

# This October, San Diego is the Place to Be for the Best in Cereal Grain Science



## CEREALS 17 | A Re-imagining of the Traditional AACC International Annual Meeting

October 8–11, 2017 • San Diego, California, U.S.A.

Learn, engage, and innovate with your colleagues, all under one roof. The Cereals 17 program is packed with a variety of fully immersive sessions designed to fit your needs. You'll benefit from the communal nature of the annual meeting location and the numerous opportunities to build your network through elbow-to-elbow, interactive conversations with key industry players and specialized events to encourage meaningful dialogue and long-lasting connections.

### Share your passion for cereal grain science with your colleagues from around the world

- Share Your Research
- Discover the Latest Innovations
- Investigate Solutions
- Expand Your Network

### SOLUTION CENTRAL: A New Way to Engage with the Science and Each Other

Solution Central is your hub for all things cereal grain science during Cereals 17!



Kick-off Annual Meeting activities by getting to know all our exhibitors with the Exhibition Happy Hour. Get up close and personal with the science during daily Poster Viewings and Poster Huddles. Participate in

Cereals 17 Exchanges, our version of "TED Talks." Taste the samples from the Student Product Development Competition and track audience favorites in the Cereals 17 mobile app!

PLUS we're implementing unique opportunities for both exhibitors and attendees to participate in hands-on learning experiences!

### Interactive Presentations

#### Advances in Optical Sorting of Cereal Grains

Get hands-on with optical sorting technologies, witness demonstrations and receive an update on the state of the art of optical sorting methodologies for the cereals industry.

#### Using Oral Processing and Mouth-Behavior to Drive Development in Better Cereal-Food Products

Curious about your own mouth-behavior type? Find out by taking the on-site mouth behavior test as part of this interactive discussion focused on the full eating experience from the time the product enters a consumer's mouth to the time the product is swallowed.

### Engaging Keynote Speakers Delivering Innovative Content



#### EQ+IQ = The Winning Formula for Digestible Science

Linda Eatherton, *Managing Director and Partner, Ketchum Global Food & Beverage Practice*

Science denialism. Fake news. Social media. It seems the odds are stacked against us.

There is no doubt the world has changed, and the food industry is undergoing radical changes as a result. But have WE changed? Are we adapting to this new consumer and are we adjusting to break through all these barriers? You'll hear about new research that crystalizes the forces of change and the changed consumer to put in perspective the importance of our roles and our ability to bridge the divide and to be heard. The insights will reveal the new marketing playbook that is literally being written as we speak, which includes a new approach to sharing facts, science, and information and conversations that work and win!

*Linda Eatherton is a leading authority on the food and beverage sectors, where she has spent her whole career. She held leadership roles at Kraft Foods and Dairy Management Inc. before joining Ketchum in 2000. She has counseled businesses across the food supply and value chains and, at Ketchum, has led award-winning work for top firms, including Nestle, ConAgra Foods, General Mills, Wendy's, FritoLay, JM Smucker's Company, Senomyx, Evolva, Ingredient, CBI/Bio, and the US Farmers and Ranchers Alliance. She is recognized for her cultivation and curation of food insights through her research series 'Food 2020: Consumer as CEO' and the breakthrough identification of Food eVangelists, a powerful cohort reshaping consumer mindsets about food and agriculture worldwide.*

▶▶▶ Get the latest details at [aaccnet.org/meet](http://aaccnet.org/meet)





### 3D Printed Foods: Innovations in Military Field Feeding Technology

**Lauren E. Oleksyk**, Team Leader, Food Engineering and Analysis Team, Combat Feeding Directorate, US Army Natick Soldier Research, Development and Engineering Center (NSRDEC)

Additive manufacturing, often referred to as 3D printing, is a much talked about technology that is gathering speed as a viable alternative to traditional manufacturing methods, with a focus on customization. 3D printing is the process of making any three-dimensional object from stock material by electronically controlling the deposit of materials in successive layers. This is in contrast to a traditional manufacturing process that involves subtracting material through cutting, grinding, milling, or other methods. Today, a full range of materials can be printed, including plastics, concrete, metals, textiles, and biogenetic materials. However, printing food material is still a novel concept that is in the earliest stages of development.

For the U.S. military, 3D printing technology promises great benefits for soldiers operating in arduous, constrained environments. It can provide critical repair parts at the point of need, allow rapid prototyping of new protective equipment, or produce products with less material to lighten the soldier’s load. In terms of field feeding, 3D-printed foods offer the main benefit of providing customized nutrition on or near the battlefield for future armed forces. Unlike standard combat rations today, 3D-printed foods may be tailored for each soldier based on their personal and real-time physiological or nutritional status, the environ-

ment in which they are operating, their present level of activity, and per their own food sensitivities, preferences, or desires. The Department of Defense – Combat Feeding Directorate at NSRDEC is charged with conducting research and development of field rations and field feeding equipment for all services.

Efforts to advance 3D food printing technology for military field feeding will be presented, including the future operational concept and anticipated challenges associated with printing and characterizing food material, product perception, and potential applications in the cereal grain industry.

*Lauren Oleksyk is the Team Leader of the Food Engineering and Analysis Team in the Department of Defense Combat Feeding Directorate (CFD) at the US Army Natick Soldier Research, Development and Engineering Center (NSRDEC), in Natick, Massachusetts. She supervises a team of food scientists and engineers who explore groundbreaking food processes and technologies to develop the highest quality combat rations for soldiers worldwide.*

*Lauren holds a B.S. degree in food science from Framingham State University and M.S. degree in management from Emmanuel College. She is a member of the Army Acquisition Corps and graduate of the US Army Mountain Warfare School. She holds U.S. patents on extended shelf-life bread and a self-heating food package and has authored over 30 publications in the field of food science and packaging. She has appeared on MSNBC, CNN, NPR, BBC, Federal News Radio, and NBC’s “Rock Center” and was featured in Time Magazine’s cover story on “Ten Ideas That Are Changing Your Life.” Her professional honors include the US Army Materiel Command’s Louis Dellamonica Award, Colonel Rohland A. Isker Award, R&D Magazine Top 100 Award, and the Dupont Packaging Award.*

**“Big enough to keep you busy and learning the whole time and small enough to allow you to rub shoulders with the experts in the field.”**

## CEREALS 17

Cereals 17 is the *only* time and the *only* place where you will have the rare occasion to conduct invaluable face-to-face dialogues with leading experts from across the globe.

Consume a wealth of science and research from your international peers. Network with a diverse community of cereal grain and food scientists.

We’ve set the stage for you to connect and engage at a variety of specialized events...

- Grain Tasting Dinner
- All Conference Division Luncheon
- Sundown San Diego Reception
- Board Yard Game Challenge
- And MORE!

### 2017 Registration Fees

	Pre-Registration Before August 17	Full Registration After August 17
Member	\$780	\$825
Nonmember	\$880	\$925
Nonmember Meeting plus Membership	\$860	\$905
Student Member	\$325	\$355
Student Nonmember Meeting plus Membership	\$360	\$390
Additional Exhibitor*	\$590	\$620
Life Member	\$315	\$315
Single Day**	\$395	\$395

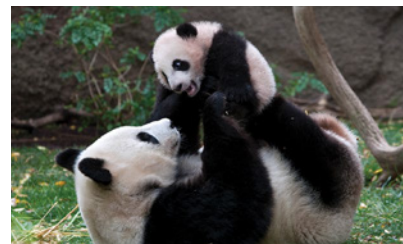
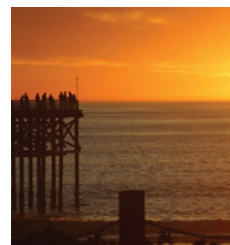
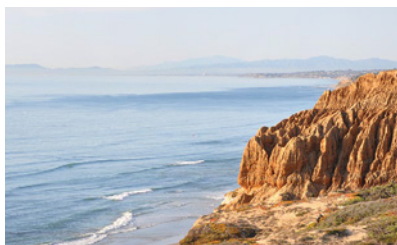
\*1 included with booth

\*\*Limited to one single day registration per person.

**Guest: Fee Per Ticket**—Non-industry guests wishing to attend receptions and luncheons must purchase tickets in advance. Non-industry guests do not have access to the sessions.

## Collaborate. Network. Engage. All Under One Roof.

Cereals 17 will be held at the Town & Country Resort and Convention Center located in the heart of San Diego's Mission Valley. Visit the Cereals 17 Hotel and Travel Page today so you may secure the best hotel rate. Be sure to book before **September 12, 2017!**



## Join Us in California's Beach City

Known as California's Beach City, San Diego is renowned for its idyllic climate, 70 miles of pristine beaches, and a wealth of engaging and interesting attractions.

The Town & Country Resort and Convention Center is located in Balboa Park, the largest urban cultural park in the United States. Balboa Park contains 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres, and the world-famous San Diego Zoo. Additional attractions include the San Diego Zoo Safari Park, SeaWorld San Diego, and LEGOLAND California.



*Courtesy of SanDiego.org—Torrey Pines Beach looking north by Lisa Field; Pacific Beach Sunset, Old Town Bazaar del Mundo, Carlsbad Flower Fields, and Balboa Park Birds Eye View by Joanne DiBona; Courtesy of the San Diego Zoo—Mother Panda Bai Yun and Baby Panda Yun Zi*



## VISIT THE AACCI PRESS BOOKSTORE

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**SPECIALS and GIVEAWAYS!**

Coming in 2017 from AACCI PRESS:  
*Chemical Leavening Basics*

# Thank You to Cereals 17 Exhibitors and Sponsors!

## EXHIBITORS

(as of July 17, 2017)

**Come to Solution Central to find solutions and discover the latest industry technology.**

ADM	Elsevier	Nutraceuticals World
ADM/Matsutani LLC	Envirologix	OMIC USA INC.
Agri-Neo Inc.	Enzyme Development Corporation	PacMoore Products Inc.
AMETEK Brookfield	FONA International	Perten Instruments AB
Ankom Technology	Formulation Inc.	Perten Instruments Inc.
Ardent Mills	Fortune Biotech USA	Qualysense AG
Baker Perkins	FOSS	Radio Frequency Co., Inc.
Bay State Milling Co.	GNT USA	REPCO
Beneo Inc.	Gold Coast Ingredients	REVTECH
Best Cooking Pulses, Inc.	Grain Millers Inc.	Richardson Milling
BI Nutraceuticals	Grain Processing Corp.	Sage V Foods, LLC
Brabender CWB	Great Plains Analytical Laboratory	Sensus America, Inc.
Bratney Companies	Healthy Food Ingredients (SK Food, Hesco, Suntava, Heartland Flav)	Siemer Specialty Ingredients
Bruker Optics	ICC-International Association for Cereal Science & Technology	Solvaira Specialties
Budenheim	ICL Food Specialties	SPEX SamplePrep
Buhler, Inc.	Ingredion Incorporated	Tastepoint by IFF (formerly David Michael & Co)
California Natural Products	Innophos Inc.	Texture Technologies Corp.
Carmi Flavor & Frangrance Co.	J. Rettenmaier USA	The Mennel Milling Company
C-Cell	Lallemand Baking Solutions	The Wright Group
CE Elantech Inc.	Medallion Labs	Thymly Products Inc.
Cereal Ingredients Inc.	Megazyme	Tree Top Inc.
CHOPIN Technologies	MGP Ingredients Inc.	Unity Scientific
Dakota Specialty Milling Inc.	Nexira	USA Dry Pea & Lentil Council
Delavau Food Partners	Northern Crops Institute	Vicam A Waters Business
DSM Food Specialties USA Inc.	NP Analytical Labs	Wenger Manufacturing Inc.
DSM Nutritional Products		Western Foods
DuPont Nutrition & Health		

## SPONSORS

(as of July 17, 2017)



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