Learn, engage, and innovate with your colleagues, all under one roof. The Cereals 17 program is packed with a variety of fully immersive sessions designed to fit your needs. You’ll benefit from the communal nature of the annual meeting location and the numerous opportunities to build your network through elbow-to-elbow, interactive conversations with key industry players and specialized events to encourage meaningful dialogue and long-lasting connections.

**Share your passion for cereal grain science with your colleagues from around the world**
- Share Your Research
- Discover the Latest Innovations
- Investigate Solutions
- Expand Your Network

**SOLUTION CENTRAL: A New Way to Engage with the Science and Each Other**
Solution Central is your hub for all things cereal grain science during Cereals 17!

Kick-off Annual Meeting activities by getting to know all our exhibitors with the Exhibition Happy Hour. Get up close and personal with the science during daily Poster Viewings and Poster Huddles. Participate in Cereals 17 Exchanges, our version of “TED Talks.” Taste the samples from the Student Product Development Competition and track audience favorites in the Cereals 17 mobile app!

PLUS we’re implementing unique opportunities for both exhibitors and attendees to participate in hands-on learning experiences!

**Interactive Presentations**

**Advances in Optical Sorting of Cereal Grains**
Get hands-on with optical sorting technologies, witness demonstrations and receive an update on the state of the art of optical sorting methodologies for the cereals industry.

**Using Oral Processing and Mouth-Behavior to Drive Development in Better Cereal-Food Products**
Curious about your own mouth-behavior type? Find out by taking the on-site mouth behavior test as part of this interactive discussion focused on the full eating experience from the time the product enters a consumer’s mouth to the time the product is swallowed.

**Engaging Keynote Speakers Delivering Innovative Content**

**EQ+IQ = The Winning Formula for Digestible Science**

**Linda Eatherton, Managing Director and Partner, Ketchum Global Food & Beverage Practice**

Science denialism. Fake news. Social media. It seems the odds are stacked against us.

There is no doubt the world has changed, and the food industry is undergoing radical changes as a result. But have WE changed? Are we adapting to this new consumer and are we adjusting to break through all these barriers? You’ll hear about new research that crystalizes the forces of change and the changed consumer to put in perspective the importance of our roles and our ability to bridge the divide and to be heard. The insights will reveal the new marketing playbook that is literally being written as we speak, which includes a new approach to sharing facts, science, and information and conversations that work and win!

Linda Eatherton is a leading authority on the food and beverage sectors, where she has spent her whole career. She held leadership roles at Kraft Foods and Dairy Management Inc. before joining Ketchum in 2000. She has counseled businesses across the food supply and value chains and, at Ketchum, has led award-winning work for top firms, including Nestle, ConAgra Foods, General Mills, Wendy’s, FritoLay, JM Smucker’s Company, Senomyx, Evolva, Ingridion, CBI/Bio, and the US Farmers and Ranchers Alliance. She is recognized for her cultivation and curation of food insights through her research series ‘Food 2020: Consumer as CEO’ and the breakthrough identification of Food eVangelists, a powerful cohort reshaping consumer mindsets about food and agriculture worldwide.

Get the latest details at aaccnet.org/meet
Additive manufacturing, often referred to as 3D printing, is a much talked about technology that is gathering speed as a viable alternative to traditional manufacturing methods, with a focus on customization. 3D printing is the process of making any three-dimensional object from stock material by electronically controlling the deposit of materials in successive layers. This is in contrast to a traditional manufacturing process that involves subtracting material through cutting, grinding, milling, or other methods. Today, a full range of materials can be printed, including plastics, concrete, metals, textiles, and biogenetic materials. However, printing food material is still a novel concept that is in the earliest stages of development.

For the U.S. military, 3D printing technology promises great benefits for soldiers operating in arduous, constrained environments. It can provide critical repair parts at the point of need, allow rapid prototyping of new protective equipment, or produce products with less material to lighten the soldier’s load. In terms of field feeding, 3D-printed foods offer the main benefit of providing customized nutrition on or near the battlefield for future armed forces. Unlike standard combat rations today, 3D-printed foods may be tailored for each soldier based on their personal and real-time physiological or nutritional status, the environment in which they are operating, their present level of activity, and per their own food sensitivities, preferences, or desires. The Department of Defense – Combat Feeding Directorate at NSRDEC is charged with conducting research and development of field rations and field feeding equipment for all services.

Efforts to advance 3D food printing technology for military field feeding will be presented, including the future operational concept and anticipated challenges associated with printing and characterizing food material, product perception, and potential applications in the cereal grain industry.

Lauren Oleksyk is the Team Leader of the Food Engineering and Analysis Team in the Department of Defense Combat Feeding Directorate (CFD) at the US Army Natick Soldier Research, Development and Engineering Center (NSRDEC), in Natick, Massachusetts. She supervises a team of food scientists and engineers who explore groundbreaking food processes and technologies to develop the highest quality combat rations for soldiers worldwide.

Lauren holds a B.S. degree in food science from Framingham State University and M.S. degree in management from Emmanuel College. She is a member of the Army Acquisition Corps and graduate of the US Army Mountain Warfare School. She holds U.S. patents on extended shelf-life bread and a self-heating food package and has authored over 30 publications in the field of food science and packaging. She has appeared on MSNBC, CNN, NPR, BBC, Federal News Radio, and NBC’s “Rock Center” and was featured in Time Magazine’s cover story on “Ten Ideas That Are Changing Your Life.” Her professional honors include the US Army Materiel Command’s Louis Dellamonica Award, Colonel Rohland A. Isker Award, R&D Magazine Top 100 Award, and the DuPont Packaging Award.

2017 Registration Fees

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<th>Pre-Registration Before August 17</th>
<th>Full Registration After August 17</th>
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<tr>
<td>Single Day**</td>
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*1 included with booth
**Limited to one single day registration per person.

Guest: Fee Per Ticket—Non-industry guests wishing to attend receptions and luncheons must purchase tickets in advance. Non-industry guests do not have access to the sessions.

Cereals 17 will be held at the Town & Country Resort and Convention Center located in the heart of San Diego’s Mission Valley. Visit the Cereals 17 Hotel and Travel Page today so you may secure the best hotel rate. Be sure to book before September 12, 2017!

Join Us in California’s Beach City

Known as California’s Beach City, San Diego is renowned for its idyllic climate, 70 miles of pristine beaches, and a wealth of engaging and interesting attractions.

The Town & Country Resort and Convention Center is located in Balboa Park, the largest urban cultural park in the United States. Balboa Park contains 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres, and the world-famous San Diego Zoo. Additional attractions include the San Diego Zoo Safari Park, SeaWorld San Diego, and LEGOLAND California.

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