

magnetic media make this a product with an exciting future.

It won't be a matter of simply making the product available, however. There's more to be learned about both the products and their markets. I believe industry will be looking to you as scientists to tell us more about the value of products, their applications and how their value can be enhanced. How, for instance, might the shelf life of soybean oil be increased? We could know a lot more about the nutritional value of soybean oil, edible meal, edible soy protein products and lecithin, and a dozen other products. Consumers need to be educated on how to better use products such as oil, protein and lecithin. More work is needed to correct the image of soy foods as just cheap fillers in meats.

Perhaps more importantly, we all need to do a better job of studying our foreign markets, making sure that we are "close to the customer." We cannot push onto the Japanese market something that was created for the Illinois market. I believe that

U.S. companies have not done a spectacular job of researching individual markets and their corresponding needs around the world. At my own company, we are putting a much stronger emphasis in this area.

In some cases, a country may simply need the technology to make its own product. At Central Soya, we have entered into several joint technology agreements, because we have the know-how, and it is inevitable that the technology will be available to off-shore manufacturers—if not from us, then from someone else. There will be situations where, if income is going to be generated from a country, it will come from technical royalties rather than an ocean freighter loaded with product.

In the last two years, we at Central Soya have placed a great deal of emphasis on developing markets for our lecithin and soy concentrates, which have not been particularly well known around the world. We have also emphasized marketing the technology we've developed. It's been a concentrated and very determined effort to create new markets,

and we're delighted with what's been happening. We feel that as long as we can stay ahead of the curve on technology and we pay attention to what customers really want and need, this can be a very lucrative part of our business for decades to come. While the economies of some of our biggest potential customers today won't permit much in the way of imports, I believe that over time the economies of developing nations will perk up. We may have to reschedule debts—perhaps even forgive some—but there will be enough growth to improve living standards in areas like Africa, the Middle East, Southeast Asia and, of course, China. The opportunity is ours, but it will challenge both our technological and our business skills. World population is conservatively estimated to increase by 75 million per year—the equivalent of adding about 1.75 times the current U.S. population in five years. It will take large amounts of protein to feed these people. Food is something special and that makes our business one of very special opportunity.

## From Washington

### NRA suggests consumer info

The National Restaurant Association (NRA) has drawn up guidelines for the food-service industry concerning ingredient and nutrition information.

Noting that it remains opposed to mandatory labeling, NRA suggested information could be provided to consumers about such ingredients as milk/milk products, eggs, fish/shellfish, tree nuts, peanuts, soybeans, monosodium glutamate, sulfiting agents and FD&C Yellows 5 and 6.

Nutrition information might include calories; fat—both total grams and percent of calories from fat, unsaturated fat and saturated fat; cholesterol; and sodium.

Quick-service operations might find it most effective to provide such information in brochures, pamphlets or typed materials made available to

anyone who requests it, NRA said. Table-service restaurants could print an invitation to consumers to ask about ingredient content and could highlight menu items lower in calories, fat, cholesterol and sodium, NRA added.

However, NRA cautioned against using health claims, such as "Our fish sandwich, rich in omega-3 fatty acids, will reduce cholesterol and help prevent heart disease." Details: *Food Chemical News*, May 4, 1987, pp. 15-16.

Meanwhile, Fredrick J. Stare, Harvard University nutritionist, has recommended that the U.S. Food and Drug Administration (FDA) discontinue what he called "too complex" nutrition labeling and limit proposed cholesterol labeling to "no cholesterol" or "cholesterol free" declarations on qualifying foods.

Calling current complicated nutritional labeling "a waste of time and money," Stare said food labeling should be limited "to the number of

calories for a standard serving and a statement that a particular food is a 'good' source of nutrients x, y and z." He said labeling foods as "low cholesterol" and "reduced cholesterol" is meaningless unless the amount of food consumed is taken into consideration. Details: *Food Chemical News*, May 4, 1987, pp. 30-32.

### Improving tests for cholesterol

The College of American Pathologists (CAP) and the U.S. Commerce Department's National Bureau of Standards (NBS) have established a "reference laboratory" program that aims to improve clinical measurements of blood serum cholesterol levels and drugs of abuse in urine.

According to organizers, one area of concern is the accuracy of cholesterol tests in clinical laboratories.

Although links between high blood cholesterol and heart attack risk have been demonstrated, there currently is no guarantee that a single blood test will yield an accurate picture of an individual's cholesterol level. A 1985 CAP survey, in which identical serum samples were sent to several thousand laboratories for cholesterol analysis, concluded that about half did not produce sufficiently accurate results.

Imprecise measurements can have serious consequences for patients, NBS noted, explaining that if cholesterol amounts are falsely measured too high, a person could be placed on medication, with potential side effects, when diet and exercise may be all that is needed. Conversely, a false low reading might cause a patient's cholesterol level to be overlooked when it needs attention.

The new program is based at NBS headquarters in Gaithersburg, Maryland.

Meanwhile, a symposium entitled "Cholesterol: A Case Study—From Scientific Data to Nutrition Intervention" was presented in Washington on April 1, 1987. Organizers were the American Institute of Nutrition/American Society for Clinical Nutrition (AIN/ASCN) Public Information Committee and the AIN Industry Liaison Committee.

According to AOCS member J. Edward Hunter, who attended the symposium, the key message was that individuals at risk (total blood cholesterol levels above 240 mg/dl) should be identified and treated with appropriate dietary and/or drug measures. However, controversy continues on whether dietary modification to reduce risk is appropriate for the entire population.

Commenting on the debate over reducing risk in the entire population, J. C. LaRosa of the George Washington University School of Medicine and Health Sciences noted it is uncertain whether there are hazards associated with cholesterol-lowering in children, the elderly and diabetics as a result of long-term use of a low-fat, high-carbohydrate diet.

J. I. Cleeman, coordinator of the National Institutes of Health's National Cholesterol Education Program, indicated that the program is

intended to increase public and health-professional awareness about the importance of lowering elevated blood cholesterol levels and to provide guidelines for doing so. Currently, an expert panel is developing guidelines to assist doctors in lowering high blood cholesterol levels in adults.

F. E. Scarbrough of FDA's Office of Nutrition and Food Science said it would take FDA the remainder of 1987 and possibly longer to review the more than 750 comments received on the agency's proposed cholesterol labeling regulation. A final rule is not likely to go into effect for two years.

Meanwhile, R. E. Olson, of the State University of New York at Stony Brook, expressed the view that while people at risk should be identified and treated, existing data are not sufficiently strong to justify a mass intervention program aimed at lowering blood cholesterol levels of the entire population. "We cannot take a special diet and become well," he noted.

## U.S. survey of eating patterns

The U.S. Department of Agriculture (USDA) has begun a one-year nationwide survey of food consumption by Americans.

Conducted approximately every 10 years, the survey is the nation's primary source of information on the consumption of foods and nutrients and on the dietary status of U.S. households and individuals. The survey also will determine what 9,600 households pay for food and when, where, and with whom household members eat.

USDA hopes the survey will show how changes in lifestyle affect the way Americans eat. Smaller families, more older people, different lifestyles, more eating away from home, growing numbers of women working outside the home, increasing concern about diet and health relationships and shifts in income and food prices may all be factors in changing dietary and nutritional patterns.

## USDA: Peanut price supports

The U.S. Department of Agriculture (USDA) has outlined price support differentials for the 1987 peanut program. The 1987 differentials, used to adjust price support levels for types of peanuts depending upon quality, location and other factors, are based on a national average quota-support level of \$607.47 per ton. Proposed 1987 price support levels vary from \$573.26 per ton for Spanish peanuts to \$606.73 for Virginia and Valencia peanuts to \$611.61 for Runner peanuts.

Details were published in the *Federal Register*, April 22, 1987, pp. 13259-13261.

## Tax ruling on jojoba

A United States Tax Court has found that a jojoba plantation is not a grove, orchard or vineyard: consequently, Internal Revenue Section 278(b), which would require capitalization of preproductive expenses for farming syndicates, is not applicable to jojoba.

Jojoba Growers Association president Hal Purcell, in response to the decision, said it was the first time an impartial third party has ruled in favor of the association's position.

"While this decision is a very powerful factor in our favor, it is not yet the end of the fight. The IRS could choose to appeal the decision or could ignore it and continue to litigate other cases. Only the issuance of a final regulation in our favor by the U.S. Treasury Department will finally resolve the issue," Purcell wrote in the May-June 1987 issue of *Jojoba Happenings*.

## USDA amends export rules

The U.S. Department of Agriculture has adopted regulations permitting guaranteed coverage on credits extended for freight cost and marine

## From Washington

and war risk insurance costs associated with U.S. agricultural exports under the Commodity Credit Corporation's (CCC) GSM-102 and GSM-103 export credit guarantee programs.

It is believed this action will help increase U.S. agricultural exports because exporters will be able to offer credit terms to foreign buyers for these costs as well as for the cost of the commodity, according to George Pope, acting general sales manager for USDA's Foreign Agricultural Service.

In other action, sunflowerseed and products will be given \$3 million as part of USDA's Targeted Export Assistance (TEA) allocations for fiscal 1987, USDA has announced.

The TEA program will be administered by the Foreign Agricultural Service through the CCC and the National Sunflower Association. This is one of 36 projects with industry, to total \$110 million.

## FDA: November color ruling

The U.S. Food and Drug Administration (FDA), in its semi-annual agenda, published April 27, 1987, in the *Federal Register*, predicted it will issue a final color additive order on FD&C Red 3 in November 1987.

In addition, in the May 1, 1987 *Federal Register*, FDA postponed the closing for the provisional listing of D&C Reds 33 and 36 for use as color additives in drugs and cosmetics until July 6, 1987.

FDA said its action would allow time for preparing documents explaining its reasons for setting conditions under which the two color additives may be safely used. FDA said it has concluded the drug and cosmetic uses of these two are safe.

Meanwhile, FDA has announced that McNeil Specialty Products Co. has filed a petition requesting approval of sucralose as a non-nutritional sweetener in foods. Details: *Federal Register*, May 8, 1987, p. 17475.

## Inside AOCS

# Emery 2nd donor corporation

Emery Chemicals, formerly known as Emery Industries, became the second corporate member of the Foundation Donor Council in the AOCS Foundation fund-raising campaign for the construction of the new headquarters in Champaign, Illinois.

Emery, a division of National Distillers & Chemical Corporation (NDCC), announced its gift at the AOCS annual meeting in New Orleans in May.

To qualify for the Foundation Donor Council, an individual or cor-

poration must make a minimum contribution of \$25,000. As a result of Emery Chemicals' contribution, one room in the new headquarters will be named for Emery and AOCS past president Karl Zilch of Emery when the building is dedicated.

Emery Chemicals was established by Thomas Emery in 1840 in Cincinnati, Ohio. Using animal fats from the city's meat-packing industry, Emery manufactured lard oil for lamps. Within a decade, the product line was expanded to produce dripless white candles from stearic acid. Subsequent growth and innovation have made Emery one of the world's leaders in fatty acid technology and specialty chemicals. In 1978, Emery was merged into National Distillers and Chemical Corp., headquartered in New York City.

Emery uses agricultural products as its main raw materials. These include tallow and oils from coconuts, palms, palm kernels, soybeans, castor beans and cottonseed, as well as tall oil from kraft paper manufacturing. Its remaining feedstocks come from petroleum and other sources. Emery's manufacturing processes include (a) separating fats and oils into mixed fatty acids and



Major benefactors in the fund drive are treated to a special event at the meeting. From left are Eleanor Baldwin, Nicholas Pelick, A. R. Baldwin, E. G. Perkins, Gelsa Pelick, Lucy Chang, Robert Hastert (hidden), Deborah Meiners, Arnold Gavin, Joan Gavin, Ava Hastert (seated at the piano) and Stephen Chang.

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