As part of the NZIFST Professional Development Programme we are pleased to offer this 2-day course presented by Massey University

**SENSORY EVALUATION FOR THE FOOD INDUSTRY**

**Date/Time:** Tuesday 21st & Wednesday 22nd April 2009 / 8:30am start to 4:30pm finish each day

**Location:** Massey University, Building 22, Oteha Rohe Campus, Albany, Auckland

**Presenters:** Dr John Grigor and Kay McMath

**Cost:** $800 + GST for NZIFST Members or $880 + GST for non-NZIFST members
Cost includes lunches and morning & afternoon teas, and course materials.

**Course Overview:**

This course is designed to up skill technical and NPD personnel in the practices and management of sensory evaluation. Techniques and methodology will be explained in detail with a strong emphasis on the practicality of sensory evaluation in a fast moving industrial setting. Statistical interpretation of data and training and screening of panel members will also be covered.

The course will be practically based with exercises and workshops to help participants in delivering best practice in their work environment.

**Topics you will cover on this Course:**

- **Introduction to sensory evaluation**
  - The importance for the industry
  - Types of sensory evaluation
  - The senses discussed

- **Methodology used in sensory evaluation**
  - Discrimination tests
  - Descriptive test methods
  - Hedonic testing

- **Best practice in sensory evaluation**
  - Basic rules to follow to improve assessor reliability
  - Control of test room, samples and panellists
  - Recruitment screening and training of panel members for descriptive analysis
  - Management of panels

- **Statistics for Sensory Evaluation**
  - Introduction to sensory statistics
  - Type 1 and type 2 errors
  - Panel variability explored (ANOVA)
  - Experimental design for sensory evaluation
  - Preference mapping
Who Should Attend this Course:

- Technical or NPD personnel involved in sensory evaluation
- Technical or NPD managers responsible for sensory evaluation

Course Outcomes:

After attending this Short Course you will be able to:

- To recognise the input and value that a sensory programme can bring to an organisation
- Implement and maintain a sensory programme within your company
- Understand the factors that are critical for successful sensory evaluation within a fast moving industrial setting

Information about the Course Presenters:

Dr John Grigor
BSc (Hons) PhD PGCE MNZIFST

John is a senior lecturer in sensory science at Massey University. He completed his PhD in 1990 from Reading university (UK) in taste science and has been active in research and consultancy in sensory science for 15 years, working with a number of companies in Europe both as an academic, researcher and as an independent consultant.

John has worked in the UK University sector for over nine years originally as a lecturer at Lincoln University and later leading the undergraduate and postgraduate food programme as a principal lecturer at Teesside University. John is also a fully qualified teacher and has been teaching sensory evaluation over a range of qualifications including MSc Food Technology. He has also set up in-house training programmes in sensory evaluation for large food companies and SME’s, whilst also publishing several papers, book chapters and as a speaker at international conferences.

Kay McMath
Director, EPS Ltd (FNZIFST)

Kay McMath is a consultant to the food industry having spent the last 3 years contracted to Massey University as Senior lecturer in sensory science and product development. Kay has spent 16 years in the NZ Dairy Industry, starting out in S.E.Asia in 1992 where she established a consumer research group to identify market requirements for dairy products. From 1996 she was Manager of the NZ Dairy Board’s Product Evaluation Centre in Auckland where she established specialist panels to match market requirements to product properties.

With wide experience in tasting not only ingredients but consumer goods – Kay McMath has trained taste panels for the meat, horticultural and food industries since 1987.
REGISTRATION FORM

Please return completed registration form by THURSDAY 9 April
NOTE: A minimum of 12 registrations are required for this course to proceed

Title: ______________  Last name: _____________________________  First name: _____________________________

Position: _________________________________________________________________________________________

Organisation: _____________________________________ ____________________________________________

PO Box / Street ___________________________________ ______    Suburb:________________________________

City: _____________________________________________ _____ Postcode: ______________________________

Telephone: ________________________________________ ___ Fax: __________________________________

Email:  ___________________________________________ ______________________________________

Special requirements (Dietary or Mobility) ______________________________________________________________

Privacy Act: Information on this form will be used for the purposes of the NZIFST Professional Development programme and may include lists distributed to speakers and delegates. If you do NOT wish your name to be included on any such lists please tick here □

REGISTRATION FEE:

☐ NZIFST member  $800 (plus gst) = $900

☐ Non NZIFST member  $880 (plus gst) = $990

PAYMENT:

☐ Cheque/money order, payable to NZIFST

☐ Direct Credit to NZIFST at ANZ Bank, a/c 01-0542-0148886-000, Reference <your name, Sensory>

☐ Please invoice us, order number ____________

☐ Please charge the total amount to the following credit card:

☐ MasterCard  ☐ Visa

Name on card: ______________________________________

Credit card number: ______________________________________________

Expiry date: ____________________________  Signature: ________________________

Please forward this form and payment details by THURSDAY 9 April 2009 to:

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Cancellation Policy:

➢ Cancellation received after 9 April, no refund but a copy of the course material will be sent.
➢ Substitutions at any time – No charge.