FAPC Seminars and Workshops

- Basic Training, April 17, 2003
- Advanced HACCP Workshop, April 23-24, 2003
- Basic Training, May 15, 2003
- Food Safety Symposium, May 22, 2003
- Oklahoma/Texas Meat Processors Association Annual Meeting, May 30-June 1, 2003

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

Food safety symposium to focus on biosecurity from farm to table

Mark your calendars for this year’s food safety symposium.

The event is scheduled for Thursday, May 22, 2003 at the Wes Watkins Center for International Trade Development in Stillwater, Okla.

This year’s topic focuses on “Biosecurity of Food: Farm to Table.”

A tentative list of topics and speakers include:

“Need for biosecurity in the food system: farm to table,” Floyd Horn, USDA;
“Processing facilities security systems,” David C. Edger, president, 3CI Consulting, LLC; and “Tulsa City/County terrorism preparedness plan,” Elizabeth Nutt, Tulsa City/County Health Department.

The agenda also includes: “Listeria hysteria,” Peter Muriana, associate professor of food microbiology, FAPC; "Food security initiative of FSIS," Gary McKee, administrator, FSIS/USDA; “Security in food service industry,” Lauri Smithee, director, Communicable Diseases, Oklahoma Department of Health; and “The role of American colleges of agriculture in agricultural security,” D.C. Coston, Oklahoma Agricultural Experiment Station.

Sponsors of the 2003 symposium are Oklahoma State University Food and Agricultural Products Research and Technology Center, Oklahoma Department of Agriculture, Food and Forestry and Oklahoma State Department of Health.

The time and registration have not been determined.

For more information on the symposium, contact Stanley Gilliland at (405) 744-4513 or seg@okstate.edu.

Financial management

A financial management workshop is scheduled for May 13, 2003 at the Food and Agricultural Products Center.

Topics to be covered include business entity decisions, business accounting, marketing research, marketing planning and business planning.

The cost is $50 and pre-enrollment is preferred.

Registration will begin at 9 a.m. the morning of the workshop.

For more information, contact Corey Stone at (405) 744-7304 or stonesc@okstate.edu.
Made In Oklahoma Coalition conducts survey

The Made In Oklahoma Coalition and the Food and Agricultural Products Research and Technology Center conducted a random household survey of Oklahoma consumers to measure the effect of media promotions on consumers’ perceptions of Made In Oklahoma.

In late Fall 2002, 615 households were surveyed via telephone; 205 from the Oklahoma City Metropolitan Statistical Area, 205 from the Tulsa MSA and 205 from rural counties in Oklahoma, said Corey Stone, FAPC business planning and marketing associate.

"Subjects were asked questions regarding where they shopped, who did the shopping, age, household income, education level, children in the household and, of course, awareness and perceptions of MIO products," Stone said.

The survey was administered by the Bureau for Social Research at Oklahoma State University.

The total population most frequently had seen television advertisements, 31.1 percent; followed by in-store displays, 26.1 percent; Wednesday grocer inserts, 19.2 percent; newspaper articles, 18.1 percent; and radio advertisements, 12 percent.

When examined by geographical area, the order of frequency was consistent; however, television observations were more prominent in the Oklahoma City MSA than the Tulsa MSA and remaining counties.

Radio was less frequently observed in the Tulsa MSA than the remaining counties and the Oklahoma City MSA.

"Respondents also were asked what they remembered most about these advertisements," Stone said. "Most respondents remembered the Made In Oklahoma phrase or logo."

Furthermore, 55.7 percent of Oklahoma City MSA consumers reported seeing Made In Oklahoma products in their stores. However, 43.8 percent of Tulsa MSA and 44.3 percent of remaining counties respondents were less aware of Made In Oklahoma products in their stores.

Likewise, on a statewide basis, respondents were more likely not to have seen Made In Oklahoma products in their store.

"When respondents were asked if they would be more likely to buy products made in Oklahoma; overwhelmingly, they said yes," he said.

Statewide, respondents were more likely to buy a Made In Oklahoma product by 2-to-1. The response was strongest in the rural counties, followed by the Tulsa and then the Oklahoma City MSA.

Respondents also were asked what they felt makes a Made In Oklahoma product superior to other brands.

"Examples of frequent responses included 'made here at home,' 'better quality' and 'fresher,'" Stone said.
A message from the director

The last two business quarters have been soft and fluctuating. A multitude of pressures have kept business investments and growth down across America and in Oklahoma.

On the average, the cost of goods sold has not decreased and competitive pressures continue to keep margins and profitability small.

There is certainly pressure on improving manufacturing efficiency, on keeping and developing well-trained and motivated employees, bringing new products to market as quickly as possible and meeting the demands of ever-increasing environmental and compliance regulations.

These items are always in the forefront of manufacturing needs, but in the tight business climate we have now, these four things are more important than ever.

The Food and Agricultural Products Research and Technology Center can be of help to you if your food-sector business is facing the four critical manufacturing issues previously listed.

We have experienced food process engineers to help you evaluate process capability and control and improve your manufacturing efficiency.

Further, the Center has faculty and professional staff who are prepared for continuing education and training of employees.

Without doubt, a very real strength of the Center is the product development and innovation capability of our food scientists, food technologists and business and marketing specialists.

They can help you identify a market need, proceed through concept development, manufacture a prototype product, assist in nutrition and label development and scale-up logic.

Finally, they can assist in process capability, control evaluation and can help set up quality control and HACCP plans.

The Center is available to help in the food industry in Oklahoma. I urge you to call and access this incredible resource.

Made In Oklahoma products good for state food industry

April is Made In Oklahoma month, and food manufacturers, as well as the Food and Agricultural Products Center, are helping to promote Made In Oklahoma products.

Several Oklahoma food manufacturers began discussing ways they could collectively promote their products to the Oklahoma consumer in March 2001, said Chuck Willoughby, FAPC business planning and marketing specialist. These companies joined to form the Made In Oklahoma Coalition.

"Their mission is two-fold," Willoughby said. "They strive to collectively promote food brand awareness, trade and consumer loyalty for Oklahoma food products and to achieve this through cooperative marketing activities which will enhance sales to retail and foodservice outlets and promote business retention and expansion in the state."

The coalition includes 22 companies that process various food products, such as meat and dairy, baking and confectionary goods, processed horticultural foods and beverages.

These member companies have had an economic impact on Oklahoma's economy, Willoughby said. "The direct economic impact of the food processing industry is significant and generates additional jobs and income throughout the state's economy as a result of its activity," he said.

It is important to support the state food industry, Willoughby said. "Celebrate Made In Oklahoma month this April by trying the many great products offered by our state's food industry," he said.

Quick Bites...

New address

The FAPC has a new address on the World Wide Web. Be sure to change your browsers to: www.fapc.okstate.edu.

FAPC Flash

You may have noticed a new publication produced and distributed by the Center entitled FAPC Flash.

The purpose of each "flash" is to keep the Center's constituents informed of industry information and changes in a concise format as new or hot topics arise.

Food Facts Newsletter

Editor: Rachel Johnson
Managing Editor: Mandy Gross
Publisher: J. Roy Escoubas
Published quarterly

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

Visit the FAPC on the World Wide Web at www.fapc.okstate.edu
Applicants needed for FAPC Browning Endowed Professorship

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 Center.

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 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.

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 being accepted until a suitable candidate is found.

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

American Native Beef processing plant planned for Hugo, Okla.

Oklahoma beef producers may have access to a state-of-the-art cattle-processing facility in the near future.

American Native Beef, a producer-owned new generation cooperative, sees the need for a processing plant in Oklahoma, said Jim Mitchell, ANB project manager.

“This is a great opportunity for beef cattle in this area,” Mitchell said. “If we don’t do it, we’re going to be leaving big money on the table.”

The Center anticipates the processing facility as a positive impact on the state as well.

“ANB represents a great opportunity for getting a large slaughter facility in eastern Oklahoma,” said Rodney Holcomb, food economist for the Center.

Producers cull 700,000 cows and bulls annually in a 200-mile radius of the proposed plant, Mitchell said.

Four hundred thousand culls per year are shipped 400 miles to San Angelo, Texas, the closest plant. Others ship as far as Hastings and Omaha, both located in Nebraska.

The plant would service producers in Oklahoma, Arkansas, Kansas, Louisiana, Missouri and Texas within a 300-mile radius of the Hugo, Okla. plant site and process 100,000 cows and bulls per year.

“The concentration of cow-calf operations in that part of the country (eastern Oklahoma, northeast Texas, western Arkansas, etc.) makes the Hugo area an ideal place for such a facility,” Holcomb said.

Value-added products, including fresh beef and further processed beef items, will be produced for sale.

The Center will work with ANB on food safety protocols, processing systems and product development in the future, Holcomb said.

The number of required cattle a producer must deliver per year equals the number of shares he or she purchases.

Only those producers purchasing stock in the cooperative will be eligible to deliver cattle for processing.

American Native Beef is running an equity drive to raise a minimum of $12.5 million.

One-third of the proposed amount has been raised as of March, and the equity drive deadline has been extended to May 15, 2003, Mitchell said.

Livestock producers are eligible to purchase stock in the corporation for $250 per share, with a 20-share minimum, while non-producers can purchase preferred stock without voting rights for $5,000 per share, according to the ANB Web site.

Pending equity drive goals, construction for the plant is scheduled to begin in July and take 12 to 15 months to complete, Mitchell said.

Individuals interested in more information can call the American Native Beef investment hotline at (866) 751-0133 or visit the Web site at www.americannativebeef.com.