

Viewpoint

went up 2¢ a pound. It is interesting how a bearish NIOP convention seems to be a good cure for a weak-trending SBO market. That may not be an accurate conclusion, but it has happened before. Traders find the vast majority are very bearish and users have very little forward coverage. They get nervous and start to extend their positions.

Other factors are at play also.

India has quietly allowed 10% more imported oils in vanaspati and probably will permit additional amounts soon. Argentina's sunflowerseed yields are disappointing and traders have had to buy back some short positions. Chicago speculators have returned to buying oil and selling meal as the soybean meal (SBM) uptrend failed.

None of these things speaks of an

extended bullish market for SBO, unless India begins a persistent and sizable purchasing campaign. Maybe as time passes there will be evidence that more vegetable oils are going into industrial products, especially in Europe and the U.S. That would be a normal response to information presented at NIOP.

David M. Bartholomew

From Washington

Food use for menhaden oil?

The National Fish Meal and Oil Association set June 1 as the target date to officially file a petition with the Food and Drug Administration for generally recognized as safe (GRAS) status for menhaden oil in foods.

According to Lee Weddig of the National Fish Meal and Oil Association, the group had hoped to file the petition earlier, but delayed doing so after FDA published a rule allowing substances used in foods in other countries to be considered eligible for GRAS status based on common use. According to Weddig, the association has gathered information documenting accepted use of menhaden oil for many years in Europe.

USDA revises fat standards

The U.S. Department of Agriculture has revised its definitions for *lite*, *lean* and other fat content claims used on meat and poultry labels to reflect more accurately the product's fat content. USDA also is requiring specific labeling information on products using these terms.

Under the new policy announced March 31, 1986, the term *extra lean* will be reserved for products containing no more than 5% fat. The terms *lean* and *low fat* can be used only on products containing less

than 10% fat, and the amount of fat must be stated on the label. The terms *light*, *lite*, *leaner* and *lower fat* can be used on products containing at least 25% less fat than the majority of such products in the marketplace. A statement explaining the comparison must be included on the label.

In addition, the terms *lean*, *lite* or other fat claims can be part of fanciful names, brand names and trademarks only if the product meets the requirements for that claim and if the claim is explained on the label. However, this restriction does not apply to the use of these terms on brand-name products such as frozen dinners and entrees when the terms indicate a product's usefulness in calorie control. Labels on these products must carry nutrition labeling that includes the fat content.

Processors have one year to change their labels in accordance with the new requirements.

Copies of USDA policy memos 070A and 071A, which explain the new labeling requirements, are available from USDA, Food Safety and Inspection Service, Printing and Distribution Section, Room 0151-South Building, Washington, DC 20250.

Fats, oils usage declines in 1984

Per capita usage of fats and oils in the U.S. declined in 1984 for the first time in several years, USDA data showed, rising again in 1985

but not to the 1983 levels.

Fats and oils consumption in the United States during 1984 was 61.6 lb per person, falling from 63.2 lb per person in 1983, according to a report by Karen L. Bunch in the Winter 1986 issue of *National Food Review*. Consumption included 13.5 lb of animal fats and 48.1 lb of vegetable oils per person.

Consumption of butter, margarine and salad oil declined. Bunch explained supplies of soybean oil for use in margarine, shortening and salad and cooking oils were tight in 1984 due to a drought in the summer of 1983. As a result, retail prices rose by more than 9%. Because of reduced supplies of vegetable oils, manufacturers turned to cheaper priced animal fats.

However, per capita consumption of fats and oils rose an estimated 2% in 1985 (to just below 63 lb per capita), with increased use of shortening, salad oils and edible tallow. With vegetable oil supplies rebounding in 1985, retail prices declined significantly between 1984 and 1985.

Preliminary data for 1986 included predicted per capita consumption of fats and oils will decline 1% to 2% from the 1985 level.

Report available on six colors

The Food and Drug Administration's (FDA) Color Additive Scientific Review Panel has released its report assessing the carcinogenic risk of using six provisionally listed

From Washington

color additives. The colors are D&C Red No. 8, 9, 19 and 37; D&C Orange No. 17, and FD&C Red No. 3.

The peer review committee concluded that its report "includes the 'best judgment' on the risk possibly posed by the external use of the six dyes reviewed while a considerable margin of safety based on absorption and exposure still remains."

The panel, while accepting the dyes as carcinogens, said, "If the weight-of-evidence would have been evaluated, there is the possibility that one or more dyes would not have fulfilled criteria . . . to be considered human carcinogens."

Copies of the report are available from the Dockets Management Branch (HFA-305), Food and Drug Administration, Room 4-62, 5600 Fishers Ln., Rockville, MD 20857.

Also, FDA in March extended the closing date for the provisional

listing of FD&C Yellow No. 5 for use in coloring cosmetics generally and externally applied drugs and of its lakes for use in coloring food and ingested drugs. The closing date was postponed from March 7 to May 6, 1986. For details, see *Federal Register*, March 6, 1986, pp. 7856-7857; March 7, 1986, pp. 7933-7934; *Food Chemical News*, March 10, 1986, pp. 13-16, 32; March 17, 1986, pp. 8-13.

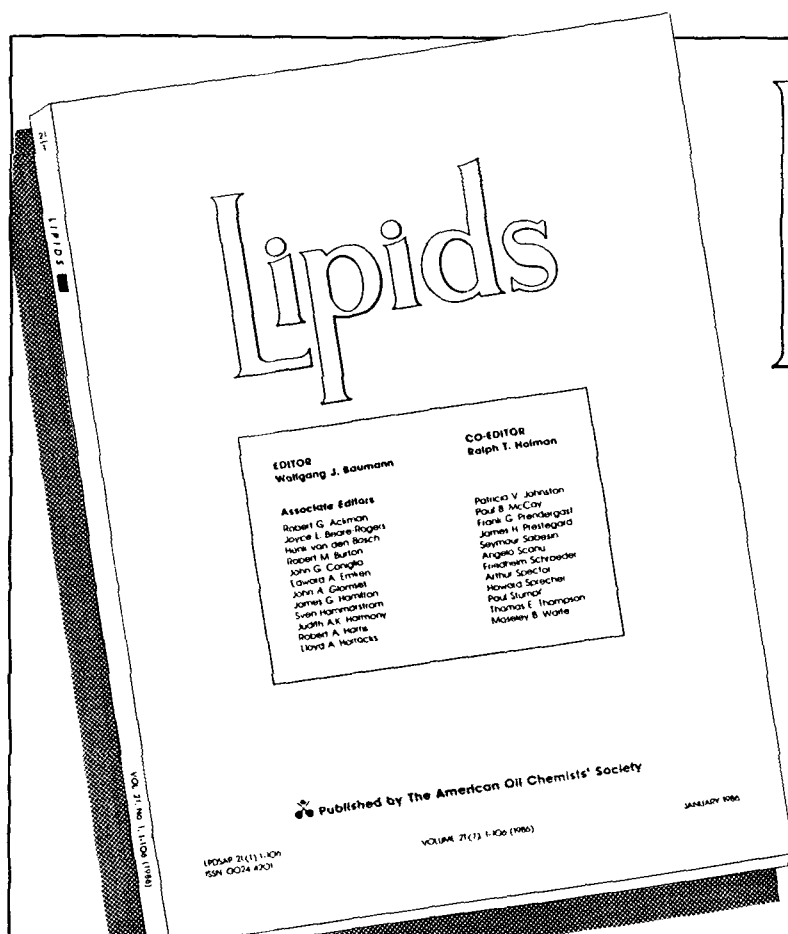
Consumers unsure over irradiation

Findings of a study sponsored by the National Marine Fisheries Service showed most consumers are uncertain about food irradiation rather than opposed to its use.

The January 1986 Brand Group

study concluded that consumer attitudes toward irradiation can be divided into three groups: those opposed to the use of food irradiation, representing 5-10% of the population; those undecided, estimated at 55-65% of the population, who have a "wait and see" attitude; and those in favor, estimated at 25-30% of the population, who accept both irradiation processing and the concept of irradiated foods because they believe they understand the advantages and consider irradiation safe.

Another finding, according to the report, was that market success of irradiated food products is "more dependent upon promotion and acceptance of the products than upon promotion and acceptance of the technology." For details, see *Food Chemical News*, March 24, 1986, pp. 31-32.



Lipids

has changed

Lipids has grown up. After 20 years as a 6.75" by 10" journal, *Lipids* is now being printed in an 8.25" by 11" format (the same size as its sister publication *The Journal of the American Oil Chemists' Society*) as of January 1986, Vol. 21, No. 1. The change was made in part to accommodate new computerized typesetting equipment being used by The American Oil Chemists' Society and to enhance *Lipids*' appearance. To call your attention to the change, the color of *Lipids*' cover has been changed from white to orange. If you're looking for 1986 issues of *Lipids* in your mail or in the library, look for the new, larger publication in its new cover.