



*feeding the minds
that feed the world*

Summary of Accomplishments

July–September 2011



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Letter from the Executive Vice President



Excitement for our Fall Strategy Retreat is building! President Roger Clemens and I have heard from many of you and the non board contributors... everyone is looking forward to deep dive thinking about IFT's future.

In preparation for the retreat, we have developed a report summarizing IFT accomplishments over the years. You'll be impressed when you read it... a chronicle of significant achievements to current day. You'll also see a consistent pattern of commitment to professional stewardship, continuing education, application of emerging science, sound science leadership in the regulatory and policy arena, devotion for consumer education, and passion for global contributions and servant leadership.

Our time together focusing on IFT's future comes at an ideal time for us. We do lots of good things very well. Our challenge going forward will be how to identify, nurture and leverage distinctive competencies to achieve our goals, provide member value, make money and make a positive, lasting difference in the world.

The staff and I are eager to take our next important steps with you.

See you in Virginia!

My best,

A handwritten signature in black ink that reads "Barbara". The signature is fluid and cursive.

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



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.

As discussed in March, our priorities remain essentially the same as FY 10–11 since several key initiatives are substantial, but not 100%, accomplished. New strategy programs will be determined during and after the November 14-16, 2011 board retreat.

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:

1. Strategy Retreat

2. 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 France 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

3. Implementation Priorities

- ❖ Complete work already in progress
- ❖ Initiate implementation of recently approved recommendations

4. Core Program Activities

- ❖ Enhancements or improvements to core IFT programs
- ❖ Not all existing core work is listed



IFT Public Policy and Regulatory Conference

The IFT Food Policy Impact conference has been scheduled for December 1. This inaugural event features high profile government, industry and consultant speakers in two tracks: food safety and food labeling and marketing. Registrants of the conference will receive complimentary registration to a December 7 webcast, "Intersection of Food, Policy and Profitability: Obstacles and Opportunities for the Private and Public Sectors," and nonmember registrants will receive a one-year IFT membership.

In conjunction with this conference, the *Labeling Requirements and Implications for Foods Marketed in the U.S.* Short Course will occur on November 29 and 30.

Food and Nutrition Science Solutions Partnership (IFT/IFIC/ASN/ADA)

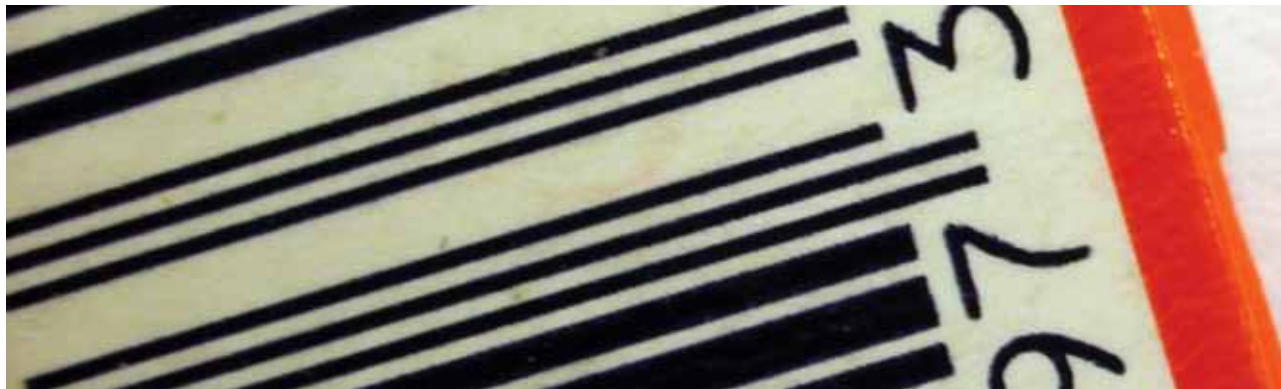
IFT, ADA and ASN sponsored a research project to determine the contribution of nutrients from processed foods. The research was conducted by Victor Fulgoni at Nutrition Impact, LLC using eight years of data from the National Health and Nutrition Examination Survey (NHANES). The NHANES results were presented at the ADA Food & Nutrition Conference in September. The title of Victor's presentation was "A Fresh Look at Processed Foods: Contribution of Processed Foods to the American Diet." Results indicate that processed foods make significant contributions to diet both in terms of nutrients to limit and nutrients to encourage. Conclusions stated that processed foods are important to American diets, but greater effort needs to be made to choose processed foods with lower amounts of saturated fats, sodium, and added sugars while still getting nutrients to encourage. The individual societies will publish articles on the findings and will coordinate a strategic communications approach. The nutrition division allocated reserve dollars to support this research plus two upcoming webcasts for members.

Partnership with Pew Charitable Trusts

As follow-up to the first workshop ("Enhancing FDA's Evaluation of Scientific Data to Ensure Chemicals Added to Human Food are Safe") conducted with Pew's Food Additives Group, the proceedings were published in the November issue of *Comprehensive Reviews in Food Science and Food Safety*. A draft of the proceedings/article was distributed to all attendees, many of whom are IFT members, for comment and suggested edits. Much of that feedback was incorporated into the final release. This workshop is just the first in a series of three workshops being planned. The second workshop focusing on exposure assessment will be held on November 17–18. These invitation-only workshops are attended by experts representing government, industry, academia, and public interest organizations. The third workshop is tentatively scheduled for February 2012.

Nanotechnology

The review of the occurrence, use and safety of oral exposure to food-related nanomaterials, by Bernadene Magnuson and others, that arose from an IFT-led collaborative research team initiative was published in August in the *Journal of Food Science*. Through this research, the need for a minimum set of physicochemical parameters to characterize test materials, a method to assess research quality and reliability, and additional food- and health-related research became evident. An online *Food Technology* exclusive summary of the article and other IFT activities was also published in August. The research team—IFT, Grocery Manufacturers of America, International Life Sciences Institute of North America, the U.S. Food and Drug Administration, and the Nanotechnology Characterization Laboratory—is supporting the development of a framework and road map for implementation of characterization and reporting standards in the nanomaterials research community. Referred to as the "NanoCharacter" project, the activity is being coordinated by the ILSI Research Foundation.



IFT participated as a cosponsor in the Workshop on Food Nanotechnology that was hosted by Purdue University on campus, Oct. 25 – 26. Other workshop cosponsors were Purdue University College of Agriculture, University of Illinois at Urbana-Champaign's College of Agriculture, Consumers, and Environmental Sciences, and U.S. Department of Agriculture/National Institute for Food and Agriculture. The goal of the workshop was to develop definitions, classifications, communication strategies, and research needs for food nanomaterials.

Food Additives

The Science & Policy Initiatives team continues working with a tactical team to identify ways to further advance public understanding, global regulatory harmonization, and IFT's global visibility as a trusted scientific advisor and technical resource on food additives. Ideas for raising the visibility and utility of the new web page (<http://bit.ly/uTWvDE>) are being explored.

Comments

In August, IFT submitted comments to APHIS/USDA in response to the Availability of Petition, Plant Pest Risk Assessment, and Environmental Assessment for Determination of Nonregulated Status for Soybean Genetically Engineered to Have a Modified Fatty Acid Profile and for Tolerance to the Herbicide Glyphosate. We acknowledged that recombinant DNA techniques applied to foods hold potential for benefits that are advantageous for consumers, food manufacturers, and the environment.

In July, we submitted comments to the Interagency Working Group on Food Marketed to Children. IFT recognized the critical value of improving children's diets and addressing the high rates of

childhood obesity. We commended the Interagency Working Group for seeking public comment on the preliminary proposal for voluntary principles to guide industry self-regulatory efforts to improve the nutritional profile of foods marketed to children, and offered responses to specific questions posed in the Working Group's preliminary proposal.

Grants & Contracts

In the most high-profile contract work issued to IFT by FDA to date, IFT will conduct the product tracing pilots required by the Food Safety Modernization Act. IFT joined FDA in announcing the effort on a stakeholder call, and IFT and FDA jointly released press releases. This substantial effort will engage stakeholders through multiple input sessions, including the use of an eight member expert panel and multiple subpanels. The final report will be provided to FDA in May 2012 and will include the results of mock tracebacks performed on produce and processed foods. Additionally, in July, IFT launched the Traceability Improvement Initiative (TII), funded by BASF Health & Nutrition, Underwriters Laboratories and the Fisheries Scholarship Fund of the National Fisheries Institute. This initiative has supported two product tracing summits, and a third is planned. Proceedings from these meetings, which include industry, regulators, academics and other stakeholders, will be published in a special issue of the *Journal of Food Science*.

Based on the success of the first phase of work on a product tracing interoperability task for the National Center for Food Protection and Defense (NCFPD), IFT was awarded funding to continue with the second year of the study. Based on industry interest, the work is being expanded compared to the vision of the original proposal. TII will support the additional effort, which consists of evaluating the interoperability of three technology providers using a canned tuna supply chain.



IFT Receives Contract from FDA to Hold “Pilot” FREE-B Workshops and Create Risk Communication Templates

As part of a contract with the U.S. Food and Drug Administration, IFT contributed to the development of the Food Related Emergency Exercise (FREE-B) web-based tool that the FDA released this summer. The FREE-B toolkit is a set of five tabletop exercise scenarios, available online, based on both intentional and unintentional food contamination events. These scenarios will help government regulators, public health organizations and the food industry test their readiness for food-related emergencies, such as a human health emergency caused by an unintentional contamination of produce with E. coli O157:H7.

FREE-B is designed to assist stakeholders in assessing existing food emergency response plans, protocols, and procedures, or to assist in the revising or development of a food emergency response plan. Each scenario is a stand-alone piece, allowing for the flexibility to choose the most relevant one for an exercise. Under contract with the FDA, IFT has issued a request for proposals (RFP) to provide interested state, local, tribal or territorial-based entities with strategic guidance and limited financial support to conduct one of the scenarios that are part of the FREE-B portfolio. IFT will provide funding and strategic guidance to conduct six tabletop exercises by the end of July 2012. For more information please visit: <http://www.ift.org/freeB>.

In addition to the pilot tabletop exercises, IFT will develop three risk communications templates. The templates will be available to be used generally for food defense incidents. These templates will include:

- High-level background information on the importance of risk communication strategies
- High-level suggestions for handling similar situations
- A series of self-directed questions to assist community leaders, FDA emergency response personnel, and others with the tools to develop strategies/messages
- Methods to identify appropriate spokespersons and key delivery channels for the messages and other important aspects of risk communication plans



Global Advocacy

A new web page focused on International Policy (<http://bit.ly/vzFQfw>) was launched in September. The page provides information from and links to our five priority global organizations, Codex Alimentarius, Food and Agriculture Organization, Food Chemicals Codex, European Food Safety Authority, and International Organization for Standardization.

Edward Scarbrough prepared an article (<http://bit.ly/utcX1J>), published as an online *Food Technology* exclusive in September, that is a comprehensive resource on the new and ongoing work of Codex. He encouraged IFT member involvement. IFT is active in the work of several committees, participating in electronic working groups (e.g., relating to the General Standard on Food Additives), tracking developments on a number of topics and issues, and planning participation in upcoming meetings. IFT also attended the Codex Commission meeting in July.

The Memorandum of Understanding between the Food and Agriculture Organization of the United Nations and IFT was signed. Anticipated areas of activity include: raising awareness among members of the expertise needed for various expert rosters and short term consultancies; providing review and scientific input into documents; and providing assistance in developing conferences, seminars, workshops, and course curricula.

Andy Ebert prepared an FCC news update which was published in the July issue of *Food Technology* (<http://bit.ly/p0Ujje>).





Achievement Awards & Fellows

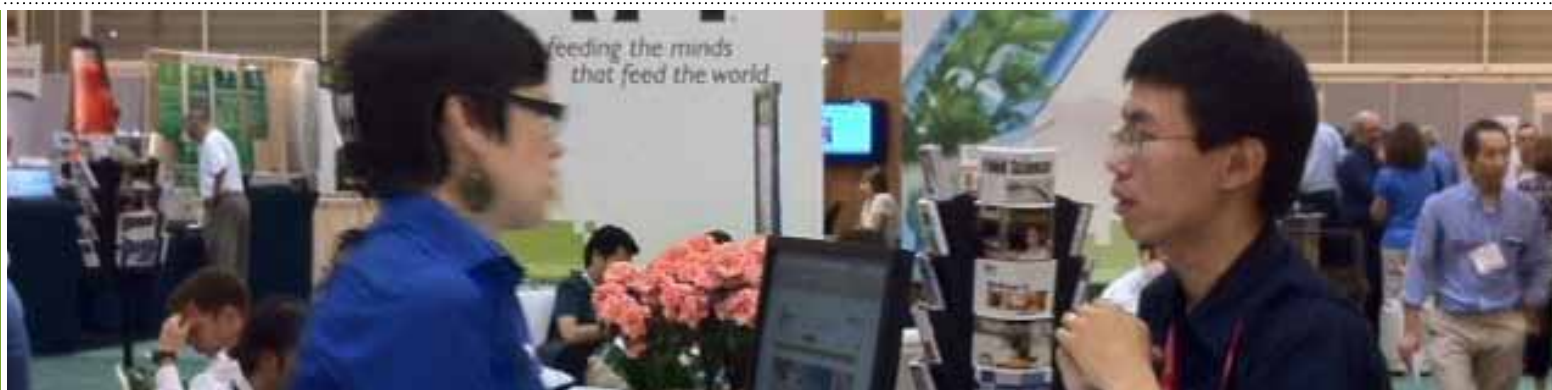
The IFT Awards Program honors IFT members representing multiple facets of the profession, including teaching, public health, lipid or flavor science, food ingredient safety, industrial developments, and others. The professional distinction of IFT Fellow recognizes individuals with outstanding qualifications and experience in food science and technology. Award Laureates and Fellows represent industry, academia, and government organizations worldwide and are linked by a common support for IFT's vision to ensure a safe and abundant food supply contributing to healthier people everywhere.

The deadline for achievement awards is December 1, 2011, while the Fellow deadline is February 1, 2012.

Food Expo Innovation Awards

Now in its fifth year, the 2011 IFT Food Expo Innovation Awards program showcased four technological progressions that address food industry needs. At the Sunday morning keynote session in New Orleans, incoming IFT President Roger Clemens and President-Elect John Ruff presented four companies with 2011 IFT Food Expo Innovation Awards. The winners were DuPont Teijin Films, Ecolab, Loders Croklaan North America, and Summit Resource Group, representing practical advancements in packaging, sanitation, shortening products, and bone health, respectively. A panel of nine jurors from industry and academia with broad expertise in research and product development, processing and packaging technology, and food safety selected the four companies and their innovations from 53 qualified entries.

Improving the Networking Experience: Annual Meeting & Food Expo® Enhancement



2011 ANNUAL MEETING & FOOD EXPO HIGHLIGHTS

Registration

Final registration for the 2011 meeting was 15,149 total registrants.

Total registration comparison vs. the last three meetings and the last two times we held the meeting in Chicago

	2007 Chicago	2008 New Orleans	2009 Anaheim	2010 Chicago	2011 New Orleans
Total Attendees	14,810	8,524	9,344	13,682	8,177
Exhibitor	8,438	6,450	5,216	7,831	6,972
Total Registered	23,248	14,974	14,560	21,513	15,149
Expo Only	6,555	3,117	4,144	6,421	3,076
% of attendees	(44%)	(37%)	(44%)	(47%)	(41%)
Domestic	19,039	12,028	11,839	17,346	12,064
International	4,209	2,946	2,721	4,167	3,085
Int'l %	(18%)	(20%)	(19%)	(19%)	(20%)

2011 Pre-Annual Meeting Short Courses

Nine Pre-Annual Meeting Short Courses ranging in length from 1/2 day to two days were held June 10–11 at the Hilton New Orleans Riverside. New and revamped courses included:

- *Sensory Testing for Product Development and Claims Support (2 days)*
- *Managing Risks Associated with Food Ingredient Safety (2 days)*
- *New Oils, New Labels, New Opportunities (1 day)*
- *Evaluating the Safety of Gulf Seafood: Programs and Analytical Techniques in the Aftermath of the Deepwater Horizon Spill (1/2 day)*

Registration was just four attendees shy of the budgeted goal of 331. 92% of evaluators indicated they were satisfied or very satisfied with the overall course quality, a 6% increase over 2010. Furthermore, the mean satisfaction score of 4.28 was the highest in at least the last 10 years.



IFT Live Show Daily

At the Annual Meeting & Food Expo in New Orleans, the *IFT Live* show daily was emailed to more than 38,000 members and nonmembers each morning of the event (June 11–13). The open rate for the emails averaged 20%, which is similar to *The Weekly* newsletter. The *IFT Live* site itself was visited more than 45,000 times from the beginning of June through the end of July. This exceeds the 2010 visitor tally for the site. Most visitors came to the site from the Annual Meeting & Food Expo website, the show daily emails, and Facebook. *IFT Live* articles—totaling more than 100—were publicized through social media channels such as Facebook and Twitter. The goal for 2012 is to combine the Annual Meeting & Food Expo site with *IFT Live* to enhance the attendee and visitor experience, and drive more traffic.

2011 Annual Meeting Scientific Program

Improvements continued with the Scientific Program in 2011. In the second year of our new track structure, the ratings for the Scientific Program were higher than in 2010. Attendees rated the quality of the science presented in the program 10% higher in the very good or excellent categories. Respondents rated the value received 6% higher with the same response options. Although overall attendance was lower than last year, the average session attendance in relation to the total attendees actually increased in all but one track. More than three-quarters of the Scientific Program attendees said the track structure was easy to navigate and helped them to select sessions to attend. The inaugural Beacon Lecturers were also a success. Professor Patrick Wall, Associate Professor of Public Health, University College Dublin's School of Public Health and Population Sciences and Vice Admiral Regina M. Benjamin, MD, MBA, Surgeon General of the United States Public Health Service were honored and spoke in New Orleans. These sessions were the 11th and 12th best attended sessions and the qualitative feedback onsite was extremely positive.

Preparation is now underway for the 2012 Scientific Program. All 11 tracks have been populated with subpanel members. Of the over 302 volunteers who expressed interest, 173 have been appointed to subpanels. The Call for Submissions began on October 3. The session proposal deadline is November 8; Abstracts and New Products & Technologies are due on January 6. For the first time, anyone may nominate a Beacon Lecturer via our online submission tool. These nominations are due December 2.

IFT's Open Innovation Program

For the second year, IFT worked with food manufacturing companies (General Mills, Kraft, and McCormick) to share their innovation needs with the IFT exhibitors. IFT exhibitors had the opportunity to submit solutions to the specific innovation needs through IFT. We created a SharePoint site for the food manufacturing companies to access and review submissions. For exhibiting companies with solutions that the food companies deemed promising, the manufacturers scheduled face-to-face meetings during the Food Expo. We provided meeting rooms for the manufacturers on the Food Expo floor to meet with the exhibitors.



Social Media at the 2011 Annual Meeting

We hired a social media consulting firm to assist with our social media planning around the meeting. In addition to leveraging social media channels to encourage participation in the Annual Meeting & Food Expo, these mediums were used to push additional content.

IFT transitioned to a Facebook Page (from a Group) in order to leverage more analytics and utilize additional functionality. The Twitter hashtag was #IFT11 (utilizing @IFT and @IFT11 channels) and we began a campaign around following others in the food science space and re-tweeting relevant content. LinkedIn was used to share content and produce interest in attending. Ultimately, IFT's member community was the cornerstone of our engagement strategy.

New this year was our conference blog (IFT11 Blog) which acted as the homepage for all social media outposts.

For the second year in a row, IFT used a matchmaking and scheduling tool called NetworkNow. This tool allowed attendees to find other attendees, exhibitors, and sessions, and exhibitors to find attendees based on product needs, interests, job position, and educational background, among others. Also, this year, there was a mobile application using this system that helped attendees and exhibitors design a personalized schedule for the event.

IFT/RCA Culinology® Presentation

The Research Chefs Association once again presented on the expo floor. Bruce Foods discussed the product development process and how the corporate chef and R&D work together as a team to create new products.

Education on the Expo Floor

In 2012, 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, from a review of social media and its application to product tasting, to a presentation on consumer trends, the Disney-IFTSA Product Development Competition, and more.

Mintel and Innova once again continued their special pavilions. Mintel presented three sessions each day that included a presentation followed by an opportunity to see, touch, and smell products from around the globe. Innova showcased their Taste the Trend pavilion of key trends driving new product development from all corners of the world.

Exhibitor Spotlight Theater/Sessions

Four exhibitors took advantage of 45-minute educational sessions where they could present the benefits of their products and/or services on the show floor. This venue allowed exhibitors to extend their reach and provided additional revenue for IFT. Two of these presentations were actually hosted in the Special Events Pavilion to allow for a greater audience.



Trend & Solution Tours

IFT once again offered 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 four issues or trends facing the food industry as identified by *Food Technology* magazine. New this year, in each of the Trend & Solution Tour brochures, which listed exhibitors with solutions pertaining to the trend, a listing of all the scientific sessions related was included. The trends identified for the 2011 meeting were:

- *Ingredients for Functional Foods* – Take a look at what’s new in the world of functional/nutraceutical ingredients, which are used in foods and beverages designed to deliver health and wellness benefits beyond those found in traditionally formulated products.
- *New Directions for Carbs* – The New 2010 Dietary Guidelines urge Americans to limit consumption of refined carbohydrates, and ingredient companies are responding with options including whole grains, dietary fibers, and resistant starches. In addition, companies are exploring their functionality in areas such as texture, mouth feel, color, and taste.
- *Next-Generation Fats and Oils* – Not all fats are the same. Their nutritional and functionality benefits can vary depending on their type. The perception of fat continues to evolve as companies work to further improve the health and functionality properties of this very important ingredient category.
- *Taste Modification* – Reducing salt, sugar, or fat or adding vitamins, minerals, or other nutraceutical ingredients can affect the overall taste of a finished product. Tools to address such formulation changes and enhance a product’s taste profile can take many forms.
- *Weight Management and Diabetes* – Conditions such as obesity and diabetes are public health priorities, and eating to maintain or achieve a healthy weight is a key recommendation of the 2010 Dietary Guidelines for Americans. In this environment, it’s no surprise that formulations to help consumers win the battle of the bulge have never been more in demand.

Career Fair

Once again, IFT held a oneday Career Fair during the 2011 IFT Annual Meeting & Food Expo. On Saturday, hiring reps were available to speak with attendees. Individuals were encouraged to bring their resumes and speak with employers without an appointment.

Hiring reps and meeting attendees had the chance to discuss opportunities available, career goals and what attributes the company seeks when looking for talent. Formal interviews were not required. This is an informal networking and information gathering event and was held in the Employment Bureau from noon until 5:00 p.m.

AFRI PD’s Meeting

For the fourth year, the Agriculture and Food Research Initiative (AFRI) program of the National Institute of Food and Agriculture (NIFA)-USDA, held its Project Director’s (PD) meeting in conjunction with the IFT Annual Meeting & Food Expo. The objective of the PD meeting was to: provide a forum to the PD’s for networking, assess the progress and direction of projects, apprise the PD’s of awards management process, and get feedback from the PD’s on science direction. The AFRI PD meeting was held on Friday evening with a reception and posters, and concluded on Saturday, June 11, with a halfday program. They also offered a Sunrise Session on Sunday on how to obtain and maintain AFRI competitive grants.

Knowledge Center

This newly created center was located in the main lobby of the convention center and put a spotlight the IFT focus areas and core sciences. Each topical area was highlighted through special brochures that outlined not only all the scientific sessions related to that area, but other IFT resources pertaining to it as well. There was a staff concierge to assist attendees with planning their learning



schedule via IFT's Key Focus Areas, Core Science Tracks, and Trend & Solution Tours. The Trend & Solution Tours were also highlighted in this area. The center was positioned to be a central meeting place for divisions and all attendees.

Smartphone App

Based on feedback from exhibitors and attendees, IFT successfully launched a smartphone app to help registrants navigate the event. The app was free to attendees and exhibitors and could be downloaded before, during or after the event. There were native apps for iPhone and Android, and a web-based app for Blackberry or PC users. Features included a searchable scientific program schedule that included description, location, and speakers; a searchable list of exhibitors and product categories, expo and convention center maps; a personalized schedule; and much more.



What's New! – New Products & Services Program

In order to put a spotlight on new products, the number one reason attendees visit the Food Expo, we developed this new program. The program made it easy for attendees to locate new products, as well as provide exhibitors a new opportunity to gain additional visibility for their new solutions. Attendees were able to locate new products through a special section in the smartphone app, a separate tab in the on site directory, and floor stickers in the booths of exhibitors with new products, as well as highlights in *IFT Live*.

Media Attendance

In total, 95 media professionals attended the 2011 Annual Meeting & Food Expo, which is a 58% increase from when the Annual Meeting & Food Expo was last in New Orleans in 2008.

Media from top food industry and consumer outlets attended, including:

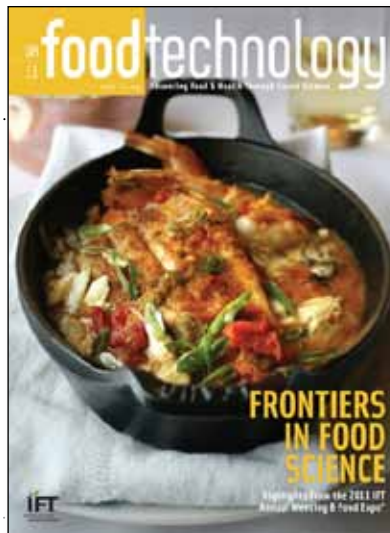
- *Los Angeles Times*
- *Consumer Reports*
- BNET—CBS Interactive Business Network
- *Popular Science*
- *Food Navigator*
- *Food Safety News*

IFT Media Relations developed and distributed 19 press releases highlighting key Annual Meeting scientific sessions, press conferences, and events. Please see all media hits on page 21.

IFT Press Briefings

IFT Media Relations developed and coordinated three press briefings based on breaking news at the Annual Meeting & Food Expo, which helped further position IFT at the forefront of the discussion on major food issues related to diet, health, and food safety. The following briefings were led by top food experts from government and academia. All received positive feedback by those in attendance and have resulted in media coverage.

- White House Chef Sam Kass and USDA Deputy Director Rob Post discussed how the new MyPlate food icon will help Americans make healthier food choices
- Calvin Walker, Ph.D., D.V.M. from NOAA Fisheries, and Chad Nelson from FDA discussed the safety of seafood in the Gulf area one year after the oil spill
- Patrick Wall, former chairperson of the European Food Safety Authority, and IFT president Bob Gravani discussed the E. Coli outbreak in Europe



Food Technology

This fall, *Food Technology* magazine will conduct two research studies—a readership study of the publication’s audience and the biennial IFT Employment & Salary Survey. The objectives of the readership study are to: 1) evaluate how well the content of the magazine is meeting readers’ informational needs; 2) evaluate the publication against its competitors; and 3) determine audience interest in electronic/digital forms of publishing—html, PDF, digi magazine, e-readers and tablets (e.g., iPads), apps, mobile, social, etc. Results of the study will be used to create compelling content that meets the majority of our audience’s needs and to provide the content in formats/media that are most preferred by our audience.

The biennial IFT Employment & Salary Survey will be expanded to garner more data and insight on job satisfaction, workload and work/life balance issues, and effects of the economy. In addition, the survey may poll international members in select countries. An executive summary of survey results will be published in the February 2012 issue of the magazine.

In our continuing effort to present science and technology to members, *Food Technology* published GRAS Flavoring Substances 25 in the July issue. The 25th publication by the Expert Panel of the Flavor and Extract Manufacturers Association is an update on recent progress in the consideration of flavoring ingredients generally recognized as safe under the Food Additives Amendment.

Because of the expanding use of multimedia in *Food Technology* and related publications, two icons representing audio and video have been created to alert readers in a simple and straightforward way that the article (both print and online) contains additional content in the form of audio or video. The icons will begin appearing in the October issue.

Food Technology China

The Chinese Institute of Food Science & Technology (CIFST) and IFT published the latest issue of *Global Food Industry – Food Technology* magazine in September, 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. The theme of the issue was sensory evaluation, and the publication will receive additional distribution at the upcoming Food Summit in China, hosted jointly by CIFST and IFT. About two-thirds of the content was supplied by IFT, consisting of five original articles on sensory evaluation, food defense, IFT’s Undergraduate Curriculum Approval Program developed by IFT, and past articles from *Food Technology* magazine. The next issue of the quarterly magazine will be published in December, and will feature the theme of food ingredients.



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 addition, subscribers forward the newsletter to around 800 people every week, signifying the strong content and expanding reach. The newsletter offers four advertising options. Both the top banner ad the side top “skyscraper” ad are sold out through the remainder of the year.

In September, the eNewsletter included an audiocast interview with John Bode, Washington, D.C. food attorney, discussing the future of the Food Safety Modernization Act. To date, we have had over 200 plays of the audio interview. The plan is to produce a new audiocast interview bimonthly. In conjunction with World Food Day and the World Food Prize in October, the next audiocast interview featured John Floros, Head of the Department of Food Science, Penn State University, <http://bit.ly/72h3x0> to discuss the role of food science & technology in feeding a growing global population.



ePerspective

Now in its third 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 eNewsletter. In July, Joanne Slavin, Department of Food Science and Nutrition at the University of Minnesota, posted an ePerspective explaining that the underlying principles of good nutrition, moderation, and variety should continue to direct the nation’s nutrition policy. However, in her opinion, the food industry should not be blamed when new reformulated and healthier products don’t result in healthier people. This post resulted in five lengthy comments. 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

The 2010 Impact Factors for *Journal of Food Science (JFS)* and *Comprehensive Reviews in Food Science and Food Safety (CRFSFS)* were announced at the end of June. *JFS*'s Impact Factor increased to 1.733 (up from 1.601 in 2009), ranking 35th of 126 journals in the field. *CRFSFS*'s Impact Factor rebounded to 2.673 (up from 1.733 in 2009, a one-year lull for the journal), now ranking 21st out of 126 journals. Both journals also saw increases in their 5-year Impact Factors: *JFS* at 2.059 and *CRFSFS* at 4.195 (ranking 4th in the field for this metric). The Editorial Boards are pleased to see continued progress in the quality of these journals and in their impact on the field of food science.

Earlier this year, we announced an upcoming change to the *Journal of Food Science (JFS)* publishing schedule. Starting in 2012, *JFS* will publish 12 monthly online issues (an increase from the 9 print and online issues per volume year) and 4 quarterly print issues, combining the 3 online issues published in that quarter. This change reflects the move of subscribers from print to online access over recent years. To prevent any print readers from experiencing a delay in access to newly-published content, all members who have subscribed to print-only *JFS* will automatically be granted online access to the journal on January 1, 2012.

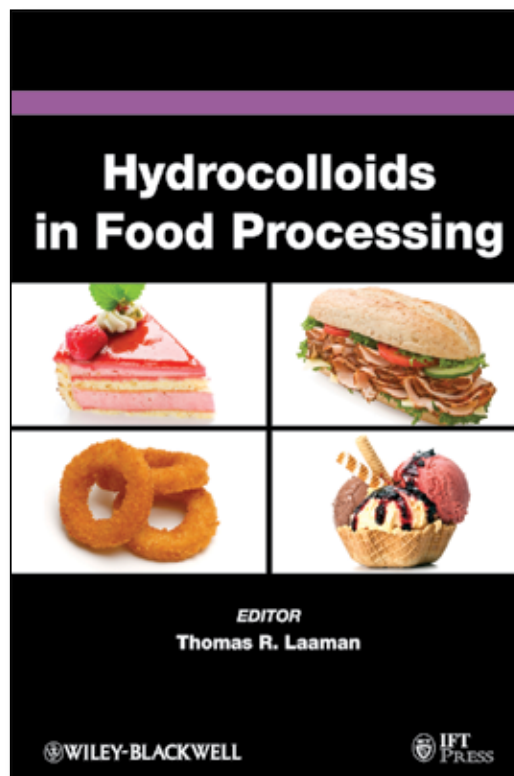
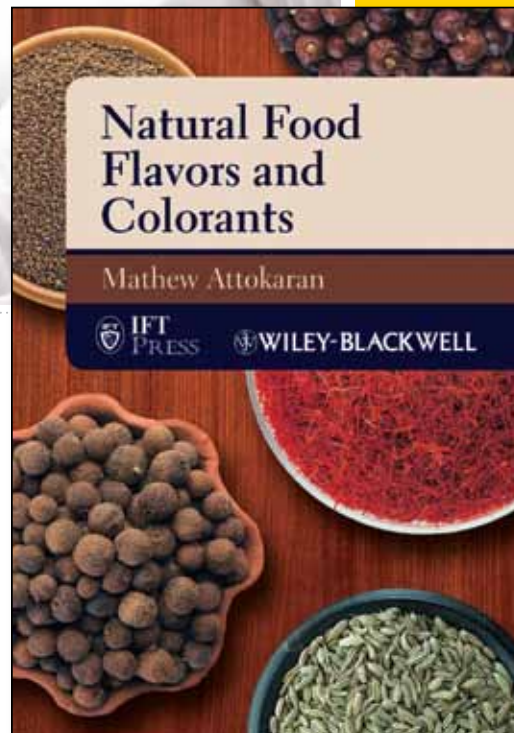
Also, beginning in 2012, members will have the option to subscribe to *JFS* Online Only or Print + Online, thus removing the print-only subscription option. In 2012, all *JFS* subscribers will have online access to the journal. Since functionality, speed of publication, and access to supplementary materials are superior in the online version of the journal, we consider this to be a great benefit to subscribers. Staff implemented a communications campaign to make our members and all subscribers aware of the upcoming change. These improvements are the result of our successful negotiation of our contract with Wiley-Blackwell.



IFT Press Books

IFT Press, a book partnership with Wiley-Blackwell, has published a total of 24 books since 2004. There are 21 books in production (manuscript submitted) or in development (contracted). Three next-editions are also in the works. *Food Carbohydrate Chemistry* by Ronald E. Wrolstad, which is currently in production, will be published as a textbook aimed primarily at graduate and advanced undergraduate students. It will be 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.

As part of a new contract agreement with Wiley-Blackwell, IFT now has the ability to publish one complete electronic chapter from each book on its website. In conjunction with an IFT Education Update on Flavors, IFT recently posted a chapter on "Opportunities in Natural Flavors" from the IFT Press book *Natural Food Flavors and Colorants* by Mathew Attokaran.





Overview of Outreach

IFT garnered 6,136 media hits from May 1 through September 23, 2011. The bulk of our media success during this time period can be attributed to media relations activities at the Annual Meeting & Food Expo. Additional media coverage is related to the *Journal of Food Science* (studies promoted in IFT Media Updates and past studies cited as sources), the FDA Traceability Pilot Announcement, and *Food Technology* magazine (articles promoted in IFT Media Updates).

Total number of placements: 6,136

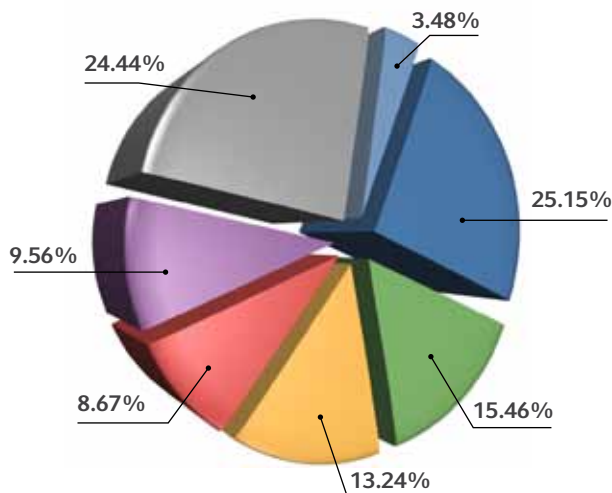
- Estimated audience reached: 7,274,514,089
- Estimated publicity value: \$3,709,257

We are using a new monitoring service that has different metrics than what we've used in the past. The metric used to calculate online reach is based on website analytics and is referred to as Unique Visitors per Month (UVM), which means the number of individuals that access a given website during a one-month period. Please note that is not an absolute number, just an estimate.

The publicity value dollar amount is also a new metric we're using this year. Instead of basing the value solely on advertising equivalency, this number uses average cost per impression, the length of articles/segment, and engagement level to derive an overall publicity value.

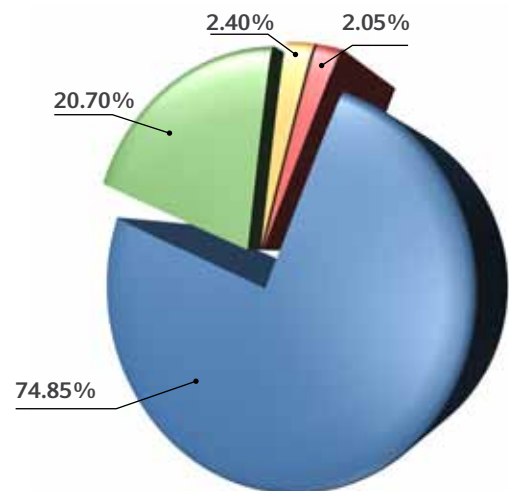
The following charts show the media placement breakdown by outlet type and by category.

Media Placement by Outlet Type



- News Websites - 25.15%
- Blogs - 15.46%
- Magazines - 13.24%
- Social Networking Sites - 8.67%
- Daily Newspapers - 9.56%
- Online Version - 24.44%
- Other - 3.48%

Media Placement by Category



- 2011 Annual Meeting & Food Expo - 74.85%
- *Journal of Food Science* - 20.70%
- FDA Traceability Pilots - 2.40%
- *Food Technology Magazine* - 2.05%



Media Results

Following is a list of key media placements generated by IFT media relations efforts May through September 2011.

- *U.S. News and World Report*—Poor ‘Fat-Tasters’ May Tend to be Heavier <http://ow.ly/7aQQR>
- *Los Angeles Times* (print and online)—We May Be Snacking More, But Those Extra Calories Might Not Be Causing Obesity <http://ow.ly/7aQVR>
- *MSN* (online health section)—Snacking Totals a Quarter of Daily Calories For Many <http://ow.ly/7aR08>
- *Time* (health blog)—Whole Grains are Better but Refined Grains Aren’t Bad <http://ow.ly/7aR5n>
- *WebMD*—U.S. is Becoming a Nation of Snackers <http://ow.ly/7aR8u>
- *Yahoo News* (India)—Snacking Totals a Quarter of Daily Calories For Many <http://ow.ly/7aRfT>
- **iVillage and iVillage UK**
 - Poor ‘Fat-Tasters’ May Tend to Be Heavier
 - Snacking Totals a Quarter of Daily Calories for Many <http://ow.ly/7aRm8>
- *Prevention* (print and online)—Is Your Snacking Out of Control? <http://ow.ly/7aRtv>
- *Huffington Post*—Can’t Taste Fat? You May Have Increased Obesity Risk <http://ow.ly/7aRws>
- *UPI.com*—Americans Eat 580 Calories a Day in Snacks <http://ow.ly/7aRyq>
- *Associated Press*—Michigan State U. Team Gets First for Tasty Treat <http://bit.ly/rukTgN>
- *ABC 7 News* (Chicago ABC affiliate)—Evidence Shows Some People Can’t Taste Fat <http://bit.ly/ufkbHX>
- *Fooducate Blog*—Over 25% of Our Daily Calories Come From Snacks <http://bit.ly/u2mBno>
- *Food Navigator-USA.com*—Communicating Solid Science Key to Busting Food Myths: IFT President <http://bit.ly/tLuoY7>
- *Health Day TV*—Check Those Labels <http://bit.ly/v5RGsX>
- *Men’s Health*—Spoiled Food: Can You Trust Your Nose? <http://bit.ly/rsPZql>

IFT Media Relations worked with the FDA Communications team to disseminate the announcement that IFT will be conducting the product traceability pilot studies for the FDA. To date, there are 147 media placements including the following:

- *Food Navigator-USA.com*—IFT to Lead FDA Product Tracing Studies <http://bit.ly/qM9LMx>
- *Occupational Health & Safety*—FDA Pilot Projects Aid Tracing of Foodborne Illness Outbreaks <http://bit.ly/pM4qmt>
- *Food Safety News*—FSMA Traceability Improvement Kicks Off:
 - FDA Partners With IFT to Determine Most Effective Food Traceback Techniques <http://bit.ly/oq8M9s>
- *FoodIngredientsFirst*—FDA Begins Pilot Projects to Explore Ways to Trace Sources of Foodborne Illness <http://bit.ly/rx1WTy>
- *Medical News Today*—Foodborne Illness Outbreaks—FDA Says New Pilot Projects Will Aid in the Detection of Products Responsible
- *Labeling News*—FDA Announces Food Tracing Pilot Studies <http://bit.ly/qNXd6B>
- *UPI.com*—FDA tests food tracking to curb disease <http://bit.ly/pkTwHL>



IFT Multimedia

Throughout all of our communications channels, we are incorporating multimedia as part of a variety of regular communications to help build awareness of key IFT programs. (Please see the perspective article in the August issue of *Food Technology*, <http://bit.ly/oTUwsA>).

Our goal is to generate a new way to build a personal connection with key IFT audiences and bring to life the true impact of the profession, IFT, and our collective achievements. For example, section presentations by leadership include: Day in the Life videos, IFT Cares videos, and abbreviated versions of the Year in Review video. Two videos were produced featuring Barbara Byrd Keenan, who invited participants of the November Retreat to complete a comprehensive survey in advance of the event. Videos featuring excerpts from Wellness have expanded to highlight the conference initiatives and are being used for marketing purposes.

Food Science Communicators have been videotaped to increase media hits (please see Media Relations report on page 21).

A number of videos debuted in New Orleans in June during IFT's Keynote Session, or on *IFT Live*. Those videos included the 2010–11 IFT Year in Review video; 2010 Food Expo Innovation Awards/Intro to 2011 Food Expo Innovation Award Recipients; eight new Trend & Solution Tour videos; the 2011 Welcome to New Orleans video featuring Bob Gravani, and "A Day in the Life of a Disney Food Scientist," produced by Disney Consumer Products.

Our efforts are now focused on the exciting launch of our new Profiles in Innovation video series 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 and our role in the availability of wholesome and





safe food for people around the world. The 2007 recipient of the World Food Prize, Dr. Philip Nelson, serves as our expert in the first video in the series focusing on the global availability of food.

In addition, we will be producing other videos on:

- Day in the Life of a Food Packaging Professional
- 2012 Wellness Conference
- 2011-2012 Year in Review
- IFT’s 2012 Annual Meeting & Food Expo in Las Vegas
- FDA/IFT partnership on the FREE-B initiative
- 2011 Food Expo Innovation Award Recipients
- IFT Student Association Member Recruitment

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.

Three new Food Science Communicator videos were posted this quarter on the following topics: antioxidants, food irradiation and food storage/expiration dates. We are beginning to see that these videos are driving news coverage with some major media. For example, the food storage/expiration dates video led to a Health Day online TV segment that is syndicated on local news affiliates across the country and an online article in *Men’s Health* magazine.

In addition, an audio interview with toxicologist Carl Winter was produced and posted on IFT Food Facts.



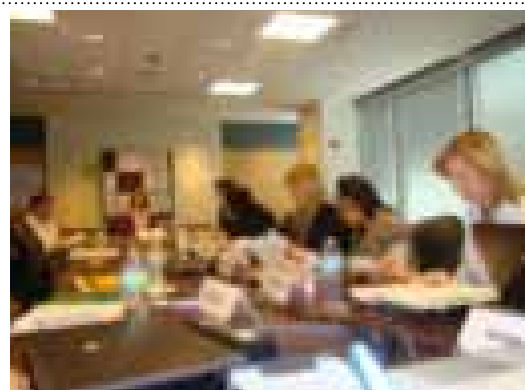


Credentialing Feasibility Update

In June, the Board of Directors approved the Certified Food Scientist Expert Group Report, paving the way for the implementation phase of the Certified Food Scientist (CFS) program. With the help of a credentialing consultant, we conducted an RFP to secure a vendor to help us develop and administer the CFS exam in a comprehensive and legally defensible manner. Professional Testing, Inc. (PTI) was selected due to their 40 years of experience providing cost-effective and psychometrically sound services to professional associations and other organizations. More notably, PTI has developed 11 certification programs for the FDA, including retail food inspectors, manufactured food, produce, and other food-related fields.

A Certified Food Scientist Implementation Group has also been populated with members from industry and academia to help with the implementation phase of this program. The members of this implementation group are: Bob Gravani, Doug Marshall, Russ Flowers, Jessica Fischer, Kurt Buckman, Steve Nojeim, Mary Ellen Camire, Bob McGorrin, Rich Linton, and Monica Fischer. Next steps this fall include securing item writers, writing exam questions, and developing governance policies.

We are also planning a coordinated outreach to the members of the Council of Food Science Administrators to ensure that this group of IFT members has the most current and accurate information about the status of implementing this important IFT initiative.



IFT | Wellness 12

Wellness 12 Conference

Wellness 12 has been scheduled for March 28-29, 2012, at the InterContinental Chicago O'Hare. The call for proposals yielded 50 quality submissions, just short of the 54 received in 2010. General Sessions for Wellness 12 will include: Liz Sloan's Top 10 Functional Food Trends; Dr. James Painter's presentation on Food Guidance Systems around the Globe; and the return of the Consumer Panel featuring two ends of the buying spectrum: Boomers in their sixties and millennials in their twenties.

Related events include the second annual Heart-Healthy Product Development Competition sponsored by CanolaInfo, and the pre-conference short course *Sensory Evaluation: Current Developments and Applications*.

A new video promoting Wellness 12 is available at: <http://www.youtube.com/iftlive#p/u/1/GqYefUmPfk>

Higher Education Review Board (HERB)

In addition to reviewing seven currently-approved programs, HERB will meet in December to consider first-time applications from one domestic university and three universities outside of North America.

Administration of the IFT Education Standards program has been transitioned to Anna Ylijoki, Manager, Component Relations. Anna will execute the implementation of the new 2011 Guidelines.



Webcasts

Sponsored webcasts continue to be successful, with the latest sponsored webcast, *Advancements in Application and Measurement of Glass Transition in Foods*, drawing over 250 registrants.

A series of webcasts on specific rulemakings under the Food Safety Modernization Act will begin late fall of 2011. These webcasts are unique compared to other industry webcasts on this topic, as IFT is partnering directly with FDA to discuss rule makings, giving participants an opportunity to talk directly with FDA.

Further upcoming webcasts include additives, antimicrobials, and topics submitted as Wellness 12 proposals, accepted as webcasts. Division sponsored webcasts are also being planned through early 2012.

eLearning

Flavors is the topic for the next online course, debuting November 2011. This online course titled, *Flavor Interactions in Food: A Primer*, was originally a live Short Course, last held in 2007, and has been in development over the last few months. The live Short Course is being reformatted into a more advanced offering. This online course will serve as a suggested prerequisite for the new advanced Short Course.

Additionally, work is beginning on the International Labeling online course, potentially focusing on three key regions for IFT: China, India, and South America. Members have expressed great interest in this topic and numerous experts are volunteering to help shape the specific topics to be covered.

The most recent new online course, *Fundamentals of Food Texture*, was well received by course participants, with feedback showing the level of content usable for application was just right, as well as the resources provided for use in day-to-day work. Through September, online courses have had a total of 445 enrollments, with 328 enrollments in IFT science-based courses.

Membership Experiences



FY11-12 Members as of October 30, 2011	2010	2011
Members	9,779	10,050
Professionals	2,722	4,522
Students	2,475	2,470
Emeritus	742	742
Total	17,718	17,784

Membership Recruitment and Retention

With the exception of June and July, we have consistently improved our membership retention by an average of 4%. We see lower retention numbers in June and July due to the transactional relationship with members who join specifically to receive the preferred rate at the IFT Annual Meeting & Food Expo when it is held in Chicago. Our increased retention efforts and the membership integration phase of the section pilot program have provided for relatively stable membership numbers.

We have finalized our membership lifecycle strategy that includes three stages of membership communication: engagement, renewal, and recapture. The engagement phase was launched in September with some impressive results. The intent of this phase is to ensure that our members are aware of all the benefits we have to offer and provide opportunities to engage with IFT before renewal communications begin. Our communication on career development tools and opportunities had a remarkable 48% open rate compared to our average of 22%.

We have started using a print invoice on demand option with renewal emails to support the renewal phase of the membership lifecycle strategy and have stepped up our recapture efforts by switching to a professional telemarketing vendor for high volume renewal months. We have added an exit survey as part of our recapture phase to better understand why IFT members elect not to renew their membership.



Section Engagement Pilot Program

We continue to integrate pilot section memberships. This process includes regional associates and current IFT members who had elected not to join their local section. Notices were sent to all pilot section members from both IFT and their local section informing them about their section's voluntary participation in our section pilot program. All pilot sections have agreed not to recruit any section-only members as part of this program. In addition to the pilot program notices, the regional associate members will receive communications covering all three phases of the membership lifecycle strategy, the engagement phase being the most important.

We have held conference calls with each of the pilots to conduct a membership recruitment situation analysis with the intent to develop recruitment campaigns in each pilot section's region. The calls were completed September 30, with a target campaign launch date of mid-November.

The membership team is working with the IT team to evaluate and identify meetings and marketing management tools as part of the pilot section program. Our section pilots will help identify and prioritize the tools we will develop as part of the support provided to create a globally consistent and locally relevant membership experience with a goal of making section volunteerism an easier experience.

Section Pilots

- Cactus Section
- Florida Section
- Longhorn Section
- Oregon Section
- South Florida Section
- St. Louis Section
- Washington, D.C. Section

Section Outreach and Support

Section outreach continues to be a high strategic priority for us. We have identified 23 sections for field visits in FY11-12 in addition to visits to our section engagement pilot participants. Our section leaders have expressed an interest in more leadership development opportunities and more opportunities to network with other section leaders. The Section Best Practices community has been renamed to the Section Leader Resources community and has seen a significant increase in members.

We began offering a monthly Virtual Round Table Discussion in September. Our first topic was volunteer recruitment and management led by guest moderator, Ellen Bradley. We will be offering five Leadership Development Webinars through FY 11-12. We held a Section Executive Committee Orientation in October for the first time via webinar with 33 section leaders participating.

Section Visits Recently Completed or Scheduled:

- Cactus
- Chicago
- Longhorn
- Maryland
- New York/New Jersey
- Pittsburgh



IFTSA Update

A project that was completed in preparation for FY 11–12 was the IFTSA competitions alignment. Through the hard work of a task force of students, all IFTSA competitions were aligned to have a similar look and feel and cohesive deadline dates. All competitions were announced to student leaders in the beginning of October via email with the first deadline being January 7, 2012, for the Heart Healthy Product Development Competition sponsored by CanolaInfo.

Student Recruitment materials have been refreshed and updated with input from the student leadership for the fall semester recruitment season. A focus has been placed on developing templates the students may use to jointly promote their school food science clubs and IFT membership.

Students had multiple opportunities for professional development, leadership training, and networking. During the Chapter Leaders Workshop in which 44 future IFTSA chapter and region leaders participated, students received three days of training on the roles and responsibilities of being an IFTSA leader.

The incoming IFTSA Board of Directors also took part in an orientation for the upcoming year. During the orientation, introductions to IFT and IFTSA were made and roles and goals were discussed. The building block for a successful year was put into place and will allow students to grow throughout the year.

New Professionals

The New Professionals Task Force, led by Jaime Reeves and Tom Nack, experienced another successful year. This year at the IFT Annual Meeting & Food Expo, the New Professionals Task Force debuted a new program called NP Pass. The NP Pass was designed to encourage networking and interaction of new professionals at six specific events throughout the annual meeting. A total of 60 passes were given out and entered into a drawing for complimentary registration to the 2012 event and an iPad.

For the third consecutive year, the task force planned, organized, and championed a Pre-Annual Meeting Short Course, *Developing Effective Influencing Skills*. The median satisfaction scores were higher than in the past two years at 4.55, and also tied for the highest rated course this year!

New professional members are assisting in the development of a new campaign to transition student members into new professionals. The campaign tagline is “Welcome to Your New Life” and will position IFT as the professional home for new graduates entering their career. The implementation of the campaign is set for November 2011.



Institute of Food Technologists
Student Association



The newest members of the Feeding Tomorrow Board of Trustees took office on September 1, 2011. The trustees for the FY 11-12 are as follows:

Dr. Martha Rhodes Roberts, Chair, Dr. Sheri Schellhaass, Vice Chair, Dr. Taylor Wallace, Treasurer, Dr. Noel Anderson, Dr. Roger Clemens, Al Clausi, Dr. Robert Gravani, Dr. Gilbert Leveille, John Ruff, Pamela Vaillancourt, Dr. Mary Wagner, Barbara Byrd Keenan, CAE, Mark Barenie, CAE, and Tina Wehmeir, CMP.

The trustees recently approved a three year action plan. The plan is focused around the following four core initiatives:

1. Expanding the scholarship program to provide larger scholarships domestically and internationally
2. Developing "Food Science 101" modules
3. Developing a comprehensive food security initiative that encompasses technology transfer, new business incubation, study abroad, and internships and fellowships for new professionals
4. Continuing to expand the IFT Summer Scholars Program to include other universities domestically and internationally

The Board of Trustees and staff will develop an annual plan of work and review the progress being made for each initiative. The trustees also acknowledged the many hours of volunteer work that were dedicated to developing our action plan. Our thanks go to Dr. Taylor Wallace, Dr. Sheri Schellhaass, Dr. Martha Roberts, Dr. Bruce Stillings, Al Clausi, and Kelsey Ryan for their time and effort in constructing this aspirational plan.

Year-End Campaign

Feeding Tomorrow is hard at work on the year-end campaign. The message for this year's campaign is based on the concept of a "Then and Now" comparison. Advertisements to introduce the campaign ran in the September and October issues of

Food Technology magazine. We will be launching a multi-channel campaign and will measure the results of the different channels. We will use this information to guide us in framing future solicitation efforts.

Contributions to Feeding Tomorrow

General Mills recently made a significant contribution to Feeding Tomorrow in support of the Summer Scholars Program. Feeding Tomorrow has also been the benefactor of funds earmarked by the divisions. We would like to thank the Food Engineering Division, the Food Laws & Regulations Division, the Foodservice Division, the International Division, the Nonthermal Processing Division, the Nutraceuticals & Functional Foods Division, and the Sensory and Consumer Sciences Division for their contributions. Through their support of Feeding Tomorrow, both General Mills and our divisions continue to demonstrate their dedication to the education and professional development of the next generation of food science and technology professionals.

Fun Run & Walk...Support the Next Generation

Sponsored by the IFT Student Association and Feeding Tomorrow, the Fun Run & Walk is an annual 5K fundraiser event. Proceeds from the event are designated for the Feeding Tomorrow Education Fun, which awards scholarships to undergraduate and graduate students with exceptional scholastic and leadership achievements in food science. The 11th Annual Fun Run & Walk in New Orleans raised a record high of \$77,000 with more than 575 race registrants. Bruce Ferree of California Natural Products was the top individual fundraiser, with \$2,500 to support Feeding Tomorrow. Co-chairs for the 2012 Fun Run are Jen Merle from Rutgers University and Karin Thorsen from Washington State University.

Other Important Initiatives



2012 IFT Leadership Election

The Nominations & Elections Committee is hard at work determining the slate of candidates for President-Elect and the Board of Directors for the 2012 IFT Leadership Election. The timeline for the election was approved by the Board of Directors in August. The slate of candidates will be announced on January 2, 2012. This will also open the 30day petition process. The election will kick off on February 8 and conclude on March 8. We are also in the process of evaluating different thirdparty vendors to host our election. A decision on vendors will be made by mid-November.

Finance

IFT income from operations for FY 10/11 will total approximately \$200K. IFT's investment portfolio will add another \$1.3M, for a total increase to reserves of \$1.5M. The accounting firm of Clifton and Gunderson is currently wrapping up the FY 2010-2011 audit and will be presenting their report to the Audit Committee on November 10. Subsequently, the Audit Committee will report the findings to the Finance Committee and Board of Directors. The Finance department is also in the early stages of preparing all federal and state tax filing requirements. Initial planning is also underway for upgrading the accounting and reporting systems in January of 2012.

Division Transition

On August 31, 2011, all separate division websites and listservs were sunset and division information pages were added for public access. This marks the complete transition to the ift.org website. Twenty-two of the 25 divisions have submitted their 2011-12 Plan of Activities proposals for the Division Transition Task Force (DTTF) review. As of September 27, these 22 divisions planned for 401 activities: 141 focused on developing or repurposing content, 131 focused on fostering community, and 129 focused on developing leaders. In their October call, the DTTF approved 20 of the 22 plans, and tentatively approved 2 plans, providing the divisions identify a leader recruitment plan for required activities. An outreach plan has been

developed for these two divisions and for the three divisions who have yet to submit their activities. Both division workgroups, competitions and service awards, have concluded with DTTF approval of their work. The approved recommendations will allow for enhanced student and member recognition, simplified procedures to ease volunteer workload, and stronger "brand IFT" alignment.

Finally, the DTTF is finalizing an all-division member survey. This survey will provide IFT and the task force with important data on what members find valuable and how the division program can better provide this value.

IFT Strategic Retreat

The IFT Board of Directors will convene a strategic retreat November 14-16, 2011 at the Lansdowne Resort in Leesburg, VA. We will use this time as an opportunity to explore IFT's potential as a global food science and technology organization and chart a course for our organization moving forward. We are very excited about this dialogue and the unique ideas and perspectives that all of the attendees will share during this retreat. The specific goals of the retreat are: 1) 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 and 2) to develop an "IFT success formula" that will help grow IFT, increase member value, and further IFT's scientific leadership activities.

To help inform the discussions, a comprehensive survey was sent to retreat participants, IFT Past Presidents, IFT Fellows, IFT Student Association Board of Directors members and members of the Council of Food Science Administrators to gain their insight on strategic issues impacting IFT and the profession. Approximately 80 people responded to the survey. Additionally, more than 300 members responded to a "pulse check" survey that was designed to capture their thoughts.

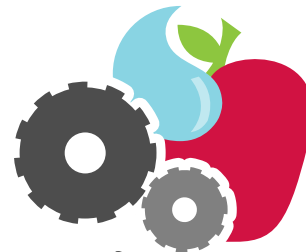


IFT-CIFST Food Summit in China 2011

IFT and CIFST will once again host a joint meeting this Fall. The meeting will take place on November 2-4 at the Everbright Hotel in Shanghai. Session topics include: Innovations & Trends in Flavors, and How Food Safety Impacts the Bottom Line and Feeding the World Through Food Science. IFT will also present sessions on risk communication and the impact of the Food Safety Modernization Act. In addition to the conference program, we will also co-host two exciting new programs in conjunction with this meeting. The first will be a Food Defense Workshop 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. The second new activity is a "President's Forum" that will profile high-quality food science and technology programs from around the world, identify how food science and technology programs can evolve to prepare students for successful careers and highlight the IFT Undergraduate Program approval initiative as an opportunity for universities to build successful quality programs worldwide.

IFT-ALACCTA Food Science & Innovation Conference

IFT and ALACCTA will co-host the inaugural Food Science & Innovation Conference February 27-29, 2011 in Guadalajara, Jalisco, Mexico. The conference will feature short courses on: Course on Creating a Successful Product Tracing Initiative for Your Company, Fundamentals of Risk Analysis and Food Safety, Food Additives and a Leadership Workshop for Students & New Professionals. The general sessions will focus on topics like: "Global Issues in Food Safety" and "The Global Consumer of the Future", while parallel sessions will feature research in food safety, product innovations and health and wellness.



FOOD SCIENCE & INNOVATION CONFERENCE 2011





IFT Division Pages

IFT completed a buildout of public pages for all IFT divisions. Developing these pages allowed for each division to continue having a public presence, while allowing direct access to the division member-only groups in the IFT Community. All the webpages can be accessed under the IFT Community at: <http://www.ift.org/community/divisions>.

IFT Section Template

The IT department is finalizing a web template for IFT sections. This simple template contains an IFT-approved logo for each section and a pre-built style sheet (for fonts, colors, etc.). This goal is to ease the burden on IFT section web editors to build sites from scratch. The editor is provided the skeletal framework to build upon.

Content Management

Since the launch of the site in May 2010, many content contributors have been trained in our CMS system called Sitecore. Staff is moving to a more decentralized content contribution model, to reduce the need for all content to go through the IT department. As of now, a majority of the *Food Technology* staff, the Focus Area and Core Sciences content owners, the IFT science journals, and many others have been trained on the system.

IFT.org Usability

Although the new website launched last May, the work on the site has not halted. The IT department continues to look for areas to improve upon, specifically regarding the user experience. Some recently launched improvements include advance stories buttons for Daily News, e-mail/Print/Share buttons for Events within the online Calendar, introduction of lead-generation forms for content, and expansion of “quick signup” for IFT newsletters and events.

Infrastructure

IFT staff has continued to implement virtualization of servers, which allows for multiple servers to be set up on one physical server. Staff has recently virtualized seven more physical servers. The benefits of virtualization are:

- Consolidation of hardware resources
- Ease of administration
- Significant energy and cost savings
- Ease of deployment





Sheila Fleischhacker, PhD., JD, is IFT’s Manager of Food, Health & Nutrition. As such, She manages IFT’s initiatives within and serves as lead staff resource on scientific and technical issues related to food health & nutrition programs and project tasks. Sheila is on our Science & Policy Initiatives team in Washington DC. Prior to joining IFT, Sheila served as a Co-Principal Investigator of the Robert Wood Johnson Foundation Healthy Eating Research program grant aiming to develop planning and policy strategies to improve access to healthy eating within North Carolina American Indian communities.

Greg Williams joined IFT as our Meetings Manager. Greg was most recently Project Coordinator and Meeting Planner for the American Society for Clinical Pathology. He researched and recommended meeting venues and cities for events, negotiated hotel and vendor contracts, and created meeting specifications for domestic and international meetings. He will be responsible for the logistics for IFT conferences and meetings as well as overseeing Annual Meeting & Food Expo registration and production of awards and keynote sessions.

Heidi Voorhees is beginning her search for a new career opportunity. Because we are committed to her development and she is committed to IFT’s well-being, we decided to create a transparent transition. We anticipate that this transition will take months and she’ll continue to lead our Meetings and Expo efforts in anticipation of a stellar 2012 meeting. By opening this process up publicly, we can be openly supportive of one another.

Jennifer McEntire will be joining David Acheson at Leavitt Partners. Founded by former U.S. Health and Human Services Secretary and EPA Administrator Michael Leavitt, the partnership advises clients in the health care and food safety sectors. Jennifer has made significant contributions to IFT over the past 8 years and we will miss her scientific expertise in food safety as well as her overall leadership in grants and contracts. Jennifer’s last day was Monday October 31st.

Expanded HR Infrastructure

IFT recently upgraded our HR infrastructure to gain efficiency and to enable employees to take greater ownership of their compensation and benefits. We expanded our relationship with ADP, and are now using the ADP Resource employee services portal. This tool:

- increases our Human Resource team’s efficiency in processing new hire forms, and payroll
- allows employees to manage their own State and Federal tax deductions and personal data
- streamlines IFT’s regulatory compliance with sound legal counsel and guidance
- provides federally-mandated as well as performance-based training to IFT staff via live training as well as an entire catalog of synchronous and asynchronous online training – all without added cost to IFT!