



Wageningen, The Netherlands

21-24 March 2016

7th International Advanced Course
**Sensory Perception & Food Preference:
Affective drivers of food choice**

Organized by Graduate School VLAG, in co-operation with
the Division of Human Nutrition of Wageningen University (WU)

Background

Food preferences are a major determinant of food intake, and are largely driven by sensory properties of, and emotional responses towards food products. The course will focus on how food preferences develop and how they are maintained or changed in later life. Special attention will be devoted to perceptual and sensory determinants of preference behaviour and food intake. However, sensory factors do not function in isolation; they act within a certain context and can elicit emotional responses. A large part of the course will be devoted to emotion and affective responses in relation to consumer behaviour, and the various methodology available to measure this.

Course aim

The aim of this advanced training course is to acquire expertise regarding the major determinants of food preferences: affective drivers and sensory perception; to obtain knowledge and experience in different methods on how to measure and analyse these aspects.

Course design

The course will be mainly composed of lectures with ample opportunity for discussions. There will be short presentations of the research plans of the participants, an excursion to the Restaurant of the Future, as well as a workshop/demo on various methods to measure and analyse behavioural responses to food products

Participants

The course is at graduate level and aims at food scientists, nutritionists and other sensory- or consumer behaviour-related professionals. The course may be valuable for graduate students working on a PhD related to eating or consumer behaviour, or emotion and sensory perception, and for those working in the food industry.

Organization

Dr. S. Boesveldt, Prof. C. de Graaf, Dr. G. Jager,
Wageningen University, Division of Human
Nutrition

Mrs. Ingeborg van Leeuwen-Bol
Graduate School VLAG

Workshops

Dr. J.M. van der Horst, Wageningen UR, Food &
Biobased Research

Dr. L. Loijens, Noldus

Other Faculty

Dr. S. Griffioen-Roose or Dr. S. Lindeman,
FrieslandCampina

Dr. I.E. de Hooge, Dr. B. Piqueras Fiszman,
Wageningen University, Marketing and Consumer
Behaviour

Dr. S. Kremer, Wageningen UR, Food & Biobased
Research

Dr. H.L. Meiselman, Senior Research Scientist
(retired), Natick Labs, USA

Dr. H.N.J. Schifferstein, TUDelft, Department of
Industrial Design

Dr. P.A.M. Smeets, Wageningen University,
Division of Human Nutrition

Dr. E.H. Zandstra, Unilever R&D Vlaardingen

Dr. H. van Zyl, Heineken, Sensory and Product

Program topics

- the role of emotions in food preference
- development of and changes in preference over the life span
- marketing and consumer side of eating behaviour and emotions
- the role of emotions in non-food related consumer behaviour
- methodology of measuring affective responses and food preferences
- multisensory perception and experience
- the role of sensory perception in food preferences
- an industry perspective on the role of sensory science
- food perception and affective responses in the brain

Course details

Duration/Language:

The course will be held from Monday 21 -24 March 2016, and will be conducted in English.

Study load:

The study load of this course is 1,1 ECTS credit

Venue/accommodation:

Lectures and demonstrations will be given at hotel and conference centre Hof van Wageningen and at the University campus. The town Wageningen is located 5 km from the train station of Ede-Wageningen. This railway station can be reached by train from Schiphol Airport in about one hour. A number of hotel rooms have been blocked at Hof van Wageningen for course participants, but only until 6 February 2016. Accommodation costs are €70 (single room; incl. breakfast, excl. Tax) per night. For information visit www.hofvanwageningen.nl. Participants have to book their own hotel room by sending an e-mail to info@hofvanwageningen.nl. Please mention booking code SENS16.

Fee

The course fee is, (including course material, practical work, lunches/tea/coffee and one dinner):
€200: PhDstudents affiliated with VLAG
€500: PhD-students
€700: University staff/Non-Profit organisation
€1600: Industry / For-Profit

Registration:

The number of participants to the course is limited to 35. You can register on-line at: <https://nl.surveymonkey.com/r/Sense2016>
The final registration date is 15 February 2016. Registrations are accepted in the order in which the registration form and course fee payment are received. Applicants will be informed of acceptance of their registration within two weeks of the final registration date. They will then receive instructions for payment, a letter of acceptance to apply for a visa (if applicable), and further course details.

Cancellations may be made free of charge until 14 February 2016. After this date the charge will be 25 % of the course fee already paid or due. Substitutions for participants may be made until the start of the course.

Information:

For more information about the content, please contact Mrs. Dr. Sanne Boesveldt:

sanne.boesveldt@wur.nl

For more information with respect to logistics, please contact:

Mrs. Ingeborg van Leeuwen-Bol

E-mail: ingeborg.vanleeuwen-bol@wur.nl



Registration before 15th February 2016

<http://www.vlaggraduateschool.nl/courses/sens-percept.htm>

INFORMATION

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