



# **FUNDAMENTALS, FEATURES AND THE FUTURE OF THE MICROWAVABLE FOOD MARKETPLACE**

**OCTOBER 24-26, 2018**

Fall Short Course

Presented by the International Microwave Power Institute

Hosted by Campbell's Soup World Headquarters

Camden, New Jersey, USA



**NETWORKING • FOOD COMPANY PROFESSIONALS • INDUSTRY LEADERS • SMART OVENS • TRENDS**

**CONSUMER INSIGHT • BEST PRACTICES • PACKAGING • PRODUCT DEVELOPMENT**

**DIELECTRIC PROPERTIES • LABELING • FOOD SAFETY • INNOVATION • NUTRITION**

**TESTING • MICROWAVE PROCESSING • MICROWAVABLE FOOD PRODUCTS**

**SOLID STATE • PREPARATION INSTRUCTIONS**

# AGENDA

## WEDNESDAY, OCTOBER 24, 2018

12:30pm - 5:00pm

### **PRE-SHORT COURSE:**

#### **Microwave 101: Microwave Oven Technology & Product Testing**

*(optional – additional fee applies)*



#### **Instructor: Bob Schiffmann**

R.F. Schiffmann Associates Inc.

This 4.5-hour course will cover:

- **Fundamentals of microwave heating:**
  - How do microwaves heat foods?
  - What food properties affect the heating?
  - Influence of Specific Heat Capacity & Thermal Conductivity
- **Microwave oven technology:**
  - What are the components of microwave ovens; how do they work?
  - What are the properties of microwave ovens and how do they affect heating?
  - How do microwave ovens differ, i.e. between ovens, within ovens?
- **Microwavable product testing?**
  - What are the essential tests for any product?
    - Normal & abusive testing
  - How many ovens should be used in the test?
  - How should ovens be prepared for testing?
- **Microwave packaging:**
  - What's new in active microwave packaging?
    - Steam packaging

5:30pm - 7:00pm

### **WELCOME RECEPTION**

*at Penn's View Hotel in downtown Philadelphia*

## THURSDAY, OCTOBER 25, 2018

8:10am

### **Shuttle Bus Departs Penn's View Hotel for Campbell's World Headquarters**

8:30am - 9:00am

### **CONTINENTAL BREAKFAST**

9:00am - 9:15am

### **WELCOME & INTRODUCTIONS**

9:15am - 10:15am

### **KEYNOTE PRESENTATION:**

#### **The Evolution & Revolution of Microwave Technology in the Commercial Kitchen**



#### **James K. Pool III, President, TurboChef**

Restaurant industry trends continue to drive the market for faster, more compact, and ventless cooking options. Cooking methods such as combination heating, improved conventional heating, steam, infrared, and digital heating are solidifying accelerated and rapid cooking technologies as "socially acceptable," but determining the right technology isn't as straightforward as it would seem.

10:15am-10:30am

### **COFFEE BREAK**

# THURSDAY, OCTOBER 25, 2018 CONTINUED

10:30am-11:15am

## Technologies and Trends Through a Design Thinking Lens



**Robb Ziegler**, *President, Brandimation*

With its unique and convenient cooking environment, the microwave has consistently offered opportunities for technological packaging innovation. But how do you decide what to explore, and why? In this session, we'll take a look at structural packaging technologies and consumer trends, and how to consider innovation through applied design thinking methods.

11:15am-12:00pm

## Microwave Food Packaging: Challenges and Innovation



**Kay Cooksey**, *Professor and Cryovac Endowed Chair, Clemson University, Packaging Science Program*

We are fortunate to have the safest food possible today yet consumers and media outlets challenge the science on a regular basis. In addition, the recent focus on plastic waste in the oceans and proposed bans on certain materials have continued to drive the search for sustainable packaging solutions. This presentation will address these main issues and how industry can continue to provide solutions to these challenges.

12:00pm-1:00pm

## NETWORKING LUNCHEON

1:00pm-1:20pm

## Key Takeaways from the IMPI 2018 Consumer Microwave Survey Report



**Marie Jirsa**, *Food Scientist II, Tyson Foods*

This presentation will highlight some key findings from IMPI's newly released 2018 Microwaves and Microwavable Foods Report.

1:20pm-2:00pm

## Foundations for Generating Safe Microwave Preparation Instructions



**Jane Freiman**, *Director - Consumer Test Kitchen, Campbell's Soup Company*

This presentation will explore the foundations for generating safe microwave preparation instructions, and the components that go into their generation. Jane will share what she thinks are the right combination of strengths required to provide Preparation Direction Excellence that will deliver a satisfying in home experience for your user.

2:00pm-2:40pm

## Measuring Dielectric Properties of Microwavable Foods



**Jason Wang**, *Senior Process Engineer – Science & Technology, Campbell Soup Company*

The presenter will examine the following questions: What are Dielectric Properties? Why are they important for Microwave Processing? How do you measure them? How do you interpret the results and use them for product or model food testing?

2:40pm-2:55pm

## COFFEE BREAK

2:55pm-3:35pm

## Measuring Performance of Household Microwave Ovens



**Lea Anne Dea RD**, *Culinary Manager, Conagra Brands*

The IEC 60705 output test is the international standard for measuring the performance of household microwave ovens. Learn how to perform the test including equipment required, data collection, output calculations and interpretation of results. Session will include demonstration of the output test.

## THURSDAY, OCTOBER 25, 2018 CONTINUED

3:35pm-4:15pm

### **Introduction to Thermal Imaging using Infrared Technology**



**Jeff Steele**, *Science Segment Engineer - Northeast, FLIR Systems, Inc.*

This talk discusses the physics of how thermal imaging works, and explores the various camera/sensor types and their applications, and explains how the images can be analyzed and exported to other applications.

4:15pm-4:40pm

### **Roundtable Discussion/Panel with Day 1 Presenters**

4:50pm

### **Shuttle Bus Departs for Penn's View Hotel**

6:00pm

**Attendees meet in lobby of Penn's View Hotel to walk to Group Dinner in downtown Philadelphia (optional – additional fee applies)**

## FRIDAY, OCTOBER 26, 2018

8:10am

### **Shuttle Bus Departs Penn's View Hotel for Campbell's World Headquarters**

8:30am - 9:00am

### **CONTINENTAL BREAKFAST**

9:00am - 9:15am

### **WELCOME & INTRODUCTIONS**

9:15am - 10:15am

### **KEYNOTE PRESENTATION:**

### **Reimagining the Home Cooking Experience with RF Technology**



**Dirk Sappok**, *Head of Product Development, Miele USA*

Is it possible to dish up a gourmet dinner and still enjoy spending time with your guests? Miele has revolutionized the art of cooking with a new technological innovation that will surely entertain a group but also provide precisely prepared food every time. With the use of RF technology, the oven and the food are having a dialog to understand when each item is cooked to perfection. This technology will reinvent the home chef and possibly the restaurant experience too.

10:15am-10:30am

### **COFFEE BREAK**

10:30am-11:15am

### **The Future of Food - What Solid State Means for Food Companies & Consumers**



**Michele Sclocchi**, *Director of Technology, IBEX- ITW Food Equipment*

How Solid State RF technology will influence and support the major change in the catering business, in terms of kitchen design, back-side organization and final products that will be served to the customers. The speech will be supported with real cases examples.

11:15am-12:00pm

### **Alternate Interfaces for the Future Microwaves – Next Generation Controls**



**Shawn M. Stover**, *Vice President – SmartHome Solutions, General Electric Appliances*

Alternative controls for the future of cooking that can provide manufacturers with the flexibility they need and consumers with the convenience they desire. How voice, scanning and apps can take food and interaction to the next level.

12:00pm-1:00pm

### **NETWORKING LUNCHEON**

## FRIDAY, OCTOBER 26, 2018 CONTINUED

1:00pm-1:45pm

### Where Are They Now? Food Industry Opportunities in Microwave Processing



**Bob Schiffmann, President, R.F. Schiffmann Associates Inc.**

The 1960s - 1980s saw several innovative microwave systems for the processing of food and food ingredients: vacuum drying of flavors; industrial proofing & baking of bread; microwave proofing and frying of donuts & pastries. Is it time to revive these applications?

1:45pm-2:15pm

### Roundtable/Panel with Day 2 Presenters

2:15pm-2:30pm

### CLOSING REMARKS

2:40pm

### Shuttle Bus Returns to Penn's View Hotel

## EARLY BIRD CONFERENCE REGISTRATION FEES

	PRICE
IMPI Members	\$645
Non-Members	\$745
Campbell's Employees	\$400
Student Registration	\$200

*Early Bird rates effective until September 24, 2018. Rates will increase \$100 after that date.*

### Optional Add-Ons:

Microwave 101 Pre-Short Course (Members)	\$150
Microwave 101 Pre-Short Course (Non-Members)	\$200
Microwave 101 Pre-Short Course (Campbell's Employees)	\$100
Student Pre-Short Course	\$100
Group Dinner (inclusive)	\$50/person

**Registration fee includes:** All course materials, shuttle bus transportation to and from the Penn's View Hotel and Campbell's HQ, a Welcome Reception on Wednesday evening at the Penn's View Hotel in downtown Philadelphia, continental breakfasts, coffee breaks and networking luncheons on both Thursday and Friday. There is also an optional Group Dinner at a local Philadelphia restaurant (includes the meal, non-alcoholic beverages, tax and gratuity).

**REGISTER TODAY**

## HOTEL ACCOMODATIONS

Fall Short Course attendees are encouraged to stay at the Penn's View Hotel, located in downtown Philadelphia, just across the river from the Campbell's World Headquarters. To book your hotel at the group rate, call the hotel at (215) 922-7600 no later than Tuesday, October 2, 2018. Each individual must ask for group reservations and identify themselves as members of the IMPI or the provided group code: 128758. Rooms are \$150 for weeknight stays and \$169 per night for Friday and Saturday evening. Complimentary shuttle service will be available to short course attendees to and from Campbell's HQ and the host hotel.