



# ICE CREAM TECHNOLOGY CONFERENCE

APRIL 16-17, 2019 | THE VINOY RENAISSANCE | ST. PETERSBURG, FL

## PROGRAM

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**7:30 – 8:30 AM | Vinoy Grand Ballroom Foyer**

### Networking Breakfast

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**8:30 – 8:45 AM | Vinoy Grand Ballroom**

### Welcome Remarks

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

**8:45 – 9:30 AM | Vinoy Grand Ballroom**

### Resilience and Growth: Perspectives from McKinsey & Company

In a world where consumer preferences change rapidly, where volatility impacts margins along the value chain, where new trade barriers are erected, how can the U.S. dairy and ice cream industry meet future challenges and be positioned for growth over the next few decades? Get in-depth answers from McKinsey's latest research unveiled at IDFA's Dairy Forum 2019.

**Speaker:** Christina Adams, Associate Partner, McKinsey & Company

**9:30 – 10:15 AM | Vinoy Grand Ballroom**

### FSMA Rules on Mitigation Strategies to Protect Food Against Intentional Adulteration

The first compliance date for the Intentional Adulteration (IA) rule is coming out this summer. Now is the time to learn the key requirements of the IA rule and guidance FDA has provided for developing and implementing food defense plans. This session will also discuss the training requirements in the rule, FDA's inspection and implementation plans, and industry approaches to compliance.

**Speaker:** Elizabeth Fawell, Partner, Hogan Lovells US, LLP

**10:15 – 10:45 AM | Vinoy Grand Ballroom Foyer**

### Networking Break

Sponsored by:  **Denali**  
Ingredients

**10:45 – 11:30 AM | Vinoy Grand Ballroom**

### Why Are Consumers Craving Plant-based Diets?

Just looking at market trend data and the supermarket shelves shows consumers are demanding plant-based alternatives to dairy products. We will explore what is driving this demand and the emotional and social forces influencing this food and diet choice. How can the ice cream industry understand and leverage this changing landscape of vegan and flexitarian diets?

**Speaker:** Janet Helm, MS, RDN, Chief Food and Nutrition Strategist, Weber Shandwick

**11:30 AM – 12:15 PM | Vinoy Grand Ballroom**

### Control of Listeria in Ice Cream Manufacturing

Leading academic Dr. Rankin will review recent food-borne illnesses associated with frozen desserts as well as what root causes existed in such outbreaks. He will present findings of studies focused on the hygienic design of equipment used in frozen dessert manufacturing. He will also present results of his research involving ice cream containing the pathogen, *Listeria monocytogenes*.

**Speaker:** Scott Rankin, Ph.D., Professor and Chair, Food Science, University of Wisconsin-Madison

**12:15 – 1:30 PM | Plaza Ballroom**

### Networking Lunch and Roundtable Discussions

Join colleagues for a lunchtime roundtable discussion designed to exchange experiences and insights and discuss the hottest industry topics. Each roundtable will be hosted by a subject matter expert who will facilitate the discussion. Additional lunch tables will be available for those who prefer to network informally.

**1:30 – 2:00 PM | Vinoy Grand Ballroom**

### FDA Policy and Pathway for Cannabidiol (CBD) in Foods

Cannabidiol (CBD) is a naturally occurring compound found in the resinous flower of cannabis, a plant with history as a medicine going back thousands of years. Today, the therapeutic properties of CBD are being tested and confirmed by scientists and doctors around the world. Learn about the hurdles of current regulations as CBD is already approved as a drug for epilepsy which means the compound can't be added to food. Hear FDA's new details about plans to pursue alternative pathways for CBD regulation and how to regulate CBD derived from hemp, which was legalized as part of the 2018 Farm Bill.

**Speaker:** Elizabeth Fawell, Partner, Hogan Lovells US, LLP

**2:00 – 3:15 | Mezzanine Terrace**

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

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.

**3:15 – 3:30 PM | Vinoy Grand Ballroom Foyer**

### Networking Break

**3:30 – 4:15 PM | Vinoy Grand Ballroom**

### Dairy Explores the Use of Blockchain Technology

As consumers today want to know where their food comes from, companies across the globe including the largest U.S. farmer family owned co-op, Dairy Farmers of America, are increasingly embracing blockchain technology. Learn from the company helping the largest U.S. dairy co-op how farmers and manufacturing plants are launching a pilot to explore this new technology for tracing food and ingredients.

**Speaker:** Ami Patel, Director, Product Strategy, Ripe.io

**4:15 – 5:00 PM | Mezzanine Terrace**

### 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 | Tea Garden Patio**

### Networking Reception

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FOODS

Join the Conversation Online  
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**7:15 – 8:15 AM | Vinoy Grand Ballroom Foyer**  
**Networking Breakfast**

**8:15 – 8:45 AM | Vinoy Grand Ballroom**

### **Presentation of Innovative Ice Cream Flavor Competition Awards**

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

**Master of Ceremonies:** Kathie Canning, *Editor-in-Chief, Dairy Foods magazine*

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**8:45 – 9:15 AM | Vinoy Grand Ballroom**

### **American Appetite for Artisanal Ice Creams**

Learn how to be nimble, creative and successful from Salt & Straw, an artisanal ice cream company. In her role at the OSU Food Innovation Center, Sarah Masoni has helped hundreds of food companies launch innovative new products and exciting flavors. Salt & Straw was one of those shining stars. You can learn what it takes to start an artisanal ice cream company and the secrets to their flavors during a conversation with Sarah and Tyler.

**Speakers:** Tyler Malek, *Co-Founder and Head Ice Cream Developer, Salt & Straw Ice Cream*

Sarah Masoni, *Director of Process and Product Development, Food Innovation Center, Oregon State University*

**9:15 – 10:15 AM | Vinoy Grand Ballroom**

### **Challenges and Strategies for Formulating Plant-based Frozen Desserts**

When it comes to formulating plant-based frozen desserts, half the battle is knowing which ingredients are available and the thought process behind adjusting formulations around those ingredients. An overview of plant-based ingredients and their potential impact on mix balancing due to compositional differences will be presented that will provide helpful suggestions for screening plant-based ingredients. We will showcase samples that are real cause-and-effect examples of key formula manipulations to explore in ice cream base development.

**Speaker:** Caleb Wagner, *Food Technologist, Agropur Ingredients*

**10:15 – 10:45 AM | Vinoy Grand Ballroom Foyer**  
**Networking Break**

**10:45 – 11:30 AM | Vinoy Grand Ballroom**

### **A Look at Ice Cream and Frozen Dessert Trends – Driven by Innovation, Sustained by Proven Sellers**

Nielsen based market research provides rich insights into consumer behaviors. This session will take a high-level view of the current demanding food and retail environment and then a deeper dive into the ice cream and frozen dessert category. Looking into the mind of consumers you will find out what may be the next trend.

**Speaker:** Jon Vander Woude, *Vice President of Marketing, Denali Ingredients*

**11:30 AM – 12:15 PM | Vinoy Grand Ballroom**

### **Milk, Semi Sweet or Dark: What is Your Chocolate Ice Cream Preference?**

A leading flavor company will share insights from a new study on the current chocolate ice cream landscape in the U.S. Their research looks at twenty-five chocolate ice cream market products that have been flavor profiled and clustering analysis has revealed that there are three major flavor segments in the U.S. market place: milk, semi-sweet, and dark chocolate.

**Speaker:** Karen Garcia, *Sensory Specialist, Symrise, Inc.*

**12:15 – 1:15 PM | Mezzanine Terrace**  
**Networking Lunch**

**1:15 – 2:00 PM | Vinoy Grand Ballroom**

### **The Role of Food Standards in Protecting Supply Chain Integrity**

Food supply chains are becoming increasingly complex, creating multiple opportunities to damage the integrity of the food supply, either intentionally or unintentionally. Supply chains that involve high-value ingredients, such as those used in premium ice cream and innovative products are particularly vulnerable. For food ingredients, protection relies on being able to demonstrate that each ingredient has the appropriate composition as defined by standards that include descriptions of the necessary identity, purity, maximum levels of contaminants, and absence of adulterants. Ingredient standards are a resource that makes it possible for all participants in the supply chain to align expectations and communicate on an equal basis. Learn the importance of food ingredient standards and show how they are developed for the Food Chemicals Codex.

**Speaker:** Steven Gendel, Ph.D., *Senior Director, Food Science, Food Chemicals Codex, US Pharmacopeia*

**2:00 – 2:45 PM | Vinoy Grand Ballroom**

### **Regulatory Update**

IDFA's regulatory team will provide you with an overview of the new regulations and pending policies that could impact your business. We will cover the FDA's Nutrition Innovation Strategy's impact on labeling and standards for dairy and plant-based products and review details of USDA's Bioengineered Food Disclosure Standard. Compliance with FDA's preventive controls and intentional adulteration rules will also be highlighted.

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

John Allan, *Vice President, Regulatory Affairs and International Standards, International Dairy Foods Association*

Michelle Matto, RDN, *Principal, AM Food & Nutrition*

**2:45 – 3:00 PM | Vinoy Grand Ballroom Foyer**  
**Networking Break**

**3:00 – 3:25 PM | Vinoy Grand Ballroom**

### **Tech Talk: Ice Cream Overrun Measurement**

It is a challenge for ice cream makers to control the right amount of air incorporated in the ice cream at the freezer where inconsistency can result in texture defects, production inefficiencies and time losses. KROHNE offers an innovative strategy to continually measure overrun right after the freezer in the process line, to automatically optimize the amount of air added. The strategy is based on an on-line density measured generation of Coriolis mass flow meters combined with in-line pressure and temperature measurements. Attendees will learn how to integrate this technology in an ice cream line after a freezer and see some results that correlate in-line predictions with off-line overrun measurements.

**Speaker:** Olivier Réglat, Ph.D., *Food and Beverage Industry Manager, KROHNE Inc.*

**3:25 – 3:50 PM | Vinoy Grand Ballroom**

### **Tech Talk: In-house Chocolate Manufacturing**

Packint Chocolate Equipment founded in 1992 specializes in chocolate equipment and offers ice cream processors solutions for in-house production of chocolate for enrobing, coatings, topping and inclusion pieces for ice cream. Packint offers integrated chocolate systems for production of chocolate formulas for ice cream as well as special programs for the low season with equipment to produce chocolate tablets, chips, bars, etc. In-house chocolate production allows for flexible, independent supply, quality control and cost savings.

**Speaker:** Lorenzo Datei, *Owner Packint Chocolate Equipment, Superior Ice Cream Equipment, LLC*

**3:50 – 4:00 PM | Vinoy Grand Ballroom**  
**Wrap Up**



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