



Workshop: Sensory and Instrumental Techniques for Measuring Food Flavor and Aroma - June 26, 2009, Winnipeg, MB

**Hosted by the Richardson Centre for Functional Foods & Nutraceuticals and
Agriculture & Agri-Food Canada**

Co-Chairs: Dr. Peter Jones, RCFFN and Dr. Nancy Ames, AAFC

Workshop Description: The rapidly evolving field of food flavor and aroma research holds an important role in developing products that achieve high quality standards and consumer acceptability. This workshop explores the measurement of flavor and aroma characteristics throughout the continuum from consumer hedonics, quantitative sensory analysis, instrumental techniques and component chemistry. The seminar session features an up-to-date discussion of techniques used by industry and research for evaluating, quantifying and understanding flavor and aroma in a variety of food applications. Advances in sensory analysis, electronic nose technology, gas chromatography/olfactory detection and flavor chemistry will be discussed and demonstrated by leading scientists and industry representatives.

Workshop Outcome: The objective of this workshop is to improve your understanding of sensory, instrumental and analytical techniques used to measure aroma and flavor; provide you with highlights from current flavor and aroma research using examples from a variety of food products; and facilitate opportunities for you to discuss issues with experts and share ideas with colleagues. This workshop will primarily be seminar format with a demonstration component. Participants will receive printed material to supplement the oral presentations.

Who Should Attend: This workshop will be of interest to individuals involved in advancing food research, product development, flavor chemistry as well as those in the quality control area. Scientists, chemists, product development specialists, students and other individuals from research and industry interested in learning more about techniques available to measure and understand food flavor and aroma attributes are encouraged to participate.



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AGENDA

8:00	REGISTRATION
8:30 - 9:00	The Role of Flavor and Aroma Evaluation in Functional Food Development and Marketing - <i>Dr. Peter Jones, Director, Richardson Centre for Functional Foods & Nutraceuticals, Winnipeg, MB.</i>
9:00 - 9:40	Utilizing Consumer Preference Testing to Optimize Product Aroma and Flavor - <i>Dr. Beverly Watts, Senior Scholar, Department of Human Nutritional Sciences, University of Manitoba, Winnipeg, MB.</i>
9:40 - 10:10	Descriptive Sensory Analysis Techniques for Quantitative Measurement of Flavor and Aroma - <i>Dr. Linda Malcolmson, Director of Special Crops, Oilseeds & Pulses, Canadian International Grains Institute, Winnipeg, MB.</i>
10:10 - 10:30	BREAK
10:30 - 11:10	Methodologies to Implement a Routine Odor Test Based on Electronic Nose for Process Quality Monitoring of Various Food Products - <i>Cyndi Weyler, Analytical Sales, London Scientific Limited, London, Ont., and Fabien Pedretti, Alpha M.O.S.</i>
11:10 - 11:50	Case Study: Assessing Aroma Characteristics in Grain Products Using Sensory and Instrumental Techniques - <i>Dr. Nancy Ames, Research Scientist, Cereal Research Centre, Agriculture & Agri-Food Canada, Winnipeg, MB.</i>
11:50 - 12:30	LUNCH (provided at RCFFN)
12:30 - 1:10	Finding the Biochemical Basis for Variation in Flavor and Aroma Profiles - <i>Dr. Michel Aliani, Director, Weston Sensory & Food Research Centre, University of Manitoba, Winnipeg, MB</i>
1:10 - 1:50	Olfactory Detection and Relationship with Sensory Analysis - <i>Dr. Charles Forney, Research Scientist, Atlantic Food and Horticulture Research Centre, Agriculture & Agri-Food Canada, Kentville, N.S.</i>
1:50 - 2:00	BREAK
2:00 - 3:00	Utilization of GCO: Case Studies and Demonstration - <i>Dave McLachlan, Canadian Food Inspection Agency, Dartmouth, N.S.</i>
3:00	WINE & CHEESE RECEPTION



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REGISTRATION FORM

(Registration deadline: June 19, 2009)

Please fax or mail the completed registration form to:
Jen Gustafson, Fax: (204) 474-7552
196 Innovation Drive, University of Manitoba, Winnipeg, MB R3T 6C5

Name: _____

Organization: _____

Address: _____

Phone Number: _____ **Fax:** _____

E-mail: _____

Payment by Mastercard , Visa or Cheque? (cheques payable to The University of Manitoba)

Card Number: _____ **Exp. Date** _____

Workshop Fee: \$100.00 (includes coffee breaks, lunch, wine and cheese reception and workshop materials).

Student Rate: \$50.00 (includes above)



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LOCATION & ACCOMMODATION

The Workshop Location:

The Richardson Centre for Functional Foods & Nutraceuticals
196 Innovation Drive, University of Manitoba, Fort Gary Campus *Smartpark**
Winnipeg, Manitoba

*For a map of the *Smartpark* please visit website

<http://www.umanitoba.ca/maps/smartpark/>

Parking on-site rate: \$8 / day or \$2 / 2 hours. Pay & Display Machines accept coin and major credit cards.

Hotel Accommodation Suggestions:

Please contact hotel directly for reservation.

Inn at the Forks
75 Forks Market Road
Tel: (204) 942-6555
Toll-free: 1-877-377-4100
<http://www.innforks.com/>
distance: 11.0 km

Best Western Pembina Inn & Suites
1714 Pembina Highway
Tel: (204) 269-8888
Toll-free: 1-800-780-7234
<http://www.bestwestern.com>
distance: 3.2 km

Canad Inns Fort Garry
1824 Pembina Highway
Tel: (204) 261-7450
Toll-free: 1-888-332-2623
<http://www.canadinns.com/fortgarry/>
distance: 2.8 km

Holiday Inn Winnipeg South
1330 Pembina Highway
Tel: (204) 452-4747
Toll-free: 1-887-660-8550
<http://www.winnipegsouthholidayinn.com/>
distance: 4.7 km



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QUESTIONS?

Workshop Inquiries:

For payment or registration questions, please contact:
Jen Gustafson
Email: gustafsj@cc.umanitoba.ca

For questions about workshop content, please contact:

Dr. Nancy Ames
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Dr. Peter Jones
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