Center participates in IFT Annual Meeting

The Institute of Food Technologists Annual Meeting represents one of the main meetings for the Oklahoma Food and Agricultural Products Center food scientists to participate at the professional level.

Several Center scientists took advantage of the opportunity and participated in the 2003 IFT Annual Meeting in Chicago, Ill.

Nurhan Dunford, Center oil/oilseed chemist, gave a presentation on the “Bioactive components of peanuts” in a symposium about “Nuts as a source of bioactive compounds for a healthy diet.”

Stanley Gilliland, Center food microbiologist, gave a presentation on “Lactic acid bacteria as biopreservatives in the food industry” in a symposium session on “Biopreservatives: impact on the food industry and human health.” He also was co-author on a poster presentation developed by Siobhan Reilly, Center food microbiologist, on “The effect of growth conditions on the morphology and cellular fatty acid composition of Campylobacter jejuni.”

Peter Muriana, Center food microbiologist, served on the executive committee of the Biotechnology Division and as chair of the Food Microbiology Division’s Graduate Student Paper Competition for both the oral and poster presentations.

Muriana’s graduate student, Nanditha Gande, was awarded a plaque and monetary award for first place in the graduate poster competition for her presentation on “Radiant heat prepackage pasteurization of RTE deli meat products for reduction of Listeria monocytogenes.”

Also, Suparna Mitra, graduate student advised by Muriana, co-authored a poster on “Pre- and post-package pasteurization of poultry products.”

Patricia Rayas-Duarte, Center cereal chemist, was the principle author on a technical paper presented by her graduate student, Shekhar Patel, and Guadalupe Davila El-Rassi, Center analytical chemist.

Danielle Bellmer, Center food engineer, co-authored a technical paper presented by her graduate student, Melissa Pearce, on “The effectiveness of relaxation in minimizing errors caused by loading normal force during oscillatory rheological measurement,” as well as with Dharmendra Bangalore and Shekhar Patel on “Utilization of microbubbles for enhancement of oxygen transfer in xanthan fermentation.” Bellmer also was a co-author on a paper presented by Jennie James, graduate student of

IFT, continued on page 4
A message from the director

Food industry marketing experts tell us the food choice of the day is one centered on low carbohydrates.

There has been a growing demand for high-protein and low-carbohydrate foods, particularly due to the great interest in the Atkins diet for weight reduction.

At a recent international food industry meeting, several marketing sessions covered the opportunities for retail food sales.

The first consumer opportunity was low carbohydrates, followed by single-dish meals, specific ethnic meals, organic foods and hand-held foods.

The recommendations for retail sales to food manufacturers were to capture the low carbohydrate opportunity while it is here.

The food-marketing experts suggested the food manufacturer should deliver foods resulting in easy preparation, as well as focus on foods that embody local ethnic cultures.

Finally, manufacturers should keep quality high, keep portion size focused on the targeted market and be creative with natural and organic products.

It is often easy to miss market opportunities. The attention of the business is usually on the complete and on-time delivery of products to clients.

The operations issues associated with the manufacture and delivery of products include all the complexities of purchasing, as well as the logistics of raw materials, processing and production issues, food safety and compliance issues, and the building and maintenance issues that can slow productivity.

Market analysis and your plan for new market opportunities are often lost in the work of the day.

At the Food and Agricultural Products Center, we have marketing experts who can identify and develop strategies to capture these new opportunities.

Our marketing experts stay current on retail and food service trends and are available to consult with you on ways to continue to grow your business.

Further, we have technical experts who can assist you in new product development, scale-up and labeling.

Recent economic results have shown consumers have growing confidence in the national and Oklahoma economies.

Consumer purchasing power is growing. They want value when they buy food, but retail-marketing data show consumers are willing to pay for quality products. Consumers also are willing to buy new products when they recognize the brand and believe there is value in the product for their families. Oklahoma’s food industry must be ready to sell its citizens those items they want.

Call the Center today and ask for a business and marketing specialist to help you grow your business.

J. Roy Escoubas, Director

Center welcomes new Industry Advisory Committee member

The Oklahoma Food and Agricultural Products Center would like to welcome Michael Mitchell, plant manager for the Schwan’s Bakery Inc. facility in Stilwell, Okla., as a new member of the Center Industry Advisory Committee.

Mitchell said he is honored to serve on the Industry Advisory Committee, and he sees his participation on the committee as an asset to the Schwan’s Bakery Inc.

“I am interested in seeing what the Food and Agricultural Products Center does,” he said. “I believe the Center fits within the parameter of what Schwan’s Bakery does in the industry, and my participation on the committee will benefit both of us.”

Mitchell transferred from the Atlanta corporate office to the Stilwell plant after Schwan’s Bakery Inc. acquired Mrs. Smith’s Bakeries from Flowers Foods this year. Mitchell is responsible for all plant functions and oversees 700 employees at the Stilwell plant.

The Stilwell facility is a 610,000-square foot plant that includes a high-speed, ready-to-bake fruit pie line.

Mitchell, continued on page 4

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**Center Economic Impact**

A recent economic impact study of the Food and Agricultural Products Center concluded that the state economy is helped by firms who look to the Center for assistance.

The conclusions of the study showed that approximately 31 percent of the direct food processing jobs in the state are assisted by the Center, and approximately 9,000 full- and part-time jobs were created by firms working with the Center in 2001.

As well, the annual payroll given out by those firms in 2001 equaled more than $44 million, and the total sales in 2001 accounted for more than $544 million of the state's total sales.

**Research symposium**

The Center is making plans for the Spring Research Symposium to be held in March of 2004. The symposium will include oral and poster presentations that will cover a variety of Center projects. Further information will be available soon. For questions about the symposium, contact Peter Muriana at (405) 744-6071 or muriana@okstate.edu.

**Food Facts Newsletter**

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

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

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**FAPC hosts "real world" workshop**

The Oklahoma Food and Agricultural Products Center hosted the first "Real World" Marketing Workshop to assist Oklahomans market their small food businesses.

The purpose of the meeting was to help participants address marketing issues such as market identification, market research and market planning, said Jim Brooks, Center business marketing specialist and chair of the workshop.

“Our goal was to provide ‘real world’ marketing examples from business and industry professionals in the food-marketing industry,” Brooks said. “We are planning to provide this workshop annually to those who are interested in starting their own small food or agricultural businesses. Hopefully, each year the workshop will get bigger and better.”

Some of the topics that were discussed included basic marketing principles, building a brand, using a retail broker and food service broker, the value of packaging and labeling, and perspectives of retail grocers and restaurateurs.

The workshop featured luncheon speaker Harry Coley, owner of Wild about Harry’s, Wild about Harry’s is an eating establishment located in Dallas, Texas that serves creamy frozen custard and award-winning hot dogs in a friendly atmosphere.

Coley talked about the challenges he faced while building his business and how he got where he is today.

Coley said the first day he opened his establishment, the air conditioner broke, and he had no money to fix it. He decided to close the store and reopen when the air conditioner was repaired.

“I told the Lord that if he would take this over, I’ll do whatever he tells me to and never complain,” Coley said. “Since then, it has turned around, and every month has been better than the last.”

Today, Wild about Harry’s is a popular place to eat and relax for many North Texans.

Other speakers included Barry Cook, Ben E. Keith Foods; Steve Long, Food Marketing Specialists; David Jackson, El Chico Restaurants; Collin Graham, Oklahoma Restaurant Association; Mark Harsha and Stacey Black, Harsha and Associates Advertising Agency; Braxton Close, WS Packaging Group; Gerald Cockerham, Associated Wholesale Grocers;

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**Jannetta Glenn**

*El Reno, Okla.*

“ ‘The real life’ situations provided during the workshop were much more effective than the traditional teaching techniques.”

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**Daniel Boone**

*El Reno, Okla.*

“I like all the help that is so readily available to me in such a short amount of time in which it was presented.”

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**For more information about the Center, visit www.fapc.okstate.edu or call (405) 744-6071.**
Center Seminars and Workshops

- Basic Training, third Thursday of each month (except December)
- Food Industry Roundtable, Jan. 21, 2004
- Advanced HACCP Workshop, Feb. 4-5, 2004
- HACCP Workshop, March 25-26, 2004
- Spring Research Symposium, March 2004

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

IFT, from page 1

co-author Christina DeWitt, Department of Animal Science assistant professor. DeWitt also was the Food Industry Club adviser for the 2003 Oklahoma State University College Bowl Team that competed in the finals held during the IFT meeting. Members of the team included Alissa Barrett, Beryl Henry, Jennie James, Dharmendra Bangalore and alternates Nanditha Gande and Michael Eisenmenger. Dunford and William McGlynn, Center horticultural processing specialist, coached the team. David Moe, Center pilot plant manager, and Darren Scott, Center sensory specialist, teamed up as co-authors on a poster and oral paper presented by Margaret Hinds, Human Environmental Sciences assistant professor, regarding “Physical and lipid properties of beef patties containing texturized peanut protein.” The IFT Annual Meeting brings together approximately 24,000 food industry professionals worldwide.

Mitchell, from page 2

that operates at speeds up to 150 per minute. The plant also includes a Mrs. Smith’s Special Recipe line; cobbler line; Dutch apple, pumpkin and custard pies line; pie shell line; and breading line. Mitchell has been in the food industry for 30 years and has held various positions, including general laborer, supervisor, superintendent, operations manager and currently plant manager.

Mitchell describes the food industry as a “stable industry” and that is why he decided to pursue a career in this industry. “It shows some security being in the industry for 30 years,” he said. “It has been a privilege working in the food industry all these years.”

“I believe the Center fits within the parameter of what Schwan’s Bakery does in the industry, and my participation on the committee will benefit both of us.”

Michael Mitchell
Schwan’s Bakery Inc.