

# 華美食品學會

Chinese American Food Society

Quarterly Newsletter

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Issue 2

December 2005

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### Correction

In Newsletter September Page 13 Special thanks to : Dr. Pamela Tom corrected as Pamela Tom.

### Special announcement

Dr. Peter Wan and his wife Cathy will relocate from Southern Regional Research Center, ARS, USDA to Eastern Regional Research Center, Philadelphia. email for Dr. Wan peter\_j\_wan@yahoo.com, Catherine cathy\_c\_wan@yahoo.com, cell (504)296-7594.

## MESSAGE FROM THE PRESIDENT

Dear CAFS Members:

We are approaching the end of 2005, and getting ready to greet the arrival of 2006. It is amazing how fast time flies. We met in New Orleans five months ago. A lot has happened there. Six months from now, we should be seeing each other in Orlando.

At this time of the year, I know everyone is busy finishing up his/her work, final exams, scientific papers and reports, etc. I would like to ask our committee chairs and members to contribute a little bit of your time to look into the needs of your committee and the needs of CAFS. For example,

1. Membership - We would like to increase our membership by establishing a liaison at each university, state, and region to recruit new members. Will Dr. Amos Wu, Chair of the Membership Committee, please try to ask some of our members at various places to establish a network to find potential new members.
2. Awards - We would like to publicize CAFS' scholarship awards as widely as possible. To that end, I would like to suggest that Dr. Fu-Hung Hsieh, Chair of the Award Committee and his committee members, Drs. Peggy Hsieh and Yao-Wen Huang, establish a few criteria for CAFS scholarships, and publicize them at various universities that have Food Science programs/departments. If CAFS student membership is part of the requirements/criteria, please urge interested students to join CAFS and apply for scholarship. One possibility as a criterion is to require a very short essay competition. This means each applicant is asked to write two or three sentences in a topic or question determined by the Committee, along with the application.
3. Financial Standing - CAFS' expenses/outlays over the past 10 years have exceeded its income, so our current balance is only around six thousand dollars. This situation is probably a result of lack of income sources. I urge our members to think how this situation can be improved by helping to look for donations including contributions from companies and our members.
4. Membership Dues - At our July meeting, we agreed to make use of electronic payment of membership dues. We would like to see this implemented so that more dues are collected on time.
5. Non-Profit Status - We have talked about this issue for some time in the past. There are pros and cons about CAFS' attaining non-profit status. We welcome ideas and discussions from our members.

Because of cost and time factor, our editor Afra Yeh has begun sending out our quarterly newsletters to you electronically since September, 2005. We would like to hear from you if you have any comments or complaints.

As we approach the holidays, I would like to wish every member a very Merry Christmas and a Happy and Productive New Year!

With Warmest Aloha,

JAMES H. MOY

James H. Moy

## CAFS OFFICERS FOR 2005-06

|  |  |
|--|--|
| <b>President</b>                       | James Moy                                    |
| <b>Executive Committee Directors</b>   | Judy C. K. Chan, Sheree Lin, and Hong Zhuang |
| <b>Secretary and Newsletter Editor</b> | Yi-Chun (Afra) Yeh                           |
| <b>Treasurer</b>                       | Vivian Wu                                    |
| <b>Membership directory Editor</b>     | April Hsu                                    |

### CAFS Members Attended the 6<sup>th</sup> International Conference on Food Science and Technology

by James H. Moy

This sixth international conference was held from November 7 to 9, 2005 on the campus of the South China University of Technology (SCUT). The sponsors were the Chinese Institute of Food Science and Technology (CIFST) and the National Natural Science Foundation of China. The founders of the conference were the Southern Yangtze University, China and the University of California at Davis, starting in the mid-1990s.

Two CAFS members attended the conference. James Moy presented a paper on 'Food Irradiation - a Safe and Versatile Preservation Technology' and Martin Lo presented a paper on 'Characterizing Bioactivity of Functional Ingredients by Integrating Real-time Biosensing with Cytotoxicity Assessment.' By request of the Student Union of Food Science and Technology, Moy gave an additional lecture on Food Safety in the evening of Sunday, November 6, a few hours after he arrived on the university campus. The classroom where the lecture was held was packed with students. Many of them asked questions after the lecture.

Dr. Junpeng Cai of SCUT and his staff and students worked very hard to plan for the conference attended by more than 700 people. Staying in the West Lake Hotel on campus was convenient and quiet. It was easy to walk to several buildings for the opening and technical sessions. For the three evenings of the conference, President Yuanyuan Li of SCUT and the conference secretariat found three industrial sponsors to host two big dinners and a cruise on the Pearl River. Overall, I enjoyed the conference thoroughly. (I flew from Hawaii to Osaka to Guangzhou; returned via Nagoya).

## CONSUMER MAGAZINES DIGEST

DR. MCNUTT

Open Access (no password or used ID required) to the December issue of CONSUMER MAGAZINES DIGEST, edited by CAFS member Kristen McNutt, PhD. It is now available to CAFS members at [www.mcnuttwebsite.com/Dec2005digest.pdf](http://www.mcnuttwebsite.com/Dec2005digest.pdf).

The site home page [www.mcnuttwebsite.com](http://www.mcnuttwebsite.com) has links at lower left to this month and more than a full year of back issues.

The December cover story, Ring OUT the OLD - Ring IN the NEW, confirms the decline of the Low-Carb diet and predicts the popularity of the Slow-Carb, i.e., Low-Glycemic diet which, though more complicated for scientists as well as consumers, is better accepted by health professionals for its health benefits. Other interesting topics in the December issue include:

**Cereal companies are promoting physical activity in their ads (page 2).**

**Seasonal articles include holiday giving, holiday ills and holiday weight gain (page 3).**

**Medical economic and ethical issues related to the sequencing of the human genome merit the consideration of nutritionists in the context of our being able, someday, to genetically tailor diets for individuals (page 4).**

**GLAMOUR concisely explains Why Diets are Dumb and the NIH-NCCAM Echinacea study is critiqued (See page 5)**

**In anticipation of 2006 labeling, food allergy articles are getting broad media attention and people who eat while driving their car can now be fined \$100 in Connecticut (page 6)**

**Food's effects on sexuality as well as fertility is on page 7, and**

**Spiritualism's role in healing is, for the first time, heavily covered - three articles this month (page 8).**

If you would like to share this and future email messages regarding the DIGEST monthly highlights with co-workers and other food/nutrition/health professional colleagues, Dr. McNutt has added to the home page in a blue box a link to her three requests which can also be accessed at [www.mcnuttwebsite.com/ForwardsRequest.html](http://www.mcnuttwebsite.com/ForwardsRequest.html)

## MY LIFE WITH CAFS -- HIGHLIGHTS OF 30 YEARS.

CATHY ANG

### THE BEGINNING AT A DINER TABLE:

It was during the 1974 IFT convention in New Orleans, I joined a group of about 15 Chinese-speaking attendees in a German restaurant for dinner. We had a good time there and discussed about inviting more people and having dinners together every year at IFT conventions.

Then the next year when the IFT meeting was in Chicago, Dr. Sam Wang reserved a Chinese restaurant and 50+ Chinese food scientists showed up at the banquet. Naturally, an organization named "IFT-Chinese Association" was formed. Dr. Joe Jen wrote an article about the event, and it was later published in the *Food Industry Monthly* (Taiwan). Dr. Bor S. Luh was elected as the first President. The next year, Dr. Luh presented a draft (in Chinese) of the Association by-laws. The membership dues were \$2. All records and correspondences were in Chinese.

### EARLY DAYS, NO COMPUTERS:

In the 70s, PCs were not yet born, and it was hard to get a Chinese typewriter. When Dr. Stephen Chang was the President (1976-77), Dr. Lucy Hwang was the Secretary and I was the Treasurer, we had several officers' meetings at Dr. Chang's house. I

remember that every time Dr. Hwang would write meeting minutes in Chinese by hand. I was so impressed by her neat handwriting.

Under the suggestion of Dr. Chang, the name of the organization was changed to be more formal, ~ "The Association of Chinese Food Scientists and Technologists in American". The following year, Dr. Joe Jen was the President, and he started the quarterly Newsletters, all were hand-written in Chinese.

### Annual Banquets, forums and more:

Besides the banquets, other programs were also carried out, such as Forums, consulting services and workshops. I remember that I participated in a CAFS consulting team to visit China and present lectures there in 1983. The trip was organized and led by Dr. Anthony Chen (President in 1982-84) and supported by the UN Development Program. Also in 1983, the name of the Association was changed to "Chinese American Food Society (CAFS)", which has been used since then.

More and more members and guests attended the annual Banquets. One year there were 178. I also recall in 1985, Dr. Peter Wan,

as the President-elect, was in charge of the Annual Banquet. Some how, he recruited an Honorary Member, Mr. Kit Chen. And, Mr. Chen was very impressed by our organization and generously paid for the entire expense of the banquet. I was the treasurer then and was especially happy to receive one big check for the banquet, not hundreds of small cash or checks.

### 15TH ANNUAL BANQUET AND ENGLISH BYLAWS:

In 1989, IFT celebrated its 50th anniversary and CAFS held its 15th Annual Banquet. I served as the President that year, and it was a very busy, exciting and enjoyable year. At the 1989 Annual Banquet, we had more than 150 people attended, including 20+ from Taiwan and 10 from Singapore.

During the 80s, PCs began to be used (only in English), but FAX was not common, and of course neither Internet nor e-mails were on the horizon yet. I recall that we had to communicate by first class mails and individual telephone calls (no teleconference). There were many issues to be discussed. Thus, I decided to host a mid-

## MY LIFE WITH CAFS -- HIGHLIGHTS OF 30 YEARS.

CATHY ANG

winter Exec Comm. meeting in my house in Athens, Georgia. Dr. Yun C. Jao (Past-president) and Dr. Daniel Y. C. Fung (President-elect) flew over from Indiana and Kansas, respectively. Dr. T. C. Chen drove a long distance from Mississippi. All travel expenses were paid for by their personal funds. Other members attended included Drs. Joe Jen and Yao-wen Huang.

We were ambitious to make CAFS more professional, like IFT. We discussed about the Society's long-range goals and short-term plans, English bylaws, computerization of membership records and fund raising. We finalized the officers' and committees' operation guidelines, etc. At that time, the meeting minutes were in English but the Newsletters was written half in Chinese and half in English.

I had also met with other officers, - George Chu, Grace Yao, Peter Wan and Y. C. Jao in Chicago two times to translate the by-laws from the Chinese version into English; an English version by-laws was required for the application for a non-profit organization status. The translation job of the by-laws language was a very difficult task, and finally we decided to develop an entirely new by-laws in English. During 1988-89, the Fund-raising

Committee (Grace Yao and Michael Tao) raised \$3,000 for the CAFS operation fund. We felt very rich.

### DEDICATION AND CAFS'

**BOX:** One year when I was on the Membership and Public Relations Committee to recruit new members, I remember that Dr. Yen-con Hung, Dr. Ernest Chen and I sent out about 800 invitation letters with CAFS brochures to food professionals with Chinese last names. As a result, membership was increased. At the highest point, we had more than 300 names in the Directory.

For publishing the Directory, although members' English names and addresses could be typed with a typewriter or a PC, the Chinese names had to be entered by hand. I recall that Dr. Peter Wan had cut out Chinese characters from Chinese newspapers and pasted those characters on the master copy of the Directory. One year, I received a letter in Chinese from Dr. James Moy. He pointed out that his Chinese name should be "Moy ..", not "Moy oo". Then I realized that we must have cut out all the three characters from the paper of some one with the same last name. That time, the name of "Moy oo", the President of

Chin Hwa University appeared on the Chinese newspaper very often. I apologized to Dr. Moy, of course. Later on, Dr. Yao-wen Huang entered members' Chinese names by hand. His handwriting was better than those printed on the newspaper.

Dr. Daniel Fung and I also sorted out and organized CAFS important records, operation manuals, Directory and all back issues of Newsletters, etc. We prepared a box to keep those documents, and an official society seal designed by Dr. Fung and a gavel (a gift from the Singapore Food Society). This box was supposed to be passed on from one President to the next for his/her reference and for him/her to update the records. Unfortunately, the box was disappeared after a few years. That was one regret I could not forget. We need to make a new box, and better to have a duplicate one.

**REWARD:** I did spend much time and energy on CAFS affairs during the year of 1988-89. Some one asked me "Why do you do it? What do you get in return?" I said, "I am not looking for anything in return. I am just paying back what I got from

## MY LIFE WITH CAFS -- HIGHLIGHTS OF 30 YEARS.

CATHY ANG

the Society". Indeed, I had enjoyed the Newsletters, the Forums, the Banquets, the friendship,... It was time for me to serve the Society. I really didn't expect any reward. But afterwards, I found I gained and learned a lot from serving the Society. I made many good friends through CAFS. This friendship is invaluable. Several of our earlier ideas or dreams were fulfilled through the collaboration with CAFS colleagues, such as the publication of the *CAFS Science and Technology Monograph Series* and the publication of a book dedicated to Chinese and Asian Foods (*Asian Foods, Science and Technology*, 1999).

For the CAFS 25th Anniversary celebration in 2000, Drs. Daniel Fung, Yao-wen Huang and I co-edited a special booklet to report CAFS history, milestones, members' photos and other activities of 25 years. If any readers are interested in getting a copy of this booklet, you can contact Dr. Fung. He may still have a few copies.

**MY GRATITUDE AND BEST WISHES:** I felt very honored to have the opportunity to speak at the Ban-

quet about my stories with CAFS for the 30th Anniversary celebration. For 30 years, I have attended almost every Annual Banquet. My career life and CAFS' growth walked side by side. CAFS has encouraged me in my professional development and I saw CAFS growing over 30 years. I regard CAFS as my society. Is it because that "CA" could mean "Cathy Ang"? Then, CAFS is "Cathy Ang Food Society"? Seriously, CAFS is not only my society; it is everyone's society. "CA" could also mean "Come All". CAFS is "Come All Food Society". It has wide-open arms to welcome all colleagues with common interests.

After 30+ years in professional life, I am retiring from my last job in federal service. I may not be able to attend every IFT convention CAFS Banquet in future years. But, I will always remember the good time we had together. My appreciation to CAFS is more than I can express. I hope that every member will enjoy CAFS' programs and activities as much as I did. My best wishes to every one, and wish that CAFS becomes the best society for all.

(P. S.: I enjoyed very much the CAFS' 30th Anniversary celebration in New Orleans, July 2005. I would like to express my special thanks to Dr. Steven Pao for inviting me to present the talk of my CAFS experience at the Banquet, and to Dr. Peggy Hsieh for her very kind introduction remarks before my presentation).



CATHERINA (CATHY) Y. W. ANG, PH.D.  
RESEARCH CHEMIST, DIVISION OF  
CHEMISTRY, FDA, NATIONAL CENTER  
FOR TOXICOLOGICAL RESEARCH  
Michigan State University, East Lansing, MI, Ph.D., 1970, Food  
Science/Biochemistry.  
North Carolina State University, Raleigh, NC. M.S., 1966, Food  
Science/Chemistry.  
National Taiwan University, Taipei, Taiwan, ROC. B.S., 1963, Agri-  
cultural Chemistry.  
Phone 870-543-7400  
Fax 870-543-7686  
Email [catharina.ang@fda.hhs.gov](mailto:catharina.ang@fda.hhs.gov)



# CHINESE NEW YEAR

**BBC.CO.UK**20 DEC 2005 <[HTTP://WWW.BBC.CO.UK/FOOD/NEWS\\_AND\\_EVENTS/EVENTS\\_CHINESENEWYEAR.SHTML](http://www.bbc.co.uk/food/news_and_events/events_chinesenewyear.shtml)>

## CHINESE NEW YEAR

Known as Chinese New Year in the West, the Spring Festival is the oldest and most important festival in the Chinese year. The date of the holiday is determined by the lunar calendar so it varies from late January to mid-February.

## FOOD WITH MEANING

The festival celebrates the earth coming back to life when ploughing and sowing can begin, so food plays an important part. Much of the food consumed for the festival has symbolic meaning. For example, the names of some foods sound similar to characters with lucky connotations, while the shape or colour of other foods symbolises properties such as happiness, prosperity and good fortune. Kumquat plants, which are popular presents, are considered lucky because of their little golden fruits.

## PREPARATIONS

Even though the climax of the Chinese New Year, Nian, lasts only two or three days, preparations start almost a month before. Houses are thoroughly cleaned to sweep away any bad luck, debts are repaid, hair cut and new clothes bought. Doors and window frames are repainted, usually red, and then decorated with paper scrolls. At this time of cold weather, warming foods are eaten such as hot rice soup containing nuts, dried lotus seeds, red beans and dried dates. Eating rice soup is thought to be purify the body for the new year.

## KITCHEN GODS' DAY

On Kitchen Gods' Day, the 24th day of the month before, it's time to appease the kitchen gods before they head up to heaven where they report on the family's activities. Traditions include burning images of the kitchen gods to symbolise their departure. Brushing honey or sugar on the images' lips before burning is supposed to improve the chance that they will say sweet things about you.

## NEW YEAR'S EVE

On New Year's Eve houses are brightly lit and families gather together for a large meal. The traditional food depends on whether you're from south China - sticky-sweet glutinous rice pudding called nian gao - or the north - steamed dumpling called jiaozi (or djiaozi). Most people stay up all night celebrating and at midnight fireworks and firecrackers are set off to frighten away evil spirits.

## NEW YEAR

On the day itself, an ancient custom called Hong Bao, meaning Red Packet, takes place. Children wake up early to find the small red envelopes containing sweets or money under their pillows and married couples give unmarried adults small packets of money. Then the New Year greetings begin: "Kung hei fat choy!" ("Happy New Year!")

## LANTERN FESTIVAL

In China today the public holiday lasts for three days, but traditionally the festivities continue until the 15th day of the lunar month when the Lantern Festival is held. Everywhere is decorated with a variety of different-sized lanterns and there is music and dancing in the streets. One special feature is the dragon dance, where a huge dragon head and body, supported by a team of dancers, weaves its way around the streets collecting money from houses on its route. Once again food plays its part and yuanxiao is served. This is a sweet or savoury dumpling made from glutinous rice flour that is either boiled or fried.



# 10 GREAT PLACES TO DINE ON FINE CHINESE FOOD

USA TODAY 16 SEP 2005

10 great places to dine on fine Chinese food Section: Life, Pg. 03d

The Chinese Autumn Moon Festival (Zhong Qui Jie in Chinese) on Sunday is a "celebrated holiday in China, much like America's Thanksgiving, and second only to Chinese New Year," says Betty Xie, editor in chief of Chinese Restaurant News, a trade publication that will announce the USA's Top 100 Chinese restaurants Oct. 9 at the All Asia Food Expo in Los Angeles. "The Moon Festival, celebrating the full moon and sharing the spirits of reunion, gratitude and abundance of food, is a perfect time to dine out at some of the country's 40,889 Chinese restaurants." Xie shares with USA TODAY's Shawn Sell some tasty spots to sample Chinese cuisine, munch on moon cakes and gaze, of course, at that bright light in the night sky.

**Bo Ling's Kansas City, Mo.** Richard and Theresa Ng serve traditional Chinese cuisine, classic Cantonese and Sichuan here, "a local favorite known for its popular, high-quality dim sum," Xie says. Try Sichuan dumplings in a chili-garlic soy dipping sauce; entrees include salmon teriyaki style and su fone chicken, a mildly spicy stir-fry served with scallions, ginger, garlic and chile peppers. 816-753-1718; [www.bolings.com](http://www.bolings.com)

**Bob Chinn's Crab House Wheeling, Ill.** "The busiest and best seafood restaurant in the Chicago area flies in its seafood weekly from Hawaii," Xie says. She adds that "40% of the menu is Chinese, much of it fusion Chinese," including king crab meat in a Cantonese sauce and crunchy coconut shrimp. 847-520-3633; [bobchinns.com](http://bobchinns.com)

**Tony Chan's Water Club Miami** View chefs at work in an open kitchen with floor-to-ceiling windows or "just enjoy a beautiful waterfront view, the Miami scene and great, upscale food," Xie says. Menu offerings include tako su (octopus and cucumber with sweet vinegar sauce), braised duck with pineapple, and sweet and sour sea bass. 305-374-8888; [tonychans.com](http://tonychans.com)

**Mandarin Bountiful, Utah** "Considered the best Chinese restaurant in town and the area," Xie says of this beautiful upscale restaurant boasting a traditionally decorated dining room, a Chinese garden off the banquet room and a menu featuring tropical Thai chicken, Szechwan catfish and Malaysian fried rice and Singapore noodles. 801-298-2406; [mandarinutah.com](http://mandarinutah.com)

**Mission 261 San Gabriel, Calif.** Stop in for the renowned dim sum or try Cantonese delicacies such as dishes made with ginseng, stewed shark fin and braised fish maw with spike sea cucumber. "This is a historic location," Xie says; the restaurant formerly known as Ponchito was once frequented by Ronald Reagan, among others. 626-588-1666; [mission261.com](http://mission261.com)

**Peking Gourmet Falls Church, Va.** Opened in 1978 in a Washington, D.C., suburb, "this full-service upscale establishment specializes in authentic Northern Chinese cuisine," Xie says. Peking duck is the house specialty, but diners ~ President and Mrs. Bush have eaten here ~ also will enjoy gourmet wontons, moo goo gai pan, and shrimp with fresh, hot peppers. 703-671-8088; [pekinggourmet.com](http://pekinggourmet.com)

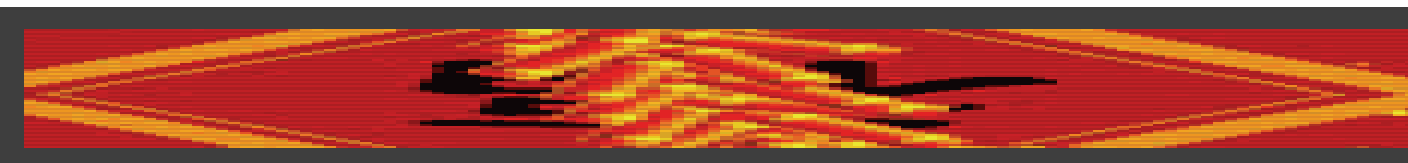
**Baumgart's Edgewater, N.J.** "Specialty dining, with an emphasis on fusion Chinese," creates a menu that offers such unique tastes as Saigon rolls (soft Vietnamese rice crepes wrapped with mango, mint leaf and carrot), baby calamari with basil-sauteed scallops, Japanese teriyaki with chicken or beef and Thai curry. 201-313-3889; [baumgartscafe.com](http://baumgartscafe.com)

**Panda Restaurant Anchorage** "Voted the city's best, this is where locals go for a taste of China," Xie says, including such traditional dishes as Happy Family, a combination of king crab, shrimp and scallops, plus kung pao chicken, a spicy mix of chicken, peanuts and vegetables. 907-272-3308

**Yangming Bryn Mawr, Pa.** Variety reigns at this "upscale, Chinese fusion restaurant," Xie says. Separate kitchens, one for American food and the other for Chinese, Thai and Szechwan dishes, keep the crab cakes and steak away from the sea bass in rice paper with wasabi and tempura-battered ahi tuna. 610-527-3200

**Chef Lee's Peking Columbus, Ga.** All entrees, vegetables and sauces here are made in Peking style, which means cooked to order in woks. "Diners can view the outdoor classic Chinese garden from each of the four dining rooms," Xie says, along with the three koi ponds, one of which is inside the restaurant, under a glass floor. 706-653-8888.

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## PUTTING BRAND ON CHINA SUCCESS

USATODAY 17 OCT 2005

China is an opportunity that can't be ignored. But companies are also keenly aware of the risks. Yum Brands (YUM), the 1997 PepsiCo spinoff that owns KFC, Pizza Hut, Taco Bell, A&W and Long John Silver's, does not let fear stand in the way, and last week opened its 1,500th KFC in China, one of more than 375 in 2005. CEO *David Novak*, 52, spoke with USA TODAY management reporter *Del Jones* about doing business in China.



David Novak of Yum Brands leads a cheer at the opening of the 1,500th KFC in Shanghai.

**Q: Intellectual property protection in China is a problem. Do you fear the Colonel's secret recipe being stolen?**

A: It's locked in a vault, and only a few people know what it is. We haven't had any intellectual property issues to speak of. Our business is simple, but difficult to execute. That's true in New York, and it's true in China.

**Q: What are common misconceptions people have about doing business in China?**

A: They think it's difficult to make money. People are shocked when I tell them that we made \$20 million (operating profit) in China in 1997 and \$205 million in 2004.

**Q: It's easy to do business in China?**

A: It is if you have visible brands like Pizza Hut and KFC. When I travel to Europe, it sometimes takes an hour to get out of an airport. When I go to China, government officials greet me. They embrace the investment we're making. Cities take it as a sign of progress when they get their first KFC. It was a smart decision early on to put our China headquarters in Shanghai rather than Hong Kong. That sent a strong signal that we were committed to the mainland.

**Q: What about red tape?**

A: We have Chinese people running our business. They know how to work the system. If there was too much red tape, I doubt if we would be able to open a restaurant a day.

**Q: Does knowing how to work the system mean paying bribes?**

A: We operate with the highest ethical standards. We wouldn't tolerate corruption anywhere.

**Q: China's huge market is no secret. Neither are the grave risks. What would happen to Yum's operations if China invaded Taiwan?**

A: Most CEOs believe that China is not going back, China is going forward.

**Q: What is Yum's strategy if the wheels fall off due to geopolitics?**

A: We made a strategic bet on China in 1987 that our countries would become more cooperative over time, not less. That has clearly been the case. Our economies are intertwined. It's hard to see a situation where we will become totally adversarial.

**Q: A head-in-the-sand strategy?**

A: We certainly don't have our head in the sand. We understand the opportunity.

**Q: Does your board of directors ever ask for your plans in case things go sour?**

A: Look, if something significant happened, we would have to deal. We're aware that issues exist. We have a great leadership team in China. That's one of our strategic advantages. We have a big business in the U.S., and something could happen to hurt us here, as well. Our international portfolio almost insulates us. Whatever happens globally, it rarely affects our business. It's no secret that there's been an adversarial mindset between the U.S. and France. Our volumes in France are achieving record levels. Love for brands rises above love of politics. Something (bad) can happen in any country. If we have a bad year in China, I'll be glad we're there, because there will be more good years than bad.

**Q: Missed opportunity is the greatest risk?**

A: The consequences would be ignoring one of the highest growth opportunities in the history of business. You do the math. With the number of people and the rapid growth in the economy, there is an opportunity to really make a lot of money.



**Q: How do you know how fast to expand? Why not open two restaurants a day?**

A: We grow as fast as we can train good people. We're fortunate to have a highly educated workforce there. The vast majority of our managers have college educations. We do "double stacking." We put a team of untrained employees in with an established team. When the new team has been trained, we move them all to a new KFC or Pizza Hut. We have about 85,000 employees in China in more than 280 cities.

**Q: China is slowly letting its yuan appreciate vs. the U.S. dollar. How will that affect Yum?**

A: It's nothing but good news.

**Q: Do you have U.S. expatriates overseeing operations in China?**

A: From time to time, we put an ex-pat in to help build capability in a particular area, but the Chinese team is self-sufficient, led by Sam Su. He's been there since 1987 and will go into the Yum Hall of Fame. Last year, I made the decision that China was so self-sufficient that Su should report directly to me. Any company that wants to do business in another country is always better off with people from that country.

**Q: Are Chinese employees managed differently?**

A: No. There are a lot of stereotypes, such as Chinese leaders are to be elevated. We don't look down or up, we try to look straight ahead at people, and that works effectively in China. Human beings have the same basic needs all around the world.

**Q: Could I tell the difference between your chicken or pizza in Shanghai or Louisville?**

A: Our core products like original recipe and pan pizza are the same around the world. We provide some variations to meet local needs.

In China, we have soup and a line of vegetables. Fish toppings on pizza do much better. About 20% is catered to the local market.

**Q: Do you advise companies in other industries to make few adjustments for local tastes?**

A: If a company has to retool its basic offering, they don't have a snowball's chance to be successful.

**Q: Do you sell your food for less in China?**

A: The average guest ticket for KFC in China is \$3, vs. \$7 to \$8 in the U.S. The average ticket at a Pizza Hut in China is \$13, vs. \$15 to \$16 in the U.S. We market Pizza Hut in China as five-star service at a three-star price.

**Q: What's your average wage?**

A: We really don't give that kind of stuff out.

**Q: Your profit plunged 30% when a red dye in the seasoning used in China was linked to cancer. Avian flu had the Chinese afraid to eat chicken. Do you think such pitfalls are more likely in China than in the U.S. and Western Europe?**

A: The dye was an unfortunate supplier incident. McDonald's had the same issue in the U.K. A food safety issue can happen in any country. The avian flu is not transmitted human to human, but we have a perceptual issue given our association with chicken. We have to use education to insulate ourselves.

**Q: Some people say capitalism can't work without democracy. Doesn't China prove otherwise?**

A: There are a lot of advantages that free enterprise and freedom bring to play. I'm hopeful that China will find the magic. The world has opened up. China has opened up.

#### About David Novak

- Became CEO in 2000 of Yum Brands, which has 34,000 restaurants in 100 countries and territories. Yum had more than \$9 billion in 2004 revenue. The company employs more than 850,000.

- Bachelor's degree in journalism, University of Missouri (1974). Debate team and editor of the Raytown High School newspaper near Kansas City.

- Chief operating officer at Pepsi-Cola (1992-94) and has been president at both KFC and Pizza Hut.

- Member of the evangelical Southeast Christian Church in Louisville, one of the largest churches in Kentucky, with 18,000 members.

- Father, Charles, was a federal government surveyor. David lived in 23 states before the seventh grade.

- Married 30 years to Wendy.

#### Novak's tips

- Don't be scared off by U.S.-China relations. They rarely interfere with business.

- Lost opportunity should be the biggest fear.

- Run China operations with Chinese executives.

- Chinese employees, like those elsewhere, respond to recognition and fair treatment.

- Core products must be appealing to the Chinese market. Retooling for China spells disaster.

## Food industry in China

China's Food Market Revolution Reaches the Countryside *Fred Gale. Amber Waves*. Washington: Sep 2005. Vol.3, Iss. 4; pg. 2, 1 pgs

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### Abstract (Document Summary)

To get a complete picture of food markets in the world's most populous and fastest growing country, one must take a closer look at food consumption patterns in China's vast rural hinterland ~ home to over 60% of China's 1.3-billion population. While rural consumption patterns still differ sharply from those in urban areas, the last decade saw a slow but steady trend toward commercialization in rural food markets. While rural consumers' per capita purchases of food remain small in dollar value, their inflation-adjusted cash expenditures on food increased more than 70% during 1994-2003.

Evidence of China's thriving food industry-bustling restaurants, modern supermarkets, and glitzy hotel banquet rooms-abounds in the country's prosperous coastal cities. But to get a complete picture of food markets in the world's most populous and fastest growing country, one must take a closer look at food consumption patterns in China's vast rural hinterland-home to over 60 percent of China's 1.3-billion population.

Rural households in China grow much of the food they eat and subsist on food expenditures that averaged just \$107 per person (30 cents per day) in 2003. Yet, while their low level of food expenditure suggests high poverty, China's rural population is generally not malnourished. China's rural households-historically cash-poor but with plentiful labor and an egalitarian distribution of communal land-meet most of their basic nutritional needs on a diet composed mainly of rice, wheat flour, other grains, and vegetables that they grow themselves. They consume relatively little meat, fish, dairy products, or processed food. By minimizing cash outlays on food, households can save their cash for school fees, house construction, consumer durables, and other goods and services.

While rural consumption patterns still differ sharply from those in urban areas, the last decade saw a slow but steady trend toward commercialization in rural food markets. While rural consumers' per capita purchases of food remain small in dollar value, their inflation-adjusted cash expenditures on food increased more than 70 percent during 1994-2003. The value of self-produced food consumed by rural people declined over the same period, and the cash share of rural food expenditures rose from 45 percent to over 60 percent.

The revolution that has transformed China's urban food markets is starting to spread to rural areas, as greater availability of cash income, more efficient markets, better communications,

and improved transportation help bring rural people into the mainstream of the economy. Supermarkets and restaurants are opening in small towns and villages, and food product distributors are now including rural areas in their marketing plans. While there is still a long way to go, the advance of China's food revolution into rural areas promises to unify the country into a national market and substantially change the mix of foods consumed by the Chinese people.

### [Author Affiliation]

Fred Gale, [fgale@ers.usda.gov](mailto:fgale@ers.usda.gov)

This finding is drawn from ...

Commercialization of Food Consumption in Rural China, by Fred Gale, Ping Tang, Xianhong Bai, and Huiju Service, July 2005, available at: [www.ers.usda.gov/publications/err8/](http://www.ers.usda.gov/publications/err8/)



### Chinese American Food Society Quarterly

Primary Business Address  
Yi-Chun Yeh  
0112 Skinner Building  
University of Maryland  
College Park, MD 20742

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## Food industry in China

China: the newest destination for food ingredients researchAnonymous. [Chemical Market Reporter](#). New York: [Jul 25-Jul 31, 2005](#). Vol.268, Iss. 3; pg. 28, 1 pgs

Copyright Reed Business Information UK Jul 25-Jul 31, 2005

CHINA'S GROWING appetite for new and innovative food products continues to attract the international food ingredients crowd. Several research and development centers for food applications have been established in just the past year and more investment is expected.

Early this year [International Specialty Products](#) (ISP) Inc. opened its new food applications center in Shanghai. The center will provide technical support to customers throughout the Asia Pacific region alongside ISP's existing food applications center in Singapore. It will focus on four key food segments: dairy and frozen desserts, bakery, sauces and dressings, and processed meat, with an emphasis on Asian-type applications within each segment.

Cargill last month purchased part of Peking University Green Technology (PGT) Company Ltd.'s properties, including all intellectual property around the production, sales and marketing of food ingredient systems. The purchase will allow Cargill to leverage PGT's deep customer knowledge and food system expertise to further develop China's food ingredients market.

"This purchase is a win-win not only for Cargill and PGT, but also for Cargill and PGT's customers in China," says Gerrit Hueting, president of Cargill Starches & Sweeteners' business unit in China. "The combined strengths of Cargill and PGT are the best possible fit in the industry in terms of product, technology and employee skills."

Cargill notes the emerging food ingredient systems market in China. A food ingredient system is a blend of different food ingredients such as emulsifiers and texturizers that provide critical functions for a food and beverage product.

China's food industry overall is expected to grow at more than 10 percent per year in the next five years. The Chinese food industry achieved 18 percent growth to a total of \$150 billion in 2003.



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## Research about Chinese people in USA

Longitudinal study of soy food intake and blood pressure among middle-aged and elderly Chinese women<sup>1-3</sup>

Gong Yang, Xiao-Ou Shu, Fan Jin, Xianglan Zhang, Hong-Lan Li, Qi Li, Yu-Tang Gao, and Wei Zheng

### ABSTRACT

**Background:** Several small-scale clinical trials have suggested a potential beneficial effect of short-term soy consumption on blood pressure (BP). Data are scanty on long-term effects of the usual intake of soy foods on BP in general populations.

**Objective:** Our aim was to examine the association between usual intake of soy foods and BP.

**Design:** The usual intake of soy foods was assessed at baseline, and BP was measured 2–3 y after the baseline survey among 45 694 participants of the Shanghai Women's Health Study aged 40–70 y who had no history of hypertension, diabetes, or cardiovascular disease at recruitment. Multiple regression models were used to estimate mean differences in BP associated with various intakes of soy foods.

**Results:** Soy protein intake was inversely associated with both systolic BP ( $P$  for trend = 0.01) and diastolic BP ( $P$  for trend = 0.009) after adjustment for age, body mass index, and lifestyle and other dietary factors. The adjusted mean systolic BP was 1.9 mm Hg lower (95% CI: -3.0, -0.8 mm Hg) and the diastolic BP was 0.9 mm Hg lower (-1.6, -0.2 mm Hg) in women who consumed  $\geq 25$  g soy protein/d than in women consuming  $< 2.5$  g/d. The inverse associations became stronger with increasing age ( $P$  for interaction  $< 0.05$  for both BPs). Among women  $> 60$  y old, the corresponding differences were -4.9 mm Hg (95% CI: -8.0, -1.9 mm Hg) for systolic BP and -2.2 mm Hg (95% CI: -3.8, -0.6 mm Hg) for diastolic BP.

**Conclusion:** Usual intake of soy foods was inversely associated with both systolic and diastolic BPs, particularly among elderly women. *Am J Clin Nutr* 2005;81:1012–7.

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### Research and Professional Briefs

## Comparison of Intakes of US Chinese Women Based on Food Frequency and 24-Hour Recall Data

MARLYN TSENG, PhD; TERESITA HERNÁNDEZ, PhD

### ABSTRACT

The objective of this cross-sectional study was to compare dietary reports from a food frequency questionnaire (FFQ) for US Chinese women with 24-hour recall estimates. The subjects were 56 women recruited through organizations in Philadelphia's Chinese community. Spearman correlations were used to describe FFQ estimates of food servings per month and nutrient intake per day vs estimates from three 24-hour recalls over 1 month. On average, women reported at least weekly consumption of 28 of 96 FFQ food items. The three most frequently consumed were rice (38 times/month), tea (29 times/month), and dark green, leafy vegetables (18 times/month). Comparing reported frequencies of the 28 foods to 24-hour recall estimates, the median Spearman correlation was 0.36. For nutrient estimates, correlations were high ( $r > 0.5$ ) for dietary fiber and calcium; moderate ( $r = 0.25$  to  $0.5$ ) for energy, saturated fat, cholesterol, carbohydrates, protein, folic acid, and iron; but poor ( $r < 0.25$ ) for total fat, vitamin C, vitamin A, and carotene. These findings provide some assurance of the FFQ's adequacy for describing US Chinese women's intake of commonly consumed foods and selected nutrients. They also provide a basis for further improvements to, and evaluations of, the FFQ.

*J Am Diet Assoc.* 2005;105:1145–1148.

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0112 Skinner Building  
University of Maryland  
College Park, MD 20742

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## Research about Chinese people in USA Factors Associated With Obesity in Chinese-American Children

Jyu-Lin Chen  
Christine Kennedy

**Objective:** A cross-sectional study design was utilized to examine factors associated with obesity in Chinese-American children.

**Subjects:** Chinese-American children (8 to 10 years old) and their mothers (N = 68) in California participated in the study.

**Measurements:** Mothers completed demographic information, the Family Assessment Device, Attitudes Toward Child Rearing Scale, and Suinn-Lew Asian Self-Identity Acculturation Scale. Children's body mass index was measured, and children completed a self-administered physical activity checklist, Food Frequency Questionnaire, and the Schoolagers' Coping Strategies Inventory.

**Results:** Results indicated three variables that predicted children's body mass index: older age, a more democratic parenting style, and poor communication ( $R^2=.263$ ,  $F=8.727$ ,  $p=.0001$ ). Children whose mothers had a low level of acculturation were also more likely to be overweight than were children whose mothers were highly acculturated.

**Conclusion:** This study revealed that children's ages, a democratic parenting style, and poor family communication contribute to increased body mass index in Chinese-American children. Other factors related to children's BMI and dietary intake include acculturation level of the mother and family affective responses. Future studies should examine the change in BMI over time and in different age groups and why parenting and family communication impact children's body weight.

### Job Announcement

\*\*\*\*\*  
The Virginia State University has two faculty (Assistant/ Association Professor) position openings in the areas of food science, one in Food Processing and Engineering (position# FO600) and one in Human Nutrition (position# FO601). Official announcements are available at <http://www.vsu.edu/pages/966.asp>. Although no specific application deadline is indicated, interested individuals should apply as soon as possible. Applications will be accepted until position is filled.  
\*\*\*\*\*

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0112 Skinner Building  
University of Maryland  
College Park, MD 20742

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Title: Prospective cohort study of soy *food* consumption and risk of bone fracture among postmenopausal women.

Author(s): [Zhang X](#); [Shu XO](#); [Li H](#); [Yang G](#); [Li Q](#); [Gao YT](#); [Zheng W](#)

Author's Address: Department of Medicine, Center for Health Services Research, Vanderbilt-Ingram Cancer Center, Vanderbilt University School of Medicine, Nashville, Tenn. 37232-8300, USA. Source: [Archives of internal medicine](#). [Arch Intern Med] 2005 Sep 12; Vol. 165 (16), pp. 1890-5.

**Abstract:** BACKGROUND: Soy consumption has been shown to modulate bone turnover and increase bone mineral density in postmenopausal women. To our knowledge, no published studies have directly examined the association between soy consumption and risk of fracture. METHODS: We examined the relationship between usual soy *food* consumption and fracture incidence in 24,403 postmenopausal women who had no history of fracture or cancer and were recruited between March 1, 1997, and May 23, 2000, in the Shanghai Women's Health Study, a cohort study of approximately 75,000 *Chinese* women aged 40 to 70 years. Usual soy *food* intake was assessed at baseline and reassessed during follow-up through in-person interviews using a validated *food* frequency questionnaire. Outcomes were ascertained by biennial in-person interview surveys. RESULTS: During a mean follow-up of 4(1/2) years (110,243 person-years), 1770 incident fractures were identified. After adjustment for age, major risk factors of osteoporosis, socioeconomic status, and other dietary factors, the relative risks (95% confidence intervals) of fracture were 1.00, 0.72 (0.62-0.83), 0.69 (0.59-0.80), 0.64 (0.55-0.76), and 0.63 (0.53-0.76) across quintiles of soy protein intake ( $P<.001$  for trend). The inverse association was more pronounced among women in early menopause. The multivariate relative risks (95% confidence intervals) of fracture comparing the extreme quintiles of soy protein intake were 0.52 (0.38-0.70) for women within 10 years of menopause vs 0.71 (0.56-0.89) for late postmenopausal women. Similar results were also found for intake of isoflavones. CONCLUSION: Soy *food* consumption may reduce the risk of fracture in postmenopausal women, particularly among those in the early years following menopause.



## Research about Chinese people in USA



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### The effects of age, gender, obesity, health habits, and vegetable consumption frequency on hypertension in elderly Chinese Americans

Chick F. Tam<sup>a,\*</sup>, Lan Nguyen<sup>a</sup>, Susan S. Pe<sup>a</sup>, Karine Hajyan<sup>a</sup>, Sareen Kevork<sup>a</sup>,  
Rebecca Davis<sup>b</sup>, George Poon<sup>c</sup>, Polong Lew<sup>c</sup>

<sup>a</sup>*Department of Kinesiology and Nutritional Science, College of Health and Human Services,  
5151 State University Drive, Los Angeles, CA 90032, USA*

<sup>b</sup>*Department of Art, School of Arts and Letters, California State University, Los Angeles, CA 90032, USA*

<sup>c</sup>*Chinatown Senior Citizen Service Center, Los Angeles, CA 90032, USA*

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Primary Business Address  
Yi-Chun Yeh  
0112 Skinner Building  
University of Maryland  
College Park, MD 20742

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#### Abstract

The purpose of this study was to assess the effects of age, gender, obesity, consumption frequency of selected vegetables, alcohol consumption, cigarette smoking, and tea consumption on the prevalence rate (PR) of hypertension in elderly Chinese Americans. Hypertension is defined as having a systolic blood pressure (SBP) and/or diastolic blood pressure (DBP)  $\geq 140$  mm Hg and  $\geq 90$  mm Hg, respectively. A total of 205 subjects were recruited in the Chinatown section of Los Angeles, CA. Hypertension was more prevalent in the oldest age groups for both sexes (45.1%), and the percentage of hypertension for men was lower than those of female counterparts (47% vs. 53%, respectively). The percentage of lean (body mass index [BMI]  $< 25$  kg/m<sup>2</sup>) hypertensive subjects was higher than those of obese (BMI  $> 27$  kg/m<sup>2</sup>) hypertensive subjects in group 1 (50–64 years), group 2 (65–74 years), and group 3 ( $\geq 75$  years) (32%, 24%, and 26%; vs. 3%, 11%, and 13%, respectively). The overall percentage of obese hypertensive subjects was higher in women than those of their male counterparts (13% vs. 6%, respectively) and increased substantially with age as well. In conclusion, age and gender (particularly in lean men and obese women), were the greater risk factors for the development of hypertension.

© 2005 Published by Elsevier Inc.

**Keywords:** Elderly Chinese Americans; Hypertension; Vegetable consumption frequency; Alcohol consumption; Cigarette smoking; Tea consumption

## Food industry in China

Appetite for Chinese Food Investment Increases [Doris de Guzman](#). [Chemical Market Reporter](#). New York: [Jan 31, 2005](#). Vol.267, Iss. 5; pg. 11, 1 pgs

*Copyright Reed Business Information UK Jan 31, 2005*

### Consumer Specialties

INVESTMENT IN China's food market continues to surge, driven by the country's rapid economic growth and emerging consumer trends. Plans for several food ingredient facilities were announced last year and more are expected to follow on the heels of recent investments by major global food ingredients manufacturer [Chr. Hansen](#), [Kerry Group](#) and Takasago International Corp.

[Chr. Hansen](#) opened a new DKK 6 million (\$7.8 million) food color factory in Tianjin early this month. The company says it is experiencing a rapid increase in food color sales in the Chinese market.

"The new factory will enable us to deliver products faster, and at the same time, meet the Chinese market needs," says Grace Xu, general manager for [Chr. Hansen](#) China. "The factory will supply natural food colors as well as a range of new food colors specifically suited to the Asian markets."

The new production plant represents only one part of [Chr. Hansen](#)'s larger strategy for future investments in China. Plans to establish a new production unit elsewhere in China are already underway, says Mogens Riber-Nielsen, regional vice president.

"Eating habits in China are rapidly changing—that is why we have chosen to focus even more on our activities in the region," notes Mr. Riber-Nielsen. "Two employees are already in Shanghai to explore future possibilities there. The most important aspect of this venture is to be where our clients are, so that we are able to deliver locally manufactured products of global quality at competitive price."

Strong Chinese demand for food ingredients and flavors recently drove [Kerry Group](#) to invest euro20 million (\$26.1 million) in a new facility in Hangzhou, Zhejiang Province, and to acquire a Chinese food company, Hangzhou Lanli Food Industry Company Ltd.

The new multiprocess manufacturing facility and technical center will be built on a 16-acre site in the Hangzhou Economic and Technological Development Area and is slated to be fully commissioned by the end of 2006. The acquisition of Lanli is expected to be complete by the end of March.

"This region will be a major focus for the Group and its food manufacturing and food service customers in the decade ahead as consumer trends and nutritional requirements change, particularly in major population centers of the vast Chinese market," says Hugh Friel, CEO, [Kerry Group](#).

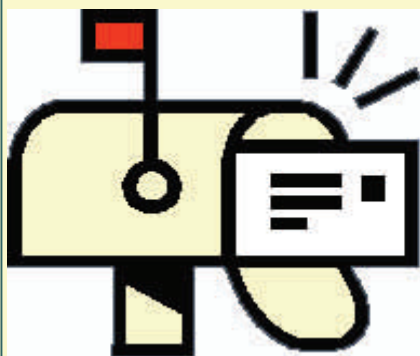
"[Kerry](#)'s food ingredients and flavor technologies will be focused on the significant growth opportunities in China particularly in nutritional, dairy, flavored noodle, brewing, flavored beverage, snack and bakery market segments," Mr. Friel adds.

Takasago is expanding its operations in China with the establishment of a subsidiary, Takasago International (Guangzhou) Company Ltd., and the construction of a 1,000 ton-per-year flavor manufacturing facility in Guangzhou City, Guangdong Province.

The new plant, which will produce powdered flavor and related products, will commence operations by December 2005. The facility, Takasago's second flavor plant in China, is expected to generate \$25 million in revenue by 2010.

"Our expansion affirms our commitment to continue to strengthen our position in this very important market," says Hiroki Take, Takasago's president. "It provides us with more confidence in meeting the diverse needs of our customers through the combination of creativity and our keen knowledge and understanding of the market. We will continue to look into strategic investments in the Asia-Pacific region to enable the company to achieve its aggressive growth targets," adds Mr. Take.

## CAFS Mailbox



(Editor's Note: Our mailbox begins with this issue. The purpose of the mailbox, as suggested by Dr. Moy earlier, is to provide a forum for inquiries, discussions, opinions, and comments on issues related to food, health, and quality of life. Members and readers can send in their messages via e-mail to anyone of the officers or the editor. Senders can use their real name, pen name, initials, or remain anonymous. We will try our best to provide answers from our 'knowledgeable' members. We encourage and welcome all members to participate in the sharing of knowledge.)

**Question:** Why is 'Obesity' becoming a big problem in the U.S. and elsewhere? Is there a secret in eating whereby one can stay healthy, and not gaining unwanted weight? (C.H.)

**Answer:** Obesity is a modern-day phenomenon. It is a rather complex issue involving behavior, self-control, temptation, commercialism, and knowledge in nutrition and health. An ancient Oriental **teaching** says we should eat only 70% full (approximate). This agrees with the philosophy of Confucius of 'taking the middle of the road.' The **psychology** of eating is that we should enjoy eating our favorite foods, but chew the food slowly. Also, think of the shortage of foods during wartime, and think of many people around the world who never have enough to eat. Then we would not overeat. The **formula** and the **secret** of eating is to 'maintain an energy balance.' Input (foods) should equal to output (energy needs and body function maintenance). Extra, unused foods will become fat in the body. Part of the input energy must be burnt by exercising so that there is no surplus calorie in the body. Repeated **scientific experiments** on small animals (mice and rats) have shown that when they are underfed, they live much longer (as much as three times) than those that were given a full diet or more than full. (Ans. By James Moy )



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Chinese American Food Society

4669 Executive Drive  
Portage, Michigan 49002

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### About CAFS...

*The Chinese American Food Society was created from an idea generated by a group of passionate Chinese food professionals at the IFT Convention in New Orleans in 1974. One year later, at the IFT Annual Meeting in Chicago, the CAFS as we know it today was born and Professor Bor S. Luh was elected as the first President of the group. Today CAFS continues to grow and serves as the only professional organization for oversea Chinese food professionals. CAFS remains as an active sub-division of the IFT and maintains close relationships with food science societies in Mainland China, Taiwan, and Hong Kong. Currently, the CAFS community has close to 300 Student Members, Members, and Life-Time Members spread over North America, Mainland China, Taiwan, Hong Kong, and other areas of the world.*

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Welcome to CAFS' new members page. We appreciate your interest in joining our society. To become a member, you can either download the [CAFS membership application/renewal/update form \(PDF; double-sided\)](#) or use the following page, and send it in with your membership due to:

Chinese American Food Society  
cc: Dr. Martin Lo  
P.O. Box 194  
Ashton, Maryland 20861

## Special Thanks to contributors for this newsletter

*Dr. James Moy*

*Dr. Kristen McNutt*

*Dr. Cathy Ang*

*Judy C. K. Chan*

## NOTE FROM THE EDITOR

*Dear readers,*

*In the end of year 2005, I am very happy that I can finish editing this newsletter before Christmas Holiday. Hope everybody can enjoy this newsletter during this holiday. In this issue, I tried to gather information about food industry in China, research about Chinese people in the United States, and articles from our members. I really encourage all of the members to spend a little time to write an article for the newsletter. You can share with your life experience, your food industrial problems, your own thought about food science and technology, and even your great contribution to food industry. Here is a place that every member can communicate with each other and let more people know more about Chinese American Food Society. I really appreciate every member's contribution to CAFS newsletter. I will keep gathering more information and new technology about food science and technology for upcoming newsletter and hope to hear from more members as well. Wish everyone has a wonderful Christmas, New Year and Chinese New Year on January 29th.*

*Yours truly,*

*Afra Yeh*

*Yi-Chun (Afra) Yeh  
0112 Skinner Building  
University of Maryland  
College Park, MD20742  
3014054515  
afra1yeh@gmail.com*

