

WE WOULD LIKE TO INVITE YOU TO THE INAUGURAL SEMINAR OF
HONORARY PROFESSOR **HILDEGARDE HEYMANN** UC DAVIS USA

ADVANCED SENSORY METHODOLOGIES FOR INNOVATION IN FOOD QUALITY: WHAT DOES THE FUTURE HOLD?

THUESDAY 25 FEBRUARY 2020 10.00 – 13.00

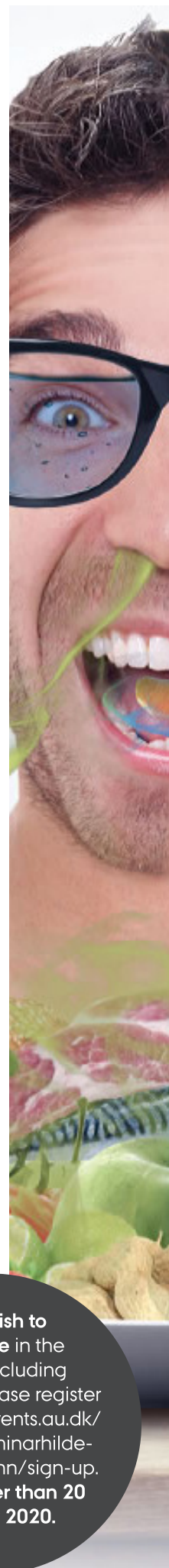
Department of Food Science, Agro Food Park 48, 8200 Aarhus N,
meeting rooms 5910-214 followed by a reception

Please join us for a seminar on the future of advanced sensory methods and their applicability in food quality innovation and eating behaviour. The seminar will also include the inaugural lecture of Honorary Professor Hildegarde Heymann, University of California Davis, United States of America. Whom will be linked to the Food Quality Perception and Society Science (FQS) Team at the Department of Food Science at Aarhus University for the next 5 years.

PROGRAM

- 10.00 – 10.15: Welcome by Michelle Williams *Head of Department AU-FOOD*
- 10.15 – 10.30: “Food Quality Perception & Society - FQS@AU-FOOD”
Professor and science team leader Derek V. Byrne,
Department of Food Science, Aarhus University, Denmark
- 10.30 – 10.50: “Sensory and consumer science in a multi sensory world
- perspectives on methodologies”.
Assistant Professor Line Ahm Mileby,
Department of Food Science, Aarhus University, Denmark
- 10.50 – 11.15: “Appetite driven eating behavior -Sensory science in a food and
health research context”.
Assistant Professor Barbara Vad Andersen,
Department of Food Science, Aarhus University, Denmark
- 11.15 - 11.30: Break
- 11.30 – 12.00: “Food for thought: Predicting and shaping consumer preference
and behaviour”.
Assistant Professor Qian Janice Wang,
Department of Food Science, Aarhus University, Denmark
- 12.00 - 13.00: Inaugural Lecture: “Advanced Sensory Methodologies for Innovation
in Food Quality”.
Professor Hildegarde Heymann,
*Honorary Professor, Department of Food Science, Aarhus University
and Professor University of California Davis, United States*
- 13.00 - 14.00: Reception

If you wish to participate in the Lecture, including reception please register on: <https://events.au.dk/inauguralseminarhildegardeheyman/sign-up.html> **not later than 20 February 2020.**



APPETIZER ADVANCED SENSORY METHODOLOGIES FOR INNOVATION IN FOOD QUALITY: WHAT DOES THE FUTURE HOLD?

INAUGURAL LECTURE: PROFESSOR HILDEGARDE HEYMANN,
*Honorary Professor Department of Food Science, University of Aarhus and
Professor of Sensory Science, Department of Viticulture and Enology, University of California
Davis, United States of America. Email: hheyman@ucdavis.edu.*

Professor Hildegard Heymann from University of California Davis has been appointed as Honorary Professor in 'Advanced Sensory Methodologies for Innovation in Food Quality' at the Department of Food Science at Aarhus University.

Professor Heymann, when reflecting on her career shows her passion for sensory science saying that 'Forty years ago on January 7, 1980 I walked into RoseMarie Pangborn's FST 107 course, Sensory Evaluation of Foods. Within weeks I knew that this was what I wanted to do for the rest of life and I was lucky enough to be able to do just that. I have worked since then in a field that I love and have seen it grow and thrive'.

With the appointment of Professor Hildegard Heymann linked to the Food Quality Perception and Society Team, with effect from 1 August 2019, the Department of Food Science will strengthen its already existing ties with University of California Davis and continue to develop its leading international research profile in sensory science. The appointment will be for a five-year period.

Hildegard Heymann is the world leading expert in the field of key sensory science methodologies in relation to food quality. Her research interests lie in applying the latest insights in measurement methods concerning the multisensory nature of human food perception in everything from the design of food to fundamental improvement of core sensory methods. Professor Heymann has also spe-

cialized in the application of data analysis in human perception contexts and food quality development for healthier eating. Professor Heymann on her presentation focus says 'In this inaugural lecture I would like to talk about the past, the present and the future of Sensory Science. How did we get here, what are we doing or not doing today and what does that mean for the future of our science?'

'Professor Heymann is a sensory scientist who questions the fundamentals and seeks to understand what others take as given and do not investigate further in the human senses and food quality area. Thus, Professor Heymann continues to challenge and push for the fundamentals of sensory science to be continually explored and validated', says Professor Derek V. Byrne, science leader of Food Quality Perception and Society at Department of Food Science at Aarhus University.

Professor Heymann in conclusion notes 'I am very excited at the opportunity this appointment affords in working in synergy with the Aarhus University and the Food Quality Perception and Society Team to strengthen our research applicability to the Danish food industry through new sensory methodologies'. 'Furthermore, I also have an keen interest in involvement in the Danish food cluster to spread the word on the critical nature of sensory science in applicable and successful food innovation, linked to the new location of The Department of Food Science at Agro Food Park, Aarhus'

