



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

12:00pm

Shuttle Departs Penn's View Hotel for Campbell's World Headquarters

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 essentials 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

5:10pm

Shuttle Departs Campbell's front entrance for Penn's View Hotel

5:30pm - 7:00pm

WELCOME RECEPTION

at Penn's View Hotel in downtown Philadelphia

THURSDAY, OCTOBER 25, 2018

8:10am

Shuttle 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 (via Web Ex)



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:

What's Now and Next: Consumer and Market Trends Impacting Food and Food Preparation



Erin Murray, *Director, Client Solutions, Datassential*

This keynote will discuss the trends shaping the kitchen appliances of the future from novel ethnic formats and health personalization to tech advancements like automation, advanced delivery, and machine learning.

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 term of kitchens 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

CONFERENCE REGISTRATION FEES

	PRICE
IMPI Members	\$745
Non-Members	\$845
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 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.