



Sfpa

FOOD FORUM

SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

JULY 2006

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

Lisa Gordon - 919-515-2956

SFPA Annual Meeting

This year we will be meeting at a beautiful hotel and resort in Myrtle Beach, SC. Mark your calendar now for **October 26-29, 2006** to come to the **Myrtle Beach Marriott Resort at Grande Dunes**. You can view the site at <http://marriott.com/property/propertypage/MYRGD>. It is a beautiful facility situated directly on the beach. Many rooms will be over-looking the ocean, so you will want to **get your reservations in early**.

Your Board of Directors are working hard to put together an excellent program. Once again there will be a beautiful golf course and tennis courts to demonstrate your skills. Don't forget the silent auction where your contributions can really make a difference in a food science student's academic experience at one of our chosen southeastern land grant universities.

President's Message



Hopefully the summer is off to a good start for everyone. I recently had the privilege of hearing a speech given by a mother whose child had benefited from the Big Brothers Big Sisters program of Knoxville. She talked about how the small amount of time spent with her son made so much difference in his life. She spoke about the child's improved self confidence and how the little things kept building upon themselves. His attitude, conduct, and grades all improved dramatically over a short period of time. I couldn't help but think that maybe this child will grow up and make other children's lives better because of his experience.

As an organization, we have an opportunity to help influence the future students. Our scholarships are helping students pay for their education and creating an incentive for better students to enter the

food industry. We will become a much stronger and more competitive industry by supporting these and many more students. We are in a global economy and must attract the best, most innovative and talented students if we are to remain strong. Our innovation and growth will create exciting careers for students and protect our industry from being exported. Making the life of the students a little easier today may pay everyone dividends in the future.

Please be sure to make plans to attend our convention this fall. Our board is very excited about the great line-up of speakers and entertainment for the weekend and we look forward to seeing each of you in attendance. As always, please ask your associates throughout the industry to join our association and attend our annual convention.

Press Release SFPA Scholarship

Southeastern Food Processors Association has presented the University of Alabama a scholarship check. Tom Densmore, board member of the Southeastern Food Processors Association presents Brian Davis, Director of the Alabama International Trade Center at The University of Alabama a check in the amount of \$500 for the AITC scholarship program. As director, Brian Davis oversees the export training, finance, and consulting services of the AITC, a component of the University's outreach programs for new and existing industry. The AITC has a specialization in the food industry for assistance to manufacturers for sales, distribution, and training to enter foreign markets. The scholarship fund will be awarded to a University of Alabama undergraduate who is focusing on food sales or marketing as a career. Brian advised, "this is the first scholarship received by the AITC Department and we are excited to be recognized by the Southeastern Food Processors Association."

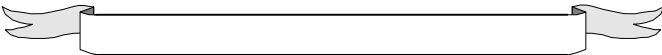
The Southeastern Food Processors Association is a food industry organization of food processors and associates that share common interests and situations within the food industry. The SFPA covers multiple southeastern states: Virginia, Tennessee, North Carolina, South Carolina, Georgia, Louisiana, Arkansas, Mississippi, Alabama and Florida. Additionally, the association raises monies for multiple student scholarships given to area universities promoting food science and food sales and marketing. Those interested in the SFPA scholarship programs or food manufacturers interested in joining the organization should contact Lisa Gordon at the SFPA Office, North Carolina State University, Food Science Dept. at 919-515-2956.



Tom Densmore is Vice President of Sales and Marketing at Whitfield Foods, Inc. the makers of Alaga and Yellow Label Syrups and branded products. Whitfield Foods, Inc. is located in Montgomery, Alabama and is celebrating its 100th year anniversary this year. Densmore stated, “the Southeastern Food Processors Association membership is a rewarding experience that can be beneficial to all levels within an organization.”



SFPA Scholarship Awardees

- Clemson - Saka Kolodzaike
 - University of Georgia - Ali McDaniel
 - NC State University - Rachel E. Campbell and Jonathon R. Layfield
 - University of Tennessee - Colleen Cruze
- 

Bottlers File Lawsuit

A group of approximately 50 Coca-Cola bottlers filed a suit in U.S. District Court to stop The Coca-Cola Company and Coca-Cola Enterprises Inc. (CCE) from shipping PowerAde to customer warehouses instead of delivering the product directly to individual stores. This is a system that has been in place for over 100 years. Coca-Cola bottlers will also seek a preliminary ban to prevent Coca-Cola’s PowerAde warehouse delivery plans until the legal action is resolved. The suits, the first major legal actions by a majority of independent Coca-Cola bottlers as a group against The Coca-Cola Company in over 80 years, contend that an agreement negotiated in 1994 between the bottlers and the company specifically prohibits warehouse delivery of PowerAde to retailers like Wal-Mart.

Making Sense of Sensory Evaluation

At Ohio State University, Wilbur A. Gould, Consultant of the Food Industries and Former Director of the Food Industries Center, termed sensory evaluation as, “Examination by smelling, feeling, tasting, and/or seeing (appearance).”

S. Arazi and D. Kilcast stated, “Without appropriate sensory analysis, there is a high risk of market failure.... Sensory analysis is too frequently overlooked as a requirement before product launch, and is often carried out to a poor standard.”

It is natural for one to suppose that because a company’s product is to be sold and used by consumers the company would want to create a product that a consumer would want to buy again and again, and who better to determine what a consumer wants than a consumer. A company is capable of saving money, energy, time, and hassles by doing simple sensory evaluation.

The sensory evaluation gives a company the chance to see if a product is good competition, to determine how consumers will react to the product, and gives companies a chance to make improvements to a product before releasing it into the market.

Herbert Stone, President of Tragon Corp., Redwood California, developer of laboratory services related to sensory evaluation, said this in regards to “science”, “Sensory evaluation is a science that measures the responses of people to products as perceived by the senses. It is a powerful resource for understanding the similarities and differences among

products, whether those products are competition, new formulations, or a comparison of alternative processing effects. Sensory resources are cost effective, providing precise information quickly, and they serve as a bridge between the technical and consumer worlds.”

Allergen Frequently Asked Questions - Continued from April Issue

Q: What type of foods are covered by the FALCPA labeling requirements?

A: FALCPA’s requirements apply to all packaged foods sold in the U. S. that are regulated under the FD&C Act, including manufactured and imported foods. The FDA regulates all foods except meat products, poultry products and egg products.

Q: May the terms “soybean,” “soy,” and “soya” be considered synonyms for the term “soybeans” for the purpose of satisfying the FALCPA labeling requirements?

A: Yes, “Soybean,” “soy,” and “soya” are reasonable synonyms for the common or usual name “soybean,” and any of these terms may be used to identify the food source of the major food allergen “soybeans”.

Top Health Issues Consumers Want to Prevent

- 76%- Heart Disease
- 75%- Vision problems
- 73%- Lack of energy
- 71%- Obesity/weight
- 71%- Arthritis/joint disease
- 71%- High cholesterol
- 69%- High blood pressure
- 66%- Memory concentration problems
- 59%- Diabetes
- 58%- Osteoporosis
- 58%- Frequent cold and flu
- 56%- Blood sugar imbalance
- 56%- Acid reflux/heartburn
- 53%- Intestinal regularity
- 33%- Menopausal issues

*A. Elizabeth Sloan. Top Ten Functional Food Trends. Food Technology: Getting Kids to Eat Healthy. April 2006. Pg. 28

Less is More

When it comes to running, a runner will always say that 90% of the work is mental, while the left over 10% is the actual running. The same works with eating. Most of the eating a person does is mental while only a small portion is the actual process of eating. If a person thinks they are hungry then they will eat until they do not think they are hungry. This involves satiety, the point where your body has reached satisfaction from hunger. Satiety is a process that occurs in the small intestines and is also known as “ileal break mechanism.”

Scientists take satiety to a different level to where it is felt that satiety does not only depend on how much food is consumed to satisfy one’s hunger, but the type of food involved. Does a person’s brain function in such a way that it realizes the types of food it is eating? At the University of Sydney in Australia, some researches took this concept and put it to work. A few years ago test studies were done to show that certain types of fixed-calorie food items being fed to test subjects left a different feeling of satiety after consumption. These results were published in the European Journal of Clinical Nutrition (September 1995).

Using a scale at which white bread was used as a marking point on the “satiety index” at 100, food items that gave a better feeling of satiety were marked higher whereas food items that left a poorer feeling of satiety were marked lower. Some of the high marked food items were boiled potatoes (score of 323), eggs (150), and apples (197). Some of the lower marked food items included yogurt (88), peanuts (84), and croissants (47).

The conclusion from the research then was to allow the consumer the best opportunity in dieting and budgeting. Less is more- less money, less weight, more hunger satisfaction.

Bill Approved for Food-labeling Uniformity

Legislation allowing the FDA to set nationwide food-safety standards passed the House in early March. This bill prohibits states from imposing different rules without federal approval. Critics say that having standardized food-safety-labeling laws may keep the public from knowing about harmful products in certain foods and will lower consumer confidence in the food industry. The National Uniformity for Food Coalition, a group of more than 150 food industry stakeholders, has launched a Web site in support of the bill. For more information, visit www.nationaluniformity.org.

Americans Add Healthier Options

Three-quarters of all adults enjoyed last night's meal at home, however, the amount of meals cooked at home continues to fall. Almost one-quarter (23%) of last night's dinners were eaten at a restaurant. When eating at a restaurant, consumers desire options and healthier options are on the climb. Healthy and unhealthy foods rank side-by-side as the most popular foods ordered in restaurants. Hamburgers and French fries lead the list as the most popular foods ordered in a restaurant. Side and main salads are in the top ten. Along with salads, seafood is becoming a more prominent healthy option. While Americans are more and more consumed with their physical appearance, healthy food choices are vital for a restaurant's success.

Ranking	Men	Women	Students age 18-24	Kids under age 6
1	Hamburger	French Fries	French Fries	French Fries
2	French Fries	Hamburger	Hamburger	Pizza
3	Pizza	Pizza	Pizza	Chicken nuggets
4	Breakfast sandwich	Side salad	Mexican	Burgers
5	Side salad	Chicken sandwich	Chicken sandwich	Ice cream
6	Eggs	Breakfast sandwich	Chicken nuggets/strips	Non-fried vegetables
7	Doughnuts	Main salad	Chips/pretzels/crackers/curls	Mexican
8	Hash browns	Chinese food	Breakfast sandwich	Rice
9	Chinese food	Chicken nuggets/strips	Seafood	Macaroni and cheese
10	Main salad	Rice	Side-dish salad	Fruit



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

OFFICERS

Executive Director
DR. JOHN RUSHING
North Carolina State University
Raleigh, NC

President
AL WILLIAMS
Bush Brothers & Co.
Knoxville, TN

1st Vice President
MIKE CAMINITI
Ball Corporation
Loveland, OH

2nd Vice President
MIKE CARTER
Mt. Olive Pickle Co.
Mt. Olive, NC

Treasurer
MCCALL SWINK
McCall Farms
Effingham, SC

2005 Past President
ANN GARNER RIDDLE
T.W. Garner Food Co.
Winston-Salem, NC

BOARD OF DIRECTORS

TOM DENSMORE, 2005
Whitfield Foods Inc.
Montgomery, AL

DREW ANDREWS, 2006
Elite Spice
Lawrenceville, GA

MCCALL SWINK, 2006
McCall Farms
Effingham, SC

MIKE CHUMLEY, 2006
Georgia-Pacific
Spartanburg, SC

JACK HADDOCK, 2007
The Smyth Companies
Charlotte, NC

TONY GOLDING, 2007
Golding Farms Foods Inc.
Winston Salem, NC

BILL KEITH
Membership Director
Crown, Cork & Seal Co., Inc.
Atlanta, GA

BILL MORRIS, COLLEEN CRUZE, and
DAVEAN TONKERY
Food Forum Directors
University of Tennessee

Southeastern Food Processors Association
NC STATE UNIVERSITY
P.O. Box 7624
Raleigh, NC 27695-7624