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~~MEMO~~ Memo Johnson +
Powell Co.
file -

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TO: Becky Mullis & Pat Elmer

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FROM: Henry Blackburn

I consulted yesterday with Johnson & Powell Company downtown with the object of reacting to their ideas of new product lines. They develop new products and provide consultation to the food industry. Most of their approach is in response to their interpretation of consumer behavior, but they had some interest in attempting to encourage and "lead" behavior.

In my interview with Mr. Powell, he started out with the premise of an increased interest in nutrition in relationship to general health and well-being, and he was interested in our interpretation of the way people were moving, and what determines how and what people eat. We specifically reviewed some of his ideas about new products, starting out with fruits.

Fruits

The idea would be to capitalize on the healthy image of fruits, shifting a number of common and popular type products to a fruit rather than a composition of artificial flavoring and coloring with sugar added. This would include candies, jelly beans, jellies, frozen materials, slushes, dips, natural fruit purees for baking, and use of apricot, peach and pear pulp mashes comparable to applesauce, and finally, development of beverages from melons.

I encouraged him in this undertaking, so long as the composition involved has as much vitamin C, less sugar, and more pulp, and considered it a step in the right direction from the present candy-beverage picture.

Dairy products

We discussed the whole line of dairy products, which includes refrigerated products in general. We discussed the expanded use of Tofu in soups, snacks, egg extenders, wok cookery and so forth, as being a useful development, if the sodium used in it for taste and preservation can be reduced. We discussed the German product Quark, a specially-fermented product partway in consistency between yogurt and cottage cheese, and the potential extensive application of such a product if its shelf life can be prolonged, in dips, purees, and so forth. This is an encouraging development, along with the sweet acidophilous milk development (which has really not left California in this country). We

discussed the general problem of butter and the glut of butter on the market, and the lack of any available commercial application of butter. This will continue to create pressures for its increased consumption. It now even involves the competition of artificial cheeses for real cheeses. So the butter and cheese and milk fat issues remain major.

Legumes

We had an extensive discussion of legumes in which I emphasized my interest in their returning to the forefront nutritionally, because of the relatively good quality protein, the low fat and the high complex carbohydrate content. We talked about the use of legumes in combination with grains, as in special food products, including legume-grain powders to be worked into cooking and perhaps commercial baked products. We talked about the use of legumes in the area of appetite suppressants, low-calorie diet foods, between-meal snacks, and even considered the idea of a leguminous drink along the line of V-8.

Whole grains

We talked about increasing the use of whole grains with snacks and side dishes, as extenders, in chips and crackers, because of the ability now to flake the whole grain. (Have you tried the new Kellogg's multigrain cereals? I'm on my third box; wheat, corn, rice, etc.) We talked about the possibility of developing puff grains, and attractive side dishes combining grains, nuts, and legumes, and their packaging in combinations such as the white rice-wild rice combination.

Seafood

We talked about seafoods and the problem with their acceptability in which I speculated that their popularity outside the home and their total unpopularity for home preparation might relate 1) to the current absence of deep-fat frying in the home, because of the mess, and 2) the odor of fish oils, neither of which is present in restaurant eating.

Sugar

We talked about reducing sugar in foods. I supported the use of aspartates, the naturally sweet amino acids, and also encouraged him to think in terms of a safe and palatable salt substitute.

Appetite Suppressants

We talked about these with respect to the leguminous and fruit drinks and even the possible addition of low dose appetite suppressants such as caffeine.

Water

We talked about the increasing market for bottled water, and the possibility of adding vitamins and minerals to take, as he describes it, the "one-a-day vitamin approach" one step further. We talked about other refreshing beverages, such as

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lime and tonic and natural fruit beverages having optimal mineral content, which I suggested would include a little more calcium and potassium, as the principal minerals of interest.

Obviously, Mr. Powell and his company are at the forefront of thinking on providing attractive, nutritious foods, and should be a valuable source for us in marketing strategies for our undertakings.

A final quotation from him, as I outlined to him my interest and our current researches in the distribution of calories throughout the day: "Breakfast like a King, lunch like a Prince, dine like a pauper." Which seems just right!

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