



# In Defense of Processed Food

John Ruff  
IFT President  
September 10, 2012  
Chicago Section Meeting





*A special thanks...*



# IFT: Telling the Story of the Profession





# The Many Faces of IFT...



We're engaged...

**2,000+**

Members engaged  
in key volunteer  
positions



We're active...

**54%**

Growth in division  
involvement since  
open access



We're connected...

**18,000+**

IFT online Community  
profiles updated





## The IFT online Community has an average of:

- **5,428** visits per month
- **2,479** visits to the member directory
- **68** new discussions each month
- **75** logins per discussion

# How have we told that story... *lately?*

**Dr. Regina Benjamin**  
U.S. Surgeon General

**Michael Specter**  
Journalist with  
The New Yorker

**Patrick Wall**  
Professor of Public Health  
University College Dublin

**Prestigious Speakers**  
The 2011 Annual Meeting and Food Expo played host to an impressive lineup of speakers.

**Journal of Food Science**

**food technology**

**IFT** Institute of Food Technologists

**World Without Food Science**





# Partnering with Sections

- Section Engagement Advisory Panel
- Key initiatives
  - Joint membership recruitment and retention
  - Identify systems to ease administrative burdens
  - Allow section leaders to focus on value proposition





# Section Outreach

- 28 IFT Section visits in 2011-12
- 8 IFT Section visits set for 2012-13
- Chicago Section



Chicago Section



Longhorn Section



Maryland Section





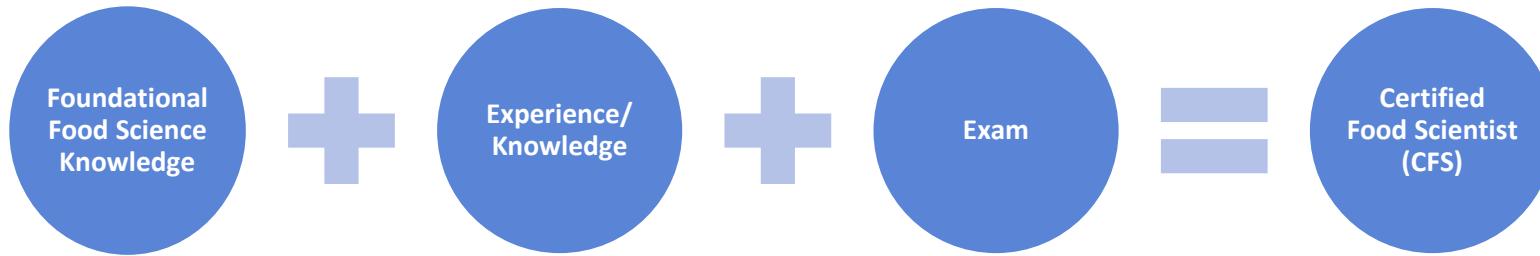
# Building Your Career



- Career Center
  - Find the talent you need
  - Post a resume—confidentially
  - Salary survey: IFT members earn 35% more than non members\*
- Professional development webinars
- Career guidance resources and opportunities at the Employment Bureau at Annual Meeting & Food Expo

As your professional home, IFT offers you many benefits throughout your career...

# Certified Food Scientist (CFS) Credential



- Developed in response to member interest; aligns with the mission/vision of IFT
- Provides benefits to the individual and to the profession...
  - Confirms practical knowledge
  - Provides a career advantage
  - Demonstrates a commitment to lifelong learning
  - Builds a foundation for ethical standards that benefit the entire profession
  - Helps employers and practitioners identify individuals with certain knowledge/skills
  - Builds on the overall visibility and credibility of the food science profession



# CFS | Certified Food Scientist<sup>SM</sup>

- More information regarding the CFS-related topics below can be found at [ift.org/certification](http://ift.org/certification):
  - Eligibility
  - Application process
  - Preparatory materials
  - Testing process
  - Exam content
  - Recertification requirements
  - One-time alternative assessment
  - More...

## The CFS is not...

- A capstone to test knowledge learned in undergraduate programs
- Mandatory
- A replacement for a degree in food science
- Program approval or a referendum on food science programs
- A definitive standard
- ....for everyone



# IFT Wellness 12 Conference

- Fifth year and highest ever ratings!
- Consumer panel, Liz Sloan highlights



“Very good content and excellent opportunity to network with people in other areas of the industry.”

Colin Seeley,  
HappyFamily Brands

- Save the date for  
**Wellness 13:**  
**Feb 27-28, 2013**





# The 2012 Annual Meeting & Food Expo was a hit!

- **18,109** registrants
- **1,066** exhibiting companies, and 2,001 booths
- **24%** of attendees were from outside the U.S., representing **88** countries
- **75%** of attendees reported that they were very/extremely satisfied with the event
- For more than **40%** of participants, this was the *only* food event they attended this year
- **417** people attended Pre-Annual Meeting Short Courses, which registered record levels!
- **132** media channels were represented onsite, with more than **582** million impressions generated



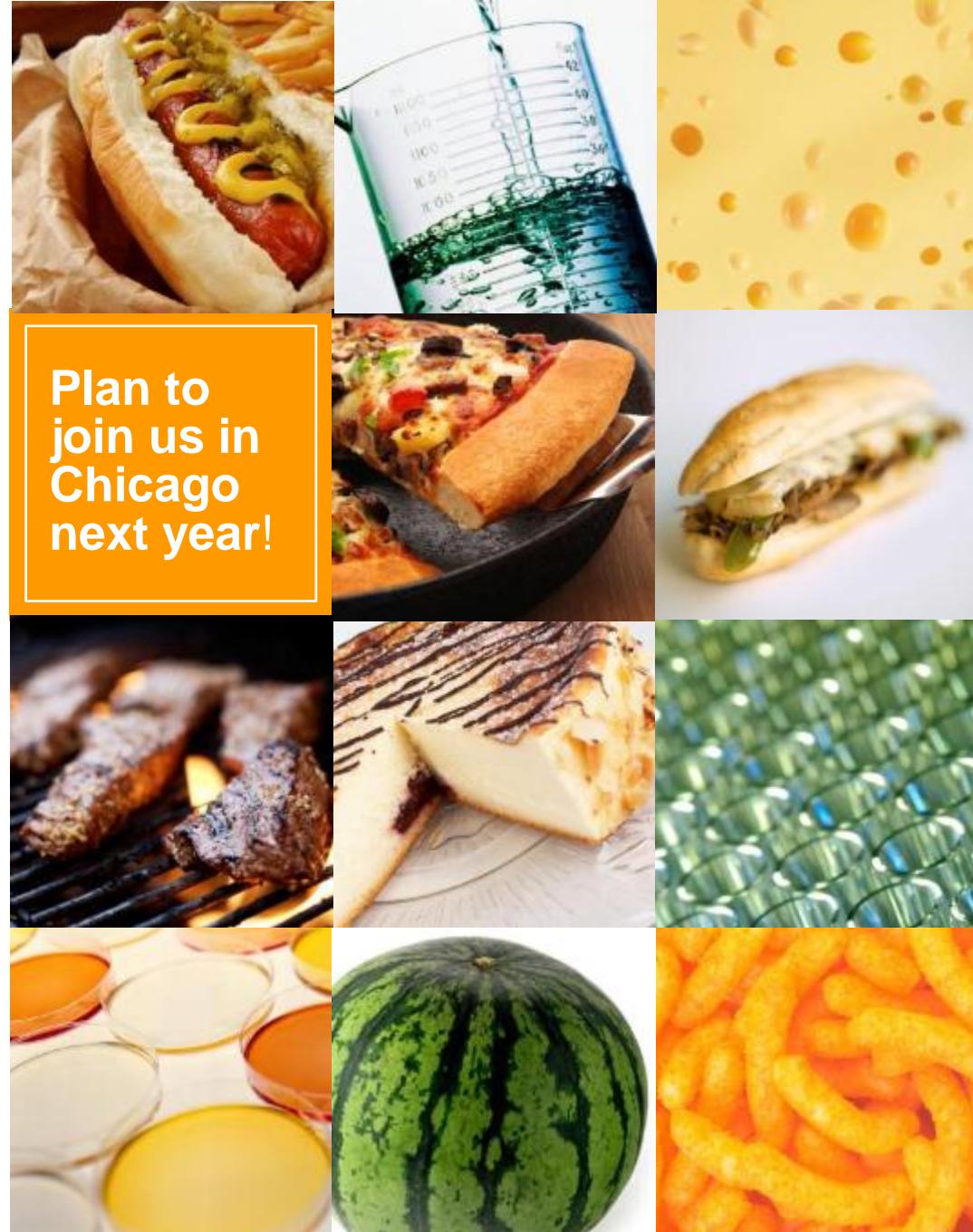
★ More than 9,200 people  
downloaded the mobile event app!

# SAVE THE DATE



**July 13-16, 2013**

McCormick Place South  
Chicago, IL USA



Plan to  
join us in  
Chicago  
next year!

# First Ever Food Policy Impact Conference

- 82% of attendees will recommend
- 4.29 (5) average breakout and general session rating
- Pre-conference Labeling Short Course – 37 attendees



■ Join us on **December 6 in Arlington, VA**, for our next Food Policy Impact conference!

“Overall, it was great conference and I would recommend it to anyone interested in keeping up with the rapidly evolving food safety policies. “

Edward Steele  
EAS Consulting

# FDA Task orders: Food Product Tracing

- 3 summit workshops with stakeholders
- 80 food companies in the pilots
  - Growers – Food Service – Retail
- Several other task orders
  - National Center for Food Protection and Defense
  - FREE B





# World Wide Education

- IFT/CIFST Food Summit, Shanghai, China
  - Food Defense Workshop, Shanghai, China
- Food Science and Innovation Conference, Guadalajara, Mexico
- International Nonthermal Food Processing Workshop, Melbourne, Australia





# IFT Research Summit

Food Processing & Packaging



Food Safety & Quality



Food Health & Nutrition



©



# Ensuring the Future of the Profession

- Feeding Tomorrow scholarships
- IFTSA: Scholarship, leadership, and professional development
- Career guidance resources



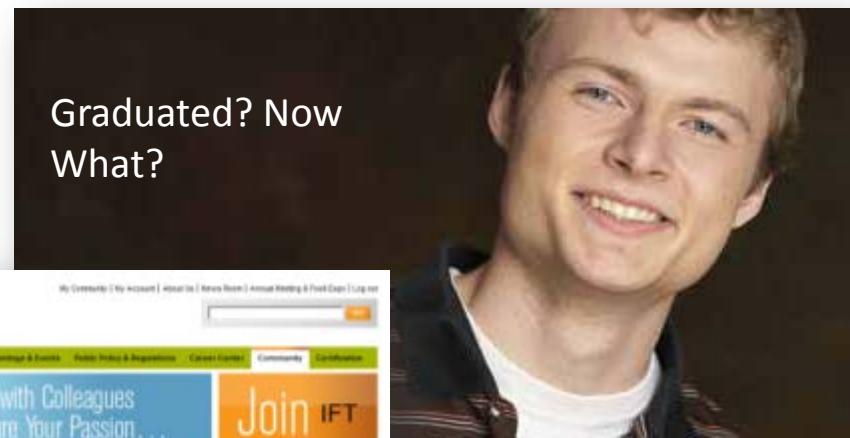
Institute of Food Technologists  
Student Association



# New Professionals

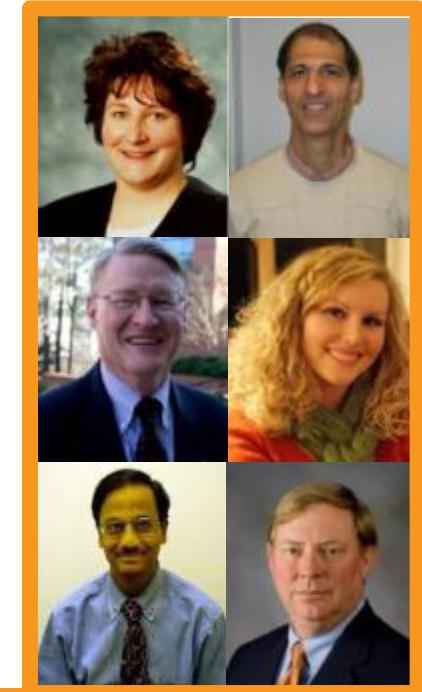
- Welcome to your new life campaign
- Free webcasts
- Section engagement
- Las Vegas mixer

Graduated? Now  
What?



# We Have the People...

- 3,359 volunteer positions
- 2,022 unique volunteers
- 1,581 member volunteers & 441 non-member volunteers (22% of our total volunteers are not IFT members)
- 61% of our volunteers are serving in multiple volunteer roles





# Institute of Food Technologists

## Headquarters

525 W. Van Buren Street  
Suite 1000  
Chicago, IL 60607  
312.782.8424  
[ift.org](http://ift.org)

## Washington, D.C. Office

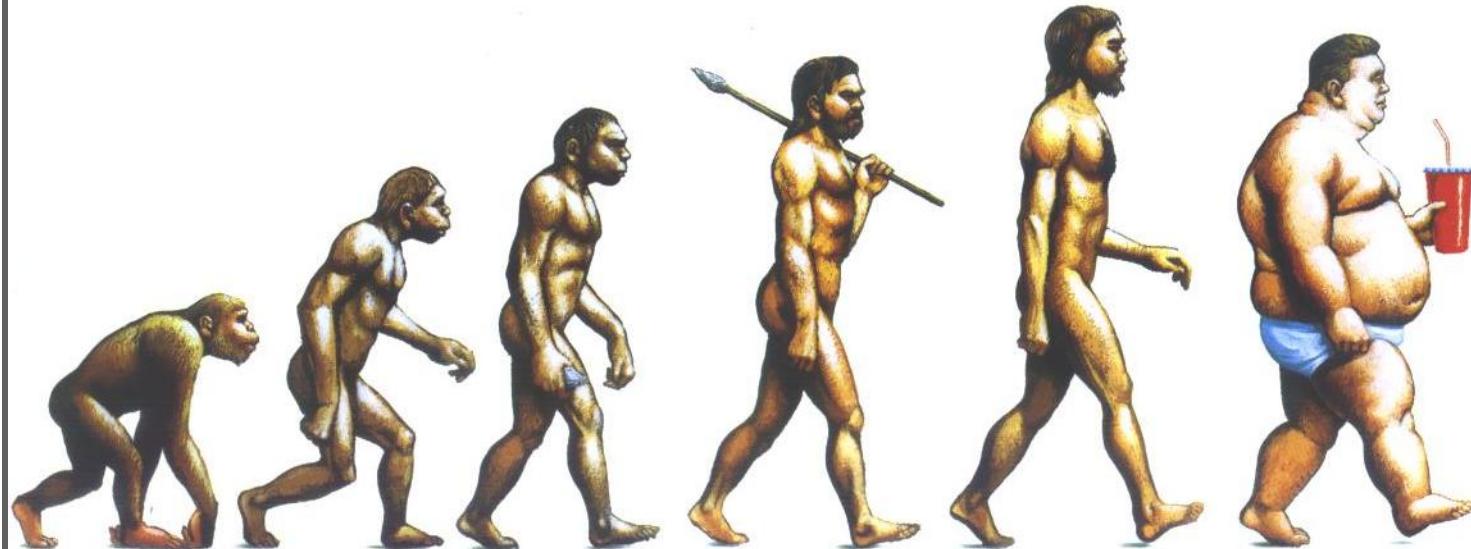
1025 Connecticut Avenue, NW  
Suite 503  
Washington, D.C. 20036  
202.466.5980  
[ift.org](http://ift.org)



# In Defense of Processed Food



# The shape of things to come



*The cover of "The Economist," Dec. 13-19, 2003.*



# Food Today

## ■ Challenges are extreme

- Developed vs Developing Countries
- Overnutrition vs Undernutrition
- Food Safety vs Food Security



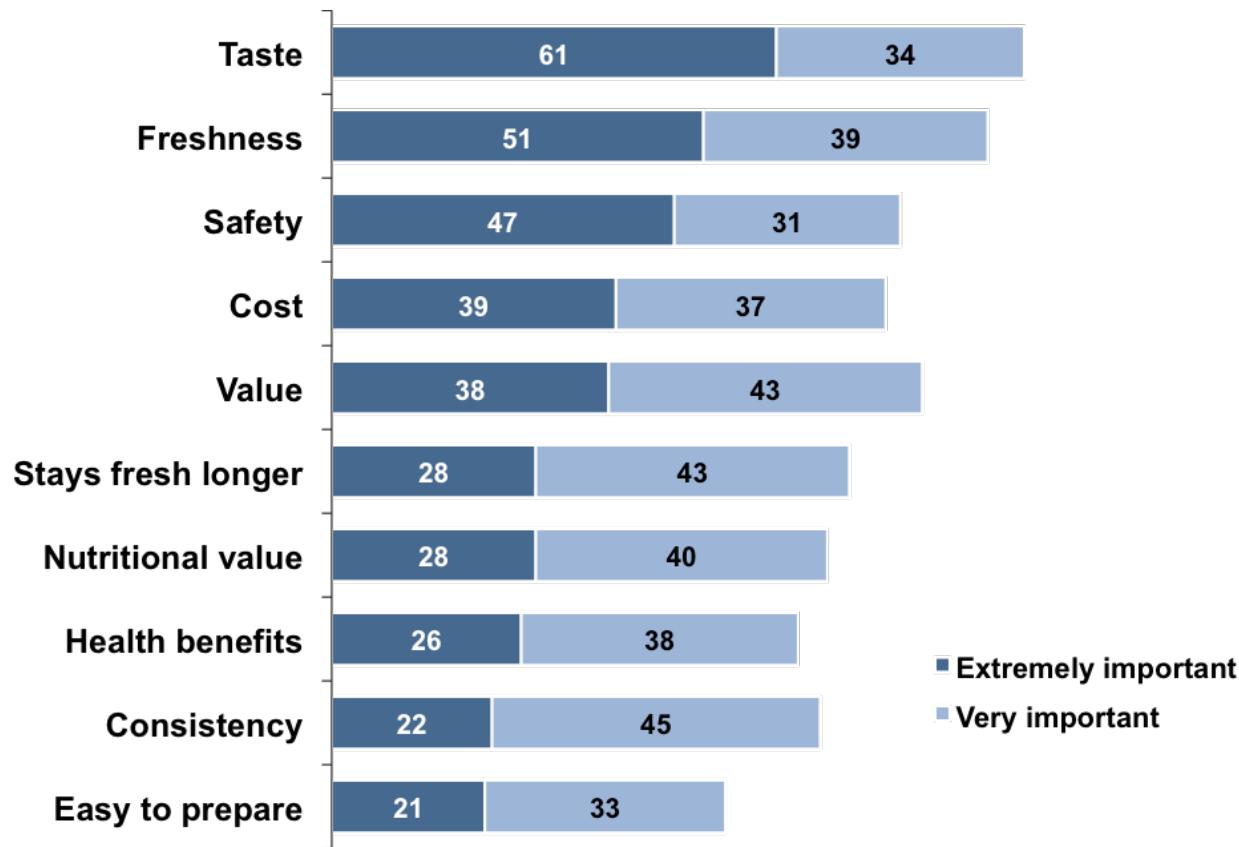
# In Developed Countries

- Today's consumer enjoys safe, diverse, affordable and abundant food supply
- Negative perceptions exist about the food supply
- Consumer concerned about food safety
- Misinformation and confusion about food and where it comes from



# Taste, Freshness and Safety Top Consumers' List of Important Food Attributes

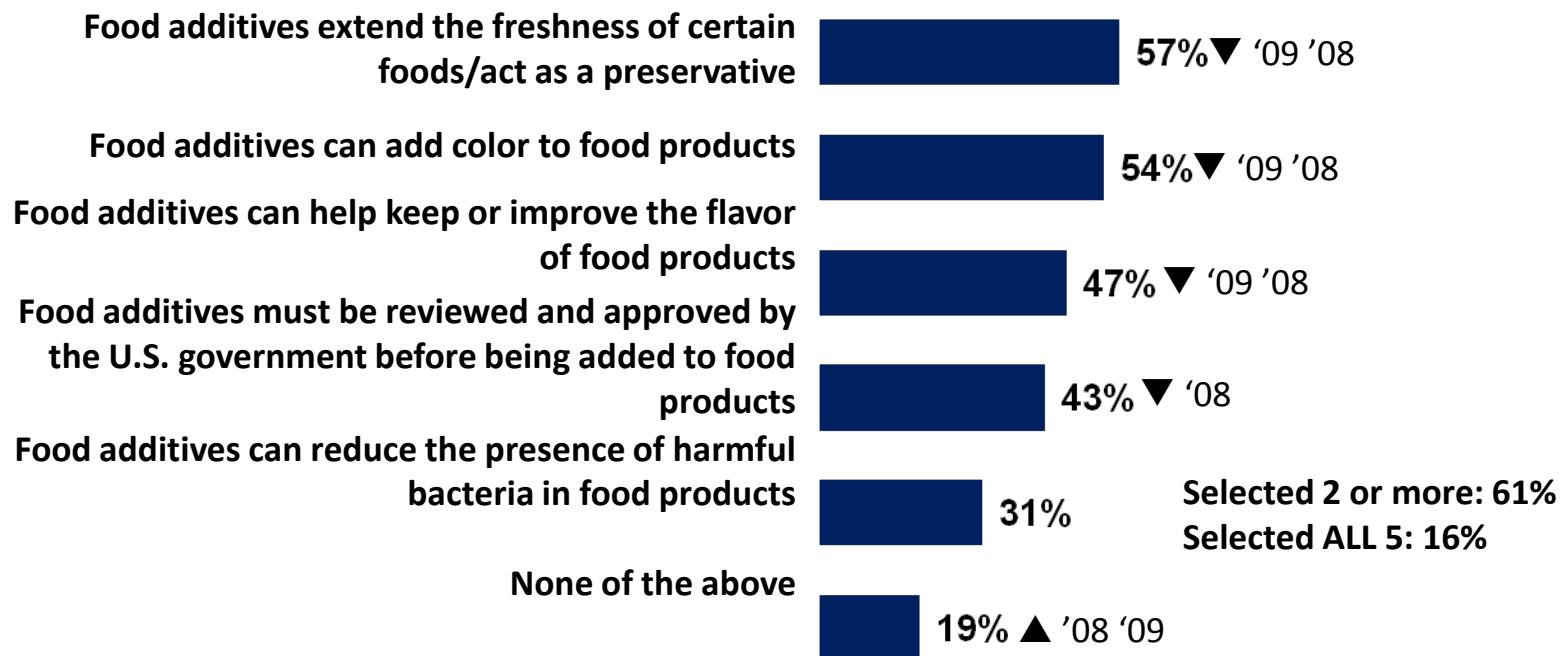
Importance of traits when selecting foods and beverages to purchase





# Perceptions of Statements on Processed Foods

*The majority of Americans agree with at least two statements about food additives, such as helping extend freshness of foods and improving the flavor of food products.*



**As far as you know, which of the following statements, if any, accurately describe food additives?\***  
[Select all that apply] (n=1024)

\*Question asked since 2008.

▲ / ▼ Significant increase/decrease from year indicated



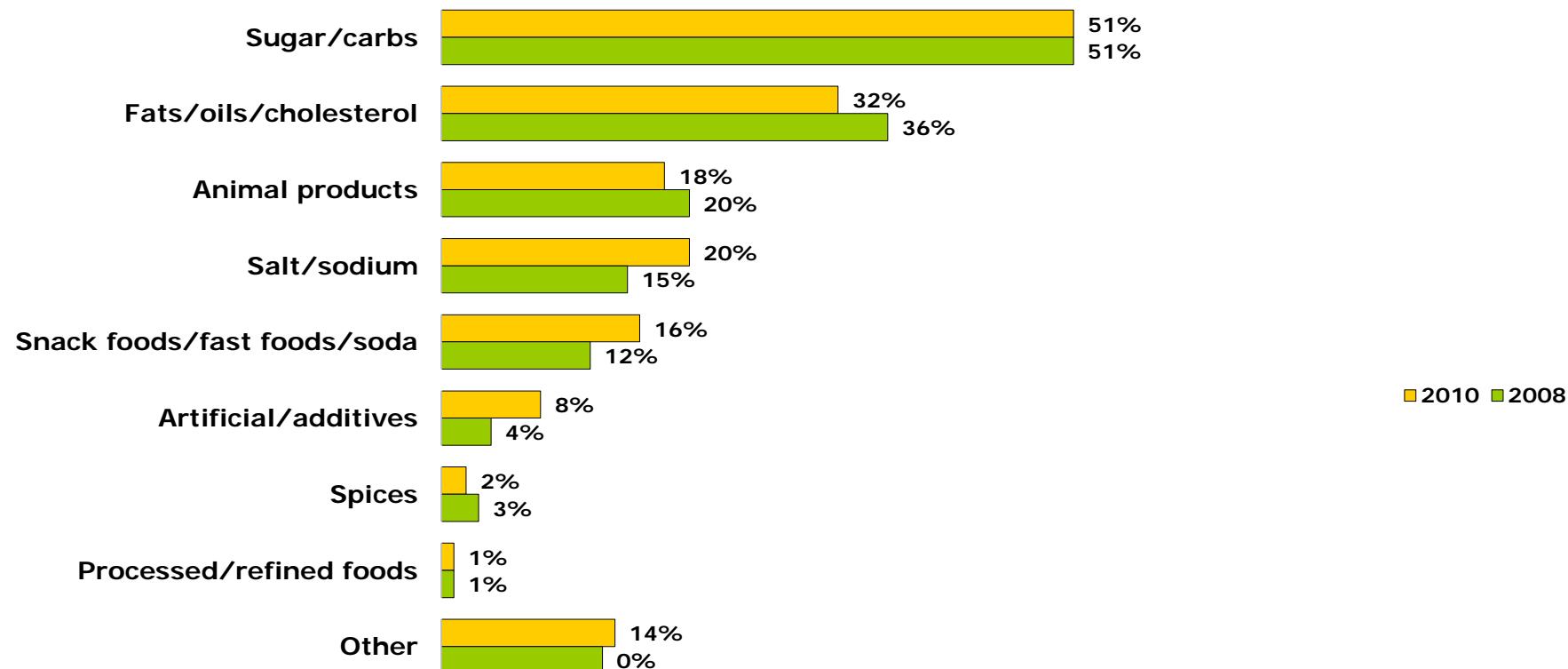


# Many Are Unfavorable Toward Processed Foods

- The term “processed foods” has negative connotations; 43% of consumers rate themselves “unfavorable” compared to just 18% “favorable.”
- Sodium, trans fats, and high fructose corn syrup are poorly perceived and linked with processed foods.
- Those self defined as knowledgeable about food tend to have more negative views.
- A relatively small proportion of Americans indicate any recent exposure to media about processed foods



# Types of Food Avoiding



Q 1b. [IF AVOIDED FOODS] What foods or ingredients have you avoided? [OPEN END]



# Processed Foods at High Risk of De-Selection

No specific category of processed food is being projected to be de-selected at the same pace as “processed foods” overall, but virtually all fall more or less heavily on the de-selection side of the equation.



# **Is “Processed” a Four-Letter Word?**

*“The mischaracterization of processed foods and food technology as unnatural, unsafe, and/or nutritionally inappropriate by some health professionals, advocacy organizations, and the media further makes the task of motivating consumers to eat more healthfully challenging.”*

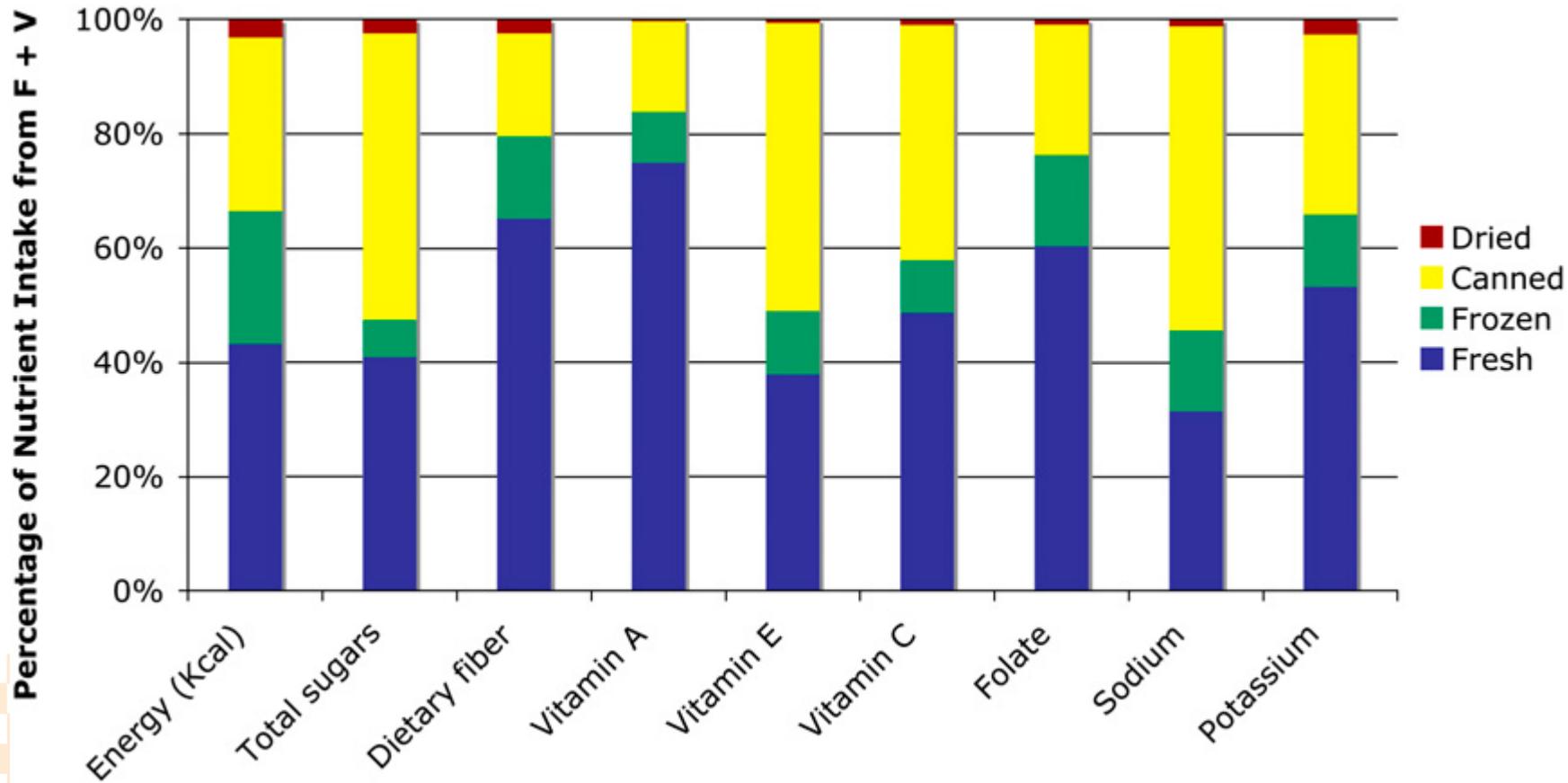
--*Advances in Nutrition, July 2012*

## **Authors:**

- Johanna T. Dwyer
- Victor Fulgoni
- Roger Clemens
- David B. Schmidt
- Marjorie R. Friedman



# Daily Nutrient Intake & Processed Foods



# Underlying currents affecting purchasing decisions

- Social responsibility
- Organic/natural
- Fear of technologies
- “Processed foods”







# In Developing Countries it is Another Story

- 1 Billion people are chronically hungry
- 3.5 million children die from undernutrition
- Up to 50% of crops are lost post-harvest
  - Not properly processed
  - Not packaged
- Food Insecurity is being addressed by hundreds of programs globally ...a few coordinated.

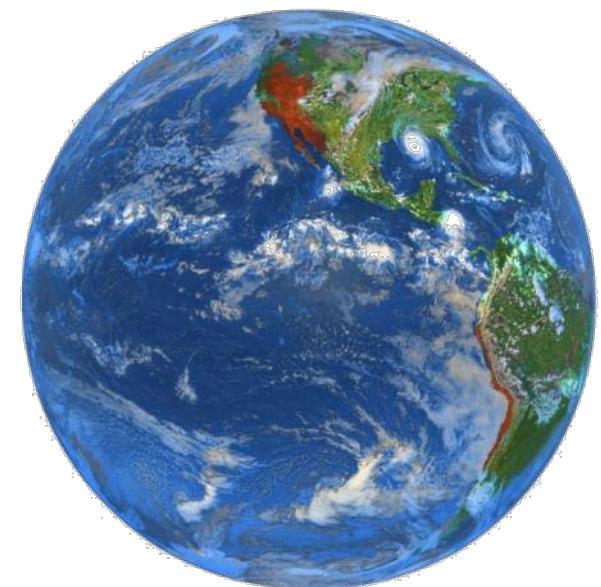


# To Feed the Future

We face a growing challenge to feed  
nearly **7 billion** people today...

The expected population growth to **9**  
**to 10 billion** people by 2050...

...**food science and technology will**  
**have to provide critical solutions.**





# Food in the Future

- Today's global issues will remain
  - Food Security
  - Water & Other Natural Resources
  - Health and Wellness
  - Global Food Supply Chain
    - Intricacies
    - Regulatory Harmonization
  - Food Safety
  - Sustainability of Food Systems





# *What are we **doing** about it?*

# Perspectives from the 2011 Annual Meeting & Food Expo Keynote Session

- Michael Specter, Author
  - “Remember that progress is why we are here...”
- Martin Cole, CSIRO
  - “Need to do a better job story telling...”
- Mary Wagner, Starbucks
  - “I don’t think we do a good enough job of being on the offensive...”





# 2010 Educational Program IFT White Paper

**July 2010**

- Review of history, contributions, and controversies regarding processed foods.
- Published in *Comprehensive Reviews in Food Science and Food Safety*, Sept. 2010 (now online)
  - Promoted to a wide audience
  - Used as foundational training tool





# World Without Food Science



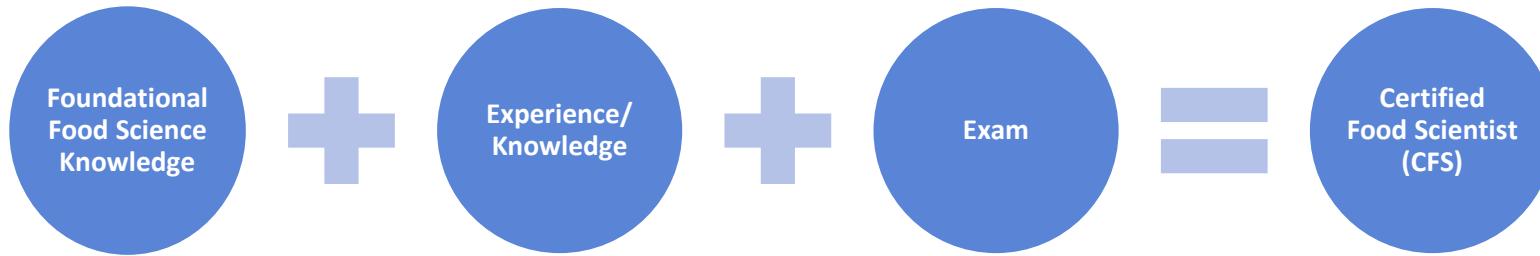
Discover a World  
Without Food Science...

## Profiles In Innovation





# Certified Food Scientist (CFS) Credential



- Developed in response to member interest; aligns with the mission/vision of IFT
- Provides benefits to the individual and to the profession...
  - Confirms practical knowledge
  - Provides a career advantage
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  - Helps employers and practitioners identify individuals with certain knowledge/skills
  - Builds on the overall visibility and credibility of the food science profession



# Discover Information, Education, and Interaction

## Learn About Food Science

[What Is Food Science & Technology?](#)

[Food Facts](#)

[Become a Food Scientist](#)

[Day in the Life of a Food Scientist](#)

[Introduction to the Food Industry](#)

[Scholarships](#)

[Scholarship Recipients](#)

[Approved Undergraduate Programs](#)

[Graduate Program Directory](#)

[K-12 Outreach](#)

[Find a Food Scientist](#)

[K-12 Outreach](#)

[Home](#) > [Knowledge Center](#) > [Learn About Food Science](#) > [Become a Food Scientist](#) > [Day in the Life of a Food Scientist](#)

## Day in the Life of a Food Scientist

**What is it really like to be a food scientist? What do food scientists do each day? What kinds of things do they think about? Learn more about what it's like to be a food scientist in the words of people who do it every day.**



### Food Science: Making Food Fun

The Institute of Food Technologists (IFT) and Disney Consumer Products (DCP) are partnering to raise the visibility of food science careers and the innovative potential of the profession to develop healthy and nutritious foods. Check out what a food scientist (does day-to-day) at Disney.



### Michele Perchonok: Food Scientist at Nasa

Follow IFT member Michele Perchonok, Advanced Food Technology Manager at NASA, and members of the food science team in Houston, Texas, as they guide us through their work in the Space Food Systems Laboratory, and describe their role in conceptualizing and preparing food for successful missions in space.

**Become** a Student Member

Take a class in Food Science

## Face-to-Face

Ever wonder if anyone else is facing the same professional challenges as you? Or just looking to connect with some new people in your field? In IFT's Face-to-Face series, we will be introducing you to a different IFT member every month with a fun, insightful Q&A session.

[Check out Face-to-Face](#)



# Day In the Life – 3rd Video



***Brian Thane***  
Director, Aseptic Technology

# IFT Food Facts Videos & Fact Sheets

@ [iftfoodfacts.org](http://iftfoodfacts.org) & Media Relations...

Selecting Safe Seafood: Q & A



Interview with Kantha Shelke, PhD, Institute of Food Technologists (IFT) Member and principal at Corvus Blue LLC, a Chicago-based food science and research firm



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THE HUFFINGTON POST  
THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

# Dr. Clemens Makes a “House Call” to the Atlanta Media!





# IFT In the News

**IFT** feeding the minds that feed the world

My Community | My Account | About Us | News Room | Annual Meeting & Food Expo | Log out

Food Technology Knowledge Center Membership Meetings & Events Public Policy & Regulations Career Center Community Certification

Your Source for Accurate Science on Food Issues

News Releases

In the News

2011

2010

Scientific Experts

IFT Food Facts

Press Kit

**In the News**

IFT food science experts and publications are often quoted in news stories around the world.

The articles below reference IFT press releases, IFT events, Food Technology articles, IFT spokespersons, or other experts provided via the IFT Media Relations department.

**IFT Annual Meeting and Food Expo Coverage**

The 2012 IFT Annual Meeting and Food Expo was held in Las Vegas from June 25-28, 2012. The following articles feature IFT scientific sessions, press conferences, press releases and on-site interviews from the conference.

**Breakfast:**

*Skip Breakfast? You Will Pay All Day*  
EveryDayHealth.com, July 2, 2012

*IFT Annual Meeting and Food Expo release on breakfast featured How Skipping Breakfast Is Bad for Your Waistline*  
Washingtonian.com, July 2, 2012

*IFT Annual Meeting and Food Expo release on breakfast featured*

**IFT Student Association Winners:**

*UNV Madison food scientists' recipes win big*  
TwinCities.com, July 2, 2012

*Winning student teams from IFT's Student Association competitions featured*

**Labeling:**

*Front-of-Package Labeling, Store Promos Drive Healthier Choices*  
FoodPyramid.me, July 3, 2012

*IFT Annual Meeting and Food Expo release on food labeling featured*

**World Without Food Science:**

*Institute Of Food Technologists Kicks Off Campaign to Counter Misconceptions About Food Science*  
BizJournals.com, June 29, 2012

*IFT Annual Meeting and Food Expo release on IFT's World without Food Science campaign featured*

Contact Us

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IFT Media on Twitter Follow us!

"Safe Fruits and Veggies  
<http://ift.org/TSafeFruit>"  
4:03 PM Aug 9 1st from Tweet Button

"Check out this cool article that mentions IFT Spokesperson Kristi Crowe..."  
9:46 AM Jul 29th from web

"Official 2012 IFT Annual Meeting & Food Expo Wrap Up #IAFPE..."  
5:34 PM Jul 12th from Tweet Button

"Banana genome sequencing gives a boost to pest-plagued fruit..."  
1:32 PM Jul 12th from Tweet Button

"Currently reading <http://ift.org/coolPon>"  
10:17 AM Jul 11th from Tweet Button



# Modern Food Production

## Resource Materials.:

- Videos - Expert interviews
- Print Series: Q&A, Expert and Farmer Quotes

The image shows the Food Insight logo at the top left, followed by a horizontal navigation bar with links for About, News Room, Hot Topics, Blog, FoodInsightTV, Resources, For Professionals, For Consumers, and Store. To the right of the navigation bar are three colored boxes: blue (Food), orange (Information), and red (Council Foundation). Below the navigation bar is a secondary navigation bar with links for back, Part Two: Modern Food Production From Farm to Fork: Experts on Our Food Supply, Part 2: Modern Food Production, and a summary of the series. The main content area features a video player with a play button and a star rating of 4.5 stars. To the right is a blog section with an article about the new dietary guidelines and a newsletter section with an article about food technology.



**Food Science and Technology will have to  
Provide the Critical Solutions to  
Feeding the Future**



# **Questions ?**

***For you-what are you  
going to do about it ?***



# EXTRA SLIDES

# Water and Soil will be Critical

- 85% of the population will be living in areas where demand for water exceeds supply
- 70% of available water is used for agriculture
- 50% of arable soils may be unusable by 2050\*



\*UNEP State of World Soils report

