

VOLUME LXXVI • NO. 25  
JUNE 23 - 30, 1995

## BRIEFS

## STATE BUDGET UPDATE

The Fiscal Year (FY) 95/96 NYS budget was passed and signed by Governor Pataki earlier this month. However, the actual budget is not known because the Statutory units of Cornell University are funded by the SUNY system, and SUNY has not yet made final appropriations to Cornell. For planning purposes, the Geneva Station has been given an estimate of the level of cut. This figure represents a reduction of \$600,000-\$640,000 from our FY94/95 budget.

If the actual dollar reduction does not exceed this planning range and the salary savings realized by the retirement of the 19 faculty and staff members who have shown interest in the retirement incentive program actually transpires, then Director Jim Hunter said he anticipates no personnel reductions (layoffs) at the Station as a direct result of this reduction in State funding.

It is anticipated that final figures will be issued by SUNY within the next two weeks.

## BEAT THE HEAT

Over the years, progress in food science has come in many flavors at a wide range of temperatures. Consider the R&D for that summer crowd chiller, the orange, grape and cherry popsicle. Popsicles were created by Frank Epperson, an 11-year-old food scientist in San Francisco, who froze fruit juice in a glass with a wooden stick stuck in it in 1905. It took him until 1923 to go public with the idea, when he settled on the name "popsicle." It seems the "Epsicle" just didn't go as far.

Evolution of the frozen delight included the Good Humor Bar, developed by Harry S. Burt, Sr., of Youngstown Ohio, in 1920, who instituted the fleet of trucks that went neighborhood to neighborhood hawking his "good humor" (chocolate-covered vanilla ice cream) on a stick.

Meanwhile, back in San Francisco, Epperson was busy developing a double-stick Popsicle for the Depression. His theory? Two cash-shy kids could split the treat for a nickel. The double-stick popsicle was discontinued in May, 1986. Now of course, multipacks of single-stick popsicles appear in supermarkets and households and ice cream trucks have nearly disappeared from the neighborhood.

## EMPIRE VISION

Effective July 17, 1995, the group discount fee for eye exams will be \$28.00. This adjustment is due to the rising costs of professional employment and materials, and is the first such increase implemented in seven years. Information packets, including new fee schedules and I.D. cards, will be distributed soon.

## PIZZA POP-UPS TAKES FIRST



*Pizza Pop-Ups placed first in the product development competition at the 1995 Institute of Food Technologists Annual Meeting in Anaheim. Michael King and Ellen Chamberlain were members of the Cornell food science team that took first place.*

Nine students from Cornell University's Food Science Department have developed a new snack food called Pizza Pop-Ups which could be appearing at your local neighborhood toaster within the next six months. The team took first place at the 1995 Fourth Annual Product Development Competition held at the Institute of Food Technologists Annual Meeting in Anaheim, California, in early June.

The prototype that was developed by the team is stuffed with cheese, tomato sauce, and pepperoni. They require a minute and a half to cook at a medium setting on your average Proctor Silex. Fluted edges and an acetylated monoglyceride barrier keep the sauce and cheese from leaking into the toaster. This sauce barrier in combination with a special crust is the secret to the crisp texture, and a thick paste-type sauce prevents "squirt out" when the consumer takes that first all-important bite.

"They're healthier than a slice of pizza, lower in fat, and crisp y, too," said Michael King, who chaired the development team. Other members of the team were John Brent, Joanne Langdon, Aimee Eopechino, Susan Connell, Aaron Edwards, Lanette Schaffer, and Mary Beth Gangloff. Chamberlain and King are graduate students at the Agricultural Experiment Station, working in Andy Rao and Terry Acree's lab, respectively.

"Pizza Pop-Ups are about the size of English muffins," said Ellen Chamberlain, the chemical engineer on the team, in charge of process design.

The group, an outgrowth of the Food Science Club at Cornell, started meeting last fall to brainstorm new product ideas in anticipation of entering the competition. "Pizza was a natural," said Chamberlain. "Our initial survey of the local pizza market—a niche that is very easy to identify among students—determined what people wanted in a new pizza product."

"Survey results indicated crispness and convenience were the two primary concerns, so that's what we went for in our toasted product," said King. In general, toasters and ovens give a much crisper product than microwave ovens.

"The purpose of the project is to work together and learn what it really takes to create and optimize a new product concept," said King. "We had to actually go through all the leg work involved in developing a new food product, including identifying a market niche, surveying target consumers, as well as, economic and process feasibility studies, food safety evaluation, nutritional analysis, sales, and distribution."

The team solved various technical problems in the Pizza Pop-Up concept. In addition to "moisture" migration, and developing a barrier between the coated crust disks and the sauce, the team researched toasters. "We relied heavily on a study by Pillsbury that charted thousands of toasters for spring, shape, and size for the toaster strudel," said King. "Based on that study, we came up with an optimum weight of 50 grams, an optimum width of half an inch, and an optimum diameter of three and three-quarter inches."

The team also researched packaging and processing design. "We determined what processing machines were needed (about 20), how much they would cost; how fast the line

*(Continued on page 2)*

(POP - UPS, Cont.)

would run, in conjunction with a market analysis to determine market share, and a complete cost estimation and income statement," said King.

The team estimated it would take a well-established food company \$4.6 million to capitalize and start producing Pizza Pop-Ups and that it would take six months before the product was ready to market as a snack, targeted at single people and households with children. Estimated retail cost is \$2.69 for 8, which is well below a comparable microwave product which does not compare for crispness.

"The competition is a relatively new one for IFT," said Peter Salmon, an industry analyst with The Food Network, an Ithaca-based consulting firm who helped sponsor the team. "These kind of competitions encourage students to do what they will most likely be doing when they get out in industry, which is product development. Pizza Pop-Ups is a very well-thought out concept, I wouldn't be surprised if someone does pick it up."

Representatives from the food industry attended the meetings in Anaheim and the Pizza Pop-Up poster and presentation generated substantial enthusiasm among attendees. But the Cornell team is not particularly interested in the product's investment potential. "Mostly, it was a good learning experience," said Chamberlain. "It was interesting to combine people with various backgrounds in nutrition, business, food science, and engineering to come up with a new product."

The team performed prototype development and taste-tests out of Chamberlain's kitchen on a toaster her mother had received as a wedding present many years ago. "In college, you eat a lot of pizza," said Chamberlain. "We all had a lot of experience with the product we were making."

Faculty advisors to the team included Joseph Hotchkiss, Syd Rizvi, Dennis Miller from the Food Science Department, and Dick Wittink from the Johnson School of Management. In addition, Joe Regenstein, from Food Science, helped coordinate mock product defenses.

Food science students from Cornell have submitted proposals to the competition for the past four years. This is the first year a Cornell team ever made the final six and the first year a Cornell team won. The other six finalists in 1995 included product development proposals for: Cherry Stout Beer, Pastabilities, Fabulous Frozen Fruity Cookie Dough, Ecstasy (chocolate covered fruit), and Pea Pleasers (a yellow-pea based tortilla chip). 🐣

# Station Club Picnic FRIDAY JULY 21 • 6 pm

Sweet Corn or Macaroni Salad,  
Roll & Butter, Fruit Cocktail  
Non-Members: **\$7**  
Members: **\$5**

2 Hot Dogs w/ rolls Tossed Salad, Salt  
Potatoes, Sweet Corn or Macaroni  
Salad, Fruit Cocktail  
Non-Members: **\$5**  
Members: **\$3**

**There will be two  
Surprise Bands  
to Dance the night away.**  
Tickets go on sale JULY 5.  
See your department representative  
for details.

## THIS WEEK'S CALENDAR

JUNE 23-30, 1995

### EVENTS • MEETINGS

**Monday, June 26, 12:10 pm**

Sawdust Cafe

*Aerobics/Fitness Class for all employees*

**Monday, June 26, 6:30 pm**

Staff Room, Jordan Hall

*English as a Second Language*

**Wednesday, June 28, 12:10 pm**

Sawdust Cafe

*Aerobics/Fitness Class for all employees*

**Wednesday, June 28, 6:30 pm**

Staff Room, Jordan Hall

*English as a Second Language*

**Friday, June 30, 12:10 pm**

Sawdust Cafe

*Aerobics/Fitness Class for all employees*

### CLASSIFIED

**FOR SALE:** Antique (Waterloo) dining room set, mahogany. \$1,000, FIRM. Contact Dave at ext. 334 or 539-9103 and leave message.

• **Friday, July 28** •

Save the date for Ray Mallaber's retirement dinner. Details to follow.

• **Friday, August 4** •

Save the date for Ken Livermore's retirement picnic at the Pavilion. Details to follow.

## PEOPLE

### • Proud New Parents:

Congratulations to John and Judi Ludwig on the arrival of their son, William. John works in the Department of Plant Pathology.

## *Retirement Party for MURIEL STOBIE*

**M**uriel Stobie, Administrative Assistant in the Department of Entomology, is retiring on June 30, 1995 after 10 years of service at the Station.

All Station employees, former employees, friends and family are invited to join in celebration with Muriel at a dinner in her honor to be held on Sunday, July 9, at Abigail's Restaurant located on Routes 5&20, Waterloo. A social hour will begin at 5:00 pm and dinner will be served at 6:00 pm.

If you would like to attend, please complete the following form and send it along with your check to Donna Roelofs, Department of Entomology, Barton Laboratory, no later than Friday, June 30. If you are unable to attend, but wish to contribute towards a gift for Muriel, send a check to Donna.

Name: _____		
Number	Entree	Total
_____	Prime Rib @ \$18.50	_____
_____	Baked Chicken 86 @ \$11.50	_____
_____	Broiled Whitefish @ \$14.25	_____
	Contribution towards gift	_____
	<b>TOTAL</b>	_____

MURIEL STOBIE Dinners include fresh fruit cup, tossed salad, red roasted potatoes, vegetable, rolls & butter, sundae dessert and coffee or tea.

**Give fools their gold, and knaves their power;  
Let fortune's bubbles rise and fall;  
Who sows a field, or trains a flower,  
Or plants a tree, is more than all.**

-Whittier, *A Song of Harvest*