

# 華美食品學會

Chinese American Food Society

Quarterly Newsletter

## Congratulate Successful Close of 2004 Food

### Inside this issue:

Food Summit Meeting.....	1
Food Summit Report .....	1
Food Summit Digest .....	2
Food Safety Meeting.....	3
CAFS Workshop.....	3
2004 Nomination .....	4
Editor Notes.....	4
News Digests.....	5
Workshop Announcement ..	6



### Report of 2004 Food Summit in China

~ By Yaowen Huang

CAFS members, Kenny Chuang, Zhulin Shi and Yaowen Huang participated in the 2004 Food Summit in China sponsored by the Chinese Institute of Food Science and Technology (CIFST) and Institute of Food Technologists (IFT). A three-day conference focus on the recent development of new technology as well as new business in Eastern and Western worlds. The organizing committee includes our member Kenny Chung and Zhulin Shi. Romeo Liu was a speaker and Yaowen Huang was a moderator for a Plenary session. Kenny Chung will give a summary of the Summit. After the Summit, Yaowen Huang was invited by the China Academy of Agriculture to visit several food manufacturers in Shanxi and by Marine Fisheries Bureau to visit seafood processing plants in Zhejiang. Yaowen Huang also gave seminars in the areas of new food product development and food safety in universities in Shanghai, Zhejiang, and Taipei and had opportunities for making arrangement of future corporation in research as well as instruction programs.

#### Contributors:

Kenny Chuang, Daniel Fung, Yaowen Huang, Juming Tang, Samuel Wang, Vivian Wu, James Shieh

#### Editor:

Hong Zhuang  
Chiquita Brands  
International Fresh Cut  
Division

## UNIVERSITY OF MAINE PROFESSOR, MEMBER OF CAFS, IS CO-ORGANIZER OF FOOD SAFETY CONFERENCE IN CHINA

~ By Dr. Vivian Wu

Dr. Vivian Wu, assistant professor in the Dept. of Food Science and Human Nutrition, is co-chair of the 2nd Sino-U.S. Symposium on Food Safety Control from Farm to Home, Oct. 10-14, 2004 in Shanghai. The meeting brings together researchers (see picture **below**) from China and the U.S. to discuss food safety control systems, international trade policies, education and training, detection of pesticides and microorganisms and other issues. Wu is organizing the conference with Dr. Xianming Shi of Shanghai Jiaotong University in Shanghai. Wu's research focuses on the development of new systems for rapid determination of pathogenic injured and non-injured microorganisms in foods, and the development of strategies to control, eliminate, or prevent foodborne pathogens in foods. The picture was provided by Dr. Vivian Wu.



Visit CAFS on the Web  
**WWW.cafsnnet.org**

**Left:** Group picture of CAFS members after 2004 CAFS Roundtable Discussion Workshop titled "Professional development: Create your own job security" at IFT. The picture was generously provided by Kenny Chuang

**Please Renew Your Membership**

## IT IS NOMINATION TIME!

Dear CAFS Members:

Happy Holiday!

I want to thank you for willing to serve in the CAFS 2004 Nomination Committee. By the authority given me by the Bylaws 8.8 (<http://www.cafsnets.org/bylaws.htm>), I hereby announce the formation of the 2004 Nomination Committee. The members of the Committee are as follow:

1. Dr. Yao-Wen Huang ([huang@uga.edu](mailto:huang@uga.edu))
2. Dr. Zulin Shi ([shiz@bioinc.com](mailto:shiz@bioinc.com))
3. Ms. Judy Chan ([judyc@interchange.ubc.ca](mailto:judyc@interchange.ubc.ca))
4. Kenny Chuang ([Kennychuang@hotmail.com](mailto:Kennychuang@hotmail.com)), denoted Chair

Please contact anyone of the Nomination Committee member to nominate candidates for 2005: (1) President-elect, (2) Treasurer, (3) Secretary, and (4) Executive Committee Directors-2 positions. To nominate, please submit a biographic sketch of each candidate along with a statement (e-mail or the equivalent format) that you have candidate's permission to submit his or her name for the candidacy.

For your convenience, I have summarized the key qualifications for candidacy listed in By-law (Item 9):

- President-Elect:
  - (1) at least three-year current Membership or Lifetime Membership in good standing,
  - (2) served as an elected office of the society, and
  - (3) good leadership qualification and administrative experience
- Executive Committee Directors (2), Treasurer, Secretary: candidates shall have at least one-year current Membership or Lifetime Membership in good standing show willingness to serve CAFS at the time of nomination.

Thank you and I look forward to seeing you all at the CAFS Annual Meeting and Banquet in New Orleans.

Nomination Committee Chair

Kenny Chuang  
12/10/2004

### Editor's Note

Dear CAFS members:

Happy holidays to you all!

First, I would like to thank you again for your timely replies, comments, suggestions, contributions and support for CAFS Newsletter. Each of your messages, even those that are just a few words, shows you care, and will be compiled in each issue of the Newsletter.

Secondly, I would like to let you know that the

materials that you have sent to me or to CAFS are appreciated. The materials will be published in our Newsletter as long as the contents do not conflict with CAFS bylaws. If you do not see your contribution in the publication immediately due to space limitation, it will be published in the following issues

Finally, I wish you all Happy 2005!

Cheers

Hong Zhuang  
Newsletter Editor

## News Digests from Food Production Daily

~ By Hong Zhuang

### Who Is Making Money in China

**Foreign companies' profits in China may have increased rapidly in the past four years, but they remain modest in comparison with other countries with smaller markets and slower growth.**

China, with its billion-plus population and break-neck economic growth, is seen a reservoir of untapped potential by foreign companies looking for new markets. But a recent survey from independent research service shows that total China earnings for US companies rose from \$1.9bn in 1999 to \$4.4bn in 2003. But this figure compares unfavourably with the \$7.1bn that US companies made in Australia - population 19 million - in the same year, and \$8.9bn in Taiwan and South Korea, which have a combined market of 70 million people.

**Companies that can not make money:** Fortune 500 companies are losing lots of money in PRC by over-investing too quickly, too early. Most foreign companies that can not make much money in China are neglecting 90 per cent of the market - more than 700m people – by targeting just the wealthiest minority.

**Companies that can make money:** Manufacturing has accounted for 60 per cent of China's GDP growth over the past decade, with the low cost of production, coupled with favourable economic policies and preferential tax rates, among the drivers behind the growth. As a result, foreign companies that make the most money out of the China boom are those that use it as a base for exporting or sourcing cheap goods, such as Wal-Mart.

In addition, there are still good opportunities for foreign companies that target not the elite but the mass market. For example, the US companies that made the biggest profits selling into the China market, rather than exporting from it, were the fast-food giants Yum Brands and McDonald's. Major firms such as Coca-Cola and Nestlé now record sales of over \$1billion in the China packaged food market, which is now estimated to be worth over €30 billion.

### Market Opportunities For Processed Food in China

**Food safety scares in China have opened up opportunities for food makers looking to pierce this growing market with imported brands.**

In the past year a series of food safety problems, including a number of deaths related to unsafe or 'fake' food, have cut many Chinese consumers' confidence in the safety of the food supply. As a result, the central government is implementing the Fangxinshipin (safety guaranteed foods) policy, under which only foods from designated processing facilities are allowed for retail sales. This opens up excellent market opportunities for imported products and those branded products, which produced by foreign joint ventures tend to have a better reputation for higher quality and food safety.

In the past 50 years, China has transformed itself into one of the world's fastest growing economies to become the 10th largest trading nation in the world with a 2 per cent slice of world trade. And in parallel, higher disposable incomes have meant a stronger demand for high quality processed foods by Chinese consumers. An economic analysis showed that currently only about 25 per cent of Chinese food production is processed, compared to about 80 per cent in developed countries. To meet this demand China's food processing industry continues to grow at double digit rates in excess of 10 per cent. Foreign companies are taking advantage of the increased demand for high quality processed food product.

To become more competitive, food producers and processors should try to improve the quality of their food products, adjust the tastes of their products to meet the preferences of Chinese consumers.

A N N O U N C I N G  
X X V G A L A Q U A R T E R C E N T U R Y

*Rapid Methods and Automation  
in Microbiology  
Symposium / Workshop*

June 17-24, 2005



Anniversary Celebration June 16, 2005  
Kansas State University  
Manhattan, Kansas  
Director Daniel Y.C. Fung  
E-mail: [dfung@oznet.ksu.edu](mailto:dfung@oznet.ksu.edu)

**Planned Program  
Kansas State University**

**XXV Quarter Century International Rapid Methods and Automation in Microbiology Workshop Planned Agenda  
June 16 -24, 2005**

<b>Director:</b>	<b>Dr. Daniel Y.C. Fung</b>	Dept of Animal Sciences & Industry
Kansas State University		
<b>Assistant Director:</b>	<b>Dr. Randy Phebus</b>	Tel: (785) 532-1208
<b>General Laboratory Coordinator:</b>	<b>Dr. Beth Ann Crozier-Dodson</b>	Fax: (785) 532-3295

**Thursday, June 16, 2005\***      **Day of Celebration (see attached schedule)**  
**Friday, June 17, 2005**      **Mini Symposium (see attached schedule)**

**Saturday, June 18, 2005**  
**Morning Lecture:** "Introduction to Conventional Miniaturized Methods and History of Rapid Methods", Dr. Daniel Y.C. Fung  
"AOAC International Rapid Validation of Methods", Mike Brodsky, past president, AOAC  
**Afternoon Laboratory:** Viable Cell Counts-Conventional, Petrifilm Redigel, ISOGRID, Oxyrase, MicroBioLogics, Olympus, Becton Dickinson BioScience, Charm Sciences, Inc., Ecolite Products, Remel  
**Workshop and Mini-Symposium Reception at the Konza Prairie Lodge**

**Sunday, June 19, 2005**  
**Morning Lecture:** Comparative Analysis of Diagnostic Kits (Dr. J.S. Bailey and Dr. Scott Russell)  
**Afternoon Laboratory:** API, MicroID, Enterotube, Biolog, Crystal, Neogen, Oxyrase, Spiral Biotech, DNA Probe (Gene-Trak), BioSys

**Monday, June 20, 2005**  
**Morning Lecture:** Food Pathogens -*Salmonella*, *Campylobacter*, *Yersinia*, *Hemorrhagic E. coli*, etc. (Dr. Bailey, Dr. Russell)  
**Afternoon Laboratory:** BioControl Products, Tecra (International BioProducts), Neogen, VIDAS (bioMerieux, Inc.), Celsis, SAS Air Sampler, BioScience International, EM Science

## ANNOUNCEMENT

by Dr. Daniel Fung

The 25th Quarter Century International Workshop on Rapid Methods and Automation in Microbiology” will be held at Kansas State University from June 16 to 24, 2005. As the Initiator and Director of the Workshop, Daniel Y.C. Fung, past president of CAFS is offering any CAFS member a 50% discount of the registration fee for the workshop. The registration fee for the GALA world renowned workshop is US\$1955.

---

Visit CAFS on the Web  
**WWW.cafsnet.org**

---

---

**Please Renew Your Membership**

---

## CAFS Member News

Dr. Juming Tang, Professor of Food Engineering from Washington State University, was selected as 2004 NASA Faculty Fellow for the summer of 2004. He worked with NASA scientists in the Space Food Systems Lab at the Johnson Space Center work package and processing technology options for future long manned space missions to MARS. The picture (**Below**) shows Dr. Tang (middle) with another NASA Faculty Fellow, Dr. Lester Wilson of Iowa State University, and some of JSC Food Scientists in summer of 2004. The picture was generously provided by Dr. Juming Tang.





華美食品學會

**Chinese American Food Society**

4669 Executive Drive  
Portage, Michigan 49002

## CAFS Member News (cont'd)

### CAFS Member Visited Taiwan in Fall 2004

*~Dr. James J. Shieh*

Several CAFS members made their "Class of 1964 Trip of Reminiscence" to Taiwan, in October, 2004. They visited their alma mater, National Taiwan University, Department of Agricultural Chemistry. Attendees included past presidents of CAFS Drs. Sherman S. Lin and Samuel L. Wang. During the visit, they missed the then active member Dr. Shu C. Lee (deceased). Past presidents Drs. Cathy Y.W. Ang, Santa H.C. Lin (deceased) and Joseph J. Jen are also alumni from the Department of Agricultural Chemistry.



**Above:** Group picture of Chinese delegates and local hosts at Lee Kum Kee Food Co. during USDA-MOST (Ministry of Science and Technology, China) meeting in Summer, 2004. The picture was generously provided by Samuel Wang

The opinions expressed in this newsletter are the opinions of the contributors and do not necessarily represent the official position of CAFS and should not be interpreted as such