2010 Hot Topic Sessions to Address Critical Issues at the Forefront of Grain Science

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Beginning in 2009, the AACC International Annual Meeting Program Planning Team began reserving a spot or two in the program for Hot Topic Sessions. While the rest of the program is planned well in advance of the meeting, the Hot Topic Sessions provide an opportunity to address some of the critical issues in our science as they happen. By reserving a spot in the program, but not actually filling it until closer to the meeting dates, we have been able to react to what’s happening in the field and pull our resources together to answer some important questions. This year, we’re excited to offer two distinct Hot Topic Sessions in Savannah.

The first session, “Forecast for the U.S. Regulatory Climate: A Gathering Storm of Enforcement, Regulation, and Legislation for Food,” will gather experts in the area of regulation and legislation to provide both a summary of what has taken place and a forecast of what is ahead in the food and beverage industry. Topics will include the latest news on government nutrition, food safety regulations, and a forecast for food marketing enforcement and policy. Nutrition issues and concerns regarding childhood obesity are increasing at an alarming rate, as illustrated by Michelle Obama’s focus on nutrition and the First Lady’s Obesity Initiative. In addition, the USDA will publish the 2010 dietary guidelines for Fall 2010 that provide a summary of the key nutritional messages that consumers will receive and live by. Regulatory issues in regard to food safety, food labeling, marketing, performance standards, mandatory recalls, and much more will also be discussed.

A second Hot Topic session, entitled “Cereals: Challenges in the Oriental World,” will focus on the booming Asian economy and how the cereal foods industry will play a critical role in development there. You’ll learn about significant developments in the past decade in China, Japan, Korea, and other Asian countries in production technology, consumption patterns, and market trends, as well as their implications for manufacturing. The presentations will show how the application of science and technology is used to understand the contribution of new ingredients and processing methods to industrialization, standardization, and optimization of quality for a range of traditional food products. Understanding this market, especially consumer demands and manufacturing, as well as sound knowledge of local products, is critical to the advancement of grain science in the Eastern world.

Finally, as Cereal Foods World was going to print, a third Hot Topic Session on a new and exciting topic was being finalized. Be sure to visit http://meeting.aaccnet.org to learn more.

The 2010 AACC Intl. Program Planning Team, led by Christophe Courtin of Katholieke Universiteit, has planned a scientific program for the 2010 Annual Meeting that is a direct result of specific requests and comments of members and previous attendees. These Hot Topic Sessions represent AACC International’s continued commitment to providing high-quality, timely educational content to members and meeting attendees. These sessions offer attendees time for discussion and debate, as well as the opportunity to ask questions and hear opinions from experts in their respective fields.

If you have suggestions for Hot Topic Sessions at future annual meetings, I encourage you to contact me or find a member of the Program Planning Committee at the annual meeting to discuss your ideas. I look forward to a great meeting and seeing everyone in Savannah.