



DETAILED 2018 SEMINAR INFORMATION

SEMINAR A - Discover the potential of using Sensory Insights throughout the new product development process.

Karen Graves, Senior Account Manager – Bell Flavors and Fragrances Canada

Sensory Insight professionals guide new product development by designing, conducting, and analyzing data from Consumer and Sensory research. To enable a successful new product launch, it is critical for cross-functional teams to involve Sensory Insights early in the product development process. This presentation will discuss a strategic approach to integrate Sensory Insights with Marketing and Research & Development teams. The discussion will include a review of common Sensory and Consumer Methods, example strategic plans, and conversation thought starters to expedite decisions with cross functional teams.

Assigned Time: 1:30-2:30pm

SEMINAR B - Predicting Production Yield and Waste using Water Activity

Dr. Brady Carter, Director of Food Science – METER Group, Inc.

Raw materials are the biggest cost in food manufacturing. To be successful, manufacturers must find and reduce waste. Today, most food is sold on a weight basis, meaning that wasted materials are simply lost revenue. Unfortunately, waste is tough to measure. In order to get reliable numbers, you have to accurately calculate your yield index—maximum production yield minus actual production yield. And maximum production yield is difficult to measure.

Most companies don't have access to the expensive and complex modeling software that can predict yields. And time-honored methods like scooping up and weighing the scrap don't yield accurate values. A new method proposed by Dr. Brady Carter can help solve the problem. The method uses data already collected by many manufacturers to calculate directly maximum production yield, batch by batch, using a moisture sorption isotherm. It only requires three inputs: initial weight, initial moisture content, and final water activity. In this presentation, Dr. Carter will show how this new method was used to track waste in a product produced by a university-run pilot plant, and how it can be used by attendees to identify and reduce waste in their own operations.

Assigned Time: 2:45-3:45pm



SEMINAR C - Vitality Through Nutrition – Helping Consumers Live Life to the Fullest

Michael Q Kemp, Ph.D., RD, Manager of Nutrition – Kerry

Today's consumers are busier than ever. Daily stress, poor diet and other factors can contribute to a lack of energy affecting consumers' overall health and wellness. This session will explore how food, beverage and supplement manufacturers can capture the growing demand for products that support healthy, sustained energy and vitality. Discover the latest consumer insights and nutrition research, demonstrating the positive impact of natural, clean-label functional ingredients.

Michael Q Kemp, Ph.D., RD is currently the Manager of Nutrition at Kerry where he is an expert at identifying novel nutrition benefits, and translating those from the “lab bench to the park bench”. He has a diverse background in environments such as dietary supplement industry, critical care hospitals, Division IA athletics programs, and corporate health and wellness. Michael lives in Wisconsin where he can be found riding his bike and contemplating the next big food to delight and nourish you!

Assigned Time: 2:45-3:45pm

SEMINAR D - Pea Protein and Functionality for meat and meat analogues

Rick Ray, Director of Food Technology - Axiom Foods Inc.

The seminar will include a preliminary general overview of plant proteins and their application in food, then delve into the specifics of the topic, including: gel strength, water holding capacity, emulsifying capacity, and emulsion stability

Rick Ray is Director of Food Technology at Axiom Foods. He has over 37 years of food science experience. He started as a food technologist with Baskin Robbins, then went to work for a flavor company and became a certified flavor chemist. He went into flavor sales, but never strayed too far from the lab and developing new technologies. After many years in the flavor world, he went back to ingredients - sweetener modifiers and grain sciences. New technologies and new ingredient applications are his forte. He is a member of the American Chemical Society and The Master Brewers Association of America.

Assigned Time: 1:30-2:30pm