

# Jojoba conference draws 280 persons

More than 280 attendees took part in the 7th International Conference on Jojoba: Production, Processing and Utilization of Jojoba, held Jan. 17-22, 1988, in Phoenix, Arizona.

The international conference was sponsored by the American Oil Chemists' Society and the Jojoba Growers Association. Other participating organizations included the American Chemical Society, the Asociación Latinoamericana de Jojoba, the Cosmetic, Toiletry and Fragrance Association, the Institute of Food Technologists, and the Jojoba Association of Australia.

In three and a half days of technical sessions, registrants from 26 countries heard talks ranging from plant physiology and agronomy to processing and basic chemistry. Also discussed were industrial, cosmetic, pharmaceutical, food and feed uses of jojoba products. Invited speakers came from the U.S., Mexico, Israel, Australia, India, Japan and Switzerland. In addition to 34 plenary talks, the conference featured more than 20 poster presentations; poster presenters came from the U.S., Indonesia, India, Paraguay, Argentina, Italy, Switzerland, France, Pakistan, West Germany and Mexico.

In opening ceremonies Monday morning, L.H. Princen, technical program chairperson, and Carole A. Whittaker, general chairperson, welcomed participants to the con-



L.H. Princen (above, left), technical program chairperson, and Carole A. Whittaker (above, right), general chairperson, address attendees of the international conference on jojoba at welcoming ceremonies.

ference. Other speakers featured were AOCS President Robert Haster, Hal C. Purcell who is president of the Jojoba Growers Association, and U.S. Sen. Dennis DeConcini of Arizona. Prince Bernard of The Netherlands, who was unable to attend, sent greetings to participants and noted, "I am still very interested in the jojoba plant and how it might be used in other developing countries in our world."

Sen. DeConcini, calling jojoba a "success," noted that a few years ago, only a few tons of jojoba oil were produced annually; by 1986, that total had jumped to a million pounds, with approximately 700,000 pounds produced in Arizona alone. "Six years from now,

as much as 42 million pounds may be harvested," he said, adding, "As recently as 10 years ago, people did not know what jojoba was. Now, more than 40,000 acres in the U.S. have been developed for jojoba, and thousands more in Latin America, Mexico, Israel, Australia and Africa."

DeConcini said jojoba is a crop with exciting promise, although some people are skeptical that it can meet its potential. He added, "Skeptics can be proven wrong. After all, one of the first explorers to reach the Grand Canyon said it wasn't worth the trip. He said it was destined never to be visited again. Hardly!"

Keynote speaker George Dun-



Hal C. Purcell (far left photo) of the Jojoba Growers Association, George Dunlop (center photo) of the U.S. Department of Agriculture and Sen. Dennis DeConcini (photo above) of Arizona encourage those in the jojoba industry to continue their work.

## World Conference



Conference participants visit booths staffed by representatives of Desert King-JMC Ltd. and the Asociación Latinoamericana de Jojoba. The exhibit featured 21 booths representing the 17 companies.

top of the U.S. Department of Agriculture, speaking on "Horizons for New Agricultural Products," noted that jojoba is a prime example of how to put under-used natural and renewable resources to work. "To help feed, clothe and house an increasing global population, to make marginal lands more productive, to meet challenging resource needs and to improve the

sustainability of the world's natural resources, it is important that there be undertakings such as this conference and other appropriate opportunities to investigate many barely known plant species," Dunlop said.

Praising those who had helped develop jojoba as a crop, Dunlop told conference attendees, "Your courageous efforts have resulted in the production of one million pounds of jojoba seed a year, the processing capacity to handle four times that volume and a market that is growing faster than the supply of oil." The next step, he said, is to gain buyers' confidence by offering predictable prices, consistent quality and abundant supplies. "You are on the threshold of success," he said.

However, he cautioned, it is difficult to commercialize a new crop such as jojoba. "Since jojoba has only recently become domesticated, much remains to be learned about the best techniques of planting, growing and harvesting it. Market studies and testing of products which will sell in the marketplace also are needed to assure jojoba's commercial success."

Citing USDA's Office of Critical Materials program for developing agriculturally produced industrial materials, Dunlop said jojoba is among the top five crops thought to have the greatest potential for successful commercialization. USDA, he said, has identified 18 active jojoba-related projects under way at four land grant universities and the Agricultural Research Service laboratories. Active research topics include irrigation, plant improvement, agronomy, entomology, pathology, utilization, harvesting and economics.

On Wednesday, Jan. 20, participants took a break from technical sessions for a field trip to jojoba production fields in the Hyder area of Arizona. This included a tour at Pacific Agricultural Services, where participants saw cultivation and harvesting demonstrations; Hyder Jojoba Inc., where participants visited seven-year-old seed-planted fields and viewed a seed-cleaning and storage facility; Mueller Farms and

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## World Conference

Desert Farm Management Inc. (DFMI), and Associated Jojoba Industries Inc. At Mueller Farms and DFMI, participants viewed a field in which 17 acres were planted to seed and 17 acres were planted with specially selected cuttings in 1981; results of this trial were discussed. Also, the tour included a visit to greenhouse facilities operated by DFMI. In addition, participants saw Associated Jojoba Group's five-year-old seeded field, which in 1986 yielded more than 800 pounds of seed per acre. After the farm stops, participants enjoyed a barbecue lunch before returning to Phoenix.

Other social activities held in conjunction with the meeting included an opening mixer Sunday evening, Jan. 17, at the Hyatt Regency Phoenix, a cocktail party sponsored by the Jojoba Growers Association and other jojoba industry representatives Monday evening, Jan. 18, at the Heard Museum and an Old West casino night Thursday evening, Jan. 21.

A proceedings of the conference will be published by AOCS later this year. For more information, contact AOCS Headquarters, PO Box 3489, Champaign, IL 61821-0489, USA.

## Exhibit highlights

An exhibition accompanying the international jojoba conference in Phoenix in January featured 21 booths representing 17 companies. The following are highlights from that exhibit:

- Asociación Latinoamericana de Jojoba, founded in May 1987, promoted jojoba growing and jojoba development in Latin American countries. President of the association is Ricardo Ayerza of Argentina.

- Associated Jojoba Group said it is in the final phase of constructing a jojoba-processing facility in Arizona's Hyder Valley. The facility will operate a continual-flow cold press and solvent extraction process with capacity to process 30 tons of seed a day. The com-

pany will custom-process crops for jojoba farms or will purchase entire crops to process. The company said its goal is to provide a dependable long-term source of jojoba oil to the industry. The controlling shareholder of the company is Associated Jojoba Industries Inc., the developer of one of the industry's larger jojoba plantations.

- De Smet said it is furnishing the first continuous jojoba solvent extraction plant for Associated Jojoba Group's Hyder, Arizona, processing plant. According to De Smet, the facility can process up to 19 short tons per day of pressed cake.

- Desert Balm is the successor to Farmland Oil Purchasing Corp. It is owned by Karen and Richard Koevary, who purchased the assets of Farmland Oil. The company mar-

kets jojoba products for retail and also is a wholesale supplier of jojoba oil and derivatives to industry.

- Desert King-JMC Ltd., a joint venture company formed by Desert King Corp. and the Jojoba Marketing Cooperative, is approaching the end of its first year of operation. While members of the Jojoba Marketing Cooperative are improving procedures to lead to greater oilseed production on their plantations, Desert King is expanding its processing and marketing capabilities, recently putting into operation a new solvent extraction plant at its processing facility. Desert King-JMC Ltd. has appointed David J. Ricks as director of technical services. During the international conference, the joint venture presented a new line of jojoba products, including three grades of oil

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Dennis Slavens (top left photo) of Jojoba Southwest Inc. studies the technical program as the conference begins. In the center photo, attendees, totaling more than 280, applaud during opening ceremonies Monday. Above, Melinda Berger and Carole A. Whittaker of Hyder Jojoba Inc. and Jaime Wisniak of Ben Gurion University of the Negev enjoy the Sunday evening opening mixer.

cosmetic and pharmaceutical industries, as well as a jojoba-based product using other natural wax esters for use as a lubricant additive.

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- Desert Whale Jojoba Co. Inc. featured its latest offerings of jojoba acid, jojoba alcohol, saponified jojoba, nonionic surfactants derived from jojoba and sulfurized jojoba.

- International Lubricants offered a new line of reformulated automotive and industrial lubricants. Also, the company said it has acquired Santa Fe Oil Co. (L.A.), thus making it one of the larger users of jojoba oil.

- Jojoba Growers Association announced it is offering a poster from the conference listing the names of individuals and companies involved in the research and commercial establishment of jojoba worldwide. It also has available *Jojoba Feasibility Seminar Proceedings*, containing current information on jojoba costs, markets, investment opportunities, current and potential yields, upgrading and agricultural risks. The association has scheduled its Cultural Practice Symposium May 14-15, 1988, at the University of California-Riverside and its annual meeting and seminar for Oct. 29, 1988, at Los Angeles, California.

- Jojoba Growers & Processors Inc. presented a new line of nonionic surfactants, alkoxyated derivatives of jojoba oil. Data from the dermal and ocular irritation studies were presented during the conference. Also, the company announced plans to construct the Kino Institute of Natural Oils near Phoenix, Arizona. The new facility will extract and refine specialty botanical extracts including jojoba oil. Construction is expected to start in mid-1988, with completion in 12-18 months.

- KSA Jojoba said it offers jojoba products containing higher jojoba oil content (10%-20%) than many products on the market due to formulas designed for the company by Thomas Miwa. The company introduced a jojoba acne medication and hair-care products at the conference.

## World Conference

- Oliver Mfg. and Cunningham & Associates at their booth featured the Oliver stoner, a stone-removing gravity separator redesigned for the jojoba industry, and Cunningham & Associates' applied technology for bean and seed cleaning and for jojoba processing.

- Purcell Jojoba Co. displayed data describing genetic work that has quadrupled the cost-effectiveness of jojoba production. According to the eight-year-old firm, a yield of 921 pounds per acre in the fourth year from a 28-acre variety field trial far surpassed the indus-

try average of less than 200 pounds. The company said it is conducting an extensive genetic improvement program.

- Reinartz Machinery featured a screw press, Type APVII, developed for small-scale projects, as well as ancillary equipment. In company news, Edward R. Aitken has become the North American representative for Reinartz.

- Superior Jojoba Oil Co. Inc. has begun work on derivatives using jojoba oil in addition to its offering of various grades of jojoba oil. The company's new 45,000-

square-foot processing facility at Nogales, Sonora, Mexico, is scheduled to begin processing in mid-1988. Company officials said the facility will be equipped to process all types of oils. Eduardo Toledo has been appointed plant and operations manager for the new processing plant.

- The Tintometer Co. featured a Gardner scale three-field comparator for oil and exhibited its color-measuring instruments, which can be applied for use with crude and refined jojoba oil.

## Meetings

# Symposium honors Stephen Chang

A symposium on "Flavor Chemistry of Lipid Foods" will be held in honor of Stephen S. Chang during the 1988 AOCS Annual Meeting at the Phoenix Civic Plaza May 8-12, 1988, in Phoenix, Arizona.

Chang, a past president of AOCS, will retire from teaching this June after 27 years of teaching food, flavor and lipid chemistry at Rutgers University in New Brunswick, New Jersey.

Chairing the two-day symposium, scheduled for May 9-10, will be two of Chang's former students, Thomas H. Smouse of Ralston-Purina Co. and co-chairman David B. Min of Ohio State University. Talks will include the following:

- Introduction, Thomas H. Smouse, Ralston-Purina Co.
- Contribution of Flavor Chemistry to the Food Industry—Overview, D. Richard Ensor, Firmenich S.A.
- Development of Methodology for Flavor Chemistry—Past, Present and Future, Roy Teranishi, USDA's Western Regional Research Center
- Isolation Methods of Flavor Compounds, Gary A. Reineccius, University of Minnesota
- Gas Chromatography and GC/MS of Aroma/Flavor Products from Lipid Foods, Edward G. Perkins, University of Illinois
- Singlet Oxygen Oxidation in

Vegetable Oils, David B. Min, Ohio State University

- Oxidation of Lipids by Enzymes, Harold W. Gardner, USDA's Northern Regional Research Center

- Flavor Chemistry of Deep-fat Frying of Oil, Jan Pokorny, Prague Institute of Chemical Technology

- Rapid Test for the Deterioration of Frying Oils, Michael M. Blumenthal, Libra Laboratories Inc.

- Importance of Lipid-derived Volatiles to Vegetable

- Flavor, Ron G. Buttery, USDA's Western Regional Research Center

- Chemistry of Meat Flavor, Ki Soon Rhee, Texas A&M University

- Chemistry of Fish Flavor, Robert C. Lindsay, University of Wisconsin

- Flavor Chemistry of Fish Oil, Kenshiro Fujimoto, Tohoku University

- Flavor Chemistry of Dairy Products, Earl G. Hammond, Iowa State University

- Volatile Flavor Compounds De-

## Outlook session

A special feature of the 1988 AOCS Annual Meeting in Phoenix, Arizona, May 8-12, 1988, will be an oilseed outlook session.

The session, scheduled Monday morning, May 9, will include the following talks and speakers:

- USDA's 1988 Oilseed Production and Consumption Outlook, Philip Mackie, USDA's Foreign Agricultural Service

- 1988 Oilseed Futures Outlook, Mario P. Baletto, Merrill Lynch Capital Markets

- World Situation and Outlook for Major Oils & Fats, Thomas Mielke, *Oil World*

- 1988 Outlook for Specialty Crops and Oils, Joseph Smith, Oilseeds International Ltd.

- Annual Surveys of Regional Patterns in Soybean Protein and Oil Content, Charles R. Hurburgh, Iowa State University.

Thomas Applewhite, editor of the *Journal of the American Oil Chemists' Society (JAOCS)*, will chair the session.