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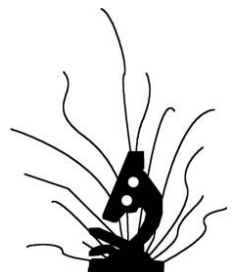
Issued By: NutriCore NorthEast, Inc.

**NutriCore NorthEast, Inc. Commits \$25,000 for Penn State University Research**

YORK, PA. – September 23, 2004 – The National Center of Excellence in Foods and Nutrition Research (NutriCore NorthEast) has committed \$25,000 for Penn State University to research the development of a method for discrimination and identification of probiotic bifidobacteria in dairy products.

Penn State University's Department of Food Sciences will engage in research to enhance the use of probiotics in dairy and non-dairy foods by development of methods to enhance viability during product manufacture and storage and to identify probiotic Bifidobacterium isolates so manufacturers have a reliable, accurate tool to confirm culture identity and to assure product quality. Ultimately this research will identify and categorize the various types of good bacteria in active yogurt cultures to evaluate which best survive temperature extremes. This will allow frozen or freeze dried items to have the same health benefits as refrigerated live yogurt cultures.

Dr. Bob Roberts, Associate Professor of Food Science, will head up the research team. Dr. Roberts has been with PSU since 1991 and has received the Distinguished Service Award from the Pennsylvania Association of Milk, Food and Environmental Sanitarians. He is involved with the American Dairy Science Association, Institute of Food Technologists, International Association of Milk, Food and Environmental Sanitarians, Inc. and the American Society for Microbiology. "I am pleased to be the recipient of the first research grant offered by the Nutricore project. The research we are initiating has the potential to make important contributions to the understanding of probiotic microorganisms. The start-up funding provided by Nutricore will greatly enhance our ability to conduct our research." – Dr. Roberts.



# NutriCore NorthEast, Inc.

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“I wish to congratulate Dr. Roberts on being chosen for our first research project,” stated Darrell Auterson, NutriCore NorthEast President. “I also wish to thank the members of NutriCore NorthEast’s Advisory Committee for evaluating Dr. Robert’s proposal and recognizing the potential industry benefits that will be derived from this research. This is at the heart of NutriCore’s purpose.”

NutriCore NorthEast is funded by a collaboration of 20 stakeholders including food manufacturers, public and private sector community leaders, business leaders and the Ben Franklin Technology PARTners. The Pennsylvania hub is affiliated with 5 other centers in California, Indiana, Kansas, South Carolina and Texas.

The mission of NutriCore is to provide the foods industries with the collaborative resources to perform health and nutrition R&D, provide industry with centralized resources to identify leading edge projects and researchers and to directly provide industry with representation and collaboration with the FDA, the CDC, USDA, NIH, HHS and related federal agencies on issues of nutrition development.

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