

IFEAT WORLD

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

Welcome to San Francisco! 2013 IFEAT Conference, 29th September - 3rd October



Colin Ringleib

Dear Member,

I am very happy to welcome all delegates, speakers and accompanying persons to the beautiful and exciting city of San Francisco for the 2013 IFEAT Conference. "Sustainable Growth" is the theme of the Conference and if it was a target for the Conference Organising Committee, this has indeed been achieved. As IFEATWORLD goes to print, registrations for the 2013 Conference exceed 1,000 so we expect a fourth year of record attendance and a truly worldwide gathering of those involved in the essential oil and aroma trades industry.

In the tradition of previous IFEAT Conferences, the San Francisco event promises a full programme of presentations on important and topical issues as well as first class entertainment and many side events for networking, discussion and doing business. Presentations will be given on the Monday, Tuesday and Thursday of the conference week. On the Wednesday the IFEAT Trade exhibition will take place in the conference hotel; there is also the choice of a field trip to Gilroy (see below) and two short courses, "**The Science of Essential Oils**" and "**International Transport of Hazardous Materials**".

I wish all our delegates a very useful, informative and happy week in San Francisco. I hope to meet as many of you as possible, and please do not hesitate to contact the IFEAT secretariat if you have any questions relating to the various events during the Conference. Finally, I am immensely grateful to the members of the Local Organising Committee consisting of **Alan Brown, Sheila Linderman, Laure Moutet, Dorene Peterson, Lisa Piccininni and Stephen Pisano**, who have unstintingly given of their time over many months to ensure a truly memorable and successful 2013 conference.

Colin Ringleib
2013 IFEAT Conference Chairman

Photo identification

IFEAT is enhancing the security associated with our conference by initiating a practice now common at many meetings. We are implementing the use of pictures on our name badges. This will assist in the identification of delegates and will help us to assure only registered delegates have access to IFEAT events. We are asking our delegates to have their pictures taken which will be added to our registration database during the conference as we begin this programme. We ask for your patience and cooperation during this process.

Field Trip to Gilroy

Wednesday 2nd October, 2013

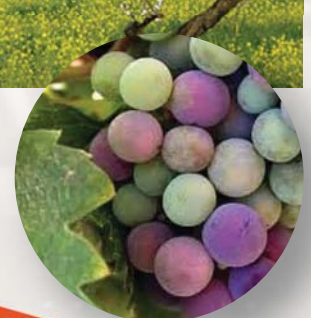
The Conference field trip for 2013 is to the Gilroy area, where delegates will visit two organic farms. Gilroy is known as the "Garlic Capital of the World," and while that may be true, this trip will be focusing on some of the cornucopia of organic fruits that the area has to offer, including cherries, apricots, walnuts and berries. Lunch will be served at a beautiful family-owned winery, nestled in the foothills of the Santa Cruz Mountains and



Sun-dried fruit



overlooking the richly agricultural southern Santa Clara Valley. Experts will be on hand to answer questions about organic agriculture and processing.



IFEAT 2013
SAN FRANCISCO
SUSTAINABLE
GROWTH

Making sense of scents

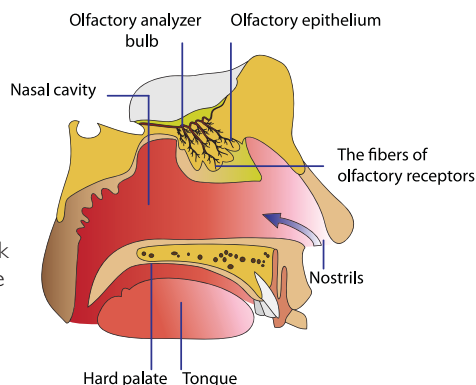
Dr Christian Van Osselaer of ChemCom SA, Brussels is at the forefront of scientific developments with regard to human olfactory biology. In a paper to be given at the IFEAT Conference entitled "Unravelling the Olfactory Code: the critical link between taste and smell" Dr Van Osselaer promises a unique and "breaking news" presentation on developments in understanding the mechanisms of smell and the commercial implications of these developments.

Since 70% of taste is influenced by smell, so unravelling the molecular composition of smell is very important and key for future product development. Knowing the mechanism of smell will make it easy to block bad smells and will make it easier to enhance smell and taste. The market for olfactory blockers and enhancers is in the billions of dollars. ChemCom, with its exclusive ownership of the necessary technology to

develop further knowledge of the olfactory receptors, is in prime position to make further discoveries in this field.

Dr Van Osselaer will make use of practical examples to demonstrate his work to IFEAT members.

Human Olfactory System



STANDARD CONTRACT FOR ESSENTIAL OILS?

Standard contracts produced by trade associations for specific commodities traded internationally (such as coffee, cocoa, tea, vegetable oils and seeds, grain, spices, sugar, pulses, cotton and rice) have been in place for more than a century. In view of the growth in global trade of essential oils and aroma chemicals, as well as price volatility, increased legislative requirements and changing consumer perceptions and demands, the introduction of some standard contract terms may now be appropriate.

Pamela Kirby Johnson OBE,

Director General of Gafta which represents international trade in agricultural products and general produce, will give a paper at the San Francisco Conference on "The pros and cons of an essential oils contract". She is widely recognised as an expert on a variety of trade issues, which include quality

assurance, standards of best practice for all trade operations and contractual and dispute resolution issues. Her presentation will discuss the benefits of having standard contracts to provide continuity, operational consistency and protection. Pamela will introduce a first simple draft contract format and some standard terms for consideration and invite feedback.



All aboard for the IFEAT Dinner

This year's IFEAT Dinner will be aboard the historic aircraft carrier USS Hornet. Now a museum moored at Alameda Point on San Francisco Bay, this ship has some fascinating exhibits relating to its role in important events of the last century.

Guests will be able to tour the vessel and see some of its important artefacts collected during service in the Second World War and in the Apollo 11 manned space mission.



USS Hornet

NEW IFEAT MEMBERS

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IFEAT EDUCATION

IFEAT sponsors two educational courses run separately through the UK universities of Reading and Plymouth. The Flavourist Course is run by the University of Reading and the distance learning programme, in which participants study for the IFEAT Diploma (Fragrance or Flavour), is run by the International Centre for Aroma Trades Studies (ICATS) based at the University of Plymouth.

Flavourist Course

Nine delegates from around the world attended the 2013 Flavourist Training Course held at Reading University from 7th to 24th May. The course aims to provide an understanding of the flavour characteristics of a wide range of key aroma chemical compounds and to teach how to incorporate them into food flavourings. The emphasis of the course is on practical participation in flavour creation. A field trip was arranged to visit Lionel Hitchen (Essential Oils) Ltd where an excellent tour and presentations were provided for the group.

On the last day the participants sat a short examination; all students successfully passed, and are now BSF members for the next year.

This year's Best Student was **Lorenzo Schiavone**, who has worked for the Kerry Group since 2009. He will be attending the San Francisco Conference and will give a presentation on the Reading course. Lorenzo commented to IFEATWORLD:



Attendees at the Reading Flavourist Course

"Held in a wonderful University, I believe that the Reading course is really useful and effective. It allowed me to increase and improve my knowledge of raw materials and I acquired excellent information regarding flavour formulation. I found the practical part very useful and it allowed me to apply what I learnt during the lectures. The course offers a wide overview of the world of flavours: from the analytical to legislation, from single molecule evaluation to the thermal process of flavours. Each topic is dealt with by sector experts with years of background experience. In conclusion I

would say that the course is a very complete one, and I believe that what I learnt during the three weeks will be important for my professional career. I like working in flavours, it is a creative and stimulating job. I think of flavours as a kind of art, and my further wish is to become a good artist!"

Lorenzo Schiavone

IFEAT/ICATS Distance Learning Course

The long awaited flavour pathway now has its first students enrolled. With the rapid developments in all aspects of aroma trades CPD (Continuing Professional Development) for individuals has become increasingly important. Young entrants to the industry find the full IFEAT Diploma a great gateway to skill them. However, more senior people find just a selection of the modules of value to prepare them for promotion (eg a QA person becoming more involved with Sales & Marketing). To recognise this need IFEAT has agreed that participants successfully completing 60 diploma credits may be awarded the IFEAT Certificate in Aroma Trades Studies.

During the year 12 students have enrolled on the IFEAT Diploma from six countries. The IFEAT Diploma Programme is your own programme and the ICATS team are in continual conversation with the industry adapting learning material as needs change. CPD was the project for 2013. For 2014 it is intended to introduce learning material on aroma trades computer applications in areas such as regulatory compliance and repertoire management etc.

The Best Student for 2013 is **Rebecca Mulcahy**, who gained an overall mark of 71.8%. Her current role is as a Junior Evaluator with fragrance house Seven Scent. *"I found that completing the ICATS course has made me much more aware of the different areas of the fragrance business,"* said Rebecca. *"I learnt a lot about areas I wasn't previously particularly interested in and found that in the context of perfumery, even financial management was interesting! It was also a great opportunity to learn more about classic fragrances and their development, and about how perfumery has changed over time. I would recommend the course to anyone within the perfumery industry, or even anyone with an interest in the area. It is very rewarding to learn a lot about an industry that actually many people don't even realise exists!"*

Further information on ICATS can be obtained from Dr Tony Curtis, ICATS Director of Studies (aroma@plym.ac.uk).

2014 Flavourist Course

Next year's IFEAT-sponsored Flavourist Course will be held from 6th to 23rd May, 2014.

For more information, please contact Professor Don Mottram, Department of Food and Nutritional Sciences, University of Reading (flavourist@reading.ac.uk).
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Rebecca Mulcahy



My favourite... Vanilla

By Colin Ringleib



Colin Ringleib

My favorite raw material is vanilla. Vanilla is one of the treasures the New World, the Americas, provided to Europe. Used by the natives in Mexico to flavor their cocoa based beverage, vanilla rapidly grew into the world's favorite flavor. What makes it my favorite is a mixture of factors, including the growing practices, post-harvest development of flavor during curing, its universal role in flavorings and the commercial lessons it can offer to all who participate in natural raw material industries.

The vanilla orchid is a very challenging plant to grow to produce green vanilla beans even though it has found success being grown around the world. The original problem growers had to solve was although vanilla orchids grew outside of Mexico, they did not form the green beans. Ultimately it was traced back to the fact that in Mexico, a special bee was present with the right dimensions to properly pollenate the vanilla flowers. In other growing areas each flower must be hand pollinated, which means successful commercial growing best occurs where the costs of labor are very low.

The second interesting characteristic is the complex multi-step process required to convert a flavorless green bean into the vanilla bean with its wonderfully complex flavor and aroma. While much is made of its

characterizing chemical vanillin, real vanilla is so much more complex and offers a flavor richness still difficult for flavorists to match. Blanching, sweating, drying, maturing, sorting and bundling over a six month period develop the aroma chemistry required. Again this process is very labor intensive and if done improperly, a poor or worthless product is obtained. This process is still often done locally despite attempts to modernize and standardize the methods.

The third fact is the importance of vanilla, vanillin and related chemicals to the flavorist and perfumer. Most flavor blends benefit from its artistic addition. Vanilla notes add richness and body to the flavor or fragrance, which is often not recognized as vanilla in the finished product. Vanilla is critically important in beverages, bakery, dairy and confectionary to name but a few food categories.

The last reason is probably an important lesson for everyone involved in natural aroma materials. For many years, the Madagascar government basically controlled pricing and availability of vanilla. Prices stayed stable and the market had the needed levels of vanilla beans from stocks held in Madagascar. Wiser international groups decided that this should change and stocks were liquidated and prices dropped a little. Then a tropical cyclone devastated significant amounts of the Madagascar vanilla crop. Prices shot up to levels more than ten times any historical norm. The high prices incentivized a number of other geographies to plant vanilla but it takes 3-5 years before new plantings yield



vanilla beans. The very high prices and lack of supply at any price led users to reformulate their products and the demand allowed the flavor industry to create a range of new technologies which could deliver flavor properties very similar to that of natural vanilla beans. Once reformulation was successful, few users would return their formulas to the use of vanilla beans again.

This second stage of the perfect storm struck as Madagascar production recovered, production in the new regions was maturing and market demand was significantly reduced. The excess supply saw prices crash, with most of the new supply locations being unable to sell their product and it has taken years for some equilibrium to begin to come back into a now smaller market. This highlights how fragile such markets can be, especially given the low system wide buffer inventory and the often imprecise supply/demand signals. This is then layered with the risk that users may substitute materials if price or availability becomes a serious issue.

Vanilla is a wonderful material that I hope will continue to be an important ingredient forever.

IFEAT ROME 2014



SAVE THE DATE!

2014 IFEAT Conference to be held in Rome with the theme:

THE MEDITERRANEAN
ROME CAVALIERI
WALDORF ASTORIA HOTELS & RESORT
21ST TO 25TH SEPTEMBER 2014



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2014 IFEAT Study Tour

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

Members are advised to book their places on the 2014 Study Tour in good time as numbers will be limited. Please contact the IFEAT secretariat if you have any questions.

