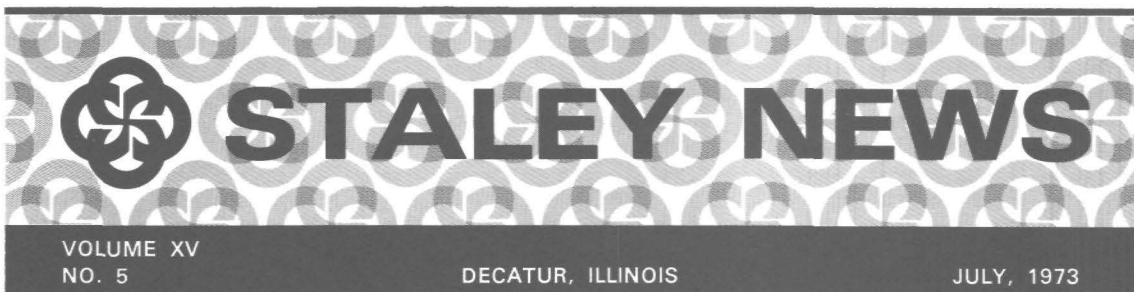


# Public Acceptance of Textured Protein Spurs Sales



Completing installation of the sifter which grades the finished textured protein according to size are, left to right, bag dumper cleaner J.B. Webb, Bob Craig and M.W. Williams, both rigger leadmen. The sifter is part of the new process installed in 48 building.



## Savory Amish Dishes Use Staley Products

Imagine if you will a country kitchen from years gone by. Women in long dresses working over old cooking stoves, making cakes, breads and pies with a taste that was so savored that those who were fortunate enough to have known it are today envied.

Days gone forever, you say? Perhaps to many people, but not to the neighbors of the central Illinois Amish community.

Located in Arthur, Ill., home for approximately 3,000 Amish, is a unique store that offers what some people have described as the finest tasting pies, cookies, jellies, cakes, candies and baked goods for sale any place in the country.

The Amish generally use no modern conveniences, relying on methods in use 100 years ago. For example, windmills provide power to homes, buggies and horses are a common sight, and men wear the broad-rimmed hats and styles of long-ago farmers, while the women shun makeup.

What is the secret of The Amish Farm Market? According to Jonas Schrock, who acts as general manager of the store, which is a joint venture of 15 families, quality ingredients, plus the native cooking skills of Amish women provide a successful combination. Included in the ingredients—Staley starches (for pies, cakes and breads) and Staley corn syrups (for jams, candies, and as a sweetener for pies and cakes).

"My sisters, Ella and Ida, make the pies," Jonas explains. "We have a good inexpensive product with that old-fashioned taste. And it's 'homemade', something that's hard to find these days. We start from scratch, so we need good products." Jonas says another Amish woman and her daughter make the cakes.

Why did Jonas start using Staley products?

"Of course, we're close to Decatur (30 miles), but more importantly, we've found over the years that the products perform as they should," Schrock continues. He points out that large quantities of corn syrup are used

by the Amish community to make candies. Also, Hip-O-Lite marshmallow creme is used over fresh fruit as a dessert at Sunday church services.

Schrock buys his Staley products in varying quantities, a fact which necessitates trips to Decatur Plant for pickups. During those visits, Jonas struck up a friendship with Everett Patrick, development engineer helper, 59 building, who Jonas says "keeps me informed on various Staley product developments."

"For example, Everett has tipped me off to the new Mira-Clear starches, which we find are superior for making pies. And Dextrose 222 has enabled us to make an angel food cake that is the best we've ever baked."

The Amish avoid the press-

ures of modern living, choosing instead to live by the fruits of their labors on the land, using horses to work their fields, and very nearly being self-sufficient. It is surprising, however, to hear that Jonas and his neighbors open the Market only on Friday and Saturday. Yet, in the seven years since the Market opened, it has grown to gross nearly \$25,000 a year.

Jonas merely smiles when asked if it wouldn't be more profitable to keep the store open more days.

"We are provided for," he explains. "I farm 120 acres. We raise our own chickens and hogs. We have milk cows and raise vegetables."

Jonas explains that the Amish use organic gardening, selling

Reports coming in from across the country indicate early predictions of widespread public acceptance of textured vegetable protein in ground beef blends and other food items were "on target."

Probably the most visible aspect of this public acceptance has been found in literally thousands of supermarkets across the country that have introduced textured protein-ground beef blends.

Added to this is the continuing use of textured protein by food manufacturers and by schools—a market which, according to Dick Lockmiller, manager, special products, has yet to be fully tapped. The result is that the dozen manufacturers of textured protein have reached their maximum capacity at this time.

However, because of the demand for the product, many of the companies—Staley included—are in the midst of expansion.

In July, our textured protein operation in 48 building started up a new texturizer or extruder, a move that greatly expands Staley's production capability.

Lockmiller notes that the expansion will help meet the worldwide demands for protein—a growing need which it is estimated will reach 2.5 billion pounds of protein a year by 1985; textured protein will likely be a major factor in this market.

This is a startling development for a product that had until recently been limited to use by large food manufacturers and institutions seeking to cut costs. What prompted the startling growth projections?

### Alternate Protein Sources

It should be remembered that food nutritionists have long been aware of the need for alternate sources of protein to feed the world's population. The continued reliance on meat protein simply is not feasible because of the amount of land and time required to produce it. (Beef and other meat animals derive their protein from vegetable sources. This is then changed into meat protein for consumption by people.)

Direct consumption of vegetable protein—such as soybean protein—by people was suggested by some. But this would require a major shift in the eating habits of many countries, primarily the United States, where people were accustomed to deriving protein from beef.

However, the rapid increase in meat prices during the early part of 1973 prompted many U.S. consumers to accept economic ways to extend the dollar spent for meat protein.

The most feasible method—which had already been proven in school lunch programs (where Staley Mira-Tex and Nutra-Mate are widely used) and in many convenience foods—was textured protein used in blends with ground beef, a staple of the American diet.

On March 18, the Red Owl grocery chain in Minneapolis became the first in the country to announce it was marketing a textured protein-ground beef blend.

Other stores quickly followed suit. The first organization to use Staley Mira-Tex in a blend was appropriately located in Decatur—Tolly's Markets.

Today, Staley supplies nearly 30 grocery chains across the country, including such well-known names as Kroger (in the Pittsburgh, Cleveland and Columbus area), and P&C in Syracuse. Kroger uses Mira-Tex; P&C, Nutra-Mate. The distinction is that Nutra-Mate is used when processing is done in stores—Mira-Tex when done at a central processing point and distributed to the stores.

The customer acceptance of the beef blends has been extremely favorable. The highest compliment paid is that many people say the textured protein product is equal or superior to ordinary ground beef selling for 20 cents more or higher per pound.

### Not All Smooth Sailing

However, it has not been all smooth sailing for textured protein blends.

For example, the consumer protection division of the Kansas attorney general's office filed a suit against the selling of a blend on the grounds that it was "adulterated" and represented a threat to the health of consumers—despite long-standing knowledge that vegetable protein-beef blends were lower in fat than ordinary ground beef and at least equal in protein amount.

While a court did not forbid sale of the blend in Kansas, it did require that any ground beef product using textured protein must be labeled "imitation hamburger" even though most blends are at least 75 percent ground beef. A similar statute was passed in California. And textured protein-ground beef blends have been banned in Seattle, Wash., by the local health director. No reason was given for the ban.

To overcome this opposition, the Food Protein Council has been working closely with the United States Department of Agriculture to create labels that are descriptive of the product but do not unfairly penalize it in the public's view.

Lockmiller, and Bob Sullenberger, product manager, food protein, believe that such government cooperation is an indication of an optimistic future for the use of textured protein on an increasing basis.

(Continued on Pg. 4)



A mood of a bygone era prevails throughout much of the central Illinois countryside, home to nearly 3,000 Amish. Renowned for their excellent cooking, a large number use Staley products in such items as breads, pies, cakes and candies. (This photograph was taken at Rockome Gardens near Arcola. Rockome is located in the heart of Amish country and is a well-known tourist attraction.)



# Creating That 'Just Right' Flavor An Art at Vico

A touch of salt. A bit more sauce. Cook slowly, and then... ah, perfection.

A description of a French chef as he discusses his culinary secrets? No, it's part of the art of a unique aspect of Staley--the making of "meat-like" flavors by the Vico Products Department, located in Chicago.

If you, as most people, have considered flavor as something that "just happens," you're in for a surprise. Basically, flavor is created by the way protein and other substances present "break down" in a particular source--meat, for example--during cooking. The cooking-browning action causes an interaction of various constituents of the protein source--the result is that highly subjective, almost undefinable thing called "taste."

This process--which most of us are familiar with from home cooking--is repeated daily by Vico using all-vegetable protein sources such as corn, soybeans, yeast and wheat.

These flavors then are used in up to 83 combinations of food items found on American dinner tables. For example, the flavors may be used in sauces, soups, dips, seasonings, meats, seafoods, and snacks. Such flavors as beef, cheese, chicken, ham, tomato, tuna, veal, clam, onion, smokey, blue cheese, cream dressing, french dressing, 1000 Island, bologna, chili, cured meats and franks may be simulated.

Other flavors include kidney, tongue, barbeque, butter, pea, tomato bouillon and various nutty flavors, and many others.

The protein source--prepared in liquid form in 111 building in Decatur--is first concentrated and then "cooked" in large ovens at Vico.

During the concentrating process, a basic meat-like flavor, is released. That's the easy part. The flavor, is still not in its final form (for use by convenience food processors). The "art" of cooking now begins.

In a process similar to the housewife who experiments with a recipe to get that just-right flavor, Vico personnel--led by Dick Smith, manager, Dick Staley, plant manager, and Jim Stewart, technical supervisor, try different protein sources and mixtures to simulate a target flavor, first in the lab and later in the plant.

"Actually, once a flavor is determined, it can be reproduced many times without variance," says Smith. "But there is an incredible art in that first attempt to create a flavor. There is much 'hit-and-miss' involved, also."

The importance of a satisfactory flavor lies in the increased use of convenience foods by American housewives as well as accelerated cooking techniques.

"Generally, less flavor is released in short cooking time," Smith explains. "This has to be restored somehow. The use of naturally derived vegetable protein-based flavors is one of the more satisfactory techniques."

Smith says the vegetable-based products not only replace flavor, but actually can enhance the flavor of the product they are used with.

"We sometimes make the finished product and other times we provide a 'building block' for a customer to work with himself," Smith notes.

After the "cooking" is completed, large vacuum ovens gently dehydrate the product which now resembles a hot slab of peanut brittle. The product is then chilled, ground and packed for use by the customer.

An important part of the business is customer contact. New flavors are often created upon the request of a customer, and final acceptance of the flavor is the customer's.

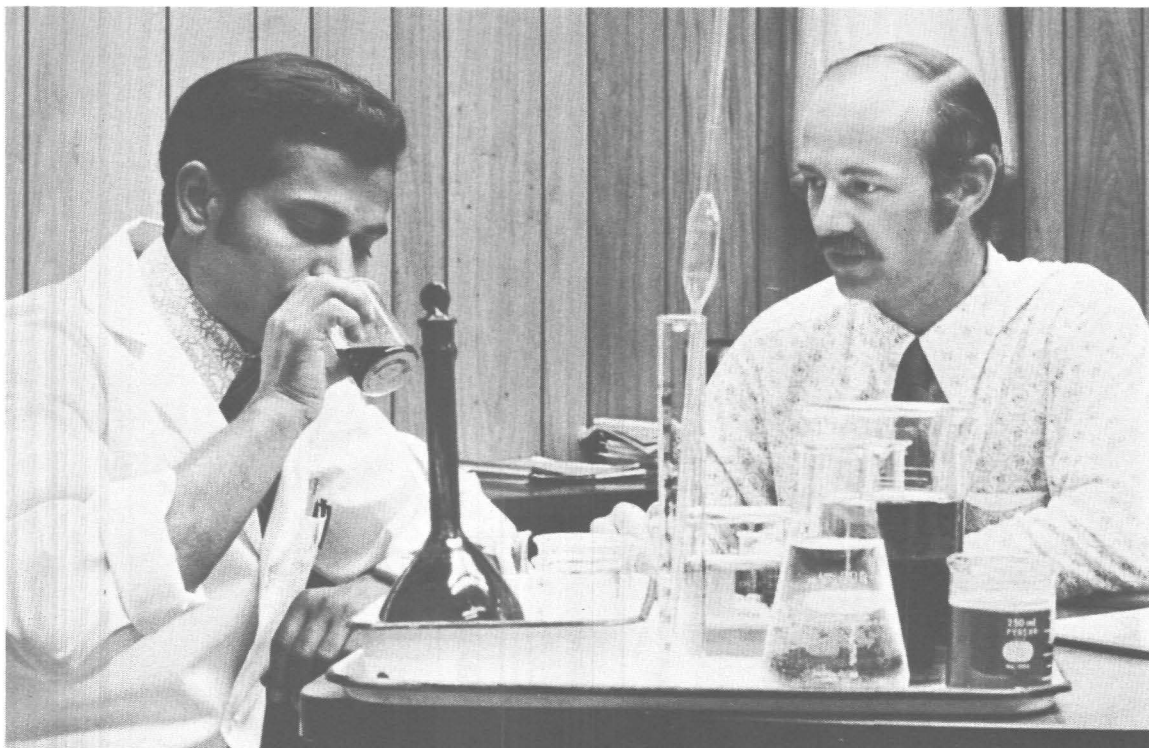
In addition to the trend toward more convenience foods, Smith sees an increased sophistication toward food preferences and the increased costs of animal sources as prompting manufacturers of convenience foods to turn to vegetable protein-created flavors.

Vico also makes and markets other products, notes Smith, who started with Staley 14 years ago as an industrial sales representative. These include natural hickory smoked flavors, autolyzed yeast flavors, soy sauces and hydrolized vegetable proteins (the latter are made in 111 building in Decatur and spray-dried at the Gunther Plant in Galesburg, Ill.). A new line, Mato-Mate tomato extender was also developed with assistance from Vico personnel, notably Jim Stewart who is coordinating its sales in introduction.

Smith believes the strength of Vico lies in its approximately 40 employees.

"In an operation such as ours, the skills of people--their knowledge and enthusiasm--are more important to doing a satisfactory job than simple mechanical techniques," he explains.

Another asset of Vico lies in its role as a part of Staley, and the company's long-standing reputation of quality in the food industry, Smith says.



Tasting samples in a manner similar to a cook is often a good way of determining when a desired flavor has been attained. Hasmukhrai Patel, left, quality control technician, and Dick Smith, manager, sample some new flavors.

"When Staley purchased Vico in 1964, it was primarily in the vitamin and autolyzed yeast business. However, the good-will felt toward Staley by the food industry, plus the company's role as a major factor in its market, led Vico toward the present protein-created flavor emphasis."

Smith believes the development was a natural one that has been beneficial to Staley and the Vico Department, as evidenced by a recently rapid growth period.

The growth has prompted expansion at the Chicago facilities to enable Vico to turn out even more of the flavors demanded by the food industry.

So the next time you finish enjoying a meal consisting largely of convenience foods, remember the flourish that went into enhancing the meal's flavor--and silently offer your compliments to the chefs at Vico.

Bon Appetite.



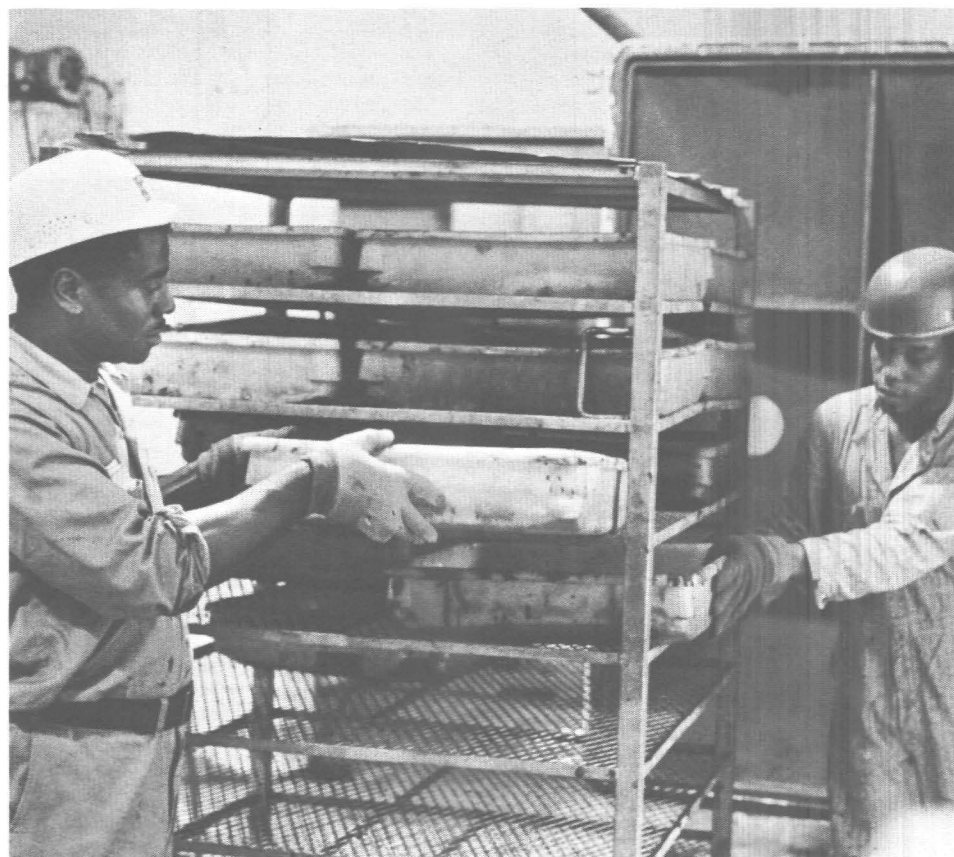
## STALEY NEWS

The Staley News is published monthly for Staley employees by Corporate Public Relations, Decatur.

Manager, Employee Communications. . . . Dan Hines  
Manager, Visual Communications. . . . Lee Jeske  
Assist. Photographer. . Roy Enloe



Fanny Lieberman, left, heads all Vico employees in seniority with nearly 21 years of service. Myrna Kohnke, clerk-typist, and Fanny, office manager, discuss an assignment.



Art Alfred, shift leader, left, and Henry Jones, operator C, remove flavors from the vacuum ovens.



Fred Fauntroy, production supervisor, adjusts the vacuum process, an important step in making Vico flavors.





Three district sales managers were honored for long-term service at Staley consumer products group's semi-annual sales meeting held recently at Oak Brook. Jim Stewart, left in top picture, receives his award for 26 years service from Phil Skilnik, national sales manager for consumer. Below, Jack Krause, 28 years, left, and Harland Harroun, 27 years, pause after receiving their awards. Krause is district manager for Cleveland, Harroun, St. Louis, and Stewart, Florida.



## Emulsion Used On Wood Panels

A new copolymer emulsion specifically for use in aqueous base coats for prefinishing wood paneling has been introduced by Staley Chemical.

"Polidene" 761 has excellent adhesion on filled as well as unfilled substrates and to aqueous or solvent top coats.

## Pension Descriptions Available on Request

Periodically, the company files various documents with the U.S. Department of Labor providing essential information about our retirement plans.

Copies of the plans' descriptions, the plans' latest annual reports, pension booklets and the complete plan documents are available from the Employee Benefits Department, 1-W, 62 Building, anytime between 8:00 a.m. and 4:30 p.m., Monday thru Friday. Copies of these documents will be sent to you upon written request, c/o Staley Employees Benefit Department, 2200 East Eldorado Street, Decatur, Illinois 62521.



Gordon Jackson Richard Jackson, Sr.



Richard Yocom Carl Young



James Roderick Evelyn Clesson



Roy Finney



Robert Kelly

# July Anniversaries

**40 years**  
GORDON JACKSON, leadman, 62 bldg.  
RICHARD JACKSON, SR., shift foreman 11-18-75, industrial products.  
RICHARD YOCOM, senior mechanic, millwright shop.  
CARL YOUNG, senior mechanic, I & C shop.

**35 years**  
JAMES RODERICK, case handler, 20 bldg.  
LLOYD STUBBLEFIELD, mechanic, pipe shop.

**30 years**  
EVELYN CLESSON, office janitor, 62 bldg.  
DONALD DYE, back hoe operator, 2 bldg.  
ROY FINNEY, utility lubrication, 42 bldg.  
MARGARET GRANT, cleaner, 77 bldg.  
ROBERT KELLY, assistant foreman, agri maintenance, agri-products.

**20 years**  
STANLEY BOR, utility warehouseman B, Asmus.  
EDWARD HUECKEL, JR., chemist, industrial products.

**15 years**  
HARRIETT HOUK, properties clerk, corporate control.  
VELVA MORRISON, department secretary, credit, financial.  
MARTIN SMITH, senior technical sales, paper, industrial products  
PHILIP TEELANDER, labeler operator, Sno-Bol.

**10 years**  
NORMAN ANDERSON, engineering design draftsman, corporate engineering.  
LOUIS ASMUS, industrial sales representative, industrial products.  
LEE CROUSE, corporate information systems manager, corporate information systems.  
MARY DALLUGE, legal assistant, law division.  
EARL DONALDSON, senior methods analyst, corporate engineering.  
HAROLD GOOD, engineering design draftsman, corporate engineering.  
HOWARD LARCOM, chemical engineer, industrial products.  
EVELYN MARTIN, printing clerk, Asmus.  
JOHN RAILE, production shift foreman, industrial products.  
LINDEN SHEPARD, manager, soy feeds, agriproducts.  
MICHAEL STRATMAN, coordinator, central shops, industrial products.

**5 years**  
NEIL BORDEN, industrial sales representative, industrial products.  
GEORGE DIAL, cleaner, 48 bldg.  
JOHN DICKERSON, helper 2nd class, Gunther.  
HAL DUNNE, phone and settlement clerk, agriproducts.  
DECURTIS EUBANKS, feed press puller, 9 bldg.  
MAURICE FERGUSON, apprentice 1st year, 77 bldg.  
PAT GRIFFIN, utility man, 118 bldg.

RICHARD HAUN, shift foreman, soy flour and specialty feeds, agriproducts.  
GERALD HILL, engineering draftsman, corporate engineering.  
JAMIE LEACH, junior clerk typist, industrial products.  
DONALD NORVILLE, shift leader, Gunther.

## RETIREMENTS

**May 1**  
TROY STRATTON, pump and tank operator, 5 & 10 bldg.

**May 31**  
NED BOWERS, senior mechanic, millwright shop.  
MARY KELLER, chemist, Vico Chicago.  
JOHN SWARTHOUT, lead operator, 44 bldg.

**June 1**  
IVAN EASTMAN, laborer, extra board department.  
VERNER GOSNELL, senior analyst, 60 bldg.  
FRANK RUSSELL, rigger leadman.  
RICHARD SWEARINGEN, senior mechanic, Satellite #1.

**June 30**  
WILLIAM ALLEN, director of governmental relations, corporate.  
ARTHUR MAINES, foreman, pilot plant, 59 bldg.  
R.D. MCCARRON, senior technical sales, paper, industrial products.  
HARVEY RUSSELL DASH, order entry and scheduling supervisor, industrial products.

# People Make A Company

**Decatur Data Processing Service  
Vital to Staley Operations Everywhere**



Mary Lee, keyed data equipment operator, keys source information—such as orders—onto a tape or card for computer input.



Bob West, computer console operator, is responsible for actual operation of the computer and the programs which are run each day.



Roman Martin, senior systems research engineer, works with engineering to apply computer process control techniques to manufacturing.



# Staley Helps Spanish-speaking Employees Learn English

"Permite de fuma."  
If you stumbled over this simple phrase—one which is used daily in hundreds of locations in our society, don't feel badly. It's Spanish, and simply means, "smoking permitted."

But try to imagine that you had travelled thousands of miles to a country which offered hope of a job, security and a better way of life, and when you arrived found that you didn't understand the language. Perhaps it would be Spanish and you knew only English.

If you can imagine this, then you can understand the situation many Mexican-Americans and other Spanish-speaking people face as they come to the United States in search of opportunities.

But a unique new program at Staley's plant in Cicero, Ill., is meeting the problem head-on. Twice a week, two groups of approximately 25 Spanish-speaking employees meet in the offices at Cicero to take English

lessons from an instructor hired by Staley. The plant manufactures Wagner fruit drinks and bottles Staley syrups and other consumer products.

Approximately 85 percent of the 120 employees at Cicero are Mexican-American and most of these speak Spanish exclusively. This has caused communication problems and English-speaking supervisors have had to use other employees as translators on occasion.

Tom Kiekhofer, plant manager, points out that several of the supervisors have picked up enough Spanish for basic communications, but there still existed a gap.

"We conducted a poll among the employees to determine what interest there might be in English classes," Tom explains. "The response was overwhelmingly favorable."

Tom notes that such classes had also been suggested by Dan Comp, manager, Staley operations.

Tom contacted Jim Legat, personnel manager for consumer products, about setting up classes under the supervision of a qualified instructor.

Mrs. Marge Gamboa, a Spanish teacher at Morton West High School, was hired to teach the employees. She says it is not only a new experience but "an inspiring one."

"These 'students' are interested in learning, and motivated to do more than is expected of them," she explains. "For example, at the beginning we were concentrating exclusively on the spoken word, but many began on their own to try writing."

Mrs. Gamboa says that special attention is given to pronunciation since most of the employees will use English in spoken communications.

The difficulty of learning a second language after years of using only one becomes apparent when one watches the class. One session dealt primarily with the correct English pronunciation of the letters of the alphabet. Although most of the students tended to give the Spanish sound, several things became evident.

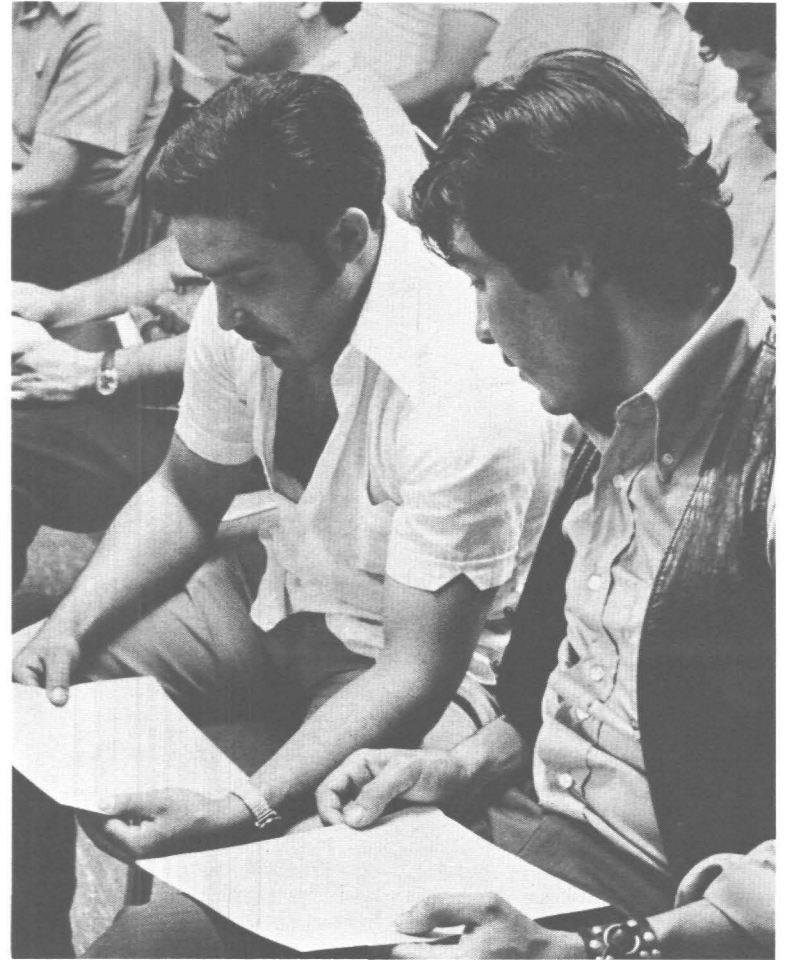
As a student would read the letters, sounding out each slowly and carefully, other members of the class would read along, softly, almost inaudibly.

And when a sound was mispronounced, the entire class shared in the disappointment. Similarly, when an especially good job was done, each member seemed to share in the pride of the accomplishment. That was what Mrs. Gamboa meant when she talked about motivation.

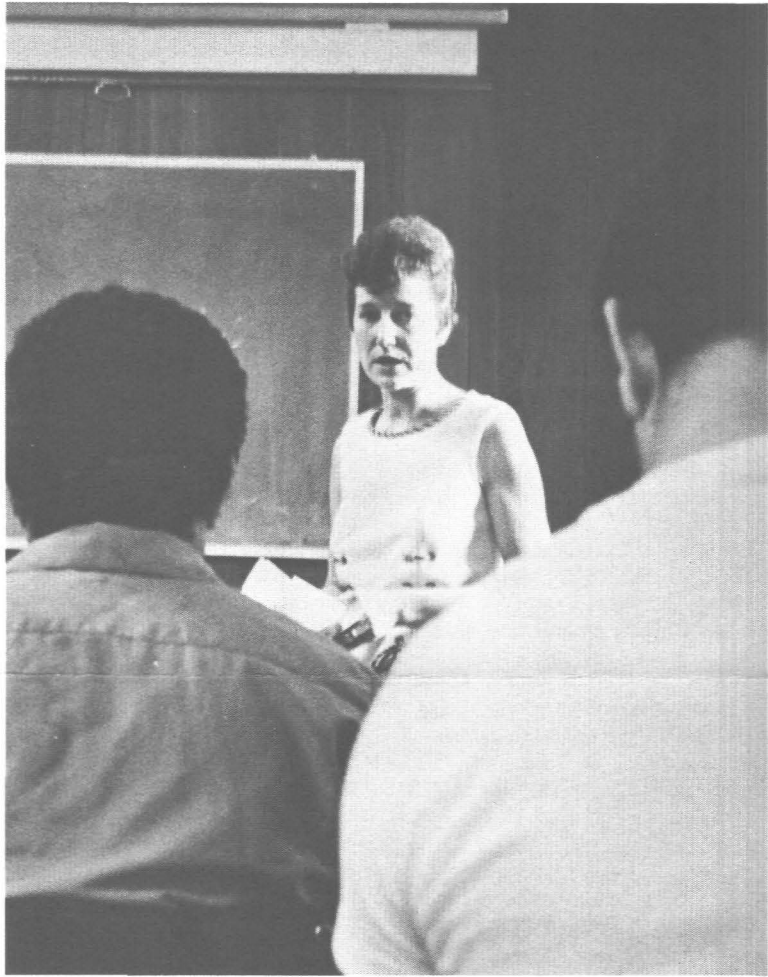
Benjamin Silva, a 9-year employee, says he is taking the classes because "it is vital to know English."

He continues that he came to Chicago because it is an industrial city and offered the promise of jobs and a brighter future.

A brighter future. It's drawn people from the nations of the world to the United States since the days of our founding fathers. And now, as they struggle with their first elementary English words, a group of Staley employees in Cicero realize that a part of that future will include the ability to speak the language of their adopted land as well as that of their native country.



A friend can lend a helping hand, even in school. These Staley employees at Cicero, Ill., are part of a group of Spanish-speaking employees learning English in company-sponsored classes.



The class listens intently as instructor Marge Gamboa conducts a class in English for Spanish-speaking employees of Staley's Cicero, Ill., facility.

## Textured Protein: A Success Story

(Continued from Pg. 1)

Sullenberger, for example, points to the recently drawn guidelines for use of textured protein by schools in their hot lunch program.

The guidelines clearly define the types of dishes in which textured protein might be used, as well as determining criteria for labeling of various protein products.

"This will prompt many school boards which have been waiting for such indicators from the USDA to begin using textured protein in an effort to provide children with economical, yet nutritious meals," Sullenberger explains.

### Greater Use Seen

Both he and Dick Purcell, product manager, food service, agree that the use of textured protein in school programs to date has been limited to large metropolitan areas where a system might have a dietitian—or where the economic pinch upon a district is felt more severely. Purcell also points out that the use of textured protein blends by the consumer has prompted many schools to look more favorably at possible use in schools.

Significantly, nearly 60 percent of the U.S. population lives outside the large cities in which schools using textured protein are located. So the impetus of the USDA guidelines should serve to increase the institutional demand for textured protein.

Sullenberger, Lockmiller and Purcell assert that Staley plans to strengthen its leadership role in the developing technology of textured proteins.

Heading Staley's research efforts are Paul Seaberg, research chemist; Dave Zollinger, technician; Bob Kraudel, food technologist, and Frank Del Valle, senior food technologist. They work under Dr. Mike Campbell, group leader, soy products development.

At Oak Brook, Ernie Meador, lab head, technical service, and Mike Taylor, applications chemist, are also engaged in research efforts. Diane Honn, home economist, also at Oak Brook, is assisting their efforts.

In conclusion, it's a bright future for this product of the soybean—one which can help solve the world demand for protein at an economical cost. And Staley—a leader in the development of the many uses for soybeans—is an important part of that future.

Staley Mfg. Co.  
P. O. Box 151  
Decatur, Ill. 62525  
Return Requested

Bulk Rate  
U. S. Postage  
**PAID**  
Permit No. 49  
Decatur, Ill.

## On The Move



Richard Blaylock

### AGRIPRODUCTS

RICHARD BLAYLOCK from shift foreman, extraction and processing to assistant foreman, agriproducts maintenance.

SOLOMON BRIGGS from hourly roll to shift foreman, extraction and processing.

DEAN WEBB from hourly roll to shift foreman, extraction and processing.

### CONSUMER PRODUCTS

FRANCIS FINN from quality control chemist to technical services representative.

### CORPORATE

MARY DALLUGE from secretary to group vice president, law and administration to legal assistant, law division.

JEROME GESKE from associate analytical chemist B to research chemist, research and development.

JEFF LAHNIERS from plant messenger to systems multilith operator, corporate information services.

NANCY MADSEN from cashier clerk to senior research steno, research and development.

DON NEIDOFFER, JR. from systems multilith operator to lead offset operator, corporate information systems.

ROBERT PITTS from quality assurance technician to employee relations specialist, Morrisville.

WILLIAM SWEENEY from hourly roll to safety inspector, industrial relations.

### INDUSTRIAL PRODUCTS

FRANK DAVIS from hourly roll to shift foreman, 118 building.

ELEANOR DAZEY from clerk typist, extra board to extra board assistant.

MARY GROSS from messenger to flexewriter operator.

LARRY HALE from safety inspector to production department relief foreman.

SHARON HISER from messenger to accounting clerk.

DAVID POGUE from hourly roll to quality assurance technician.

PAT SIMMS from chemical engineer, agriproduction to production manager, Gunther.

HERBERT SWINEFORD from hourly roll to quality assurance technician, Morrisville.

### STALEY CHEMICAL

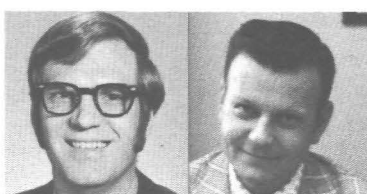
RODNEY DAWNASKI from chemist to technical supervisor, adhesives.

WILHELM MENKE from production foreman, Lemont to general foreman, Lemont.



Solomon Briggs

Dean Webb



Jerome Geske

Robert Pitts



Larry Hale

Pat Simms