

## Promoting PFSG in Paris



On 8 April 2013, Cindy Beeren, Vice Chair of IFST's Professional Food Sensory Group (PFSG) and Head of Sensory, Consumer & Market Insight at Leatherhead Food Research gave a presentation about PFSG at French Association, Sens&Co at its recent General Assembly in Paris.

Within Europe, there are several professional sensory groups. Each of those groups fulfil a similar role as the PFSG, but for their respective countries. In total, the European Sensory Science Society (E3S) now counts 12 members.

### To highlight some interesting findings about our group:

- The PFSG was the first body of its kind in Europe; registered as a Professional Group on 13 October 1999 - started originally as a subject interest group by Hal MacFie and with Margaret Everett as its first chair.
- The PFSG has 5 working groups:
  - o Accreditation & Education
  - o Events
  - o Ethics
  - o Communication
  - o E3S
- The main activities of the PFSG evolve around:
  - o Accreditation Sensory Courses
  - o Yearly conference
  - o Discussion workshops
  - o 'Sensory matters' newsletter e-alert to members
  - o Student matters
  - o Student prize
  - o Online discussion forums
  - o E3S collaboration & membership

The full presentation can be found [here](#).

The rest of the day consisted of excellent scientific lectures, all around the topic of the event: "Sensory analysis and neuroscience".

Cindy Beeren, Vice Chair PFSG UK