Making Sense of the Numbers: Statistics for Food Scientists

September 23, 2010     Course Code: LF0607CA11

- New for 2010! -

In the food business, there is the product development cycle no one ever wants to ride: poorly conceived experiments which produce bad data that leads to wrong conclusions and, finally, to market failure. That is why all product developers — from chemists to QA specialists — should understand how insightful and intelligent data is produced.

 Featured Topics include:
- Descriptive statistics and graphics
- Sampling
- CAGE Repeatability and Reproducibility Studies
- Statistics Process Control (SPC)
- Analysis of Variance (ANOVA)
- Design of Experiments (DOE)
- Regression

This one-day intensive refresher course is taught by one of the food industry's most experienced statistical specialists who knows the delicate art and science of mixing food and numbers. Refresh your knowledge of fundamental concepts and gain a better understanding of common applications of statistics in food science through our case-based approach.

Not just for beginners -- even experienced professionals will benefit from this statistical refresher!

Led by Frank Rossi, Associate Director, Applied Quantitative Sciences Department at Kraft Foods Research and Development. Frank supports product development efforts for Kraft's divisions and consults internally with the Operations, Quality and Marketing Research Organizations. Frank has also held statistical consulting positions with General Foods Corporation and Campbell Soup Company. He has authored publications on the statistical aspects of product testing. He obtained a BS in Mathematics and an MA in Statistics from Pennsylvania State University.

Don't be baffled by Statistics!
"Frank [does] an excellent job of bringing the stats to life!"
"Very clear, concise and to the point … easy to understand."
"Very good presentation style. Frank is good with making boring topics interesting."

Only $285 with your Sensory Evaluation registration! ($100 savings!)

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Make Introduction to Food Science work for you!
Your choice of individual one-day sessions, or the complete five-day program!

Although most participants attend all five days, we will work with you to determine which specific course days best suit your individual educational goals and objectives.

Day 1 - Monday, August 16, 2010
Introduction to Chemical Principles and Lpid
Explore the structures, properties and functions of food molecules, including polarity, acidity, reactivity (hydrolysis, oxidation, browning) and alkalinity. Learn about the chemical compositions of oils and fats and their roles in food product development and manufacturing. Discuss the refining of fats and oils, and evaluate the reactions and degradation of lipids.

Day 2 - Tuesday, August 17, 2010
Carbohydrates and Proteins
Learn about theories and applications of carbohydrates in food production. Explore structures, nomenclature, chemical reactions and functions. Analyze the characteristics that proteins bring to foods and raw materials needed for flavor reactions and nutrients.

Day 3 - Wednesday, August 18, 2010
Sensory Evaluation
Great food products delight many senses all at once. Build your own sensory skills by developing a greater understanding of the science of aroma, taste, color and texture of food.

In this program, you will review the pros and cons of different sensory tests, examine testing procedures, and evaluate real products. You will develop the practical skills necessary to set up your own discrimination tests and create testing protocol, apply real test procedures and interpret what the results mean for your product. Through hands-on demonstrations, you will also learn how to evaluate the sensory quality of food products using statistical descriptive analysis. A background in statistics is NOT required.

Using easy-to-learn steps, you will be taught how to perform statistical tests and then progress to more complex assessment techniques. The sensory quality of a food product is the single most important factor influencing its success in the marketplace. You can increase the chances of a product's success in today's food and pharmaceutical markets if you understand and can measure the sensory quality of foods.

The course includes a special visit to the Rutgers University's Food Science Department and their sensory evaluation laboratories. Here you will be introduced to cutting-edge food-related research and the innovative sensory evaluation techniques currently practiced there.

Who Should Attend?
- Professionals involved in sensory evaluation of food/beverage products
- Food-related product researchers and developers
- Quality control and quality assurance specialists
- Food/beverage marketers or production employers
- Industry professionals who conduct consumer preference/acceptance tests
- Lab technicians and managers
- Marketing managers and research support staff

For more advanced statistical training, be sure to register for the optional third day of the course on September 23rd - Making Sense of the Numbers: Statistics for the Food Scientist - and save $100 off each individual course!

- $1,195 for 4 days
- $795 for 2 days
- $395 for 1 day

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