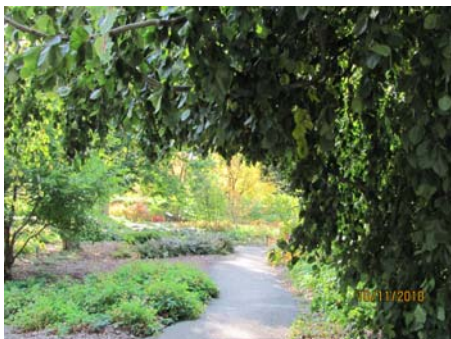




October 11th, Dinner Meeting Highlights!



Our October meeting at the Morton Arboretum in the midst of fall colors was once again a “sold-out” event. Columbus Day is the busiest day of the year for the Arboretum and the many visitors, young and old, combined with the warm sunshine, provided a perfect atmosphere. Many took the narrated tram tour to get an overview of the extensive grounds that were established by Joy Morton. Morton Salt was also our supplier sponsor and Ben Collins gave an entertaining and informative presentation about the history of the Morton Arboretum.

Our speaker Dr. Robert B. Gravani, Professor of Food Science at Cornell University and current IFT President, started his presentation with a spirited presentation on some of the on-going changes at IFT. He reminded everyone to go to IFT’s newly designed website and actively participate in online communities and social media.



In his main presentation “Food Recalls and Risk Communication: Challenges and Opportunities” he discussed four high profile recalls involving Salmonella in ice cream and potato chips, E. coli in hamburgers, and benzene in bottled water. His analysis showed that mostly a failure of adherence to GMP (Good Manufacturing Practices) turned out to be the root cause. The top 5 areas that need to be addressed for improvements are employee training, contamination of raw materials, poor sanitation, poor plant design and a lack of preventive maintenance.

Bob then went on to introduce Best Practices of Risk Communication as a strategy to effectively communicate risks to the public. He referenced Peter Sandman (www.psandman.com) as an expert in this field and an article in the September 2009 issue of Food Technology titled “Getting Crisis Communication Right” (<http://www.ift.org/food-technology/past-issues/2009/september/features/getting-crisis-communication-right.aspx>).