

# CEREALS & GRAINS 18

October 21 – 23  
Hilton London Metropole  
London, United Kingdom



**Katharina Scherf**, Program Team Chair for Cereals & Grains 18 (C&G 18), shares her thoughts on how the program team is working diligently to bring you something very unique as AACC International prepares to host its annual meeting in London.

## What makes C&G 18 unique?

By taking place in London, attendees will have an even greater opportunity than usual to connect with European leaders in cereal science from academia, government and industry. It will be a focused event highlighting the latest changes, challenges, research and innovations along the whole value chain of cereals seen from different international perspectives. Numerous pre- and post-meeting trainings and activities are being organized to ensure that all participants get the most out of their stay in London.

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## What is different about the location this year?

Convening C&G 18 at Hilton London Metropole's modern conference facilities will give all attendees the opportunity to network with all participants and easily renew existing and make new connections. The location is also a great starting point for visiting many of the British capital's favorite attractions.

## What changes have you made to programming?

Each of the three meeting days will have a specific theme, starting off with "Sustainability from Gene to Field" on Sunday on to "Safe Ingredients and Quality Products" on Monday and "Formulating for Health and Wellness" on Tuesday. The 2018 Program Team has been working hard to identify the timeliest topics ranging from precision agriculture, ancient wheats and pulses to food safety, bioprocessing, shelf life, health claims, processing for health, whole grains and nutrition, just to name a few highlights. There will be featured sessions with up to 400 participants, focus sessions with about 150 attendees and deep dives for around 50 specialists and those wanting to become one. The sessions will include well known, highly respected invited experts and the most recent science taken from the best technical abstract submissions.

## Why should someone attend C&G 18?

Some highlights at C&G 18 will include the visionary and inspiring keynote speakers Professor Achim Dobermann of Rothamsted Research and Dr. Ian Roberts of the Bühler Group. Look forward to a general panel discussion with leaders from the cereal food industry and academia for ideas on how to shape the future of cereals and foster innovation. Take the unique opportunity to meet with exhibitors, learn about cutting-edge research presented as posters and talks, and connect with international experts. Last, but not least, as is typical for European scientific meetings, there will be food and coffee to enjoy during the breaks to facilitate networking even more.

## What makes you excited about C&G 18?

Back when I agreed to become the Program Team Chair for 2018, I did not know yet that I would be part of the great experience of taking the annual meeting to London. Now it seems perfect to have a European perspective to bring in both young and experienced people from all fields concerned with cereals and share the value that being active in AACC International brings. I am convinced that it will be a truly international, thought-provoking, maybe a little more intimate, and inspiring meeting – an opportunity that no one should miss!

## Call for Abstracts

Join industry and academic leaders from across the globe exploring, presenting, and discussing the best in cereal grain science. **Submit your abstract by April 12, 2018** to be considered for speaking opportunities and poster presentations.

The 2018 Meeting Technical Program Planning Committee will be looking for abstracts that address C&G 18's daily themes addressing the broad spectrum of grain science:

- Sustainability from Gene to Field
  - Big data approaches
  - Crop performance and quality
  - Crop protection
  - Plant breeding tools
  - Storage and postharvest loss improvements
  - Sustainable agriculture

- Safe Ingredients and Quality Products
  - Analytical method development
  - Consumer quality perception
  - Food safety, quality and regulatory
  - Milling
  - Processing innovations
  - Rheology
  - Structure-function relationships
- Formulating for Health and Wellness
  - Consumer trends and preferences
  - Communication to the consumer
  - Gluten-/allergen-free
  - Health benefits of dietary fiber
  - Health benefits of cereals and alternative grains
  - Health benefits of grain-based macro- and micronutrients

## Keynote Highlights



### Leading from an Illustrious Past into a Demanding Future

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



### Digitalization to Revolutionize: The Grain Value Chain of the Future

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

## Join us in London for Cereals & Grains 18



Cereals & Grains 18 will be held at the Hilton London Metropole located in central London.

With superb transportation links, Hilton London Metropole is located just 15 minutes from Heathrow Airport via the Heathrow Express at Paddington Station, and 10 minutes from the Eurostar terminal at St Pancras International.

The hotel is also just 10 minutes from many of London's major shopping areas, including Oxford Street, Westfield London Shopping Centre, Regent Street, Bond Street and Knightsbridge, as well as popular local attractions such as Regent's Park, Marble Arch, Madame Tussads, West End Theaters, Hyde Park and Kensington Palace.

## Cereals & Grains 18 Technical Program Planning



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Learn more at [aacnet.org/meet](http://aacnet.org/meet)

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