

VLAG Course 'Sensory Perception & Food Preference; the age of pleasure
5 – 9 March 2024, Wageningen, the Netherlands

DAY 1 – Tuesday 5 March - Location: B0707 (Forum)		
12:00-13:00	Arrival and registration	
13:00-13:30	Welcome and introduction to the course "Sensory perception and Food Preferences; the age of pleasure"	Sanne Boesveldt
13:30-14:30	Presentations	participants
14:30-15:00	<i>Coffee/tea break & group picture</i>	
15:00-17:00	Presentation	participants
17:00-17:30	Lecture: "A Role for "Liking" in the Age of Pleasure"	Ciaran Forde
18:30	Course dinner at Restaurant H41 , Herenstraat 41, Wageningen	participants & lecturers

DAY 2 – Wednesday 6 March - Location: B0707 (Forum)		
09:00-09:10	Start introduction course day	Sanne Boesveldt
09:15-10:00	Lecture: "Measuring liking for consumer and products insights"	Wim Vaessen
10:05-10:50	Lecture: "Pleasure in the brain - can we really measure it and is it predictive of eating behavior?"	Paul Smeets
10:55-11:15	<i>Coffee/tea break</i>	
11:15-12:00	Lecture: "Liking in relation to intake"	Dave Clayton
11:15-12:00	Lecture: "Designing taste profiles consumers love"	Katja Tiittinen
12:55-13:40	<i>Lunch</i>	
Location: Helix		
13:45-15:20	Workshop 'cooking for people with smell or taste loss'	Eric-Jan de Smaakman
15:25-15:45	<i>Coffee/tea break</i>	
15:45-16:30	Lecture: "Application of Unsupervised and Supervised Machine Learning Techniques to Liking and Preference Data"	Thierry Worch
16:35-17:20	Tour HNRU facilities (Human Nutrition and Health – research facilities)	For interested participants

DAY 3 – Thursday 7 March - Location: B0707 (Forum)		
09:00-09:10	Start introduction course day	Sanne Boesveldt
09:15-10:00	Lecture: "Development of food preferences; how do children develop food preferences and their eating behaviour in their early years"	Victoire de Wild
10:05-10:50	Lecture: "Learning, individual differences"	Martin Yeomans
10:55-11:15	<i>Coffee/tea break</i>	
11:15-12:50	Group assignment: <i>Design the most pleasurable meal for a specific population, and how can you measure this?</i>	participants
12:55-13:40	<i>Lunch</i>	
13:45-14:30	Lecture: "Food and Emotion: Adjusting portion sizes into healthier directions while maintaining eating enjoyment"	Gerry Jager
14:35-15:20	Lecture: "Genetic approaches to liking"	Nicola Pirastu
15:25-15:45	<i>Coffee/tea break</i>	
15:45-16:30	Lecture: "A tale about leaky buckets"	Hannelize van Zyl
16:35-17:20	Working on group assignment	participants

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DAY 4 – Friday 8 March - Location: B0707 (Forum)		
09:00-09:10	Start introduction course day	Sanne Boesveldt
09:15-10:00	Lecture: "Undesired flavours: new sensory-analytical approaches to detect the cause and solve off flavours in food products"	Catrienus de Jong
10:05-10:50	Working on group assignment	participant
10:55-11:15	<i>Coffee/tea break</i>	
11:15-12:00	Lecture: "Food aversions"	Remco Havermans
12:00-12:50	Lecture: "Using disgust to stimulate desirable food behavior"	Rick Schifferstein
12:55-13:40	<i>Lunch</i>	
13:45-15:15	Pitches group assignments	participants
15:15-15:30	<i>Coffee/tea break</i>	
15:30-16:15	Lecture: "Sexual (dis)pleasure"	Charmaine Borg
16:20-16:45	Winners group assignment - farewell	Participants & organisation