



*Sfpa*

# FOOD FORUM

SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

MARCH 2005

<http://www.sfpa-food.org>

## Mark Your Calendars!

Mark your calendars for the annual meeting starting October 27 through October 30, 2005. This year's meeting will be held in historic Savannah, Georgia at the Hilton DeSoto Hotel.

The DeSoto Hotel (named after explorer Hernandez DeSoto) opened in December of 1890. It was a richly appointed hotel that was the site of lavish gatherings for elegant guests. Woodrow Wilson stayed at the DeSoto prior to his wedding at the historic Presbyterian church a few blocks away.

Decay gave way to progress when the DeSoto was torn down to make way for a modern structure designed to have the luxurious overtones of a former era. The Hilton DeSoto opened for business in 1968. It has been host to dignitaries (Ronald Reagan, Jimmy Carter) and kings (Elvis).

Walk a short distance to Monterey Square which is adjacent to the home of John Berendt, the famous Savannah host in the book, "Midnight in the Garden of Good and Evil". Another short stroll takes you to Chippewa Square where Forrest Gump contemplated life. Forrest was correct. Life is like a box of chocolates. You never know what you're going to get behind an iron garden gate or the history hiding behind elegant homes and entryways. There are many surprises to be found as you explore historic Savannah.



## President's Message

I can hardly believe that Spring is almost here! Since the first of February we have had birds chirping and sun shining and warm short-sleeve days--- until today! Rain and snow and sleet and slush are the order of the day today. Schools are closed and the kids are celebrating, I'm sure! We are hard at work, as usual, in spite of the snow!

Your Board of Directors is diligently planning our 2005 Annual Meeting. We are going to Savannah, Georgia this year and it will be GREAT! Yes, I did say Savannah. We've changed the venue because the one we had chosen has closed and is converting to an Assisted Living Facility. While that might be ok for some folks, it won't work for our lively group at all.

Savannah will be fun and the folks at the DeSoto Hilton, located in the heart of Downtown Savannah, are really excited about having us. Your board met there in February and was pleased that the hotel can accommodate all of our events spectacularly. The dates of the meeting are: October 27 – October 30, 2005.

As always, we will have a great line up of speakers for our edification and education and entertainment! Golf and Tennis are conveniently available and the shopping is terrific and convenient for walking. There are lots and lots of historical sites to visit. Really, there is something for everyone to enjoy. Your directors are planning to meet again in March or April to finalize the details of the theme and the speakers.

In keeping with our focus on education, we will once again hold a Silent Auction and a Raffle at the Convention. Providing financial help to people studying in the fields of Food Science and Food Technology is a Southeastern Food Processors Association legacy that will touch the lives of more people than we can count through the coming years. Think about it. We provide help to the students, most of who go on to work in the food industry in some capacity or the other, and thereby provide help towards the greater issues of crop and resource preservation and feeding the world! By helping each of the students we serve, we indirectly touch the lives of every consumer they ultimately feed. That is quite an accomplishment!

So bring your checkbooks and your cash and come to Savannah this fall! We'll have a wonderful time together! I look forward to seeing each of you there.

Ann Garner Riddle  
President  
Southeastern Food Processors Association

## More Folate Could Mean Less Hypertension

Women who consume higher levels of folic acid through supplements or food during their childbearing years may lower their risk for hypertension, or high blood pressure, according to a study published in the January 19 *Journal of the American Medical Association*. The study used food frequency data from women enrolled in two prospective cohort studies. Eight years of follow-up study found that the risk of hypertension was significantly decreased in those women who consumed at least 1000 micrograms/day of folate.

Folate is a water soluble B vitamin that occurs naturally in foods such as spinach, citrus fruits and dried beans and peas. The synthetic version, folic acid, is added to fortified foods and supplements to help prevent birth defects and encourage healthy cell growth.

Study authors do caution that much more research is necessary to confirm the findings, and that the results do not equal proof that folate should be used clinically to treat high blood pressure. The study comes a week before the Florida Folic Acid Coalition, based at the University of Florida. For more information on the weeklong effort, visit the National Council on Folic Acid at [www.folicacidinfo.org](http://www.folicacidinfo.org).

## Life Story of the Can

The tale of canning begins during war. In 1795, more men in Napoleon's army died from hunger and scurvy than in combat. So many died that the French government offered 12,000 francs to anyone who could invent a preservation method that would allow the army to eat. Nicolas Appert, of Paris, invented the first canning method. He partially cooked the food, sealed the food inside bottles with cork stoppers, and boiled the bottles. His method worked, and he was awarded the promised 12,000 francs.

The English were determined to outdo the French and create a better way of preserving food.

Peter Durand succeeded when he created the first tin can, which was easier to handle than glass bottles and stoppers. The first canning factory was established in England in 1812. The British army and navy used tremendous amounts of canned food, which relived both hunger and scurvy.

In 1825, President James Monroe awarded a patent to Thomas Kensett and his father-in-law Ezra Dagget for "preserving food in vessels of tin." Canning technology came at a critical time in American history - the beginning of the expansion into the west. Bringing canning to America aided the expansion by allowing settlers to carry a reliable food supply.

The American Can Company was created in 1901, and several other giant canning companies appeared shortly after. By this time, cans were beginning to have an impact in the daily lives of Americans. The variety of foods available in cans was skyrocketing, and stockpiling food for winter was no longer necessary. Cans are also partially credited with creating chain self-service grocery stores—a clerk no longer had to package food for each customer. With some alterations in the design, cans brought soft drinks to the American people. Finally, aluminum was used instead of tin to create a non-rusting recyclable can. Today, the trend in cans is to create distinct brand shapes.

## Lowdown on "Low-Carb" Labeling

Whether it's *carb-smart*, *carb-wise*, *carb-fit*, or just plain *low-carb*, no federal regulation defines these marketing terms used to sell the flood of new reduced carbohydrate food products. In the absence of an official definition, "low-carb" can be interpreted in many ways. It may mean that the product has fewer carbohydrates than a comparable product or it may mean that it contains a specific amount of carbohydrates per serving. Even the labels of some foods that are naturally low in carbohydrates may be using label terms that call out to carb-conscious consumers.

To confuse matters further, some food labels refer to "net carbs" or "effective carbs." Again, no government or generally agreed upon definition exists for this terminology but the terminology is typically used as the result when fiber and certain sweeteners, such as sugar alcohols and glycerin, are subtracted from the total carbohydrate content.

Source: Food Insight. Nov/Dec 2004

## **Foods & Convenience: A Package Deal**

As food evolves to accommodate the demands of an increasingly on-the-go world, in many cases it's the packaging that drives the change. And those packages are getting smarter.

Time-honored food products whose designs have been modified in response to the portable trend include everything from single serving size cheeses, to hand-held flexible tubes, to miniature cookies in re-sealable cups.

"The trend of foods being made ideal for in-the-car snacking is a huge area of growth in the United States and it will continue to be successful," said Tom Biddie, Director of Packaging and Development for Kraft Foods. In addition to the emphasis on bite-sized, hand-to-mouth eating, foods are also being packaged to suit the nation's ever-expanding nutritional awareness.

"People are demanding products to be portionalized to control dietary needs," said Biddie.

The nutritional component is also seen in such trends as meals-in-a-bottle and other packaged products designed to substitute or replace sit-down meals.

"The traditional family cycle of meals is being replaced by blurred eating sessions and snacking throughout the day," said Biddie.

While there are plenty of product packages tailored for children, product researcher Lynn Dornblaser of Mintel Group said a potentially big market that hasn't been tapped is the older consumer. She noted that of the 77 million baby boomers, the oldest are just 60.

"They're going to get very demanding as they get older and crabbier, so there's a lot of opportunity for older eyes, older hands and people who have difficulty opening and closing packages," she said. The future of food packaging holds such innovations as self-heating and self-cooling packaging for products like coffee and beer, said packaging expert Aaron Brody. Consumers can also expect to see smart packaging that alerts consumers that a product is beginning to spoil, and others that interface with appliances, he said. Expect packaging to get more fun, he added.

"Food packaging will become a truly recreational venture. Just look at what the kids are eating now. . .they're shooting stuff out of tubes and having all kinds of fun with packaging and that's only going to get more creative."

## **"Shaping Up" the Food Pyramid**

Although 80 percent of Americans recognize the Food Pyramid, an estimated two-thirds of the population is considered obese. The nutrition guide put out by the Department of Agriculture in 1992 has been recognized for its flaws in promoting the high consumption of complex carbohydrates (6-11 servings of breads, pasta, etc.) and eliminating some of the healthy fat sources such as Omega 3 fatty acids. The USDA and the Department of Health and Human Services are set to reveal the latest restructuring of the classic pyramid in the coming months. In the new guidelines, the pyramid symbol could be completely phased out, forcing health-based and nutrition curriculums across the nation to rely on a fresh symbol of healthy eating. The modified pyramid will have a slogan and a fresh graphic look in hopes to boost the public's attention to their health.

## **Bayer and Cargill to Produce Specialty Canola Oil**

Bayer CropScience and Cargill have formed an alliance to produce specialty canola that will provide high stability oil for Cargill's food industry customers. This oil does not require hydrogenation and is used by food processors when there is a need to eliminate trans fat and reduce saturated fat content.

The alliance will combine Bayer CropScience's expertise in producing high-performing, high-yielding seed with Cargill Specialty Canola Oil's patented technology for producing and utilizing high oleic canola oil. The alliance intends to also collaborate on research to develop other desirable oil traits, with a goal of accelerating the supply of canola varieties that produce high stability oil with improved nutritional composition. The hybrids with these special oil profiles could be released for commercial growing in Canada and the United States as early as 2007.

The \$32 billion global market for oil seed production is estimated to be growing 3 percent per year. Two oilseed crops, soybeans and canola, account for over 70 percent of the 336 million metric ton world oil seed production capacity. Canola oil alone represents an annual market of more than \$8 billion. Canola oil is lower in saturated fats than any other oil.

Cargill Specialty Canola Oils develops, produces and markets high-performance canola oils and solid shortenings that deliver zero trans and low saturate solutions to the food industry. For more information, visit <http://www.clearvalleyoils.com/> or <http://www.cargill.com/>.

## Food Fun Facts

*“No man in the world has more courage than the man who can stop after eating one peanut.”* Channing Pollock, American playwright and critic

- In Japan, Gerber’s top selling baby food is a sardine dish!
- Some lobsters can live to be over 100 years old!
- February is known as Canned Food Month
- Pinto Beans contain the most fiber of all beans. In New Mexico they are the state vegetable and known as frijoles.
- In 1999, the largest recorded pancake breakfast fed 40,000 with a stack of pancakes over 2 miles high!
- Live snake meat is readily available in Singapore, Hong Kong and Taiwan. Sautéed snake meat and snake soup are said to ward off common colds, and are generally healthy.

Source: [www.foodreference.com](http://www.foodreference.com)

## Tsunami Had Minimal Effect on Spices

Reports from suppliers in South Asia indicate that spice growing areas were unharmed, although it may be too early to tell. Some shipping delays are possible due to damage to dock facilities and ocean ports being used for relief efforts.

## Paprika/Chili Shortage has Global Impact

All major paprika sources experienced poor growing seasons in 2004. The U.S crop finished below expectations as weather problems reduced yields about 20%. Other origins such as Israel and Brazil reported shortages as well. Traditional sources from Spain and South Africa are no longer factors. Peru is still in the early stage of developing its potential. Demand for paprika/chili is very strong with customer inquiries coming in from all over the world. Global needs will far outstrip available supply. Expect higher paprika/chili prices over the next 12 months and well into 2006. For the next crop to be harvested in October 2005, U.S. farmers are demanding hefty price increases citing huge cost jumps for fuel (natural gas up 50%) and labor (mechanical harvesters cost \$330,000 apiece).



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