



Volume 6, Issue 1
Fall Newsletter 2003

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2003-04**

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Table of Content:

Page #

President's Letter.....1
Annual Meeting Recap.....2
Golden Blotter Award.....2
New Members' Profile.....3
2002-03 SFC Fellowship Award Recipient.....3
Flavor Symposium Update.....4
From the Law Offices.....4
2003-04 SFC Fellowship Award Recipient.....5
Upcoming Flavor Meetings.....6
Note From the Editor.....6



Letter From the President:

It's hard to believe that it's mid July already and in less that two months we will be starting our program of meetings for the coming year. I hope everyone has enjoyed the summer so far. For me, this summer has been very unique as I took early retirement beginning in June and I'm seeing everything from a different perspective.

Meeting Schedule for Upcoming 2003-04 year:
September 18, 2003 East Coast - Newark Holiday Inn
December 4, 2003 East Coast - Newark Holiday Inn
February 19, 2004 East Coast - Newark holiday Inn
March 2, 2004 West Coast - California Joint Meeting NAFFS & CSA
April 15, 2004 Midwest - Cincinnati
May 20, 2004 East Coast - Sheraton Newark

We also have the next Flavor Symposium coming up in 2004. The Committee is working diligently on the facilities, advertising, and the program. If you want to help, please contact Ken Kraut, Dave Maine or me to volunteer your services.

You will be receiving a survey from Ed Albaugh, Chairman, Program Committee. We would like your input into the quality of the speakers, subject matter and length of presentations and any ideas or suggestions you have regarding the Educational Program and after dinner speakers at our meetings. I ask that you please take the time to fill these out completely and honestly so we can determine if we are meeting the needs and expectations of the membership.

One of my goals for this session is to increase the attendance and participation in the Society by our younger Apprentice members. To this end I have asked Steve Ruocco to take on the new responsibility of Chairman of the Apprentice Involvement Committee. Having worked with Steve for several years at McCormick I know we share the same philosophy on this issue and he will "shake the bushes" to get more of our younger members attending meetings and more importantly, involved in the workings of the Society. Assisting Steve will be Susan Lerner.

I look forward to the coming year. I have a great Board of Directors to assist and a lot of friends I can call on for help and guidance. Enjoy the rest of your summer and I look forward to seeing you in September.

Dennis



Volume 6, Issue 1
Fall Newsletter 2003

Our meeting was held in the Sheraton at Newark Airport May 18, 2003.

CSA Roundtable Event

This year's annual meeting started with the 2nd Annual CSA Roundtable event. This was absolutely the best "show" for flavorists at all professional levels. There were twenty flavor ingredient suppliers as presenters. The 130+ attendees had a chance to sit with these suppliers at round tables for a series of twenty-minute "classes". The major thrust was the introduction of new chemicals, extracts essential oils etc. and tutorials on their use in flavors. The session ran from 10 AM until 4 PM with an hour and a half break for lunch. There was not time to visit with all suppliers, but attendees could cover those of special interest. You really had to be there!

If there is enough interest from suppliers, a "Round Table" could be planned for the mid-west meeting in Cincinnati in April 2004. Whether it takes place in Cincinnati or in the New York/New Jersey area, there will be a Third Annual Round Table in 2004.

Carole Pollock and Assoc., Inc.
carolepollock@frontiernet.net

Business Meeting

Our annual meeting is where our certified members vote for the new slate of officers and put our

confidence in their leadership to move the organization forward. We also encourage all members to consider supporting the board with volunteering on committees and providing assistance in areas of their expertise or interests.

We also vote on applicants for membership, this year we brought in 1 new Honorary Member, Dr. Brian Lawrence, upgraded 2 members to Emeritus status, Remi Mendoza and Paula Thomas, and the membership committee interviewed 6 candidates this month.

Annual Awards Event

This meeting is an awards meeting as well, we honor our members with 25 years of membership with their 25 year service pins. Robert Vogt presented Jerry DiGenova with the Golden Blotter award. Many of Jerry's apprentices were present at the dinner to honor his receipt of this Chairman of the Board Special Award. For those of you unable to attend Robert Vogt has submitted his speech. The picture is compliments of Dennis Kujawski.



Golden Blotter Award Presentation

It is time for the presentation of the Golden Blotter Award. Dolf DeRovira thought up this Chairman's award for excellence and outstanding contribution to the flavor industry about 2 years ago. I thought it was a great idea and was what I consider a Hall of Fame award for Flavorist. When it was my turn to make a choice for the award the selection was easy.

Jerry's contribution to The Society of Flavor Chemist alone is stellar. He is one of the twenty-one founding fathers of our Society a Charter member with almost fifty year's service. He served as President from 1963 -1964. His decisions and support over the years has helped shape the Society into the great organization it is today.

Jerry was with Givaudan for 31 years. His creatively developed flavors set the industry standard. His innovative thinking and techniques made him and his



Volume 6, Issue 1
Fall Newsletter 2003

company very successful. He retired in 1982 and achieved the level of Vice President of the Division.

When speaking with Jerry, one of the things he is most proud of is the teaching and training he has done since his retirement. He has trained 38 flavorist, who today utilize the knowledge Jerry has shared to set the industry standard for flavor excellence today.

It gives me great pleasure to present this year's Golden Blotter award to Jerry Di Genova.

New Members 2002-2003

The new members section will be taking on a new look for the newsletter. I will only list names and contact information. A more inclusive directory will be coming in the future.

Honorary

Dr. Brian Lawrence, retired
R.J. Reynolds

Emeritus

Carol Pollack
Paula Thomas
Remi Mendoza

Certified

Archana Khangaonkar
Comax Manufacturing
631-249-0505
Robin Rusinko
Chr. Hansen Flavors
201-818-2209

Aaron Graham
Key Essential Ltd.
949-635-1000

Upgraded

Guylaine Trachy
Mastertaste
450-378-0841
Jennifer Thompson
U.S. Flavor & Fragrance
847-487-1011
Gail Boisvert
Mastertaste
450-378-0841
Pamela Hogan Candee
Hagelin & Co.
908-707-4400
Gregory James Kraft
847-646-5302
James Grimm
Procter & Gamble
513-622-3232
Leslie LePore
Quest International
847-645-7229
Yuchin You
Danisco U.S.A., Inc.
800-255-6837
Paulette Lanzoff
Mane
Apprentice
Amy Bennett
Degussa Flavors
513-771-4682
Kimberly Ferruzzi
Degussa Flavors
513-771-4682
Jenifer Augelli
Givaudan Flavors
973-463-8018
Ann Berry
Sensient Flavors
317-240-1420
Denise Re
FlavorChem
630-932-8100
Agatha Corby
Mastertaste

858-587-8811

2002-03 SFC Memorial Award Winner



Ms. Dana M. Dronen was the 2002 Society of Flavor Chemists' Memorial Scholarship winner. Dana grew up in Bloomington, MN, where she graduated from high school in 1995. In 1999 she received a BA degree in Chemistry *magna cum laude* from St. Olaf College, a private liberal arts college in Northfield, MN. Dana then chose to pursue a Ph.D. in Food Science at the University of MN under Dr. Gary A. Reineccius, where she is currently a fourth-year USDA National Needs graduate fellow. Her research is on encapsulation, dealing specifically with the quantification of the physicochemical and structural parameters controlling the mass transfer of volatile compounds in spray-dried protein and carbohydrate materials.

During her time at the University of MN, Dana has been actively



Volume 6, Issue 1
Fall Newsletter 2003

involved in the Food Science & Nutrition (FScN) Club. She was on the IFTSA College Bowl team in 2001-2002 (2002 National Champions) and IFTSA Product Development Competition team in 1999-2000 (2000 National Finalists). Dana also served as President of the FScN Club when they were selected as National Finalists in the 2002 IFTSA Chapter of the Year Competition. Dana and a fellow graduate student, Kristen Schmitz, won the 2003 Discoveries in Dairy Ingredients Product Development Contest. Outside of school, Dana trains and competes in triathlons and is currently training for her first marathon.

Dana expects to graduate in the fall/winter of 2003. She has accepted a job offer from General Mills, Inc. in Minneapolis, MN, as an R&D Product Development Scientist. She anticipates an exciting and fast-paced career working in the food and flavor industry. For her future, Dana has considered returning to an academic career potentially as an industry adjunct faculty member or as a full-time faculty member.

Gary Reineccius
Food Science
University of Minnesota

Flavor Symposium 2004

Speakers Needed for Society of Flavor Chemists 50th Anniversary Symposium

The Society of Flavor Chemists is now accepting speakers for its 50th Anniversary Symposium. The symposium, which will be held October 7-8, 2004 at the Westin Hotel in Princeton, NJ, will be on the theme "Then and Now: Reflections on a Half-Century in Flavor Chemistry." Speakers with expertise in flavor creation, industry regulation, technical analysis and flavor chemistry's recent and long-term history are needed to lecture during the symposium in either a classroom or hands-on workshop environment.

The Society of Flavor Chemists is a volunteer organization whose success hinges on the participation of its members in the education our field's future flavor chemists and food technologists. Be a part of the symposium to help ensure and enhance your own professional scholarship, the knowledge of your colleagues, and the overall strength of your industry.

The curriculum for our anniversary symposium is to be tentatively set by September's meeting, so please respond as soon as possible with your ideas for our semi-centennial forum.

Interested speakers should contact:
Jack Fastag
(215) 632-3100 x1544
jfastag@dmflavors.com
or
Ken Kraut

908-822-8855 x102
kenk@flavordynamics.com

The "Skinny" on Obesity

Litigation

Patrick J. McNamara, Esq.

By now you have probably seen a spate of articles in newspapers, magazines and trade publications over a number of lawsuits that have brought against fast food chains and food manufacturers by plaintiffs claiming that their obesity has been caused by their respective products. A number of these lawsuits have been supported by organizations and plaintiffs' law firms that were actively involved in the tobacco litigation which ultimately resulted in billions of dollars of judgments against the industry to reimburse various state governments for Medicaid expenses. Some of the same law firms involved with those lawsuits are using the significant fees they recouped in those cases to underwrite the costs of this new round of litigation.

Despite the fact that the promoters of these new lawsuits would have you believe otherwise, there are significant differences between these attempts at establishing guilt by the food industry when compared to the tobacco industry. For one thing, there was compelling evidence that the tobacco companies knowingly manipulated the addictive content of nicotine and other ingredients in



Volume 6, Issue 1
Fall Newsletter 2003

their product and systematically lied about the dangers of it for decades. So far there is little if any evidence that the food industry has engaged in any conduct in a remotely similar nature. Second, proving causation will be far more difficult because, unlike smokers, who tend to show brand loyalty, people who have a diet that may be “unhealthy” may not be able to blame a single purveyor of food. Third, there is also the factor of sedentary lifestyle and lack of exercise that comes into play in attempting to demonstrate causation, an essential step to proving liability.

In response to these threatened lawsuits, legislation has been introduced in Congress by Senator Mitch McConnell of Kentucky to bar such lawsuits from going forward. Entitled the “Personal Responsibility in Food Consumption Act” the legislation would limit liability for food producers from obesity lawsuits.

Unlike their brethren in the tobacco industry, various companies in the food industry have already taken note of the threat of these lawsuits and have made numerous public announcements about new initiatives designed in part to try and ward off any future liability. Numerous companies have announced what have been called “obesity initiatives”, describing efforts to remove or reduce trans fats from their products or downsizing the portions sold in prepackaged foods.

In sum, the lawsuit filed in New York against McDonald’s that was thrown out of court earlier this year is likely to be the opening salvo in a series of lawsuits that will be brought over the coming years against the industry. Financed by significant recoveries against the tobacco industry, plaintiffs’ law firms, coupled with organizations such as The Center for Science and the Public Interest and other “consumer organizations”, see the food industry in much the same terms as the public now perceives the tobacco industry. Unless Congress acts on Senator McConnell’s legislation or a similar bill, litigation of this nature, as well as threats of imposing a “fat tax” on certain products to discourage their consumption, will continue to find their way on the public policy agenda of both state governments and the Federal government for the foreseeable future.

2003-04 SFC Memorial Award Winner

This year’s winner is Katherine M. Kittel. She received her undergraduate degree from the University of St. Andrew’s in Scotland and studied Biochemistry with microbiology and biotechnology. She has her Master’s degree in Food Science from Cornell University. The Memorial Award will be used to develop a method to rapidly screen for diversity and specific anosmias in humans. Specific anosmia is a “smell blindness” or insensitivity

to odor of chemicals in people with otherwise normal olfactory sensitivity. Several researchers have investigated the human olfactory system, and found large variations between individuals. The diversity of human olfactory acuity is thought to be a reflection of the diversity of the olfactory receptor protein (OP) found in humans. Using a standard set of odorants that is appropriately designed to stimulate all potential olfactory receptor proteins would provide a method for screening for specific anosmias and the diversity of OP expression. This will be done through the modification of a standard set of odorants designed to stimulate all human OPs, and the development of a method that will screen people quickly.

Gas chromatography – olfactometry (GC/O) will be used to present the selected standard odorants to the subjects. Gas chromatography delivers the chemical odorants to the olfactometer, which then presents the standard odorants to the subjects. This is a precise, reproducible method. The GC/O presents the odorants within the laminar flow of the GC, presenting them at a constant rate in an odor free background. Subjects will initially be classified by their anosmias using a standard set of odorants, then retested with a reformulated standard set to classify them according to their specific olfactory acuities. With this information, standard probes



Volume 6, Issue 1
Fall Newsletter 2003

will be designed that will test and completely characterize the olfactory system within four hours. Currently, such a complete diagnostic, as demonstrated in the work of Friedrich (2000), takes several days to complete. Friedrich's standard set of odorants, which are appropriately designed to stimulate all potential olfactory receptor proteins, will be modified. Samples included and the concentration of these samples will be altered to shorten the length of time required for a full diagnostic test.

This research is expected to help solve a problem that has plagued researchers that use GC/O. Currently, results are not comparable between laboratories or individual subjects. This study would resolve this problem, by providing a precise, quick, and easy test. Once created, this test could be used in a multitude of ways, from standardizing GC/O subject profiles and results, to helping out mixture studies, descriptive sensory work and psychophysics. This study also has a possible role in understanding hedonics, as anosmia as well as experience may influence hedonics. This study will help further our understanding of olfactory function within human diversity, while providing an important tool for fundamental food science research. For those interested in the work Katherine is performing she can be reached at kmk33@cornell.edu.

Upcoming Flavor Meetings

September 2003
226th ACS National Meeting
September 7-11
New York, NY, 2003

WFFC Open Meeting
21st Annual Open Meeting
Woman of the Year
Ms. Diane Gilinsky
September 25, 2003
Westmount Country Club
West Paterson, NJ

October
NAFFS
86th Annual Convention
October 9-12, 2003
Longboat Key, Fla

November
Vanilla 2003 First International
Congress Radisson Hotel,
Princeton, NJ Nov. 11-12, 2003
<http://www.aesop.rutgers.edu/~vanilla2003/index.htm>

Notes From the Editor:

I am happy to be contributing to the Society since my term as president has ended.

However, I am looking for those members with an interest in writing and sharing their analysis of the industry news, new concepts, market data etc...

If you are interested in submitting newsletter articles please forward them to jharvey@amtodd.com. I will be putting together a newsletter three times a year. The next edition will be ready early January submission deadline December 15th.

If you have an idea for the newsletter I would also encourage you to contact me I can help find a writer for the topic of interest.

Joan E. Harvey