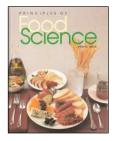


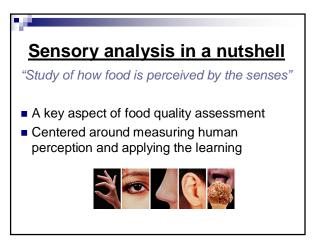
production, processing, preservation and packaging.

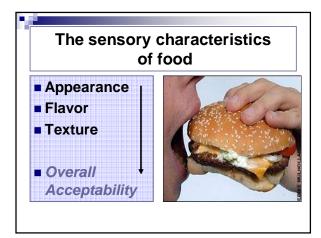


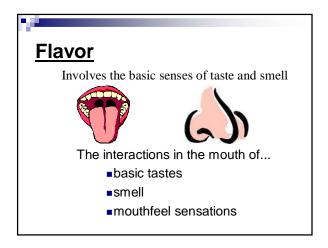


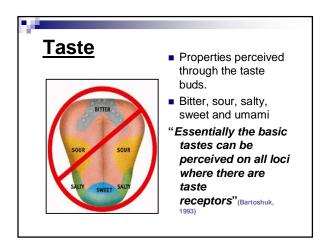
### Food Science is... a discipline concerned with all technical aspects of food, beginning with harvesting or slaughtering, and ending with its cooking and consumption. Wikipedia, 2008

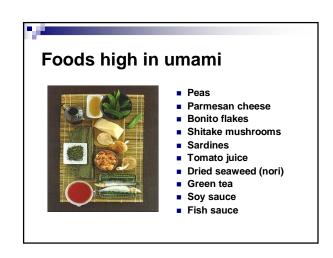
# Food Science involves... Experimentation Experimentation involves measurements Chemical measurements Physical measurements Physicochemical measurements Sensory (human) measurements Reliable measurements involve the Scientific Method

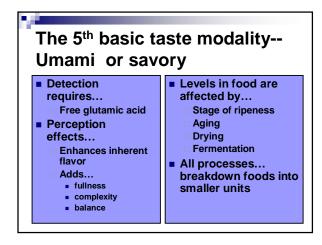




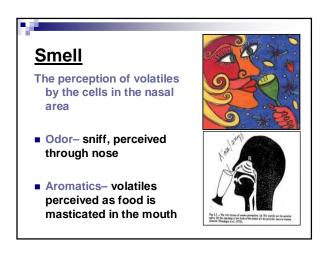


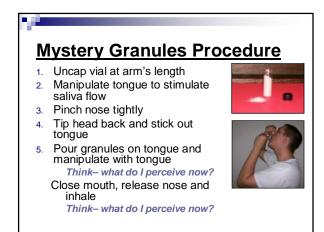


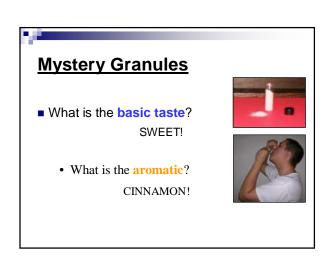


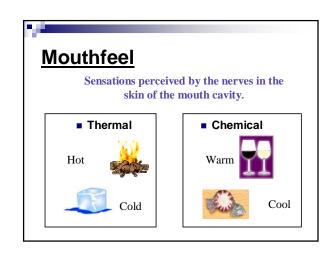


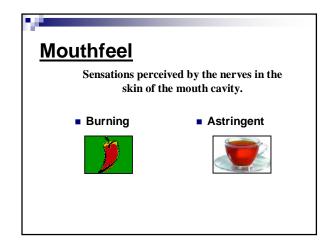


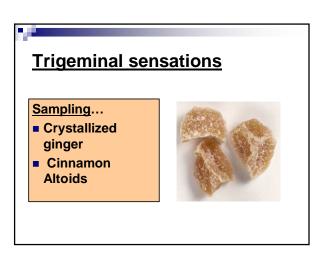


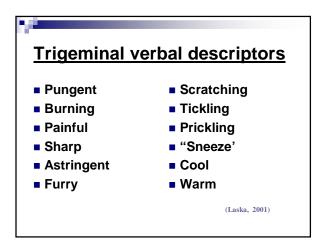


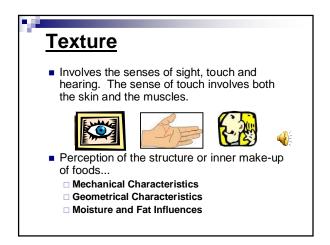


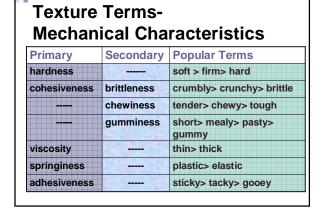


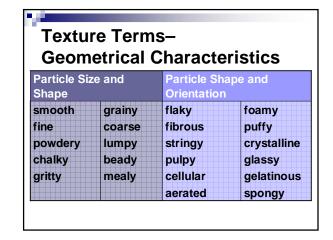


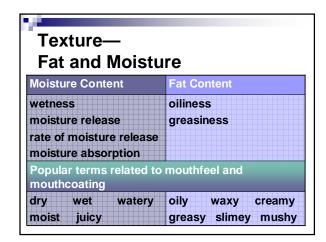


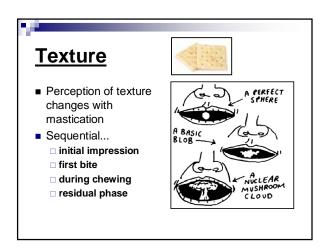












### **Appearance**

- A visual manifestation of color, gloss, size and shape
- Determines your initial opinion of a food product...
  - Flavor Recognition
  - Perceived Flavor Intensity
  - Initial Assessment of Texture



### **Appearance**

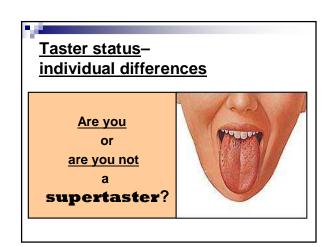
- Sampling

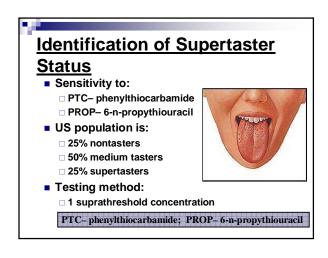
   virgin

  Jello shots
- Make Jello and manipulate the color
   Lemon- green
  - □ Orange- red
- Sample and identify the flavor present

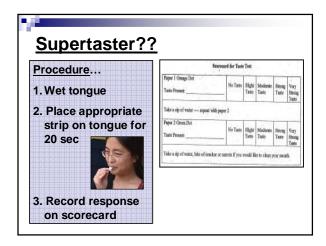


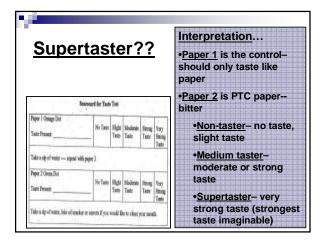
## "IS THIS FOOD ACCEPTABLE?" Consumer decision-making... 60% Food Quality 40% Other Factors Health Nutrition Religion Ethnicity Economics Advertising Lifestyle Regional influence











### Bitterness perception-sensitivity

- Genetically linked
- Women more likely to be sensitive
- Asian, African, Native American heritagethan European heritage
- Related to differences in taste bud density

(Duffy and Bartoshuk, 2000; Bartoshuk, 1993)

## PTC/PROP sensitivity More sensitive to all basic tastes Affects perception of other food components With increased PROP sensitivity... Liking of sweet and high-fat foods decreased with among women; increased among men Increased burn from capsaicin Increased warmth from alcohol Frequency of consumption of dark green vegetables, grapefruit, black coffee decreased (Duffy and Bartoshuk, 2000; Bartoshuk, 1993)



### **Pureed Product Identification--**Demo 1. Blindfold student green beans 2. Open food container squash 3. Present to nostrils ■ rice Identify by smell chicken 4. Present to mouth pureed cottage Identify by taste + cheese smell 5. Cleanse palate 1. Water 2. Crackers "X" cup/ napkins

