Summary of Accomplishments

October 2011 – February 2012
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Letter from the Executive Vice President

It has been four months since we were together with our colleagues at the Strategy Retreat in Virginia! I have heard from many of you and our colleagues since then...thank you for your positive comments. Your excitement about IFT’s success formula as a strategic lens for growth and development is shared by the staff, and we look forward to working with you and other volunteer leaders to bring our success formula to life!

During the March BOD meeting, we will revisit our retreat outcomes, discuss how to assess our current and future initiatives with the success formula, decide on priorities for next year, conduct our “regular” business and honor Daryl Lund for his leadership and stewardship for our peer reviewed publications. We will be busy!

I hope many of you will be able to attend the Wellness Conference following the board meeting. Now in its fifth year, Wellness has become an important event for IFT and for the profession.

As you prepare for the meeting, please call if you’d like to discuss any items described in my report...a lot has been happening as you will read!

Happy Almost Spring and See You Soon!
My best,

Barbara
IFT Four Strategic Roles/Goals

**Steward for the Profession and its Community**
Provide learning, networking, and leadership development experiences that enable food science and technology professionals to become leaders in the global food science community.

**Research Champion and Innovation Catalyst**
Champion emerging sciences and foster technology development, application, and transfer to increase funding for food related research and to support innovation in food science.

**Influential Advocate and Trusted Spokesorganization**
Engage in advocacy and communication efforts that enhance recognition of the profession and result in increased understanding and application of the science of food.

**Global Citizen and Partner**
Proactively contribute to, and be a partner for, the global advancement and application of the science of food.
Annual Operating Plan 2011-2012

The 2011-2012 Annual Operating Plan is based on the priorities identified by the Board of Directors during the March 2011 meeting. It is linked to the fiscal year budget and is the basic roadmap for the year.

However, there are several new activities planned for FY 11-12. These are programs emanating from various divisions, with leadership champions and financial support from division reserves. All tie to IFT’s mission and goals and provide clear benefits to members.

The plan is organized into four sections, highlighting the distinct nature and scope of the proposed objectives:

**Strategy Retreat**

**New Program Development**
- These are programs proposed and financially supported by divisions and reserve funds
- These have been approved by the Division Transition Task Force and the Finance Committee Meeting the criteria for mission relevant, member value/benefit activity
- Staff have contributed to the program approach and objectives via the reserve funding dialogue
- Each has leadership and financial support from the originating division

**Implementation Priorities**
- Complete work already in progress
- Initiate implementation of recently approved recommendations

**Core Program Activities**
- Enhancements or improvements to core IFT programs
- Not all existing core work is listed
FREE-B Pilot Program

We are currently under contract with the FDA to conduct a small pilot program for the Food Related Emergency Exercise Bundle (FREE-B). Released in July, 2011 by the U.S. Food and Drug Administration, the FREE-B toolkit is set of five tabletop exercise scenarios, available online, based on both intentional and unintentional food contamination events. FREE-B is designed to assist stakeholders in assessing their food emergency response plans, protocols, and procedures, or to assist in the revising or development of a food emergency response plan.

The intent of the RFP was to provide funding support for state and local organizations to conduct a FREE-B exercise so that FDA could learn more about how the tool is being used and obtain feedback on how the tool can be updated in the future to effectively support stakeholder needs.

Each recipient listed below will receive up to $5,000.00 to support day-of-event and limited lead-up planning assistance. All exercises will be completed by June 2012.

State Based Recipients:
- Colorado Department of Public Health and Environment
- Connecticut Department of Public Health
- Georgia Department of Agriculture
- Illinois Department of Public Health
- Iowa Department of inspection and Appeals
- Minnesota Department of Agriculture
- New York State Department of Health /Michigan Department of Community Health
- Virginia Department of Health

Local Public Health Agency Recipient:
- Uncas Health District (Connecticut)

In addition to the pilots, we created a promotional video for FDA to use to promote the availability of the modules.

http://www.youtube.com/watch?v=9AgX0zdmDMg
**Pew Charitable Trusts**

IFT and Pew Charitable Trusts have now completed the second of three invitation-only workshops on additives. The proceedings of the first workshop entitled “Enhancing FDA’s Evaluation of Science to Ensure Chemicals Added to Human Food are Safe” were published in the November issue of *Comprehensive Reviews in Food Science and Food Safety (CRFSFS)*. A summary of the report was also published in the November issue of *Food Technology*. The second workshop entitled “Perspectives on FDA’s Exposure Assessment to Ensure Substances Added to Human Food are Safe” was held on November 17-18. These proceedings will be published in the March issue of CRFSFS. The third and final workshop is scheduled for April 19-20. Future partnership opportunities with Pew are being explored.

**United States Pharmacopeia**

IFT and the United States Pharmacopeia (USP) will jointly sponsor a workshop on probiotics on May 9-10, 2012 at USP’s headquarters in Rockville, MD. This workshop will provide the platform for stakeholder discussion on the development and improvement of standards for verifying the identity and authenticity of probiotic organisms in food. Both organizations will work together to align promotional efforts.

**Opportunities to Present Comments**

IFT presented oral comments in November and submitted written comments in January to FDA/FSIS’s call for comments on approaches to reduce sodium consumption. Our comments focused on four areas: (1) Sodium reduction technological innovations and challenges; (2) Monitoring sodium content for assessing sodium reduction initiatives; (3) Establishing and meeting voluntary sodium reduction targets; and (4) Communications crossroads: Government, food industry and consumers. IFT emphasized the importance of investing in food science and technology research and development to stimulate meaningful, safe, and sustainable impacts on sodium intake in the United States.

In February, IFT gave oral comments at the National Institute of Food and Agriculture (NIFA) Agriculture and Food Research Initiative (AFRI) Stakeholder Listening Session. The purpose of this listening session was to obtain stakeholder input and comments for consideration in developing the Fiscal Year (FY) 2013 AFRI solicitations. Our comments focused on our concern of the lack of funding opportunities for areas considered highly important among food scientists and urged NIFA to consider the benefits of including food science-related research when the RFA topics for 2012 and 2013 are developed.
Sodium Reduction Initiatives

IFT is actively pursuing opportunities to provide scientific perspective and practical product development expertise; specifically as Codex Alimentarius puts forth standards, the United States Food and Drug Administration considers establishing targets, and as other countries develop, implement, or evaluate their sodium reduction initiatives. To facilitate further science-based gradual, stepwise sodium reductions in the food supply, IFT is developing a sodium reduction strategy. Our primary objective is to elevate the role of food science and technology innovations and challenges in sodium reduction initiatives at the national and international levels and ensure food scientists and technologists play a critical role in establishing safe, commercially viable, and gradual sodium reduction targets. At this year’s AMFE, there will be a late-breaking session on “Stimulating Sodium Reduction Innovations & Overcoming Technological Challenges.” IFT is working with the FDA to develop this session.

AAAS Report on FY ’13 R&D Funding

Since 1976, the American Association for the Advancement of Science (AAAS) has published an annual report analyzing R&D in the proposed federal budget in order to provide timely and objective information about the Administration’s plan for the coming fiscal year. Two years ago, IFT was asked to help launch a new Chapter 27 titled, “Food, Nutrition, Agriculture, and Natural Resource Sciences.” IFT will once again co-author this chapter for FY 2013. The book will be available in late April.

Speaking Opportunities

Several speaking opportunities were identified for members recently:

- Ray Winger’s presentation on “The rationale for and challenges of reducing salt in foods” at the International Food Workshop in Chapeco Santa Catarina Brazil in November 2011.
- Janet Collins presented at FDLI’s annual Food Week on the topic of “International regulatory harmonization” on January 26th.
- Eric Decker will be the guest speaker at the National C-FAR Hill Research Seminar Series covering the subject, “Do processed foods have a place in a healthy diet?” on March 5th.

Nominations and Appointments

Agriculture Secretary Tom Vilsack has announced the appointment of eight members and one alternate member to the National Agricultural Research, Extension, Education, and Economics (NAREEE) Advisory Board. Mark R. McLellan, past IFT President and Vice President of Research & Dean of the School of Graduate Studies at Utah State University in Logan, has been appointed and will represent national food science organizations.
Grants & Contracts

IFT continues to lead in the area of food product tracing with several on-going initiatives with regulators, industry, and academia. In the most high profile contract where IFT is leading the FSMA-mandated FDA food product tracing pilots, hundreds attended the three stakeholder input sessions held in Seattle, WA, Washington, DC, and Chicago, IL. About 80 food companies, from growers through food service and retail, are participating in the pilots, along with 50 subject matter experts on various panels. The final report with lessons learned from the pilots and recommendations for improving food product traceability will be submitted to the FDA by June, 2012.

IFT’s Traceability Improvement Initiative (TII), funded by BASF Health & Nutrition, Underwriters Laboratories and the Fisheries Scholarship Fund of the National Fisheries Institute, held the third Traceability Research Summit in November 2011 in Chicago, IL. Proceedings from these meetings, which include industry, regulators, academics, and other stakeholders, will be published in a special supplement of the *Journal of Food Science*.

The ongoing National Center for Food Protection and Defense (NCFPD) grant has so far resulted in the participation of real-world food processing and packaging companies collecting and supplying their traceability data to IFT. This data is being used to test the ability of technology solutions to share data (interoperability) in the event of a public health outbreak. IFT was invited to speak on this project at an annual NCFPD webinar series, where a record number of attendees (250) registered for this webcast. With TII’s support, results from this study will also be published in a special supplement of the *Journal of Food Science*. More information about all of IFT’s traceability-related initiatives can be found at http://www.ift.org/traceability

In credit to IFT’s leading role in food product tracing, several national and international organizations invited IFT (or its members) to speak, including the following:

- Interstate Shellfish Sanitation Conference Biennial Meeting in Seattle, WA
- Produce Marketing Association Product Traceability Initiative’s Leadership Council in Atlanta, GA
- Underwriter’s Laboratories Advisory Council in Chicago, IL
- Conference on Applications of EPCIS in Food Supply Chain Management in Oslo, Norway
- Western Growers Association webinar series
- IFT DC Section Webcast on Food Product Tracing in Washington, DC
Food and Agriculture Organization of the United Nations

In response to a request from FAO, two members with expertise in food safety and quality of packaging were identified and subsequently invited to take part in a consultants meeting to develop a coordinated research project (CRP) entitled “Application of Radiation Processing Technology in the Development of Advanced Packaging Materials for Food Products.” The CRP would be a joint activity of the Food and Environmental Protection Section of the Joint FAO/International Atomic Energy Agency and their colleagues in the Industrial Applications and Chemistry Section of the IAEA.

Our partnership with FAO was publically announced via news release February 2. The objective of the FAO – IFT Memorandum of Understanding is to facilitate cooperation between FAO and IFT in preventing and redressing the increasing risks associated with food safety and quality and their impact on public health and consumer protection. IFT members are responding with interest in potential opportunities potentially available through this new MOU.

Codex Committee on Nutrition and Foods for Special Dietary Uses

Represented by Codex Subject Matter Expert (CSME) Rosemary Walzem of Texas A&M University, IFT has been very active in the deliberations of the CCNFSDU. In November, she provided comments to the U.S. Delegation on its preliminary draft positions for the 33rd session of the CCNFSDU on: Proposed Draft Nutrient Reference Values (NRVs) for Nutrients Associated with Risk of Diet-Related Noncommunicable Diseases (NCDs) for the General Population; Proposed Draft Revision of the Guidelines on Formulated Supplementary Foods for Older Infants and Young Children (CAC/GL 8-1991); and Codex Standard for Follow-Up Formula (CODEX STAN 156-1987).

Walzem participated in the CCNFSDU meeting held in November in Germany. The committee accepted IFT’s proposal on docosohexaenoic acid and acknowledged the importance of DHA incorporation into “The Guidelines on Formulated Complementary Foods for Older Infants and Young Children.” In addition, IFT effectively intervened to reclassify extrusion cooking and enzymatic predigestion as “other” rather than “advanced” processing technologies in a developing guideline document on formulated complementary foods for older infants and young children. She is seeking input from members on ingredient and food pasteurization methodologies suitable for inclusion in this guideline. IFT continues to be active in this Committee and will be working in the coming months to further shape additional detailed input into the Committee’s deliberations, some of which are taking place via electronic working groups (eWGs).
Codex Committee on Contaminants in Foods

Represented by CSME Jim Coughlin of Coughlin & Associates, IFT is active in the work of this Committee, participating in eWGs on deoxynivalenol and its acetylated derivatives in cereals and cereal-based products, risk management options, maximum levels for lead, and revision of the risk analysis principles. Coughlin will participate in the Committee meeting in March in the Netherlands.

Codex Committee on Food Additives

Represented by CSME Rodney Gray of DSM Nutritional Products, IFT provided input received from IFT members to the Chair of an eWG addressing aspects of the General Standard on Food Additives (GSFA). Input addressed the technological justification of soy lecithin as an emulsifier, stabilizer, or thickener in certain food categories of the GSFA. Without this input, many provisions for this substance would be removed from this Codex standard. Gray will participate in the Committee meeting in China in March. Gray also provided input to the U.S. Delegation on the Discussion Paper on Mechanisms for Re-evaluation of Substances by JECFA, an agenda item of the upcoming meeting.

Codex Committee on Food Labeling

Represented by CSME Gloria Brooks-Ray of Exponent, IFT provided comments to an eWG on “non-addition claims for sugars and sodium, comparative nutrient content claims and claims for trans fatty acids,” responding to questions on the proposed draft amendments to the “Guidelines for Use of Nutrition and Health Claims.” Gloria and IFT staff member Sheila Fleischhacker will participate in the Committee meeting in Canada this May.

Codex Committee on Methods of Analysis & Sampling

Rosemary Walzem provided comments as IFT’s representative in an eWG on “use of decision trees to aid the selection of appropriate methods of analysis for dietary fibre.”
2012 Congressional Support for Science Award

The Congressional Support for Science Award (CSSA) was established by IFT in 2001. The nomination process for the 2012 Congressional Support for Science Award has been initiated. The deadline for nominations was January 20th. A jury will be selected to choose two members of the United States Congress in recognition of their achievements and efforts in making food-related policies that are based on sound science. A time and place for an award celebration will be confirmed shortly.

IFT Food Expo Innovation Awards

The call for entries for the sixth annual IFT Food Expo Innovation Awards opened in early March. Only companies exhibiting at the 2012 IFT Annual Meeting & Food Expo are eligible to enter. A panel of nine jurors will review qualified entries in April and the winners will be officially announced at the keynote session of the Annual Meeting in Las Vegas.

2012 Annual Meeting & Food Expo®

Registration

Registration will open on March 1, 2012.

Exhibit Booth Sales

As of March 1, 2012 a total of 1,869 10’x10’ exhibit booths were sold (99.8% of budget) representing 623 companies. The booth target for the Las Vegas meeting is 1,873. Three sales campaigns have been instituted to continue to increase booth sales.

Sponsorship Sales

As of March 1, 2012 the Annual Meeting and Food Expo sponsorship sales totaled $216,550 which is 72% of budget. The Annual Meeting and Food Expo sponsorship budget is $300,000.

2011 Annual Meeting Scientific Program

The 2011 Annual Meeting Scientific Program has been scheduled with the tireless help of over 175 track subpanel and Advisory Panel members. This year, IFT received 153 session proposals and only accepted 62% of those to fill our available session slots. We received a record number of 2,014 abstract submissions and accepted 72% as a result of new scheduling guidelines requiring higher scores. Traditionally 92% of all abstracts have been accepted.

Sunrise Session

The sunrise session offered at the IFT Annual Meeting and Scientific Program in prior years has been updated with additional topics (i.e., educational and consumer challenges and opportunities, along with U.S. and global legal and regulatory environments) for the 2012 IFT Annual Meeting.
New Program Enhancements

In an effort to capitalize on two years of Scientific Program improvements resulting in increased session attendance and higher ratings of quality programming, new programming will be launched in Las Vegas. One strategy is to further increase synergies between the Scientific Program and the Food Expo by offering non-scientific sessions from the Product Development & Ingredient Innovations track on the Expo floor in the Special Events Pavilion. Our goal is to provide additional business related educational programming as part of the Food Expo to better meet exhibitor and attendee needs.

These sessions include:
• Preparing for the Effect the Patent Reform Laws will have on Food Packaging R&D Strategy
• Organization and Management
• Partnering for Success with your Contract Manufacturer

For the first time, attendees can purchase either a print of digital version of the Book of Abstracts. The initial digital version will include a cover page, table of contents and the full abstracts, which are keyword searchable. It offers attendees quicker access to session information, makes the event “greener” by reducing paper usage and is a small, evolution step toward digital documentation at the Annual Meeting.

In an effort to increase the value of attending the Scientific Program, we have secured a sponsorship with Ajinomoto Co., Inc., that will allow us to provide complementary, web-based access to all available 100+ session recordings and presentations after the meeting ends.

More specifically, this will include:
• Recordings of presentations, including PowerPoint slides for one-year
• Speaker biographies
• Search features to quickly find a speaker or session

In partnership with our Foodservice division, the American Culinary Federation and Research Chefs Association, a new competition will be held in an effort to promote the accessibility of healthy food options in schools. Four teams including a chef, food technologist, manufacturer and school foodservice worker will be challenged to convert recipes from the 2011 USDA Recipes for Healthy Kids competition into a manufactured product that maintains the original nutrition content, flavor and taste. The competition entries will be judged by an expert panel, and invitations may be extended to a celebrity chef, food technologist, professionals representing foodservice, or a government representative. Specific criteria must be adhered to, such as HACCP Plan requirements, nutritional criteria, and cost parameters. The competition winners will be announced on the Expo Floor during a special award ceremony on Wednesday, June 27, 2012 from 10:30am – 11:30am on the Special Event Pavilion.

A new IFT Achievement Award will be unveiled at this year’s Annual Meeting for an IFT member. The W.K. Kellogg International Food Security Award & Lectureship, sponsored by the Kellogg Company and championed by the International division, will recognize emerging research that has made substantial advances on how to improve the availability and nutrition of non-industrialized countries food supplies. There remains a great need and opportunity to identify solutions that meet these population’s health needs and food preferences in a cost effective manner for both consumers and companies. The winner will receive a $3,500 honorarium, complimentary registration to IFT’s Annual Meeting & Food Expo and a plaque.
Beacon Lecturers

Now in its second year, IFT’s Beacon Lecturers are high profile individuals with “game-changing” perspectives on food science and technology. The first of our two IFT12 Beacon Lecturers is Mehmood Khan, Chief Executive Officer, Global Nutrition Group and Chief Scientific Officer of PepsiCo. He will present ‘PepsiCo: Leveraging a Legacy of Taste to Lead Global Food and Beverage Innovation.’ Khan’s lecture will focus on the resources and expertise that global food and beverage businesses can leverage to enable access to safe, delicious, and affordable nutrition for consumers worldwide. The selection process for our second Beacon Lecturer is on-going.

AFRI PD’s Meeting

For the fifth year, the USDA/NIFA (National Institute of Food and Agriculture) – NRI (National Research Initiative)/AFRI (Agriculture and Food Research Initiative), will hold its Project Director’s (PD) meeting in conjunction with the IFT Annual Meeting & Food Expo. This partnership provides a forum to the project directors for networking and assessing the progress and direction of projects. The PD’s meeting will be held on Sunday, June 24 from 2-7 p.m. including roundtable discussions, posters and much more.

Pre-Annual Meeting Short Courses

Eleven Pre-Annual Meeting Short Courses, 1 to 2.5 days in length, will be held at the LVH-Las Vegas Hotel and Casino, June 23-25, 2012. Based on attendee feedback, course binders will again be printed in color, and new for 2012, continental breakfasts have been added to provide more value.

New courses include:
• Integrating Risk-based Preventive Controls into your HACCP Program (2 ½ days: June 23-25)
• Flavor Interactions in Food (2 days: June 24-25)
• Commercializing Innovation in Food Products (1 day: June 25)
• Designing Carbohydrate Supramolecular Structures for Food (1 day: June 25)
• Myers-Briggs Type Indicator (MBTI®) Training : Understanding You and How You Work with Others (1 day: June 25)
• Quality Changes in Foods Processed Using Alternative Processing Technologies (1 day: June 25)

Successful courses returning for 2012 include:
• Food Science for the Non-Food Scientist (2 days: June 24-25)
• Ingredient Applications for Product Innovation and Consumer Health (2 days: June 24-25)
• Labeling Requirements and Implications for Foods Marketed in the U.S. (2 days: June 24-25)
• Microencapsulation in Food Applications (2 days: June 24-25)
• Sensory Testing for Product Development and Claims Support (2 days: June 24-25)
Trend & Solution Tours

IFT will offer Trend & Solution Tours on the IFT Food Expo floor. The Trend & Solution Tours are self-guided attendee tours of exhibiting companies that offer innovative products or services related to the top five issues or trends facing the food industry as identified by Food Technology magazine editors. In each of the Trend & Solution Tour brochures, which list exhibitors with solutions pertaining to the trend, a listing of all the scientific sessions related will be included as well. The trends identified for the 2012 meeting are as follows:

- **Ingredients for a Better You** – Whether it’s weight management, functional fortification, or myriad other health and wellness benefits, these ingredients help product developers deliver.
- **Rediscovering Texture** – Textural attributes are critical to the success of food products.
- **Emerging Flavors and Colors** – Where would the food industry be without flavors and colors? Here’s a look at some of the latest and greatest offerings.
- **The Evolution of Sodium Reduction** – Reducing the sodium content of foods and coming up with alternative sources of saltiness are a top priorities for many companies. These ingredients can help.
- **Food Safety Solutions** – With implementation of the Food Safety Modernization Act last year, food safety, always a priority, is a higher-profile topic than ever before. These products, services, and ingredients address food safety issues and concerns.

Smartphone App

Based on the overwhelmingly positive feedback from exhibitors and attendees (47% of event participants downloaded the app), IFT will be once again offering a smartphone app to help registrants navigate the event. The app will be free to attendees and exhibitors and can be downloaded before, during or after the event. This year, the app will be native for iPhone, Android and Blackberry. Features such as a searchable scientific program schedule that will include description, location, speakers, searchable list of exhibitors and product categories, expo and convention center maps, personalized schedule, and much more.

http://live.ift.org/videos/
Sampling Program

As IFT continually strives to add additional value for our exhibitor partners, IFT will be launching our newest cutting-edge program to support the Food Expo.

Well over 6,500 of the attendees from the 2011 IFT Food Expo stated that product tasting/obtaining samples was one of the top three reasons for attending the IFT Food Expo. IFT’s new sampling marketing initiative will give exhibitors that are doing product sampling in their booth additional visibility for their product samples and are designed to make it easy for attendees to locate those exhibitors who will be providing samples on the expo floor.

What’s New! - New Products Program

In order to highlight new products, the number one reason attendees visit the Food Expo, we are continuing our What’s New! initiative. This program makes it easy for attendees to locate new products as well as provide exhibitors a new opportunity to gain additional visibility for their new solutions.

Special Events Pavilion Programming

This year there will be several exciting educational presentations on the Food Expo floor in the Special Events Pavilion. The presentations will be on a large range of topics such as a market update for the purchasing/buyer audience, a presentation on consumer trends, patent reform on packaging, and as always, the Disney-IFTSA Product Development Completion.

Social Media Plans

IFT will leverage social media channels to encourage participation in the Annual Meeting & Food Expo. A Facebook event page (IFT12) is already in place and generating activity. The Twitter hashtag will be #IFT12 and LinkedIn will be used to share content and produce interest in attending. Of course, IFT’s member community will also be included in the engagement strategy.

International Attendee Marketing

In order to increase attendance from the international market, IFT is focusing on two countries, Brazil and India. We are working with the US Commercial Service in Brazil and three food science and technology organizations to organize delegations to visit the event in Las Vegas. In addition, an international consultant is being leveraged to make additional inroads in the India market. Knowing that there are Visa issues in these locations, we expect to incrementally increase attendance from these markets for 2012 and then have a more significant impact in 2013 and beyond.
Wellness 12

On March 28-29, IFT will hold its 5th Wellness 12 conference at the InterContinental Chicago O’Hare. Highlights include:

• Pre-Wellness Short Course, Sensory Evaluation: Current Developments and Applications, held March 26-27, at the same location
• Liz Sloan’s popular: Top 10 Functional Food Trends 2012
• Boomers and Millennials: a moderated panel of shoppers from the Chicago area
• Closing General Session, What Consumers Around the World Will Want from Food Companies in 2020
Food Policy Impact

The inaugural Food Policy Impact, held December 1, 2011, added to IFT’s robust educational programming efforts and provided quality networking opportunities. On a scale of 1-5, with 5 being excellent, the average general session rating was 4.29 and the average breakout session rating was 4.29. The highest rated session was “Implications and Applications of FSMA.” Overall, 121 individuals, excluding staff and media, participated in the 2011 conference and 82% said they would recommend the conference.

IFT’s successful short course, Labeling Requirements and Implications for Foods Marketed in the U.S., was offered the two days prior to the conference. 37 registrants attended this well-received course, 18 of which stayed for the conference.

The tentative 2012 Food Policy Impact date is December 6, 2012 and will be located in the Washington, DC metro area. A pre-conference short course will also be co-located. The 2012 Advisory Panel has been confirmed and held its launch meeting on February 16, 2012. The schedule at a glance will be posted to ift.org in March and the advance program in June.

IFT Media Relations issued a press release and media alert announcing the conference as well as proactively pitching DC-area contacts. Reporters from Food Chemical News, Tan Sheet and a food safety blog attended. Over 70 tweets were tweeted during the day-long session.
Food Nanotechnology Workshop at Purdue University

IFT cosponsored a workshop on food nanotechnology and nanomaterials that was hosted by Purdue University’s Department of Food Science on its campus October 25-26, 2011. Additional cosponsors were: The College of Agriculture at the Purdue University; The College of Agricultural, Consumers, and Environmental Sciences at the University of Illinois at Urbana-Champaign; and The National Institute for Food and Agriculture at USDA (USDA-NIFA). Participants identified a number of potential follow up activities.

2012 International Food Nanoscience Conference

Accepting the recommendation of IFT’s Nanotechnology Steering Group, a sixth conference is being planned. We are exploring the possibility of holding the event in the Fall in the Washington, D.C. area. A planning committee, with representatives of U.S. and international interests and stakeholders, was established to provide guidance in refining objectives and shaping the scientific program content and conference format, identify speakers and potential partners, and contribute to promotional outreach.
Food Technology

To identify and make it easier for readers to find multimedia content within articles on the IFT website, Food Technology has added two new graphic icons in the print edition to alert readers to additional content via video or audio in the online html version of the article. These icons (resembling a speaker for audio and a camera for video) will be used in articles to drive readers to the IFT website. Multimedia content provides a richer learning experience for members and allows IFT to deliver content in new and dynamic ways to enhance comprehension and knowledge.

In November, Food Technology published an article on assessing the regulatory system for ensuring the safety of substances added to foods. The article, which was based on a workshop hosted by IFT, Nature, and Pew Health Group, illustrates how IFT is working with strategic global partners to advance the science of food and elevate the profession.

In January, Food Technology published its biennial What, When, and Where America Eats report, which revealed that despite budgetary constraints, Americans want more sophisticated food experiences with more flavorful, healthier, and cleaner-label food. Another article in the issue examined the changes taking place in convenience stores and how these retailers are attempting to grow their packaged food & beverages and foodservice segments.

In February, the magazine published its biennial IFT Membership Employment & Salary Survey, which shows that salaries have been held in check by the recession. For the first time since the survey tracked member gender in 1979, women now account for 50% of the IFT membership and nearly three-fourths of the under-30 age group. Last fall, IFT conducted a readership study of Food Technology magazine. The purpose of the research was to evaluate the contents and design of the magazine, evaluate the publication against its competitors, and to gauge member interest in electronic/digital forms of publishing—online, html, PDF, multimedia, digi magazine, tablets and e-readers (e.g., iPads), apps, mobile, social media, commenting, etc. All in all, the results show that the publication is meeting the readers’ needs and it holds a preeminent position among its competitors. Moving forward, the print publication will be designed to incorporate more leading-edge science with practical/industrial application and cutting-edge technology. Online versions of articles will provide greater value and expanded content through the addition of related subject matter links, most popular downloads, and greater use of multimedia.

IFT began co-mailing Food Technology magazine with the October 2011 issue. Unlike regular mail where all the magazines ship from a single location, co-mail presorts the magazines by geographic area and then trucks the publications to these regions, where they are mailed. This domestic system offers greater consistency in the delivery of the publication and it reduces postage costs, providing a savings for IFT.

Food Technology China

The Chinese Institute of Food Science & Technology (CIFST) and IFT published Vol. 3, No. 4 issue of Global Food Industry – Food Technology magazine in December, which was distributed to CIFST members in China as well as to about 180 IFT members in Greater China—China, Hong Kong, Taiwan, and Macau. About two-thirds of the content was supplied by IFT, consisting of past articles from Food Technology magazine. The theme of the issue was food ingredients. Published quarterly, the next issue will be distributed in March.
**Weekly eNewsletter**

The Weekly eNewsletter continues to provide timely news on food regulations, nutrition, food safety, scientific research, food company acquisitions, and IFT and member activities to about 36,000 subscribers. In January 2012, The Weekly was redesigned to enhance the reader experience and allow for more audio and video features. Each week, subscribers forward the newsletter to around 800 people, signifying the strong content and expanding reach. The newsletter offers four advertising options—two horizontal and two skyscraper banner ads.

**ePerspective**

Now in its fourth year, the ePerspective is an interactive food science and technology blog with postings from experts and comments from readers. In addition to biweekly thought-provoking written posts from food industry experts, the ePerspective has expanded to include multimedia, and hosts the audiocast interviews presented in The Weekly newsletter.

In November, William Muir, Professor of Animal Sciences at Purdue University, posted an ePerspective aimed to ease consumers’ fears about genetically engineered salmon by explaining the safety of transgenic technology. There has been a lot of debate around AquAdvantage’s salmon and GE food in general. This post resulted in four lengthy comments.

Currently, the ePerspective has more than 3,100 followers who are alerted via email and Twitter when new entries are posted. Additionally, every time a new ePerspective is posted, it is “pushed out” through The Weekly newsletter, Daily News on ift.org, and social media channels such as Twitter, Facebook, and LinkedIn.
Peer-Reviewed Journals

In October, David Min retired from his post as Scientific Editor of JFS-Toxicology and Chemical Food Safety and appointed Lauren Jackson of FDA as the new SE. Sadly, Min passed away the following month. Daryl Lund let journals staff know of his intentions to retire in 2012, so we began a search for a new Editor-in-Chief candidate. E. Allen Foegeding, current Scientific Editor of JFS-Food Chemistry, was appointed and approved by the board on February 1st. Foegeding will take the reins as Editor-in-Chief on May 1st. He will also take over Lund’s position as Scientific Editor of JFS-Concise Reviews and Hypotheses in Food Science, and is seeking a new Scientific Editor for the JFS-Food Chemistry section.

In November, the White House Office of Science and Technology Policy issued a Request for Information seeking “recommendations on approaches for ensuring long-term stewardship and encouraging broad public access to unclassified digital data ... [and] peer-reviewed scholarly publications that result from federally funded scientific research” to “inform deliberations of the National Science and Technology Council’s Interagency Working Group on Digital Data... [and] the National Science and Technology Council’s Task Force on Public Access to Scholarly Publications.” Journals staff worked with Daryl Lund to develop a statement in response to this RFI and submitted it to the OSTP in December. Read IFT’s response here. http://bit.ly/xYHha0

January brought several changes for JFS. First, the frequency of issues increased from 9/year to monthly online (12/year) and quarterly compiled print issues. All print-only subscribers were granted free online access to the journals for the remainder of their subscriptions, to ensure access to the most recently-published research. All new member subscriptions include online access (Online Only or Print + Online); all institutional subscriptions have included online access for several years. The transition has been smooth, thanks to a coordinated communications campaign from May-December 2011. JFS also began offering OnlineOpen as an option for authors who wish to or are required by their funders to publish open access. The vast majority of papers will continue to publish in the subscription model with no page charges for IFT member authors, but authors now have the opportunity to pay for perpetual open access to individual research articles. As always, review and hypothesis papers are free to the public, to ensure broad visibility.

In ongoing efforts to improve clarity of information, find efficiencies in workflow, and increase quality of the journals, the editorial boards and staff have revised the peer-reviewer instructions and scoresheet with increased emphasis on the potential impact on the field of submitted papers; revised the submission form, author guidelines, manuscript template, and other information for authors on ScholarOne and ift.org; and increased communication amongst the editorial board members about quality standards, rejection rates, and article-level citation statistics. Continual evaluation of journal policies and procedures will keep IFT’s journals relevant and competitive in an evolving field.

Comprehensive Reviews in Food Science and Food Safety (CRFSFS) published a report on salt iodization as a result of a contract with Micronutrient Initiative in the March issue. JFS expects to publish its first sponsored supplement in Q4 of 2012, on Traceability. It will include reports from the IFT traceability summits as well as the FDA Tracing Task Force report, NCFPD report, and more. Staff continue to seek opportunities to expand the JFS sponsored supplement program.
IFT Press Books

IFT Press, a book partnership with Wiley-Blackwell, has published a total of 25 books since 2004. There are 17 books in production (manuscript submitted) or in development (contracted). Three next-editions are also in the works. Five or six books are scheduled to be published in 2012. Food Carbohydrate Chemistry by Ronald E. Wrolstad was published in early 2012 as a textbook aimed primarily at graduate and advanced undergraduate students. It is the first textbook in the IFT Press book series. Some topics of future IFT Press books (reflecting manuscripts submitted or in development) are health effects of coffee, sensory and consumer research, emerging food processing technologies, trait-modified oils, dairy ingredients, organic meat, import food safety, gluten-free foods, resistant starch, and nanotechnology. Source ideas for IFT Press books include scientific symposia from the IFT Annual Meeting, IFT Short Courses, IFT division recommendations, individual submissions, and next-edition revisions. The IFT Press Advisory Group has been recently expanded to 21 members.
Through our integrated marketing communications plan, we’re telling the IFT story to our key audiences in a new way...

**More consistenly, both visually and verbally**
1. Pilot section logos
2. Pilot section/IFT customizable brochures
3. Nutraceuticals & Functional Foods newsletter – Redesigned to map more directly to IFT’s visual identity
4. The Weekly – Redesigned to map more directly to IFT’s visual identity

**More clearly, compellingly, and engagingly**
1. 2012 interactive IFT Media Kit – Association TRENDS 2011 All Media contest gold award winner
2. Monthly Update – Revamped version of ExpressConnect that is more concise, more interactive, and more inviting
3. 2012 IFT Food Expo former exhibitor recapture postcard campaign

**More effectively**
1. Monday Brief – new IFT newsletter
2. Student-to-new professional brochure
3. Personalized renewal postcards
4. Food Policy Impact event promotional campaign

For example, we’ve revamped our former monthly member communication, ExpressConnect, into a more readable, viewable and engaging communication called Monthly Update. Below are additional examples of ways in which we’re telling our story.

We’re also communicating “Brand IFT” value proposition through new channels such as our Pilot Sections and a redesign of The Weekly eNewsletter. And we’re also telling the story more effectively through new communications such as Monday Brief, a twice-monthly communication that will help members stay apprised of new opportunities that are available from IFT.

Our 2012 Media Kit was recognized for excellence in marketing and graphic design with a Gold Award in the Association TRENDS All Media Award Contest. The kit was developed by the sales and marketing staff to be a fully interactive, user-friendly vehicle for the sales team to raise awareness of sales and partnership opportunities available at IFT.

As part of our Integrated Marketing Communications plans, we revamped some of our key communications vehicles to tell the “IFT story” in new, more engaging, and more consistent ways to our many audiences.
Who We Are

The Institute of Food Technologists (IFT) is a community of food professionals from across the globe who have come together to advance the science of food. As the premier food science and technology organization, we bring together thousands of professionals working in all disciplines of the food industry, encouraging the exchange of knowledge, providing both formal and informal educational opportunities, and furthering the advancement of the profession through advocacy efforts. When you partner with IFT, your promotional investment reaches an audience of qualified food professionals who have chosen to be an active part of their community, and are equally invested in the advancement of the food industry, their profession, and their careers.

About Our Official Magazine, Food Technology

Authoritative and credible editorial yields quality readership and sets Food Technology apart. Food professionals routinely rank Food Technology as the food industry publication they read most regularly*. Why? They trust Food Technology to provide unbiased viewpoints, science-based market intelligence, and the breadth and depth of information they need to be successful in their jobs. Food Technology magazine consistently delivers trusted, job-essential editorial based on the collective needs of food industry professionals.

Print

Wellness 12sm

Digital

Newsletters

Food Policy Impactsm

Events

Webcasts

Food Technology® Directories

2012 IFT Annual Meeting & Food Expo®

2012 Media Kit

navigating the natural marketplace

GRAS fl avoring substances

cleanroom technologies

emerging ingredients

FOUR

SUSTAINABILITY

SUCCESS

STORIES

07

11

08

11

FRONTIERS

IN FOOD

SCIENCE

Highlights from the 2011 IFT Annual Meeting & Food Expo ®

sodium reduction challenges

sorghum: the forgotten grain

revolutionizing microbiology

fermenting new concepts

06

11

FOODSERVICE

FARE GETS

HEALTHY

• 24/7, year-round community

• 18,000 individual members

• 50+ regional sections

• 27 divisions representing separate areas of interest

• 84% of members have buying influence*

• Qualified readership of 17000+ professionals

• 79% of readers renew their subscriptions annually*

• 67% of readers save their issues for future reference**

*2011 IFT Annual Meeting & Food Expo Attendee Profile Report; Exhibit Surveys, Inc.

**2011 ABC Audit

After the words “third party” you’ll see “this organization for the superior quality and excellent creativity evident in the preparation and production of this product. We congratulate the organization’s staff and members for their work.”
Media Relations

Media Visibility

IFT reached an estimated circulation of over 296 million via online, print, television, and radio media outlets from November 1, 2011—January 31, 2012.

Holiday Leftovers Video/Mat Release

IFT Media Relations created a video with Food Science Communicator (FSC) Kantha Shelke providing information about how to keep leftovers safe and fresh. It was distributed in the December IFT Media Update and posted in Food Facts. IFT worked with Brandpoint to develop a mat press release that resulted in over 1,300 media placements. In addition, a Tribune syndicated article was written quoting FSC Mary Ellen Camire that resulted in 10 placements in major market newspapers across the country.

Food Science Communicator (FSC) Program Expansion

The IFT Media Relations Team recruited 16 new FSCs involved in academia or consulting. A total of 30 media relations queries were received—10 of which were distributed via M2M.

Media Relations Activities

In addition to developing and distributing the IFT Media Update in November, December and January, the IFT media relations team issued press releases on the IFT Sodium Comments, IFT and World Health Organization (FAO) Memorandum of Understanding, IFT/ALACCTA Food Science and Innovation Conference and a Save the Date for Wellness ’12. Nine media contacts are registered to attend Wellness ’12 so far, including Associated Press and UPI (syndicated news). A list with links to the top media hits can be found at the end of the report.
Food Facts

Smart Tips for Shopping at Farmer’s Markets
Being a “locavore” and eating foods grown near where you live have become a popular practice, as many people want to support their local farmers. Here are some tips to keep in mind the next time you buy produce at your local farmer’s market.

Food Safety in the Produce Aisle
In light of the recent Listeria outbreak in cantaloupes, it is more important than ever to choose your fresh fruits and vegetables carefully. It is important to select produce that has been stored properly and safely from the grocery store or market. To keep yourself and your family safe, what exactly should you look for next time you hit the produce aisle?

Seven Sweet Facts about How Chocolate is Made
Cocoa trees produce pods, which is the fruit chocolate comes from. Large harvests occur by hand twice annually throughout the year. Chocolate liquor is the thick paste generated when chocolate nibs, the roasted and de-shelled chocolate beans, are heated to a high temperature. It’s then separated into cocoa butter and cocoa powder.

Got leftovers? Tips for safely savoring foods a second time around
Whether you cook all your food for the week on Sunday or have extra food left at the end of a meal—for many families, leftovers are key to solving the problem of “what’s for dinner?” Meats like pastas, soups, chili, and other home-cooked meals can easily be reheated for lunch at the office the next day or packed in a heat-insulated thermos for kids’ lunches.
Top Media Hits

The articles below reference IFT press releases, IFT events, Food Technology articles, IFT spokespeople, or other experts provided via the IFT Media Relations department.

Loving Leftovers
Chicago Tribune, February 8, 2012
IFT spokesperson Mary Ellen Camire talks about how to food safe and appetizing in this Chicago Tribune article on leftovers.

Just what do food additives add?
Harvest Public Media, February 2, 2012
IFT Media Spokesperson, Kantha Shelke discusses how food scientists see additives in food differently than everyday consumers.

IFT and FAO agree to form food safety partnership
FoodNavigator-USA.com, February 6, 2012
This article covers IFT and the United Nations Food and Agriculture Organization (FAO) food safety partnership, with the aim of cooperating toward achieving a safe, sufficient, and accessible food supply.

New opportunities for food marketers as American eating habits shift
FoodNavigator-USA.com, January 27, 2012
This article is based on an article from the January issue of Food Technology magazine titled “What, When and Where America Eats.”

Sweetness does not influence food choice or intake, study suggests
FoodNavigator.com, January 23, 2012
A study from the January issue of Journal of Food Science that investigates how the perceived sweetness of a food or drink does not affect dietary choices or energy intake is included in this edition of FoodNavigator.

Life under the Food Safety Modernization Act: Tracing, tracking and brand protection
FoodNavigator-USA.com, January 23, 2012
This article about the Food Safety Modernization Act mentions the two traceability pilots IFT is conducting for the FDA.

The Food Safety Modernization Act - One Year Later
FoodSafetyNews.com, January 20, 2012
This article on the progress of the Food Safety Modernization Act mentions the two traceability pilots IFT is conducting for the FDA.

Antibiotics in Food Animals: FAQ
WebMD, January 6, 2012
IFT is quoted in this article about the use of antibiotics in food animals.

Peanuts in green beans? Food mix-ups spark odd recalls
MSNBC.com, December 31, 2011
IFT spokesperson, Kantha Shelke is quoted in this article about the recent recall of Winn-Dixie canned green beans due to a can being found with a whole peanut inside. Shelke emphasizes that even a small mistake in the food industry is a serious one.

Avocado for Natural Coloring
Whole Foods Magazine, December 22, 2011
This article covered a Journal of Food Science study about how avocado seeds can potentially be used as a natural food colorant.

Here Come The Food Trend Lists
National Public Radio, December 6, 2011
IFT blogger Marian Salzman’s predictions from her IFT ePerspective column on food trends for 2012 is included in this article about what foodies are saying will be the hot trends in the coming year.

Near Infinite Possibilities for Food Fraud Need Interdisciplinary Approach
FoodNavigator-USA.com, November 23, 2011
This article covered the Journal of Food Science study about food fraud.
The Science Of Leftovers: Why They Taste SO Good
IFT spokesperson Kantha Shelke was quoted in this *Forbes* article about why some foods taste better the next day.

Thanksgiving Safety: 7 Tips to Avoid Food-Poisoning Your Guests
*MyHeathNewsDaily.com*, November 18, 2011
IFT President Roger Clemens is quoted in this article on Thanksgiving food safety tips.

Trice: My age-defying Granny Smith apples
*ChicagoTribune.com*, November 14, 2011
IFT Spokesperson Kantha Shelke answers *Chicago Tribune* reporter Dawn Turner Trice’s questions about food processing and nutrition in this informative article.

Space Eats: Astronaut journey to Mars requires new age nibbles
*ScienceNews.org*, November 4, 2011
Maya Cooper, NASA food scientist, helps plan new age food for a futuristic space trip to Mars! IFT’s *Journal of Food Science* featured Cooper and her team’s work in a recent issue of the magazine.

Pilot projects to explore ways to trace foodborne illness
*Sun-Times.com*, November 3, 2011
The Institute of Food Technologists (IFT), will carry out two new pilot projects that will enhance the agency’s and industry’s ability to trace products responsible for foodborne illness outbreaks at the direction of FDA, under an existing FDA contract.

Multimedia

We have made some nice progress on multimedia work including video productions, which support our overall communications and marketing strategies. Our efforts are focused on our new Profiles in Innovation video campaign designed to educate consumers, the media, and others (e.g., policy and regulatory influencers, teachers, and students) about the important work of food scientists and technologists. We are currently in production-mode on the campaign, focusing efforts on a impactful short “video spots” that will show what the world is like without food science. These “spots” will serve to introduce our video topics and grab attention to drive multiple audiences to ift.org. Then viewers will have a chance to view videos on our primary topics we’ll be focusing on during our expert interviews, which include: Availability of Foods, Nutrition, Food Safety, Environmentally Responsible Food Production, Creating Products for Specific Populations.

In addition, our staff/video production team finished production on our Wellness12 conference video that has been used for months to promote the upcoming conference, and some of you participated in a video shoot in November at Lansdowne to contribute to production efforts for the 2011-12 IFT Year in Review video that will debut at our meeting in Las Vegas. The FDA is thrilled with a video production we finalized recently for them to promote their new FREE-B initiative, and we have a brand new video ready to promote our own Annual Meeting & Food Expo in Las Vegas this June.

Our IFT Student Association has generously offered their time and talent to assist in production efforts on a new membership recruitment video ready this spring, and we are moving along on numerous other productions including our Day in the Life of a Food Packaging Professional series, and others to highlight upcoming activities in Las Vegas including our Food Expo Innovation Awards and Trend & Solution Tours.

To check out a sampling of what we’ve produced to date, many of our videos can be accessed on IFT’s YouTube channel at www.youtube.com/iftlive.
Certified Food Scientist Certification Program

Implementation Group
The development of the Certified Food Scientist (CFS) Certification program is in full swing. In December 2011, the CFS Implementation group met to discuss the feedback received from the IFT Board of Directors and the Council of Food Science Administrators. They also learned about best practices in certification program governance and discussed the implications for this moving forward. As a result of the meeting, the implementation group made the following recommendations, which were subsequently approved by you in January:

1. Authorize a One Time Alternative assessment for those with more than 15 years of experience post degree.
2. Modify the eligibility pathways so that candidates possess at least a bachelor’s degree in food science/food science concentration or a related field.
3. Create a Certification Commission consistent with ISO 17024 policies and procedures.

The implementation group is currently working to develop a governance policy manual for the certification program. This will include elements like a recertification policy, a Code of Ethics and a retest policy.

Exam Development
IFT has begun the next stage of exam development, contracting with Professional Testing, Inc. to serve as the test development company. In this capacity, Professional Testing’s psychometricians will work with our volunteer content experts to draft valid and reliable questions that are consistent with standards and in proportion to the content outline that was determined from our practice analysis study. The expert group is comprised of industry and academic representatives from organizations like Kerry Ingredients, General Mills, University of Massachusetts, Heinz, and MillerCoors. We will have an item meeting on March 14th, followed by an item review meeting in early May. We anticipate that the exam development will be complete by the end of August 2012. The exam will be given using computer-based testing technology and the first testing window will be in Q4 2012.

Exam Administration
The CFS examination will be delivered through computer-based testing technology. Through our relationship with Professional Testing, we will be working with Pearson VUE. Pearson VUE is a globally recognized testing company with 5,000 test centers in 165 countries. This was an important consideration for us, given the global nature of food science, our membership and the global interest in the CFS certification program. Candidates will be able to select from any of these global testing centers and schedule an exam time during the testing window.

CFS Prep-Course
IFT will be working with a consultant during the Spring/Summer of 2012 to develop a course for those wishing to further prepare for the Certified Food Scientist exam. We anticipate a 1.5-day face-to-face course followed by a series of five webcasts. The first offering of the course is slated for September/October 2012 and eventually will be offered 3-4 times annually by IFT.
Webcasts

For the first time, webcasts from Wellness 12 proposals have been selected and scheduled as an extension of the conference learning experience, providing Wellness 12 attendees an opportunity to attend one free webcast after the conference in an effort to extend the learning experience and increase the value they receive from participating in this program. Attendees may select one free webcast from a few topics including The Secret Ingredient for Health and Wellness; The Real, Fresh, Natural Foods Trend: How to Win with Consumers; and Debunking Food Addiction.

This is the third year free webcasts will be offered as an extension of the Annual Meeting Scientific Program. This offer continues to grow in popularity. The 2011 Scientific Program Webcasts averaged 160 participants per webinar compared to the session average of 84 participants during the actual Scientific Program. Five webcasts have been selected by the Annual Meeting Scientific Subpanels and Advisory Panel to be scheduled leading up to and after the Annual Meeting & Food Expo. Full paid Scientific Program registrants and exhibitors will be able to select and attend two free out of the five webcasts with topics including:

- Webcast sponsorship continues to grow and allow for free educational member opportunities with new sponsors including Ganeden Biotech, Inc. and Kemin Industries, Inc. These sponsored webcasts will align with the IFT Food Microbiology and Food Safety & Defense Focus Areas. Additionally, Decagon Devices, Inc. has renewed for two more webcast sponsorships to be scheduled for May and September, 2012.

Food Safety Modernization Act (FSMA) Webcasts

IFT in collaboration with the FDA will host a series of webcasts entitled “Implementing the Food Safety Modernization Act (FSMA).” FDA agreed that IFT is uniquely positioned as an independent scientific society to facilitate and host these webcasts. Specifically, IFT will coordinate individual webcasts focused on the following topics: Preventive Controls for Human Foods, Preventive Controls for Animal Feeds, Foreign Supplier Verification Program, and possibly Produce Standards. Timing of webcasts will follow public release of the subject document and precede FDA’s public meetings.

Additionally, FDA has encouraged IFT to reach additional industry association audiences with specific interest in the four webcast topics. As a result, IFT Knowledge & Learning Experiences created a new level of engagement through an “Affiliate” agreement, where industry associations will promote IFT webcasts to their members who may not otherwise be aware of or register for the IFT webcast. Affiliate association members wanting to attend will pay the regular IFT non-member registration fee, generating additional non-dues revenue and greater visibility for the KLE webcast program. Three associations, thus far, have signed the Affiliate agreement with up to nine more agreements pending.
eLearning

The recent online course, Flavor Interactions in Foods: A Primer, developed to serve as a suggested pre-requisite for the upcoming advanced Flavor Interactions in Foods Pre-Annual Meeting, was launched in November, 2011 with 44 registered participants. This online course, held with live “ask the expert” conference calls, was deemed successful as 100% of participants were very satisfied with the quality of the content, and 89% of participants found the content to be useful with respect to their job responsibilities. This course with the live “ask the expert” sessions is being repeated in May 2012, prior to the advanced Pre-Annual Meeting.

Food processing is the topic for the next online course. Currently, the Food Processing & Packaging focus area has no related IFT online course, yet food processing is highly searched within Food Technology, on IFT.org, as well as other areas of the web site, and yields some of the highest IFT publication sales in which book(s) may be incorporated as online course resources or related products. Specific topics within food processing under consideration are functional processes, nonthermal processing technologies and packaging, high pressure processing, shelf life extension, and more.

Through February, 2012, online courses have a total of 548 enrollments with 428 enrollments in IFT science-based courses.
Membership Recruitment and Retention

Our membership retention rates continue to improve by an average of 4% over last year’s increases. The renewal phase of our new membership lifecycle strategy seems to be paying off. By sending members a renewal post card in addition to an e-mail notice, we are seeing more members renew before they lapse and fall into the grace period.

Our recruitment efforts have focused on warm prospect leads with campaigns going to first time, non-member IFT11 meeting attendees, section Suppliers’ Night non-member participants, and our Weekly subscribers. We saw impressive new member numbers in January with a total of 414 new members (155 members, and 259 students). It is interesting to note that out of the 155 new January members 35.7% were from outside the United States. Student member acquisition can be tied directly to abstract and competition deadlines.

We are using the new 2011 Salary Survey Report as an incentive in social media membership marketing, testing a contact for content strategy. This strategy is designed to use our rich web content for developing warm prospects with a goal of converting leads to IFT members.

The Professional Development Hardship Waiver Program was put into place on February 1, 2012. To date we have awarded 10 hardship waivers to those members unable to renew due to financial hardship or job loss. Our members are very grateful for the generous support allowing them to maintain their IFT membership.

“Thank you for the opportunity to express my financial hardship coupled with my desire to remain an active member with IFT. Membership with IFT is integral to my success in that it is the leading source for authoritative information on the products, processes, and research that builds the food health and nutrition field. I truly appreciate the professional and quality resource that it has been for me thus far and hope to be a life-long member. I would be grateful to be the recipient of the membership waiver this year.”

“Thank you very much for your email and for granting me this one-year membership. It is very important for me to keep enjoying the benefits of being part of the IFT community. If there is anything that I can do for expanding or supporting the activities of the IFT in Argentina, please let me know. Please extend my gratefulness to the people of the Product Development Division.”

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<thead>
<tr>
<th>FY11-12 Members as of February 29 2012</th>
<th>2012</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>Members</td>
<td>10,004</td>
<td>9,454</td>
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<tr>
<td>Professionals</td>
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<tr>
<td>Students</td>
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<td>2,524</td>
</tr>
<tr>
<td>Emeritus</td>
<td>725</td>
<td>711</td>
</tr>
<tr>
<td>Total</td>
<td>17,688</td>
<td>17,152</td>
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Section Outreach and Support

Section outreach continues to be a high strategic priority for IFT. We have identified 23 sections for field visits in FY11-12 in addition to visits to our section engagement pilot participants. Staff has been busy assisting IFT sections with their elections by answering questions and verifying IFT membership for all section slates. We have worked with our IT department to create website templates and IFT branded section logos on a request basis.

We have offered several Virtual Round Table Discussions on the following topics: volunteer recruitment, effective section meetings, engaging students and new professionals, and membership recruitment and retention. Our Leadership Development Webinars have been very successful. Each of the webinars is recorded and then placed in the Section Leader Resources Community for on-demand viewing. In addition to the September board orientation, we have offered webinars on Volunteer Management: Why Volunteers Give Their Time And How To Keep Them, and Section Budgeting and Finances led by Mark Barenie and Michael Barski.

Section Visits Recently Completed or Scheduled

- Pittsburgh Section
- Cactus Section
- Southern California Section
- Washington, DC Section
- Oregon Section
- Northern California Section
- Florida Section
- South Florida Section
- Oklahoma Section
- Puget Sound Section
- British Columbia Section
- Chicago Section
- Louisiana Gulf Coast Section
- Minnesota Section
- Wisconsin Section

IFTSA Update

OFG = Official Food Geek and is the final component in our student recruitment arsenal. The stickers were unveiled at the IFTSA Board Retreat in November and were a big hit. Student chapter presidents were sent OFG stickers with a QR code that takes the user to the IFTSA landing page.

To help raise the awareness of food science and IFT Student Membership and engage our student members, we are running a “Show Us Your OFG” contest via the IFT Student Association Facebook page. Two winners will receive complimentary registration to IFT12 in Las Vegas. The stickers have been enthusiastically received. The deadline to submit photos on Facebook is March 31.

The second Heart Healthy Competition, sponsored by CanolaInfo will take place at Wellness 12. Students were asked to create new, heart-healthy food products that are low in saturated fat and free of trans fat. Products may be for any meal of the day or a healthy snack and must include Canola oil. The three finalists are as follows:

- **Cornell University:**
  *Hummus+ - A hummus product made with sweet potato and butternut squash*

- **The Ohio State University:**
  *Morning Glory – A spiced sweet potato waffle*

- **University of California, Davis:**
  *Torteoat – A heart-healthy, hand-held pie with delicious oat crust, filled with yogurt custard and a fruit topping.*

Student Competition Participation

<table>
<thead>
<tr>
<th>Competition</th>
<th>2011</th>
<th>2012</th>
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<tbody>
<tr>
<td>Heart Healthy</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Developing Solutions for Developing Countries*</td>
<td>28</td>
<td>40</td>
</tr>
<tr>
<td>Product Development Competition (Mars)</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>Disney/IFTSA Product Development Competition</td>
<td>21</td>
<td>36</td>
</tr>
</tbody>
</table>

*2011: 9 domestic; 19 international  
*2012: 12 domestic; 28 international
New Professionals

The Welcome to Your New Life campaign has been successfully launched. We worked closely with our New Professional Task Force to develop member-only benefits to help our new professionals start their careers on the right track with IFT. Tools and resources have been made available on ift.org on the new professionals section of the website, and are available behind the member login.

We will be offering eight professional success skills webinars which will be free for members and $49 for non-members. Charging for non-members allows us to quantify membership value for this important segment. The webinars will be recorded and available on-demand in the Knowledge Center on ift.org.

March 15: How to Incorporate IFT in Your Professional Life to Further Your Career
April 12: Working with Recruiters
May 10: Using Social Media to Land a Job
June 7: Networking 101
August 9: Starting Your Job
September 13: Business Dining Etiquette
October 11: Working Abroad
November 8: Office Politics

Career Center

For the first time we are offering our salary survey report as an independent product. A comprehensive article in Food Technology provided survey highlights. The full report is available online. The comprehensive 2011 Membership Employment and Salary Survey Report is free to IFT members. Prospective members or non-member customers may purchase the report for $99.

We have been collaborating with our division leadership to develop an eCareerMentoring tool for the Career Center. The tool will allow us to match prospective mentors and mentees. Our soft launch will begin at Wellness 12 where participants will receive a complimentary demo. A critical component of professional growth, eCareerMentor helps emerging and seasoned professionals connect. Our pilot section participants will be included in the soft launch and invited to participate in April. A full scale launch is schedule at Career Center Live in Las Vegas as part of IFT12.

Section Engagement Pilot Program

The Section Engagement Advisory Panel was formed by the Board of Directors July 2010 and tasked with exploring how to provide a globally consistent and locally relevant membership experience, including piloting unified membership. The panel met in December 2010 and April 2011 to develop a pilot section program. Our pilot section program kicked off with identifying seven sections to volunteer for the program and integrating membership for all sections into a unified membership model. Staff has worked diligently to provide systems and processes to support unified membership as well as resources to make volunteering as a section leader a rewarding experience.
2010-2011 Yearend Financial Statement

IFT’s auditors have completed the FY10/11 audit and we have good news to report regarding Feeding Tomorrow. The audit firm of Clifton Gunderson has issued a clean opinion for both IFT and Feeding Tomorrow. Feeding Tomorrow had operating income of $180K and investment income of $241K, for a total increase in reserves of $421K. Feeding Tomorrow operating income was bolstered by significant contributions from IFT division reserves which are restricted in nature.

12th Annual Fun Run & Walk

Planning for the 12th Annual Fun Run & Walk scheduled for Wednesday, June 27, 2012 is well underway. Co-chairs Jen Merle from Rutgers University and Karin Thorsen from Washington State University are leading the workgroup. Bob Gravani is the faculty advisor. As of today, $55,000 has been raised from our sponsors.

They are:

Platinum:
Chicago Section, IFT, Corn Products International, D.D. Williamson, Glanbia, Michael Foods, and Southern California Section, IFT

Gold:
David Michael, GNT, Land O’Lakes

Bronze:
Western New York Section, IFT

Monetary donations:
Hershey Foods, Mars, Maryland Section, IFT, Foodservice Division, IFT

Summer Scholars Program

Thanks to the generosity of our individual and corporate donors, Feeding Tomorrow will once again be sponsoring five students participation in the Summer Scholars Program held each summer at Cornell University. This initiative is a ten week intensive undergraduate program designed to provide students interested in food science the opportunity to conduct research under the mentorship of a Cornell faculty member, participate in field trips to large and small food industries, discuss topics such as Ethics in Food Science, Applying for Graduate School, Product Development, and Learning from Research, learn about food science career opportunities, meet with food science representatives from industry, government and academia, and develop essential research presentation skills. All participants in the Summer Scholars program will be recognized at the Awards Ceremony at the 2012 IFT Annual Meeting & Food Expo. We are also coordinating an agenda of activities designed to expose the participants to a variety of experiences with professionals working in food science and technology.

Marketing Campaigns

In November and December, Feeding Tomorrow launched three separate email marketing campaigns. We are working on determining which messages compel our members to donate to the foundation. The audiences of the messages were: IFT members except students, IFT members who joined IFT after January 1, 2010, and IFT student members. The message for members focused on the cost of obtaining a higher education degree and how our members’ donations can help deserving students fulfill their professional dreams. For members that have joined IFT in the last two years, the message was an introduction to the foundation and the work we do and asked for their support. For student members, the message was that even $5.00 can help to fund the work of Feeding Tomorrow. The results of the three email campaigns will be analyzed and will help to form future messaging. Since the first email launched on November 3, Feeding Tomorrow has received over $35,000 in individual member donations.
Other Important Initiatives

Feeding Tomorrow Website

The Feeding Tomorrow website will be undergoing a complete redesign that will be launched at the IFT Annual Meeting & Food Expo. There has been a tremendous amount of work done on this initiative to date as we attempt to upgrade this website, maximizing efficiencies and minimizing costs. The new website will allow us to more accurately tell the story of Feeding Tomorrow and will make locating information on our scholarships, the Fun Run, and the Summer Scholars Program much easier. We are also looking at different ways to incorporate video testimonials and photos of the many great students supported by Feeding Tomorrow. We also want to make contributing to Feeding Tomorrow a much easier process in order to increase individual donations. This is a critical initiative for our forward progress with the foundation.

CNFA Partnership

Last October, Feeding Tomorrow signed a Memorandum of Understanding with CNFA to help promote their Farmer-to-Farmer program. Will Fisher, Vice President of Science and Policy Initiatives for IFT, was just accepted as a participant in the program. At the end of March, he will be traveling to Kenya to work for two weeks with the Kenya Drylands Livestock Development Program (KDLDP) in a management mentoring support role. He will work with KDLDP in the following areas: strategic planning, general management, business development, staff management and team building, partnership relations, and successful communications. He will be writing about his experience and will send photos that will be uploaded to www.feedingtomorrow.org. Anyone interested in volunteering can visit www.cnfa.org/farmertofarmer to learn about the qualifications and current opportunities.
IFT Leadership Election

The IFT Leadership Election will run this year from February 8, 2012 through 5:00 p.m. Central on March 8, 2012. IFT members who belong to the Minnesota Section, Northern California Section, Pittsburgh Section, or Washington, DC Section will also be electing their section leaders.

The election results will be announced shortly after the close of the election. We wish to thank our Nominations & Elections Committee members who worked diligently to prepare the slate of candidates from a large group of highly qualified nominees. They are Suzanne Nielsen (Chair), Ellen Bradley (Past Chair), Moira McGrath (Chair Designate), Paul Cole, John Floros, Amanda Lathrop, Jaime Reeves, John Rupnow, Nancy Nagle, and Jenny Scott.

New Board Orientation

All newly elected board members will participate in orientation in Chicago, May 30 – June 1. Last year the new board members had great energy and started their board term of service as enthusiastic ambassadors for IFT!

Orientation serves as our introduction to “Brand IFT,” the programs that support our important value proposition, and the people who make it all happen. The Orientation offers a unique opportunity to learn more about the IFT operational structure and the past, present and future programs that will leave an indelible impact on the profession.

A two and a half day agenda is planned to be interactive, fun and knowledgeable and we are looking forward to hosting the new IFT president-elect, board members and IFTSA president-elect in Chicago.

Finance

IFT added $1.1M to its reserves for FY 10/11. The accounting firm of Clifton Larson & Allen completed the FY 2010-2011 audit and presented their report to the Audit Committee on November 10. Subsequently, the Audit Committee reported the findings to the Finance Committee and Board of Directors. The audit rendered a clean opinion with no adjusting journal entries required. The Finance department is also midway through a complete software upgrade on the accounting and reporting systems. A 6 month financial forecast is also underway, which will be presented at the March Board meeting.
Division Transition Task Force

On March 8-9, 2012, the Division Transition Task Force (DTTF) met to complete its final recommendations for the Board of Directors. The meeting assessed ways to support divisions after the DTTF is sunsetting, finalized division success goals and determined in the process to move divisions to forums (online-only communities) and vice-versa. Their final recommendations will be presented to the Board of Directors at the June meeting.

An all-division member survey was completed in November 2011. A total of 6,433 members were sent an online questionnaire via email. The response rate was 11%, 712 members completed the questionnaire. The survey analysis supports division transition efforts and provides direction for division leader focus. The activities that the greatest number of members value are 1) Education in a division-specific topic, 2) Avenues to grow their network 3) Opportunities to participate in topic-specific conversations around key topics and 4) Explore an area of food science for future employment (students only).

Twenty-four of the 25 divisions have submitted their 2011-12 Plan of Activities workbooks proposals and continue to work on program implementation. At time of submission, the divisions planned for 424 activities: 146 focused on developing or repurposing content, 130 focused on fostering community, and 148 focused on developing leader. In addition, four divisions submitted new project proposals—Food Engineering, Food service, Fruits & Vegetables, and International. As of February 15, the divisions have attempted 73.1% of the activities and completed 63.3% of the activities. This uptick in activity has started to catch the attention of the membership and we are starting to see non-leader members posting in the community. Divisions have also been working to spend their reserve funds on pre-approved activities that are intended to further enhance member value. As of February 15, all reserve monies have been earmarked for projects and 20 of the 25 divisions have spent their money or the projects will be completed by the end of the fiscal year. There are a few divisions who have pre-approved projects with deadlines extending into 2012-13.

A few of the division reserve funded projects include Profiles in Innovation video campaign, a Dairy Topical Brief, and a Research Summit. For the latter, a 3-hour, strategic and collaborative discussion will be held in the morning of Thursday, June 28th. Through facilitated conversation, the Research Summit will produce a “call to action” which outlines funding priorities and research activities that IFT should pursue and/or facilitate in the future. This initiative is funded in part by reserve contributions from the Biotechnology, Carbohydrates, Citrus, Dairy and Food Microbiology Divisions.

Finally, progress has been made on the three 2012 IFT Annual Meeting & Food Expo division program activities: the all-division leadership team meeting, the IFT Community Live: Division Connection (all-division social) and the awards program. Division Workgroups were convened for all three activities and have resulted in comprehensive plans that are flexible for leaders. In addition to the all-division activities, divisions had the opportunity to hold a separate social in-addition to the Wednesday evening event and to reconvene their leadership team throughout the meeting to touch base on Annual Meeting activities and finalize 2012-13 plans.

The schedule-at-a-glance for the meeting is:

Monday, June 25:
• Division Leadership Meeting
  (current and incoming leaders): 10:00 am – 1:00 pm
• Division Poster Competition Judging: 1:00 – 2:30 pm
• Phi Tau Sigma/Competition Awards Ceremony: 3:00 – 4:30 pm

Wednesday, June 27:
• IFT Community Live: Division Connection
  (all-division social) 5:00 – 6:30 pm
IFT Strategic Retreat

On November 14-16, 2011 we convened a strategic retreat with the following goals:

- To engage a cross section of IFT leaders and key stakeholders in a strategic dialogue that will chart a future course for IFT and the profession
- To develop an “IFT success formula” that will help grow IFT, increase member value and further IFT’s scientific leadership activities.

This was the first broad-based strategic retreat since 2002 and the participants reflected a wide-range of member and non-member leaders that represent the diversity of the profession from industry, the academic community and the US government.

The Board of Directors determined that this retreat was a necessary and important activity to ensure that IFT is positioned for future success. Some key notions and perspectives that supported the timing and need for this retreat include:

- A recognition that increasing member value is our top priority
- The reality that we must constantly evolve to remain relevant
- Our business strategy must focus on what we do best and have an emphasis on innovation
- Our success is dependent on our ability to differentiate from our competitors
- We have a lot of great ideas and receive many requests for partnerships…we need a litmus test for determining which initiatives to pursue

Approximately 50 IFT members and staff participated in the strategic retreat, where we engaged in an exciting dialogue about the future of IFT. We used the concept of scenario planning to help us consider the social, political, technological and environmental factors that may impact IFT, the profession and our members moving forward. Through this scenario planning process and the vibrant discussion around it, we were able to draft a “success formula” for IFT. This success formula will help us focus on activities that best support our mission and provide value to the food science and technology community. At the March 2012 Board of Directors meeting we will be discussing more about the success formula and how we will use it as an organizational guidepost. We will also be leveraging the excitement and support that the retreat participants expressed for continuing the dialogue through a strategic dialogue prior to IFT12.
**Food as Medicine: Strategic Retreat Update**

One prioritized activity from the November 2011 Strategic Retreat involves exploring the topic of food as medicine and ways IFT can address it leveraging our success formula. The short-term goal is to leverage existing sessions at Wellness12 and IFT12 that enables further exploration of food serving as a health delivery vehicle and its inherent implications.

“The Next Generation of Nutrition” is a session being held at Wellness12 by Lu Ann Williams, Head of Research, Innova Market Insights, and Ray Winger, Ph.D., Managing Director, Inside Foods Limited. A deep dive planning team will be convened at the conclusion of this conference to review discussions in this session that address food as medicine and plan for an IFT12 “appreciative inquiry” formatted session. A variation of the “The Next Generation of Nutrition” session will also be presented at IFT12 on Tuesday, June 26 from 1:30-3:00 p.m. It is proposed to hold an appreciative inquiry session immediately following for 1 hour to collect additional insight. This will be leveraged to help shape the focus of Wellness13, a more in-depth deep dive session on the topic and future ways IFT can support this issue. This insight will help propel future IFT initiatives and partnerships to help ensure consumers have correct information about the food they eat.
Strategic Partnerships

SENAI

In November, Ray Winger and Will Fisher were invited by SENAI to present at their International Food Workshop in Chapeco, Santa Catarina, Brazil. SENAI is the largest vocational training complex of Latin America. During the visit, IFT explored potential partnership opportunities with SENAI. Opportunities include partnering with them on their Food Technology Institute Project, hosting a delegation at the Annual Meeting & Food Expo, IFT memberships, speaker opportunities at SENAI events, and development of an international course.

IFT-CIFST

IFT-CIFST Consumer Education Memorandum of Understanding
We are excited to share with you that our partnership activities with CIFST continue to advance with a recent agreement to collaborate on consumer education activities. At a ceremony at The People’s Hall in Beijing on November 1, 2011, we signed a Memorandum of Understanding with CIFST to develop strategic initiatives that will support the development of resources and training activities for consumers and members of the food industry to improve the knowledge-base, health and vitality of the Chinese people. This is a logical extension of our current activities and there are current resources available to the Chinese public. We are working on a joint proposal to the Council of Agriculture, Science and Technology to help support these activities, which may include the development of additional IFT Food Facts, media training, food defense preparedness activities and the development of an online information portal.

Food Summit in China
On November 2-4, 2011 we held our bi-annual Food Summit in China with our friends from CIFST. The Summit, held in Shanghai, drew several hundred participants from China and Taiwan. The 2011 Summit had a strong focus on health & wellness, food safety regulations and the importance of risk communications. We were very excited to be able to welcome Mr. Keith Schneller, Director, USDA Agricultural Trade Office Shanghai and Mr. Benjamin Lee, Vice President and Managing Director of China, McCormick & Company, Inc. as distinguished speakers and guests at the conference. Other IFT-member speakers included Linda J. Harris, Cooperative Extension Specialist in Microbial Food Safety, University of California, Davis, Sharon Shoemaker, Director, California Institute of Food and Agriculture Research, UC Davis, and President Roger Clemens. We would like to thank IFT Past Presidents Herbert Stone and Margaret Lawson for their dedication and support both to the 2011 Summit and our ongoing partnership activities with CIFST.

Food Defense Workshop
On November 2, 2012, we partnered with the U.S. Food and Drug Administration (FDA), the Certification and Accreditation Administration of China (CNCA), and the National Center for Food Protection and Defense to hold a Food Defense Workshop during the IFT-CIFST Food Summit in China. The workshop provided attendees with practical information on food defense that will help contribute to a safer global food supply.

The workshop goals were to (1) raise awareness of the importance of protecting the food supply against intentional contamination; (2) provide participants with the tools and resources to develop food defense plans; and (3) establish relationships to support continued collaboration around the issue of food defense. We would like to thank the FDA’s Julia Guenther and Cory Bryant for their support and leadership of this activity. Additionally, we would like to thank Huang Bin from CNCA and Qu Bin from Husi Food Co. Ltd for speaking at the session.

Sensory Science Workshop
Also prior to the Summit, we partnered with CIFST and Shanghai Ocean University to present a workshop on sensory science. Herbert Stone coordinated the workshop with our local partners to create a one-day training program that covered the following topics: Recommended Practices for Sensory Evaluation, Overview of Analytical Testing Methods and Overview of Preference Testing.
President’s Forum
Over the past few years, we have discussed the importance of ensuring that food science students are prepared for careers in the global food system. Our partners at CIFST have also demonstrated their support of this sentiment. As part of the IFT-CIFST Food Summit in China we also held a “President’s Forum” to discuss trends in global food science education and challenges in higher education. The session was chaired by Pan Yingjie, Vice President, CIFST; President, Shanghai Ocean University and IFT member Joseph J. Jen Former Deputy Minister of USDA. During the session, which featured speakers from Shanghai Jiaotong University, NC State University and Jiangnan University, Roger Clemens gave an overview of IFT’s Undergraduate Program Approval Program, honored Jiangnan University for being having the first approved undergraduate program in China, and encouraged session participants to explore program approval for their food science programs.

IFT/ALACCTA Food Science & Innovation Conference
On February 27-29, 2012 we co-hosted the inaugural IFT/ALACCTA Food Science & Innovation Conference in Guadalajara, Mexico. More than 100 food professionals from the US, Latin America and South America attended the event at which important issues like global food safety, harmonization of global food regulations, opportunities for collaborative research projects and consumer trends were covered in plenary and parallel sessions. The opening keynote speech was delivered by IFT member Elsa Murano, President Emerita of Texas A&M University and former U.S. Under Secretary of Agriculture for Food Safety, while the conference was wrapped up by passionate remarks about leadership and building strong business partnerships from Carlos Kasuga Osaka, Founder of Yakult Mexico. We also welcomed speakers from Edelman Mexico, Nestle Nutrition, SIGMA Alimentos, Servicio Nacional de Sanidad, Inocuidad y Calidad Agroalimentaria (SENASICA) and Innova Market Insights. To view the complete conference program, please click here.

In addition to the conference program, several pre-conference short courses were co-sponsored by IFT and ALACCTA and hosted by the Universidad Autonoma de Guadalajara. These short courses focused on traceability/risk analysis and food additives. Further, IFT member Luis Fernandez facilitated a leadership workshop for a group of University Students, offering his insights on what makes a successful leader and how to effectively transition from student life to a career in food science.

This conference was a demonstration of IFT’s commitment to advancing food science globally and an important next step in our ongoing collaborations with our friends at ALACCTA. It is also an important strategic step in re-engaging IFT members in Mexico and providing them with additional member value.

Special thanks to the following members of the organizing committee for their efforts to build this successful event Alejandro Castillo, Texas A&M University, Lidia Dorantes Alvarez, Instituto Politecnico Nacional, Mexico, Santos Garcia, Universidad Autonoma de Nuevo Leon, Robert B. Gravani, Cornell University, Gisella Kopper, Regional Office for Latin America Food and Drug Administration, Amanda K. Perl, Institute of Food Technologists, Jairo Romero, Asociacion Colombiana de Ciencia y Tecnologia de Alimentos, Sara E. Valdés, Universidad Nacional Autonoma de Mexico, Facultad de Estudios Superiores Cuautitlan and Carmela Velázquez, Centro Nacional de Ciencia y Tecnologia de Alimentos, CITA, Costa Rica.
IFT Website and Information Technology

Information Technology

IFT’s Phone System has been upgraded to allow Unified Communications solution to be compatible with MS Windows 7. We plan to upgrade all IFT computers to Windows 7 Operating System and Office 2010 Professional Business Productivity Suite is underway to ensure IFT is on the most current level of applications. The IFT Intranet has been upgraded to SharePoint Server 2010, latest technology to offer improved staff collaboration, file sharing, and special projects teams discussion.

2011 Website Performance

General Analytics
- 1,176,595 Visits
- 603,465 Unique Visitors
- Users viewed an average of 4.09 pages per visit
- Users spent an average of 3:29 on the site
- 51.06% of IFT’s web traffic came from search engines, mainly Google
- Referral traffic from Social Media (i.e. Facebook, LinkedIn and Twitter) was up 72% over 2010

Top 5 in Popular Web Content
- Annual Meeting & Food Expo
- Career Center
- Journal of Food Science
- Food Technology
- IFT Membership Directory

Mobile & Tablet Trends

Mobile and tablet usage make up under 5% of overall traffic.
Poplar devices are:
- Apple iPhone
- Apple iPad
- Apple iPod Touch
- Motorola DroidX
- Version Droid

Country of Origin

The United States and Canada accounts for almost 70% of all web traffic.

IFT Section Suppliers Night Webpage

In IFT’s continued work towards providing easy-to-use tools for IFT Sections, a new Section Suppliers Night page was created on ift.org. The new page is a user-friendly list of upcoming Sections that is connected to the IFT Calendar. When a Section submits their event to the IFT Calendar online, the new Section Suppliers Night page is automatically updated as well.
Content for Contact: IFT Salary Survey

In order to generate qualified leads via ift.org, the IT Department worked in conjunction with the Marketing and Membership teams to create a Content for Contact campaign form. Using the new 2011 Salary Survey, IFT is encouraging non-members to provide contact information in exchange for a truncated version of the 2011 Salary Survey Report. IFT has built an automated follow-up system, which will offer encourage readers of the report to become members.

About Us Redesign

The highly visible About Us webpage was redesigned to provide an avenue for fresh content updates. The IFT News feature allows IFT to highlight partnerships, accomplishments and events. In addition, users can subscribe to updates via RSS feed.

Feeding Tomorrow Online

The IT Department launched a new online donation form for Feeding Tomorrow. The form is an extension of the IFT ecommerce system and allows users to login and quickly make a donation. In addition, IFT is working on create a new website for Feeding Tomorrow. The website will clearly demonstrate the goals of Feeding Tomorrow, as well as highlight the programs and people which directly benefit from donations.
Las Vegas residents extend much further than the community staffing the glitz, glam and gambling venues we see in ads. The community faces the same challenges seen across the U.S. Fifty percent of the children in the Clark County School District are enrolled in free or reduced-price meal programs based on their family income.

Join your IFT colleagues and friends during the 2012 AMFE as we volunteer at Three Square Food Bank on Friday morning, June 29, 2012. We will:

• sort unmarketable (yet safe and nutritious) surplus grocery items such as close code dates, dented cans or damaged boxed food, mislabeled product, fruits and vegetables not harvested by farmers, etc.
• repack donated food product into cases to be distributed to member agencies and the needy families they serve.

Three Square currently provides more than 22 million pounds of food and grocery product – the equivalent of nearly 16 million meals – per year to more than 600 Program Partners including non-profit and faith-based organizations, schools and feeding sites throughout Southern Nevada. Three Square is a member of the Feeding America network of food banks.

Be sure to register for this IFTCares opportunity within your IFT12 schedule to improve the lives of underserved Las Vegas residents and leave a lasting impact on the city and its people.

Want to learn more? Send a note to iftcares@ift.org today!

View video highlights from volunteers efforts at last year’s IFT Cares event in New Orleans.
http://www.youtube.com/watch?v=uY2MxjXg3U4