

Beverage Professional Development Group

Members Present: Eric Amman, Frank Burns, Charles Czuprynski, Ken Janes, Melissa Gwinn, Hisato Ikemoto, Kathy Lawlor, Jena Roberts, Emilia Rico, Patricia Rule, Jay Schuman and Joe Shebuski.

Board/Staff Members Present: Isabel Walls.

New Members: Dina Austin-Scott, Govindaraj Dev Kumar, Tanya D'Souza and Wilfredo Ocasio.

Visitors/Guests: Ken Goldscher, Yen-Con Hung, Di Li, Carla Napier and Josh Vandamm.

Meeting Called to Order: 9:07 a.m., Sunday, July 31, 2011.

Recording Secretaries of Minutes: Kathy Lawlor and Emilia Rico.

Welcome and Roll Call of Attendees.

Old Business:

1. Top-line overview of anti-trust guidelines; referral to IAFP Web site for more details.
2. Recognition of Outgoing Chair, Frank Burns, and expression of thanks for his leadership, contributions, and service to the Beverage PDG.
3. Adoption of 2010 Beverage PDG Meeting Minutes (distributed via E-mail prior to the meeting, and in hard copy format at the meeting) – motion by Frank Burns to accept minutes; seconded by Patricia Rule; minutes unanimously approved.
4. Recap of key 2010–2011 PDG activities/accomplishments for report-out at Aug. 1st Committee Chairs' Breakfast Meeting: a) 2-day pre 2010 Annual Meeting hands-on workshop, "Characterization and Identification of Spoilage-causing Fungi," was very well-received (14 attendees, mostly international); b) 1 of 4 submitted symposia proposals were accepted for 2011 Annual Meeting Program.
5. Reminder that PDG-sponsored symposium, "Safety of Fountain-dispensed Beverages: Myths and Realities," will be presented on Aug. 3, 2011, 8:00 a.m. – 9:30 a.m., Frontier Airlines Convention Center, Room 102C.

Comments/Updates from Executive Board Liaison (Isabel Walls):

1. Share examples of activities to increase member involvement throughout the year (e.g., Webinar on hot topic area, white papers for *Food Protection Trends*, book).
2. Change in format for Committee Chair updates at Aug. 1st Breakfast Meeting (there will only be five group updates; will follow rotating schedule, so that different PDGs report-out each year).
3. Reminder that PDG meeting minutes are due at 1:00 p.m. CDT on Tuesday, Aug. 2nd (include symposium ideas, so that they can be shared with other PDGs).
4. Overview of Program Committee acceptance stats for 2011 Annual Meeting symposia (more than 90 proposals received; more than 40 rejected) – best strategy to optimize acceptance prospects is to submit only 1 or 2 really good/strong proposals, rather than 4 or 5 weaker proposals.
5. Suggestions for resolving Annual Meeting PDG scheduling conflicts and improving attendance (move meeting to another day; shorten meeting time to 1- or 1.5-hour. duration).

New Business:

1. Discussed ideas for recruiting new PDG members. Kathy Lawlor suggested leveraging other PDGs and non-IAFP members. Frank Burns suggested involving local IAFP affiliates, especially those proximal to the 2012 Annual Meeting venue (e.g., RI, NY, CT chapters). Kathy also suggested leveraging RI local arrangements committee. Frank Burns and Tanya D'Souza suggested borrowing other organizations' (e.g., IFT, ASM) approaches for generating interest and attracting new talent (e.g., reserving time for junior faculty to speak, affording authors of rejected proposals the opportunity to give their presentations); Govindaraj Dev Kumar suggested increased utilization of social networks (e.g., Facebook, LinkedIn); word-of-mouth.
2. Discussed strategies/venues for promoting and sustaining member involvement/activity throughout the year. Pat Rule suggested using E-mail updates and leveraging IAFP Webinar resources to keep members informed on breaking news, hot topics, methods, research, and other issues of interest, referencing successes that Applied Laboratory Methods PDG has had in this area. Kathy Lawlor suggested networking opportunities with other PDGs and organizations (e.g., International Society of Beverage Technologists [ISBT], Grocery Manufacturers Association [GMA], Food Industry Microbiology Roundtable [FIMRT], etc.) [Note: send request to Chair to receive invite to upcoming FIMRT Meeting, hosted by Campbell Soup Company, Camden, NJ, Sept. 28–30, 2011]. Carla Napier suggested newsletters, which have worked successfully for GMA. Kathy also noted GMA's establishment of Beverage Share Group, which utilizes conference calls to address/inform the beverage industry of items of interest (e.g., *Alicyclobacillus* control measures and test methodologies). The group talked about the possibility of preparing position papers on topics of interest, or inviting guest speakers to the PDG meeting to talk about hot topics or give short presentations on symposium topics not accepted by the Program Committee for the Annual Meeting. Emi Rico suggested a venue for posting questions directly to the group (or blindly, through the Chair) via E-mail, for comments on or help with an industry issue. Pat mentioned the possibility of a list serv. Frank Burns noted need for a curator-type function to maintain a list serve. Emi also suggested a venue for notifying members of upcoming meetings/workshops (e.g., International Commission on Food Mycology [ICFM]). Kathy suggested quarterly conference calls to stay connected. Pat suggested more use of social networks (e.g., akin to beverage HACCP) like Facebook or LinkedIn, and "Survey Monkey," to conduct surveys to solicit ideas for hot topics, methods/techniques, etc., of interest to the membership for the coming year. She advised the group to consider pros/cons of different social network format options available (e.g., controlled/PW-protected forum vs. open forum?). Kathy noted that, for long-term sustainability, many of the above suggestions would likely require a more extensive organizational structure (e.g., sub-committees, working groups) than our PDG currently has; would need to think about how to tackle that.
3. Discussed changing PDG name/charter to more clearly identify/communicate our current mission. When first conceived in 2005, the proposed name for our PDG was "Beverage Quality & Safety PDG" but, apparently, only "Beverage PDG" was recommended to the Executive Board. The original mission statement submitted to the Board was "To provide a forum to discuss and develop symposia on issues facing the beverage industry." We have grown beyond a task-focused mission,

and are in need of a name and mission statement that more adequately reflect a strategic, impact-oriented, focus. One suggestion was “Beverage Safety and Quality PDG,” with a possible mission statement of “To advance beverage safety, quality, and regulatory compliance by promoting and disseminating knowledge to the beverage industry.” Eric Amann queried the group about specific PDG impact/outcome items that would be of benefit to the membership, which facilitated our brainstorming process and provided a segway to our discussion of 2012 symposium ideas. Feedback from Kathy Lawlor, Hisato Ikemoto, and Wilfredo Ocasio included: Need to build resource pool, vision for future, and fill knowledge/expertise pipeline for next generation of IAFFP food safety professionals; explore/understand what’s going on globally, including technical and quality issues/challenges associated with running more complex/low-acid products on existing manufacturing lines (not originally designed for such products); potential health issues, line validation issues associated with those new-generation products; impact of package light-weighting on package/seal integrity of more sensitive products; effectively balancing super-fast marketing timelines with safety/quality concerns and technical challenges. Meeting participants were asked to give more thought to potential names and mission statements, and to submit their ideas to the PDG Chair by August 12, 2011. Frank Burns generously offered to donate a \$100 VISA gift card to the submitter of the winning name/mission statement suggestion. Once the membership has aligned on a new name and mission statement, we will submit our suggestions to the Executive Board for consideration/approval at their next Meeting (October, 2011), rather than waiting until the 2012 Annual Meeting.

4. Discussed suggestions for symposia, roundtables, and workshops for IAFFP 2012. Meeting date/location is July 22–25 in Providence, Rhode Island. Deadline for proposal submission is October 17, 2011.

Kathy Lawlor proposed that we hold the 2-day Mold ID Workshop again in 2012, particularly given growing international interest in developing this capability.

Frank Burns proposed Jay Schuman’s and Sean Leighton’s suggestion from last year: a symposium on the food safety challenges/issues associated with low-acid chilled beverages, particularly in light of the push for greater operational efficiency with reduced water utilization (both of which result in less down time for cleaning of production facilities), and changing consumer preference for more microbiologically at-risk beverages. This proposal echoes concerns raised earlier in the meeting by Hisato Ikemoto and Wilfredo Ocasio.

Frank suggested we review the last 2–3 years’ worth of symposia to get ideas for possible synergies with other PDGs (e.g., Dairy, Water, Sanitation, etc.).

Jay Schuman suggested a joint symposium with the Sanitation PDG to address water resource/reduction issues.

There was a suggestion for a symposium on non-alcoholic, pH 4.6–4.7, beers. It was proposed that we recruit members from the wines and spirits community, to expand the scope of beverage industry that our PDG represents. For contacts, we can leverage organizers/speakers for this year’s beer safety symposium (S18).

Isabel Walls suggested that we have a conference call with the leadership of the other PDGs, to confer on symposium ideas and possible partnering opportunities. To build on this idea, Frank suggested that we might collectively prepare a short symposium that is thematically linked, e.g., beverage/ packaging interactions (talks could cover low-acid products, Alicyclobacillus growth potential with respect to oxygen transmission, chemical leaching of package constituents, production issues such as sanitation).

Emi Rico suggested a symposium on Heat-Resistant Molds in packaging (particularly PET bottles), and how to remove/control them.

Wilfredo Ocasio (building on his earlier comments) proposed a symposium on low-acid product that would cover: recalls, co-packers moving from high-acid to low-acid chilled-Fill, seal integrity issues, proper hydration of ingredients (e.g., cocoa, particle size), what things make the product safe, methods. Isabel suggested contacting Chair of Packaging PDG to gain insights from their recent Webinar on packaging sustainability.

Joe Shebuski suggested a symposium on non-microbiology-related food safety issues (e.g., toxicology, Taiwan cloud additive, irradiation by-products, BPA and other chemical hazards), that could be developed with the Chemical Hazards PDG.

Jena Roberts suggested a symposium on acidified beverages, with a focus on FDA's perspectives (e.g., with regard to the Guidance Document, requirements for process fillings). Wilfredo suggested additional topic areas (e.g., evidence needed by FDA on acidification and challenge studies, what's behind the requirement of not including preservatives and the impact to the industry, need to hot-fill instead of cold-fill, etc.), and leveraging recent IFTPS (Institute for Thermal Processing Studies) workshops/symposia for content ideas.

Recommendations to the Executive Board:

1. Suggest changing the PDG meeting schedules for Applied Laboratory Methods and Beverages so that they coincide with PDGs (e.g., Food Law, Packaging, Pre-Harvest) that don't have overlapping methodology/membership interests, in order to maximize participation at respective meetings.
2. Request that Executive Board provide feedback (perhaps across 4 or 5 broad category format/content elements) to PDGs on rationale for rejecting specific symposium/round table/workshop proposals, which will help PDGs to improve future submissions. Perhaps a representative from the Program Committee could come to the PDG meeting to speak on this.
3. Suggest that Beverage PDG shorten its allocated meeting time in 2012 to 1 hour which, given more frequent planned interactions throughout the year, will afford sufficient time to conduct the PDG's business at the Annual Meeting. This will also free up more time for members to attend other PDG meetings of interest.
4. Suggest that Executive Board provide PDG leadership with training on IAFFP-provided resources (e.g., web-page, Webinars, twitter accounts, etc.).
5. Question to the Board: To provide more timely feedback on, correction of, meeting minutes, would it be possible for PDGs to approve Annual Meeting minutes at their next scheduled PDG meeting venue, rather than waiting until the following year's Annual Meeting?

Next Meeting Date: Late August, 2011 (date TBD), via conference call.

Meeting Adjourned: 11:00 a.m.

Chairperson: Kathleen A. Lawlor.