

CORNELL UNIVERSITY STATION NEWS GENEVA NEW • YORK

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MAY 9-16, 2003

BRIEFS

FST Students Recognized

Four Food Science & Technology students received awards at the Institute of Food Science Advisory Council dinner that was held at the Statler Hotel on May 4.

Haijing Hu received the "Ruth and Henry Herzog Graduate Award" for academic excellence and advancement in her research endeavors. She received a check for \$1000 and her name will be added to a plaque in Stocking Hall.

Melissa Mundo received the "Ruth Herzog and Albert Flegenheimer Graduate Award" for academic excellence. She received a check for \$800 and her name will be added to a plaque in Stocking Hall.

Katherine Kittel received the "Kosi Award" in Food Science along with Soazig Delamarre, a student from the Ithaca Food Science Department. The Kosi Award, was established by former students of Professor Emeritus Frank Kosikowski in his honor. It is given annually to a graduate student in the Field of Food Science and Technology at Cornell University who has made exceptional scientific or technical contributions to food science and has displayed leadership qualities and societal concerns. In other words, "a special person."

Sarah Valois was the recipient of the "Downing Graduate Student Excellence Award." The award is made for academic achievements and service to the community and goes to a student at NYSAES doing research on fruits/vegetables. The award was established by Professor Emeritus Donald Downing in Department of Food Science & Technology. The award includes a check for \$250.

Haijing Hu was also inducted into Phi Tau Sigma, the Food Science Honor Society. Other Geneva grad students inducted were David Hay, Sarah Valois, and Jaruk Srikiatden.

(Continued on page 2)

New Diet Drink is Introduced at the Station

"Honey, I shrunk the kids, the dogs, and myself" could be a popular jingle in six months time if the "Drink & Shrink" fullness diet is successful in its national launch. Entrepreneur "Boo" Grace, a fitness and nutrition expert who visited the Experiment Station with her group last week, developed the product after trying 11 different diets that did not work. "All the diet plans I tried frustrated me, tasted awful and left me hungry," she said. "They affected my health like a yo-yo. I lost weight but always gained more back."

In developing the processing for the diet drink, Grace received assistance from food scientists Andy Rao, Herb Cooley, and Olga Padilla-Zakour at the Station. After spending two days in Geneva last week, Grace has offered to donate five percent of the royalties her group receives to the Experiment Station, in appreciation for the work done on her behalf.

"There is no assurance that we will enjoy a big success, however, if we are successful, Boo's royalty stream will be impressive," notes Irwin Pearl, spokesperson for the Tobo Marketing Group that will be marketing the diet program. Tobo intends to introduce the products with a two-minute, direct response TV commercial. A 30-minute infomercial may follow at a later date.

"On TV we will introduce the powdered mix in 15 oz. cans, individual serving packets and snack/meal bars," said Pearl. "Premixed cans will be added to the line when retail distribution begins. Plans are for four flavors to start and then four additional flavors will be added later."

The four introductory flavors are vanilla, chocolate, coffee, and berry. The drink, whose formula has received a U.S. patent, contains important vitamins and minerals as well as protein and fiber. Tobo expects to go head to head with Slim Fast, the current market leader in diet drinks. "Drink & Shrink" has half the calories of the leading brand.

Pearl explains that promoting food products with a direct marketing campaign on television can create a swell of consumer demand that retailers like Wegman's or WalMart are forced to respond to with all-important shelf space.

About 50 Station employees and community leaders had the opportunity to taste the vanilla and chocolate versions of the "Drink & Shrink" diet shakes during a forum held April 29, in the Jordan Hall Auditorium.

During the forum, Grace talked about the inspiration for her "fullness" diet program. "Drink &

(Continued on page 2)



At the "Drink & Shrink" Forum on April 29, Boo Grace made a donation of \$3500 to associate director Bob Seem for the food science department to purchase a computerized temperature sensor and the software for its use in the Pilot Plant.

(BRIEFS, continued)

Employee Assembly Meeting

The Employee Assembly will be meeting in Geneva on Wednesday, May 21, 2003 at 12:00 p.m. in Jordan Hall Lounge.

Lunch will be served to all attendees!

If you have any comments or concerns you would like addressed at the meeting, please notify Pat Mahoney (our Geneva rep) at pmm19 or extension 2394 no later than May 16.

Fall Protection & Ladder Safety Training

Cornell University's Department of Environmental Health and Safety announces Fall Protection and Ladder Safety Training.

Thursday, May 15, 2003

10:30am - 12:00pm

Jordan Hall Auditorium

Fall Protection

Cornell employees who work on elevated surfaces above 4 or 6 feet are required by law to utilize a method of fall protection. Fall protection may include railings, barrier markings, or personal fall arrest systems. Employees who use personal fall arrest systems such as body harnesses, lanyards, and other fall protection means should be trained in the proper usage of this equipment.

Ladder Safety

Everyone believes they know how to use a portable ladder safely, yet nearly everyone has had a close call or two while using one. Does your job require you to routinely use ladders? Do you know that OSHA regulates the use of ladders at places of employment? Don't let a simple task like using a ladder become a cause for lost work time and injuries. Let Cornell's Department of EH&S instruct your department in the safe use of ladders and the applicable OSHA regulations.

If you have any questions, feel free to contact Soon Kong at x2350 or ssk19.

**The pursuit of
happiness is the
chase of a lifetime!**

(NEW DIET DRINK, continued)



(l-r) Pattie DeMatteo, Cecil Grace, Olga Padilla-Zakour, Tom Gibson and Arthur Low watch as Herb Cooley demonstrates cans sealed by the Dixie Can Closer in the Pilot Plant, during the tour for the "Drink & Shrink" group.

"Shrink" is only 100 "luscious" calories, but consuming the drink makes a person feel full because of its proprietary fiber formula. When people feel full, they do not have the desire to eat.

"Most diets leave a person feeling deprived," said Grace. "As a result, they overeat."

Two glasses of "Drink & Shrink" a day, along with some low-cal snacks like the "Drink & Shrink" power bar, are the basis of a 1500-calorie-a-day weight loss program that regular people can realistically follow and feel satisfied, according to Grace.

During the forum, Andy Rao addressed the rheological studies that were conducted in the laboratory by Herb Cooley and himself, to ensure consistency, appearance, and food safety. Grace made a \$3500 donation to associate director Bob Seem for the food science department to purchase a computerized temperature sensor and the software for its use in the Pilot Plant.

After the forum, graduate students from the food science department started blenders a-whirring, and participants stayed to sample the "Drink & Shrink" powdered drink. "It tastes like a milk shake and does seem to make me full," said one participant, who preferred chocolate. "It certainly tastes better than other diet drinks I have tried."

Future

Six people were involved in the "Drink & Shrink" visit: Boo Grace, her husband Cecil, Rena Northrop, and Patti DeMatteo, Irwin Pearl, and Arthur Low from the Tobo Group. After their visit, Herb Cooley commented, "They were very impressed with the laboratories and pilot plant," and "particularly happy with the fact that we have some of the best minds in food science right down the hall from each other, capable of assessing potential problems and applying the latest innovations."

Work will continue on proper nutrition labeling along with *nutrition content* and sensory issues. "Some flavor and thickness issues in the liquid drink need study," said Cooley. "Although the powdered product is excellent, transition of the material to the canned product will take some more work. They want it to be the very best, so some changes in ingredient concentration will be evaluated along with flavorings."

"We also need to identify a processor that can co-pack the product," said Cooley. "This should be relatively easy given the unit operations we have in the pilot plant. Hopefully, this can be a NYS processor."

L. McCandless

All Dried Up

Dehydrated fruits and vegetables have become an important and more visible product in the marketplace. Dehydration is one of the oldest processing techniques, and continues to be a very attractive method to preserve perishable produce while producing, at the same time, a delicious and nutritious product. In addition, improved techniques and more advanced and less costly equipment has made drying foods easier than ever.

A workshop, held at the Experiment Station last month, addressed some of these issues. The workshop, entitled "Fruit, Vegetable, and Herb Dehydration," was hosted by food scientist John Roberts and focused on small-scale production of dehydrated products. There were 29 attendees, including five speakers.

The morning session included lectures covering dehydration basics, shelf life and regulations related to dehydrated foods, microbiology and sanitation practices, and packaging.

Roberts spoke first, with an overview of dehydration. He discussed the several stages of moisture loss during dehydration and the factors that affect moisture loss and product quality at each stage. He also provided information on pre-treatment techniques specific to fruits and vegetables.

Olga Padilla-Zakour then explained how removing enough available water in the food extends shelf life by suppressing both the growth of spoilage organisms and deteriorative reactions. She also discussed regulations regarding inspections, proper labeling and commercial sale, as they pertain to food manufacturing at home and in small kitchens.

Randy Worobo covered the basics of food microbiology, including spoilage and pathogenic microorganisms and how these microorganisms survive and grow. He further explained how pathogens enter the food supply and talked about ways to prevent contamination through good hygiene and sanitation practices. Worobo also pointed out that raw foods should be processed, either frozen or dehydrated in this case, as quickly after harvest as possible.

An overview of the history of packaging foods was presented by Joe Hotchkiss, professor and chair of the department of food science at Cornell's main campus in Ithaca. He also talked about the purposes of packaging and offered guidelines on how to choose the best package for a dehydrated product. Hotchkiss provided an entertaining presentation with pictures of familiar food packages and also brought samples of several food products representing various types of packaging. He concluded his talk with the message that one must take the time and effort to "shop around for the best package to suit your needs."

Matthias Resen, of Healing Spirits Herb Farm and Education Center, gave an interesting presentation on solar drying in the Northeast. Resen showed the group slides of his solar dehydration facility located on Route 415 between Cohocton and Andrea, NY.

The afternoon program consisted of demonstrations of the most popular dehydrators on the market, sampling a number of dehydrated fruits, vegetables and herbs that had been exposed to various pre-treatments (fresh vs. frozen for instance), and an open discus-



Workshop participants taste various samples of dried fruit and vegetables in the pilot plant.

(ALL DRIED UP, continued)

sion on related start-up and development issues related to dehydrated products. Three of the most popular dehydration manufacturers for small-scale drying donated demo models and literature about their dehydrators for the workshop.

"This hands-on demo in the pilot plant was very popular with the attendees," Roberts said, "because it allowed them to see, taste and feel many different fruit, vegetable and herb products and learn what products and pre-treatments work best for dehydration. More importantly, it fostered networking and discussion among the attendees."

Roberts went on to say that, "Since most of the attendees have their own farms and are quite busy during the picking season, they were happy to hear that fruit could be frozen during the picking season and then thawed and dehydrated later in the fall or winter."

Participant, Dave Evans, director of Nelson farms at SUNY Morrisville, who has been working with small-scale food processors for the past four years, says that he has had few opportunities to work with or learn in depth, the area of dehydration. "This workshop was excellent for me," he said, "to not only learn the basics but also provide information on what equipment would best suit our clients' needs and then install that equipment and make it available at the new facility at SUNY Morrisville."

J. Ogrodnick



(Continued in next column)

CALENDAR of EVENTS

MAY 9-16, 2003

LTC

Date: Tuesday, May 13, 2003
Time: 1-4 PM
Place: LTC
Subject: Open Lab for the purpose of anyone needing help with specific software solutions.
Facilitator: Jane Irwin

FITNESS

Aerobics

Date: Mon. & Fri.
Time: 12:10 - 1 PM
Place: Sawdust Cafe

Taekardio

Date: Mon. & Wed.
Time: 12:10 - 1 PM
Place: Jordan Hall Auditorium

CLASSIFIEDS

FOR SALE: Entertainment Center. Oak finish 53" long x 46" high x 17" deep. Holds TV with 4 shelves and storage compartment \$125. **Storage Box,** for pick-up truck 35" long x 16" high x 19" deep, w/ Locking Lid \$25. **Truck Rims.** 5 bolt, 15" rims for Chevy 4x4, pair \$25. **Sleeping Bag.** Adult size, nylon shell, flannel lining & Self-inflating pad, never used \$30 for both. Call Mark at (315) 539-8761 after 5 PM or Holly at x2228.

FOR SALE: Porter-Cable 7529 plunge router, 2 hp, variable speed, includes 1/4 and 1/2 inch collets. \$175. Contact Hugh Price at hcp1.

FOR SALE: Motorcycle, 1998 Buell SW1, Full factory race kit, ceramic coated exhaust, new battery, tires, and a lot of carbon fiber. Includes 2 sets of wheels, front and rear stands. 95HP. 7700 miles, \$5000 FIRM. (W) 787-2396. (H) 462-2384.

BEACH HOUSE vacation getaway on beautiful, south-west shore of Canandaigua Lake, is only a 45 minute drive from Geneva, 10 minutes from Naples. Swim, sun, fish, romance, relax, loaf, wine country, Reservoir Creek and Bristol Harbour golf courses, Bristol Valley Theater, Grape Festival, etc. Situated right on the water, suitable 1-2 couples or small family. Very nice beach area. Rowboat and canoe included. A few summer openings remain in July and August. Reduced rates by week or weekend in May-June and September-October. Interested? Contact Elaine at elg2

FOR RENT: Studio apartment attached to my house that will be available for rent starting May 1. The apartment is within walking distance of the station (1 mile), is fully furnished with full kitchen. Garage parking available and it has its own entrance. Rent is \$360, which includes utilities. The apartment is particularly well suited for visiting scientists and postdocs. No smoking or pets. If interested, send an email to set up a visit or call at 787-2345 or 789-5240.

FOR RENT: Now booking for summer vacation! Cottage on west side of Seneca Lake, 14 miles south of Geneva in Dresden. \$500 per week. Sat to Sat. Very clean and neat, 2 bedroom, full kitchen, gas and charcoal grill, garbage pick-up. Full deck, boat lift and dock, great fishing. Play ground, tennis court, ice-cream stand, hiking trail, gas station and diner in or close to Dresden. Right on the Seneca and Keuka Lake Wine Trail. For more information contact Mary Lou Hessney at 2423 or mlh5.

Thanks from WalkAmerica

The March of Dimes WalkAmerica was held at Seneca Lake State Park on Sunday, May 4. The weather was absolutely gorgeous and we enjoyed walking along Seneca Lake. The lake was calm and the sun was bright and warm.

A great big thank you to Station team members for the Walk: Donna Roelofs (ENT); Pim Larsson-Kovach (FST), and Janice Valerio (PP) for participating in the Walk and raising money for the cause. Thanks to Pat Mahoney (HS) and Donna Roelofs for selling candy bars!! A sincere thank you to all the Station people (and others) who sponsored Donna, Pim, Janice, and myself in the Walk, and for buying the candy bars (so we didn't have to eat all of them!!)!!

Even though our team was small, I'm pretty sure we raised at least \$500 this year. Hopefully, we'll have raised enough to earn another WalkAmerica plaque for the wall (in the Director's Office). I'll let you know once all the numbers are tallied; some donations are still coming in.

Kathy DeRosa

SAVE THE DATE

Bike & Walk Week

June 2-6, 2003

Pump up your tires and oil your chains to prepare for the Station's fun-filled rite of spring. Lots of food, prizes, good fun and non-polluting fitness! If you want to volunteer to help, we need people to:

- put up posters in their campus buildings
- prepare breakfast (we provide ingredients, you get creative!)

If you can help, please contact
Jennifer Grant
 (jag7@cornell.edu)

