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*The sensory quality of food products is the single most important factor influencing its success!*

## Sensory Evaluation

September 14 and 15, 2011

*Learn the delicate art and science of mixing food and numbers - for beginners and experienced professionals alike.*

## Making Sense of the Numbers: Statistics for Food Scientists

September 16, 2011

*Looking to improve your understanding of the science of food?*

## Introduction to Food Science

August 15 - 19, 2011  
**\*\*NEW Topic for 2011\*\***  
**Food Processing and Engineering!**

Office of Continuing Professional Education



## Sensory Evaluation

September 14 and 15, 2011

**Registration Fees:**  
\$795 before 8/13; \$845 after

Course Code: LF0606CA12

Register with **STATISTICS FOR FOOD SCIENTISTS** and save \$100 off each individual course!

Increase the chances of your product's success in today's food and pharmaceutical marketplace by understanding and effectively measuring the sensory quality of foods.

In this two-day 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.

### Who Should Attend?

- Food/Beverage professionals involved in product evaluation
- Food/beverage marketers or production employees
- Product researchers and developers
- Quality control and quality assurance specialists
- Conductors of consumer preference/acceptance tests
- Lab technicians and managers
- Marketing managers and research support staff

**NOTE:** 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 throughout the program.

[www.cpe.rutgers.edu/food](http://www.cpe.rutgers.edu/food)

### FEATURED TOPICS

#### Day One

- Discrimination Tests
- Descriptive Analysis
- Consumer Testing Procedures
- Testing Issues

#### Day Two

- Statistical Discussion and Review
- Flavor Descriptive Terminology
- Time Intensity Measurement
- Sensory Data Relations
- Recent Developments in Sensory Research at Rutgers

### And more!

- Advanced aspects of technology
- When to use discrimination and descriptive testing
- Product formulation
- First-hand taste experience tests
- How to conduct taste panels and how to select panelists
- Evaluating statistical data

Day two concludes with an optional tour of the Rutgers University Sensory Lab! Here you will be introduced to cutting-edge food related research and the innovative sensory evaluation techniques currently practiced there.

Register for **Sensory Evaluation**, to receive "a greater understanding of the scientific side of tasting food" ... "the presenters [are] great and very knowledgeable in the subject matter." **Past Attendees**

Office of Continuing Professional Education

## Making Sense of the Numbers: Statistics for Food Scientists

September 16, 2011

Registration Fees:  
\$395 before 9/2; \$425 after

Course Code: LF0607CA12

Register with **SENSORY EVALUATION**  
and save \$100 off each individual course!

Poorly conceived experiments produce bad data, which leads to wrong conclusions and market failure. All product developers -- from chemists to QA specialists -- should understand how insightful and intelligent data is produced.

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

Refresh your knowledge of fundamental concepts and applications of statistics in food science with this case-based approach, and gain a better understanding of common applications of statistics in food science.

*"This course has helped me understand the numbers I look at and evaluate daily. All aspects of the program will be taken back and applied to my job. [The] excellent instruction would be beneficial to much more than just food scientists -- quality control/assurance, production supervisors and managers would all benefit from what **Making Sense of the Numbers** provides!"* **Mark Hayden**, Director, Global Quality Assurance, Heartland Sweeteners, LLC, Carmel, IN

**Taught by two statistical specialists from Kraft General Foods!**

**Frank Rossi**, Associate Director of the Applied Quantitative Sciences Department, Research and Development

**Viktor Mirtchev**, Senior Statistician in the Global Statistics Department, Research and Development

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### FEATURED TOPICS

- Descriptive Statistics and Graphics
- Sampling
- Gage Repeatability and Reproducibility Studies
- Statistics Process Control (SPC)
- Analysis of Variance (ANOVA)
- Design of Experiments (DOE)
- Regression

*"Frank and Viktor were excellent. They made learning easy, and provided knowledge that has enabled me to implement new statistical tools in my current job."* **Tom Giglio**, Director of Quality Systems, Damascus Bakery, Brooklyn, NY

### ATTENTION NEW JERSEY HEALTH OFFICERS AND REGISTERED ENVIRONMENTAL HEALTH SPECIALISTS:

Rutgers University, NJAES, Office of Continuing Professional Education has been approved by the New Jersey Department of Health and Senior Services as a provider of NJ Public Health Continuing Education Contact Hours (CEs).

**Introduction to Food Science** - 25.25 CE

CEs for **Sensory Evaluation** and **Making Sense of the Numbers: Statistics for Food Scientists** are still pending.

Please contact Bianca Scardina for details!  
Phone: 732-932-9271 x.643

Office of Continuing Professional Education

## Introduction to Food Science

August 15 - 19, 2011

Course Code: LF0201CA12

Rutgers University invites you to *transform, broaden* and *update* your food science skills with this highly focused, practical training. With or without a food science background, you will build your value by expanding your range and depth of skills with a quick infusion of targeted food science education.

### FEATURED TOPICS

**Day 1:** Introduction to Chemical Principles; Lipids

**Day 2:** Carbohydrates; Proteins

**Day 3:** Color Theory/Applied; Flavor and Sensory

**Day 4:** Nutrition Theory/Applied; Food Microbiology Theory/Applied

**Day 5:** Food Processing & Engineering (half-day) **NEW for 2011!**

Day five includes an optional tour of the Rutgers University's Department of Food Science and the Center for Advanced Food Technology facilities. Pre-registration required.

**Your choice of individual one-day sessions, or the complete five-day program!**

### Registration Fees

\$1,395 - complete program (all five days)    \$1,195 - four days\*  
\$995 - three days\*    \$795 - two days\*    \$395 - one day only\*

\* Please specify which day(s) with your registration.

*"Introduction to Food Science was very beneficial to me since I work daily with Product Developers on new/existing products. It has provided the tools I need to understand the science behind our products."* **Kim Smith**, TDC Process Engineer-Process R&D, Campbell Soup Company

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## Additional Food Science Training



HACCP Plan Development  
for Food Processors

October 4 - 6, 2011

Course Code : LF0403CA12

**NEW!** Demystifying Kosher

October 24, 2011

Course Code: LF0401CB12

**Better Process Control School - Full Series**

November 15 - 18, 2011

Course Code: LF0703CA12

**Practical Food Microbiology**

December 1 - 2, 2011

Course Code: LF0401CA12

**Better Process Control School - Aseptic Processing ONLY**

January 18 - 19, 2012

Course Code: LF0702CA12

### 4 CONVENIENT WAYS TO REGISTER

**Phone:** 732.932.9271, M-F 8AM - 4:30PM.  
Please have your Visa, Mastercard or AMEX number ready.

**Fax:** 732.932.8726, 24 Hours. Please include credit card information or copy of your check, money order or purchase order with your fax.

**Mail:** Registration Desk, NJAES Office of Continuing Professional Education, Rutgers University, 102 Ryders Lane, New Brunswick, NJ 08901-8519. Please make check payable to: **Rutgers University**

**Web:** [www.cpe.rutgers.edu](http://www.cpe.rutgers.edu)

**Payment Policy** - All students must have prearranged for payment to be admitted to the class (purchase order, check, VISA, Mastercard, American Express or money order).

**Refunds** - You may withdraw from this course with a full refund (minus a processing fee) provided our office is notified at least three (3) full working days prior to the start of the course. Beyond that time, registrants may be responsible for the full registration fee.

**Substitutions are welcomed.**

Office of Continuing Professional Education