



The Hornblower

MAGAZINE OF THE NORTHERN CALIFORNIA INSTITUTE OF FOOD TECHNOLOGISTS



NCIFT Host Committee at IFT Las Vegas Annual Meeting

NCIFT was invited by IFT to be the Host committee at the AMFE in Las Vegas this year, June 25th through 29th. NCIFT had almost 75 volunteers who were very helpful in assuring that the IFT show was



100 percent enjoyable by all 17,000+ attendees. Thanks to Susan Andronowitz, IFT's Director of Meeting Operations, for answering our many questions during the organization of this event.

In the Speaker Room, 18 students were

available to help speakers and IFT load presentations into a computer database and get signs out to the sessions. The IFT team of Becky Ellis and Alleeshia Williams were quite happy with their abilities and knowledge as well as student interest in helping out. Students from the University of California, Davis, California State University, San Jose, and California State University, Fresno were able to meet each other and open new friendships.

Other volunteers were also helpful by being available at the entrances and Hospitality and Information Booth providing attendees with warm, smiling greetings and answers to all their questions. The Family Room was staffed by volunteers assuring that there was a quiet and friendly place for families to rest.

Carol Cooper and Bruce Ferree, co-chairs of this volunteer effort, wish to thank all the volunteers but special thanks

CONTINUED ON PAGE 4

Upcoming Events 2012

Monday, September 10th

3rd Annual Dave Orona Memorial Golf Tournament & Fundraiser Dinner

www.oronamemorialgolftournament.com

Location: Crow Canyon Country Club in Danville, CA

4-person scramble, box lunch, dinner and awards receptions following the golf

Contact: Shannon Gross at (510) 549-3535 or via e-mail at shannongross@pcchem.com

Thursday, September 13th

NCIFT New Professionals Kick-Off Event – Happy Hour

Location: The Elephant Bar Dublin, CA

More info: contact Erin Evers at ErinE@spigroup.net



Thursday, October 11th

SJIFT Scholarship Golf Classic ▲

Location: Riverbend Golf Club in Madera, CA
12:30 pm Shotgun Start

Event details & online registration available at www.SJIFTGOLF.com

December 2012

NCIFT Annual Holiday Dinner & Student Raffle

Location: Alamo

Social ~ Buffet Dinner ~ Speaker

More details to come!

Officers of NCIFT and Subsections

Northern California Regional Section

CHAIR: Carol Cooper, UC Davis (retired)
Phone: 916-684-2887
Email: cac95758@gmail.com

CHAIR-ELECT: Earl Weak, Consulting
Phone: 925-462-5570
Email: docweak@aol.com

PAST CHAIR:
Susan Howe, The Intrinsic Group, Inc.
Phone: 408-406-1870
Email: showe@intrinsicgroup.com

SECRETARY: Scott MacAdams
Phone: 925-595-4625
Email: swmacadams@gmail.com

TREASURER: Elizabeth Cuff, Sierra Kitchen
Phone: 775-448-6517 / Cell: 775-997-4852
Email: sierrakitchen@charter.net or elizabethcuff@yahoo.com

MEMBERSHIP SECRETARY:
Russ Nishikawa, SPI Group
Phone: 510-351-8012
Email: russn@spigroup.net

Members-at-Large

Pam Vaillancourt, Tate and Lyle
Cell: 206-510-0440
Email: pamvtic@sbcglobal.net or pam.vaillancourt@tateandlyle.com

Andy McSunas, Safeway, Inc.
925-951-4605
Email: amcsunas@yahoo.com

Carl Anderson, Annie's. Inc.
707-254-3700 x146
Email: carl1406@sbcglobal.net

Lisa Braun, The National Food Laboratory
925-556-4802
Email: BraunL@TheNFL.com

Nominating Committee

Stacey Hawley, Flavor Producers
Phone: 415-971-3587
Email: Stacey@flavorproducers.com

Vidya Ananth, Clorox

Michael Frediani, The National Food Laboratory
Phone: 925-556-4839
Email: FredianiM@TheNFL.com

Brad Olson, Amy's Kitchen
925-451-5409 Email: bradolson@gmail.com

Carol York-Westphal,
Ajinomoto Food Ingredients, LLC
Phone: 925-628-7866 Email: clyork@prodigy.net

John Bruhn, UC Davis FST Emeritus
Phone: 530-754-6455 Email: jcb Bruhn@ucdavis.edu

Phil Blagoyevich, The HACCP Inst
Phone: 925-820-3558
Email: blagoyevich@msn.com

Committee Chairs

PROGRAM CHAIR: Earl Week, Consulting
Phone: 925-462-5570 Email: docweak@aol.com

FINANCE COMMITTEE CHAIR: Open

SUPPLIERS' NIGHT EXPO CHAIR:
Stacey Hawley, Flavor Producers
Phone: 415-971-3587
Email: Stacey@flavorproducers.com

GRANTS COMMITTEE CHAIR: Dale Olds
Phone: 925-336-0896
Email: olds@idea-food.com

Student Representatives

UC DAVIS: Lilith Wu
Email: lilwu@ucdavis.edu

Central Valley Subsection

CONTACT: Susan Spafford-England
Phone: 209-656-5225
Email: Susan.England@sensient.com

San Joaquin Valley Subsection

CHAIR: Quinn Zweigle, National Raisin Company
Phone: 559-352-8644
Email: qzweigle@nationalraisin.com

CHAIR-ELECT: Trisha Fraizer, Brenntag
Phone: 559-515-1652
Email: tfraizer@brenntag.com

PAST CHAIR: Erin Dormedy,
California State University, Fresno
Phone: 559-278-8321
Email: edormedy@csufresno.edu

GOLF TOURNAMENT CHAIR:
Scott Nichols, E.T. Horn
Phone: 559-438-6444 Email: snichols@ethorn.com

SECRETARY: Ly Rendon, Lyons Magnus Inc.
Phone: 559-233-7231
Email: lrendon@lyonsmagnus.com

TREASURER: David Hardt, Ruiz Food Products Inc.
Phone: 559-591-5510
Email: DavidH@ruizfoods.com

MEMBERS-AT-LARGE:

Gary H. Jue, Valley Fig Growers
Phone: 559-237-8895
Email: GJue@valleyfig.com

Rachel Dwyer, CSU Fresno
Email: wingwalker@mail.fresnostate.edu

Other Important Contacts

NEWSLETTER EDITOR:
Susan Howe, Intrinsic Group, Inc.
Phone: 408-406-1870 Email: showe@intrinsicgroup.com

WEB EDITOR: E. Jerry Oliveras, Jr., Aemtek, Inc.
Phone: 510-520-0755
Email: ejoliverasjr@sbcglobal.net

JOBS AVAILABLE LISTSERV:
Steve Nagorski, David Michael & Company
Phone: 925-212-0619
Email: snagorski@dmflavors.com

SUPPLIERS' NIGHT EXPO COORDINATOR & MEMBERSHIP RECORDS:
Imelda Vasquez,
NCIFT Office at Marketing Designs
Phone: 650-802-0888
Email: ncift@marketingdesigns.net

A Note from the Assistant Editor

Hello Hornblower readers!

I hope you've been enjoying the warm weather and have had some time to enjoy fun summer activities.

This is my 3rd issue as your Hornblower assistant editor and I'm pleased to say that we've received some very nice comments about our publication. After sharing it with other IFT section leaders across the nation, I was honestly a bit surprised to learn just how progressive and active our NCIFT group really is. Thank you to all who dedicate so much time and effort toward events and programs that we all enjoy and benefit from throughout the year. You'll see some of the many happenings reflected in this issue and will also notice some new faces on our incoming board. A special thank you to Carol Cooper for being our dedicated NCIFT chair

this year – you're truly ending your term on a high note.

The Hornblower is continually developing for you as the readers and I hope you like the direction it's going!

As always, feel free to send emails my way at any time!

lhamamoto@intrinsicgroup.com



Lesli Hamamoto is a new face in the world of food and is trying to discover the particular direction she'd like to go in this multi-faceted industry on a professional level. She received her degree from UC Davis in Communication and American Studies, with a special emphasis in food and consumer culture. She currently serves as communications coordinator at The Intrinsic Group, Inc. and splits her time between the Bay Area and her hometown of Fresno, CA.

The Hornblower

MAGAZINE OF THE NORTHERN CALIFORNIA INSTITUTE OF FOOD TECHNOLOGISTS

EDITOR:
Susan Howe 408.406.1870

ASSISTANT EDITOR:
Lesli Hamamoto 925.263.2531

CAMPUS CORRESPONDENTS:
Carol Cooper 530.752.1468
Erin Dormedy 559.278.8321
Miriam Perry 408.924.3118

EDITORIAL BOARD:
Christopher Ham 510.520.0334
Eric LeBarbe 209.341.7607
Sukriti Sehgal 925.425.4486
Sam Adapa 925.951.4326

DESIGN, PRINTING &
BUSINESS MANAGER
Marketing Designs 650.802.0888

The Hornblower (USPS 257-140) is the official publication of the Northern California Section of IFT, a nonprofit organization, and is published quarterly. Postage is paid at Belmont, CA.

POSTMASTER: Send address changes to: THE HORNBLOWER, c/o NCIFT, 850 Old County Road, Belmont, CA 94002

HORNBLOWER EDITORIAL POLICY

Opinions expressed by the editors or contributors to The Hornblower do not necessarily reflect the official position of the Section. The publisher reserves the right to edit or reject any copy that is submitted.

SUBSCRIPTIONS are \$15 per year and include NCIFT Membership. Please send to NCIFT, 850 Old County Road, Belmont, CA 94002.

HORNBLOWER ADVERTISEMENT POLICY

Continuous, year-round advertising is available to our suppliers through The Hornblower Classified Ads posted to www.ift.org/sections/ncift/hornblowerads.pdf, as well as placement in all four hard copy issues of The Hornblower including an Annual Membership Directory mailed to members quarterly.

As noted below, special rates are available for ads to run one-time-only in any single quarterly issue. You may submit completed ad copy electronically. If you provide a rough draft, the publisher will create, design and typeset an ad for you at a very reasonable rate.

ADVERTISING RATES PER YEAR:

Full Page	\$1,300	1/4 Page.....	\$475
1/2 Page.....	\$750	Business Card.....	\$350

ADVERTISING RATES PER SINGLE ISSUE:

Full Page	\$350	1/4 Page.....	\$150
1/2 Page.....	\$200	Business Card.....	\$120

DEADLINES FOR CONTRIBUTORS, ADVERTISERS AND ANNOUNCEMENTS:

<u>Issue</u>	<u>Deadline</u>
October/November/December	August 10, 2012
January/February/March.....	November 10, 2012

TO PLACE AN AD, CONTACT:

Business Manager – Imelda Vasquez
NCIFT Office at Marketing Designs, 850 Old County Road,
Belmont, CA 94002; Phone: 650-802-0888; Fax: 650-802-0188
Email: ncift@marketingdesigns.net

From The Editor's Desk by Susan Howe

This issue of the Hornblower is loaded with many exciting activities of our members.

The incoming NCIFT board, UCD Senior thoughts, and Supplier's Night happenings are a few of the contributions to our publication.

The NCIFT did a great job as host of the recent IFT Annual meeting and expo in Las Vegas. In its 70th year more than 18,000 food professionals came out. My own informal market research with new acquaintances and seasoned colleagues indicated that it was high energy, well attended, very relevant, and fun!

Congratulations abound! Both Carol Cooper and Rick Stier were honored this year at IFT. Carol was presented as a 2012 IFT Fellow. Rick accepted the Bor S. Luh award and \$3,000 honorarium. Scott Nichols was recognized as the NCIFT Member of the year. Your achievements are a source of pride and inspiration to us all. It is a pleasure to see great colleagues receiving the recognition and applause they deserve.

In the next several issues, I will be writing about one of my passions, "Ideation." For this Hornblower, I have chosen to highlight, "Creative Visualization," or "Mental Journeys," a powerful Idea-Generation technique.

Would you like to share your passion in the Hornblower? 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.

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

IFT Las Vegas

CONTINUED FROM FRONT PAGE

go to the individual committee chairs: Welcome Committee – Mary Palumbo and Erin Evers; Speaker Room – Carol Cooper and Dr. Erin Dormedy; Hospitality – Susan Spafford-England and Maria Giovanni; Family Room – Carl Anderson and Rick Falkenberg.

NCIFT received a stipend from IFT for our volunteer efforts. These funds will be added to the NCIFT general fund and used for section and subsection activities. Great work, team, and thanks again for your time and efforts

The volunteers are listed below.

WELCOME COMMITTEE

David Eisele – SPI Group
Jeff Goeppner – E. & J. Gallo
Claudio Iida – SPI Group
Keith Ito – Consultant
Christy Kadharmestan - Pharmavite
Kathy Kennedy – SPI Group
Steve Linzmeyer – Ful-Flav-R Food Products
Esther Maxkwee – Student
Andy McSunas – Safeway
Rebecca Milczarek – USDA
Russ Nishikawa – SPI Group
Dale Olds – IDEA Food Consulting
Don Parker – SPI Group



Marty Potnick
Dave Sholty – Mother Murphy's
James Valenti-Jordan – Del Monte Foods
Xiaotian Zhang – Student, UC Davis

HOSPITALITY COMMITTEE

Ed Aylward – Leprino Foods
Anne-Hortense Carrot – Student, CSU San Jose
Jaime Green – New Horizon Foods
Peggy Hetlage – Saroni Total Food Ingredients
Melissa Hughes – Aemtek
Kwok-Man Lee – Hilmar Ingredients
Xueqi Li (Shirley) – Student, UC Davis
Billy Low - Consultant
Janet McDonald – FDA
Daryl Neal – New Horizon Foods
Cathy Norris – Norris Agency
Yuanjie Pan – Student, UC Davis
Bob See – George Chiala Farms
Nancy Steller – Clorox
Rosemary Torres – Olam Spices
Carol York-Westphal – Ajinomoto

FAMILY ROOM

Jeffrey M. Adlman – George Chiala Farms
Thomas Armenta – Christopher Ranch
Ed Aylward – Leprino Foods
Jyotsna Bhatt – Otis Spunkmeyer
Anne-Hortense Carrot – Student, CSU San Jose
Lisa Davidson – Safeway
Jaime Green – New Horizon Foods
Peggy Hetlage – Saroni Total Food Ingredients
Melissa Hughes – Aemtek
Kwok-Man Lee – Hilmar Ingredients
Xueqi Li (Shirley) – Student, UC Davis
Janet McDonald – FDA
Steve Nagorski – David Michael Flavors

Daryl Neal – New Horizon Foods
Cathy Norris – Norris Agency
Jonathan Rivac – Student, CSU San Jose
Chris Shiinoki – Safeway
Raquel Ting – Student, CSU San Jose

SPEAKER ROOM

Students

Brittany Blanco – CSU Fresno
Adam Brown – CSU Fresno
Anna Caroselli – UC Davis
Merek Chang – UC Davis
Qian Lucy Chang – CSU San Jose
Trella Chrisco – CSU Fresno
Amber Hall – CSU Fresno
Nathalia Ho – CSU Fresno
Amber Masoni – UC Davis
Maira Nunez – CSU San Jose
Gulustan Ozturk – UC Davis
David Phinney – UC Davis
Dorothy Pramono – CSU San Jose
Tracy Takeda – CSU Fresno
Hui Ean (Ann) The – UC Davis
Daniel Vovchuk – UC Davis
Alvina Wiraran – CSU Fresno
Yi Zhou – UC Davis

Supervisors

Steve Cooper
Elizabeth Cuff – Sierra Kitchen
Marie Diaz – Diana Fruit Company
Dr. David Reid – UC Davis
Lisa Ruiz – 3M Food Safety
Leigh Schmidt – Cache Creek Foods
Dr. Klaus Tenbergen – CSU Fresno

– Bruce and Carol

Chair's Message from Carol Cooper

This is my last Chair's message, and I must say, this year has flown by. It has been a great experience, and I know I am leaving the section in very good hands with Earl Weak as Chair and John Ashby as Chair-Elect.

There are a number of people who have helped me along the way this year. I would especially like to thank the following:

Stacey Hawley for her untiring efforts in making the Supplier's Night and Symposium a huge success. And I believe it is only going to get better.

Marty Potnick and Dave Sholty for their work year after year to put on a great golf tournament. Not being a golfer, I really have not participated before. This year I worked at the tournament and had a great time. I have a new appreciation for the logistics it takes to put on a tournament such as this.

Lesli Hamamoto, Assistant Editor of the *Hornblower*, for keeping on my case to get information turned in on time (well, almost on time) and for putting together great issues and Susan Howe for agreeing to take over the editorship of the *Hornblower*. It looks great!

Russ Nishikawa, Membership Chair. He is making renewed efforts to introduce NCIFT to non-members and recruit new members. We are growing again!

Scott McAdams for getting the minutes out quickly after each meeting.

Elizabeth Cuff for spending much time on the books and taxes and coming all the way from Reno for meetings.

Bruce Ferree for his efficiency and organization in helping to put together the volunteers for the Annual IFT meeting in Las Vegas. Their efforts are described in an article elsewhere in this issue. And a special thanks to the 80 volunteers who put in their precious time on the Hospitality, Welcome, Family Room and Speaker Room Committees.

Have a great summer!

Carol Cooper



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

Scott Nichols: NCIFT 2012 Outstanding Member

At Supplier's Night on May 8th, 2012, the NCIFT Outstanding Member was announced. To his personal shock, our award-winner was surprised as information about him was read aloud to the 125+ attendees at the symposium. The secret was well kept by his employer and co-workers who were also in attendance assuring that he was available to be shocked. The 2012 NCIFT Outstanding Member is Scott Nichols from the SJVIFT and E.T. Horn.

His introduction started with something that most of us didn't or don't know about Scott. He and his wife, Janet, are involved with US Masters Swimming and compete in USMS sanctioned swim meets as well as in the California Senior Games. So obviously, Scott has fun outside of NCIFT. Then we talked about his NCIFT involvement. Scott is actively involved in the San Joaquin Valley IFT. He has served as Chair of the San Joaquin IFT Section. He is also a member of AACT (American Association of Candy Technologists). Scott received a Bachelor's of Science in

biology from California State University, Fresno, his Masters in ecology from UC Davis and an MBA from St. Mary's.

Scott has worked at Pfizer Food Science Group, Kerry Ingredients – Western Regional Sales Manager, Pfizer Brewery Ingredients Group – product line sales and technical support in North and South America and Asia, SKW Biosystems – Technical Sales Representative (hydrocolloids, cultures, enzymes and dairy flavors), and is now at E.T. Horn (since 1998) as Senior Accounts Manager.

Scott is being recognized for his outstanding work in SJVIFT. He has been the organizer and coordinator of the annual SJIFT Scholarship Golf Tournament held every October. He has done this for the past 13 years (I think he still enjoys it!) and the event has raised over \$70,000 in scholarship funds. These scholarship funds are distributed by the SJVIFT to deserving students in Food Science and technology. Truly an outstanding effort to support the next generation of IFT



and food scientists, and to make the contributions of industry and individuals fun.

Scott, from all of us at NCIFT – for all you do to promote the profession and to help students achieve their goals of education. For making this work easy and fun, congratulations on being the 2012 NCIFT Outstanding Member.

NCIFT Incoming Officers

Chair: Earl Weak – Incumbent

After college graduation, Earl Weak started working for Interstate Brands in Kansas City, Mo. as a food technologist. Projects at Interstate Brands consisted of product and processing development for a wide range of bakery products. In 1978, he moved to



Earl Weak

the San Francisco Bay area and started working for Mother's Cake and Cookie Co as R&D Manager. Earl served as R&D Director for many years at Mother's during a number of company ownership changes.

Over the years he was responsible for New Product Development, Quality Assurance, Government Compliance, and Sanitation. In 2002, he left Mother's and the Parmalat North American Baking Group and started a consulting business. Earl holds Ph.D. in Food Science from Kansas State University. Married with two adult children, Earl is a member of a number of professional organizations and an IFT member since 1973.

Chair-Elect: John Ashby

General Manager – Ingredients, California Natural Products

John has over 25 years experience developing Natural and Organic foods. He is currently the General Manager of the Ingredients Division of California



John Ashby

Natural Products – an innovator that has been making Natural and Organic foods since 1985. Before that he was Vice President, Technical for the flavor company Mane in California. As a food

scientist and Natural and Organic Foods advocate he has lectured extensively at Universities, and has over 25 published articles. He is currently the Chairman of the Board of Directors of the Organic Materials Review Institute, the Chair of the State of California's Organic Products Advisory Committee, a Professional Member of IFT, and holds a Sc.B. in Cellular Physiology and Biophysics from Brown University, and an MBA From Wharton.

Treasurer: Elizabeth Cuff – Incumbent

Elizabeth has been an NCIFT member since 1977 when she was a student at UC Berkeley. In her first year as treasurer she hired a CPA to file 5 years of previously unreported tax returns, worked with the IRS to abate over \$12,000 in penalties and preserve the sections non-profit status. She has a B.S. Degree from U.C. Berkeley in Foods, Nutrition and Dietetics,



Elizabeth Cuff

M.S. Degree in Food Science and Nutrition from Chapman University and postgraduate studies and assistantship at the University of Illinois, Champaign-Urbana. She has published 3 scientific papers, co-authored a chapter in Soy Protein and Health and presented scientific finding at National IFT. She has worked for in sales for Biorigin LLC, David Michael and Company, DSM Specialty Products, Ramsey-SIAS, Champlain Industries and Red Star Specialty Products.

Secretary: Scott MacAdams – Incumbent

My name is Scott MacAdams and I have had the honor of being the Executive Secretary of the NCIFT since October of 2009. I have a Bachelor's degree in Business Administration, Marketing from CSU



Scott MacAdams

Chico. After graduating in 1985, I started working for Fort Howard Paper Company. I married my wife Adriene in 1993 and began working for the JM Smucker Company as a District Manager shortly after our honeymoon. We were blessed with a daughter, Megan in 1994. As my career progressed, I have worked for several companies but I have found that I have a passion for the Food Industry. Working with the NCIFT has enhanced my career and I look forward to working with the current executive team to resolve the challenges our local section faces in 2012 and beyond.

Membership Secretary: Russ Nishikawa – Incumbent, Vice President, SPI Group

Russ Nishikawa graduated with a BS in

Food Technology from UCD in 1973 and joined Foremost Research Center (now The NFL) in Dublin, CA in 1974 and has been a member of the Northern California IFT Section and a Professional IFT member since 1978. His work experience includes ingredient application development,



Russ Nishikawa

production, ingredient trouble-shooting, and product management during his 9 years with Foremost. After receiving an MBA in 1983 at St. Mary's-Moraga, Russ joined New Zealand Milk Products, as a National Account Sales Manager, and later assisted in a joint venture, creating a veterinary biological from extracted whey serum immunoglobulins. For the past 20 years, Russ has been active in ingredient market development for the specialty ingredient distributor, SPI Group. His past NCIFT duties include nominating chair. Owing his diverse and interesting career to Food Technology, he looks forward to finding ways to make NCIFT more relevant to its new and returning members.

Member-At-Large:

Zachary S. Wochok, Ph.D.

President, Founder – Wockok Group, LLC

Dr. Zachary S. Wochok is the retired CEO of PGP International, Inc., a food ingredient company located in Woodland, California, and part of Associated British Foods, plc. He is the President and



Zachary S. Wochok

Founder of The Wochok Group, LLC (www.wochokgroup.com). Prior to joining PGPI Dr. Wochok served as Chairman and CEO of NURTURE, Inc., a specialty ingredients company in Missoula, Montana.

From 1989 to 1991, Dr. Wochok was President and COO of Calgene, Inc., where he was responsible for managing the company's five operating businesses. Prior to its merger with Calgene, Dr. Wochok was the CEO of Plant Genetics, Inc., located in Davis, CA.

Prior to 1983, Dr. Wochok was Business

CONTINUED ON PAGE 8



'What's on your mind as you graduate with a degree in Food Science?'

I entered UC Davis with an undeclared major. I had always been interested in food, but I was uncertain about making food science my major because of how little I knew about it. Now that I'm graduating, I can say that choosing Food Science was one of my best decisions. It has been a wonderful experience learning from amazing and truly inspiring professors.

– Michelle Chen

I'm concerned about finding a job fresh out of college without work experience. Not really sure yet, what I want to get into - Sensory Science, Food Microbiology or Product Development.

– Christine Lew

Thank goodness I have a job after graduation! I'm trying to figure out MCAT test dates and applying to Med School!

– Cathy Chen

I am really interested in sustainability and making food packaging more sustainable and environmentally friendly.

– Kayla Fox

I am looking for more experience in Foods. I'm trying to find internships in the Food Product Development field. I am also looking into graduate programs that match my interests.

– Karen Thang

Food Science is a really interesting and applicable subject area that has a high demand worldwide. I have learned multiple aspects of food science including product development, sensory, food microbiology and quality assurance. My

goal is to improve the quality of food for better health in Indonesia.

– Shierly Mayasari

My primary goal is to formulate nutritious and healthy food products that are affordable and accessible by everybody. By learning and getting a degree in Food Science, I am one step closer towards that goal.

– Angela Pratiwiharja

I am so excited to venture into the 'real world' and apply everything I have learned in my Food Science career here at UC Davis. Not only do I feel like I have so much to contribute to the great big world of food, but I still have so much more to learn! I am still only a baby in this world and greatly look forward to my journey of growing up.

– Rebecca White

What is the current job market looking like? How can I make myself stand out apart from my internships and experience? What are the food companies looking for from fresh college graduates?

– Anderson Kusuma

I'm currently looking/applying for jobs. I'm also considering taking business classes because in the future I want to go to grad school for an MBA.

– Kirk Kamloonwasaraj

I'm concerned about finding a job after I graduate. I hope to work in a lab doing research in either food micro or analysis.

– Fiona On

After I graduate, I would like to work with a food company or up-and-coming start-up business that works with product development and production because I think I have a knack for creating new products.

– Wendy Huang

I am a big food lover. Beyond a shadow of a doubt, food to me is something way beyond the "staff of life." I fell in love with Food Science when I came to America for undergraduate education. Time flies and I am now a senior Food Science major who is graduating this June. Throughout these years, my passion in Food Science was affirmed because I really enjoyed every food science class I took. Upon graduation, I will be pursuing my masters degree in Food Science and I am hoping to get a position as a product developer in the future.

– Maria Suen

I am going to apply the knowledge that I have learnt in Food Science in the Food Industry. I hope I can start my own food company in the future because I really love food.

– Eric Usodo



Sukriti Sehgal has 8 yrs of Product Development experience in the Food Industry. She recently taught Food Product Development at UC Davis in the Spring 2012 quarter.

Igniting the Creative Fire

An Indispensible aid for your ideation tool chest – "Creative Visualization"

One of the techniques that (as a facilitator), I find very powerful in Ideation sessions is Creative Visualization or Mental Journeys. Following a decompressing, relaxing, and mind clearing exercise, the facilitator verbally takes the ideators to a place, time or on a journey where all things are possible. Examples might include: another planet, the year 2024, or the Greek Islands. Following the Mental Journey, the ideators are reminded of the objective of the session, such as, "to develop a new delivery system for hydrating the body." The attributes (the year 2024) of the Mental Journey are recorded and might include: wearable, disposable, tiny and thread-like. These

attributes are connected back to the objective and might result in; "a garment that contains tiny threads that are absorbed by the skin during activity.



Removing oneself from the daily activities, patterns and responsibilities of everyday living is not only a good way to enhance creative problem solving, it is a requirement. When it is not possible to take a physical journey a mental journey is just as effective.

Susan Howe, President of The Intrinsic Group, Inc., offers Ideation training for food and beverage professionals in Santa Cruz, CA. See flyer on back cover for more details about this event.

NCIFT Incoming Officers

CONTINUED FROM PAGE 6

Development Manager in the New Ventures Department at Monsanto Company and a lead scientist for Weyerhaeuser Company.

He is on the Board of several companies and the Advisory Board of the California Institute for Food and Agricultural Research.

Dr. Wochok began his career as a professor of biology at the University of Alabama, following a post-doctoral position at Yale University. He received his Ph.D. in cell and developmental biology from the University of Connecticut. He is the author of numerous scientific publications and business articles.

Member-At-Large: Lisa Rosenberg
Project Leader – Consumer Brands, Safeway Stores

As a child Lisa was interested in how the world worked and enjoyed food. These two interests came together when Lisa earned a B.S. and a M.S. in Food Science from the University of Minnesota. During and after school, Lisa worked at Multifoods, working on test methods for new frosting products, and at Cargill, working on the development and application of



Lisa Rosenberg

low sodium ingredients. Next, Lisa immersed herself for five years in the world of coffee at Kraft, working on a variety of Maxwell House and Gevalia projects. Currently, Lisa is a Project Leader in Safeway's Consumer Brands group, focused on delivering new beverage and snack projects.

Nominating Committee: Steve Nagorski

Senior Account Manager – David Michael & Co., Inc.

Steve's education includes Univ. of Calif. at Davis: B.S. Microbial Technology, Univ. of Calif at Davis: M.S. Food Science, and Univ. of Southern California: MBA



Steve Nagorski

Steve has been with David Michael & Co since '82 and is currently the Senior Account Manager. Steve has been a Professional Member of IFT since 1982.

Past responsibilities include NCIFT Suppliers Night Chair, Member at Large, Suppliers Subcommittee to Annual Meeting; Co-chair-Educational Tours at Annual Meeting. Awards include NCIFT Member of Year.

Nominating Committee: Rachel Zemser

aka The Intrepid Culinologist

Rachel is a technical food consultant that has one foot planted in the artisan soils



Rachel Zemser

of San Francisco and the other buried deep in the world of R&D, manufacturing and food science. She travels the world in search of food-related industry trade shows, media and press events, and "local" Bay Area experiences, trying to figure a way to bridge her two worlds and bring great food to the masses. She has a B.S. and M.S. in Food Science, a Culinary Arts degree, and over 15 years of food-industry experience. Rachel is a member of IFT and the Northern California regional contact for the RCA.

IFT Awards – 2012

Bor S. Luh International Award
\$3,000 honorarium from the Bor S. Luh Endowment Fund of Feeding Tomorrow and a plaque from IFT

Richard F. Stier, Food Scientist Consultant, received the 2012 Bor S. Luh Award for his international contributions in food science focusing on food safety, quality, and sanitation.

Stier has worked in more than 35 countries as a member of industry and a consultant in the area of technology transfer. He



Rick F. Stier

has helped processors upgrade operations and has taught or developed educational programs. His work has ranged from the evaluation and validation of technologies for transfer throughout the world (aseptic processing systems in the early 1980s) to his ongoing work of enhancing food safety and quality in developing nations. During a two-year project in Egypt, Stier utilized IFT's Continuing Education Group as a resource for enhancing programs organized there and brought many Egyptians into the IFT fold. Stier's most recent international project took him to Afghanistan to work on the Afghan Small to Medium Enterprise Development project, part of which focused on training a group of Afghani men and women to become food plant auditors and consultants to the local food industry.

New IFT Fellow

Carol Ann Cooper, Academic Advisor, University of California, Davis, was recognized for her commitment to the profession, and service to IFT and the educational arena.

Her skill in recruiting and guiding potential food scientists at UC-Davis has helped grow the profession. Cooper has been a portal through which students discover IFT. She champions their cause at NCIFT meetings,



Carol Ann Cooper

advocates for scholarships, including travel support to attend IFT Annual Meetings, arranges transport for students to attend local meetings, and encourages students to compete wherever possible in IFT-sponsored competitions. Cooper plays a critical role in student career mentoring. She has been instrumental in developing college and campus internship programs. In her career, Cooper has inspired countless students, brought recognition to the University, assisted many companies, served IFT, and has demonstrated the influence an inspired, committed, and caring professional can make.

NCIFT Suppliers' Night Rocks in 2012

Elvis Lives or at least he came alive at the Northern California Suppliers' Night held on May 8th in Pleasanton. It was a fun-filled evening packed with suppliers from all over the country. Over 350 attendees flooded the expo floor learning, sourcing, tasting, networking, and connecting with colleagues. Elvis and I personally walked the floor to visit with vendors and attendees promoting the IFT Expo to be held in Las Vegas. Although he was merely a cut-out, Elvis helped to bring a lot of fun to the NCIFT expo this year. Be sure to check for your photo with Elvis on the IFT website (www.ift.org/sections/ncift) and the NCIFT Facebook page.



The expo received a jump start this year with a presentation from Dr. Steven Witherly. The annual NCIFT Symposium started at 1:00 and Dr. Witherly spoke about *The Mysteries of What We Like to Eat and Why*. For two hours, Dr. Witherly captivated the over 120 member audience with facts, tips, secrets, and research about why

people crave junk food. With that he gave specific instructions on how food manufacturers can formulate to achieve a higher consumer preference. The take away was fantastic and Dr. Witherly generously made all the information available to everyone! Check it out on the NCIFT website and click "Calendar of NCIFT & Subsection Events"

A big thanks to Imelda Vasquez and all the volunteers who helped with the Suppliers' Night this year: Kathy Kennedy, Russ Nishikawa, Erin Evers, Carol & Steve Cooper, Enas Al-Tamimi, Lisa Rosenberg, and the students from UC Davis and San Jose State.

Thanks also go out to the many Supplier Sponsors for the event. Their contributions helped to support the symposium and the happy hour mixer: Batory Foods, Bell Flavors & Fragrances, Blue Diamond Growers, Chesapeake Spice, Comax Flavors,

Creative Food Ingredients, Custom Ingredients, David Michael & Company, Domino Specialty Ingredients, Dow Food & Nutrition, Flavor Producers, Food Safety Net Services, GNT USA, Gold Coast Ingredients, Horn Food Tech, Innova Flavors, Kalsec, Metarom Neotech, Mother Murphy's Flavor Lab, OC Flavors, OSF Flavors, Pacific Coast Chemicals, Penford, Prinova, Richardson Oilseed, Shoreline Fruit, SPI Group, Symrise, TIC Gums, Univar USA, Zonner.



Stacey Hawley is the NCIFT Suppliers' Night Chair and the Technical Sales Manager for Flavor Producers, a custom manufacturer of fruit and sweet flavors. She can be reached at stacey@flavorproducers.com

Minding Your Ps and Qs *Why Purchasing and Quality Need to Be Teammates*

One of the reasons that I like working in quality is that every day is different. Operations turns on and runs machines. Warehouse moves product. Accountants check for dollars and cents. Purchasing shops for the best deals and deliveries. Customer Service handles customers. Maintenance fixes things.

But Quality? – We get to do all those things. We work with Operations to assure consistency, track costs of operations, and track the cost of good and poor quality. We work with Maintenance to create a program that prevents breakdowns; and we follow Warehouse so we can track every movement of every ingredient and product. But what about Purchasing? Some companies let them be the secret shopper. They can buy what they want, get it to the plant for on-time use, and everyone is happy. I think all quality practitioners would agree, however, that this is not quite the right way to go about getting the best product to achieve consistent quality and safety.

As a quality professional, I believe we want to be a partner with Purchasing. I call this “minding the Ps and Qs” of the operation. I’ve had the pleasure of working with good and bad purchasers in my career, and the good ones could have been quality practitioners. The good ones partner with Quality so they can buy the right material. They know that the days of buying only on price are gone. Today’s world includes many additional elements that have to be included. Purchasing and Quality work together to define what is to be purchased—the specification. Without the specification for each ingredient, package, or component, Operations cannot achieve product consistency.

Creating Your Specification. So, let’s say you’re not Pepsi or Walmart. You’re a smaller company, and you’re trying to tell a larger supplier what you want to buy. Many times, that supplier has a better idea of the specification that it believes you should be looking for or using. Should you use their spec or develop your own? I think there’s a compromise that can be made on this touchy issue. The supplier knows what it has that will meet your needs, you know what your basic needs are. Certainly you can copy their manufacturing spec and add your details. I think that’s fair and everyone ends up happy.

In many cases, there is a specification already made for you by a regulatory agency or a trade group. For example, you may not have to make your own specification for “Grade AA diced tomatoes.” Take the time to seek out your appropriate trade group and see what it has already done. Your company or an associate of your company is probably a member of these groups, so be sure to take advantage of your membership rights. Many agricultural marketing boards have also developed grading standards. Find the one that fits your need and use that in your specification.

The “Best” Supplier. Now you have a specification, what’s next in your Ps and Qs partnership? I believe both Purchasing and Quality want suppliers who can become an integral part of the entire manufacturing operation. Of course Purchasing starts by looking at those suppliers that can meet the specification. Then they look for the “best” supplier.

What makes the best supplier? Not only do these companies supply the product you specify, they can and have to do so much more in today’s corporate and regulatory environment. This is my favorite part of working with Purchasing. High-quality suppliers not only meet the spec for the product, they are able to readily show you that they do. They will provide a Letter of Continuing Guarantee, a COA with each load, and so much more. Suppliers willing to provide this are assuring you that they are reputable and capable.

Some of the documents buyers request are:

- Product specifications (with storage requirements, nutritional statement, shelf-life expectation, packaging details, etc.).
- Appropriate certifications (Kosher, Halal, Gluten Free, Organic).
- Assurances that they have a quality program (such as GFSI), food safety program, and are registered with the FDA or appropriate governing body.
- Letter of continuing guarantee.
- Written statement of allergens in (and not in) the product.
- COAs for each delivery.
- Country of origin statement.
- MSDSs (for your plant safety team).
- Explanation of lot codes (so you can manage expiration dates).

The bottom line is that the good suppliers are ready to and capable of providing this information. They also want to provide appropriate customer service. Suppliers have representatives that will help you properly use their product—and they will be there when there is a problem. The best suppliers will become such important players in your production that you invite them to help you solve product problems. The P and Q here is supplier management.

Supplier Management. A key responsibility of your P and Q team is ensuring that suppliers know where they stand with you. You should routinely give them a report card or evaluation—just like the review you have with your supervisor every year. You tell suppliers how many good things they did, and where they need to improve. How many Supplier Corrective Action Requests (SCARs) did you send them? Did they reply as expected? Were their deliveries on time and complete? Did they provide all documentation requested and required? Were they there for you when you needed them? Work with your Purchasing professional. He or she will usually have access to standard evaluation cards that can be used or modified to fit your grading.

Those are my Ps and Qs: Partner with your Purchasing group to better manage your supply chain. Create and have the best specification. Use the specification as a starting point in working to find the best supplier. Manage your suppliers by letting them know how they’re doing.

If you do this, you’ll be halfway to making a consistent and consistently safe product when all these materials get to manufacturing. Best wishes!

*by Bruce Ferree
Compliance Manager,
California Natural Products*



Bruce Ferree

This article is reprinted with permission from Quality Assurance & Food Safety (QA) magazine.

For more articles or subscription, visit

www.qualityassurancemag.com.



SJIFT Scholarship Golf Classic



**Thursday, October 11, 2012
12:30 PM Shotgun Start**

Event Details & Online Registration Available at
www.SJIFTGolf.com



Hello Food Industry Professionals!

We are pleased to announce that the **14th San Joaquin Institute of Food Technologists (SJIFT) Scholarship Golf Tournament** will be held on Thursday, October 11th, 2012, at the Riverbend Golf Club, with a **12:30 PM shotgun start**.

This year, we are offering a number of different packages and sponsorship opportunities, and, a new website: WWW.SJIFTGOLF.COM where you can register online (and pay by credit card!).

We will have more contests, including a new **WAGER HOLE** plus Chipping and Putting Contests with cash payouts to the winners. Please remember to bring a door prize (ie, bottle of wine, golf balls, company logo items, etc.) to give out after the tournament.

We are looking forward to seeing you on October 11th!

Best regards
Scott Nichols, SJIFT Golf Chair

NCIFT Annual Golf Classic 2012

Winning team: Steve Hunger, David Popp, Steve Powers, Marty Potnick

*More coverage will be shared in the next Hornblower issue.



San Jose State University Has a Food Science Program Too

During the 2012 NCIFT Suppliers' Night, various guests that stopped by our table were surprised to learn that SJSU had Food Science curriculum. In fact, SJSU has one of the 52 worldwide Food Science programs approved by the IFT.

Since 1985, the SJSU Department of Nutrition, Food Science and Packaging (NuFS & Pkg) has offered a Food Science and Technology program including all the required courses (Food Chem, Food Micro, Sensory Analysis, Processing, Packaging, Engineering, etc.) to award a Bachelors degree in this concentration.

Classes are relatively small, providing students with numerous hands-on learning opportunities that would be harder to achieve while attending a crowded program. We have a newly remodeled lab kitchen and a food chemistry/analysis lab equipped with high-end analytical devices, giving support to students interested in developing research projects, participating in product development competitions or just trying to satisfy their curiosity.

Many former students – who are now employed at top-notch food companies – say that in comparison to their colleagues coming from other universities, SJSU has prepared them very well (if not better) for the industry and “real world.” If you are looking for interns, recent grads or a higher education in Food Science and Technology, don't forget to consider SJSU!



At the 2012 NCIFT Suppliers' Night, from left to right: Dr. Lucy McProud-Department Chair, Maira Nunez, Thomas Armenta, Dorothy Pramono, Raquel Ting, Valerie Robinson, Bill Rudolph -PFC Internship Director, Dr. Panfilo Belo and Rida Wali.



Raquel Ting received her M.S. in Nutritional Science with emphasis in Food Science and Technology from SJSU and currently teaches Intro to Food Science there. She also holds a B.S. in Biomedical Science with emphasis in Molecular Biology.

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



Software Gives Computers the Sense of Taste

If you've ever used a spreadsheet application or other programs to store and manage recipe information, do you think your computer was able to taste the food product you had created? Would it be able to recognize good food when exposed to it later? One might say that that's just the outcome sought by software developed by Palo Alto-based Senspire, LLC.

The product, Flavor Studio, grew out of a recognized lack of dedicated technology for creation and management of recipe information. Given what the product can do to help chefs and large-scale food producers to innovate and custom-tailor their recipes, it's not much of a stretch to say that it provides computers with something of a sense of taste.

In addition to the very human trait of creativity, culinary skill depends upon knowledge of a wide range of flavors and food trends. In order to effectively prototype food products, chefs and manufacturers rely on their own background knowledge, monitor competitors' products, and consult cookbooks and the Internet. Flavor Studio eliminates that need and substantially improves the efficiency of the prototyping process by giving the user immediate access to data from a collection of over 800,000 recipes.

In this way, technology can help to spark and enhance human creativity by offering access to a truly encyclopedic body of knowledge. Flavor Studio allows users to choose any ingredient as a starting point and generate a thorough list of

compatible flavors, which updates as items are selected and added to the developing recipe. The results can be limited to ingredients that appear together very frequently, or expanded to include those whose compatibility is comparatively weak. In short, the program knows what tastes good together, even if the developer doesn't.

Flavor Studio has the potential to provide the most creatively ingenious food product developers with easy access to practically the entire history of recipe development. Combining those two things could give a significant push to innovation. And according to Senspire founder Gregory Willis, the current version of the program is just the beginning. In



future versions, the software will reach well beyond historical recipe data in order to show ingredient recommendations on the basis of actual chemical compatibility.

At that point it may become all the more difficult for developers to deny that computers running the Flavor Studio program have essentially developed their own sense of taste.

Edward Carney is a freelance writer. He contributes reporting to various clients on topics including the food industry, technology, and the environment. Edward can be contacted at edward.carneyjr@gmail.com

CLASSIFIED ADVERTISING

You will find an index of our advertisers on page 14.

New Professionals

Are you new to the food industry?

Would you like to meet other new professionals in your field?

Do you know anyone who fits this description and would like to become more involved in his or her professional community?

Get ready to join the IFT New Professionals group for Northern California! New Professionals NCIFT group is for anyone who has been in the food industry for less than ten years. It's a great way to meet your peers, make friends, and learn more about the field! Starting fall of 2012.

Contact NCIFT New Professionals Chair:

Erin Evers
erine@spigroup.net
510-351-8012

P.S. If you are an established professional but know someone who is new to the field, please inform him or her about this group!

Sugarman | design
Great Brand Designs Sell Food
Package Design • Collateral • Web Design

916.965.5900 Sugarmandesigngroup.com

SP
SWEETENER PRODUCTS CO.
Since 1923

323.234.2200, fx 323.232.3608
www.sweetenerproducts.com

Gran. Fructose	Acidulants	Sugar	Dairy Products	Vital Wheat Gluten
Evap. Cane Juice	Leavening Agents	Dietary Fiber	Encapsulates	Flavor Enhancers
Corn Syrup Solids	Dough Conditioners	TVP/HVP	Rice Syrup	Phosphates
Corn Syrup	Shortening	Emulsifiers	Agave Nectar	Lecithin
Mold Inhibitors	Dextrose	Flow Agents	Tapioca Glucose	Rice Protein
Soy Protein	HFCS	Fortifiers	Propylene Glycol	
	Starch	Gums	Molasses	
		Humectants	Salt	
		Polyols	Glycerin	

CLASSIFIED ADVERTISING

You will find the advertisers listed here on the page indicated to the right.

Accurate Ingredients 19
 Aemtek, Inc. 19
 American Art and Technology Corporation 20
 American Fruits & Flavors 17
 Anresco Laboratories 18
 Batory Foods 14
 Brenntag Pacific, Inc. 14, 18
 Centerchem, Inc. 22
 Clark Pest Control 23

Cooperative Purchasers..... 22
 David Michael & Co., Inc. 18
 E.M.A., Inc. 16
 E. T. Horn Company 17
 Flavor Producers, Inc. 19
 Food Safety Net Services..... 15
 Frutarom, Inc. 18
 Gold Coast Ingredients, Inc. 21
 Innova 20
 Mane Inc. 18
 Metarom Neotech 16

Mission Flavors & Fragrances, Inc. 19
 Pacific Coast Chemicals Co. 22
 Sugarman Design Group..... 13
 SupHerb Farms..... 15
 Sweetener Products Co. 13
 TIC Gums, Inc. 16
 Univar 16
 Vivion 21
 Virginia Dare 19
 Westco Chemicals, Inc. 21



CHOICE INGREDIENTS AT YOUR SERVICE

At Batory, we believe it's what's inside that counts. We are committed to our 30 year tradition of consistently providing our customers with the highest quality products and first class service.



BATORY FOODS

1 (800) 367 6975
 WWW.BATORYFOODS.COM

BRENNTAG



SHARED VALUES - SHARED SUCCESS

Dave Vela

Food Industry Manager - Brenntag Pacific
 (562) 777-9350

Joe Grossi

Branch Manager - Fresno
 (559) 267-3068

Paul Seffrood

Branch Manager - Richmond
 (510) 970-7540

Acidulants • Alcohols • Amino Acids • Anticaking Agents • Antifoaming Agents
 Antioxidants • Baking Powders Bicarbonates • Buffering Agents
 Chelating Agents • Edible Proteins • Emulsifiers
 Enzymes • Flavor Enhancers • Gums • Humectants
 Hydrocolloids • Phosphates • Preservatives • Oils
 Sweeteners • & more

BRENNTAG

10747 Patterson Place • Santa Fe Springs, CA 90670
 www.BrenntagPacific.com



Microbiological Analysis • Chemical Testing • Nutritional Labeling

Customer Service is our priority.

- ▶ HACCP & BRC Training and Audits Year-round
- ▶ 24/7 operating labs with competitive turnaround times
- ▶ FSNet-Online Results and Data Management
- ▶ Flexible Courier Service Available



*Review Scope of Accreditations for each location on Web Site

We're Expanding!



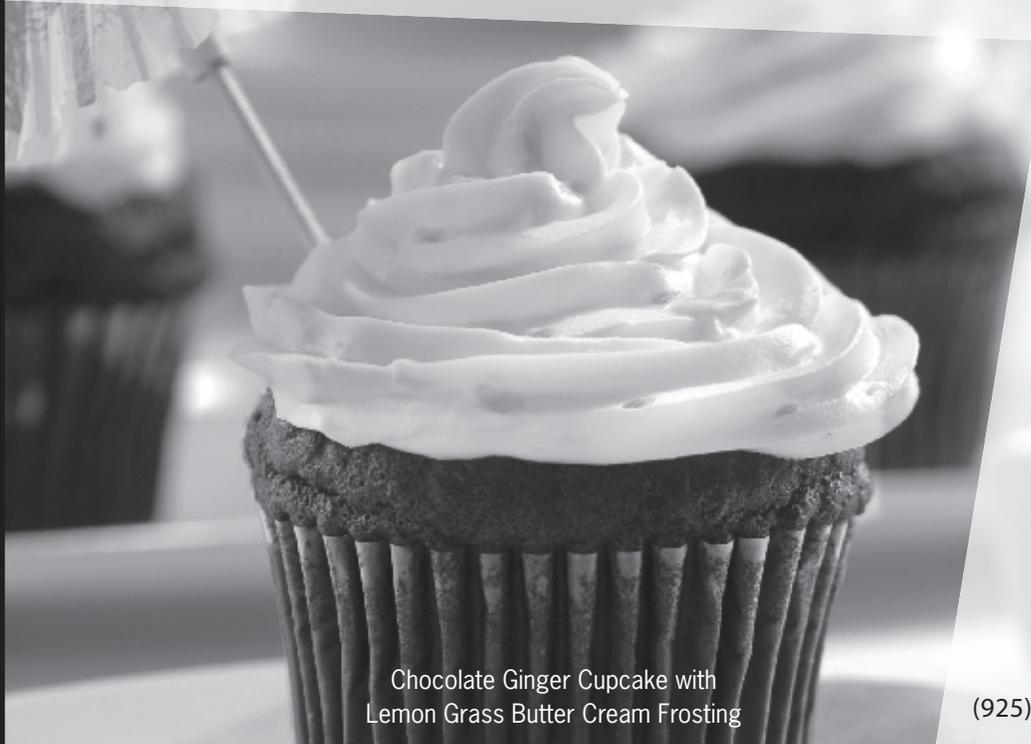
NOW OPEN!
LOS ANGELES

- San Antonio
- Dallas/Ft Worth
- Atlanta
- Green Bay
- Phoenix
- Fresno
- Los Angeles

www.food-safetynet.com

info@food-safetynet.com | 888.525.9788 x 262

READY SET CREATE



Chocolate Ginger Cupcake with
Lemon Grass Butter Cream Frosting

Lemon Grass and
Ginger. Exotic flavors
in unexpected places.

Awaken your creations with the natural fresh taste of SupHerb Farms fresh frozen culinary herbs, specialty vegetables, pastes, purées and blends.

Always available, always on-trend.



Ready-to-Use Fresh Flavor

Represented by:

Boyd Brokerage

(925) 455-0491 www.boydbrokerage.com

E.M.A. Inc.

Environmental Micro Analysis

Specializing in Pesticide Residue Analysis . . .

PESTICIDE RESIDUE SPECIALISTS

At EMA, PESTICIDE RESIDUE ANALYSIS is our whole business, not just a side line.

- Multi-Residue Screens
- Specific Pesticides
- Foreign/Domestic Tolerance

For Complete Information Contact:

Dr. David J. Elliott
Environmental Micro Analysis, Inc.
460 N. East Street
Woodland, CA 95776
(530) 666-6890 Fax: (530) 666-2987
emalab@emalab.com www.emalab.com

Texture Innovation Center
10552 Philadelphia Road | White Marsh, MD 21162 USA
(800) 899-3953 | (410) 273-7300 | (410) 335-4935 Fax

Operations
4609 Richlens Drive | Belcamp, MD 21017 USA
(800) 221-3953 | (410) 273-7300 | (410) 273-0289 Fax

TIC GUMS
We're your Gum Guru.

Texture and Stabilizer Solutions for the Food Industry

Contact us for all of your
gum and stabilizer needs...

Scott Riefler
sriefler@ticgums.com
(360) 793-3254

Kara Selgrade
kselgrade@ticgums.com
(800) 899-3953 ext. 3368

Technical Support Hotline
(800) 899-3953

Chat with a Gum Guru
ticgums.com/chat



Metarom
NEOTECH



Fruit flavors



Brown flavors



Dairy flavors



Savoury flavors



Wine & Spirits

Flavor \ Créateur
Designer \ d'Arômes

Christophe Dugas
Director of Sales
Cell 619 400 9355

Metarom Neotech
4343 Viewridge Avenue, Suite B
San Diego, CA 92123
Tel 858 268 4000
Fax 858 268 4009

www.metaromneotech.com
www.metarom.com

TECHNICAL EXPERTISE = VALUE

Replace the fat and
reduce calories with
texture modification.

HEALTHY REDUCTION:
Reduce sodium while
still delivering taste.

Lower sugar to improve
the glycemic index without
sacrificing flavor and mouthfeel.

LIKE TO CREATE HEALTHIER VERSIONS OF THE FOODS PEOPLE LOVE?

Achieve both the functional and sensory results consumers expect.
Univar has the expanded knowledge of ingredient options required to
create a healthier version of an existing food or beverage.

Technical expertise, innovation, healthier products – it all adds up to value.

INNOVATION > TECHNICAL EXPERTISE > MARKETING > SALES > LOGISTICS > DISTRIBUTION

UNIVAR
Food Ingredients

To learn more, contact:
paula.hinds@univarusa.com
www.univarusa.com | 925-223-7932

FoodTech

Horn's FoodTech group serves the food industry, with an emphasis in the health and wellness sector, by providing a variety of specialty food ingredients. Our expert, seasoned team services its principals and customers by providing formulation expertise, problem-solving capabilities and superior customer service.

We orchestrate success.™



HORN PROUDLY REPRESENTS:

Abitec
Ashland Specialty Ingredients
Baobab Foods
BASF
Biothera
Cabot
Cargill
Desert King Intl.
Devansoy
Eatem Foods Co.
FMC BioPolymer
Grain Processing Corp.

J.M. Huber
Kaneka
Kerry Ingredients
Lesaffre Yeast Corp.
Loders Crocklaan
Lonza
Nutri-Pea Ltd.
SilvaTeam
Smart Salt
Solazyme Roquette Nutritionals
South Pole Biogroup
Sun-Green USA



We orchestrate success.™

800.442.4676 • www.ethorn.com • foodtech@ethorn.com



FAMILY OWNED & OPERATED FOR 50 YEARS 1962 - 2012

Making You look good



web site:
www.americanfruits-flavors.com

800-527-6709



MUTUAL FLAVORS & AFP are divisions of AFF

ORDER DESK: email - customer_service@americanfruit.com
Ph 818-899-6482 Fax 818-896-0774

SALES: email - sales@americanfruit.com
Ph 818-899-9574 Fax 818-899-6042



David Michael & Co.
Hit Your Flavor Target Faster.®

Steve Nagorski
Senior Account Manager

2344 West Saratoga Way, San Bernardino, CA 92427
1.800.DM.FLAVORS • 909.887.3800 phone • 909.887.3339 fax
1.800.613.0006 ext. 1142 voicemail • 925.212.0619 mobile
snagorski@dmflavors.com • www.dmflavors.com

**FLAVOR
SPECIALTIES**

now



QUALITY FLAVORS

Produced from our Corona facility

- | | |
|--------------------------------|------------------------|
| Natural Beverage Flavors | Savory Flavors |
| Organic Flavors | Coffee & Tea Flavors |
| Bakery Flavors | Spray Dried Flavors |
| Snack Food Flavors | Botanical Products |
| Dairy Flavors and Blends | Botanical Extracts |
| Pharmaceutical Flavors | Herbal Teas |
| Vegetable &
Spice Extenders | Nutraceutical Products |
| | Specialty Products |

**Let us help you create
that innovative new product.**

790 E. Harrison Street, Corona, CA 92879
Tel: (888) 551-6620 or (951) 734-6620
Fax: (909) 734-4214 Web site: www.frutarom.com



MANE

Mane provides our partners with conventional and reliable access to our cutting edge flavor solutions, seasoning blends and unique delivery systems. From trend watcher to trendsetter, Mane utilizes its sensory and consumer insight capabilities to assist you in conceptualizing and building your next market winner.

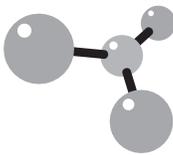
www.mane.com

Mane Inc.
996 Tech Drive • Cincinnati, OH 45150
Tel: 513.248.9876 • Fax: 513.248.8908
©2007 Property of Mane Inc.

BRENNTAG

Meena Haidari
Food Industry Specialist

Brenntag Pacific, Inc.
860 Wharf Street
Richmond, CA 94804
Customer Service: (877) 229-6305
Cell: (510) 672-0814
Fax: (510) 235-4182
E-mail: mhaidari@brenntag.com

 **anresco**
LABORATORIES
since 1943

1370 Van Dyke Avenue
San Francisco, California 94124
Phone: (415) 822-1100 Fax: (415) 822-6615
Toll Free: (800) 359-0920



A Commercial Laboratory Providing Quality Services To The Food Industry For Almost 70 Years

Offering services in the areas of:

- Nutritional Analysis
(Experts on FDA Regulations Since 1973)
- Microbiological Analysis
- Pesticide & Herbicide Analysis
- FDA "Automatic Detention" Analyses
- Meat Analysis
- Meat & Dairy Product Drug Residue Analyses
- Hazardous Waste Analysis
- Collaborate in AACC Check Sample Programs

Certified by the following for specific methods:

- California Dept. of Food & Agriculture
- California Dept. of Health Services — Hazardous waste, pesticide residues, & drinking water (microbiology)
- United States Dept. of Agriculture

Unique Services:

- New Product Development & Evaluation
- Testing to Meet FCC & USP Requirements

Our Partners Have Great Taste

When you need a true partner in flavor development, call on Flavor Producers.

We offer top quality conventional and certified organic flavors for the confectionery, beverage, bakery, nutraceutical and dairy industries... delivered with unsurpassed service.

Contact us today and get a taste of what's new at Flavor Producers!



Stacey Hawley • Technical Sales Manager • 415-971-3587
28350 W. Witherspoon Pkwy Valencia, CA 91355
www.flavorproducers.com

CAMERON LUTHER

ACCURATE INGREDIENTS

Your Food Ingredient Resource

3617 W. MacArthur Blvd., Suite 509, Santa Ana, CA 92704
California Office Tel 714-966-0566 / California Fax 714-966-2638

Cell 714-317-2098 / NY Office 516-496-2500
cluther@acing.net | www.acing.net



PAUL V. LOSKUTOFF
Vice President
Sales/Marketing

www.missionflavors.com

Corporate Headquarters
25882 Wright Circle
Foothill Ranch, CA 92610-3503
Phone: 949-461-3344
Fax: 949-461-3355
1-800 FLAVORS • 1-888 FLAVORS

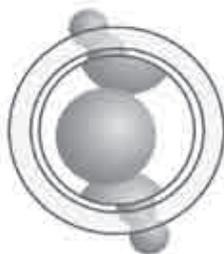
E-mail:
paul.loskutoff@missionflavors.com



JOYCE IGASAKI
ACCOUNT EXECUTIVE

OFFICE: (949) 709-3605
FAX: (949) 709-3615
jigasaki@virginiadare.com

VIRGINIA DARE 882 THIRD AVENUE • BROOKLYN, NY 11232
(718) 788-1776 • FAX (718) 788-3978
www.virginiadare.com



AEMTEK, INC.

Accurate . Fast . Reliable

Audits & Consulting

THE FOOD SCIENCE EXPERTS

Laboratory Services

Aemtek's **accurate, fast, reliable** laboratory, consulting, and food safety audit services save you time and money. Our commitment to scientific excellence, quality service, and advanced technology assures that our clients' projects are done right, the first time, on time, every time. Contact Jerry Oliveras at 510-520-0755 or jerryo@aemtek.com.

46309 Warm Springs Blvd. Fremont, CA 94539

Tel: 510-979-1979

Fax: 510-668-1980

www.aemtek.com



American Art and Technology Corporation

*Food Product Development and Commercialization
From Bench Top to Shelf Top*



*We Combine Space Technology & Food Science to Realize Your Vision
through Innovation and Efficiency*

**Research and Development – Engineering and Technology – Nutritional and
Functional Foods – Private Label – Product Consolidation and Brand Optimization –
Cost Optimization – Laboratory Set Up – In Store Food Service Development –
Regulatory – Marketing...**

For additional information visit us at:

www.aa-and-t.com

(949) 721-6783 or email: aat@aa-and-t.com



Perfect Products from Perfect Flavors.

INNOVA® creates custom meat and savory flavors with unique signatures – from authentic meat flavors to cheese, vegetable, seafood, dairy and more.



2505 S. Finley Road | Lombard, Illinois 60148

Gary Boell | gboell@innovaflavors.com

office: 510.237.7600 | cell: 510.289.6422 | www.innovaflavors.com



A BALANCED APPROACH TO QUALITY GENERAL INGREDIENTS

When food acids are needed, we have the right pH.

- CITRIC ACID
- FUMARIC ACID
- LACTIC ACID
- MALIC ACID
- TARTARIC ACID
- ASCORBIC ACID

CALL 1-800-479-0997

929 Bransten Road
San Carlos, CA 94070

WESTCO CHEMICALS INC.

FOOD & PHARMACEUTICAL INGREDIENTS

- | | |
|-----------------------|---------------------------|
| Antifoams | Guar Gum |
| Ammonium Bicarbonate | Magnesium Carbonate |
| Ascorbic Acid | Maltodextrins |
| Calcium Lactate | Monosodium Glutamate |
| Calcium Propionate | pHase |
| Citric Acid | Potassium Chloride |
| CMC | Potassium Sorbate |
| Corn Starch | Sesame Seed |
| Dextrose | Sodium Acid Pyrophosphate |
| Gelatin | Sodium Benzoate |
| Glucono Delta Lactone | Xanthan Gum |
| Glycerin | |

B. K. Giulini Phosphates Texturized Soy Protein Concentrates

Contact our Sales Office:
12551-61 Saticoy Street South
North Hollywood, CA 91605
Tel: (818) 255-3655
Fax: (818) 255-3650

Visit the NCIFT Home Page



Where You'll Find:

- | | |
|--------------------------------|------------------------|
| Classified Ads | Membership Application |
| Executive Committee Minutes | Bylaws |
| Registration for Coming Events | Operation Manual |

www.ift.org/sections/ncift

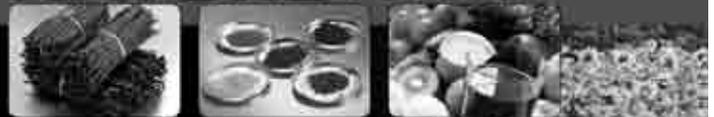


Where Science, Nature and Knowledge are brought together for your success

SCIENCE OF FLAVOR



NATURE OF FLAVOR



KNOWLEDGE OF FLAVOR



Science, Nature and Knowledge are brought together for your success. By developing the exact flavor and color to suit your products and processes, we contribute to our customers' success. Coupled with the best service in the industry makes GCI the "one-stop" shop for all your flavor and color needs.

Whether it is savory, sweet, natural, organic, spray-dried or non-gmo, we offer a complete line of products and custom formulations to meet your exact specifications.

Visit www.goldcoastinc.com for information on over 1,500 flavors and colors. Free online sample ordering.

2827 Vanowen Ave., Fremont, CA 94546 | TEL: (510) 422-5122 | FAX: (510) 422-5124



World Class Finishes for confectionery products, baked goods, particulates and inclusions. Release agents for equipment and process machinery.

The Capol product line encompasses polishes, glazes, anti-sticking agents, precoating agents, release agents and barrier coatings.



BRIGHT SCIENCE. BRIGHTER LIVING.

MAXINVERT®/ Invertase

The leading brand of Invertase worldwide

Used in confections, baked goods and beverages to improve texture, enhance sweetness, help decrease caloric content and prevent sugar crystallization.

Available in three liquid strengths and a concentrated granular form.

Enzymes for Fruit and Vegetable Processing

These products can be used for Juice extraction, clarification, depectinization and starch degradation.

Centerchem now carries DSM's complete line of enzymes.

Dietary and Nutritional Supplements

Single Enzyme and Multi-Enzyme Supplements are ideal for: Digestive Health, Combating Lactose Intolerance, Complex Carbohydrate Breakdown



Exclusive North American Distributor

20 Glover Ave, Norwalk, CT 06850
203.822.9800 • Fax: 203.822.9820

foodingredients@centerchem.com
www.centerchem.com

COOPERATIVE PURCHASERS

2131 East 51st Street • Vernon, California 90058
Tel (323) 588-6800 • Fax: (323) 588-5040
www.cooperativepurchasers.com

Acidulants - ADM.

Tate & Lyle, Imported
Ascorbic
Citric/Citrates
Erythorbic
Fumeric
Malic

Corn Syrup Solids - Tate & Lyle

All D.E.'s and Granulations

Dehydrated Onion and Garlic - Sensient

All piece size and packs

Dextrose (Corn Sugar) -

Tate & Lyle Corn Products
All Granulations

Fructose - Tate & Lyle

All Granulations

Maltodextrins - Tate & Lyle

All D.E.'s and Granulations

Monosodium Glutamate

All Granulations

Phosphates - Innophos

Food Grade Phosphates
All Granulations

Polydextrose - Tate & Lyle

Sta-Lite III
Sta-Lite 370 (liquid)

Preservatives - Domestic, Imported

Calcium Propionate
Potassium Sorbate
Sodium Benzoate
Sorbic Acid

Salt - Morton Salt

All Types and Granulations

Sodium Bicarbonate - U.S.P.

All Types and Granulations

Solution Sets - Tate & Lyle

Cereal
Cracker
Dairy
Egg
Yogurt

Sorbitol - A.D.M.

Crystalline and Liquid

Soy Products - Legacy Foods

Soy Protein Concentrate
Textured Soy Flour

Starches - Tate & Lyle, Avebe

Waxy Maize
Dent
PFP
Potato
Tapioca

Sugar - Beet or Cane

All Types and Granulations

Quality Ingredients

Serving the Food, Beverage & Nutraceutical Industries for Over 40 Years



Successfully serving the West Coast for over 60 years

- | | |
|-------------------------|--------------------------|
| ADM | Flavorchem |
| AIC | Hawkins, Inc. |
| Ariake USA, Inc. | ICL Performance Products |
| American Casein Company | Imerys |
| Aromatic | Ivanhoe |
| Borregaard | ITP Orisil |
| Bunge Foods | Jungbunzlauer |
| Cargill | J.W. Hanson |
| Carolina Cotton | Key Food Ingredients |
| Church & Dwight | Lake States |
| Citgo | Lonza |
| CleanSweet | Mantrose |
| ConAgra Foods | Norit Americas |
| Corn Products | Nutri-Pea Limited |
| Creatill | P.L. Thomas |
| Dicalite Minerals | Rhodia Silica |
| Emery | ShinEtsu |
| Filtrox | Tripper, Inc. |
| Omni-Chem | |

Pacific Coast Chemicals Co. Office & Warehouse Locations
Berkeley • Los Angeles • Seattle • Portland • Phoenix • Salt Lake City
(510) 549-3535
Visit our new website! www.pccchem.com

**SUPERIOR AUDITING
KNOWLEDGE**

**BAR-CODED DATA
COLLECTION**

TRENDING REPORTS

**MAPPING FOR
PEST ACTIVITY**

**INTEGRATED PEST
MANAGEMENT SERVICES**

**ORGANIC-COMPLIANT
SERVICES AVAILABLE**

WEED CONTROL

**BAT AND BIRD
ABATEMENT**

PEST CONTROL FOR YOUR BUSINESS

that will exceed your expectations

Clark Pest Control will customize a pest management program to target and control the pest problems, or infestations, unique to your business – whether those invaders come in the form of stored product pests, crawling or flying insects, rodents, even birds or bats. We'll tailor our services to your needs, rather than offer you a one-size-fits-all approach.

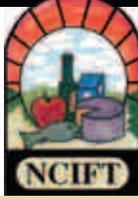
Give us a call today, and Clark Pest Control's licensed, experienced technicians will inspect your facility – thoroughly – to locate any and all trouble spots. Once we have your pest picture in sharp focus, we'll explain your options for controlling those pests, along with whatever actions may be necessary. We'll also provide a comprehensive written estimate that lists all problems we discover, along with the treatments we recommend.



clarkpest.com/commercial-services

877.213.9903





The Hornblower

850 OLD COUNTY ROAD, BELMONT, CA 94002

Presorted
First-Class Mail
U.S. Postage
PAID
Marketing Designs

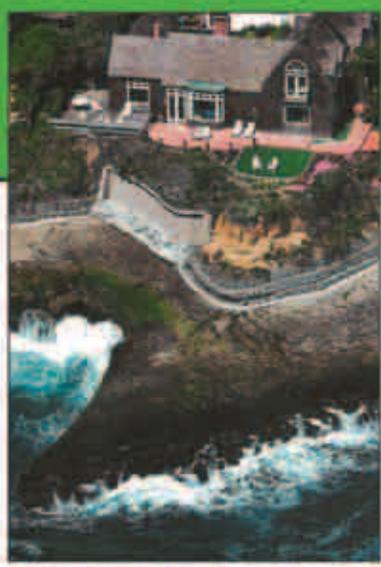


Do you have a systematic approach to problem solving?

***Ideation:**
the creative process of generating, developing, and implementing new ideas.

Ideation Training

September 6-7 (Thurs-Fri), 2012
at Intrinsic's private 'Otter House' in Santa Cruz, CA



- Two-day training tailored for all food industry professionals.
- Learn Intrinsic's unique 7-step approach to the Ideation process.
- Gain the tools to be a confident leader in cross-functional meetings.
- Intimate size allows for highly interactive and productive sessions.
- Sessions result in a multitude of new products and services.

Contact certified Ideation facilitator **Susan Howe** for further details.
(408) 406-1870 or showe@intrinsicgroup.com



Need to get away?

Ideation sessions are held at this breathtaking 'Otter House' facility along Monterey Bay

*a few previous participants

Registration deadline: **Wed. August 22, 2012**

Register today to secure your spot!

Price: **\$1,295 per person*** Covers all training materials - including Ideation manual (\$495 value), excursions, and early meals.
*Group rates and other discounts may be apply.

The Intrinsic Group, Inc. • 162 Ridge Road, Alamo, CA 94507 • www.intrinsicgroup.com • fax (925) 263-2532 • (925) 263-2531