

# FOOD TECHNOLOGY

## KAIHANGARAU KAI

Making the food we eat healthier, tastier, last longer and coming up with exciting new ideas for value-added products.

### NEW ZEALAND AND FOOD

NEW ZEALAND'S FOOD INDUSTRY IS WORTH **\$34 BILLION PER ANNUM**

THE NEW ZEALAND FOOD INDUSTRY MAKES UP ALMOST **50%** OF THE COUNTRY'S EXPORT INCOME.

MASSEY UNIVERSITY IS ONE OF ONLY A HANDFUL OF UNIVERSITIES OUTSIDE OF THE AMERICAS THAT HAS A **FOOD TECHNOLOGY DEGREE** RECOGNISED BY THE US BASED INSTITUTE OF FOOD TECHNOLOGISTS (IFT)

STARTING SALARY FOR A FOOD TECHNOLOGIST IS AROUND **\$40,000** CAN EARN UP TO **\$80,000** PER YEAR WITH MORE EXPERIENCE

THERE IS A WHOLE AREA AT **NASA** DEVOTED TO DEVELOPING FOOD SUPPLY FOR MISSIONS INTO SPACE

**TEA STRENGTHENS BONES** because it contains **flavonoids**, reducing bone deterioration and osteoporosis risk.

### MASSEY GRADUATES ARE CHANGING THE WORLD OF FOOD

#### DICK HUBBARD

One of the earliest graduates from Massey's Food Tech programme was Dick Hubbard, who founded Hubbard's Cereals. Today the company has a turnover of \$55million and employs around 170 people.

#### R-LINE ENERGY DRINK

Craig Oakley helped develop R-Line Electrolyte Drink as part of his 4th year food technology project. The brief was to create a great tasting, no-nonsense electrolyte drink concentrate. Launched commercially in 2012 it was an immediate success.

#### WILLIAMS WARN

Ian Williams and Anders Warn were mates from school and did FoodTech at Massey. The home-brewing machine they invented produces high-quality beer in seven days. They now sell globally.

#### ONE SQUARE MEAL

Glenda Ryan developed One Square Meal for Cookie Time. Developed to provide exactly 33% the average recommended daily intake of key nutrients and energy, it was an immediate award-winner.

### MILESTONES

Many types of foods you might take for granted have been developed only in the last few hundred years...

- 1992** - GOLD KIWIFRUIT The gold kiwifruit was first grown.
- 1974** - BARCODES ON FOOD Wrigley's gum was the first product to have a bar code.
- 1962** - MASSEY was the first university in the world to offer a Food Technology degree.
- 1945** - MICROWAVE OVEN Percy LeBaron Spencer of the Raytheon Company was walking past a radar tube. The microwave was born.
- 1912** - SLICED BREAD Otto Frederick Rohwedder invented the bread slicer for commercial use.
- 1905** - POPSICLE 11 year old Frank Epperson left a mixture of powdered soda and water (with a stir stick) on his porch overnight. The 'popsicle' was born.
- 1903** - DECAF COFFEE First commercially-successful decaffeinated coffee process invented by Ludwig Roselius and Karl Wimmer.
- 1902** - CEREALS Alexander Anderson invented puffed grain (formed by exploding heated whole grain kernels).
- 1882** - FROZEN LAMB First shipment of frozen lamb from NZ to Europe, aboard the sailing ship Dunedin. It took 98 days.
- 1864** - DRINKABLE MILK Louis Pasteur's invented pasteurisation - the process of heating milk, milk products and other foods to destroy food spoilage and disease-producing organisms. (Led to the development of modern preventive medicine.)
- 1810** - ANYTHING IN A CAN Invention of canning by Nicholas Appert.
- 1767** - FIZZY DRINK Joseph Priestly created the first man-made carbonated water.

When it comes to food technology, Massey knows its stuff. We've been teaching in this area for 50 years and were the first to offer a Food Product Development major. Our 1800 graduates are the people who have built and are leading New Zealand's food industry. As a student at Massey you get to work with a real micro-brewery, a

food pilot plant that produces pretty much every processed food you can imagine, we are specialist in ice cream research and manufacture, and we have the latest (food tasting) facilities. Go on – take on the world of food!



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THE ENGINE OF THE NEW ZEALAND

