

Soy oil consumer tested in France

The American Soybean Association reports a marketing test with hydrogenated soy oil in France showed that 79% of French housewives would "probably" or "certainly" buy the oil, based on home trials of unlabeled hydrogenated soy oil.

A group of 250 housewives received 4 liters to use in cooking French-fried potatoes. About 190 persons said they pre-fry potatoes, then finish-fry them. After they used the oil, the housewives were asked if they would buy the oil if it were commercially available. Thirty-one percent said certainly, 48% said probably, 11% probably not and 5% definitely not, with the rest undecided. The housewives reported no major differences in quality of the French fries, according to the report from ASA's Brussels office. About 40% of the testers reported an odor, with 3.2 saying it was "very strong" and 10.4% characterizing it as "strong."

Oil characteristics were acidity, 0.03%; phosphorus, 5 ppm; peroxide value, 7 meq/kg; linoleic acid, 48.46%; linolenic acid, 0.4%; and calculated iodine value, 115. Copies of the report, in French, are available from the American Soybean Association, Centre International Rogier, Box 521, 1000 Brussels, Belgium.

Marketing agreement

Foster Wheeler Spec Inc. has been granted exclusive rights in the United States, Canada, Central America and most of South America to offer Wilhelm Schmidting GmbH and Company's process and specialized equipment for the distillation of fatty chemicals. Foster Wheeler Spec Inc. is an affiliate of Foster Wheeler Corporation.

BASF plant operational

BASF's new Ludwigshafen Works in West Germany is now in operation, producing citronellal, citronellol and hydro-citronellal. The products are available in North America through Fritzsche Dodge & Olcott Inc., New York, NY, a BASF company specializing in flavors and fragrances.

The new plants use a BASF process based on petrochemical materials.

Meanwhile, the total vitamin line of Grindsted Products A/S, Denmark, has been acquired by BASF AG of West Germany.

Vitamins B-1, B-2, B-6, C and sodium ascorbate, formerly distributed in the United States by Grindsted Reisman Inc., will be marketed exclusively by BASF Wyandotte Corporation, a member of the BASF Group.

People

F.B. White retires



Former AOCs president Francis B. White has retired from Foster Wheeler Energy Corporation after 45 years of service. He will be retained as a consultant in edible oils and fatty chemicals and as an advisor to management in the company's relations with Japanese licensees and licensors.

White joined Foster Wheeler in 1937 as a chemical engineer in the industrial division and was named chief chemical engineer in 1949. He became chief industrial chemical engineer in the process plants division in 1953 and

proposal manager in 1958. He was appointed technical managing director of Ishikawajima Foster Wheeler Tokyo, Japan, in 1963 and manager of international operations in the process plants division in 1966.

A 1936 graduate of Princeton University with a B.S. in chemical engineering, he received a Ch.E. degree and was elected to the honorary society, Sigma Xi, in 1937. He is the author of a number of technical articles, holds several domestic and foreign patents and is a Fellow in the American Institute of Chemical Engineers.

White, AOCs's president in 1976, will be general chairman of the World Conference on Edible Oils and Seeds this October in The Hague, The Netherlands. He and his wife, Mary, reside in Randolph, New Jersey, and have three sons, Douglas, Daniel and Thomas.

Appointments

The Bunge Edible Oil Corporation (BEOCO) of Kankakee, Illinois, has hired David S. Kravis as its director of research and development... The Paint Research Institute has announced that Seymore Hochberg will become executive director on Jan. 1, 1983, succeeding the retiring Raymond R. Myers... The American Association of Cereal Chemists has selected N.P. Badenhuizen, professor emeritus at the University of Toronto, to receive its Alsberg-Schoch Memorial Award, and accompanying \$2,000 honorarium, during the AACC 67th annual meeting Oct. 24-28, 1982, in San Antonio.