

operational cost as a result of increased capacity," researchers on the project noted.

P&G to use canola oil

Procter & Gamble (P&G) has reformulated its Puritan cooking oil to contain 100% canola oil.

The previous version of Puritan, a blend of 80% sunflowerseed oil and 20% soybean oil, was introduced in 1978. P&G in late May began shipments nationally of the reformulated Puritan to retail operations and expected to have the new product widely available on store shelves by late June.

According to P&G, the change-over was done in response to marketing studies showing consumers' preference for products lower in saturated fats. The label on the new Puritan will emphasize that the reformulated oil contains less saturated fat.

"We think it will be a big winner," P&G spokesman Don Tassone said, explaining that Puritan always has been marketed with a strong health image.

The P&G product is the first major fats and oils product in the United States to be reformulated to contain canola oil. The U.S. Food and Drug Administration in 1985 gave approval for the use of low erucic acid rapeseed (LEAR) oil in food products in the U.S. Canola is Canada's low erucic acid, low glucosinolate rapeseed.

P&G declined comment on how much canola oil it will use annually, but said it is importing crude oil from Canada for refining at its U.S. food processing plants. Canola Council of Canada (CCC) personnel said the CCC will be watching the levels of canola oil exports to the United States during the summer months to get an idea of the volume. CSP is the firm providing the crude canola to P&G.

Tassone said price was not the major factor for conversion and, in fact, the price of the reformulated product will be slightly higher than the previous version because the company is paying more for the

canola oil than it did for soybean and sunflowerseed oils. However, he added, it will compete with other premium vegetable cooking oils.

Tassone noted that P&G will continue to be a major user of United States-produced vegetable oil. He cited P&G's continued use of soybean oil in its Crisco product as an example.

World margarine production grows

World production of margarine, compound fats and shortenings, and cooking and salad oils increased sharply in selected countries during October 1984-September 1985, a trend that is continuing, according to *Oil World*.

The West German fats and oils weekly publication reported in June that world production of these products grew to 15.8 million metric tons (MT) during 1984/85 in selected countries of western and eastern Europe, America and Asia: margarine to 8.27 million MT; compound fats and shortenings to 3.49 million MT; and salad and cooking oils to 4.07 million MT. Production growth represented an increase of 5.1% over the previous year.

Production growth is continuing, except in India. *Oil World* credited a sharp decline in world vegetable oil prices, giving vegetable oils a favorable edge over butter and lard, as a major factor in increasing demand for secondary food oils and fats. *Oil World* noted that solid food fats have had a price advantage over salad and cooking oils, as the major ingredients of salad and cooking oils—soybean, rapeseed and sunflowerseed oils—have been relatively more expensive than palm and lauric oils.

Oil World noted that in India, the big decline in vanaspati output, by over 10% during October 1985-March 1986, was due to government policy to raise domestic prices for vegetable oils and oilseeds, accomplished in part through a restriction of supplies for the vanaspati industry. While the aim was to promote domestic oilseed production and reduce vegetable oil im-

ports, the Indian people reacted by buying less vanaspati and shifting to cheaper palm oil or olein. Since March 1986, the government has progressively eased the supply restrictions, but production is still less than the previous year.

Consultant firm

Five internationally known French specialists have formed a consulting bureau, known as Reseau International de Consultants (RiC).

Louis Faur, Jean-Paul Helme, Jean-François Platon, Jean Poré and Aldo Uzzan are offering their expertise as a consulting network. The bureau offers consultation in foods, oleochemicals and fine chemistry, including product development, research and development, market evaluation, and processing.

Address of the bureau is RiC, c/o Actiotech, 18 bis, rue Violet, 75015 Paris, France; telephone: 16 45-75-41-81.

Corn report

The Corn Refiners Association Inc. has issued its *Corn Annual, 1986*, report, accompanied by *Industry Statistics, 1986*. Statistics used reflect shipments by members of the association, not the entire corn industry.

Figures show Corn Refiners Association members shipped a total of 273,308 tons (546.6 million pounds) of crude and refined corn oil during 1985, compared to nearly 261,800 tons (523.6 million pounds) in 1984. Corn oil exports, meanwhile, dropped from 159,055 tons (318 million pounds) in 1984 to 130,664 tons (261 million pounds) in 1985.

For copies of the report, contact the Corn Refiners Association Inc., 1001 Connecticut Ave. NW., Washington, DC 20036.

Burma project

A total of US \$35 million has been loaned by the Asian and Develop-