



The Hornblower

MAGAZINE OF THE NORTHERN CALIFORNIA INSTITUTE OF FOOD TECHNOLOGISTS

NCIFT Student Recognition Banquet

by Anna Caroselli

The NCIFT Student Recognition Banquet, which took place on February 21st at the UC Davis Conference Center, was yet again a great success. Food Science grad and undergrad students, faculty, staff, and industry professionals all enjoyed an evening of catching up with friends, networking, and eating a delicious meal. The evening began with a networking session as everyone filtered in. In true Food Scientist fashion, everyone greeted each other with smiles and great conversation. To facilitate networking, students were paired with industry professionals who hold jobs in the student's field of interest. Over a satisfying three-course meal, the students impressed the professionals and learned about professions and companies in the food industry.

As dessert was being served, the program of the night began. Carol Cooper and Dr. Christine Bruhn started us off by recognizing the students who had received scholarships from the Food Science Department and from NCIFT.

Then, Amber Masoni and Tien-Hsin Wu talked about all of the activities that Food Tech Club has been participating in the last year, followed by Ali Schultz's presentation about what FSGSA has been up to. Then it was time for the guest speaker, Lauren Schimek, PhD from IDEO to speak. She gave what could only be called an inspiring presentation about innovation and IDEO's process of designing new products, experiences, and environments. And with that, the evening ended with the exchange of handshakes and business cards.



Anna Caroselli is a second year graduate student at UC Davis, studying sensory science in Dr. O'Mahony's lab. She is the president of the Food Science Graduate Student Association at UC Davis and a member of IFTSA and NCIFT.

Read more about this event on page 6.

Upcoming Events

Monday, May 7, 2012

NCIFT Annual Golf Classic

Location: Poppy Ridge, Livermore, CA
10:30 a.m.: check-in; 1:00 p.m.: start;
6:00 p.m.: dinner
Contact: Imelda Vasquez
(ncift@marketingdesigns.net)



Tuesday, May 8, 2012

NCIFT Suppliers' Night & Symposium
FREE to attend

Location: Pleasanton, Alameda Fairgrounds, Pleasanton, CA

1:00-3:00 p.m. Symposium – Speaker: Steven Witherly, PhD, *"Food Pleasure: An Update for Food Scientists, Dietitians, and Nutritionists"*

3:00-7:00 p.m. Suppliers' Night
5:30 p.m. Supplier-sponsored networking social
Contact: Stacey Hawley
(stacey@flavorproducers.com)

May 21-23, 2012

HACCP Workshop

Location: California State University, Fresno in the Family Food Science building, Room FFS 108
Contact: Dr. Erin Dormedy
(edormedy@csufresno.edu)

June 25-29, 2012

National IFT Expo

Location: Las Vegas
Volunteers Needed!
Contact: Bruce Ferree (bruce.ferree@cnp.com)

September 10, 2012

3rd Annual Dave Orona Memorial Golf Tournament & Fundraiser Dinner

Location: Crow Canyon Country Club, Danville
Contact: Shannon Gross
(shannongross@pcchem.com)



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A Note from the Assistant Editor

Happy Spring Hornblower readers! I hope you're all doing well and enjoying the longer days of sunlight.

Since the last issue was sent out, I am glad to have received a few comments and information updates/modifications from readers – thank you! **As always, if you have any comments, suggestions, or corrections for this newsletter, please send them my way!** Please also let me know if you're interested in writing a future article – we're always looking for fresh new ideas and perspectives.



Lesli Hamamoto is a 2010 graduate of UC Davis. She received her double Bachelor's of Arts degree in Communication and American Studies with an emphasis in food and consumer culture. She is exploring the marketing and business side of the food industry while splitting her time between the Central Valley and East Bay Area.

Please send emails to lhamamoto@intrinsicgroup.com

The Hornblower

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From The Editor's Desk by Susan Howe

Spring Is Truly in the Air

Spring and summer are magnificent times of the year. We experience not only a bounty of long, warm and beautiful days, but we are also able to enjoy friends, colleagues and ourselves during these seasons.

This issue of *The Hornblower* is packed full of events, projects and people that are taking full advantage of the plethora of opportunities that are available to our NCIFT community.

The CLFP was an energizing gathering this year. Dr. Clare Hassler-Lewis from UCD presented a fascinating review of product and lifestyle trends. There was a substantial increase of both attendees and exhibitors at the event.

NPEW in Anaheim drew 60,000 attendees, 5,000 booths and 500 new exhibitors. Gluten free, Paleo diet and enhanced beverages were in abundance at the show.

The RCA had a dreamlike setting in San Antonio. The tone of this excursion was all about flavor, flavor, flavor. Culinary creations with technical backbone were not in short supply.

Paula Sugarman of Sugarman Design (winner of two Addy Awards from the American Advertising Federation this year) has contributed an intriguing article about one of the winning package designs for hummus. Who would have thought that hummus would have taken the U.S. market by storm. I was drawn to the design detail in the packaging that Sugarman created – it is whimsical and fun! Most importantly, it is memorable to the market.

The world of food and beverage is again on an upswing. Get active; there will never be a better time than now to engage with the many exciting offerings that are available as an NCIFT member.

Would you like to share? I'd love to hear from you.

**Contact Susan directly at showe@intrinsicgroup.com
or (408) 406-1870**



Susan Howe is the Founder and President of the Intrinsic Group, Inc. Intrinsic is a full service Ideation, product development and market research firm in Alamo, CA.



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 - Regional Associate Member:** Anyone active in any aspect of the food industry and not currently a member of IFT. Annual Dues are \$15.00.
 - Emeritus Member:** Anyone who has been a member of NCIFT for more than 10 years, who is at least 65 years old, and has applied for Emeritus status. No Annual Dues, but must return renewal invoice each year.
 - Student Member:** Current Student Member of the IFT or anyone registered in a recognized educational institution who is interested in food. Requires faculty member's signature below. Annual Dues are \$5.00.

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- ◆ NCIFT also maintains a Jobs Available ListServ. CHECK HERE if you are interested in receiving those notices.
- ◆ Hard copy of the newsletter, *The Hornblower*, is available by USPS mail. CHECK HERE to receive *The Hornblower* by USPS mail.

Mail application with check, payable to NCIFT, to the address listed above. Dues are renewable annually and you will be billed with your IFT Membership or by NCIFT.

NOT CURRENTLY A MEMBER of the Institute of Food Technologists? CHECK HERE to receive more information or go to <http://members.ift.org/IFT/Member/JoinIFT/> to download student or member applications.

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I certify that the applicant is a full-time student at _____

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Chair's Message from Carol Cooper

I can't believe how fast this year is going.

We had a great student recognition night at UC Davis (see articles in this issue) and two great Central Valley Meetings. Many thanks go to Susan Spafford England for resurrecting the Central Valley Section all on her own! The Pacific Northwest Regional IFT Student Association held their College Bowl competition at UC Davis in March, which I attended. It was so great to be with all the students again. Congratulations to the UC Davis team. They will be representing their regional section at the College Bowl at the IFT Annual Meeting.

Congratulations also to our newly elected officers:

2012-2013

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JOHN ASHBY - Chair-Elect

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2012-2014

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We are in good hands for the future.

Planning for the Annual Meeting and Expo in Las Vegas, Monday, June 25 – Thursday, June 28, is coming along great. We have had a great turnout of volunteers, especially students. If anyone is still interested in volunteering, let us know (cac95758@gmail.com or bruce.ferree@cnp.com).

Our section has the chance to win \$500 through the IFT Section Challenge. The IFT Section Challenge is a friendly competition among sections designed to encourage attendance at the 2012 IFT Annual Meeting & Food Expo® in Las Vegas. The two (2) sections with the highest number of registered attendees, as a percentage of section membership at the Annual Meeting, will win \$500 to be used for a scholarship or education program. We won one of the prizes last year and were able to help the students buy new buzzers for the regional college bowl meeting in March.

AND don't forget the annual NCIFT golf tournament and Suppliers' Night!

See you there!



Carol Cooper is the 2011-2012 NCIFT Chair and has been an active member since 1985.

NCIFT at the CLFP Expo

On January 31st, the NCIFT held an enjoyable luncheon at the California League of Food Processors Expo in Sacramento. This annual expo is always a great opportunity to visit informational booths (including NCIFT's – thank you to our volunteers!) and reconnect with contacts in the industry.

The highlight of the NCIFT luncheon was undoubtedly the guest speaker, Dr. Clare Hassler-Lewis, who serves as the founding executive director of the Robert Mondavi Institute for Wine and Food Science at the University of California, Davis. Her presentation on the "Top Food and

Nutrition Trends of 2012" was highly informative and compelling, sharing what she sees as current key trends driving the food industry. Everyone in the audience could acknowledge and appreciate the importance of what Dr. Hassler-Lewis shared. Some highlights included opportunities in: natural foods marketing (to be the biggest consumer nutrition trend in 2012!), energy (there's a huge untapped potential), movement (and feeling its healthy effects!), and the health crisis of diabetes. It's apparent that healthy whole foods and products, eaten along with exercise, is what we all should be looking toward in 2012.

Thank you to Dr. Hassler-Lewis and everyone who made this luncheon a success.



photos courtesy of SPI Group

2012 Cruess Scholarship Winners

This year the William and Marie Cruess Memorial/NCIFT Scholarship was awarded to four deserving students.

Fresno State University

Alvina Wirawan is a senior in the Food Science Program at Fresno State. She has maintained a high GPA during her studies at FSU. In addition to her studies, Alvina currently enjoys working as an intern for a



Alvina Wirawan

local food manufacturer and also spends time participating in Fresno State Food Science Club and the San Joaquin IFT Chapter events. Alvina hopes to use her Food Science degree to make a difference at a global level and help bring nutritious and safe food to people around the world.

Anita Rahman demonstrates the admirable traits of hard work, volunteering, and scholarship. She currently serves as the Co-President of the CSU Fresno Food Science Club and participates in Food Club events that promote the Food Science Department at Fresno State. Anita also is currently working as an intern at a local food company and enjoys conducting

research and participating in development projects. Anita has worked on the Food Sub-Committee of the Emerging Leader



Anita Rahman

Program at CSU, Fresno and under this program worked with managers of restaurants and grocery stores to acquire food donations and gift cards in support of the program. Anita hopes to continue her

studies at Fresno State to attain a Master's Degree in Food Science and gain further food science research experience.

University of California, Davis

Merek Chang is a second year Food Science undergraduate at UC Davis. Emphasis is in brewery science and upon graduation it is his dream career to work in the brewing industry. However, as he has come to learn and is still learning, the different roads a food science degree can take you are endless.

Kimber Lew is a third year undergraduate student and is majoring in Food Science with an emphasis in Brewing Science. She grew up in Pacifica, CA (slightly south of San Francisco)



Merek Chang and Kimber Lew hold their scholarship certificates.

and has always been intrigued by the science behind the food phenomena that occur in her own kitchen. She currently works as a research assistant in Dr. Charlie Bamforth's brewing science lab, studying the oxygen-scouring effects of ascorbate. Although her emphasis is with brewing science, she is interested in pursuing a career in other fermented food/beverage sectors as well as other food products, and values natural foods produced sustainably. After graduation, Kimber wants to work in product development, where she hopes to help make tastier, more sustainable, and healthier foods.

Student Recognition Night Gets Better Every Year

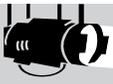
by Lilith Wu

This was my third year participating in the NCIFT Student Recognition Night and it has gotten better every year. Not only the food, but there has been an increasing attendance rate for professionals coming to Davis to spend their evening with the students. The purpose of this event is to recognize the outstanding students from University of California, Davis Food Science department and give students a chance to connect with food industry members and faculty members. The layout of the night usually starts with a greeting from the department head followed by presentations from the student associations (Food Tech Club and Food Science Graduate Student Association), multiple scholarships and grant award winners are announced and recognized, and an alumni gives a keynote speech.

We had many award winners who are all excellent students that are active and eager to learn. Some are undergraduate students who have been interning in labs and some are graduate students who design and run their own projects. In addition, this year we

were fortunate enough to have a returning alumni, Dr. Lauren Shimek, who now works as Food Science Innovator at IDEO and gave a speech. I found it to be inspiring and encouraging to the students of the Food Science department to get to hear from the people who work in different industries, learning what opportunities are out there. Sometimes, Food Science students are too focused on the science and academic aspects that they forget the food industry involves a lot of marketing, sales, management, laws and regulations, and even public relations. These are also the areas that a food scientist should explore and experience, not always keeping their focus on laboratory experience such as a quality control technician. Bringing the alumni back allows the current students to understand the job potential in related fields. It's a combination of implementing school knowledge into the real world and receiving new information that's outside the norm of food science. I truly appreciate that the professionals are sharing their experiences with us, educating us, and connecting with us. These people who care about the future and the quality of current students are the reason

Continued on page 8



Daring Design Defines Dips

by Paula Sugarman

My company specializes in brand identity and package design for the food and wine industries. We love this work because it's a critical component in helping our clients promote their products. And it gives us the opportunity to communicate through our artistic passion every day we come to work. Who could ask for more?

Effective package design accomplishes four key goals – to stand out on the shelf, to engage shoppers, to communicate key messages, and to close the sale.

When we begin a branding and package design project, we have a list of about 29 questions we ask in order to understand the company and their goals for the project at hand. We research the competition and visit the marketplace to become immersed in the environment in which the products will be seen. Once this research is complete, we are well on our way to coming up with creative solutions for branding. That's when the fun begins.

One of our recent projects is a line of dips for Frankly Fresh Foods. They asked us to create branding and package design for 16 hummus dips geared toward college students and other health-minded consumers. The products come in an array of unusual flavor profiles and are called Hummus Cocktails, Hummus Smoothies, and Hummus Classics.

Frankly Fresh wanted the dips to look as fun and innovative as the flavors themselves and asked Sugarman Design to create a brand identity that was a bit edgy, yet appealing in a universal way. They needed a fresh, exciting, and memorable look that would stand out in the mainstream deli case and make great conversation when taken to a party or served at home. Ahh! These are the kind of projects over which designers salivate.

The Frankly Fresh dips are all natural and non-alcoholic. The Hummus Cocktail dip flavors are; Dirty Martini with a savory olive flavor, Bloody Mary with sun-dried tomato and a hint of horseradish, Pineapple Mojito, sweet and minty, and Black Russian with a creamy coffee accent, which is surprisingly addictive. The Smoothies are creamy hummus based flavors in tropical mango, four berry, strawberry banana, and green tea flavors, great served with fruits and crackers. There are also five other more traditional dips in the line, which we named HipDips.

Our solution was to create a fun and thought-provoking character for each flavor to tell a bit of a visual story. We started with Dirty Martini and a caricature of an olive inspired by Mae West. Bloody Mary is having a problem squeezing herself into a glass.

The way the dips are produced is also innovative. High



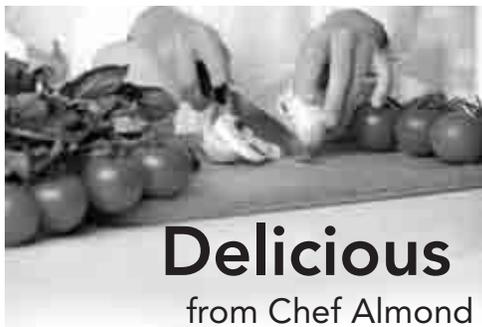
Pressure Processing (HPP) applies elevated pressures to foods to inactivate bacteria, retain food quality, and extend shelf life. In simple terms, it's similar to sealing the ingredients in a flexible container and dropping it 47 miles under the ocean's surface for 3-5 minutes. HPP provides an alternative means of killing bacteria without the loss of sensory quality or nutrients. Basically, it pasteurizes the product and provides an extended shelf life of 60 days without the use of heat or preservatives. The results are foods with fresher taste, better appearance, texture, and nutrition. HPP technology has been available since the late 1990s, but requires a significant financial investment for the equipment. Another company that uses the HPP is Wholly Guacamole. HPP allows them to produce avocado products all year round.

All successful companies have a brand statement or a greater purpose and every detail in a product's packaging should provide a true connection to that greater purpose. A great package design reinforces the branding and messaging communicated in other marketing efforts aimed at selling the product or service.



Paula Sugarman is the owner and creative director of Sugarman Design Group, a full service graphic design firm specializing in branding and package design for the food and wine industries. Paula can be reached at 916-965-5900 or paula@sugarmandesigngroup.com.

If you are interested in being a **future Hornblower article contributor**, please contact Editor Susan Howe (showe@intrinsicgroup.com) for more details.



Delicious from Chef Almond

Nowruz – Persian New Year

I was lucky enough to be invited to a Persian New Year celebration in late March. The Persian New Year, or *Nowruz*, takes place on the vernal equinox or first day of spring. To prepare for the New Year, Persian families extensively clean their homes, buy new clothes, and even jump over a fire that symbolizes shaking off the darkness of winter and welcoming the warmth of spring. A few days before the New Year an alter is created in the main room of the house. The alter is topped with a variety of objects all beginning with the letter “S” in Farsi – fruit, candy, candles, sprouts, painted eggs, and even a bowl of living goldfish. All of these items represent good fortune, health, and fertility in the upcoming year.

Family members and friends travel to each other’s homes to exchange gifts and stories and to share a fabulous meal.

Although each feast I enjoyed during the Persian New Year contained numerous dishes, the constant was always rice. It would not be unusual to have four different rice dishes at one meal. Some were flavored with black garlic and herbs, others topped with dried fruit.

Preparing a full Persian feast may be a time consuming endeavor. However, the traditional fluffy Persian rice with crispy bottom, or *Tahdig*, can be easily recreated in your home and go well with any entrée you happen to be preparing for dinner. Here is the Almond’s Kitchen interpretation.

Persian Rice

- 2 Quarts of water
- 3 Tbs. Salt
- 1 ½ cups Basmati Rice
- 3 Tbs. Butter
- 1 pinch of saffron
- ¼ cup of chopped parsley and chives

In a large saucepan bring water with salt to a boil. Add rice and boil 10 minutes. In a colander drain rice and rinse under warm water.

In a 2- to 3-quart nonstick saucepan melt butter. Add saffron and herbs. Spoon rice over butter and stir to incorporate the herbs. Cover the pan with a heavy lid and cook rice over moderately low heat until tender and a crust forms on bottom, 30 to 35 minutes (the crisp bottom is the *tahdig*).



If possible, remove all the rice from the pan in a large circle with a spatula, like a pancake (loose and crisp bottom altogether). Transfer all onto a platter and serve (*tahdig* may be sliced and spooned out).

Enjoy as a side with your choice of entrée.

Bon Appétit!



Chef Almond Elisa Estrada owns and operates Almond’s Kitchen, a catering company in the East Bay that specializes in local, seasonal cuisine. Almond may be reached at almond@almondskitchen.com or 925-425-0760.

Student Recognition Night

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why we try to improve things every year.

Although I will not necessarily be at the banquet since I’m graduating, I will definitely try to go back as an alumni or as a sponsor from the industry. I would also encourage all students from UC Davis to attend and reach out to the professionals, and also hope that the professionals who attend the event have an enjoyable night out meeting the students as well.

As a NCIFT student representative for this academic term, I had the pleasure to help and coordinate the night. A special thank you to this year’s NCIFT chair, Carol Copper, our department coordinator, Letia Graening, our department advisor, Tiffany Johnson, our student club advising professor, Charles Shoemaker, our 2012 department chair, Michael McCarthy and the seven students who volunteered to make this year’s student recognition night run smoothly.



John Krochta, Lauren Shimek, Carol Cooper, Charles Shoemaker, and Justin Shimek at the Student Recognition Banquet.



Tien-Hsin (Lilith) Wu is a fourth year undergraduate student of U.C. Davis, graduating in Food Science this June. She serves as this academic term’s NCIFT student representative. Contact her at lilwu@ucdavis.edu

WHAT'S UP in the World of Food and Beverage?



Got Soy Protein?

by Erin Evers

If spring is in the air, that means summer is right around the corner! Is it time to shape-up for swimsuit season already? If healthier living is on your mind, try thinking about protein.

For more than 5,000 years, soy has been a diet staple – a primary source of complete, high-quality protein for millions of people worldwide. Soy protein is a high-quality protein, with a PDCAAS = 1.00, comparable to milk and egg protein.

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Erin Evers is the newest member of the SPI Group team, providing ingredient solutions for the Food industry for more than 40 years as a privately held Bay Area-based Western States specialty food ingredient distributor. For more information about soy and other ingredient solutions, please contact Erin Evers, technical sales manager at SPI Group. 510-351-8012 or erine@spigroup.net

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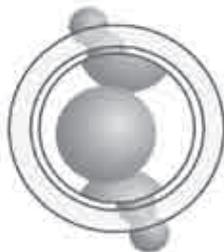
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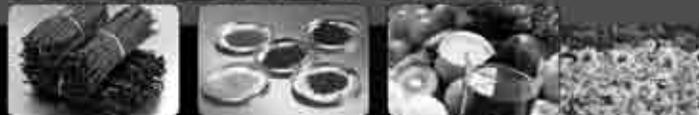


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