

# CEREALS & GRAINS 18

October 21 – 23  
Hilton London Metropole  
London, United Kingdom



## Experience Drives Innovation in London

London is the place to be this October for the best and brightest in the grain-based foods industry. This year, attendees will have a unique opportunity to connect with leaders from academia, government and industry in a highly-targeted themed format over three days.

- Meet Industry Leaders and Experts
- Generate New Ideas
- Learn Practical Solutions
- Discover Cutting-edge Research
- Make Valuable Connections

In addition to the new format this year, there are Pre-Meeting Courses and Post-Meeting Tours you won't want to miss!

- Pre-Meeting Chemical Leavening Short Course
- Pre-Meeting Enzymes in Cereal Grains and Cereal-Based Foods Short Course
- Pre-Meeting Methods in Action – Practical Baking Quality Workshop
- Post-Meeting Rothamsted Research Tour

### Themes

AACC International's annual meeting will be taking place in London for the first time and the schedule is shaping up to be as equally precedent-setting. Over the course of three science-filled days, speakers for Cereals & Grains 18 will be providing insight, observations and discussion on all things pertaining to cereal grain science from field to fork.

The program for Cereals & Grains 18 will be based upon the following grain related themes:

#### Sustainability from Gene to Field:

- Keynote Achim Dobermann, Rothamsted Research: Leading from an illustrious past into a demanding future
- Technologies for Grain Production – the latest developments in precision agriculture
- Exploiting Ancient, Traditional and Exotic Wheats
- The value of Data Science for Cereal Science, Bakery and Patisserie
- Wheat Breeding for Quality
- Rice, Pulses
- The challenges and future of managing the grain industry from international perspectives

#### Safe Ingredients and Quality Products:

- Keynote Ian Roberts, Bühler Group: Digitization to revolutionize the grain value chain of the future
- Challenges of Managing Food Safety
- Current innovations and challenges in extrusion of grains and legumes
- EU Starch Roundtable
- Shelf Life Challenges in the New Retail Model
- Fermentation Science: Bread to Beer
- Bioprocessing: designer tool for food structure and texture
- Linking Consumer perceptions with analytical data to address consumer needs
- Mycotoxins
- Innovation in cereal research and analytical methods
- Carbohydrate Quality with Glycemic Index point/counter point discussion

#### Formulating for Health and Wellness:

- Keynote Walter De Man, Mars Food: MARS Food Health and Well-Being Strategy
- Processing for Health: how to steer processing for improved health benefits of cereal products
- Reduced Sugar, Sodium & Fat
- Game Changers II: Demystifying Grains and Nutrition
- Health aspects of grain-based products
- Moving the Whole Grain Definition Forward: Perspectives from the Stakeholders (AACCI-ICC Joint Panel)
- Sourdough & Rye: New insights, new innovations
- Innovation in quality testing and manufacturing of wheat-based products – an Asian perspective
- Fostering Innovation – General Session Panel led by Thorsten Koenig, EIT

Within these themes, three different types of sessions offer three different experiences:

**Featured Sessions:** These provide a broad overview of topics ranging from managing food safety to the definition of whole grain.

**Focus Sessions:** A closer look at topics like global health and ancient wheats.

**Deep Dive Sessions:** In-depth examinations of fermentation science, innovation in cereal research, and more.

## Pre- and Post-meeting Events

Register early for pre- and post-meeting events – space is limited!

### Chemical Leavening Short Course

*(Course is limited to 20 participants)*

Friday, October 19 & Saturday, October 20 | 8:30 – 17:00  
Hilton London Metropole

This two-day course is designed to provide a comprehensive overview of leavening agents and systems and their interactions with other ingredients. It will cover the formulation of chemically leavened baked goods including specialty products targeted toward health. Participants will gain skills that can be used immediately to improve existing products and create new ones.

### Enzymes in Cereal Grains and Cereal-Based Foods Short Course

*(Course is limited to 20 participants)*

Saturday, October 20 | 9:00 – 17:00  
Hilton London Metropole

This one-day course is designed to cover the current usage of enzymes in the baking industry. It will inform the audience about the newest applications and provide an open dialogue about the current concerns with the use of enzymes in baking applications.

### Methods in Action – Practical Baking Quality Workshop

*(Course is limited to 50 participants)*

Saturday, October 20 | 10:00 – 16:00  
London Southbank University

Major global manufacturers will come together to present AACCI Approved Methods in this practical, hands-on workshop/seminar. The workshop will follow the methods through the Grain Chain relevant to research and professional organizations.

### Rothamsted Research Tour

*(Space is limited to 56)*

Wednesday, October 24 | 10:00 – 14:00

Start your day with a visit to Rothamsted Research, the oldest continually operating agricultural research station in the world. Take time to visit this cultural icon, then head over to St. Albans in the afternoon.

Take advantage of these great opportunities and get more value from your London visit!



## Keynote Speakers

### Opening Keynote Speaker

Leading from an Illustrious Past into a Demanding Future



**Achim Dobermann**  
*Director & Chief Executive*  
Rothamsted Research

Agricultural scientists have made a huge difference in feeding a growing world population and they will need to do even more in the future. New global trends are likely to have a profound impact on agriculture and thus also future research and innovation. Recent and future generations of humans will be looking for more diverse, more nutritious, locally sourced and sustainably grown food, while it is now also within our reach to wipe out the remaining pockets of poverty and malnutrition.

Exploiting these opportunities will require leaner and faster science and innovation approaches that can take full advantage of advances in many disciplines. This requires a substantial culture change at institutional levels, at the level of individual scientists, and in science funding and policy. The desire to demonstrate 'return for investment' by funders often results in incremental, safe science rather than high-risk steps. Scientists themselves need to work in a more problem-solving and entrepreneurial manner. New models for public-private partnership and a more open innovation environment will be required as opposed to secretive behaviour and excessive intellectual property protection that may stifle wider progress.

### Monday Keynote Speaker

Digitalization to Revolutionize: The Grain Value Chain of the Future



**Ian Roberts**  
*Chief Technology Officer*  
Bühler Group

As a strong driver of the Digitalization initiative at Bühler Group, Ian Roberts, Chief Technology Officer, will bring a discussion on the future technologies and opportunities in the production of safe ingredients and quality grain products. In his Monday morning keynote address, participants will hear directly from Roberts about how digitalization is revolutionizing the grain value chain for efficiency, transparency and sustainability. Roberts promises to bring new perspectives and approaches to technology solutions.

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## Closing Keynote Speaker

### Nutrition as a Driver of Health & Wellbeing



**Walter De Man**  
*Nutrition and Scientific &  
Regulatory Affairs  
Mars Food*

As the main driver and developer of the innovative Health & Wealth being strategy of the MARS Food segment, Walter De Man, Global Nutrition and S&RA Director for MARS Food and Drinks will discuss some background on the principles that MARS used to develop their Health and Wellbeing Ambition 2017 Progress Report. In his discussion, De Man will provide an overview of where MARS Food is today in terms of successes but also in terms of where they struggled. You'll hear from an expert how lessons and practices apply to the science you've learned throughout the conference to take back with you for your real-world applications.

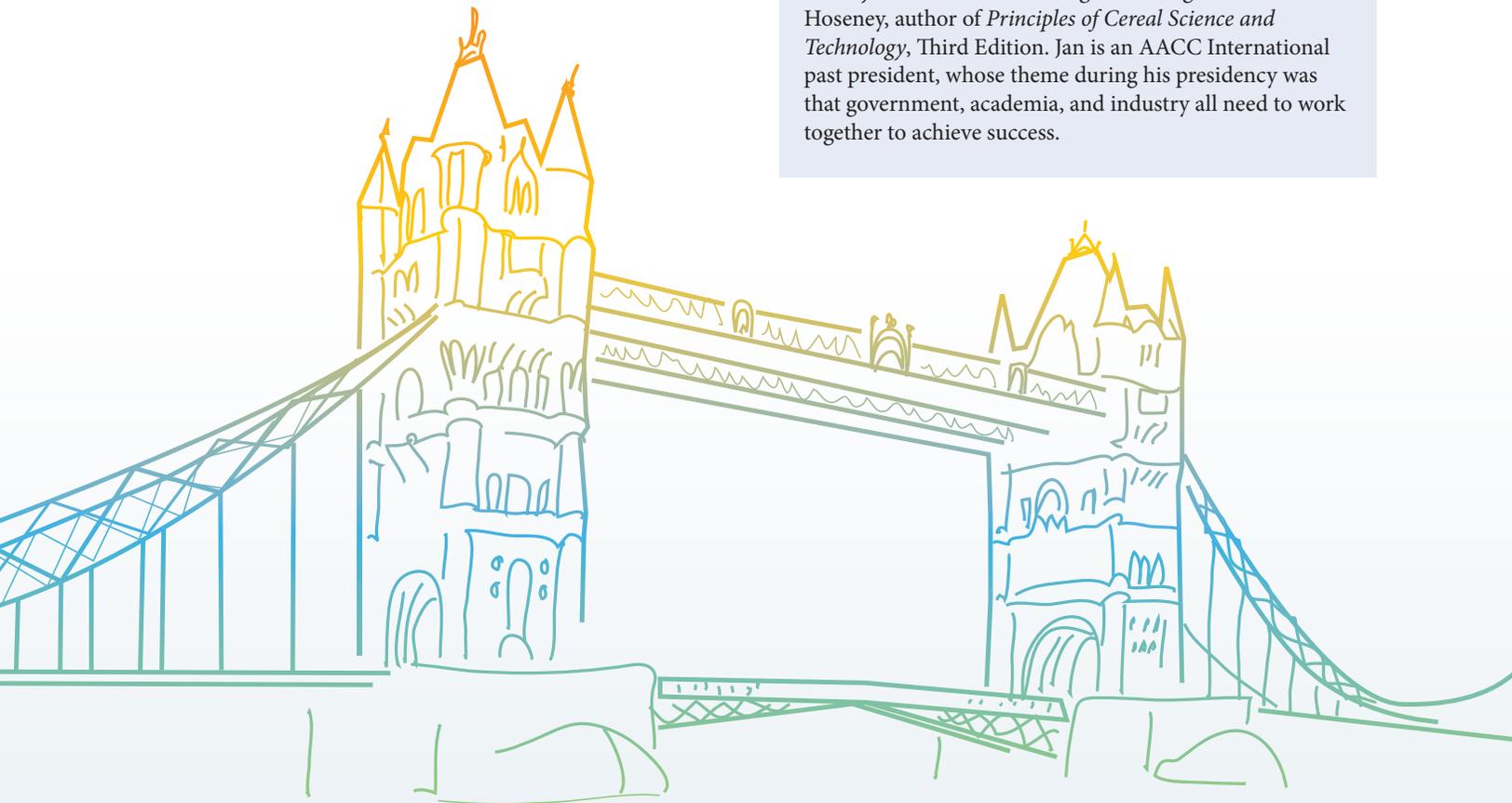
## Closing Session Wrap-Up



**Jan Delcour**  
*Professor and Head of the  
Laboratory of Food Chemistry  
and Biochemistry  
Chair of the Leuven Food Science  
and Nutrition Research Centre  
(LFoRCe)  
KU Leuven*

You won't want to miss Jan Delcour at the closing session where he will synopsise the conversations, presentations, and outcomes from Cereals & Grains 18. He'll pull together the topics presented by our keynote speakers, a triple helix of major players in the industry, and illustrate how working together to create innovation and advancements in grains is the best chance for success in the future and how this year's meeting ties this theme together.

Delcour obtained his Ph.D. degree in applied biological sciences from KU Leuven, Belgium, where he is now full professor, head of the Laboratory of Food Chemistry and Biochemistry, and chair of the Leuven Food Science and Nutrition Research Centre (LFoRCe). He was a senior editor of *Cereal Chemistry*, cofounder of Fugeia Nutrition Sciences and W.K. Kellogg Chair in Cereal Science and Nutrition at KU Leuven. He has published more than 400 peer-reviewed articles and is coeditor of *Recent Advances in Enzymes in Grain Processing* and, along with R. Carl Hosenev, author of *Principles of Cereal Science and Technology*, Third Edition. Jan is an AACC International past president, whose theme during his presidency was that government, academia, and industry all need to work together to achieve success.



## Hotel information

**Collaborate. Network. Engage. All Under One Roof.**

Cereals & Grains 18 will be held at the Hilton London Metropole, just minutes away from London's major attractions. It was carefully selected to be outside the Congestion Charge zone, while still being close to Heathrow Airport. When staying in London, you will be near major shopping attractions including: Oxford Street, Westfield London Shopping Centre, and Regent Street. The Palace of Westminster, Buckingham Palace, Hyde Park, are also just fifteen minutes away.

Special room rates from £184.80 (\$245) per night have been arranged, and are inclusive of VAT and full buffet breakfast. The discounted meeting rate only lasts through September 17, or until the room block fills up, so be sure to visit the Cereals & Grains 18 Hotel page to reserve your room now!

## Cereals & Grains 18 Registration Rates

*Approximate Conversion Rates (subject to change). Payments in USD only.*

	USD	GBP
<b>Early Registration (until August 20, 2018)</b>		
AACCI Member	\$1,115	£866.25
AACCI Student Member	\$550	£412.50
<b>Regular Registration (after August 20, 2018)</b>		
AACCI Member	\$1,370	£1,027.50
AACCI Student Member	\$550	£412.50
<b>Nonmember &amp; Single Day Registrations</b>		
Nonmember Attendee* ( <i>see special meeting plus membership offer below</i> )	\$1,495	£1,121.25
Additional Exhibitor Registrations ( <i>one registration included with booth purchase</i> )	\$975	£731.25
Single Day Registration ( <i>limited to one registration per person</i> )	\$450	£337.50
Exhibit Only – Single Day ( <i>limited to one registration per person</i> )	\$400	£300.00

### \* **Membership means MORE. Connect and SAVE with Meeting Registration Plus AACCI Membership**

Join AACCI with your Cereals & Grains 18 registration and receive substantial savings while instantly connecting to the most active global community of cereal grain scientists and practitioners. Select the "Meeting Plus Membership" registration rate and join today! All the benefits of membership are included.

Registration	USD	GBP
Early Reg + AACCI Membership	\$1,255	£941.25
Regular Reg + AACCI Membership	\$1,470	£1,102.50
Reg + AACCI Student Membership	\$590	£442.50

- *Non-Industry guests wishing to attend receptions must purchase tickets in advance. Non-industry guests do not have access to the sessions.*

**REGISTER TODAY! [aaccnet.org](http://aaccnet.org)**



## Cereals & Grains 18 Exhibitors

Agri-Neo, Inc.  
Baker Perkins Ltd  
BASTAK Instruments  
BENEO Inc.  
Best Cooking Pulses, part of Avena Foods Ltd.  
Brabender GmbH & Co. KG  
Budenheim  
C.W. Brabender Instruments, Inc.  
C-Cell  
Campden BRI  
Cereal Ingredients, Inc.  
Cgrain AB  
CHOPIN Technologies  
DSM Food Specialties USA, Inc.  
Edlong Dairy Technologies  
Elsevier  
FOSS Analytical  
FrigorTec GmbH  
GlycoSpot  
Gold Coast Ingredients  
Henriette (Flag Shop for The Low Carbohydrate Bread Society of Japan)  
ICL Specialty Solutions  
Klaus Ruttman GmbH  
Lallemand Bakery Solution  
Northern Crops Institute  
PacMoore Products, Inc.  
Palsgaard, Inc.  
Perten Instruments AB  
Perten Instruments, Inc.  
QualySense AG  
Randox Food Diagnostics  
REPCO  
REVTECH Process Systems  
Siemer Specialty Ingredients  
Stable Micro Systems  
U.S. Highbush Blueberry Council  
Wenger Manufacturing, Inc.

*As of July 9, 2018*