

FEASTBITES

October 2021

Welcome



Tēnā koutou katoa.

As usual, the Feast team have been busy, sometimes out & about in A-NZ, but also online at conferences, presenting all our research. We have also been making the most of our new shiny

facilities and have included some photos in this newsletter for you to see until you can visit. Don't forget we have an online version of our introductory training course if you are looking for training. Please look through and get in touch if we can help. Most of all, stay safe!

Have you registered for our **online version** of our most **popular course – Introduction to Sensory Evaluation**? To register, or to find out more, please click [here](#) or head to our website: Feast@massey.ac.nz

Joanne Hort

Fonterra Riddet Chair in Consumer and Sensory Science
Director of Feast

Want to get in touch with Feast?
Contact us via email: feast@massey.ac.nz

Don't forget to follow us on LinkedIn
for exciting updates:
<https://www.linkedin.com/company/feastmassey>



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Training Offerings

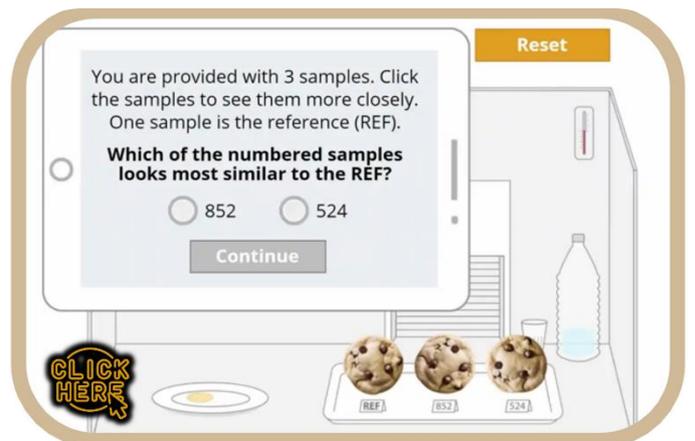
INTRODUCTION TO SENSORY EVALUATION ON-SITE Coming 2022

This interactive course, with its balance of theory and practical, introduces the application of sensory evaluation techniques for the food industry. It focuses on measuring the sensory attributes of food, as opposed to measuring consumer opinion, which we cover in our follow-on course on Consumer Sensory Testing.



INTRODUCTION TO SENSORY EVALUATION ON-LINE

Networking with tutors and other attendees and experiencing our labs make our on-site courses truly interactive. However, we know how difficult it can be to travel or take time off for professional development training these days. In response to this, Feast have developed fully interactive online versions of our one-day training courses, making our training more accessible to you and the members of your team.



EVALUATING CONSUMER RESPONSE ON-SITE

Coming 2022

An Introduction to Sensory Evaluation. suitable for a range of individuals who need an introduction, or refresher, to sensory evaluation including those involved in sensory testing, consumer testing, market research, quality assurance, product development or anyone working alongside these industry functions.



Sensory Facilities

Immersive Space

In the immersive space, we can alter settings, introduce sounds and smell, and change furniture and accessories. We can modify prices, let consumer choose foods, have them socially interact – in a bar, café, home, etc...

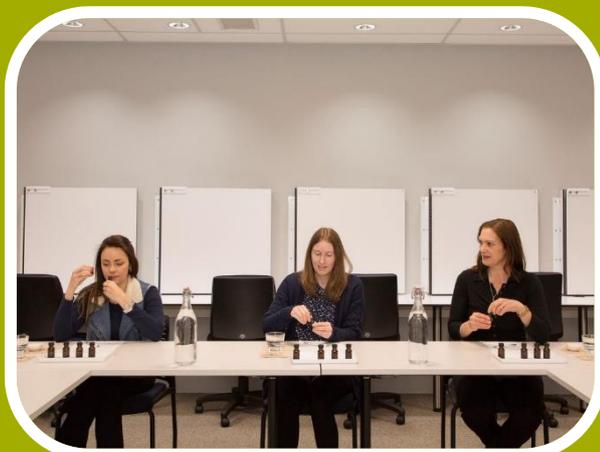


Focus Group Room

The aim of a focus group is to gather consumer insights into products of interest through structured group discussions. We can also use this room for industry training panel training and other panel work.

Thermal Tasting

Testing individual variation in taste perception: Investigating sensory perception in Thermal Tasters and its impact on food choice behaviour. We are the only facility in NZ which can identify this phenomenon. This affects food experience



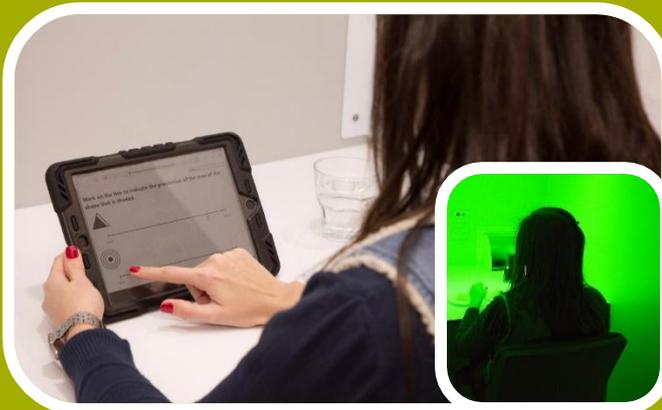
Panel Training

Panellists learn to commit certain aromas to memory.

Sensory Facilities

Laboratory Kitchen

Industrial kitchen where we prepare samples for our studies. We can bring equipment in and out of storage depending on the study - e.g., meat grill, thermo mix...

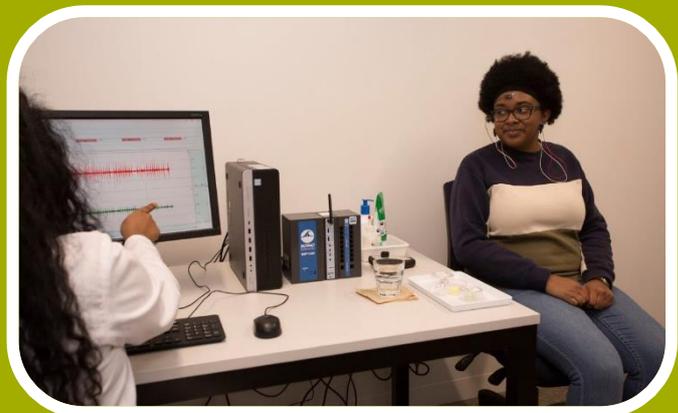


Sensory Booths

Sensory booths are traditionally used in sensory science. No distraction from visuals, smell, sound. Here we have the green light on for this specific test to mask differences in sample appearance.

Electromyography

This technique measures the electrical activity produced by facial muscles as a measure of chewing behaviour or even emotional response.



HoloLens

The advantage of the HoloLens over a VR headset is that it uses augmented reality, and so the consumer sees the digital environment as well as their actual environment.

Research Focus

PANGBORN 2021



Dr [Saleh Moradi](#) explained his analysis of online consumer reviews in different languages. His new technique allows you to evaluate thousands of online reviews from consumers, even if you don't speak their language, to determine consumer preferences for products.

Our early-career researcher Dr [Maheeka Weerawarna](#) discussed different aspects of the sensory sciences – looking at whether multiple sip evaluations give better insights into consumer acceptance of products.



Dr [Amanda Dupas de](#)

[Matos](#) and Dr [Catriona Hay](#) talked about their work looking at food preferences when people change their country of residence and how it impacts on early-stage product choice. Professor Joanne Hort was an invited panelist for a global workshop discussing how to prepare early-career researchers for sensory science roles in industry.

TEAM MELT

Congratulations to team Melt from Aotearoa New Zealand for winning the QING Innovation Track, commended for the consumer angle, brought to the entry by Summer Wright from Feast. They created a mozzarella cheese that appeals to both the values and tastes of consumers. Combining dairy protein with plant-based fats and phytosterols, making a nutritious product that has a lower environmental footprint. This may appeal to those who enjoy cheese and value wellbeing and sustainability. The long-term goal of the project would be to make a fully plant-based cheese.



Research Focus

TE HONO SUMMIT



Summer Wright spoke at the Te Hono Māori Future and Tech Summit last week.

Te Ao Māori (The Māori World) is entirely unique to Aotearoa and can be invaluable for Māori who want to create standout foods. Summer Wright is focused on business and consumer relationships with plant-based products.

Te Hono is a partnership between the leaders of Aotearoa New Zealand's food and fibre sector companies, Iwi, and government agencies. They value strong relationships between land and people. Their vision is for food and fibre that is values-based while at the same time producing high-value products and services.

NZIFST CONFERENCE 2021

The New Zealand Institute of Food Science and Technology hosted Food with Care: Kai - me te whakaaro nui, its annual conference.

Joanne Hort provided an overview presentation on Consumer and Sensory Science, including information on: Descriptive Analysis, Discrimination Testing, Consumer Profiling & more!

Dr Catriona Hay and Dr Amanda Dupas de Matos' presentation was on "Are recent immigrant product preferences representative of consumer markets back in their home country?"

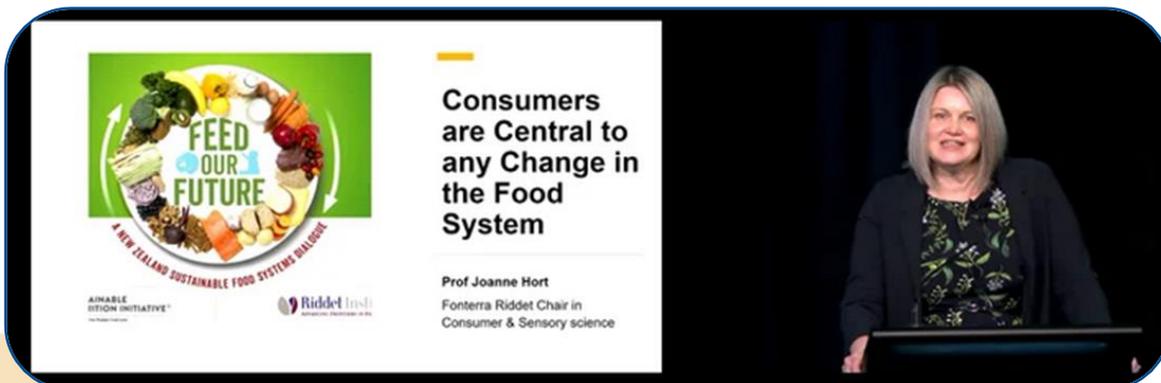
Presentations from NZIFST available [here](#)



FEED OUR FUTURE 2021

Tēnā koutou, whakawhetai ki a koe mo te haere mai!

Feed Our Future brought together stakeholders and decision makers for accessible evidence-based discussion in Wellington in June where Professor Hort discussed how changes to the food system need to be consumer-led. Sustainable diets need to be appealing, effortless, and become the normal choice for consumers.



Professor Hort's full video talk from Feed Our Future is available [here](#)