

Spotlight on Vegetable Food Proteins



In the Gein, *William Roelofs*.

The latest information on use of vegetable food proteins will unfold for hundreds of registrants when the World Conference on Vegetable Food Proteins opens next month in Amsterdam.

Sponsored by approximately four dozen organizations from around the world, the conference will include approximately sixty plenary session talks ranging from detailed nutritional studies of vegetable protein to specific product applications.

The conference will open Sunday, Oct. 29, in the RAI Center, Amsterdam, with a reception in the exposition area. The meeting has been arranged to present in lectures, demonstrations, and exhibits the current information on use of vegetable proteins for nutritional and functional purposes. Attending will be persons interested in the regulation of food and food ingredients, institutional food programs, food assistance or emergency feeding programs, and the commercial use of protein in food products.

The opening ceremonies will be held at 9 a.m. Monday with His Royal Highness Prince Claus of The Netherlands, the patron for the conference, expected to attend. When the ceremonial opening is completed, there will be a brief recess, and then the technical plenary program will begin. All talks during the morning plenary sessions will be in English with simultaneous translation to French. The exposition area will open Sunday afternoon and again Monday through Thursday during the mid-day luncheon period. Firms involved in protein use have reserved more than 40 booth spaces. The exposition will close in mid-afternoon when daily discussion groups convene. During these discussions, registrants will have the opportunity to question speakers and comment on that day's presentations.

Conference Honorary Committee members are U.S. Secretary of Agriculture Robert Bergland; Dutch Minister of Agriculture Fons van der Stee; the Honorable Finn Gundelach, vice president of the Commission of the European Communities; and Mr. Jean Wahl, the French

Ministry of Agriculture's Delegate for Food Industries.

Three all-conference social events are scheduled. Besides the Sunday reception in the exposition area, there will be a reception Monday evening in the Rijksmuseum and a festive "Dutch evening" Thursday night in the RAI Center. These will provide informal opportunities for registrants to converse.

Persons accompanying technical program registrants will be able to register for the spouses' program of tours, shopping excursions, and other events, including the three all-conference social events.

Technical program registrants will receive attendance validation forms which may be used to substantiate tax deductions.

Registration forms and housing request forms are available from the American Oil Chemists' Society, 508 S. Sixth St., Champaign, IL 61820, USA, and from C.E.P.E., Raamweg 44, The Hague, The Netherlands.

Technical program registration fee is 675 guilders if paid before Oct. 1, 725 guilders after Oct. 1. Spouses' program registration fee is 170 guilders if paid before Oct. 1, 200 guilders if paid after Oct. 1. Group travel flights from the United States are being arranged by Doddson Travel/AOCS, PO Box 2760, Station A, Champaign, IL 61820. ●

Timely meeting

One key reason for holding the World Conference on Vegetable Food Proteins at this time has been the rising interest in vegetable proteins throughout Europe and the United States in recent years.

During 1976, the Food Protein Council in the United States commissioned a nationwide poll by the Gallup Organization on consumer attitudes toward soy protein, the most used vegetable protein product in current markets. The survey showed that a third of the 1,543 adults surveyed termed soybeans as the most important future

source of protein for humans. Runners-up were meat and fish. More than half the persons surveyed said they had eaten foods with soy protein as the prime ingredient during the past year, and about a third said they believed adding soy protein to meat or foods improved the nutritional quality, about a fourth said it had no effect, and about 20% said they didn't know if it had any effect.

The Codex Alimentarius Commission voted this past spring to establish a committee on vegetable food proteins. This United Nations-backed organization works to establish basic standards of identity for food products moving in international commerce. Establishment of the committee is recognition of vegetable food proteins' growing importance.

Earlier this summer two important regulatory reports were issued, one in Europe and one in the United States. The European report was by a Common Market Study Group on the use of vegetable proteins in food, particularly meats. In the United States, the Food and Drug Administration published its long awaited proposed regulations for vegetable proteins on July 14, 1978.

In Eastern cultures, where soy has been an important source of protein for centuries, the recent surge of interest in the West may seem a bit tardy. College communities in the United States, particularly on the West Coast, have recently reported increasing consumption of the Eastern soy foods such as miso and tofu. One session at the World Conference will be devoted to these long time uses. Eastern nations, however, are looking at the new Western applications of vegetable proteins as yet another way to use a familiar product. In early 1978, an American Soybean Association-sponsored meeting on soy protein in Singapore attracted several hundred registrants.

Copies of the proceedings of that conference are available from the American Soybean Association, PO Box 158, Hudson, IA 50643, USA. Cost is \$10; copies will be mailed postpaid.

Developing third world nations currently can view vegetable food proteins as yet another potential source of protein.

Vegetable proteins have found their largest market thus far in institutional food service programs. Soy protein has been used in school lunch feeding programs since 1970 in the United States. Soy proteins' most visible excursion into the consumer market came in 1973 when rising meat prices

permitted successful introduction of hamburger extended up to 25% with soy protein. Many stores reported selling up to three pounds of the extended ground meat to every one pound of regular ground meat.

During 1977, U.S. producers of soy products produced 649 million pounds of edible soy protein (on a 50% protein basis) and 302 million pounds of industrial product. Total deliveries during the first quarter of 1978 (edible and industrial) were 224 million pounds.

Interest in vegetable food proteins is rising — and the World Conference is providing an international forum for those involved to get together and talk about what's happening now, and in the future. ●

Spouses' program features historic sites

Spouses of technical program registrants will have plenty of time to tour Amsterdam as well as see other parts of The Netherlands during the World Conference on Vegetable Food Proteins.

All participants in the conference are invited to participate in the Sunday, Oct. 29, opening reception in the exposition area; the Monday, Oct. 30, evening reception at the world famous Rijksmuseum, where Rembrandt's "The Night Watch" is among the many paintings by the noted artist; and the Thursday, Nov. 2, Dutch festival evening at the RAI Center.

On Monday, Oct. 30, spouses will attend the opening session of the conference, at which His Royal Highness Prince Claus of The Netherlands will officially open the event. Coffee will be served in the RAI-restaurant, followed by a boat trip through Amsterdam's famed canals. The program will end at noon time.

On Tuesday, Oct. 31, a full-day excursion is planned to Schoonhoven, known as the "silver city" and to the famous mills of Kinderdijk. Luncheon will be served in Schoonhoven.

On Thursday, Nov. 2, the area east of Amsterdam will be visited, beginning with a tour of the 12th century castle Muiderslot, followed by a trip through the beautiful surroundings of the Queens' palace in Soestdijk, and concluding with a pancake lunch at the Lage Vuursche. ●



The Night Watch, Rembrandt Harmensz van Rijn.