

*McKinnie*

September 30, 1974

*misspelled  
Chuck & Nedra.*

Bonnie McKenzie  
The CREAMETTE Co.  
428 N. 1st St.  
Minneapolis, Minnesota

Dear Mrs. McKenzie:

Thanks for your participation in our MRFIT program. I'll preface my comments by saying that for good nutrition and health we are strongly with your effort at CREAMETTES toward bean substitutes for meat, based on the individual nutrition and overall energy efficiency arguments you used. We would hope to continue collaboration. I suggest that the "pitch" for a university research department and before participants of a research project should be a little less a Madison Ave. salespitch, even though well presented, and more straightforward. We take some responsibility for not briefing you in this regard but generally it went well and was well-received.

I found also that the rather colorless, odorless, tasteless, rounded and rubbery example of "ham salad" served was not the best advertisement of the product. Keep trying!

Please keep us closely posted on new developments at CREAMETTES.

Cordially,

Henry Blackburn, M.D.

HB/kn

*PC to M. Olsen  
J. Skinters  
Nedra.*