

Join us at The Beverly Hilton, Los Angeles,
October 7 & 8, 2003

AMERICAN PALM OIL COUNCIL
presents

3RD GLOBAL OILS AND FATS FORUM IN LOS ANGELES

Interfacing in this global forum with leading experts of the oils and fats industry! This is the only oils and fats forum designed to continuously update, seek latest trends and interface with the global oils and fats industry in a unique, dynamic and participative environment!

SESSION I : WORLD OILS AND FATS MARKET UPDATE

CHAIRMAN : MR. THOMAS MIELKE, OILWORLD ISTA MIELKE GmbH, GERMANY
SPEAKERS : DATUK HARDON SIRAJ, MS. BARBARA ISMAN, MR. JOHN BECHERER,
MR. DENNIS MAXFIELD, DR. ALEJANDRO RECA

SESSION II : MANUFACTURERS UPDATE: FOOD APPLICATION

CHAIRMAN : MR. IAN MCINTOSH, ANGLIA OILS, UNITED KINGDOM
SPEAKERS : MR. MARK WEDEMAN, DR. DEBBIE ROGERS, MR. JAMES CASEBOLT,
MR. U R LNNITHAN, MS. JOSIPA PASKA

SESSION III : MANUFACTURERS UPDATE: NON-FOOD APPLICATION

CHAIRMAN : DR. T THIAGARAJAN, MALAYSIAN PALM OIL BOARD AMERICAS
SPEAKERS : MR. Y T CHENG, DATIN LIANA LOW, MR. WILLIAM SHAY
MR. ILIJA GAVRILOW

SESSION IV : CONSUMER UPDATE

CHAIRMAN : DR. K C HAYES, BRANDEIS UNIVERSITY, WALTHAM, MA
SPEAKERS : MR. ROBERT KOWALSKI, DR. MARY ENIG, DR. KALYANA SUNDAM
MS. SYLVIA ROWE, DR. MARGARET CHENEY

Register Now!

For more information on forum, please visit our website
www.americanpalmoil.com
Or contact us at
Tel: 310 944 3910 Fax: 310 944 3544
Email: kassim@americanpalmoil.com



For information write in 16

Turning Protein

During the technical sessions at the 2001 meeting of the Institute of Food Technologists (IFT), one research team unveiled an alternative to acid hydrolyzed vegetable protein. The alternative, identified as enzymatically hydrolyzed vegetable protein (eHVP), used wheat gluten as the raw material "because of its feasible degradation." Hydrolyzed by koji-culture, the hydrolyzation was in the presence of salts and at high temperature. The reported degradation ratio was higher than commercialized yeast extracts. The odor and color also were weaker than yeast extracts. The resulting eHVP also lacked monochloropropanol and dichloropropanol at the detectable level of 5ppb. Furthermore, the flavor intensity was enhanced two times and four times, respectively, with the addition of 0.001% and 0.003% of nucleic acids. The principals suggested that the eHVP could replace monosodium glutamate, yeast extract and beef extract, as well as HVP. **PH**

Website Resources:

www.fda.gov/fdoc/special/foodlabel/ingredient.html — Ingredient Labeling: What's in a Food?

http://ift.confex.com/ift/2001/techprogram/paper_9433.htm — IFT paper: Development of enzymatically hydrolyzed vegetable protein with koji-culture and its application to foods

www.mindfully.org/WTO/Global-Food-Fight25aug02.htm — San Francisco Chronicle article "Global Food Fight Brews Over Sauce Labeling"

Some of the information in this article was derived from Mintel International's Global New Products Database, www.gnpd.com, 312-932-0400. For more information on the GNPd, e-mail: kthackston@mintel.com

Going Global



A Prepared Foods article in June of 1998 mentioned the emergence of soy sauce as a flavor enhancer for confectionery products, and a recent launch shows the ingredient has, indeed, made its way to Japan's candy aisles. However, the inclusion of soy sauce will not be the first thing to catch the eye. Positioned as a more natural snack, Inside-Out Caramel Potato from Kanebo Foods (Tokyo) is made with sweet potatoes. Diced, deep-fried and coated in caramel, sweet potatoes long have been a favorite in the country, but Kanebo solved one of the big drawbacks to the treats—sticky hands. To prevent this, the inside-out caramel potato has the caramel inside and is coated with sweet potato paste. Retailing for 200 yen (\$1.67), the Japanese name for the product is Gyaku Daigaku Iro.

For slightly bit a more (300 yen or \$2.51), Japanese consumers can opt for Kuromame Azuki—a black azuki bean ice cream bar formulated with soy sauce as well. In this product from Ohayo Dairy Products (Okayama-shi, Japan), crunchy black azuki beans are simmered in sugar and soy sauce into a bean jam and formed into ice cream bars. The soybeans are available in black, yellow or blue.

In Ireland, Namchow (Bangkok) has released Rice Cracks crackers, with soy sauce among its ingredients. Lightly salted and gluten-free, the low-fat crispy rice snacks retail for 1.49 euros (\$1.39).

Meanwhile, in the U.K., soy sauce is found in Indian Mini Naan Breads, a line of party food under the Marks & Spencer (London) private label. However, the ingredient is only in the Chicken curry naan bread varieties; the other two flavors in each package—Keema lamb and Masala mushroom & spinach—do not incorporate soy sauce.

Mexican beer drinkers, however, are managing to use soy sauce the way many Americans first enjoyed it, although not likely in the same application. Available from Compania Alimenticia del Norte (Nuevo Leon, Mexico), Michelodas Michie Mix Especial is a condiment for beer. Among the ingredients are soy sauce, salt, lemon juice and powder pepper.



PHOTOS COURTESY OF MINTEL INTERNATIONAL