The Graduate School VLAG

WAGENINGEN UNIVERSITY & RESEARCH

Postgraduate Course

Sensory Perception & Food Preference: The role of context

Wageningen, The Netherlands, 3-6 April 2018

AIM OF THE COURSE

The aim of this advanced course is to acquire expertise regarding the major determinants of food preferences and intake: sensory perception and the role of context; to obtain knowledge and experience in different methods on how to measure (and analyse) these aspects.

COURSE DESIGN

The course will be mainly composed of lectures with ample opportunity for discussions. There will be short presentations of the research plans of the participants, a tour through the facilities of Human Nutrition with respect to sensory/consumer/nutrition behaviour, as well as a workshop/demo on various methods to measure and analyse behavioural responses to food products. During the week we will move from fundamental science and experimental lab settings towards more real-life test methods and consumer insights.

PARTICIPANTS

The course is at graduate level and aims at food scientists, nutritionists and other sensory- or consumer behaviour-related professionals.
The course may be valuable for PhD's working on a PhD related to eating or consumer behaviour, or sensory perception, and for those working in the food industry.

PROGRAMME TOPICS

- the role of sensory perception in food preferences
- food perception and sensory responses in the brain
- individual variation and consumer segmentation in sensory science and eating behaviour
- context influence on perception and eating decisions
- different methodology of measuring food preferences, emotions, and behaviour
- multisensory perception and experience
- an industry perspective on the role of context for consumer science and product development
- marketing and consumer insights on the importance of context (e.g. nudging)

COURSE LECTURERS & ORGANIZERS

Lecturers:

Dr H.L. Meiselman, Senior Research Scientist (retired), Natick Labs, USA
Dr R. Holland, Radboud University Nijmegen, Behavioural Science Institute; University of Amsterdam, Social Psychology
Dr H.N.J. Schifferstein, TUDelft, Departement of Industrial Design
Dr M. Veltkamp, FrieslandCampina Innovation Center
Dr E.H. Zandstra, Unilever R&D Vlaardingen

Wageningen University & Research:
Prof. C. de Graaf, Human Nutrition
Dr G. de Jager, Human Nutrition
Dr E. van Kleef, Marketing and Consumer Behaviour
Dr P.A.M. Smeets, Human Nutrition; Utrecht University, Image Sciences Institute

Workshops, tour:
Dr G. Dijksterhuis, Wageningen UR, Food & Biobased Research
Dr L. Loijens, Noldus Information Technology bv

Organization:
Wageningen University & Research:
Dr Sanne Boesveldt (Course director), Human Nutrition
Eva Oudshoorn, MSc, The Graduate School VLAG

COURSE FEE [1]

VLAG / WU PhD candidates	€ 200
All other PhD candidates	€ 500
Postdocs, and other academic staff	€ 700
Participants from the private sector	€1600

[1] *includes materials, lunches/tea/coffee and one dinner.*

REGISTRATION AND INFORMATION

www.vlaggraduateschool.nl/en/courses/course/sens18.htm

For information contact:
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