

Breaking News on Food & Beverage Development in North America

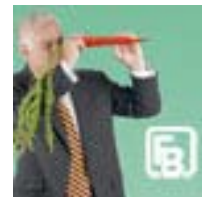
Weekly From 01-Oct-2010 to 08-Oct-2010

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DATA SHEET

Beta-Carotene: Colorful Nutrition for Foods and Beverages

With an increased consumer focus on the health benefits of foods and beverages, manufacturers are seeking natural ways to add coloring and nutrition to their products. The use of beta-carotene is a safe, clean-label way to add vibrant color while incorporating antioxidants and vitamin A... [Click Here](#)



FINANCIAL & INDUSTRY

New method could speed natural salt enhancer discovery

Redpoint Bio Corporation says it has developed a new method using rodents to detect natural salt enhancers, which may speed the introduction of alternative sodium reduction ingredients... [Read](#)

Food wastage accounts for two percent of US energy use: Study

Over a quarter of the American food supply ends up in the garbage – and the energy used to produce this wasted food accounts for about two percent of total US energy use, according to new research... [Read](#)

Two global stevia trade associations launched this week

Suppliers and stakeholders in the stevia industry are organising to maintain standards and pursue scientific enquiry into the use of stevia sweeteners. But two trade organisations have been announced this week, with very different membership criteria and ostensibly different aims... [Read](#)

Frito Lay withdraws eco SunChips bags and goes back to lab

Snack maker Frito Lay has reverted to the original non-biodegradable material for five of its six SunChips brand bags after consumer feedback indicated its new 100 per cent plant-based polylactic acid (PLA) packaging was too noisy... [Read](#)

Paper outlines how to lure lactose intolerant consumers back to dairy

Support from independent sources and targeted marketing campaigns are the keys to convincing lactose intolerant consumers to come back to dairy, according to a new report from the Innovation Center for US Dairy... [Read](#)

Executives may misjudge consumers' views of store brands, says Deloitte

Most consumers think that store brand products are likely to be produced by the same companies that manufacture national brands – and often find them to be just as good, according to Deloitte research... [Read](#)

An advertisement for Purac. It features a central image of a glass filled with a vibrant red liquid, with a dynamic splash of the liquid rising from the top. The background is white. Text at the top reads "Nature's best solution for superior flavor masking". To the right of the glass, it says "Exclusively from" above the Purac logo, which consists of a blue circle and the word "PURAC" in blue, with "pure by nature" in smaller blue text below it.

GLG finalizes Indian and Middle Eastern stevia agreement

Stevia supplier GLG Life Tech has finalized a joint venture with Global Agrisystem Private Limited (Global Agri), a Katra Group company, to commercialize its stevia extracts in India and the Middle East, the company has said... [Read](#)

Whole Foods calls for better labeling of GMOs

Whole Foods Market has partnered with the Non-GMO Project in order to raise consumer awareness of genetically modified organisms (GMOs) in foods, as part of the project's first Non-GMO Month, Whole Foods said... [Read](#)

Corn Products International completes National Starch acquisition

Corn Products International has completed its acquisition of National Starch, the specialty starches business of AkzoNobel, the company said on Friday... [Read](#)

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SPONSORED LINK

WILD Flavors - Stevia Taste Modification Solutions

WILD's Taste Modification Solutions for stevia dramatically reduce the negative taste characteristics linked with stevia and the amount of artificial sweeteners and sugars in your products. WILD customizes the blend for optimal balance... [Click Here](#)



Upcoming Live Webinars

Satisfying consumer demands – The power of soluble fibre in food and beverages

NUTRITIONAL BALANCE plus EATING PLEASURE are key consumer concerns. Can you meet the challenge? Attend Dr Neelesh Varde's webinar and discover how a smart fibre can help you



Shoppers and Sugars: What Consumers Buy and Why?

This one-hour webinar will provide food and beverage marketers and product formulators with recent research on grocery-shopping women and the factors—especially those that pertain to added sugars such as high fructose corn syrup—that influence their purchase decisions.



LEGISLATION

FTC scrutinizes eco-friendly claims

The Federal Trade Commission (FTC) has proposed changes to its guidelines for 'green' label claims to help marketers avoid making statements that could mislead consumers... [Read](#)

Increasing FDA attention to genetic testing may "stifle innovation"

As genetic testing advances, and commercial tests increase in number, FDA oversight of the tests will strengthen, but it will remain a challenge to not stifle future innovation, says an academic from Duke University... [Read](#)

FDA issues draft guidance on acidified and fermented foods

The Food and Drug Administration (FDA) has issued draft guidance on acidified and fermented foods, such as pickles,

relishes and olives, to provide recommendations on manufacturing and quality control... [Read](#)

Court overturns Ohio ban on rbST-free milk labeling

A district court has overturned an Ohio state ban on the labeling of milk as free from artificial hormones, saying that there is a compositional difference between milk from cows treated with growth hormone and untreated cows... [Read](#)

GMA supports Fudge's anti-obesity legislation

The Grocery Manufacturers Association (GMA) is among more than 50 organizations that have come out in support of Rep. Marcia Fudge's anti-obesity legislation, the Fit for L.I.F.E. bill introduced last week... [Read](#)

Court finds USDA (again) acted illegally on GM sugar beet planting

A federal court has ruled that the US Department of Agriculture (USDA) has again acted illegally by allowing limited planting of genetically modified (GM) sugar beets despite a court-ordered ban... [Read](#)

WTO says US ban on Chinese poultry is illegal

A World Trade Organization (WTO) panel has ruled that a US ban on Chinese poultry is illegal – the first such reprimand for legislation brought in under the Obama Administration... [Read](#)

SCIENCE & NUTRITION

Dieters: Let them eat cake?

Six weeks ago a Kansas State University nutrition professor started a calorie-controlled diet based on high-fat snacks. FoodNavigator-USA caught up with Mark Haub and found that he is doing remarkably well... [Listen](#)

Cyclodextrins may reduce bitter ginseng flavours: Study

The addition of cyclodextrins to ginseng-containing beverages could reduce the bitter flavours associated with the functional ingredient, according to new research... [Read](#)

Dietary fibres key to stevia-based chocolate formulation, Barry Callebaut

A stevia-based chocolate incorporating a blend of dietary fibres has been developed by Barry Callebaut for Belgian confectioner Cavalier for a tablet product to be launched next month... [Read](#)

FDA calls for investment in science to prevent 'food safety breakdowns'

The Food and Drug Administration (FDA) has said it must update its scientific tools to ensure the safety of the products it regulates in a new agency white paper... [Read](#)

Faster grain tracing system may be on the horizon

Recently undertaken research has devised a method for developing a global tracing system to rapidly identify the origin of grain in a bulk shipment, enabling trace-back all the way to individual farm fields and adherence to US and EU traceability regulations... [Read](#)

Sugary drinks linked to childhood obesity and heart risk

Reducing consumption of sugary drinks should be a critical dietary approach to reducing cardiovascular risk in children, claims a commentary published in the Journal of the American Dietetic Association... [Read](#)

Reformulation not sufficient to tackle childhood obesity, say researchers

Product reformulation alone may not be sufficient to tackle obesity as American children's top sources of energy provide little more than empty calories, researchers claim... [Read](#)

New starch sources may improve functional properties of surimi

The addition of newly developed starches could help the functional and textural properties of surimi seafood products, according to new research published in the Journal of Food Quality... [Read](#)

Milk proteins may aid post exercise fluid retention

Milk proteins could be more effective than carbohydrates at aiding fluid retention after exercise, according to new

research... [Read](#)

High trans-fat diet linked with overweight children: Study

Mothers who consume a diet high in trans-fats may be doubling the risk that their infants will have high levels of body fat, according to new research... [Read](#)

Industry welcomes EFSA bisphenol A verdict as boost to consumer confidence

Industry bodies on both sides of the Atlantic have hailed the verdict from the European Food Safety Authority (EFSA) that current safe intake levels for bisphenol A (BPA) should remain unchanged... [Read](#)