

## Report from Montreux

# Detergents meeting draws 1,000

More than 1,000 persons from 43 countries attended the Second World Conference on Detergents, held Oct. 5-10, 1986, in Montreux, Switzerland.

Registration included 781 technical registrants, 144 participants in the spouses' program and 105 exhibit personnel. The accompanying exhibit featured 40 booths staffed by representatives of 26 companies.

The theme of the conference was "Looking toward the 90s." It was organized by the American Oil Chemists' Society, with the cooperation of the Association Interna-

tionale de la Savonnerie et de la Detergence (AIS) and the Soap and Detergents Association (SDA). Participating organizations were the Comité Européen des Agents de Surface et leurs Intermédiaires Organiques (CESIO), Federation of Oils, Seeds and Fats Associations Ltd. (FOSFA) and the Institut des Corps Gras (ITERG).

Michael R. Angus, chairman of Unilever PLC, England, was the key speaker during the opening plenary session Oct. 6. Angus, who has been associated with the industry for more than 30 years, spoke on "The Dynamics of an Evolving Industry."

Angus offered five general predictions for the industry:

- more sophisticated specialist products
- growth and innovation in developing countries
- impact of new technology in manufacturing
- closer cooperation with retailers
- better debate on environmental issues

Other plenary speakers were Enzo Fano, deputy director of the Natural Resources and Energy Division and chief of the Water Resources Branch, United Nations, who spoke on population, water



Technical registrants from around the world attend the opening plenary session Oct. 6. The conference featured 44 technical talks, a summary session and 20 poster presentations.

## Report from Montreux ...

supplies and health; and Werner R. Rein, first vice-president and chief economist, Union Bank of Switzerland, Zurich, who spoke on world economics and finances.

Sessions over five days included world trends in the detergent industry; raw materials; equipment/textiles; formulation technology for surfactants in laundry and non-laundry products; formulation technology for builder systems in detergent products; formulation technology for special functions; process/packaging; and research and consumer interface.

The impact of environmental concerns on the detergent industry was a recurrent topic during the conference. Wouter van Dieren of IMSA Institute for Environment and Systems Analysis in The Netherlands, speaking on social changes and the detergents-environmental conflict, urged companies to unite to handle environmental and social issues affecting the industry, rather than to attack their competitors on the issues. He also criticized advertisers in the industry for what he termed "inflation of innovation"—of repeatedly claiming the latest product is better than the one previously offered. Such marketing is like "crying wolf," he said, explaining that it erodes industry credibility.

He predicted:

- continued debate over eutrophication
- continued questions involving phosphate replacers, tensides and softeners
- discussion concerning aquatic toxicology and water scarcity

Presenting an industry point of view, R.J. Duggan of Unilever Research Laboratory, Port Sunlight, England, said producers in the surfactants and detergents industry have not adequately publicized their positive contribution to consumers' lifestyles, i.e., time saving and convenience due to advances in the products and technology offered to consumers. He urged that the industry make consumers aware of this

contribution to win consumer support to counteract criticism of the industry over environmental issues.

Ecological preoccupation also was reflected in the talks on formulation technology for special functions. Donald P. Stagg of Givaudan S.A., Geneva, Switzerland, explained that urban consumers today—especially in West Germany—prefer detergents incorporating fragrances that suggest natural freshness and the outdoors.

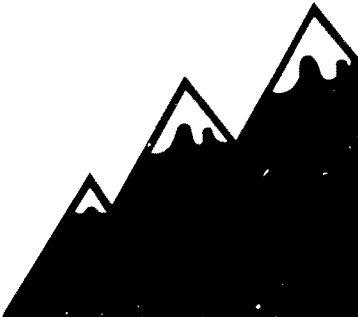
Meanwhile, C.A. Houston of Colin A. Houston & Associates, New York, speaking on builders in liquid laundry detergents, predicted:

- phosphate restrictions will continue and also will be extended to other geographic areas
- sodium nitrilotriacetate (NTA) use will remain questionable
- technology for improving suspension versus solution of detergent compounds will affect the choice of the builder and the use of enzyme additives
- the market share of built heavy duty liquids will continue to increase in the U.S.

- unless new technology allows incorporation of bleach, heavy duty liquids will face an uphill struggle in Western European markets

Adolf de Jong of Unilever, The Netherlands, in the closing segment of the conference Oct. 11, said he believed there will be a third world conference on detergents, perhaps in another nine years. "That would mean around 1995, and we would be looking to the 2000s." The first world conference on soaps and detergents was held in Montreux in 1977. De Jong said organizers could be pleased with the success of the conference, but not complacent; that for any future conference on the topic, organizers should review the conference formula and adjust it to meet the needs and concerns of the industry at that time.

A summary of the technical talks from the conference will be published in the December issue of *JAOCs*. A proceedings will be published by AOCS during the first quarter of 1987; copies will be available through AOCS at that time.



Montreux, Switzerland  
October 5-10, 1986

**Second  
World  
Conference  
on Detergents**

Looking Toward the 90's

*(continued from page 1406)*

ucts, including storage, manufacturing, use and nutrition; to organize scientific and technical exchange activities, including an annual meeting, technical forum, workshops, exhibition and technical training; to strengthen scientific cooperation and technical exchange with foreign countries, including international symposia, cooperative research and mutual visits by scientists; to provide technical consultation, information and translation services for the cereal, oil and feed industries domestically and internationally; to be responsible for the popularization and application of new technology, equipment and products from home and abroad; and to make comments, suggestions and recommendations to the Chinese government for developing these industries.

The association is governed by a board of directors, consisting of leading staff members, scientists, professors and engineers from the Ministries of Commerce, Light

Industry, Agriculture, Animal Husbandry and Fishery, Chemical Industry and Public Health and their subordinate institutions, colleges and companies. Leading members of CCOA currently are Yang Shao Qiao, chairman of the board and original vice-minister of the Ministry of Grain, and three vice-chairmen—Fu Li Min, director and engineer of the Bureau of Science of Technology, Ministry of Commerce, and secretary-general of CCOA; Gu Yao Chen, deputy chief engineer of the Cereal Science Research and Design Institute, Ministry of Commerce; and Ding Xiao Lin, vice-president and association professor of Wuxi Light Industrial Institute.

CCOA also consists of four subcommittees: Cereals and Cereal Foods, chaired by Sun Shi Zhong, senior engineer; Fats and Oils, chaired by Wang Rui Yuan, engineer; Storage Technology, chaired by Ba Pu, senior engineer; and Food Technology, chaired by Li Chang Di, senior engineer.

CCOA can be contacted through Fu Li Min, Secretary-General, Chinese Cereals and Oils Association, The Building of the Ministry of Commerce, 45, Fu Xing Men Nei Da Jie, Beijing, People's Republic of China, telephone 668581, Ext. 2382, or 654351, telex 20032 BFAMC CN.

## Japan chemists

Akira Mori, executive vice-president of the Lion Corporation, Tokyo, currently is president of the Japan Oil Chemists' Society (JOCS).

Other officers include five vice-presidents—Masuzo Nagayama, chairman, Committee to Coordinate Organization; Yasuzo Uchida, chairman, Committee of General Affairs, including International Matters; Hiroshi Kaneko, chairman, Planning Committee; Haruo Hirayama, chairman, Finance Committee; and Akemi Adachi.

Other leaders include Satoshi Nakasato, chairman, Editing Com-

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mittee; Shiro Yoshikawa, chief, Kansai District Section; and Shoi-chi Ikeda, chief, Tokai District Section.

The Japan Oil Chemists' Society was formed on Nov. 21, 1951, as The Oil Chemists' Society, Japan. In 1954, it was registered under its present name, with the objective of "contributing to the advancement of science and technology on oils, fats, their derivatives, surface-active agents and petrochemicals, through working to bring members of the society close together."

JOCS' original bimonthly periodical was changed to a monthly technical journal in 1956, named *The Journal of the Japan Oil Chemists' Society*. In January 1952, membership totaled 30 corporations and 302 individuals; by April 1985, membership had risen to 197 corporations and 2,554 individuals.

JOCS activities include its journal and other publications, sponsorship of seminars, discussions and other meetings, communications and cooperation with related organizations in Japan and other parts of the world, promotion of research activities and award presentations

and promotion of uniform standards. In addition to issuing and periodically revising its "Standard of the Analytical Method, The Japan Oil Chemists' Society," JOCS also strives to maintain uniform standards by participating in the Commission on Oils, Fats and Derivatives (Applied Chemistry Division of International Union of Pure and Applied Chemistry).

JOCS has nine divisions: oils, fats and their product analysis; food technology; surface chemistry; detergency; oxidation; biochemistry; synthetic detergents; synthetic chemistry; and oil and fat chemistry.

To contact JOCS, write to The Japan Oil Chemists' Society, 7th Floor, Yushi Kogyo Kaikan, 13-11, Nihonbashi 3-chome, Chuo-Ku, Tokyo 103, Japan.

## Japanese usage

Japanese domestic consumption of edible fats and oils in 1985 reached 1,909,000 metric tons, the equivalent of 43.2 grams per capita per day, according to the Japan Ministry of Agriculture, Forestry and Fisheries.

According to Japanese officials, fats and oils consumption increased an average of 3.3% over the past five years, compared to 6.3% for the previous five years. Edible vegetable fats and oils consumption reached 1,602,000 metric tons, representing 84% of the total. Edible fats and oils consumed in 1985 included soybean oil (32.7% of the total), rapeseed oil (28.3%), palm oil (7.8%), lard (7%), fish oil (6.1%) and others (18.1%).

## New Zealand update

The Oils and Fats Group of the New Zealand Institute of Chemistry in August held a seminar at the University of Auckland on the importance of animal foods in the economy of New Zealand.

Chief speaker was J.D. Wood from the Food Research Institute of United Kingdom at Bristol, England, who discussed the relation of fat in meat to consumer preference. According to Wood, in 1955 12.4% of consumers in Britain voted for lean beef ribs, versus 59.9% in 1982. Pig meats showing a layer of fat 12-mm thick or less were worth 106 pence/kilogram, compared to 78 pence/kilogram for a 16-mm layer of fat. In lean pork, the fat had 15% of linoleic acid, compared with 11% in fat cuts.

John Taylor of the New Zealand Pork Marketing Board said that high polyunsaturates (PU) in the feed were reflected in high PU in the fat, but too much PU made the fat sloppy and the meat hard to carve. Meanwhile, John Birkbeck, professor of nutrition at the University of Auckland, said stearic acid was not as significant as shorter chain saturated acids because it was less well digested.

Plans are underway for a second international conference of fats to be held early in 1989 in New Zealand. For information, contact Stanley G. Brooker, Chemistry Department, University of Auckland, P.B., Auckland, New Zealand.

According to Brooker, there is considerable interest in New Zealand in Australian reports that

AOCS Monograph 10

# Dietary Fats and Health

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linseed oil free of linolenic acid has been produced by genetic manipulation. However, he noted, details of the technique have not been disclosed. Brooker said it has been shown that linseed can be grown successfully in the far south of New Zealand. He added that linolenic-free oil should be suitable for margarine and other edible fats.

Brooker, who was appointed chemist at Abels Ltd.'s margarine plant in 1936, has completed 50 years of work in oils and fats. He officially retired in 1976 but still maintains his interest in fats as a consultant, honorary university lecturer and active participant in the Oils and Fats Group. He joined AOCS in January 1937 as its first member in New Zealand.

## Enzyme altering

Researchers at Genencor Inc. have altered an enzyme that they hope will lead to the commercial development of enzymes that favor transesterification reactions in fats and oils processing.

Michael Arbige, a senior scientist with the South San Francisco, California, company, said researchers have altered the protease enzyme subtilisin so that it favors transesterification rather than hydrolysis reactions. By altering amino acids near the active site of the enzyme, the scientists found the transesterification-to-hydrolysis ratio changed two- to twelvefold (depending on substrate) over the control enzyme.

The company is using subtilisin as a test model because of its similarity to lipases, which may have commercial potential. Arbige said other applications include improvements in triglyceride hydrolysis for production of specific fatty acids and monoglycerides. The company hopes to market subtilisin within the next year.

## Reallocation

At the request of the Mexican government, the U.S. Commodity Credit Corporation (CCC) in August reallocated \$12 million in credit guarantees for sales of oilseeds to provide more guarantees for sales of U.S. vegetable oils and protein meals.

According to a report by the National Institute of Oilseed Products, the CCC lowered guarantees for Mexican purchases of oilseeds from \$318 million to \$306 million. At the same time, it raised Mexican vegetable oil guarantees to \$102 million, from \$99 million, and Mexican protein meal guarantees to \$16 million, from \$7 million.

## Feedgrade cottonseed

The National Cottonseed Products Association (NCPA) has formed a committee to consider the need for a trading rule for feedgrade cottonseed and to develop such a rule if needed.

The committee is comprised of oil mill members from the Southeast, mid-South, Southwest and West, and two dealers. Chairing the committee is Thomas Greer, NCPA vice-president.

## Watkins at Texas A&M



Leslie R. Watkins has joined the staff of the Food Protein Research and Development Center at the Texas Engineering Experiment Station, Texas A&M University System, College Station, Texas.

Watkins obtained his B.S. degree in electrical engineering at Texas A&M and has 36 years of experience in oilseeds processing with the Anderson, Clayton & Co. In his new position, Watkins is associate director of industry programs, with responsibilities for supervising the only research oil mill in the country and for developing short- and mid-range research projects in oil extraction, meals processing and miscella refining.

## News briefs

The American Association of Cereal Chemists has appointed Elwood Caldwell to serve as scientific

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coordinator for the association on a part-time basis. Caldwell also will serve as the executive editor of *Cereal Foods World*, the association's monthly feature journal.

**Millipore Corp.** has acquired Dynamic Solutions Corp., a software engineering firm specializing in laboratory analytical instrument data systems.

AOCS member **Walter E. Farr**, technical director for refining and food plants at Anderson, Clayton & Co., Houston, Texas, has been elected a fellow in the American Institute of Chemists.

**Howard M. Nelson** has been named president of Kaiser Chemicals, the industrial and specialty chemicals business of Kaiser Aluminum & Chemical Corp. Kaiser Chemicals manages Harshaw/Filtrol, a specialty chemicals partnership based in Cleveland.

AOCS member **John E. Kinsella**, director of the Institute of Food Science at Cornell University, is the recipient of the 1986 Lectureship

Award presented by the Philadelphia Section of the Institute of Food Technologists.

**De Smet** has announced the successful start-up earlier this year of its second MTD deodorizing plant in the U.S., located at **Anderson Clayton Foods** in Sherman, Texas. According to De Smet, the deodorizer operation is completely automated, using a PLC system to handle numerous feedstock changes per day. Anderson Clayton officials said the De Smet system was used to expand and replace existing equipment.

**Hershey Foods Corp.**, Amfac Hawaii Inc. and Kakela Enterprises Inc. have announced they have formed Hawaii Cocoa Joint Venture, a research and development venture to test the viability of establishing a cocoa bean industry in Hawaii.

**Dart & Kraft Inc.** has announced it is separating into two companies: **Kraft Inc.**, consisting of Kraft food products group and Duracell battery operations; and **Premark Inter-**

**national Inc.**, consisting of Tupperware, Hobart, West Bend and Ralph Wilson Plastics Co. Kraft Inc. will remain based in Glenview, Illinois, while Premark will be based in the Chicago area. The dismantling is expected to be completed by the end of the year. Dart & Kraft was formed in a 1980 merger of Kraft Inc. and Dart Industries Inc.

## Obituary

### DAVID S. ALTERMAN

AOCS member David S. Alterman died of a heart attack May 27, 1986, while on his way to work. He was assistant manager of the engineering department for Bunge Corp. in New York City, New York.

Alterman would have turned 63 years old on May 28. He earned his bachelor's degree in mechanical engineering from the Community College of New York in 1948 and had worked since then for Bunge. He joined AOCS in 1974. He is survived by his wife, Annette; a son, Michael; and twin daughters, Toni and Tracy.

## Meetings

# 1987 biotechnology conference

Organizers are continuing to plan for the World Conference on Biotechnology for the Fats and Oils Industry, to be held Sept. 27-Oct. 2, 1987, in Hamburg, Germany.

The conference will bring together specialists from around the world in many disciplines related to the fats and oils industry. They will hear about and discuss the latest thinking regarding biotechnology theory and its application to the entire fats and oils area. New and classical fats and oils sources and methods of fat modification affected by these new technologies will be discussed in depth. The coverage of this new area of scientific endeavor will enable researchers and technologists in the fats and oils industry to apply the latest think-

ing in biotechnology to many new and existing opportunities for fats and oils modification, either at the source or by intermediate product manipulation. Out of these discussions could come potential new edible products, detergents, chemical intermediates and biologically significant lipids.

Speakers and discussion leaders will be recognized experts in their respective areas, exposing participants to the best thoughts in the entire biotechnology area related to the fats and oils industry.

Primary sponsoring organizations are the American Oil Chemists' Society and the Deutsche Gesellschaft für Fettwissenschaft (DGF—German Society for Fat Science), which will hold its annual meeting the same

week in Hamburg.

Conference chairman is Thomas H. Applewhite, director of research services at Kraft Inc. in Glenview, Illinois. Cochairman is Karl-Friedrich Gander of the DGF.

Persons interested in making a poster presentation should send an abstract of not more than 200 words, together with the name(s) and full mailing address of the author(s) to Dr. Applewhite at Kraft Inc. R&D, 801 Waukegan Rd., Glenview, IL 60025 USA.

Anyone interested in receiving informational brochures and registration materials when these become available should contact the Meetings Manager, AOCS, PO Box 5037, Station A, Champaign, IL 61820 USA.