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FAPC Seminars and Workshops

- Basic Training Workshop, Nov. 21
- National Market Hog Symposium, Dec. 13 - 14
- Beef Quality Summit, Feb. 24 - 28
- Entrepreneurial Workshop, third Thursday of every month

For more information or to register, call (405) 744-6071 or see our Web site calendar at www.okstate.edu/ag/fapc.

Center sets standard on biosecurity and safety

In response to new nationwide concerns, the Food and Agricultural Products Center has formed a security and safety committee and will implement a program for the Center.

Chaired by Jason Young, quality management, the committee recently met with David Edger of 3CI Consulting in Oklahoma City. Based on recommendations from that meeting and policies set by the Food Safety and Inspection Service (FSIS) for food processing centers, the committee proposed a three-phase plan for the Center to follow.

Young said his committee proposed the

plan in order to have a security and safety program for the Center. He also hopes it will serve as a model for other facilities across the state, as well as the nation.

"We've accessed what should be done and have applied it here," Young said.

Young noted that other facilities can take simple steps in increasing security. His suggestions included conducting employee background checks, training employees to be aware of others around them, controlling keys to the facility and limiting passageways in and out of the facility.

"Processors need to understand how to tighten security," he said. ❖

DASNR recognizes Center specialists

Several Food and Agricultural Product Center staff and faculty were recently recognized by the Division of Agricultural Science and Natural Resources for their achievements over the past year.

Rodney Holcomb, Ph.D., agribusiness economist, received the Celebrate State Award from the university earlier this year for his role in the establishment of Value Added Products in Alva, Okla.

He also was awarded with a Governor's Commendation and received the "Motivating the Masses" Award on Quality Oklahoma Team Day 2002.

Chuck Willoughby, business and marketing

associate, was acknowledged with a Celebrate State award for his role in the emergency and continuing recovery efforts of the Stroud, Okla. community and others as a result of the May 1999 tornadoes.

Minquan Zhang, oilseed research specialist, was recognized as Who's Who in the World 2002, the Who's Who in America 2002 and the Who's Who in Science and Engineering 2002-2003. ❖

*Have a seminar or workshop topic you would like addressed?
Please call the Center at (405) 744-6071. We want to know what you need.*



FOOD FACTS

THE NEWSLETTER

Volume 6, Issue 2 • Fall 2002

Oklahoma Food and Agricultural Products Research and Technology Center • Oklahoma State University

FAPC staff attend national IFT seminar

By Chuck Willoughby, Business Planning and Marketing Associate

Several Food and Agricultural Products Center staff attended the Institute of Food Technologists (IFT) 62nd Annual Meeting in Anaheim, Calif.

Each year, IFT brings together nearly 20,000 food industry professionals from around the world to participate in a four-day event packed with valuable programming.

I was especially interested in the consumer behavior and demographic information presented by Marilyn Raymond, director of business development at New Product Works of Ann Arbor, Mich.

Setting the pace for today's consumer is the aging baby boomers and their children. Baby boomers are healthier and wealthier than any other generation of their age in history. Quality of life is primary for them. They are on a quest for the eternal fountain of youth.

Generation-Y is also having a major impact. Twenty percent of this group has credit cards – this group has the greatest purchasing power of previous generations at this

age. Internet is their way of life. The standard identity for taste among this group is McDonalds and Betty Crocker.

Ethnic diversity is a driving force of consumer behavior. Data from the 2000 Census indicates that the Hispanic population makes up 13.5 percent of our total population. The Hispanic median age is nearly 10 years younger than the total population and their purchasing power is valued at over \$452 billion.

As well, non-traditional households play an important part in shaping consumer behavior. Today, the largest consumer group is single women. Thirty million women live alone and 27 percent of children under age 18 live in a single parent household.

Raymond noted that regardless of the demographics of today's economy, there are four primary motivators driving consumer behavior – wellness, safety, gratification and convenience. For each of these motivators, there are clusters of benefits innovative products can successfully offer consumers. These clusters can be referred to as “trends.”

Examining trends in the market is important before introducing a new product, but one shouldn't limit oneself to what the current successes are. One should look to the past as well.

Also, it is important to learn from failed products both in the past and present. Examining the whole picture can help one identify potential opportunities in the market.

In short, to successfully introduce a new product requires a great deal of homework, careful consideration and the will and energy to endure the efforts necessary to get that product into the hands of the consumer. ❖

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Message from the Director

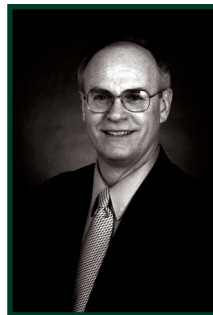
While at the Food and Agricultural Products Center, I have had the opportunity to meet many Center clients and supporters, including many in our state agencies, trade associations and agriculture commissions. All have welcomed me warmly and are pleased with the work of the Center. All have high expectations of the Center and it is clear to me that the Center must not relax its efforts to drive value-added products and process development in Oklahoma.

There are a few Center activities I would like to highlight for you. Danielle Bellmer and Timothy Bowser, Center food engineers representing the department of biosystems and agricultural engineering, both have

made contributions to the Bio-Based Project that has a goal of using agricultural by-products and waste products for value-added products, such as energy. The national Energy Bill is on Congress' front burner this fall and there will likely be funds available for value-added research. The Center is aggressively participating in this high profile work.

Salim Hiziroglu, department of forestry, has been added to the Center faculty working on value-added forestry products, such as pivotal research on the Eastern Red Cedar for the manufacture of high value particleboard.

Jim Brooks has been added full time to the Center Business and Marketing group to best serve our Oklahoma food and manufacturing



industry.

We have many exciting projects focused on helping Oklahoma clients grow their businesses and add value to agricultural commodities. The Center started 30 new projects like this in the second quarter of the year, bringing our total to 621 since the Center began its work in 1997.

Thank you,

J. Roy Escoubas
Director

Quick Bites ...

American Native Beef (ANB) launched its equity drive and is seeking members and investors to contribute to project funding.

ANB is a group of agriculturalists in a multi-state area who seek to add value to their product through a cooperative effort.

According to ANB, the focus is to build a slaughter cow/bull processing facility to increase value through ground products, patties and pre-cooked items.

For more information, contact Mason Mungle at (405) 491-1594.

Food Facts Newsletter

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*For a free subscription, please call (405) 744-6071.

DASNR seeks food science professor

Oklahoma State University's Division of Agricultural Sciences and Natural Resources has an opening for the Charles Browning Endowed Professorship in Food Science at the Food and Agricultural Products Center in Stillwater, Okla.

Qualified candidates should possess a Ph.D. in food science, food engineering, food packaging, food microbiology or a related field. Preference will be given to those who have demonstrated achievement in the science and technology of foods processing, having done

nationally recognized work in an area of food processing, food engineering, food packaging or food safety and microbiology. Other considerations include academic excellence, professional society and academic leadership, evidence of acquiring extramural funding, knowledge and experience in food safety.

The endowed professorship is an 11-month appointment involving 60 percent research, 30 percent extension and 10 percent teaching. The research component will involve the development of a nationally

recognized program in emerging food science and technology concerned with adding value to Oklahoma agricultural commodities. It is also expected that this position will strengthen the Center's ability to support the Oklahoma foods industry in food quality and food safety. The extension component will involve education and science and technology transfer to the Oklahoma food processing industry. The teaching component will involve graduate education and training in the Center focused on adding value to Oklahoma agricultural commodities. The academic home department will be

determined by the candidate's expertise and will likely be chosen from biosystems and agricultural engineering, horticulture and landscape architecture, plant and soil sciences or animal science.

The position is available July 1, 2003. Applications are due March 14, 2003.

To apply, candidates may submit a letter of application, curriculum vitae and five letters of reference to: Dr. Stanley E. Gilliland, Chair, 148 Food and Agricultural Products Center, Oklahoma State University, Stillwater, OK 74078-6055, Voice: 405-744-6071; FAX: 405-744-6313. ❖

Bar-S Foods donates food safety equipment to FAPC

The receipt of a high-tech scientific instrument will expand Food and Agricultural Products Center's microbial food safety efforts.

The Center is reinforcing its mission of applied food safety research through its partnership with the state's food processing industry by means of a major equipment donation provided by Bar-S Foods.

"This is a fantastic reflection of how this industry works seamlessly to help preserve the safety of our food supply," said Center Director J. Roy Escoubas.

Bar-S Foods, headquartered in Phoenix, Ariz., with three major processing plants in Oklahoma, is donating a six-figure Qualicon RiboPrinter™ system that automatically processes microbial cultures to generate DNA fingerprints. This equipment is state-of-the-art in automated DNA fingerprint analysis, databasing and identification and is used by both federal agencies and private industry.

Peter Muriana, associate professor and food microbiologist, said this equipment will enhance the microbial diagnostic capabilities of food safety programs in the Center, assisting with DNA fingerprinting of pathogens or

spoilage microorganisms that may be helpful to Oklahoma food industries.

Currently, the Center's microbiological programs use pulsed-field gel electrophoresis to conduct DNA fingerprinting.

"We use laborious manual DNA fingerprinting techniques that are subject to human error during processing of the samples,"

Muriana said. "But now, this work can be facilitated using the automated fingerprinting capability of the RiboPrinter™."

The acquirement of this equipment, as an academic facility, elevates the Center's capabilities to participate with programs of national prominence in investigating microbial sources for either outbreak strains or spoilage organisms problematic to food processors.

Muriana suggested that the equipment also offers applications to address situations of bioterrorism of food or agricultural products that are now added among traditional food safety concerns.

Bar-S originally acquired the equipment to help with their own food safety efforts, but soon realized it could be beneficial on a much larger scale through the Center's programs.

Rasool Rabbani, Bar-S division vice president for co-packer operations and technical services, said they are extremely pleased they could be of assistance to not only the Center's program, but indirectly to the entire food industry.

"We recognized that we will maintain access to this equipment, but will also gain the expertise and research findings of the Center," Rabbani said.

Beyond this, Rabbani added the opportunity for other processors to have access to this technology, enhancing the outstanding reputation Oklahoma has in the food processing sector.

The equipment, currently stationed at Bar-S's Oklahoma Product

Development Lab in Elk City, Okla. is expected to be at the Center by the first of the year.

"This unparalleled approach by Bar-S Foods is not only a generous gesture to the Center and the food industry, but a confirmation of their commitment to food

safety," Escoubas said. "I greatly commend them." ❖

This unparalleled approach by Bar-S Foods is not only a generous gesture to the Center and the food industry, but a confirmation of their commitment to food safety.

-- J. Roy Escoubas



FAPC and CiReNa partner for oregano oil research

Ramon Silva Vazquez, from the Research Center of Natural Resources (CiReNa) in Chihuahua, Mexico, has joined the Food and Agricultural Products Center staff on a sabbatical year working on a collaborative research project on molecular distillation of essential oil of oregano with Nurhan Dunford.

While working at CiReNa, Vazquez was a head researcher on the oregano project for 10 years and served as the assistant manager of the research facility.

Oregano oil has antiviral and antibacterial properties and may aid in metabolic functions. ❖



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