

IFEAT WORLD

INTERNATIONAL FEDERATION OF ESSENTIAL OILS & AROMA TRADES
NEWS FROM AROUND THE GLOBE • DECEMBER 2013

IFEAT in San Francisco

The 2013 IFEAT Conference held in San Francisco from 29th September to 3rd October was highly successful for everyone concerned. A stunning location and great weather were the perfect backdrop for a packed conference programme and many other activities organised over the course of the week. A conference report and photos can be found on pages 4 and 5, and a full report and presentations will be available shortly on the IFEAT website.

Our sincere thanks go to **Colin Ringleib** and the Local Organising Committee in San Francisco who gave so much of their time to make sure this year's IFEAT Conference was such a resounding success.



Alain Frix



The economic and social issues associated with essential oils are the subject of a new IFEAT/IFRA study

Message from the new Chairman of IFEAT

Alain Frix was elected Chairman of IFEAT at the Annual General Meeting held on Tuesday 1st October in San Francisco. He takes over from Ramon Bordas. Alain is based in Brussels and is responsible for sales and marketing in Europe, the Middle East, Africa and India at Renessenz.

It is an honour and a privilege to Chair the IFEAT Executive Committee. Our more than 500 members come from many different countries; we are all driven by the same passion: our unique, incomparable, complex, relatively small and beautiful industry.

As we all know, the complexity of our industry is not always well understood; the increasing pressures to standardise the vast range of products whose origins and supply chains are so varied around the world, as well as misguided attitudes towards chemical products, pose fundamental challenges. IFEAT is committed to address these challenges, and to contribute towards several specific projects to support our industry.

For decades we have been very active in educational activities, sponsoring courses and students at two universities. We will continue to invest in education, study tours and conferences and we are making substantial efforts to develop scientific research programmes, whose aim is to support our commitment to the safe use of essential oils in the flavour and fragrance trades.

Also, IFEAT is financing a Socio-Economic Impact Study, with the good intent of explaining to the "outside world" the economic and social value of twelve selected natural ingredients. This illustrative work is vital as it is not always obvious to the final consumer and legislators how many invisible actors and families rely on the market for these precious materials for their livelihoods.

My goal is to continue the excellent work done by my predecessors, and to contribute as much as possible to this fascinating and ever-changing industry, which provides so much to the well-being of many billions of people worldwide.

Alain Frix
Chairman, IFEAT Executive Committee

Founder's Awards presented to Richard Pisano Sr and Dr Wladyslaw Brud

Two Founder's Awards were presented at this year's IFEAT Conference. Richard Pisano Sr and Dr Wladyslaw Brud have both been associated with IFEAT since its inception in 1977 and both have served as Chairman and President.

Richard Pisano Sr

Richard joined his family company, Citrus and Allied Essential Oils Company in 1956. He has built this company into one of the most widely recognised names in the ingredient business worldwide, and is a well-known expert in the field of essential oils. He served on the Board of IFRA North America (previously the Essential Oils Association and Fragrance Materials Association) for 50 years and also participated on the RIFM Board from its establishment until 2012. He was elected President of FEMA in 1989 and was a founding member of the Chemical Sources Association. Richard represented the United States as a delegate to IOFI for a decade, and also chaired the US delegation to the ISO Standards Committee for Essential Oils for more than 10 years.

Comment from Ramon Bordas, Chairman of IFEAT, on presenting Richard with his award: *"Richard is truly the 'lion hearted'. It is not an overstatement to say that in whatever boardroom he has graced, all those present have been aware of his thoughts and opinions. It is just as fair to say that he is principled, ethical and trustworthy. I also think it is important to note that Richard has always been an optimist. In this age of so many challenges to our industry, he has always maintained that we all work in the best industry in the world. It is nice to remember that as often as possible."*

Dr Wladyslaw Brud

Dr Brud joined Pollena-Aroma (Flavours and Fragrances) in 1967. He was promoted to



Left: Richard Pisano Sr; Right: Dr Wladyslaw Brud

Chief Executive Officer in 1988 and then Company President in 1991. After formal retirement in 2009 he remains the principal shareholder and Board Advisor. His contribution to science is wide-ranging and includes authorship of over 300 papers and patents, plus co-authorship of four books on aromatherapy and perfumery. He is a lecturer at Warsaw Technical University and is a Member of the Polish Chemical Society, the Board of the Polish Society of Cosmetic Chemists, the Polish Aromatherapy Association and the Polish Standardisation Committee as well as the

Business Centre Club. He is a member of the ISO TC-54 Technical Committee, the Deutsche Gesellschaft für Kosmetologie, SEPAWA and the European Chemoreception Research Organisation.

Comment from Dr Brud to IFEATWORLD on his award: *"This award is most honourable and important in my professional career. Its special value for me is that it is presented with the name of Ronald Neal, IFEAT founder, my mentor and friend since our first meeting in Kyoto in 1977."*

San Francisco Conference Field Trip to Gilroy, Wednesday 2nd October



Sheila Linderman with Amigo Bob Cantisano (l) and Peter van Dyke (r) at Peter's organic fruit farm

owned by Peter van Dyke, grows apricots and other stone fruits. Peter discussed the careful management required of apricot trees to produce top quality fruit and explained how working with nature, such as using certain weeds and insects, can help to protect the fruit through the growing season. There are certain "critical" periods in the

This year's Conference field trip was to the Gilroy area, about 100 km south of San Francisco. It was organised by Sheila Linderman, a well-known consultant in the organic industry. Participants visited two organic farms in the area. The first one,

production of apricots when weather conditions can affect yields and quality very significantly.

The second farm, owned by Steve Garrett, grows soft fruit, principally organic blackberries which are supplied to the largest berry shipper in the world. The berries are grown under contract, and the buyer is very strict with regard to quality control (size, sugar content, colour etc). Multiple varieties are used to extend the growing season and berries are now produced for up to seven months of the year.

While both farms operated in a very different manner; the work involved in organic fruit production was clear to see, as well as the huge risks involved during the production cycle. Furthermore there were costs involved in organic certification, and increasingly complicated legislative requirements; one of the ranch managers pointed out that US law on organic production now extends to around 600 pages!



Administrative Changes at IFEAT

From the beginning of 2014 there will be various changes in the administration at IFEAT.

Peter Greenhalgh will be retiring as IFEAT Conference Programme Coordinator and will be replaced by Ms Romina Garay. The IFEAT Executive Committee would like to thank Peter for his excellent work and dedication in recent years, reflected in the high quality of IFEAT Conference programmes and proceedings. Peter will continue to coordinate the IFEAT Study Tours programme.



Peter Greenhalgh

In addition to her work as IFEAT Conference Programme Coordinator, **Ms Romina Garay** will assume the function of IFEAT Executive Coordinator. This role will provide a key support to the

IFEAT Executive Committee with regard to managing the increasing numbers of IFEAT projects, and ultimately to better serve IFEAT members and the industry.

Romina is currently based in London, but has worked for almost 8 years for the Standardisation and Certification Institute in Argentina, being responsible for the publication and review of over 400 national standards and the adoption of international standards on essential oils. She was also the Argentine Representative in ISO Technical Committee 54, responsible for the development of international standards on essential oils. She obtained a Bachelor of Science in Food Technology at Argentine Catholic University in Buenos Aires (2002) and a Masters Degree in International Relations at London Metropolitan University (2012).



Romina Garay

The Secretariat will be transferred from Gafta in London to SOFW, based in Thannhausen, close to Munich, Germany. For nearly 150 years SOFW has been publishing professional literature as well as organising trade shows for the detergent, perfume, personal care and cosmetic industry. The contact person at SOFW will be **Michaela Schier**. The Secretariat will continue to provide an important support function to IFEAT, whose registration as a trade association will remain in London.



Michaela Schier

The IFEAT Executive Committee would like to take this opportunity to thank Gafta and its staff, particularly Pamela Kirby-Johnson, the Director-General, and James Pyefinch, the Events Manager, for all the work they have done for IFEAT since 2005.

Ed Hays joins IFEAT Executive Committee

Dr. Ed R. Hays, Vice President, Global Science, Regulatory and Formula Governance, of The Coca-Cola Company was elected to the IFEAT Executive Committee in San Francisco.

Dr. Hays, who holds a B.S., M.S. and Ph.D. in Food Science from the University of Georgia, joined The Coca-Cola Company in 1985 as a scientist in Corporate R&D. He was elected Vice President of the company in 2000. He has served as President for the Flavor and Extract Manufacturers Association and has previously served on the Advisory Board of the Savannah College of Art and Design, the Board of Directors of The Atlanta College of Art, the Science and Technology Museum of Atlanta and committees of the Atlanta Area Council of the Boy Scouts of America.



The IFEAT Executive Committee



Alain Frix, the new Chairman of the IFEAT Executive Committee is seated, centre. Jens-Achim Protzen (standing, 2nd right) is the new Chairman of the Scientific Committee and Csaba Fodor (standing, 1st left) is the new Chairman of the Publications Committee. Jalal Charaf (standing, 3rd left) is the new Chairman of the PR/Membership and Membership Benefits Committee.



IFEAT INTERNATIONAL

San Francisco 29th September to 3rd October 2013

Lorenzo Schiavone receives his Best Student medal (Flavourist Course) from Mike Boudjouk and Ramon Bordas

The Fairmont Hotel, high on Nob Hill overlooking the magnificent San Francisco City and Bay, was the location this year for another very successful IFEAT Conference. Delegate numbers continue to grow, reaching a record 1,038 from almost 50 countries, illustrating the true global nature of IFEAT's activities. In addition, there were 94 accompanying persons and a number of day delegates. Presentations during the week were made in the Fairmont's Venetian Room, where Tony Bennett first sang, "I left my heart in San Francisco". Following an excellent programme of activities and entertainment, accompanied by glorious weather; many delegates probably also left their hearts there as well!

Aroma chemical developments were analysed in papers on "green chemistry", China's aroma chemical sector and IP issues in China. Other presentations covered a possible new trading contract for essential oils and aroma chemicals, the shipping of hazardous materials, a detailed analysis of US aromatherapy trends and a "breaking news" presentation on developments in understanding the mechanisms of smell and the commercial implications of these developments. The closing session concentrated on regulatory and legislative developments in North America and Asia – and was followed by a lively discussion panel.

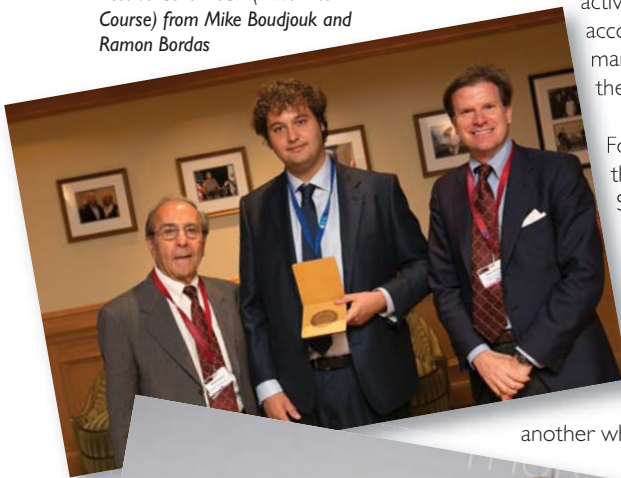
Following weekend registration, the evening of Sunday 29th September saw the Welcome Reception "Street Party" on Mason Street in front of the Fairmont Hotel, which had been closed for the occasion. Delegates and their guests were able to mingle and welcome one another whilst enjoying drinks, canapés and entertainment.

Following the IFEAT AGM on Tuesday, IFEAT's retiring Chairman provided a review of the past year's activities, followed by reports on the Plymouth perfumery and Reading flavour courses, the successful South India Study Tour; the forthcoming 2014 IFEAT Conference in Rome and next year's Study Tour in China. The IFEAT Medal was awarded to Steve Manheimer whose fascinating lecture reviewed the "game changers" in the F&F industry that had taken place since 1974, when he attended the International Essential Oils Congress at the Fairmont Hotel, as President of the US Essential Oil Association.

The IFEAT Dinner on Tuesday night was one of the best ever. It was held on the aircraft carrier USS Hornet, which is now a museum and delegates were able to wander about the ship looking at the fascinating exhibits. Cocktails were served on the flight deck as the sun set over San Francisco and the Golden Gate Bridge. It was a spectacular evening many will never forget.

On Wednesday 2nd October, four events were organised. Following on from the success from the 2012 conference in Singapore, a one-day trade exhibition was held at which 30 companies displayed their products and services. There were two industry short courses: "The Science of Essential Oils" run by Dr. Brian Lawrence and "International Shipping Considerations for Hazardous Materials" run by Tom Cook of ARI. Both courses proved popular and were very much appreciated by the participants. A field trip to Gilroy was also held on the Wednesday with visits to two organic farms followed by lunch at a small vineyard in the middle of the harvest season (page 3). A new initiative took place during the lunch break on Thursday, when an informal but very successful forum was held allowing delegates to exchange views on "Distillation" (page 8).

The conference ended with the final dinner, the "Closing Banquet" which was held in the Fairmont's Grand Ballroom. At the Banquet, Founder's Awards were presented to Dr Wlodek Brud and Richard Pisano who have been loyal servants of IFEAT over the past four decades. Presentations made during the Conference will be available to members for downloading shortly from the IFEAT website.



Steve Manheimer (centre) gave a fascinating IFEAT Medal Lecture

On Monday morning the conference was opened by Colin Ringleib, Chair of the IFEAT San Francisco Conference. "Sustainable Growth" was this year's Conference theme reflecting an increasingly important subject in the F&F industry. Some 30 presentations, many

including videos, were made over three days covering a wide variety of topics. The first presentation provided a wide-ranging review of what "sustainability" might include, while another dozen presenters incorporated "sustainability" issues into their presentations that covered a number of essential oils, aroma chemicals and countries. The emphasis was on essential oils from the Americas, including mint and citrus oils, as well as developments in Brazil and Mexico. Other presentations covered sandalwood from Australia and the Pacific Rim, menthol from India and Peru balsam from El Salvador. The work that IFRA and IFEAT are doing on the sustainability of naturals was also presented.



CONFERENCE



A selection of photographs from the IFEAT International Conference 2013

Email Fraud

By Brian Hart, CFO, Berje Inc



Brian Hart

With the overwhelming reliance we now place on email to conduct business, it's no surprise that email and internet-based business fraud has become a major concern.

We all know the advantages of transacting business through email – speed of response, a living record of our conversations, and the ability to quickly and easily span geographic barriers and time zones. But these advantages may come with an unforeseen cost without solid controls over how we utilize email in conveying valuable business information, especially when dealing internationally. The 2012 Norton Cybercrime Report estimates that yearly global cash losses for all types of cybercrime now exceed \$100 Billion per year. These types of losses encompass much more than email fraud, but do present a shocking view of the scope of overall cybercrime, and the challenge we face every day in carrying out normal business.

When talking about email-based business fraud, the basic risk arises from the following simple question: “How do you really know who you are talking to?”

Cases abound of companies being defrauded by hackers who work their way into a stream of email communications, masquerading as a counterparty and providing fraudulent banking instructions or accessing private information. For example, unaware that the shipping and payment information emailed by a foreign vendor did not actually come from the vendor, importers have wired funds to accounts set up by the hackers in major financial institutions, only to find the funds drained, and the actual vendor still awaiting payment for otherwise legitimate shipments. Perpetrators can arise either within or outside of hacked companies. Hacked communication streams can persist for months, with the hacker skillfully intercepting and adjusting information flow as a precursor to eventual financial fraud. Email or internet fraud can occur despite the application of otherwise strong levels

of diligence on the part of the targeted companies. Victimized companies may take steps to only deal with established vendors, to hold pre-meetings in person, and to work only through major financial institutions. But skillful imitation in emails and hacked websites, language barriers, and other complexities of trade can make it easier for fraud to occur.

So what steps should every company take to avoid these scenarios? The risk may be new, but the defenses are not.

- 1) Never rely solely on email when dealing with bank account instructions. Even with “known” counterparties, it can be very difficult to discern when the person on the other end of the email turns out to be a hacker. Require written confirmation on company letterhead with official Chinese “chops” (seals) and signatures to be sent via a traceable express mail service. Conduct in-person communication, careful over-the-phone conversations, or videoconferencing to ensure banking instructions are legitimate.
- 2) Utilize bank documentary collection services to link cash movements with the release of bills of lading and other customs documents. Terms such as CAD can help address this issue. Or utilize a more expensive but potentially less risky approach based on Letters of Credit.
- 3) Utilize Positive Pay services to protect your checking accounts against fraudulent check and ACH (Automated Clearing House) transactions.
- 4) Take a careful look at the language in your crime insurance policy. Some carriers will offer extensions for cyber fraud, but the coverage terms can be very limited, and the facts surrounding the fraud may or may not trigger your coverage.
- 5) Meet with company personnel to explain the issue and heighten awareness of this type of fraud. And remember that this knowledge needs to go beyond the finance



staff. Certainly those with treasury, accounts payable, and controllership responsibilities are key, but just as important are the staff members working in purchasing, logistics, or other outward-facing functions.

6) Finally, don't be afraid to slow down unusual transactions to allow for diligent confirmation. The daily pressures and urgencies of business always seem to demand quick response, and the lightning speed and seeming legitimacy of email communications makes it all too easy for hackers to take advantage.

The pace of business will continue to increase, and electronic communications are a great tool to provide an efficient flow of information across our shrinking world marketplace. Just be sure to apply some basic techniques to protect your company against the risk that is inherent in our daily email communications.

Additional Sources for Government Security Information and Best Practices:

FBI
www.fbi.gov/about-us/investigate/cyber
FDIC
www.fdic.gov/consumers/theft
US Computer Emergency Response Team
www.us-cert.gov

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Job vacancy within IFEAT – Technical Advisor

In an effort to become more relevant and to meet the growing needs of its members, IFEAT is creating a new, advisory position of Technical Advisor.

Please find below the job description for this position. Remuneration has not yet been ascertained so we shall be open to discussion on this issue. **Please advise the Secretariat if you are interested in this position.**

- The role is to support IFEAT in discerning and managing the best approach to issues and opportunities affecting the production and use of essential oils and their related materials.
- He / she will be involved in the set-up of specific scientific projects, and information letters, both under the supervision of the IFEAT Scientific Committee.
- He / she will also address immediate concerns related to new regulatory problems, and contribute towards addressing scientific and socio-economic issues affecting the industry.
- The IFEAT Technical Advisor will support the IFEAT Liaison Committee to enhance strong relationships with sister organisations (RIFM, EFEQ, IFRA and other international and local organisations), in accordance with the directions set by the Executive Committee.
- He / she will be a good leader with proven ability to work with a team.
- He / she will possess good knowledge of regulatory/toxicology issues and preferably have good experience in essential oils and aroma chemicals.
- He / she will be able to understand social and economic issues related to challenges and opportunities posed to the Industry.
- The job will be part-time, with details to be defined and agreed with the chosen candidate.

Essential oils short course



Brian Lawrence presented a day-long short course entitled "The Science of Essential Oils" at the annual IFEAT Conference in San Francisco.

The day started with a section on the evolution of names for the plants from which oils are obtained. This generated a number of comments particularly relating to the use of common names and the incorporation of the botanist's name after the genus and species to ensure unambiguous nomenclature (i.e. *Mentha gracilis* Sole, for Scotch spearmint). Also, it was shown that the importance of knowing the type of essential oil glands and ducts that are genus specific drastically influences the oil isolation process choice.

Lengthy discussions were held on the effect of intrinsic and extrinsic conditions on the composition of different essential oils. This led to some animated exchanges on the existence of oil standardisation and adulteration along with the various analytical methodologies used to determine whether an oil was authentic to its species and geographical origin. Some of the group had encountered situations in which a purchased oil appeared to be different to that which they normally obtained. This resulted in the sharing of a few stories and anecdotes.

At the end of the afternoon each participant received a small package containing some useful information and data including a list of the volumes of the top twenty essential oils (see below).

Top Twenty Essential Oils: Approximate volumes (M tonnes)

1 Orange oil	74,500	11 Chinese Sassafras oil	1,500
2 Cornmint oil	40,000	12 Lavandin oil	1,350
3 Lemon oil	8,900	13 Scotch Spearmint oil	1,100
4 Eucalyptus oil	4,200	14 Eucalyptus citriodora oil	1,000
5 Peppermint oil	3,900	15 Patchouli oil	1,000
6 Clove leaf oil	3,000	16 Litsea cubeba oil	900
7 Chinese Cedarwood oil	3,000	17 Native Spearmint oil	750
8 Star Anise oil	2,800	18 Texas Cedarwood oil	550
9 Lime distilled oil	1,800	19 Mandarin oil	460
10 Citronella oil	1,750	20 Virginia Cedarwood oil	300



2014 IFEAT STUDY TOUR

**Guangdong and Yunnan Provinces, China
31st August to 8th September, 2014**

Registration is open for the 2014 Study Tour to southern China. September is the harvesting season for many essential oils in the area and participants will visit a large range of different enterprises across the region.
www.ifeat.org/study/

Distillation Forum

At the San Francisco IFEAT conference a new activity, a "Distillation Forum", was held on Thursday 3rd October. It seems to have been a well-received initiative and future conferences will be looking to further expand this new programme element.

The forum grew from an informal discussion at the Morocco conference between Csaba Fodor, Brian Lawrence and Colin Ringleib. They felt that there was an opportunity to discuss more topics related to distillation as the process is so critical to our industry.

Two topics were offered during the forum which was attended by about 100 people. They both began with about 10 minutes of overview followed by an opening of the topic to the audience for questions and comments. **Brian Lawrence** shared some perspectives on **steam distillation of botanical materials** including packing of the still and particularly separator/receiver design. **Rick Boucard** shared a short presentation on the **design of a semi-continuous process for distilling cedarwood oil** which offered a number of improvements including yield increases and savings in energy, time and operating costs. Both generated good discussion.

An informal poll was taken with raised hands. Almost everyone agreed this forum had been useful and we should do something similar again in the future. About two thirds of the participants felt both botanical distillation and folding/fractional distillation should be covered in future sessions. About 20% felt they had a high level of distillation expertise and 60-70% classified themselves as regularly involved in distillation technology. Only a few participants were just curious for more information.



2014 IFEAT CONFERENCE

**Rome, Italy,
21st to 25th September**

Next year's conference will take place at the prestigious Hotel Cavalieri Waldorf Astoria.

The conference will have the theme:
"The Mediterranean"

Registration for the conference will open in March 2014. Please note, hotel rooms cannot be booked before registration for the conference is open, nor can the hotel be booked directly by participants.

www.ifeat.org/rome-2014/



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