



TECH TALK



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09/10 BCFT EXECUTIVE

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CALENDAR OF EVENTS

1. TUESDAY, MARCH 23, 2010

What: BCFT SKI DAY - WHISTLER MOUNTAIN
When: 9:00 a.m.
Where: Whistler, BC

2. TUESDAY, APRIL 27, 2010

What: BCFT Suppliers' Night
For more information please visit: www.bcft.ca
When: TBA
Where: Delta Burnaby Hotel and Conference Center
4331 Dominion Street, Burnaby, BC

3. FRIDAY, JUNE 4, 2010

What: Annual BCFT Golf Tournament & Banquet
When: First tee time is 1:00pm
Where: Eaglequest Coyote Creek
7778 152nd Street, Surrey, BC



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BCFT Students' Night - "Trend Forecasting"

By Nicole Stavro-Leanoff

This year's BCFT Students Night was hosted by the University of British Columbia on January 18th, 2010. With over 85 students and professionals attending, the event was a great success! Once all the guests had arrived, the night started off with an interactive ice-breaker game of "guess my word." After placing a food science related word on each person's back, a buzz of excitement filled the room as everyone approached each other for clues, trying to guess their word. This was a great way for students to meet new faces in the food science community, before taking their seats for dinner.

After eating, everyone gathered their attention for the main highlight of the event. IFT distinguished speaker Suzy Badaracco gave an enlightening talk, describing how different social, technological, economic, political and environmental movements together influence food trends observed throughout North America. Suzy's diverse background as a toxicologist, chef and registered dietician has made her a highly respected trend forecaster for the food industry. As the owner of Culinary Tides, her company tracks the movement of 23 industries to forecast upcoming influences on food, flavour and health trends.

Suzy started her presentation by explaining to the audience some language commonly used to describe the life cycle of a trend. In order to be able to forecast or influence an existing trend, she emphasized the need to understand the contributing factors which "birth" a trend. Some influences responsible for the creation of a trend include the food industry itself, university research, media, travel and government. Funnily enough, consumers are almost always last to act on a trend; companies that focus only on consumer insight



BCFT UBC Student Representatives, Nicole Stavro-Leanoff, Charles Lee and June Lee, with Suzy Badaracco.

or behavioural studies when developing new products to market often miss the birth of a trend. Since consumers respond to external forces, identifying what is influencing their behaviour will put you in an offensive position. As Suzy explained, industry can influence an existing trend through a "shadow trend." A main example of this is the rise of "soul food & bbq" flavour and food trends. These are shadow trends due to the fact that they feed off other stronger trends in the industry, such as regional cuisine, buying local and also contain components which relate to health and wellness trends.

What students can take away from this presentation



Suzy Badaracco presents at the BCFT Students Night.

is an understanding that the food industry is complex and dynamic, resulting in trends which are constantly changing. The key to success in the food industry is to ensure that strategic decisions are not based on one set of information gathered at the start of a year and expecting the trend to stay unchanged; instead, they should be continually revised with several sources of information.

On behalf of the BCFT student executive we would like to personally thank Suzy for her fascinating presentation on Trend Forecasting. It gave students the opportunity to see beyond the science of food and learn more about social aspects surrounding food behaviour and trends. Furthermore, it informed us how the food industry can meet these consumer demands by staying ahead of the game.

The BCFT Student Night came to a close by raffling off donated door prizes. A special thanks to the following companies for their generous donations:

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Check out the current positions available at this link. http://bcft.ca/Positions_available.htm

For more information or to post a job, contact Melanie Thomson at webmaster@bcft.ca

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- Up to date information about upcoming BCFT events
- Job Postings, for those companies needing a hard working food technologist
- Job Seekers, for those hard working food technologist needing a company
- Book your table at Supplier's Night using our online registration.

If you have any feedback or events that you would like posted, please email Melanie Thomson at webmaster@bcft.ca.



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