

Bluebook *Update*

A SOYATECH PUBLICATION

A quarterly newsletter for subscribers and listers of *Soya & Oilseed Bluebook* 🌐 July-September, 2003 Volume 10, Issue 3 © 2003 by Soyatech, Inc.

Trans Fats in the Spotlight

Can the food ingredient wizards provide workable solutions?

— by Joe Jordan —

U.S. consumers will soon find more information on food labels: the amount of trans fats a product contains.

Trans fats are an unhealthy fatty acid produced in the hydrogenation of vegetable oils, and the **Food and Drug Administration (FDA)** has just determined that their proven relationship to increased risk of coronary disease warrants giving the consumer the ability to determine just how much trans fats he or she is eating.

The FDA will not require food labels to include trans fats information until January 1, 2006, but many food makers have already begun taking steps to modify their products to include as little trans fats as possible. **Kraft** and other firms quickly announced their intentions to remove trans fats or touted products that are already trans fat-free (such as NuSun sunflower oil). Ingredient suppliers have also been scrambling to provide new oils. **Archer Daniels Midland**, for instance, has already rolled out a NovaLipid line with little or no trans fat.

Soy growers, too, are sensing the importance of the issue, says Mike Orso, who represents the **United Soybean Board**. “U.S. soybean producers are fully aware of the challenge they face and are using their checkoff dollars to fund research into creating soybeans that require little or no hydrogenation. They are fully engaged in this issue.”

But does it matter to the average shopper?

“Consumers do care,” says Stephanie Childs, spokesperson for the **Grocery Manufacturers of America (GMA)**. “They are looking for ways to improve their health through the foods that they eat, and they’re looking for simple answers to obesity and nutrition concerns.” 🌐

Soy and blueberries make a healthy treat . . .

Grad student Yean Teh conducts food science research, creating soy-based blueberry popsicles, in one of the labs at the University of Maine in Orono. The research is a result of efforts to entice people to eat more wild blueberries, one of the primary food products produced in the state. Researchers are combining the flavorful fruit with other healthy products such as soy to promote the health benefits of both foods. A USDA study suggests blueberry consumption may reverse age-related short-term memory loss and help restore some balance and coordination. The popsicle idea is especially promising because wild blueberries lend themselves to freezing because of their low water content.

TOBY HOLLIS PHOTO, COURTESY OF UMAINE



U.S. Soyfoods Sales Hit \$3.65 Billion, Says New Study

Who says there’s a flavor problem with soy? Not American consumers.

According to the latest in a series of studies on the soyfoods category, retail sales of soyfoods grew by 12.8% overall in 2002 to reach an estimated \$3.65 billion. This is the seventh year in a row that the category has grown by more than ten percent overall. Helping drive this growth is the increased awareness by consumers of the connection between diet and health, and the increasing popularity of low-carb, high protein diets.

Sales of energy bars, meat alternatives, soymilk beverages and cold cereals with soy were the primary contributors to growth. Energy bars with soy protein, commonplace in virtually every store across the nation, grew at over 30% and accounted for nearly 25% of the total dollar gain for the category.

Sales of soy-based products are growing more rapidly in mainstream food channels than in natural product stores, according to “Soyfoods: The U.S. Market 2003” by **Soyatech, Inc.** and **SPINS**, indicating a broadening acceptance of soy products by American consumers.

“The trend towards mainstream growth has been consistent over the past five years,” says report author and Soyatech president Peter Golbitz. “Not only are sales increasing more quickly in the mainstream channel, but mainstream and cross-over shoppers now buy nearly half of all soyfood products in the U.S. It’s not just a ‘new age’ food anymore.”

This new 153-page report provides a comprehensive overview of the industry. The macro section combines all of the top line

– See Soyfoods on page 4

This Star Treks to Ballgames for Veggie Dogs



Sometimes, it gets personal.

That's exactly what happened to actress Johanna McCloy after she trekked to Dodger Stadium to see a baseball game and struck out in her quest to find vegetarian food options. Ms. McCloy ultimately decided to channel her energy into a personal mission to see Major League Baseball stadiums offer vegetarian menu items, including soy-based hot dogs, at concession stands. This mission, somewhat more down-to-earth than an earlier one where Ms. McCloy played Ensign Calloway on "Star Trek: The Next Generation," has yielded mostly positive results.

It started simply enough with a phone call to the manager of concession services at Dodger Stadium three years ago. Ms. McCloy expressed her disappointment with not being able to find even a sandwich without meat. She asked about veggie dogs and other vegetarian alternatives, and was told that veggie dogs might be tough due to contractual arrangements with their current suppliers. But a meat-free Subway sandwich did begin to appear the following week.

"All it took was one phone call, one person to get it started," remarks Ms. McCloy.

Boldly empowered to go where no one had gone before, she began contacting every Major League Baseball stadium with the same request. Within a few months, Comiskey Park in Chicago became the first MLB stadium to officially add veggie dogs to their menu. Not long after, three more ballparks began to carry veggie dogs and other vegetarian options.

To help her quest, Ms. McCloy formed Soy Happy as an advocacy service to alert consumers about ballparks that were serving veggie dogs and to function as a networking platform to promote the addition of vegetarian alternatives in all mainstream venues. Just because sports fans were used to finding relatively unhealthy food at ballparks didn't mean this was all they wanted.

"There are a lot of people out there who want vegetarian alternatives," says Ms. McCloy. "The fact is, I have never been a big hot dog eater, because I grew up overseas, but hot dogs are conducive to ballparks. It's a cultural thing. You want a hot dog when you're at a ball game."

In fact, hot dogs are the number one item on ballparks' menus, according to the National Hot Dog & Sausage Council. The council estimates that 25.9 million hot dogs will be consumed in major league ballparks this year, enough to stretch from New York to Los Angeles.

Of course, not as many veggie dogs will be sold, but to date there are eleven ballparks now selling the soy-based product. They were even available at this year's All-Star Game in Chicago. For fans who seek a soy dog to go with their baseball experience, the list includes: Miller Park, Milwaukee; Pacific Bell Park, San Francisco; Great American Ballpark, Cincinnati; Minute Maid Park, Houston; Sky Dome, Toronto (Sky Dome offers the first branded veggie dog cart in any Major League Baseball stadium, offering Yves Veggie Cuisine veggie dogs and veggie burgers); Safeco Field, Seattle; U.S. Cellular Field, Chicago White Sox (formerly Comiskey Park); Dodger Stadium, Los Angeles; ProPlayer Stadium, Miami (Florida Marlins); Network Associates Coliseum, Oakland; and

Harbor Park, Norfolk (Triple A).

"My main hope is that these products become mainstream," says Ms. McCloy. "Ideally, I would like to see a product that isn't even being called a veggie dog."

She admits that having vegetarian fare available in ballparks doesn't mean that consumers will find it.

"Generally they are sold in one stand and if you didn't know that they were there, you wouldn't know you had the option," Ms. McCloy says. "This definitely limits their acceptance because they don't generate sales corresponding with real interest."

When asked about taste, another major factor in consumer acceptance, she admitted, "I still think they can be improved, although there are some good ones out there."

Her suggestions to manufacturers to improve the quality?

"There is a mind set that fat is bad. I don't think that's true," she says. "In terms of accessing mainstream consumers, let's make these products palatable for people who would never buy them. People just aren't drawn to the alternatives because they lack the juiciness." She laughs, "they really want something that tastes nasty. When people go to the ball park, they often go there seeing crappy food as part of the experience. Why not offer an alternative with the same experience in taste...but with healthy benefits? What a concept."

It's not unreasonable to think that eventually all MLB stadiums and other public venues will have broader vegetarian and soy-based alternatives, given the growing acceptance of soyfoods in mainstream supermarkets and the growing brand power of the larger soyfood marketers. Baseball venues aren't the only places that Soy Happy wants to see soy wieners and other alternatives sold.

"I would love to see veggie dogs everywhere that regular hot dogs are sold," declares Ms. McCloy. "Airports, zoos, convenience stores, public fairs."

The Soy Happy website (soyhappy.org) has been set up both for consumers to voice their preferences when options are not available and to provide information and liaison services to interested vendors and manufacturers. Ms. McCloy has also acted as Media & Communications Coordinator for ACR16, the "Healthy School Lunch" resolution that was just passed in California. This resolution asks school foodservices to offer a plant-based option on the daily lunch menu.

Although Ms. McCloy's current leading role as director of Soy Happy and queen veggie dog advocate may be feeding her soul, she would like to take on an even bigger role of becoming a spokesperson for the meat (and dairy) alternative industry. To that end she is now forming the Soy Happy Network, advising and supporting interested manufacturers with outreach and marketing ideas, and acting as liaison with new leads and vendors.

"The tasty vegetarian alternative market is truly a food revolution whose time has come," states Ms. McCloy. "It's a win-win situation for vendors and consumers alike and ultimately, the planet benefits too." ★



Johanna McCloy

Industry Briefs



Westfalia's HyVol Protein-Plus System.

✓ Westfalia develops milk system

Westfalia Separator, Inc. of Northvale, New Jersey has developed the new HyVol Protein-Plus System, featuring their exclusive hydrohermetic seal, for the production of milk. This innovation, which uses the milk itself as a seal, promises greater product retention and lower operating costs. The HyVol system is available on new Westfalia separators or can be retrofitted to existing machines. For more information, contact Westfalia by phone 201/767-3900 or visit www.wsus.com.

Westfalia Separator, Inc. can be found in the *2004 Soya & Oilseed Bluebook* on pages 223 & 274.

✓ Riley adds painted products

Riley Equipment Co., Inc. has added a new line of painted products that take advantage of a durable, high quality process to their selection of bucket elevators, drag conveyors and specialty screw conveyors. The Vincennes, Indiana-based company also offers galvanized, stainless steel and treated metal products. For more information contact Riley by phone: 812/886-5500, fax: 812/886-5515 or e-mail: sales@rileyequipment.com.

Riley Equipment Co., Inc. can be found in the *2004 Soya & Oilseed Bluebook* on page 247.

✓ Solbar promotes new isolate

Solbar Industries Ltd. of Ashdod, Israel is anticipating the launch of a new soy protein isolate, Solpro 900, designed for nutritional foods and beverages. Solbar expects to offer the isolate for infant formula in early 2004. The next stage of Solbar's expansion program is expected to be the establishment of a production unit in China. For more information visit Solbar's new interactive website: www.solbar.com or contact Gary Brenner by phone: 972/8/8632111, fax: 972/8/8561455 or e-mail: solbar@solbar.com.

Solbar Industries Ltd. can be found in the *2004 Soya & Oilseed Bluebook* on page 81.

✓ Name change for Spomasz

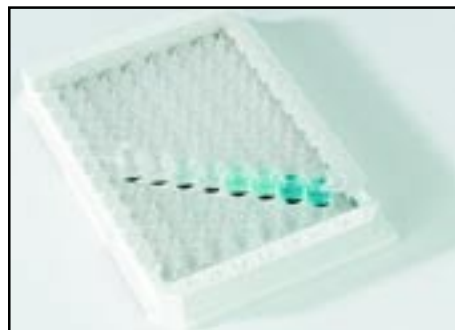
F.M.S. Spomasz Plc. of Poland has adopted a name change to FP Spomax S.A. The company cited confusion for foreign customers as a primary reason for the conversion from their full name, Fabryka Maszyn Spozywczych SPOMASZ w Ostrowie Wielkopolskim Spolka Akcyjna. Spomasz produces flaking and cracking rolls. For more information contact Spomax by phone: 48/62/592-1717 or fax: 48/62/736-1136 or visit www.spomax.pl.

FP Spomax S.A. can be found in the *2004 Soya & Oilseed Bluebook* on page 244.

✓ Tetra Pak offers spindle frame

Tetra Pak Inc. of Vernon Hills, Illinois, now offers a spindle frame for their Model Tetra Plex C10 plate heat exchanger. Two spindle bolts provide an easier and quicker method of opening and closing the plate pack and optional pneumatic wrenches can be mounted. The chevron corrugated plates, available in different angles for optimal high heat transfer, are reversible and have parallel flow. For more information contact Don Bohner by phone: 847/955-6332, fax: 847/955-6500 or e-mail: don.bohner@tetrapak.com, or visit www.tetrapakprocessing.com.

Tetra Pak Inc. can be found in the *2004 Soya & Oilseed Bluebook* on pages 233 & 269.



EnviroLogix' new QuantiPlateT test kit.

✓ EnviroLogix offers new test kit

EnviroLogix Inc. of Portland, Maine, announces a new antibody-based ELISA (Enzyme-Linked ImmunoSorbent Assay) test kit, QuantiPlateT, offering rapid detection and quantification of CP4 EPSPS enzyme in soybean grain or flour. A simple lab test with a limit of detection of 0.02% gives results in one hour, with minimal equipment and training. EnviroLogix develops test kits for transgenic traits in a number of crops. For more information contact EnviroLogix by phone: 207/797-0300, fax: 207/797-7533 or visit www.envirologix.com.

EnviroLogix, Inc. can be found in the *2004 Soya & Oilseed Bluebook* on pages 225 & 256.

CALENDAR OF EVENTS

▼ **October 8-10** - 11th Annual Soy Symposium, Double Tree Hotel, Chicago, Illinois. Peter Golbitz of Soyatech, Inc. will present "The Big Picture and the Fine Print in Sales Trends."

▼ **December 2-4** - 10th Latin American Congress on Fats and Oils, Manta, Ecuador. Presented by AOCS.

▼ **March 2-4** - 2004 Commodity Classic, Las Vegas, Nevada. Combined convention and trade show of the National Corn Growers Association and the American Soybean Association.

FOR MORE CALENDAR INFORMATION VISIT:
WWW.SOYATECH.COM/BLUEBOOK/NEWS/FRECALENDAR.LDML

✓ Cargill, Riceland form alliance

Cargill Lecithin of Minneapolis, Minnesota, and **Riceland Foods, Inc.** of Stuttgart, Arkansas have announced an alliance to manufacture, market and sell lecithin products to food, pharmaceutical and technical customers worldwide. Riceland's powdered and granulated de-oiled lecithin products will now be marketed and distributed by Cargill. The alliance establishes Cargill as a North American lecithin supplier and allows Riceland to operate at more efficient rates. For more information contact Cargill by phone in the U.S.: 877/650-7080 or Europe: 49/40/890-6100 or e-mail: info@cargill-lecithin.de.

Cargill Lecithin can be found in the *2004 Soya & Oilseed Bluebook* on pages 10 & 125.

✓ Lurgi names new CEO

Lurgi PSI Inc. of Memphis, Tennessee has announced Kurt Torster as CEO. Mr. Torster brings with him over 36 years of experience with international engineering and construction companies. Lurgi PSI specializes in the planning, design, construction and optimization of plants for grain processing, corn wet milling, bioenergy and food and beverage manufacturing. For more information contact Mark Hamnett by phone: 901/756-8250, e-mail: mhamnett@lurgipsi.com or visit: www.lurgipsi.com.

Lurgi PSI Inc. can be found in the *2004 Soya & Oilseed Bluebook* on pages 193 & 263.

✓ Flottweg moves into new home

Flottweg NA, a division of **Krauss-Maffei Process Technology**, recently moved into a new 26,000 sq. ft. facility. The new North American headquarters contains engineering, service, administration and training offices and plant areas for testing, assembly and equipment refurbishing. Flottweg provides centrifuge technology for the production of soymilk, protein isolates, ethanol, and vegetable and mineral oils. For more information contact Flottweg at 8070 Production Avenue, Florence, KY 41042, by phone: 859/283-0200, e-mail: sales@kmpt.net or by visiting www.flottweg.com.

Flottweg NA can be found in the *2004 Soya & Oilseed Bluebook* on pages 195 & 258.

✓ Eurofins acquires GeneScan

In a friendly take-over, **Eurofins Scientific Inc.** has acquired a majority ownership in **GeneScan AG** of Germany, a leader in GMO testing and identity preservation services. **GeneScan USA, Inc.** is now part of the Eurofins' network of U.S. labs. The merger promises customers a greater variety of test options and experts. GeneScan's New Orleans location will provide Eurofins with a laboratory presence in an important export market. For more information contact Eurofins by phone: 901/272-7511 or e-mail: info@eurofinsus.com or visit www.eurofinsus.com.

Eurofins Scientific, Inc. can be found in the *2004 Soya & Oilseed Bluebook* on page 186 while GeneScan USA, Inc. is on page 224. 🌐

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2004 Bluebook Delivers Big Picture - Order Yours Today!

A farmer on his tractor graces the front cover of the *2004 Soya & Oilseed Bluebook*, the latest edition of the annual directory of the soybean and oilseed industry published by **Soyatech, Inc.** of Bar Harbor, Maine.

On closer inspection, the scene is revealed to be, not just one picture, but a mosaic of scenes from across the oilseed industry. Can you find Fidel Castro speaking with an Iowa-based farmer and soy flour processor?

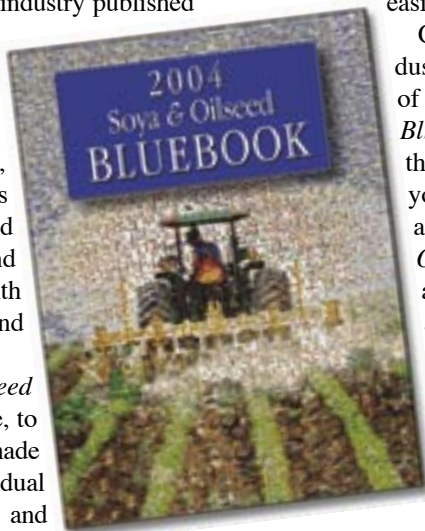
The *Soya & Oilseed Bluebook* is a big picture, to be sure, but it is also made of thousands of individual details from the soya and oilseed industries around the world. Company and product listings have been thoroughly updated, and new informa-

tion has been added to the statistical and glossary sections.

All of this is available now, with a new, easier to use lay-flat binding.


Get a headstart on the industry with your own copy of the new *Soya & Oilseed Bluebook*! In addition to the freshly revised book, you will receive one year's access to the *Soya & Oilseed Bluebook Online* at www.soyatech.com, a vast library containing the contents of the *Bluebook*, and the fully searchable archives of our daily news service.

To order, visit our website at www.soyatech.com, e-mail: subscribe@soyatech.com or call 800.424.SOYA in the U.S. and Canada or 207.288.4969. 



— Soyfoods from page 1 —

sales and trend figures across all sales channels in easy to read tables with analysis. Data on organic sales, household sales per region and total number of product SKUs is included along with profiles of 23 leading companies. Full detail on the top five sub-categories - soy-based meat alternatives, soymilk beverages, tofu, energy bars and meal replacements, and supplement powders - is also available.

For more information, contact Peter Golbitz at peter@soyatech.com or Amy Jacobsen at SPINS at ajacobsen@spins.com or visit www.soyatech.com. 

Bluebook Update

July-September, 2003  Volume 10, Issue 3

Publisher: **Peter Golbitz**

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