



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 are **IFT**



We're engaged...

2,000+

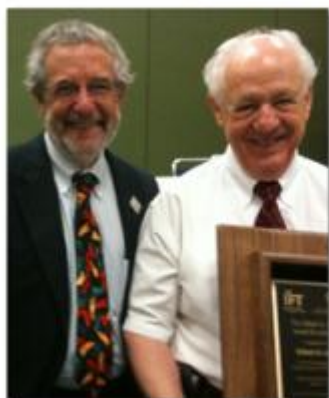
Members engaged in key volunteer positions



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*?

	<p>Dr. Regina Benjamin U.S. Surgeon General</p>
	<p>Michael Specter Journalist with The New Yorker</p>
	<p>Patrick Wall Professor of Public Health University College Dublin</p>

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



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

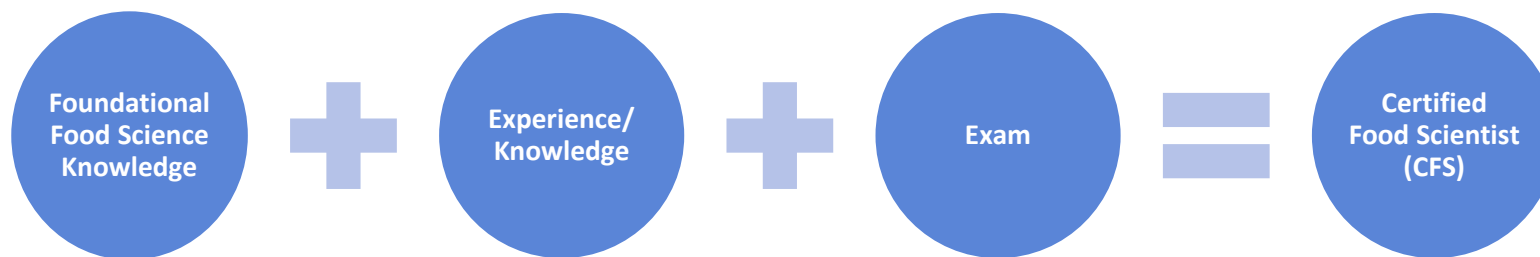
Building Your Career



- 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 ScientistSM

- More information regarding the CFS-related topics below can be found at 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!

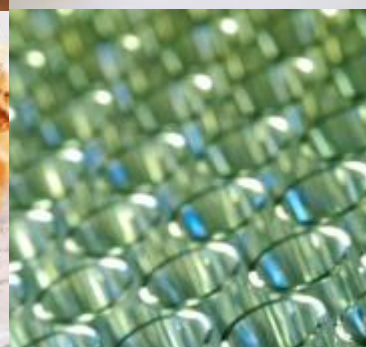
SAVE THE DATE



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



New Professionals

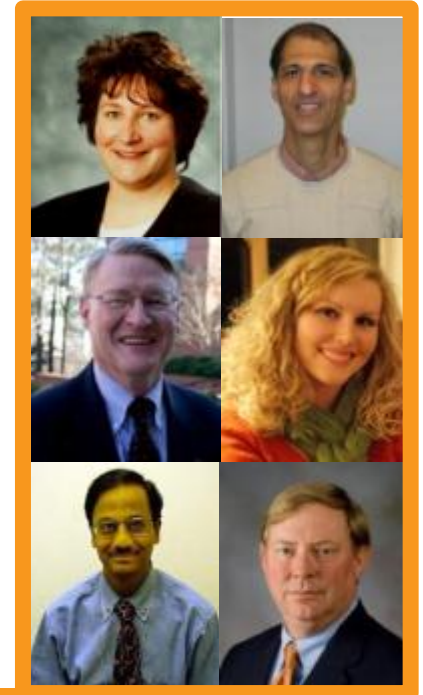
- Welcome to your new life campaign
- Free webcasts
- Section engagement
- Las Vegas mixer

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

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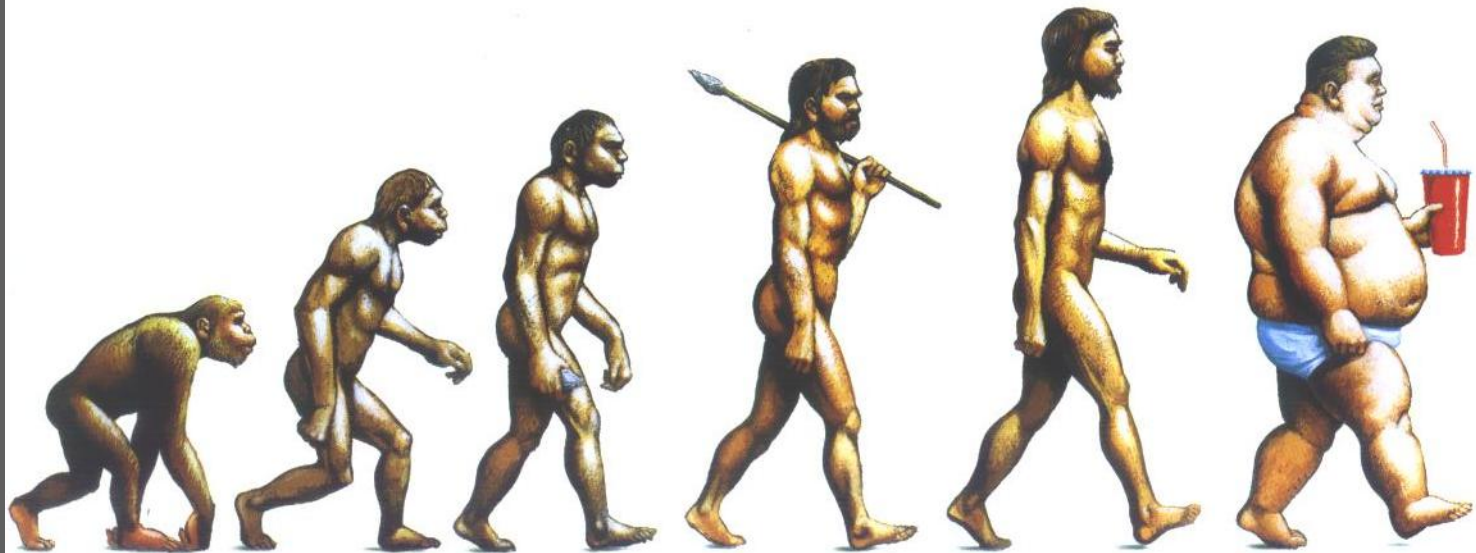
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In Defense of Processed Food



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





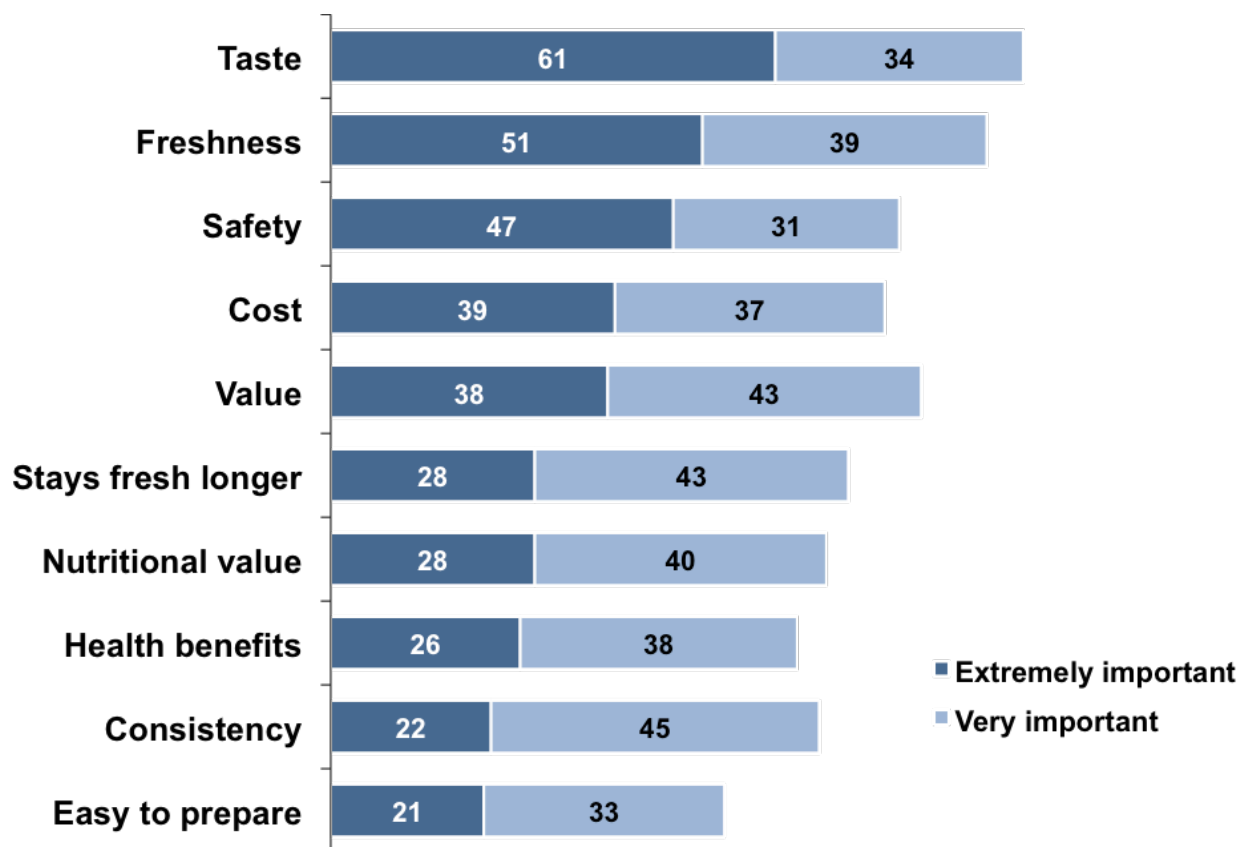
In Developed Countries

- 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



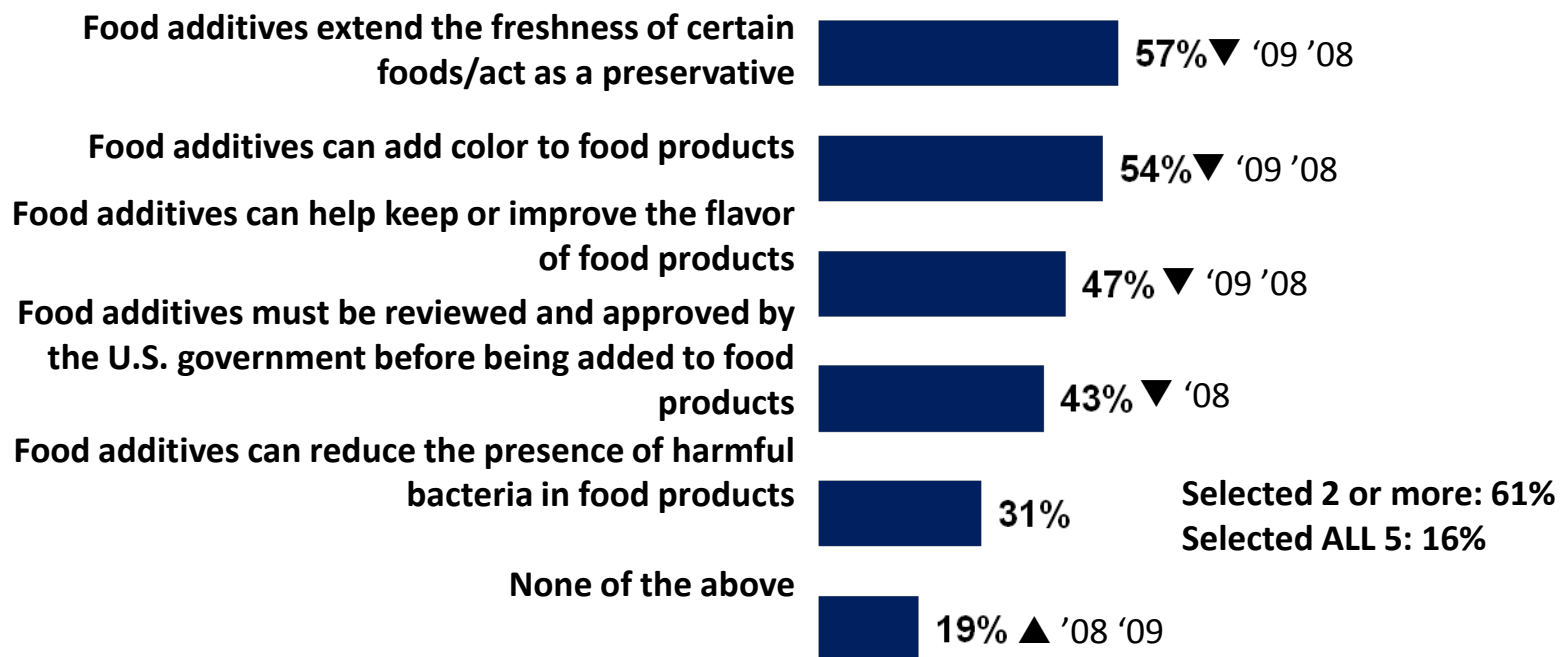
Taste, Freshness and Safety Top Consumers' List of Important Food Attributes

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

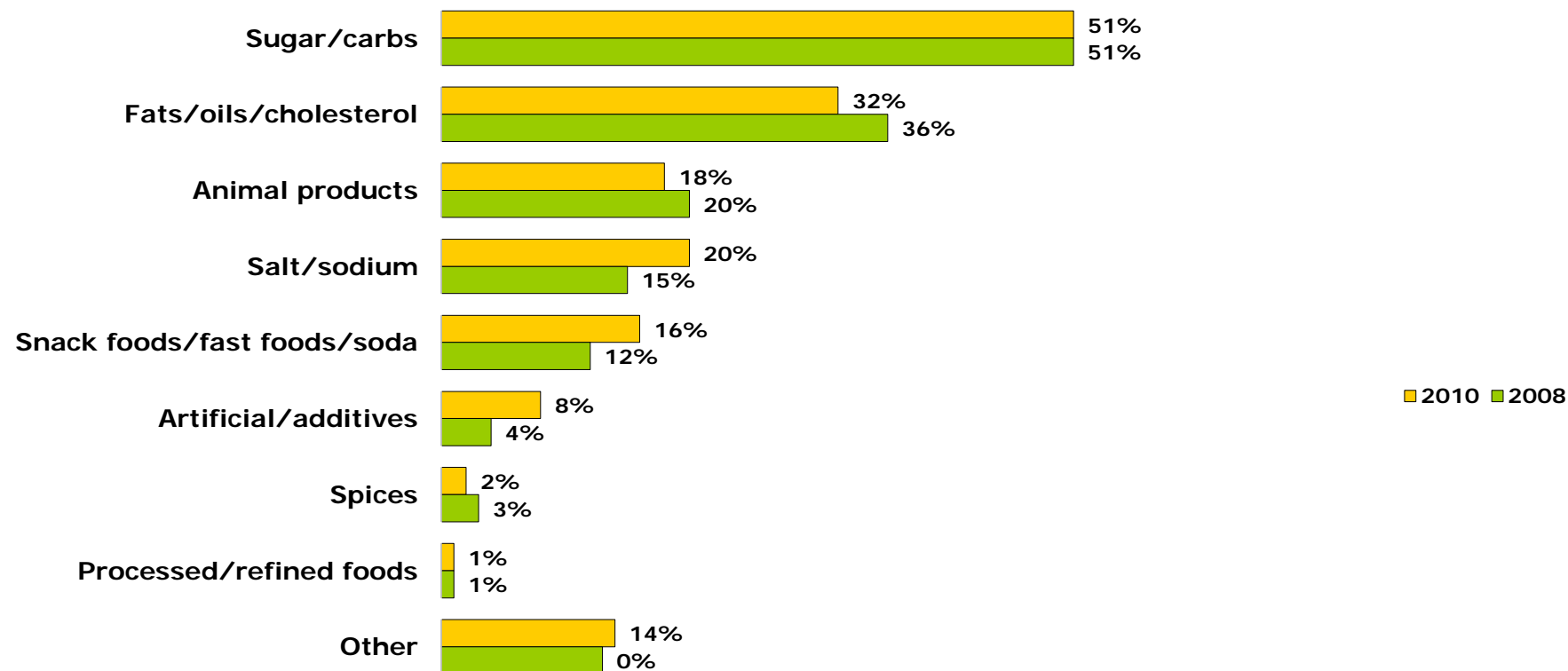




Many Are Unfavorable Toward Processed Foods

- 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.”

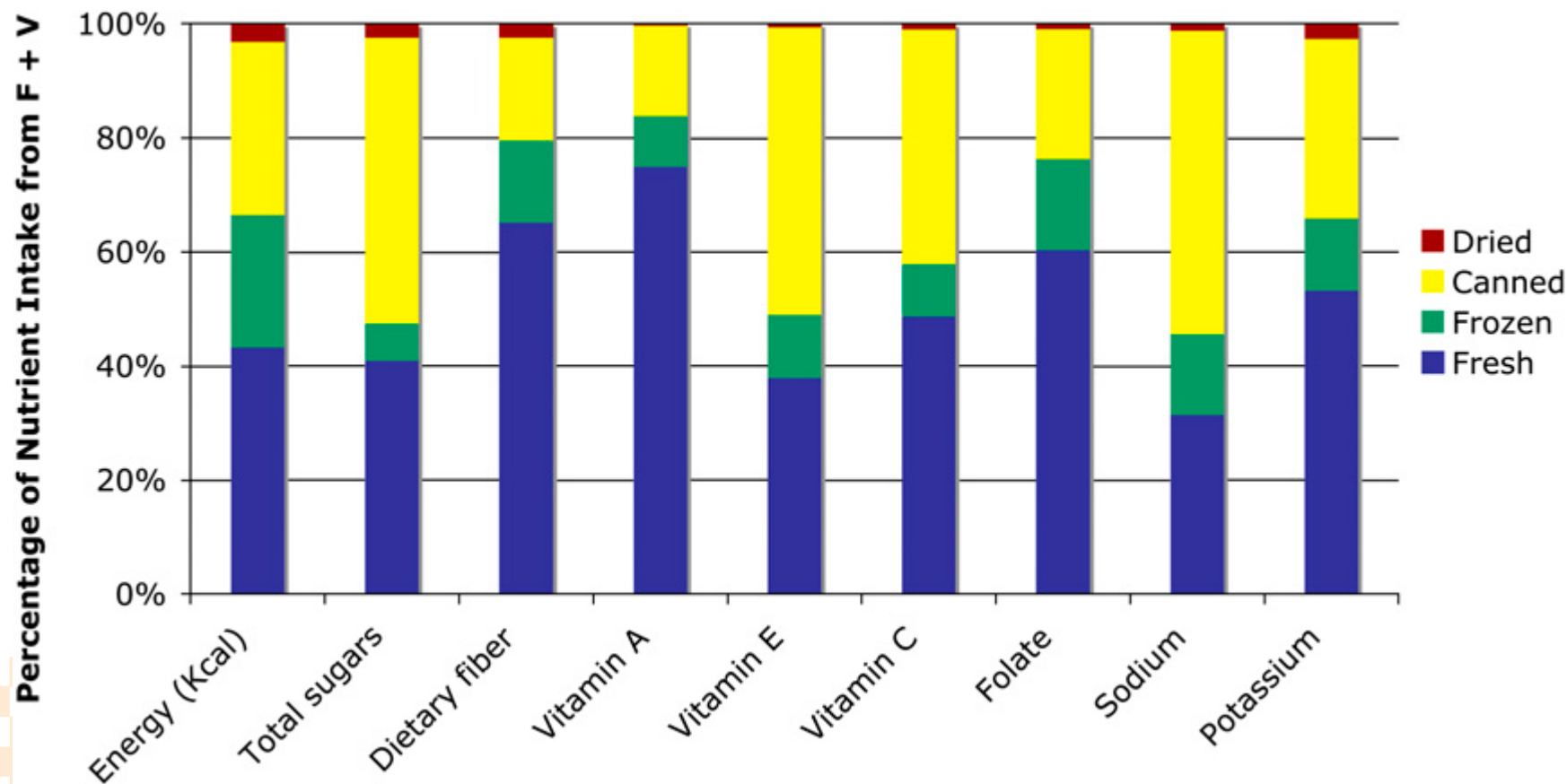
--Advances in Nutrition, July 2012

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



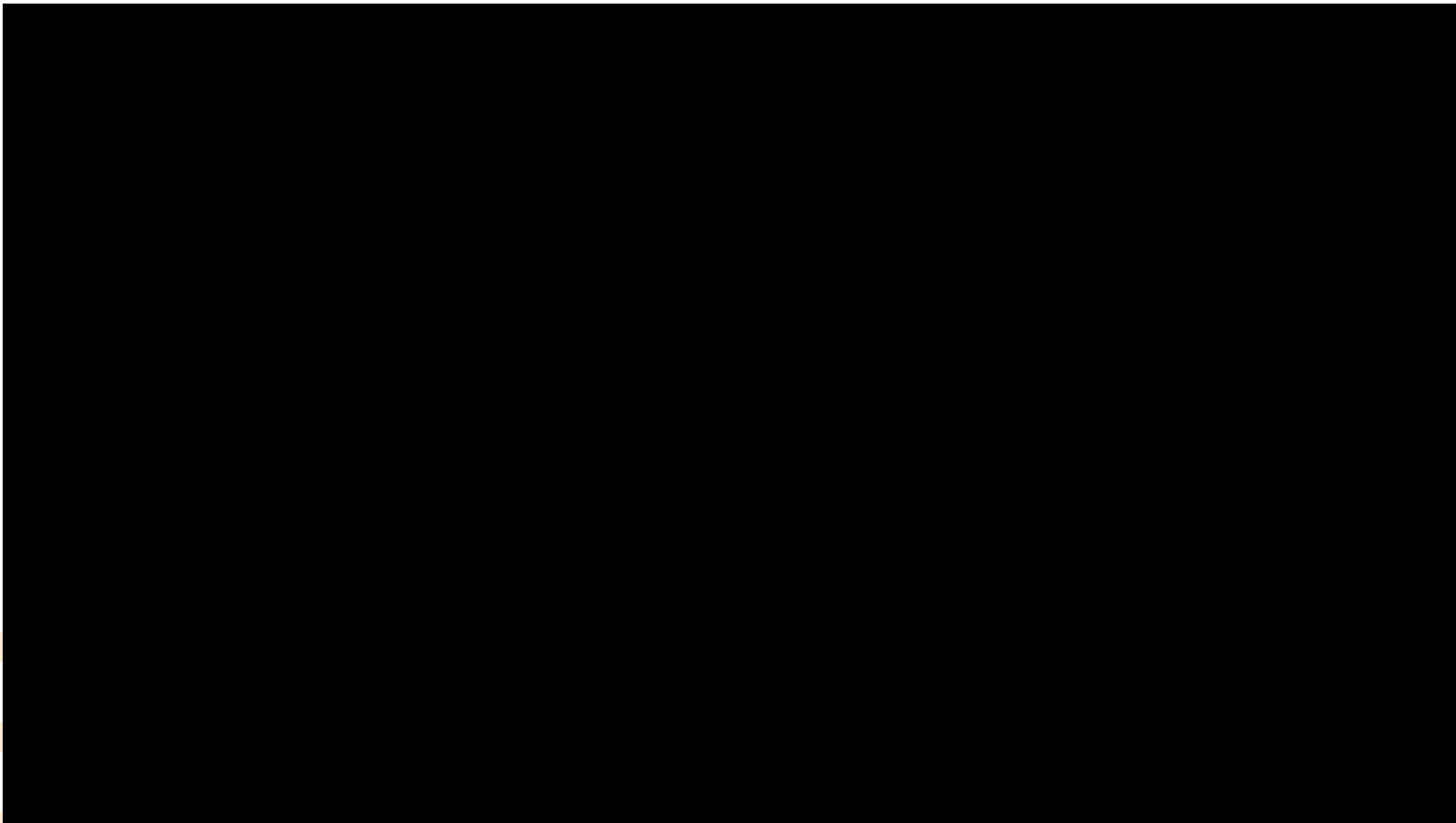


World Without Food Science



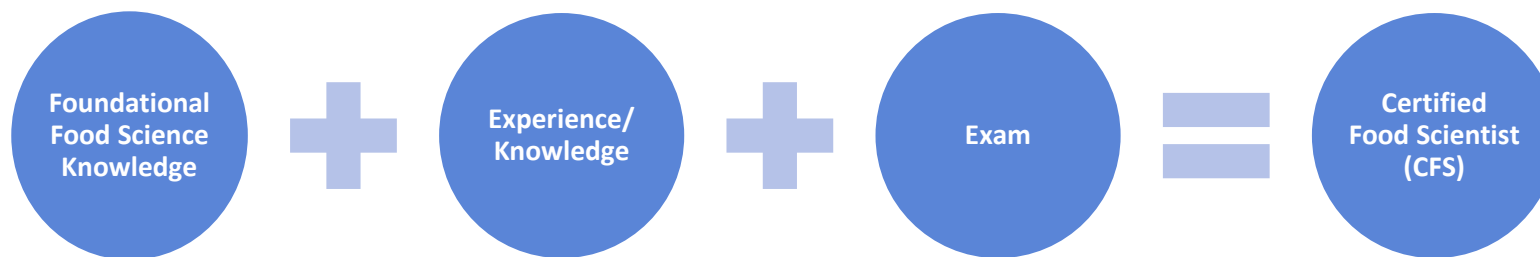
Profiles In Innovation







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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



IFT Food Facts Videos & Fact Sheets @ iftfoodfacts.org & Media Relations...

Selecting Safe Seafood: Q & A



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



Better information. Better health.

THE HUFFINGTON POST
THE INTERNET NEWSPAPER; NEWS BLOGS VIDEO COMMUNITY



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

WebMD®

ajc **The Atlanta
Journal-Constitution**
Credible. Compelling. Complete.



IFT In the News



IFT feeding the minds that feed the world

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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

Home » News Room » In the News

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 spokespeople, 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:
UW 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.co/TSdy00d"
4:52 PM Aug 5th from Tweet Button

"Check out this cool article that mentions IFT
Spokesperson Kristi Crowe...
9:46 AM Jul 25th from web

"Official 2012 IFT Annual Meeting & Food
Expo Wrap Up #AASFE...
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.co/moakbPeeP"
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 screenshot shows the Food Insight website, which is a nutrition and food safety resource. The main header features the Food Insight logo and navigation links. The content area displays a video player for a video titled 'Part Two: Modern Food Production From Farm to Fork: Experts on Our Food Supply'. The video player includes a play button and a progress bar. Below the video player, there is a section for 'Part Two: Modern Food Production From Farm to Fork: Experts on Our Food Supply' with a star rating and a description. The website also features a blog section with articles such as 'It's Coming! The New Dietary Guidelines 2010' and 'BPA in Canned Goods: Can We Live With It?'. A newsletter section is also visible, featuring an article about 'Food Technology: Equal Partner for a Healthy Future'.

The screenshot shows a print series titled 'FROM FARM TO FORK: QUESTIONS AND ANSWERS ABOUT MODERN FOOD PRODUCTION'. The series is divided into two sections: 'WHAT THE FARMERS SAY ABOUT MODERN FOOD PRODUCTION' and 'WHAT THE EXPERTS SAY ABOUT MODERN FOOD PRODUCTION'. The 'WHAT THE FARMERS SAY' section includes a quote from a farmer about the challenges of modern food production. The 'WHAT THE EXPERTS SAY' section includes a quote from an expert about the benefits of modern food production. The print series is designed to be a resource for consumers and professionals alike, providing a balanced view of the issues surrounding modern food production.



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*

