



feeding the minds
that feed the world

IFT Education Programs

Shoppers & Sugars: What Consumers Want and Why

**December 14, 2010
2:30 – 3:30 p.m., CST**

Register Now

Featured Events:

New research to be presented at IFT "Shoppers & Sugars" webcast

Sponsored by the [Corn Refiners Association](#)

This webcast is *FREE* to IFT members. It includes the on-demand recording and has a capacity of up to 1,000 attendees. Registration is first come, first served. New research on grocery-shopping and the factors, especially those that pertain to added sugars such as high fructose corn syrup, that influence purchase decisions will be explored. Shopper profiles, including interest in added sugars and ingredient labeling, and actual purchasing behaviors will be presented along with a review of the composition, caloric content and metabolism of added sugars. These data will be highly relevant to food and beverage marketers and product formulators.

Food Allergens online course - Q&A sessions begin November 5

The course will review the latest information and technologies on allergen identification and control practices. You'll learn about the implications of current allergen regulations and standards on product development, food processing and manufacturing. Leverage your unused professional development dollars before year-end. These sessions will encompass regulations, allergen control in food processing, plant management, and best practices in managing communication to consumers.

[Learn more.](#)

Wellness 11 to examine nutrition profiling

Are you familiar with the applications of nutrition profiling as they relate to healthful food development? Gain a deeper understanding of this arena at the session, "Nutrition Profiling Around the World: Setting Standards for Food and Beverages" at the Wellness 11 conference, March 23-24, 2011, at the InterContinental Chicago O'Hare in Rosemont, Illinois.

View the schedule at-a-glance and register at ift.org/wellness.

Don't Miss Dates:

Submit a proposal for the 2011 IFT Annual Meeting Scientific Program

Gain visibility for yourself and your organization. Submit a session proposal, technical research paper abstract or new products and technologies abstract. Only a *preliminary* session proposal is requested from you at this time. If your proposal is tentatively accepted, you'll be advised on providing details at a later date.

Read about this year's [topical priorities](#).

Deadlines are:

Session Proposals - **November 8, 2010**, 4:00 p.m. CST

Technical Research Papers - **December 7, 2010**, 4:00 p.m. CST

New Products & Technologies Abstracts - **January 7, 2011**, 4:00 p.m. CST

Find complete [details and proposal guidelines on ift.org/IFT11](#).

For more information, email jschmidli@ift.org or call 312.604.0272.

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