

CORNELL UNIVERSITY STATION NEWS GENEVA NEW YORK

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BRIEFS

NEVs on Campus

It's a bird, it's a plane, it's a golf cart no, it's a NEV!

Three NEVs, or Neighborhood Electric Vehicles, are being used on campus as part of a one-year research project for General Motors. The program is administered by Tony Rodriguez of Pathway Research, who is placing a fleet of NEVs with qualified participants for one year at no charge (except for the cost of recharging and regular maintenance). In exchange, participants are asked to use the NEV and to fill out up to three surveys during the year to assess the product's features, utility, practicality, and value. At the end of the program, participants have the option to return the vehicles or purchase them at a previously determined price.



Jake Weigand tries out one of the new NEVs on campus.

Two of the vehicles are out on the Station farms. One is being used here on the Station campus. Seven are being used on the main campus in Ithaca.

The 2-seater vehicles are like enhanced golf carts. They have windshields, beefed up motors and brakes, and are street legal (at city speeds of 25 mph or less). Many are in

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“Drink & Shrink” Comes to the Station

A group of entrepreneurs from Katonah, NY, will visit the Experiment Station on Tuesday, April 29, to demo a new line of diet shakes they have developed with the help of food scientists at the Experiment Station. Margery “Boo” Grace, Len Shofer, Eve Lenel and Rena Northrup have been working with Andy Rao and Herb Cooley, as well as members of the Northeast Center for Food Entrepreneurship (NECFE), in developing four flavors of canned diet shakes they call “Drink & Shrink.”

While in Geneva, the group plans to present the Station with a \$3,500 donation to buy wireless temperature sensors. They will also take the opportunity to learn more about how the Experiment Station can help them in the future.

Grace, a fitness and nutrition expert, developed the shakes as part of a “fullness diet” plan that she came up with in the early '90s. The inspiration came while watching a nature series on TV.

“The show focused on how an animal regulates and fine-tunes its weight,” said Grace. She explained that a bear goes into a famine mode as winter and hibernation approach. Knowing food resources will not be available during hibernation, the bear hoards nutrition in the form of fat, which it uses during hibernation. During spring and summer, the bear shifts into repletion mode, evacuating excess food and returning to a more slender form.

“Humans tend to get stuck in famine mode, and constantly hoard food in the form of fat, in order to prepare for potential bad times ahead that never come,” said Grace. Her goal was to create a diet plan that would be nutritious and low in calories but still taste good and leave a person feeling full—thus avoiding the famine mode.

Grace and her associates came up with the formulation, and then were directed to Cornell University and the Experiment Station for development of a safe process.

The work the Station did for “Drink & Shrink” was multifaceted. Rao and Cooley conducted studies to develop a safe process for the manufacture of four flavored formulations. Thermal processing tests were conducted at the pilot plant to confirm the adequacy of the process. They also conducted rheological studies to ensure that all four flavored products had the same consistency.

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Herb Cooley, with LogTec control panel in the Pilot Plant. This device simulates continuous cookers used by industry to process canned foods.

(BRIEFS, continued)

use in commercial vineyards in NYS and California.

"We are free to use them for one year," said Al Fairbrother, who is the Station coordinator for the project. NEVs top speed is about 21 mph, and is considered a zero emission vehicle, because they are electric.

If you have a need for one on campus, stop down at the Fleet Garage. Al is looking for feedback.

Employee Assembly Meeting in Geneva

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

Lunch will be served to all attendees!

If you have any questions or concerns you would like addressed at the meeting, please notify our Geneva representative, Pat Mahoney, at pmm19 or x2394, no later than Friday, May 16.



SAGES Book Purchase

SAGES applies for funds each year from the Student Activities Office (SAO) and Graduate and Professional Student Assembly Finance Commission (GPSAFC). One of the "line items" is for funds for books or magazines. This year, SAGES members nominated titles and voted to select the following books. These books will be available at the Jordan Hall library for the Station community.

- Principles and Methods of Plant Molecular Biology, Biochemistry, and Genetics
- Fifty Hikes in Central New York: Hikes and Backpacking Trips from the Western Adirondacks to the Finger Lakes.
- Lonely Planet Guide: New England
- Lonely Planet Guide: New York, New Jersey, Pennsylvania
- 200 Waterfalls in Central and Western New York: A Finders Guide
- Fifty Hikes in the Adirondacks (this title is not here yet--will be shipped later)

(SHRINK, continued)

Several aspects of product quality, from the standpoint of both flavor and appearance, were examined. Paramount was the procedure to mix the liquid ingredients in the fastest manner so as to inhibit settling after the heat treatment was completed. The product is shelf stable for over one year, and requires no refrigeration until after opening.

When asked what it was like to work on such a product, Herb Cooley said, "As a food research technologist, it is very rewarding to work with people from New York on a New York State food product, that has the potential to have a positive impact on the health of the nation. Secondly, as this product develops, I hope it will create new business opportunities and jobs for New Yorkers. In my opinion, those are two of the many reasons why the New York State Agricultural Experiment Station exists."

A companion product to the ready-to-consume canned drink has also been developed, and the powdered form studied in a similar manner for safety and quality assurances. Grace also plans to develop a companion product in a bar form that will meet the same high standards. The entrepreneurs will continue to utilize resources at the Experiment Station and NECFE to ensure the nutritional, safety, and aesthetic quality of these products.

Grace hopes to produce the diet products in upstate New York processing plants, and to introduce the "Drink & Shrink" brand nationally via a direct response TV campaign, in the fall of 2003. The product launch will be coordinated by the TOBO Marketing Group, Inc. Many of the profits will go to charity.

"The dedicated staff at Cornell were the heart and soul of our project from the beginning," Grace said. "The very core of everything we did was guided by Dr. Andy Rao, Herbert Cooley, and Dr. Olga Padilla-Zakour. Without them, we just wouldn't be."

Station Staff

Opinion: Reclaiming Markets for Labrusca Grape Flavors

The current abundance of California concentrate could permanently alter the market for Concord and Niagara-based products. While consumers like and trust Concord and Niagara's unique flavors, there is no reason to think that this preference will automatically continue. The market for *Labrusca*-based juice and jelly products, though huge, represents a quality niche that has maintained Concord and Niagara prices above base commodity levels for one reason: The unique flavor is worth paying extra for.

Changing marketing channels could threaten this position. Those who sell our grape products to retailers (Both groceries and wine wholesalers) are facing fewer buyers that have more market power. Think Costco and Wal-Mart. These buyers are able to demand lower prices from their suppliers, a portion of which is then returned to consumers in the form of lower prices. Price is their main consideration, and they have enormous influence over what consumers buy.

While consumer demand drives what products they stock, it doesn't take a rocket scientist to realize that lower prices can change consumer preferences. If Ruby Red juice is cheaper than Concord, well maybe it's worth it to consumers to forgo the familiar flavor and try something else.

One way of countering the power of wholesalers is to be large enough or have enough products that the buyer can't ignore you. Canandaigua, now surpassing Gallo in size, has employed this strategy with great success. Welch's has succeeded, in part, because it sells a wide variety of juice products, and not just Concord and Niagara. National Grape Cooperative members are enjoying higher returns as a result.

It all comes back to flavor. The future of markets for *Labrusca* type grapes rests on consumer's perception that the flavors or health benefits of our native grapes are worth seeking out and buying. We need to promote these flavors to consumers, so that they will demand them from their retailers.

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Shannon Olsson named CSIP Fellow

Shannon Olsson, a graduate student in Entomology in Wendell Roelofs' program, was named one of 10 recipients of a National Science Foundation (NSF)-supported program that employs Cornell University graduate students to teach in public schools for the coming year in return for free tuition and financial support.

The program, Cornell Scientific Inquiry Partnerships (CSIP), selects 10 Cornell graduate students a year to work with teachers in public K-12 schools, both teaching and developing curriculum materials, for 15 hours a week. In return, each fellow receives free Cornell tuition, plus an annual stipend of \$21,500 and paid health insurance. Recently the NSF renewed Cornell's funding for the program for a further three years.

Roelofs characterized the NSF award as very prestigious—one that recognizes Olsson's combined strengths in conducting cutting-edge research for her Ph.D. thesis and her gift for being an outgoing communicator of science to others.

"Shannon exudes an infectious enthusiasm about science that is perfect for that part of this award that involves working with science teachers in a local high school and developing curriculum materials for the students," said Roelofs. "She has her current research project to draw from, and also has had very broad training in science, first as a chemistry major in undergraduate school, after which she conducted single-cell electrophysiology during a Fulbright scholarship for a year in Sweden." Olsson also took courses for her Ph.D. in such subjects as biology, ecology, and evolution in the department of neurobiology and behavior at Cornell. "Shannon is a bright and productive graduate student," he said. "She will continue to carry out her thesis research while working with some lucky local science teachers in relating science to the students."

Olsson is very excited about the award, because there is little exposure to chemical ecology in the current curricula. "As members of the Station know, this field is becoming more and more important to areas of agriculture, horticulture, conservation, neuroscience, evolutionary biology, genetics and many others," she said. "In my role as a supervisor and moderator, I hope to guide students in projects in which they teach themselves the wonders of science by doing their own research."

Selected fellows have university teaching as part of their career goals. The program is designed to build teaching skills of future academics, notes Marianne Krasny, professor of natural resources, who is associated with CSIP. It also attempts to create a cadre of future academics who are supportive of K-12 outreach.

Previous agency funds had gone to an earlier program, Cornell Environmental Inquiry Research Partnership (CEIRP). The two programs are almost identical, except that CEIRP's focus was on environmental science. CSIP, however, is open to students in all the scientific disciplines that the NSF supports.

CSIP Fellows are a resource to teachers and students but they are not student teachers. Their role and responsibilities vary depending on the teachers and students they are working with as well as their expertise and experience. The teacher and Fellow discuss how they will structure each particular unit.

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Shannon Olsson

(OPINION, continued)

This applies not only to juice, but also to wine. In our tasting rooms, we have ample evidence that many consumers like *Labrusca* flavors in wines. Swedish Hill's *Diamond* is selling so well that they have a small planting program. Hazlitt 1852's Catawba-based *Red Cat* is a hit with young consumers. The flavors are out of the mainstream for wine drinkers. But one has to wonder whether the local popularity of these flavors is something that large, national producers could capitalize upon. Could Canandaigua's marketing people find an untapped growth market in Catawba-based wines?

Native grapes are part of what makes our region unique. Recognition of this fact takes nothing away from *V. vinifera* growers, who are gaining a national reputation (particularly with Riesling) for high quality wines. This reputation will fuel sales growth for the next several years. Growers of traditional varieties need to pay attention to this trend in planning for their future. *Labrusca* flavors have a long history with American consumers. Their future, however, will depend on active promotion to consumers. How to accomplish this is a topic worthy of serious discussion among everyone in the industry.

Timothy E. Martinson

PEOPLE

Congratulations to Jan Nyrop, Entomology who ran his first Boston Marathon, Monday, April 21. Jan was seeded 10,382 and finished 7028 with a time of 3 hours and 43 minutes. More than 21,000 registered for the event.

"A keen sense of humor helps us to overlook the unbecoming, understand the unconventional, tolerated the unpleasant, overcome the unexpected, and outlast the unbearable."

—BILLY GRAHAM (1918)—

"The only time my prayers are never answered is on the golf course."

—BILLY GRAHAM (1918)—

CALENDAR of EVENTS

APRIL 25 - MAY 2, 2003

SEMINARS

PLANT PATHOLOGY

Date: Tuesday, April 29, 2003
Time: 3:30 PM, Coffee at 3:00 PM
Place: Room A133, Barton Lab
Subject: Botrytis Bunch Rot of Grapes: An Intriguing Puzzle
Speaker: Stella Zitter, Geneva

FOOD SCIENCE

Date: Wednesday, April 30, 2003
Time: 10:30 AM
Place: FS&T Conference Room, Second Floor
Subject: National Honey Board Scientific Research
Speaker: Dr. Marcia Cardetti, Director of Scientific Affairs, National Honey Board

ENTOMOLOGY

Date: Thursday, May 1, 2003
Time: 10:30 AM, Coffee at 10:15 AM
Place: Room 310, Barton Lab
Subject: Integrated Pest Management in the 21st Century: Challenges and Opportunities
Speaker: Dr. Michael Hoffman, Director NYS IPM Program, Entomology, Geneva

LTC

Date: Tuesday, April 29, 2003
Time: 2 AM - 4 PM
Place: LTC
Subject: Digital Presentation
 This course will cover the following: File Formatting, Understanding Output of a Digital Projector, Preparing Images for Power Point Presentations, and Setting up equipment For Presentations
Instructor: Fred Hickey

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

(OLSSON, continued)

The new fellows' skills and interests, some of which will be taught in participating schools, range from chemoreception in the apple maggot fly (Shannon) and the geochemical workings of the Earth's interior to community economic development. Last year's fellows taught in schools that included Ithaca High School, Mynderse Academy High School, Seneca Falls, N.Y., and East High School, Rochester, N.Y.

"Courage and perseverance
 have a magical talisman,
 before which difficulties disappear
 and obstacles vanish into air."

—JOHN QUINCY ADAMS (1767-1848) 6TH US PRESIDENT—

**'Drink & Shrink'
 Forum and Tasting**

Head to Head with 'Slim Fast':

**The Development of
 a New Diet Drink**

by
Margery 'Boo' Grace
Dr. Andy Rao
Patti DeMatteo

Tuesday, April 29, 2003
 11-noon

Jordan Hall Auditorium

Product sampling with the speakers.

PLEASE COME TRY THEM OUT!

WalkAmerica

is Right Around the Corner!!

A recap of the day's events for the March of Dimes Walk on Sunday, May 4th include: meet Tri-Lakes ambassador family; pre-walk aerobics and warm-up; pick up incentives; prizes; checkpoints along the route with yummy snacks and beverages; Daniel's "Victory Van" to pick up tired walkers; clowns, face painting; mascots and characters; balloons; music by DJ Ken paradise. Finnish line picnic; pizza, hots, juice and water, chips and soda!!!

If you would like to join the Station Team, please contact Kathy DeRosa at x2236 or kad2.



**Perennial Plant
 Exchange**

Saturday May 3, 2003
 10:30 AM - Noon
RAIN OR SHINE

Experiment Station Pavilion

Come at 10 am to set up your plants.

CLASSIFIEDS

FREE: Two pretty parakeets (boy and girl) with bird cage and toys. Would like to give them to someone who likes birds and will care for them properly. Call Debby at x2255 if you are seriously interested.

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

GENEVA SUMMER HOUSE RENTAL: Beautiful house is fully furnished and equipped: three-bedrooms, 1.5 baths; study room with P/C and high-speed (Roadrunner) internet access; livingroom (with Cable TV and Stereo); dining room; full kitchen (with microwave, dishwasher, gas range, grill, griddle, oven, fridge, full table, plates and cutlery, etc.); porch; washer/dryer; full basement (unfinished) with pantry, workbench, storage, etc.; two-car garage; 3/4 acre tended lawn. Located on Castle Street 1/4 mile walking distance from the Station Available: May 25 - August 10, 2003. Replies/inquiries to Mike at faux@math.columbia.edu or 781-3636 (day) and 789-1161 (evening).

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 SALE: Utility trailer. 6 x 10 foot steel-bed; Lights, ramps and jack. 1999 Dively, 2100 lb load capacity, 2" hitch. \$750. Contact Holly King, Hort Sciences x2228.

FOR SALE: 1990 Toyota 4wd pickup. Lots of miles, some dents and rust, but it runs great and no one pulls out in front of you. \$700. Call Holly at x2433 or hlv7.

PIZZA TICKETS: BSA Troop 4 is selling Cam's New York Pizzeria tickets as a fundraiser. Ticket is for one large pizza (cheese and one topping). Tickets are on sale until April 7th and are \$11.00 each (\$3.00 savings from Cam's regular price) and are valid through April 30th. Cam's New York Pizzeria is located at 476 Exchange St., Geneva. Contact Sherri Tenniss at 787-2292, slt3@cornell.edu

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.

FOR SALE: 1988 Chevy Caprice. Many new parts. \$2500 or B/O. Call 789-9594 or Matt at x2251.