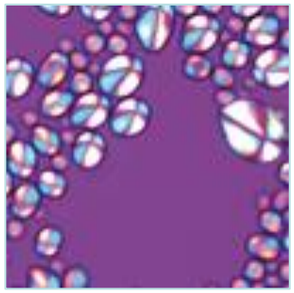
An introduction to the Professional Food Sensory Group

- an Institute of Food Science & Technology group

Institute of
Food Science & Technology

Leatherhead Food Research



Innovation

Safety

Insight

Regulatory

Nutrition

Sensory in UK

- Growing industry
- Consumer research
  - Home vs hall
  - Internal vs external assessors
- Sensory evaluation
  - QC
  - R&D
  - Internal vs external assessors
- Impact retailers
- Sensory education
- Jr vs sr sensory scientists
- French sensory scientists in the UK

What does IFST do?

IFST is the leading independent qualifying body for food professionals in Europe and the only professional body in the UK concerned with all aspects of food science and technology

as a registered charity, we are independent of government, industry, lobby or special interest groups

IFST & PFSG

- Institute of Food Science & Technology
- Professional Food Sensory Group
  - 55 full PFSG members
  - 88 on the PFSG mailing list

Institute of Food Science & Technology
The Voice of the Food Profession

PFSG history

- Started as an IFST Subject Interest Group by Hal MacFie in 1998.
  - Key aim: to establish an accreditation scheme for sensory training
- Professional Group on 13 October 1999
- Founder Member of the European Sensory Society May 2011
- Chairs:
  - 1999-2004: Margaret Everitt
  - 2004-2008: Tracey Hollowood
  - 2008-2010: Dr. Louise Hewson
  - 2010-current: Joanne Hort

PFSG committee members

- **Chair**: Joanne Hort, Nottingham University
- **Vice Chair**: Cindy Beeren, Leatherhead Food Research
- **Hon. Secretary / membership rep**: Carol Raithatha, Carol Raithatha ltd
- **Communications co-ordinator**: Sue Purcell, Campden BRI
- Student Representative: Caroline Withers
- Jennifer Arden, Leatherhead Food Research
- Pam Beyts, Sensory Dimensions
- Ralph Blanchfield, Food Science, Food Technology and Food Law Consultant
- Jane Clark, Jane Clark research
- Virginie Cotte, British American Tobacco
- Margaret Everitt, Margaret Everitt ltd
- Sarah Gough, Sensory Dimensions
- Tracey Hollowood , Sensory Dimensions
- David Jackson, Leatherhead Food Research
- Sarah Kemp, consultant
- Jean McEwan, Diageo
- Stephanie Mitchell, Product Perceptions
- Lauren Rogers, Lauren Rogers sensory science consultant
- Tracey Sanderson, Sensory Dimensions

PFSG working groups

- Accreditation & Education
  - Accreditation Scheme for Sensory Training Courses
    - Foundation
    - Intermediate
    - Advanced
- Events
- Ethics
  - Ethical and Professional Practices for the Sensory Analysis of Foods
- Communication
- E3S

PFSG Activities & initiatives

- Accreditation Sensory Courses
- Yearly conference
- Discussion workshops
- ‘Sensory matters’ newsletter e-alert to members
  - Student matters
- Student prize
- Online discussion forums
- E3S collaboration & membership

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Members Area

Informing Policy | Members & Networks | Education | Professional Development | Publications | Resources

December 2012

Sensory Matters

Welcome to IFST's PFSG e-newsletter

In this issue

Christmas Message from the Chair - Joanne Hort

Hello all, its been a very busy year for PFSG with some stimulating discussion workshops and our Annual conference at Campden BRI being notable highlights for me. On that note, we are planning the next PFSG Conference in the Summer of 2013, in collaboration with The European Sensory Science Society (E3S), more details will follow early 2013. As always, if there is more that you think the committee could do for you, its members, then please let us know. For now it just remains for me to wish you all a very Merry Christmas and a prosperous New Year.

PFSG Lunchtime Discussion Workshop: 'Sensory Panel Performance'

On the 5 March 2013 (TBC) Lauren Rogers and Carol Raithatha will discuss panel performance and monitoring with a focus on descriptive profiling panels. They will review key measures and approaches, and suggest some helpful statistics and graphical programs. They will also present the findings of a recent international survey on the use and approaches to panel performance. Jennifer Arden, LFRA will discuss a new panel/taster validation scheme, which will assess the ability of sensory assessors identifying odours, tastes and mouth-feel

PFSG Discussion forums

Forum: Food Sensory: Discussion Forum

Back to forum

Post Reply

13 Aug 2012 18:06

Replicated Similarity Tests

Carol Elizabeth Raithatha

Good evening sensory colleagues!

I am looking for a simple/best practice protocol (if it exists!) of designing and analysing similarity testing incorporating panellist replication. Can anyone point me in the right direction?

13 Aug 2012 19:15 #1

Margaret Ann Everitt

Hi Carol,
This following paper by Pascal Schlich certainly gives best practice guidance about a very important aspect of similarity testing, controlling the power of the test. It also provides tables that illustrate several combinations of risk for both types of error at varying percentages above chance. I'm afraid it doesn't deal with replication though!
"Risk Tables for Discrimination Tests. Paschal Schlich. Food Quality and Preference 4 (1993) 141-151."

Also Ian Wakeling at QI Statistics may be able to give further advice.
Hope this is of some help.
Margaret

13 Aug 2012 20:22 #2

Joanne Hort

Hi Carol - its my understanding that you cannot replicate in discrimination testing when testing for similarity because of the statistical assumptions, but if you find an alternative answer then please share it on the forum!

PFSG Workshops

Consumer Language & Qualitative Research - PFSG lunchtime discussion workshop

16 Oct 2012 00:00, Sensory Dimensions, Science & Technology Centre, University of Reading, Earley Gate, Reading, RG6 6BZ

The Professional Food Sensory Group is pleased to announce the next in its series of lunchtime discussion workshops which are free to all members. Members are also able to bring along a colleague. The PFSG hold a series of workshops throughout the year at different locations and would welcome suggestions from members on potential topics and venues.

The next workshop will be held at Sensory Dimensions Reading Facility on 16th October 10:45 am - 12:45pm.

At this event Yvonne Taylor will start us off with an overview the research Product Perceptions has been carrying out on Vocabulary Bridging. Vocabulary Bridging is new and developing technique which aims to address the gap between sensory vocabulary (objective and scientific) and consumer vocabulary (subjective and emotional/rational). It is designed to understand the expressions consumers use in relation to the product experience. It enables sensory research findings to generate more insight in terms of brand, concept and pack communication messages.

Sensory Dimensions will be presenting a series of mini case studies illustrating the application of different qualitative techniques including Living Labs and Co-creation: These techniques are designed to gain insight into the needs, emotions or ideas of the consumer..... We will share how we set up the research and our opinions on the pros and cons of each.

This is a 'discussion' workshop and so attendees will be invited to ask questions and discuss the use consumer language and qualitative research. It will be an opportunity for members to discuss their own experiences, discover what other people think and ask pertinent questions. It will also be a chance to suggest discussion topics for future events later in the year - topics which affect sensory scientists on a day to day basis. Members are welcome to attend the PFSG committee meeting which will follow the discussion workshop. PFSG is always looking for new committee members so why not come along, meet the committee and see what we do....

Interested in attending - spaces are limited, so to book your place please email sarah@sensorydimensions.com to register.

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Professional Food Sensory Group (PFSG) Discussion Workshop:

'Sensory Panel Performance'

Guest Speakers:
Jennifer Arden, Leatherhead Food Research
Carol Raithatha, Carol Raithatha Ltd.
Lauren Rogers, Sensory Consultant

Tuesday 12th February 2013 @ University of Nottingham,

***Sutton Bonington Campus* 10:45 am – 12:45pm.**

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At this workshop Lauren and Carol will discuss panel performance and monitoring with a focus on descriptive profiling panels. They will review key measures and approaches, and suggest some helpful statistics and graphical programs. They will also present the findings of a recent international survey on the use and approaches to panel performance.

Jennifer will discuss a new panel/taster validation scheme, which will assess the ability of sensory assessors identifying odours, tastes and mouth-feel characteristics on a regular basis.

The workshop will include a group activity and attendees will be invited to ask questions and present their approach to panel performance. It will be an opportunity for members to discuss their own experiences and discover approaches used by other sensory scientists in this complex area.

Members are welcome to attend a networking lunch and/or the PFSG committee meeting which will follow the workshop. The PFSG is always looking for new committee members so why not come along, meet the committee and see what we do...

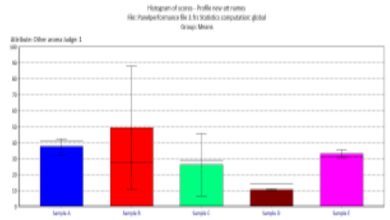
Spaces are limited, so to book your place, please email Carol Raithatha (info@carolraithatha.co.uk) to register.

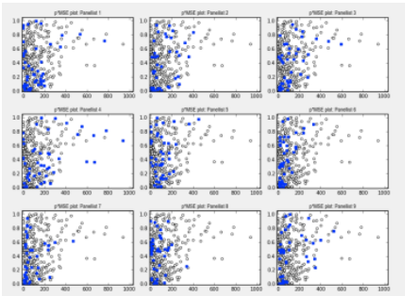
Hope to see you there!

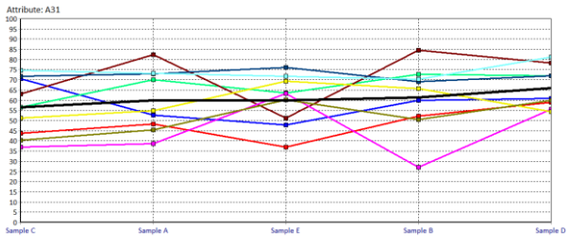
PFSG Panel validation workshop

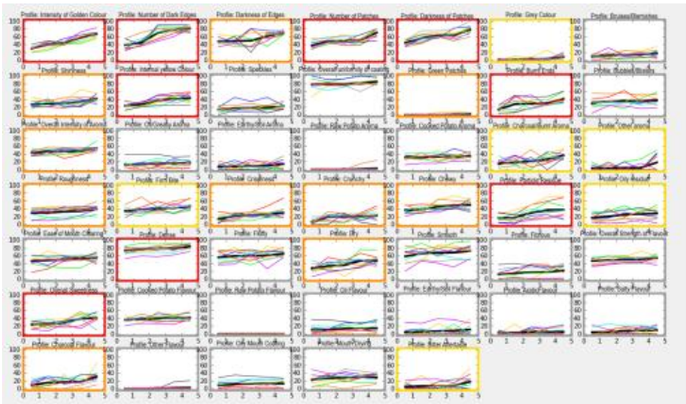
Resource

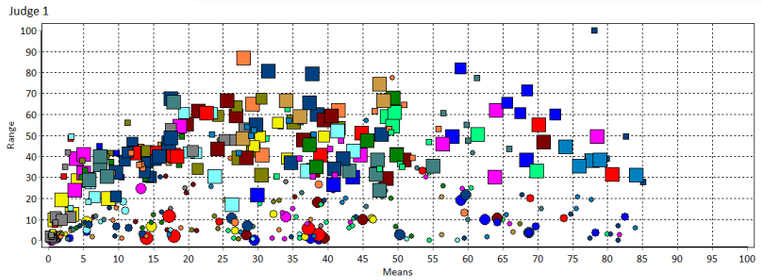
- Panel performance checks are not always given top priority
- Seen as an add-on cost
- Focus is usually on the data analysis and results
- Time needs to be set aside for panel performance











Source: Lauren Rogers & Carol Raithatha ltd

PFSG Panel validation workshops

Repeatability

- Panellists' replicates in a project are acceptable

Consistency

- Enough agreement in scores to use the mean

Discrimination

- Difference is detected if a difference exists

Source: Lauren Rogers & Carol Raithatha ltd

PFSG Annual conference

>>>Fast Forward>>>

Monday 13th May 2013, Leatherhead Food Research

organised by the Professional Food Sensory Group (PFSG) in association with the European Sensory Science Society (E3S)

This year we look at how, and speed at which, the sensory and consumer science world is progressing. This event will inspire you to widen your approach by utilising newer, faster technologies and methods. A combination of keynote speakers, workshops and poster presentations will ensure a varied day with plenty of opportunities to expand your sensory network.

New for 2013 Introducing an Oral poster session

Programme*

09:00-09:30	Registration and Refreshments
09:30-09:50	Welcome and Introduction, *Joanne Hort, Chair PFSG, Vice Chair E3S*
09:50-10:35	**Keynote speaker:** Three Game Changers for Sensory: Tweet, Nap and Slow vs. Fast Thinking. *Hal MacFie, Hal MacFie Sensory Training LTD*
10:35-11:05	**E3S Guest Speaker:** What's New in Sensory Food Research in Europe? *Erminio Monteleone, European Sensory Science Society Chair & University of Florence*
11:05-11:45	**Oral poster session** including presentation from *Caroline Withers* (PFSG 2012 Student Award winner) on 'Taxonomic sorting'
11:45-13.30	Lunch, poster session and networking
13:30-14:30 & 14:40-15:40	**Workshop 1:** Panel Performance and Fast! *Lauren Rogers, Lauren Rogers Consultancy, Carol Raithatha, Carol Raithatha Limited & Anne Hasted QI Statistics*
13:30-14:30 & 14:40-15:40	**Workshop 2:** Concept to Consumer: Fast Direction on Product Sensory Optimisation *Sensory Scientists, Leatherhead Food Research, UK*
15:40-16:00	Refreshment Break
16:00-16:45	**Keynote Speaker:** I Second that Emotion *David Penn, Conquest, UK*
16:45-17:00	Question and Answer Session

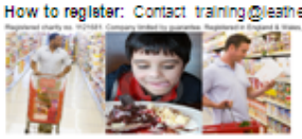
CALL FOR POSTER ABSTRACTS: Abstracts should be no longer than 300 words. A selection of abstracts will be chosen for the Oral Poster Session. Please email abstracts to info@carolraithatha.co.uk by 2nd **April 2013.**

Conference fees: Registration includes refreshments and lunch:

Non-IFST/SCI/E3S	£225	(£187.50 + £37.50 VAT)	IFST/SCI/E3S	£195	(£162.50 + £32.50 VAT)
Retired	£165	(£137.50 + £27.50 VAT)	Full Time Student	£100	(£83.33 + £16.67 VAT)

Free membership: IFST is offering free digital membership for 6 months to delegates who aren't already members of the IFST* (*Offer not available to delegates who have taken up this offer at a previous PFSG conference).

How to register: Contact training@leatherheadfood.com or http://www.leatherheadfood.com/pfsg-conference.



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Sensory Science Society European

*The conference organisers reserve the right to change the programme at any time

PFSG Previous conferences

- 2012: A sense of change
  - Workshops
  - Poster session
  - Extended lunch timings for networking
  - 98% scored the event as good/excellent
  - *“fantastic choice of speakers”*
- 2011: ‘Back to the future’
- 2010: ‘As time goes by’

PFSG Students

Students wish-list for PFSG:

- Information about how to attend conferences
- How to write up research
- How to write up abstracts
- Learn about the sensory community
- How to network

The IFST Professional Food Sensory Group (PFSG)
2013 Student Prize

£500* available towards expenses for . . .
Any conference/meeting with themes relating to food and consumer/sensory science which will occur between July and December 2013.
Award includes one year's membership of IFST at Associate rate

Closing date for applications: May 3, 2013

Eligibility: Applications will be accepted from both full and part-time UK based students enrolled on a food science or related course. The applicant will have submitted an abstract of their research for a poster or oral presentation for inclusion at the relevant conference/meeting.

Materials required for application: a short paragraph giving details of the research project and whether it has been accepted by the conference for inclusion, CV, breakdown of expected conference related costs, and a supporting letter from a tutor or relevant supervisor verifying the research. **Send to Carol Raithatha, Secretary of the PFSG, info@caroiraithatha.co.uk, Telephone: 01603619847.**

Conditions: Successful applicants will be expected to submit a report on their experience and the benefits of attending which may be published at the IFST's discretion in its publications or on its website.

*A prize of £500 will be awarded on receipt of a report on the conference.

Introduction to Professional Food Sensory Group

www.ifst.org/professional_development/pfsg/

Thank you