



IDEAS

For Food Processors

Fall 2005

Volume 4, Issue 3

A Publication of the Food Technology Extension Program
Cooperative Extension Service, New Mexico State University

Producers Test New Products in NMSU's Food Product Development Laboratory

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Leticia Orozco's family salsa recipe, made with a special, hand-picked chile from Mexico, goes back more than 40 years. She and her business partner, Tony Bosse, knew that producing the salsa could be a successful enterprise, but they weren't quite sure how to get from the recipe to a finished product on a grocery store shelf. Orozco and Bosse started by attending a Better Process Control School sponsored by New Mexico State University's Cooperative Extension Service. They learned how to produce and package their products from Extension food technology specialist Nancy Flores and other experts.

Five years later, after continued consultation with NMSU, their Las Cruces-based business, Aztec Salsa Company, produces three varieties of salsa and is developing a fourth. Their salsas are distributed in Las Cruces, El Paso, Albuquerque, Santa Fe and Taos, and soon will be available in several Wal-Mart stores. Producers like these will have access to a new food product development lab at NMSU. The 800-square-foot food lab and adjacent sensory lab will enable small- and medium-sized producers to test family recipes and fine-tune commercial formulations before embarking on full-scale production. The food product development lab, located on the west side of campus in the Tejada building, is equipped with some \$150,000 in commercial kitchen equipment, from a pasteurizer and freeze dryer to an industrial-sized oven and stove.

Funding for the lab and equipment came from grants, as well as a \$130,000 capital outlay appropriation from the New Mexico Legislature to cover final construction. The lab will help New Mexico businesses that are not large enough to have their own research and development capability, and the lab will be a new opportunity for students to learn valuable skills in food product development research.

The sensory lab gives producers the ability to conduct strictly controlled tests on texture, flavor and appearance. It includes five booths for taste testers, who are seated behind pass-through windows that open into the food tech lab. A separate heating and cooling system lets food processors control the airflow, which keeps cooking odors away from taste testers. Even the color of the lighting in the sensory lab can be controlled, which helps focus decision-making on the taste itself, rather than the appearance of the food being tested. For example, a yellow light used to test granola bars gives the food a more uniform appearance. Visual clues about the contents of the granola bars are masked, helping testers judge products on taste. The food product development laboratory and the sensory lab will be a resource for producers across New Mexico as well as NMSU students for research.

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Extension Food Technology Service Fees

Extension Food Technology service fees effective Jan. 1st, 2006

*For New Mexico state residents:

Nutritional information panel (English).....\$75
 ** Process review of acidified foods.....\$100
 Combined nutrition and process review.....\$150

Nutritional information panel (English).....\$75
 ** Process review of acidified foods.....\$100
 Combined nutrition and process review.....\$150

Final label review.....\$25

Basic microbiological analysis
 (aerobic plate count).....\$40
 E.coli/coliform, yeast and mold, lactic acid bacteria,
 each (in addition to basic fee).....\$10

Shelf-life on 10 samples
 (APC, Y&M, E.cC).....\$500

Water activity and acidity (pH), each..... \$25

HACCP plan development review or verification
 (plus travel expenses).....\$50/hour

Food Product Development

Laboratory.....\$20/ hour
 Equipment surcharge.\$10/piece

Sensory laboratory.....\$30/hour
 (prep time and use) plus supply expenses, etc.

*Fees for out-of-state residents are twice the amount of New Mexico resident fees.

** Process review fees include basic microbiological analysis, water activity and pH measurement. *Source: Nancy C. Flores*

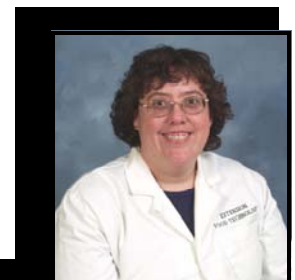
A Message from the Editor...

Hola and happy fall!

Hopefully by now all of you are aware of the Food Product Development laboratory that is now open for business!! I am very excited about this new opportunity to serve the food industry. A fee schedule has been revised to cover all expenses to the extension food technology program. To facilitate our growing program, Mr. Rich Phillips has been appointed by the dean as the food technology program coordinator for NMSU's College of Agriculture and Home Economics. We also have a new Web page <http://foodtech.nmsu.edu> that will

offer updates, course registration information, processor information forms as well as links to other useful sites. Please stay tuned!

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IDEAS for Food Processors

Is a publication of the Food Technology Extension Program, Cooperative Extension Service, New Mexico State University.
 This newsletter is published quarterly to promote food processing and value-added food products in New Mexico.

Volume 4, Issue 3
 Editor: Nancy C. Flores, Ph.D.

Nancy Flores

Extension Food Technology Specialist
 Contributors: Nancy C. Flores

Calendar of Upcoming Events

Meetings & Conferences— 2005/2006

- Nov. 29-30:** International Food Additives Council 2006 Annual Meeting. Ritz-Carlton Pentagon City. Washington, DC. Contact Judy Rogers at 404-252-3663 or jrogers@kellencompany.com.
- Nov.29-Dec.1:** Food Ingredients Europe 2005. Paris, France. Visit www.fi-events.com.
- Nov.30-Dec.2:** Quality Chekd Dairies Annual Meeting. Tucson, AZ. Call 630-717-1110 or e-mail mmurphy@qchekd.com.
- Dec. 1:** Society of Flavor Chemists Meeting. Newark, NJ. Visit www.flavorchemist.org.
- Dec. 7-9:** International Life Sciences Institute 1st International Conference on Nutrigenomics—Opportunities in Asia. Singapore, Singapore. Visit www.nutrigenomics.ilsa.org
- Dec. 13-15:** Asian-Pacific Drying Conference. Calcutta, India. Visit www.cmeri.org/dc05.
- Jan. 11-12:** Northern Illinois Farm Show. DeKalb, IL. Call 800-827-8007 or visit www.Farmshows.com.
- Feb. 16:** Society of Flavor Chemists Meeting. Newark, N.J. Visit www.flavorchemist.org.
- March 9-12:** Research Chefs Association Annual Conference. Hilton Americas, Houston, TX. Contact Kena Sanders at 404-252-3663 or ksanders@kellencompany.com or visit www.culinology.org

Workshops & Short Courses— 2005/2006

- Dec. 1-2:** Better Process Control School—Acidified Only. Utah State University Extension. Logan, UT. Contact Brian A. Nummer at 435-797-2139, briann@ext.usu.edu, or see <http://foodsafety.usu.edu/BPCS/BPCS.pdf>.
- Dec. 5-9:** University of Guelph Department of Food Science/Office of Open Learning Ice Cream Technology Course. Guelph, Ontario, Canada. Contact Melanie Prosser or Doug Goff at 519-824-4120 ext. 53862 or mprosser@open.uoguelph.ca or visit www.open.uoguelph.ca/icecream.
- Jan. 8-14:** Pennsylvania State University Ice Cream Short Course. Call 814-865-8301 or 877-778-2973, e-mail shortcourse@psu.edu, or visit www.conferences.cas.psu.edu.
- Jan. 22-27:** Texas A&M University Practical Short Course on Feeds and Pet Food Extrusion. College Station, TX. Contact Mian Riaz at 979-845-2774, e-mail mnriaz@tamu.edu, or visit www.tamu.edu/extrusion.
- Feb.28-Mar.3:** Washington State University Extension: Better Process Control School, Burien, WA. Call 509-335-2811, e-mail emmpps@wsu.edu or visit <http://foodprocessing.wsu.edu/bpcs>.
- May 16-19:** New Mexico State University Extension: Better Process Control School, Las Cruces, NM. Call 505-646-2198, e-mail naflores@nmsu.edu



Source: <http://www.ift.org/meetings/courses>

U.S. and Europe Agree on Wine Issues

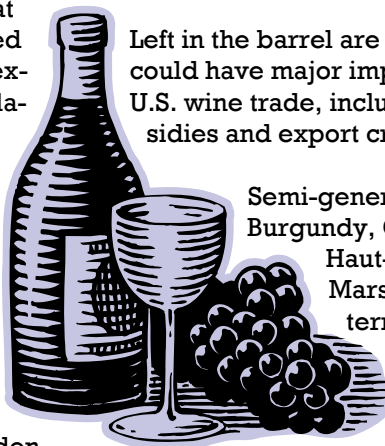
More Europeans may be sipping U.S. wines, thanks to a tentative trade agreement reached in September by the United States and the European Union (EU). Former EU policy had required U.S. wine exporters to submit official certification of their production practices. Under the new agreement, all currently legal U.S. winemaking practices will be accepted by the EU. These include techniques like adding oak wood chips to barrels of wine to hasten the aging process, adding water to must (the grape juice before fermentation is complete) and the use of ion exchangers to reduce acidity.

Among other long-standing sticking points addressed in the deal, which still requires official approval by the respective governments, are U.S. vintners' use of European appellation names, such as Chablis and Burgundy. Negotiators agreed that U.S. vintners can continue to use these so-called semi-generic name (see at end of article) on existing brands (accompanied by the true appellation of origin), but are prohibited from using them on any new brands.

This compromise primarily benefits large producers of inexpensive wine, who will not have to change brands that have a long-established identity. Semi-generics, such as Gallo Hearty Burgundy and Korbel and Totts "California Champagne" constituted about 40 percent of the U.S. market as of 2000. Sales of these wines will continue to be forbidden in European countries that restrict use of those terms.

High-end producers, however, are not toasting the deal, calling it a missed opportunity to protect many famous winemaking locations. Groups such as the Center for Wine Origins, which represents producers in Port (Portugal), Champagne (France) and Jerez (Spain), and the newly formed Alliance of Wine Regions, which includes vintners from Europe, California, Oregon and Washington, argue that location matters and place names should be protected. While European winemakers' long-standing campaigns for exclusive use of appellations such as Champagne and Port are familiar, U.S. wineries face similar difficulties. The Napa Valley Vintners (NVV), a marketing organization representing 263 wineries, has been involved for more than five years in a court case over the use of the Napa name in wine brands made without Napa grapes. In a separate dispute, the NVV has battled a producer in Beijing that wants to use the Napa name on wines made with Chinese grapes.

Left in the barrel are many issues yet to be resolved, which could have major impact on the \$2.8 billion European and U.S. wine trade, including tariff disputes, government subsidies and export credits. More talks are forthcoming.



Semi-generic wine names:

Burgundy, Chablis, Champagne, Chianti, Claret, Haut-Sauterne, Hock, Madeira, Malaga, Marsala, Moselle, Port Retsina, Rhine, Sauterne, Sherry and Tokay.

Source: *EUROPA, Wine Spectator, Yahoo! News*

Better Process Control School—Spanish Course

Spanish Better Process Control School

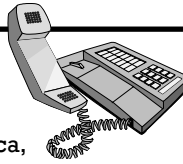
The next scheduled Better Process control school will be presented in Spanish in Ciudad Juarez, Chihuahua, México. The four day course starts at 8 a.m. on Tuesday, April 18 and ends at 5 p.m., April 21, 2006. All sessions will take place at the "Enrique de Osso" auditorium on the campus of the "Colegio Latino Americano, Centro Teresiano de Estudios Superiores" located on the corner of Plutarco Elias Calles y Av. de la Raza in Ciudad Juarez, México.

The course was moved from the main campus in Las Cruces, N.M. to better serve the food industry of Latin America. The Better Process Control School course is required training by the U.S. FDA for supervisors and operators of acidified and low-acid food operations.

Source: *Nancy C. Flores*

Course information and registration can be found on-line at: <http://cahe.nmsu.edu/bpcs>

HELP LINES



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Albuquerque Environmental
 Health Department
 (505) 768-2642

STATE AGENCIES

**New Mexico Agriculture
 Department**
 Las Cruces, NM
 (505) 646-3007

New Mexico Health Department

Scientific Lab Division
 Pauline Gutierrez
 Albuquerque, NM
 (505) 841-250

New Mexico Environment Department Food Specialists

Albuquerque, NM
 (505) 841-9452

District I

(505) 841-9450
 Albuquerque (counties served:
 San Juan, McKinley, Sandoval,
 Cibola, Torrance and Bernalillo)

District II

Anita Roy (505) 425-6764
 Las Vegas (counties served:
 Santa Fe, Los Alamos, Taos,
 Rio Arriba, Union, San Miguel,
 Mora, Harding, Colfax and part
 of Guadalupe)

District III

(505) 524-6300
 Las Cruces, (counties served:
 Catron, Grant, Sierra, Hidalgo,
 Luna, Doña Ana, and Otero)

District IV

(505) 624-6046
 Roswell (counties
 served: Curry, DeBaca,
 Roosevelt, Chaves, Lea, Quay, Eddy
 and Lincoln)

New Mexico Livestock Board

Meat Inspection Division
 Arthur P. Marquez
 Program Manager
 Albuquerque, NM
 (505) 250-6115

New Mexico Organic Commodity Commission

Joan Quinn
 Albuquerque, NM
 (505) 841-9067

FEDERAL AGENCIES

**United States Department
 of Agriculture (USDA), Dist. 15**
 Boulder, CO
 (303) 497-5411
 www.usda.gov

Animal and Plant Health Inspection Service

Plant Protection & Quarantine
 (505) 527-6985

Meat and Poultry Hotline

(800) 535-4555

Food and Drug Administration (FDA)

Devine Koontz
 Food and Drug Administration
 (FDA), Public Affairs Specialist
 Denver, CO
 (303) 236-3020

David Arvelo
 Small Business Office
 Southwest Region, FDA
 Dallas, TX
 (214) 253-4952

Cynthia Jim
 Consumer Safety Officer, FDA
 Albuquerque, NM
 (505) 248-7377

Seafood Hotline
 (800) FDA-4010

ASSOCIATIONS

**New Mexico Specialty Foods
 Association (NMSFA)**
 Anna Shawver
 (505) 332-2000

Better Process Control Schools

Better Process Control School

Jan. 30-Feb. 2, 2006
 Oregon State University
 Location: Salbasgeon Suites
 Corvallis, OR
 Registration: Debbie Yacas
 Tel: (541) 737-6483

Better Process Control School

Feb. 6-8, 2006
 University of Alaska
 Location: Marine Advisory Program Office
 Registration: Julie Carpenter
 Tel: (907) 274-9693

Better Process Control School

Feb. 14-17, 2006
 University of California-Davis
 Location: Activities & Recreation Center
 Contact: Dr. Diane Barrett
 Tel: (530) 752-4800

Better Process Control School

Feb. 28-March 3, 2006
 University of Wisconsin-Madison
 Location: Best Western Inn Towner Hotel,
 Madison, WI
 Registration: CALS Conference Services
 Tel: (608) 263-1672

Better Process Control School

March 6-7, 2006 (Aseptic Only)
 Rutgers, The State University of New Jersey
 Location: Cook College, New Brunswick, NJ
 Registration: Cook College Office of
 Continuing Professional Education
 Tel: (732) 932-9271

Better Process Control School

May 16-19, 2006
 New Mexico State University
 Location: Corbett Center, Las Cruces, NM
 Registration: Gloria Hernandez
 Tel: (505) 646-2198

For continuing information on other dates

and locations available, visit the Web site:

www.fpi-food.org/courseschedule.cfm

Dealing with the Fear Factor

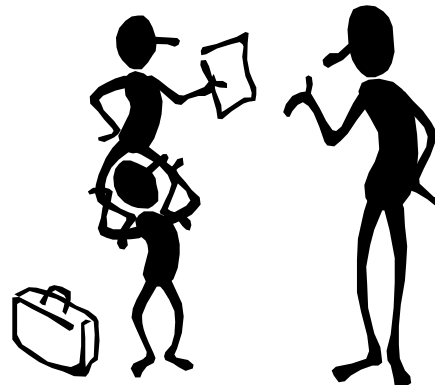
Nine “Best Practices”

To manage risk in the food processing industry, we need to address both science and psyche. Food quality managers tend to focus on the science: We think about reducing the likelihood of particular hazards and minimizing the consequences if the hazard does occur. Our consumers, on the other hand, tend to be more subjective. Even when safeguards are in place and the actual danger is minimal, consumer groups, politicians and the media may focus on potential adverse outcomes, thus feeding the fear factor.

Food industry managers need to develop communications strategies that address the fear factor as part of their overall plan for responding to and managing an accidental – or, in today’s environment of escalating terrorism, intentional – outbreak or event.

There are nine “best practices” that form the foundation for effective risk communication.

- 1) **Plan ahead.** Don’t wait until a crisis occurs. Hazard Analysis Critical Control Point (HACCP) plans are essential for preventing and managing foodborne illness outbreaks. Having a plan in place serves as a constant reminder of potential problems and provides checkpoints for employees to follow to prevent crises. Similar planning is essential for food terrorism defense. Managers need to identify risk areas, reduce risks, plan an initial response and allow for updating and revision. Planning should be an ongoing process rather than a specific, tangible outcome.
- 2) **Make the public your partners.** Think in terms of “publics” – your customers, your employees and the government agencies with whom you interact regularly. These groups want and need different levels of involvement and information. Regularly meet with



these groups to discuss the issues and your planning process. This will create a climate of mutual respect and make the public a resource for you, rather than a burden in risk and crisis management. There is a widespread myth that the public will panic if given complete and accurate information about a crisis. In reality, withholding information may foster fear.

- 3) **Listen to your partners’ concerns.** Constantly listen to the public’s concerns and respond to them. Whether accurate or not, the public’s perception is their reality. If the public believes that food contamination exists, they can be expected to respond to that belief. By keeping channels of communication open, we can monitor public opinion and response. Communication can then be adapted to meet the public’s needs.
- 4) **Be honest, frank and open.** Honesty builds credibility when communicating risk. If you do not share information about a crisis openly, the public will seek information from other sources – whether appropriate and accurate or not. At this point, you have lost the ability to manage the crisis message.
- 5) **Collaborate and coordinate with credible sources.** During a time of crisis, public confusion and anxiety can be reduced when messages are coordinated and consistent. Prior to an incident, develop a communication network of crisis planners and communicators who continuously validate sources, identify subject-area experts and develop relationships with stakeholders at all levels in anticipation of a food-related emergency.
- 6) **Meet the needs of the media.** Identify and train spokespersons and experts as part of pre-crisis planning. They should deliver information effectively and honestly and be accessible at all times to the media. Since the media is the primary conduit to the public, fostering an open and effective relationship with media players will ultimately serve the public needs.

Continued on next page

Dealing with the Fear Factor...continued

- 7) **Communicate with compassion, concern and empathy.** The public responds much more positively to spokespersons who acknowledge their concerns and demonstrate human compassion for any harm that may have occurred.
- 8) **Advise the public on how to protect themselves.** You can energize the public and increase morale by letting people know how to reduce personal risk.
- 9) **Accept uncertainty and ambiguity.** Openly

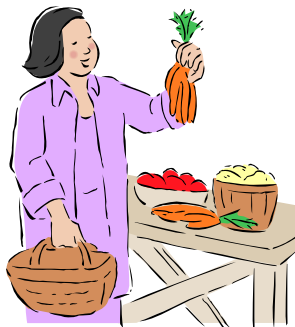
acknowledge that uncertainty and ambiguity will exist in a crisis situation. Communicators should use statements such as "The situation is fluid" or "We do not yet have all the facts." This allows them to refine the message as more information becomes available and avoids statements that eventually may prove to be inaccurate or unfounded.

Source: National Center for Food Protection and Defense

Organic Foods Gain Popularity

Organic foods gain popularity

- Organic is one of the fastest growing agricultural markets in the U.S.
- Nationwide survey respondents believed organic foods are better for the environment (58 percent) and better for health (54 percent).
- 57 percent believed that buying and using organic products is better for supporting small and local farmers.



The Organic Foods Production Act (OFPA) and the National Organic Program (NOP) assure that organic foods are produced, processed and certified to consistent national organic standards. These standards apply to raw, fresh products and processed foods that contain organic ingredients.

Foods that are sold, labeled or represented as organic will have to be produced and processed in accordance with the NOP standards. A civil penalty of up to \$10,000 can be levied on any person who knowingly sells or labels as organic a product that is not produced and handled in accordance with NOP regulations. A certified operation may label its products or ingredients as organic and may use the "USDA Organic" seal. Labeling requirements are based on the percentage of organic ingredients in a product. There are no restrictions in this final rule on use of other truthful labeling claims such as: "natural, no drugs or growth hormones used, free range," or "sustainably harvested."

Companies that handle or process organic food before it gets to local supermarkets or restaurants must be certified. Processors and manufacturers of organic products are required to operate under an organic system plan approved by an accredited certifying agent and using materials in accordance with the National List of Allowed Synthetic and Prohibited Non-Synthetic Substances. Food processors must prevent the commingling of organic with non-organic products and protect organic products from contact with prohibited substances. All agricultural ingredients must be organically produced, unless the ingredient is not commercially available in organic form.

The New Mexico Organic Commodity Commission can be contacted for more information and the Organic Processor/Handler Plan Certification/ Application is available on-line at:
<http://nmocc.state.nm.us/>

Source: Nancy C. Flores

New ideas?

Address Change/Corrections? Suggestions/Comments? Subscription?

Name: _____

Address: _____

Comments/Suggestions: _____

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Drop me from your mailing list.

If you would like to contribute articles for this newsletter or have any comments, suggestions or address changes, please send all correspondence to:

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