



J-S students help with taste tests

Students at Jefferson-Scranton High School helped MicroSoy® Corporation of Jefferson conduct taste tests on a new product that uses toasted MicroSoy® flakes as an ingredient, for fried ice cream topping and as a fried chicken

coating mix. Pictured with instructor Donna Carhill and foods class students are MicroSoy® Corporation personnel (from left) researcher Stanley Prawiradja, president and CEO Terry Tanaka, and R&D manager Safir Moizuddin.

Toasted MicroSoy® flakes add flavor, health to new products

Tasty, healthy and attractive—new food products with ingredients made from toasted MicroSoy® flakes are receiving high marks in customer taste tests these days. The products originate through the research and development (R&D) division of MicroSoy® Corporation in Jefferson.

Next week a blend of toasted MicroSoy® flakes and potato flakes goes on the market under the "I.M. Healthy" brand, a line of food products sold in Hy-Vee grocery stores and other outlets.

The blend is offered in three flavors: "original", garlic/parsley, and sour cream/chives. Safir Moizuddin, R&D manager for MicroSoy® Corporation, said the product contains 43 percent toasted MicroSoy® flakes, 41 percent potato flakes, and a mixture of flavorings, powders, salt and other ingredients.

The blend satisfies the taste desires of potato fans, and at the same time offers a low-carbohydrate benefit with only nine net carbs per serving, Moizuddin explained. MicroSoy® Corporation toasts the MicroSoy® flakes at its Jefferson plant, then ships them to a plant in St Paul, MN, where they are blended with potato flakes.

Rather than tasting like soy, toasted MicroSoy® flakes have a smooth, sweet-nutty flavor. Taste tests of the blend at Iowa State University have proved favorable for flavor, texture and appearance.

MicroSoy® R&D researcher Stanley Prawiradja, in a recent article in a *Food Ingredient News* newsletter, explained that with a 40 percent substitution of MicroSoy® flakes in a potato flake blend, the carb content is reduced by 26 percent and the soy protein content is boosted by 3.5 grams. The U.S. Food and Drug Administration recommends 25 grams of soy protein per day for heart health and lower cholesterol, R&D manager Moizuddin said.

The new I.M. Healthy product will be premiered in Japan at a food products show there later this month, with a goal of subsequently opening export shipments to distributors in that nation from the St Paul manufacturer.

Another toasted MicroSoy® flake product—a semi-sweet blend of 35 percent toasted MicroSoy® flakes, five percent rolled oats, four percent Rice Krispies, and honey—offers considerable potential as a snack food and as a "fried ice cream" or yogurt topping.

In its "crumbles" form as a topping, the blend proved popular among Jefferson-Scranton High School foods class students last Friday (see photo). Eleven students, instructors and administrators compared three forms of ice cream toppings: 100 percent toasted MicroSoy® flakes, a half-and-half blend of toasted MicroSoy® flakes and corn flakes, and 100 percent corn flakes.

The 100 percent toasted MicroSoy® flakes product was the strong favorite of the test group, in overall appearance, color, texture and flavor.

Another test was also conducted at the same session on the product as a fried chicken coating mix. In that comparison, the 50-50 blend of toasted MicroSoy® flakes and corn

flakes won out among the test group.

The semi-sweet blend, in addition to its "crumbles" topping form, also will be offered in a form of larger particles, up to about the size of CrackerJack. It can be mixed with snack foods, camping foods, trail mix and similar products. Still in its experimental stage, the ingredient in its several sizes and forms will be developed with a product manufacturer for commercial distribution.

The health benefits of the topping are significant. Two tablespoons (20 grams) of the crumbles blend topping on yogurt, as an example, provide 6.25 grams of soy protein.

MicroSoy® Corporation president and CEO Terry Tanaka said that MicroSoy® flakes, in their toasted or untoasted forms, can be incorporated into a wide range of foods: for instance, processed meats, pancakes, reduced-carb hot cereal, cereal bars, salad toppings, hummus, cheesecake, bread, pie crust, soups, sauces and fried rice, in addition to their original use in soy milk manufacture.

Toasted MicroSoy® Flakes are available in both organic and non-organic forms.

At the Iowa State Fair this coming August, MicroSoy® Corporation will sponsor a food division competition, with the company providing toasted MicroSoy® flakes for competitors. MicroSoy® Corporation will offer prizes for the best recipes used in the competition, and the winning recipes will then be available to the company in market toasted MicroSoy® flake products.

MicroSoy® Corporation, in addition to an attractive new brochure package about the company and its products, has updated its website to be more reflective of its emphasis on ingredient manufacturing. The web address is www.microsoyflakes.com.