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INSIGHTS

Vol. XII No. 7, July 2000

Picture This...

Carter Hunt, ChemStation of North Carolina, had the honor of calling on Seymour Johnson Air Force Base in Goldsboro, NC. After several days of discussion, tours and meetings, he was able to place six tanks on base – providing a safe and systemized solution to their vehicle wash and floor cleaning problems.

In the meantime, the head of the Vehicle Maintenance Department at Pope Air Force Base in nearby Fayetteville, NC paid a visit to Seymour Johnson AFB. He was so impressed with the ChemStation system that he placed an order for three tanks.

The ChemStation system of customized manufacturing, stringent quality controls and refillable tanks is appreciated by the military and civilians alike!

3-A Sanitary Standards Now Online

The International Association of Food Industry Suppliers, in cooperation with the International Association for Food Protection, has launched a new Web site, www.3-A.org.

The 3-A program formulates standards and practices for the sanitary design, fabrication, installation and cleanability of dairy and food equipment or systems used to handle, process and package consumable products where a high degree of sanitation is required. The standards are developed through the cooperative efforts of industry experts, including IAFIS, which represents the interest of equipment manufacturers, IAFP, which represents sanitarians, as well as the USDA and the FDA.

The Web site features sophisticated keyword searching to facilitate information gathering. It also provides background information on the history of the 3-A Standards, how the standards are used, administration of the program, 3-A policies and procedures and so on. The full text of the standards is available in both English and Spanish, thanks to a grant from the U.S. Department of Commerce.

Source: Poultry and Egg News

Hot Trends

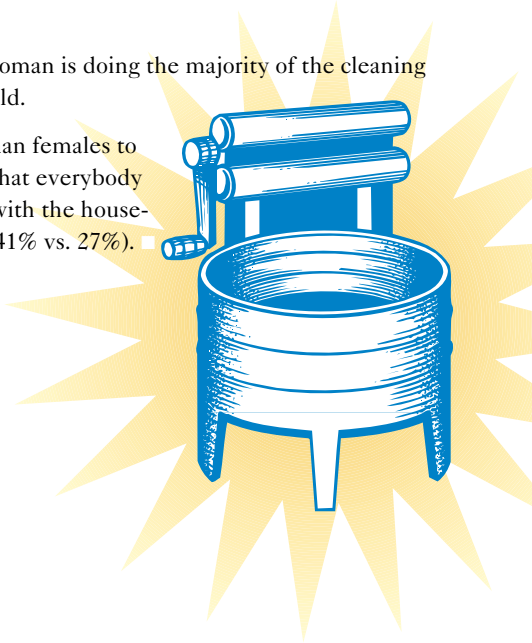
One of the hottest trends for the new millennium will be the flavor of *orange*, followed by *smoky*. One other prediction: we will soon see the end of the "all you can eat" mentality which will give way to concentrating on texture, taste, variety, color and health benefits.

Source: New Product News

Cleaning...Then and Now

A new survey conducted by the Opinion Research Corporation on behalf of the Soap and Detergent Association looked at the cleaning differences between parents and children and the changes in cleaning habits over time. Specifically, the survey revealed that:

- 87% of Americans learned how to clean from their mothers, but 32% are not like mom at all when it comes to cleaning.
- Only 11% are similar to their parents in terms of what cleaning products they use.
- When asked about the cleaning jobs their moms did, but that they themselves don't do, Americans primarily selected ironing (35%) and hand washing delicate items (35%).
- About 27% don't scrub floors today and 22% don't wash windows or woodwork, even though their mothers did.
- Nearly half of Americans believe they put more effort into protecting against germs and allergens and selecting the right cleaning product for the job than their parents did.
- 49% of Americans say they were nagged most often by their parents to keep their bedroom neat.
- 57% of Americans say their mother did most of the housework in their childhood home.
- Just 46% report that a woman is doing the majority of the cleaning in their current household.
- Males are more likely than females to claim that everybody helps with the housework (41% vs. 27%).

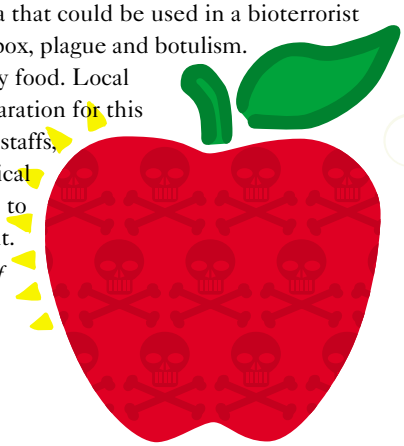


Bioterrorism

Researchers report that bioterrorism is not just a public safety issue, but also a public health issue. Traditional disasters such as floods, tornadoes and terrorist bombs require far different responses than does bioterrorism. Bioterrorist disasters usually cross jurisdictional lines and require the use of equipment and procedures with which responders may be unfamiliar.

If a bioterrorist attack is launched through food, for example, victims may arrive at the emergency room with no advance warning. Some of the more common bacteria that could be used in a bioterrorist attack include anthrax, smallpox, plague and botulism. The latter could be spread by food. Local planning will be part of preparation for this kind of attack. Hospitals, ER staffs, urgent care centers and medical clinics will have to be trained to recognize and report an event.

Source: American Association of Meat Processors



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Soap Box

Number of Internet initial public offerings:

May 1999:	24
March 2000:	30
May 2000:	6

Thomson Financial Securities Data

Life expectancies for a variety of countries:

1. Japan:	74.5	years
2. Australia:	73.2	years
3. France:	73.1	years
4. Sweden:	73.0	years
5. Spain:	72.8	years
24. United States:	70.0	years

World Health Organization

54% of American adults are considered overweight, and 22% are considered obese.
The Walking Magazine

Researchers say improving office environments could save companies as much as $258 billion annually by averting illnesses and boosting worker productivity.
Business Week

67% of us expect to use cell phones to send and receive e-mail.
Yankelovich Partners

A survey of baby boomers found that most would choose having a great memory (65%) over looking fabulous (28%).
Enzymatic Therapy

Americans spend one in every seven of their food dollars on fast food.
NPD Group