



ICE CREAM TECHNOLOGY CONFERENCE

PROGRAM

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APRIL 10-11, 2018 | SANIBEL HARBOUR MARRIOTT RESORT | FORT MYERS, FL

7:30 – 8:30 AM | Palms Ballroom (Queen)

Networking Breakfast

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8:30 – 8:45 AM | Palms Ballroom (Royal & Sabal)

Welcome Remarks

Speaker: Cary Frye, *Senior Vice President, Regulatory Affairs, International Dairy Foods Association*

8:45 – 9:30 AM | Palms Ballroom (Royal & Sabal)

Creating Disruption in the Ice Cream Market

The current consumer landscape prioritizes quality over quantity when it comes to ice cream selection. The term “quality,” however, has evolved to mean so much more than super-premium, which for a long time referred to low-overflow, high-milkfat, extra-indulgent ice cream. Today, quality in the mind of consumers refers to ingredient sourcing, processing methods and even nutrition profile. A new generation of ice cream entrepreneurs is disrupting the ice cream category with everything from global and local flavors, small-batch and hand-packed options, and sports nutrition to snack products. To stay competitive, you must create your own disruption. Get inspired.

Speaker: Donna Berry, *Food Scientist, Editor and Consultant, Dairy & Food Communications Inc.*

9:30 – 10:00 AM | Palms Ballroom (Royal & Sabal)

Constructing a Conversation About Ice Cream

The only thing that could rival Americans’ passion for eating ice cream is their love of talking about ice cream. IDFA receives more social media traffic during National Ice Cream Month than in any other, and the overwhelming majority of media requests are for positive stories on the sweet treat. Ice cream and frozen dessert professionals can engage this growing audience, which is hungry for more information on flavors, ingredients and how their favorite desserts are made. Learn IDFA’s secret recipe for storytelling success, along with the topics, tools and techniques to use to engage in the national ice cream conversation.

Speaker: Audra Kruse, *Manager of Communications, International Dairy Foods Association*

10:00 - 10:30 AM | Palms Ballroom Foyer

Networking Break

10:30 – 11:15 AM | Palms Ballroom (Royal & Sabal)

The Halo Effect: Dairy Ingredient Selection for Formulating High-Protein Ice Cream

Choosing the right dairy protein ingredient is important for formulating good-tasting, protein-enhanced frozen desserts. Understanding the basics of how milk and whey protein ingredients differ in functionality is a good way to start the development process and to avoid product defects. Learning how to optimize ingredient performance in frozen desserts is key to making a product that can deliver not only nutrition but also flavor and texture.

Speaker: Kimberlee J. Burrington, *Dairy Ingredient Applications Coordinator, Wisconsin Center for Dairy Research, University of Wisconsin–Madison*

11:15 AM – Noon | Palms Ballroom (Royal & Sabal)

Food Allergen Management in the Ice Cream Industry

Undeclared allergens remain the leading cause for more food recalls than any other form of contamination. These recalls are common for dairy products, especially ice cream. This session will cover details on allergen concerns and prevention, the components of an allergen-control plan, validation and verification of allergens, and the future of food allergens.

Speaker: Danielle Wellington, *Territory Manager, Dairy Food Safety Solutions, Neogen*

Noon – 1:30 PM | Island Room

Networking Lunch and Roundtable Discussions

We invite you to join colleagues for a lunchtime roundtable discussion where you can network with those who share similar interests or responsibilities and discuss the hottest industry topics. Each roundtable will be hosted by a subject matter expert who will facilitate the discussion. These sessions are designed to encourage you to exchange experiences and insights with colleagues. Additional lunch tables will be available for those who prefer to network informally.

1:30 – 2:15 PM | Palms Ballroom (Royal & Sabal)

Sensory Analysis of Ice Cream

Let’s explore methods used by industry professionals and academia to analyze and evaluate the flavor, texture and appearance of ice cream, as well as the scoring methods and language they apply to give meaningful understanding to the good and bad characteristics of ice cream. This session will give you insights to use in developing future products and judging entries in the Innovative Ice Cream Flavor Competition.

Speaker: Don Holly, *Director of Technical Services, Rhino Foods, Inc.*

2:15 – 3:15 PM | Gardens Ballroom

Innovative Ice Cream Flavor Competition, Part I – Most Innovative Flavor and Most Innovative Novelty

Don’t miss your chance to help judge the annual Innovative Ice Cream Flavor Competition! Taste the latest and most interesting flavors and novelties and vote for your favorites. In this session, attendees will judge samples for the Most Innovative Ice Cream Flavor and the Most Innovative Ice Cream Novelty Product currently in the market. Awards will be given for first, second and third place in each category. Winners will be featured in an upcoming edition of Dairy Foods magazine.

3:15 – 3:30 PM | Palms Ballroom Foyer

Networking Break

3:30 – 4:00 PM | Palms Ballroom (Royal & Sabal)

Understanding California’s Proposition 65 Laws

Unless you live in California, you may not be aware of the state’s “Safe Drinking Water and Toxic Enforcement Act of 1986,” better known as “Proposition 65,” that requires businesses to notify consumers about the presence of certain chemicals in the products they purchase. This session will explain how chemicals are added to the Prop 65 list and what the requirements are for companies selling products in California. IDFA’s outside legal counsel Joe Levitt will cover the intricacies of this regulation, which is managed by California’s Office of Environmental Health Hazard Assessment (OEHHA) and includes unique enforcement and bounty hunter provision.

Speaker: Joseph Levitt, *Partner, Hogan Lovells US, LLP*

4:00 – 5:00 PM | Gardens Ballroom

Innovative Ice Cream Flavor Competition, Part II – Most Innovative Prototype Flavor

Part II of this year’s Innovative Ice Cream Flavor Competition is devoted to the Prototype Ice Cream Flavor category. These entries are new products that are not yet in the market. Come taste and judge the samples for yourself, and help choose the winner. Awards will be given for first, second and third place.

5:30 – 7:00 PM | Palms Garden Foyer & Garden Veranda

Networking Reception

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7:15 – 8:15 AM | Palms Ballroom (Queens)

Networking Breakfast

8:15 – 8:30 AM | Palms Ballroom (Royal & Sabal)

Presentation of Innovative Ice Cream Flavor Competition Awards

The votes are cast, and the competitors have been anxiously awaiting the results. Be there to see the winners claim their new titles as Ice Cream Flavor innovators!

Master of Ceremonies: Tom Imbordino, *Publisher, BNP Media*

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8:30 – 9:30 AM | Palms Ballroom (Royal & Sabal)

Ice Cream Structure and its Practical Implications for Product Performance and Clean-Label Formulations

Much research in the last several years has been devoted to understanding the main structural elements in ice cream, such as fat, air and ice, and the unfrozen phase where they are formed and interact. This session will review these structural elements and how they can be controlled through ingredients and processes to optimize for product performance attributes such as dryness, shaping and shape retention, meltdown, texture and shelf life. It will also discuss the impact of clean-label formulation modifications on structure and anticipated product performance.

Speaker: H. Douglas Goff, Ph.D., *Professor, University of Guelph, Canada*

9:30 – 10:00 AM | Palms Ballroom (Royal & Sabal)

The Role of Meltdown in the Sensory and Quality Attribute Evaluation of Ice Cream

The parameters for ice cream product development are being shaped by new composition and ingredient constraints for natural and good-for-you products. These parameters have eliminated or restricted the use of ingredient tools historically used to achieve structural properties that provide the perception of creaminess and richness associated with excellence in quality. That change makes it even more important to include the evaluation of structural properties in an ice cream quality-control program. This presentation will describe the role of observing and interpreting meltdown behavior in that evaluation.

Speaker: Bruce Tharp, Ph.D., *Principal, Tharp Food Technology*

10:00 – 10:30 AM | Palms Ballroom Foyer

Networking Break

10:30 – 11:15 AM | Palms Ballroom (Royal & Sabal)

New Solutions for Reducing Byproduct Loss in Ice Cream Manufacturing

Not every pound of ice cream makes its way into the final package. Losses in byproduct can occur during each step of the process, including mix making, holding tanks, freezing, flavoring and packaging. Some plants estimate that the loss of valuable byproduct can reach millions of dollars annually. It's time for new thinking in the ice cream industry on how to use the fat, protein and sugar rather than sending them to the waste steam or for use in animal feed. Our panelists will discuss the challenges and research suggestions as we kick off IDFA's initiative to seek government funding sources for developing new uses of ice cream byproduct.

Moderator: Cary Frye, *Senior Vice President, Regulatory Affairs, International Dairy Foods Association*

Panelists: Brian Perry, *Executive Vice President and Chairman, Perry's Ice Cream Company, Inc.*

Jim Rogers, *Special Projects Consultant, Wells Enterprises, Inc.*

Peggy Tomasula, Ph.D., *Research Leader, U.S. Department of Agriculture – Agricultural Research Service*

11:15 AM – Noon | Palms Ballroom (Royal & Sabal)

Knowing Your Rights When FDA Knocks at the Door

With the Food and Drug Administration stepping up ice cream facility inspections, it is critical that plant personnel understand their obligations for complying with the new Food Safety Modernization Act rules, as well as know their rights and where FDA's authority ends. IDFA outside legal counsel and FDA expert, Joe Levitt, will provide practical information on records access, photography and other key inspectional issues to help industry professionals be prepared to manage an inspection when FDA knocks on the door.

Speaker: Joseph Levitt, *Partner, Hogan Lovells US, LLP*

Noon – 1:00 PM | Palms Pool Deck

Networking Lunch

1:00 – 1:30 PM | Palms Ballroom (Royal & Sabal)

Research Update: Effect of Fat Content on the Physical Properties and Consumer Acceptability of Vanilla Ice Cream

This session will reveal new research that examines what happens when the fat level in ice cream is reduced while increasing amounts of maltodextrin are added to the product. Interestingly, consumer acceptability did not differ significantly across the samples of fresh or stored ice cream that contained five different combination levels of fat and maltodextrin. In fact, removing fat and replacing it with maltodextrin caused minimal changes in physical properties in the ice cream and mix and did not change consumer acceptability for either fresh or stored ice cream.

Speaker: Robert Roberts, Ph.D., *Professor and Head of Food Science, Penn State University*

1:30 – 2:15 PM | Palms Ballroom (Royal & Sabal)

Spotlight on Sanitation: Challenges and Solutions for Ice Cream Manufacturing

Proper cleaning and sanitation is at the heart of any food safety and quality program. Ice cream manufacturers have to manage a wide variety of ingredients and inclusions and thus face a variety of sanitation challenges, so it is important to have confidence that your sanitation standard operating procedures (SSOPs) are tailored to your operation and getting the job done to prevent food quality and safety problems from hurting your business, your brand and your customers. In this session, a sanitation expert from Ecolab, a global leader in providing cleaning and sanitation solutions to the food industry, will share critical information and experiences from our industry in dealing with these challenges.

Speaker: Marlin "Vance" Brown, *Area Technical Support Coordinator, Ecolab*

2:15 – 2:45 PM | Palms Ballroom Foyer

Networking Break

2:45 – 3:45 PM | Palms Ballroom (Royal & Sabal)

IDFA Regulatory Update

This past year has brought many proposed and final changes to food regulations. What will these changes mean for ice cream and frozen desserts? Bring your questions for IDFA's regulatory experts and learn about FDA's regulatory reform initiative, the latest on partially hydrogenated oils and trans fat, and bioengineered food labeling, as well as the latest food safety issues.

Speakers: John Allan, *Vice President, Regulatory Affairs & International Standards, International Dairy Foods Association*

Michelle Matto, R.D.N., *Principal, AM Food & Nutrition, and Consultant to IDFA*



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