

INDUSTRIAL USES
Rose Tobelmann, General Mills, Inc.
Barbara Bentson, The Pillsbury Company

Both Barb Benson and Rose Tobelmann presented a short synopsis of the uses of nutrient data bases within their respective corporations, Pillsbury and General Mills.

The discussion following these presentations centered around the nutrient information corporations release to the public for inclusion in various nutrient data banks. Academic representative indicated the basic nutrition label information was not enough. Rather, they need complete nutrient analytical information for the basic vitamins and minerals as well as trace nutrient, total sugar and complete fat analysis.

Industry representatives indicated the cost of these more involved analyses would be phenomenal when one starts to consider the amount of reformulation many products encounter. Additionally, some smaller industries do not have the dollars nor the priority to complete nutrient analysis on their products.

There was also discussion about industry's responsibility to provide nutrient information for research purposes. Although many in the audience felt it was industry's responsibility, the industry's side of the story centers around the uses of the information.

Why should industry release specific nutrient information (that is not required by law to be listed on the nutrition label) i.e., sugar for research purposes when the results of this research could negatively and potentially invalidly implicate the food product.

Other industry representatives in the audience also contributed their corporations policy on releasing nutrient data. Beth Rusnak resounded Frito-Lay's corporate commitment to nutrition and indicated Frito will release 100 gram analytical information to the public. Nancy Rawson reiterated the Campbell Soup Company's position regarding nutrient analysis. Each of the company's products are analyzed and these results are available upon request. Nancy did indicate that some of Campbell's subsidiary's products, i.e., Pepperidge Farm, are not yet analyzed, however, they are working in that area.

A final point of discussion dealt with the large number of product reformulations involved in the food industry. All industry representatives reaffirmed that these reformulations will continue and may potentially increase--that is a consistent factor in the food industry. However, a suggestion was made concerning the development of a clearing house for food industry nutrient information.

With such a system set up, industry would only need to update a source of information and anyone needing nutrient information for a nutrient data base could contact the clearing house and obtain the most current product nutrient information.