

華 美 食 品 學 會
CHINESE AMERICAN FOOD SOCIETY

1991 ANNUAL MEETING

PROCEEDINGS

JUNE 3 AND 5, 1991

CONVENTION CENTER

DALLAS, TEXAS



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CHINESE AMERICAN FOOD SOCIETY AWARDS

CAFS highly encourages excellence in professional achievements of our professional members as well as student members. Each year, the society presents one or more Outstanding Professional Achievement Award(s), Excellent Service Award and an Outstanding Graduate Student Award.

CAFS presents the 1991 Professional Achievement Award to Dr. Catharina Y.W. Ang. Dr. Ang is currently a Research Food Technologist in the Russell Research Center of USDA-ARS, Athens, GA. She is also served as an Adjunct Associate Professor at the Department of Food Science and Technology, the University of Georgia. Dr. Ang has been studying on the nutritional quality and vitamins analysis methodology of meat and poultry for the past fourteen years. Her research findings provide not only an accurate and precise method to determine vitamins content for other laboratories but also a better utilization of poultry products for meat industries. In addition to her basic and applied research activities, Dr. Ang has been advising graduate students for Master thesis. Dr. Ang is a member of IFT, ACS, PSA, AOAC and CAFS. She was the President of CAFS during 1987-1988, and now is the Chairperson of Long Range Planning Committee.

CAFS also presents the 1991 CAFS Graduate scholarship Award to Mr. Qiao Lu. Mr. Lu is currently a graduate student in the Department of Food Science and Nutrition at the University of Missouri, Columbia, MO. He has a very good GPA and very active in the professional organization. As a student member of CAFS, Mr. Lu will be a leader of our Professional members in the future. Congratulations to Both of Dr. Cathy Ang and Mr. Qiao Lu.

SESSION 73

Special Forum: Uses of Chinese Foods in FoodService Industry

Date: June 5, 1991 (Wednesday afternoon)

Organizer: Dr. Yao-wen Huang

Sponsors: Chinese American Food Society
Chinese Institute of Food Science and Technology

Challenges and opportunities facing the use of Chinese food in the foodservice industry today and in the year 2000 will be addressed. Discussions will include: How to establish a Chinese fast-food chain, what factors are involved in using Chinese foods in school lunch programs, how food regulations affect the Chinese foodservice industry, and the role of R&D in developing and producing Oriental foods for foodservice distribution. Panelists will also discuss Taiwan's food industry in the new century and how Taiwan can face the challenges posed by the invasion of Western fast-food systems. Panelists will include: A.A. Chen, Food and Agriculture Consulting Technology Corp.; M.L. Chen, International Trans-Technics Corp.; Y. Hang, Cornell U.; R.J. Leu, Minh Food Corp.; T-Y. Liu, Food Industry R&D Inst.; D-S. Tai Wei Restaurant & Hotel Consultants Corp.

Chairmen: Dr. Yao-wen Huang, University of Georgia
Dr. Tung-ching Lee, Rutgers University

- 1:30 p.m. - Opening Remark
Dr. Yao-wen Huang
University of Georgia
- 1:40 p.m. - Regulatory Concerns of the Chinese Food Service Industry
Dr. Yong Hang
Cornell University
- 2:00 p.m. - How to Establish Chinese Fast Food Chains
Dr. Ada A.T. Chen
Food & Agricultural Technology Consultant Corp.
- 2:20 p.m. - What Factors are Involved in Using Chinese Foods in Lunch Program
Dr. Mike Chen
International Trans-Technics Corp.
- 2:40 p.m. - What Roles R&D Have in Manufacturing Oriental Foods for FoodService Industry
Dr. Romeo Leu
Minh Foods Corp.
- 3:00 p.m. - What is the future of Taiwan's Food Industry in the New Century
Dr. Tin-yin Liu
Food Industry Research & Development Institute

- 3:20 p.m. - How the Chinese Fast Food Industry in Taiwan can Face the Challenge on 20th Century
Mr. Der-sing Ma
Tai Wei Restaurant & Hotel Management Consultants Corp.
- 3:40 p.m. - Questions and Discussion
Drs. T.C.Lee and Yao-wen Huang
All Speakers

Regulatory Concerns of the Chinese FoodService Industry

Dr. Yong D. Hang, Professor
Department of Food Science & Technology
Cornell University
Geneva, New York 14456

The objective of food laws and regulations in the United States is to protect the consumer's health. In recent years, a wide variety of food products commonly prepared in food markets and food service establishments have been implicated as vehicles of foodborne illness outbreaks. The major contributory causes are improper cooling, lapse of 12 hours or more between preparing and eating, infected persons handling foods, inadequate reheating, improper hot holding, contaminated raw foods and ingredients, foods from unsafe sources, improper cleaning of equipment and utensils, cross contamination from raw to cooked foods, and inadequate cooking. To prevent the occurrence of foodborne illness outbreaks that resulted because of mishandling and/or mistreatment of foods in food processing plants and in food service establishments, government regulatory agencies have adopted the HACCP (Hazard Analysis Critical Control Point) concept of inspection and regulation. The application of the HACCP system assures the consumer that foods are pure and wholesome, safe to eat, and produced under sanitary conditions.

How to Establish Chinese Fast Food Chains

Dr. Ada Ai-Ti Chen, President
Food and Agriculture Consulting Technology Corp.
P.O. Box 370
Fort Collins, CO 80524

Chinese cuisine has become one of the most popular foods in the world. Traditional Chinese cooking is an art and a time consuming event. Many fast food chains have been developed rapidly because of the fast pace of life. Several Chinese fast foods have also appeared in some parts of the United States. Chinese foods have many varieties. Most traditional cooking methods are very complicated and time-consuming. From the business point of view, it limits the market and is unsuitable for the purpose of fast food chains. In order to operate a Chinese fast food chain to meet the standard of quality, quick service, inexpensiveness, cleanliness and with the maximum authentic flavor, many factors should be considered. These factors include: (1) the selection of the menu, (2) the production of premix, (3) the efficiency of employee training, and (4) the

method of marketing and promotion. This paper discusses these factors, and potential problems and difficulties regarding the establishment of Chinese fast food chains.

What Factors Involved in Using chinese Foods In Lunch Program

Dr. Mike Chen, Group Leader
Food Science Group
International Trans-Technics Co.
Los Angels, CA 90032-3604

Chinese food has become one of the most popular and important ethnic foods in the United States of America, mainly, because of its good flavor, great taste, low calorie, low cholesterol, good nutrition, and its reasonable and affordable price. Many elements such as the Chinese foods' production, preparation, serving, the strategy of sales promotion would significantly effect the acceptability and accessibility of Chinese foods in every corner of the world. Those main factors which effect the Chinese foods in the lunch program are: reasonable price, easy preparation, pleasant service, raw materials are easy accessible, quality is always consistent, time is short in preparation and in service, meet personal preference, customer satisfaction, customer familiarity, food safety is assured, abundant nutrients, sufficient quantity provided, good flavor, taste, and colorful appearance, no MSG or low additives, low fat and salt, high protein and low cholesterol, and good sales promotion. Chinese foods have been used in many lunch programs such as school lunch program, military lunch program, office lunch program, family lunch program, special Chinese lunch in restaurants, senior lunch program, and children centers lunch program, etc.. An unique Chinese lunch program was those Chinese Egg Roll and Peking Duck are shipped and served in the military meals during the Persian Gulf War in this year of 1991. Chinese foods used in lunch program are fun, good and great !

What Roles R&D Have in Manufacturing Oriental Foods for FoodService Industry

Dr. Romeo Leu, Manager of R&D
Technical Services Department
Minh Food Corporation
Pasadena, Texas 77506

This paper will address the major issues concerning developing and manufacturing Oriental foods for the North American Food Service market. The competition, solid waste disposal, high labor cost, and nutrition/health concerns provide challenges to food service operators and manufacturers. The major market segments in the food service industry will be discussed and the required specification and performance of the Oriental foods for each segment will be examined. The new product development cycle, including conceptual development, engineering design, formulation, pilot plant test run, scale up production run, and logistics will be presented. Several successful Oriental food programs in the U.S. food service market will be discussed.

What is the future of Taiwan's Food Industry in the New Century

Dr. Tin-yin Liu, Director
Food Industry Research and Development Institute
Hsin-chu
Taiwan, ROC

Food industry has contributed considerable in the early years of economic development in Taiwan. It started with canned products such as pineapple, mushroom, asparagus and bamboo shoots. Until up to the year of 1980, Taiwan was well known as leading country for the export of these products. However, following the rapid economic development in 70's and 80's, export of the conventional canned products gradually diminished because of increased cost in land, labor and raw materials. Frozen foods was the new comer following the canned products in early 1980's. Vegetables, fruits, fishery products, meats, prepared food and freeze-dried products were the major items for export.

Because of external factors (protection, competition, etc.) and internal factors (high cost of land, labor and raw materials) food industry could no longer look for export as its major market. As a matter of fact, Taiwan is actually an agricultural products net importing country. It would be unrealistic to emphasize too much on production of food products for export. Besides, demand for high quality of variety food products has been increasing. It is therefore, the general policy for the food industry development has been shifted from export oriented to local market in mid-80's. It is recognized that production for local market is much more complicate than production for export. The industry had to adjust themselves accordingly if they are to survive or to continue their business in the future.

As to the trend of development in the food industry, something are obvious accompanying the rapid economic development in this country: Increased income calls for more high quality products, such as foods and drinks for leisure; increase women employment requires more prepared or semi-prepared foods; increased outdoor activities stimulate the development of fast food system; health foods are of interested to the aged people; and development of supermarket completely change not only the ways of processing and packaging of food products but also change the system of food distribution.

Like other sectors of industry development, food industry in the future will be technology intensive. Aseptic processing and packaging will be used more and more in all kinds of juices, drinks, and other semi-fluid products. As microwave oven are getting more popular among the average houses, microwavable foods will be introduces gradually. Foods related to health care will also be interested among aged people and people required diet adjustment. As people are intended to eat fresh and fresh-like foods, food refrigeration with CA or MA packaging will also be widely adopted as one of the major means for fresh produce preservation.

How the Chinese Fast Food Industry in Taiwan can Face the Challenge on 20th Century

Mr. Der-sing Ma, President
Tai Wei Restaurant & Hotel Management Consultants Corp.
Taipei City
Taiwan, ROC

Chinese fast food industry already develop two directions to modernize their operation which are chain-store operation and food street counter in department store in order to meet the challenge from western fast food since last six years. Although Chinese restaurant industry try to update their management skill but they still lack of fast food chain concept which is quality control, automation, sanitation and manu selection.

The major of slow down the process of modernizing Chinese restaurant is tradition chefs still the key person in the industry. Even the investor know the reason they have no way to take any actions. The investor shall look inside the industry at equipment changes, at their effects on operation stand how to apply the new technology equipment meets the needs of environment. Besides automated equipment, they must accept pre-cut materials from food manufacturer instead of using raw materials, so they may not rely on the chefs so deeply.

Automation is the key for the modern Chinese fast food system and the only way to face the challenge from the invasion of western fast food. But "automation" is not technical in character, like every technology, it is a system in the sense of new machinery only. The concept in the Chinese fast food operation means a reduction in manu choices, a limitation on customer service, and different customer behavior, non-skillful kitchen people, and standard recipe.

ACKNOWLEDGMENT: The CAFS thanks the National Youth Commission, Executive Yuan, ROC provided Mr. Der-sing Ma's travel fund and one page of advertisement.

* PROFESSIONAL ACHIEVEMENT AWARD:

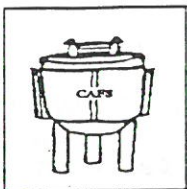
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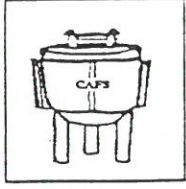
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CHINESE AMERICAN FOOD SOCIETY



MEMBERSHIP APPLICATION

Name: _____ Name in Chinese: _____
 (Individual Member or Representative of Sustaining Member, as you wish it to appear on certificate)

Professional Affiliation (or Name of Sustaining Member): _____

Business Address: _____
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Present Position and Areas of Interest and Specialization: _____

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- _____ Active Member (\$15)
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- _____ Life (\$200) (one time only for life)
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 _____ Active Member or _____ Associate Member

Total Enclosed \$ _____ (Please make check payable to CAFS)

Applicant's Signature: _____

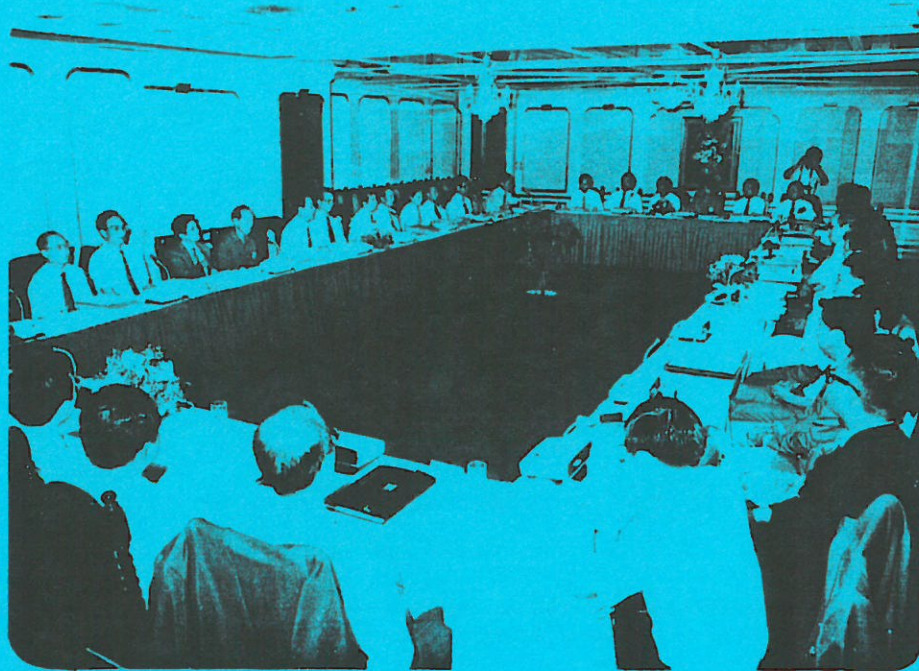
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Please return this form and payment to:

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* The Chinese American Food Society (CAFS) is a unique
* organization that brings together professionals residing in North
* America with interest in food science and technology as well as
* in Chinese culture. CAFS members are engaging in various aspects
* of endeavor in food industry, academic and government
* institutions. Because of the unique background and interest of
* its membership, CAFS has an enviable cultural resource and
* challenging responsibility to bring more innovations to food
* science and technology.

CAFS NAMES

- * June, 1974. An informal, casual dinner of 15+ Chinese professionals during IFT Convention in New Orleans started the idea of a club.
- * June, 1975. First formal and planned Annual Meeting/Banquet in Chicago. The "IFT CHINESE ASSOCIATION" was officially founded; officers were elected.
- * June, 1976. 2nd Annual Meeting/Banquet in Anaheim, CA. First edition of the By-Laws approved.
- * June, 1977. 3rd Annual Meeting/Banquet in Philadelphia, PA. By-Laws revised, name changed to "THE ASSOCIATION OF CHINESE FOOD SCIENTISTS AND TECHNOLOGISTS IN AMERICA".
- * December, 1983. Name changed to "CHINESE AMERICAN FOOD SOCIETY" via mail ballots.

CAFS ACTIVITIES

- * Publishes Newsletter, Directory and other documents to provide timely information on matters of common interest, and to facilitate communications among members.
- * Sponsors Annual Meeting, Forum, Workshop/Conference and other events for member interactions and exchange of ideas.
- * Grants Awards and Scholarships to outstanding professional and student members, respectively.
- * Provides Technical Consultation to industries and organizations in USA, Canada and abroad, and provides Employment Referral services to assist members and prospective employers.

Proceedings of the 1991 Annual Chinese American Food Society Meeting
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