



STN is operated in North America  
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## STN Database Summary Sheet

**FOMAD (Foodline® Market)** is a bibliographic database providing detailed analyses of international food and drink markets, identifying key market players, highlighting new product launches, assessing consumer attitudes and retail trends, and tracking company news.

Key market and company information, including sales figures, market shares, consumer trends, advertising spends, production and trade statistics, and industry developments worldwide, is offered in a timely and easily accessible source.

Records contain bibliographic information, indexing terms, and abstracts.

FOMAD corresponds in part to Food Market Abstracts.

### Subject Coverage

- Advertising Expenditures
- Bakery and Cereal Products
- Beverages and Soft Drinks
- Chocolate and Confectionery Products
- Dairy Products
- Fats and Oils
- Food Additives and Ingredients
- Food Packaging Trends
- Frozen, Chilled, and Ambient Temperature Foods
- Fruits, Vegetables, and Nuts
- Market Shares
- Meat, Fish, and Poultry
- Pet Foods
- Production and Trade
- Statistics
- Retail and Consumer Trends
- Sales and Consumption Figures

### Sources

- Journals
- Market Reports
- Statistical Publications

### File Data

- 1982 to the present
- More than 214,583 citations (10/05)
- Updated twice a week
- Automatic current-awareness searches (SDIs) are run weekly

### User Aids

- FOMAD Thesaurus (printed and online) (available from the producer)
- Online helps (HELP DIRECTORY lists all help messages available)
- STNGUIDE

### Database Producer

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## FOMAD

### Search and Display Field Codes

There are no fields that allow left truncation in this file.

| Search Field Name   | Search Code      | Search Examples  | Display Codes  |
|---|------------------|--|----------------|
| Basic Index (contains single words from the title (TI), abstract (AB), controlled term (CT), and geographic term (GT) fields) | None<br>(or /BI) | S BAKED BEANS<br>S WINE (L) MARKET?<br>S ARGENTINA AND HONEY | AB, CT, GT, TI |
| Accession Number<br>Author  | /AN<br>/AU       | S 310028/AN<br>S MAXWELL J?/AU<br>S BARNARD, S/AU            | AN<br>AU       |
| Controlled Term <b>(1,2)</b>  | /CT              | S CONFECTIONERY/CT<br>S MARINE OILS/CT                       | CT             |
| Controlled Word   | /CW              | S ANTIOXIDANT/CW   | CT             |
| Data Entry Date <b>(3)</b>  | /DED             | S DED>SEP 1998   | DED            |
| Document Type (code and text)   | /DT<br>(or /TC)  | S JOURNAL/DT<br>S L1 AND J/DT                                | DT             |
| Entry Date <b>(3)</b>   | /ED<br>(or /UP)  | S L7 AND ED>19990501   | ED             |
| Geographic Term   | /GT              | S CANARY ISLANDS/GT<br>S UK/GT                               | GT             |
| Journal Title   | /JT              | S BEVERAGE INDUSTRY/JT                                       | JT, SO         |
| Language (ISO code and text)  | /LA              | S ENGLISH/LA<br>S DE/LA                                      | LA             |
| Publication Year <b>(2)</b>   | /PY              | S 1997-1998/PY   | PY, SO         |
| Source (contains journal title, publication year, collation information (volume, issue, pagination), and ISSN)                | /SO              | S CHOCOLATE CONFECTIONERY/SO AND<br>PY=1998                  | SO             |
| Subject Heading (code and text)   | /SH              | S A/SH<br>S "BAKERY AND CEREAL PRODUCTS"/SH                  | SH             |
| Title   | /TI              | S MEAT MARKET/TI   | TI             |

**(1)** An online thesaurus is available for this field.

**(2)** Useful descriptors include: Advertising, Company Profile, Consumer Attitudes, Consumer Preferences, Consumer Profile, Consumption, Distribution, Exports, Forecasts, Growth, Imports, Market Share, Retail, Sector Share, Trends, and Value.

**(3)** Numeric search field that may be searched with numeric operators or ranges.

## Controlled Term (/CT) Thesaurus

All Relationship Codes can be used with both the SEARCH and EXPAND command in the Controlled Term (/CT) field.

| Code     | Content  | Examples  |
|----------|--|---|
| ALL      | All associated terms<br>(BT, SELF, NOTE, USE, UF, NT, RT)    | S REFRIGERATORS+ALL/CT<br>E SALAD DRESSINGS+ALL/CT<br>E CANDIED FRUIT+AUTO/CT |
| AUTO (1) | Automatic Relationship<br>(SELF, USE, UF)                    | E SKIMMED MILK+BT/CT  |
| BT       | Broader Terms<br>(BT, SELF)                                  | E INSTANT COFFEE+HIE/CT   |
| HIE      | Hierarchy (all Broader and Narrower Terms)<br>(BT, SELF, NT) | E ARTICHOKES+NOTE/CT  |
| NOTE     | Term with Scope Note<br>(SELF, NOTE)                         | E EGG PRODUCTS+NT/CT  |
| NT       | Narrower Terms<br>(SELF, NT)                                 | S MARKETING+RT/CT   |
| RT       | Related Terms<br>(SELF, RT)                                  | E DELICATESSEN FOODS+UF/CT  |
| UF       | Forbidden Terms<br>(SELF, UF)                                | E DRINK INDUSTRY+USE/CT   |
| USE      | Preferred Terms<br>(SELF, USE)                               |   |

(1) Automatic Relationship is SET OFF. When SET REL is ON, the result of EXPAND or SEARCH without any relationship code is the same as described for AUTO.

## Thesaurus Field Descriptors

| Code | Description                    |
|------|--------------------------------|
| →    | Self                           |
| BT   | Broader Term                   |
| NOTE | Scope Note                     |
| NT   | Narrower Term                  |
| RT   | Related Term                   |
| UF   | Used For Term (Forbidden Term) |
| USE  | Use (Preferred) Term           |

## FOMAD

### DISPLAY and PRINT Formats

Any combination of formats may be used to display or print answers. Multiple codes must be separated by commas or spaces, e.g., D L1 1-10 TI AU. The fields are displayed or printed in the order requested.

Hit-term highlighting is available for all fields. Highlighting must be ON during SEARCH in order to use the HIT, KWIC, and OCC formats.

| Format  | Content   | Examples  |
|---|---|---|
| AB<br>AN (1)<br>AU<br>CT (1)<br>DED (1)<br>DT (TC) (1,2)<br>ED (UP) (1,2)<br>GT (1)<br>JT (2)<br>LA (1)<br>PY (1,2)<br>SH (1)<br>SO<br>TI (1) | Abstract<br>Accession Number<br>Author<br>Controlled Term<br>Data Entry Date<br>Document Type<br>Entry Date<br>Geographic Term<br>Journal Title<br>Language<br>Publication Year<br>Subject Heading<br>Source<br>Title   | D AB 1-5<br>D AN<br>D AU<br>D CT,SH<br>D DED<br>D DT<br>D ED<br>D GT<br>D JT<br>D LA, SL<br>D PY<br>D SH<br>D SO TI<br>D TI |
| ABS<br>ALL<br>BIB<br>DALL<br>IALL<br>IBIB<br>IND (1)<br>SCAN (1,3)<br>TRIAL (TRI, SAMPLE,<br>SAM) (1)   | AN, AB<br>AN, TI, AU, SO, LA, AB, SH, CT, GT, DED<br>AN, TI, AU, SO, LA (BIB is the default)<br>ALL, with delimiter for post-processing<br>ALL, indented with text labels<br>BIB, indented with text labels<br>AN, SH, CT, GT<br>TI, CT (random display without answer numbers)<br>TI, SH, CT, GT | D ABS<br>D ALL<br>D BIB<br>D DALL<br>D IALL<br>D IBIB<br>D IND<br>D SCAN<br>D TRI TOTAL                                     |
| HIT<br>KWIC<br>OCC  | Fields containing hit terms<br>Hit terms with 20 words on either side (KeyWord-In-Context)<br>Number of occurrences of hit terms and fields in which they occur   | D HIT<br>D KWIC NOH<br>D OCC  |

(1) No online display fee for this format.

(2) Custom display only.

(3) SCAN must be specified on the command line, i.e., D SCAN or DISPLAY SCAN.

## SELECT, ANALYZE, and SORT Fields

The SELECT command is used to create E-numbers containing terms taken from the specified field in an answer set.

The ANALYZE command is used to create an L-number containing terms taken from the specified field in an answer set.

The SORT command is used to rearrange the search results in either alphabetic or numeric order of the specified field(s).

| Field Name                    | Field Code | ANALYZE/<br>SELECT (1) | SORT |
|-------------------------------|------------|------------------------|------|
| Abstract                      | AB         | Y (2)                  | N    |
| Accession Number              | AN         | Y                      | N    |
| Author                        | AU         | Y                      | Y    |
| Citation                      | CIT        | Y (3,4)                | N    |
|                               | RE         | Y (3,4)                | N    |
| Controlled Term               | CT         | Y                      | N    |
| Data Entry Date               | DED        | Y                      | Y    |
| Document Type                 | DT         | Y                      | Y    |
| Entry Date                    | ED         | Y                      | Y    |
| Geographic Term               | GT         | Y                      | Y    |
| Journal Title                 | JT         | Y                      | Y    |
| Language                      | LA         | Y                      | Y    |
| Occurrence Count of Hit Terms | OCC        | N                      | Y    |
| Publication Year              | PY         | Y                      | Y    |
| Source                        | SO         | Y                      | Y    |
| Subject Heading               | SH         | Y                      | Y    |
| Title                         | TI         | Y (default)            | Y    |
| Treatment Code                | TC         | Y (5)                  | Y    |
| Update Date                   | UP         | Y (6)                  | Y    |

- (1) HIT may be used to restrict terms extracted to terms that match the search expression used to create the answers set, e.g., SEL HIT CT.  
 (2) Appends /BI to the terms created by SELECT.  
 (3) Extracts the first author, publication year, volume, and first page with a truncation symbol appended and with /RE appended to the terms created by SELECT.  
 (4) SELECT HIT and ANALYZE HIT are not valid with this field.  
 (5) Appends /DT to the terms created by SELECT.  
 (6) Appends /ED to the terms created by SELECT.

**FOMAD****Sample Records****DISPLAY IALL**

ACCESSION NUMBER: 321790 FOMAD  
 TITLE: Ice cream lovers are trading up. (Australian ice-cream market.)  
 AUTHOR: White L.  
 SOURCE: Foodweek and Liquor Week, 1998, (September 22) (1480), 8-9  
 LANGUAGE: English  
 ABSTRACT: Data on Australia's ice-cream market are given in this two-page article. Total ice-cream sales in the route, grocery and foodservice sectors are worth about A\$1.2 billion. The grocery sector accounts for about 50% of total sales. Corporate shares by value of grocery sales are given for Nestle Dairy Products (19%), Unilever (16%), Cadbury's Peters & Brownes (7%) and Bulla (14%); own-brands and generics account for a further 20% of total sales. Corporate shares by volume are also given for Nestle Dairy Products (16%), Unilever (9%), Peters & Brownes (7%) and Bulla (10%); own-brands/generics account for a further 36% of sales. Impulse sales are worth about A\$400m. Unilever's Magnum brand accounts for 29% of impulse ice-cream sales. In the take-home sector, vanilla flavour accounts for 55% of sales. Per capita consumption of ice cream is about 18 litres in Australia, compared with 20-22 litres in the US, and 6-8 litres in most (not specified) European countries. Marketing activities are discussed.

SUBJECT HEADING: E DAIRY PRODUCTS  
 CONTROLLED TERM: 1998; AUSTRALIA; BRAND SHARE; CONSUMPTION; DAIRY PRODUCTS; FROZEN FOODS; ICE CREAM; MARKET SHARE; OWN BRANDS; PER CAPITA; RETAILING; SECTOR SHARE; STATISTICS; VALUE

GEOGRAPHIC TERM: AUSTRALIA  
 DATA ENTRY DATE: 7 Oct 1998

**DISPLAY BIB**

AN 321772 FOMAD  
 TI Russian withdrawal from tea market sparks crisis. (World tea production.)  
 AU Poole A.  
 SO Public Ledger, 1998, (September 14-20) (72083), 3  
 LA English

## EXPAND in /CT Thesaurus

=&gt; E WINE+ALL/CT

```
E1      18644  BT2  BEVERAGES/CT
E2      14080  BT1  ALCOHOLIC BEVERAGES/CT
E3       5509  -->  WINE/CT
        NOTE Use for wines produced from grapes. For wines
        from other produce, create a compound term, e.g.
        barley wine, fruit wines, peach wine, etc.
E4         6   NT1  ALCOHOL FREE WINE/CT
E5        12   NT1  ALSACE WINE/CT
E6        21   NT1  AOC WINE/CT
E7        22   NT1  BEAUJOLAIS WINE/CT
E8        10   NT2  BEAUJOLAIS NOUVEAU WINE/CT
E9        42   NT1  BORDEAUX WINE/CT
E10       63   NT1  BOXED WINE/CT
E11        8   NT1  BURGUNDY WINE/CT
E12       21   NT1  CANNED WINE/CT
E13        7   NT1  FRENCH WINE/CT
E14        7   NT1  HOME BREW WINE/CT
E15       10   NT1  LITE WINE/CT
E16       64   NT2  LOW ALCOHOL WINE/CT
E17       64   NT1  LOW ALCOHOL WINE/CT
E18        6   NT1  MUSCADET/CT
E19       11   NT1  ORGANIC WINE/CT
E20      149   NT1  RED WINE/CT
E21       42   NT1  RIOJA WINE/CT
E22       75   NT1  ROSE WINE/CT
E23      931   NT1  SPARKLING WINE/CT
E24       66   NT2  CAVA/CT
E25      689   NT2  CHAMPAGNE/CT
E26        5   NT3  ROSE CHAMPAGNE/CT
E27       84   NT2  SEKT/CT
E28       18   NT1  STILL WINE/CT
E29       13   NT1  SWEET WINE/CT
E30       62   NT1  TABLE WINE/CT
E31       13   NT1  VIN DE PAYS WINE/CT
E32       12   NT1  VINHO VERDE/CT
E33      152   NT1  WHITE WINE/CT
E34        5   RT   FLAVOURED WINES/CT
E35      213   RT   FORTIFIED WINES/CT
E36       34   RT   FRUIT WINES/CT
E37      313   RT   WINE COOLERS/CT
E38      165   RT   WINE INDUSTRY/CT
E39        9   RT   WINE KITS/CT
*****  END  *****
```