

International Summer School FOOD QUALITY AND CONSUMER STUDIES 2017



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25 JUNE – 2 JULY 2017, ORIHUELA, SPAIN

Organized by Universidad Miguel Hernández, UMH



8-DAYS FOCUSING ON

- Food and sensory and consumers
- Neuromarketing and augmented reality

Rich program full of practical seminars

Thematic excursions and discovering rich tastes of Spain

Working hours: 9.00-14:00 h

**Homework and group activities:
from 15.00-17.00 h**

**Teachers and students from 8
European countries**





Erasmus+



International Summer School on Food quality and Consumer Studies

Topic of the day: **Arrival, registration & expectations** (responsible partner: UMH)

Sunday, June 25

Organize arrival of students and transfer to the official Residence.

17:00 pm Registration at Residencia Miguel Hernández (Orihuela)

18:00 pm Panel discussion on “expectations about Summer School

Topic of the day: **UMH & FOODCOST Summer School**

Monday, June 26

9:30 – 9:45 am	Welcome to 2017 FOODCOST Summer School, SS (Ángel) Presentation of UMH team organizing the SS
9:45 – 10:15 am	Universidad Miguel Hernández de Elche, UMH (Esther)
10:15 – 10:45 am	Escuela Politécnica Superior de Orihuela, EPSO (David)
10:45 – 11:15 am	Break
11:15 – 11:45 am	MUDIC. Visit to the Science Museum and activities on brain perception (Mari Carmen Perea & Esther)
11:45 – 12:15 am	Visit to EPSO and main locations for SS
12:15 – 12:30 am	Break
12:30 – 13:15 am	<i>Vino de tinaja</i> (terracotta wine): explanation and task assignment (Ángel)
13:15 – 13:45 am	Traditional or regional products (David)

Topic of the day: **Consumer trends** (responsible partners: Aarhus, BOKU, Krakow)

Tuesday, June 27

- 9:00-10:00 am Rainer presents Overview over Food Chain
- 10:15 to 11:15 am Klaus presents consumer trends with focus on authenticity
- 11:45 to 12:45 am Students engage in teamwork to develop ideas for innovative consumer products/services. They have to connect their products to trends based on authenticity
- 13:00 to 14:00 pm Presentations of Students

Topic of the day: **Sensory and Aroma Block** (responsible partners: UMH, Zlin, Nitra)

Wednesday, June 28

9:00 am - 9:45 am Human senses (Zlin)

9:45 am – 10:30 am Sight sense and food acceptance. An experiment with different sceneries (Marga-Laura)

10:30am - 10:45am Break

10:45am - 11:15 am Introduction to Sensory Perception - PowerPoint presentation (Vlado)

11:15am - 12:15 pm Parallel sessions on 20 smell unknown samples; all students will be divided into 3 groups

1. group: *“North European group”* (Danish + Polish students), responsible tutor: Johana

2. group: *“Czech-Slovak European group”* (Czech + Slovak students), responsible tutor: Jakub

3. group: *“Middle-South European group”* (Austrian + Spanish + Dutch Ton), responsible tutor: Vlado

- each group has to choose 5 smells from total 20 samples,
- to describe all 5 smells, including association to situation/ experiences/ memory etc.,
- to propose for what kind of store/ place, the 5 chosen smells will be recommended to place/ to use,
- to fill the hedonic score from 1 - 9 (where 1-the worst smell, and 5-the best aroma),
- to prepare 5 smell samples for the other 2 groups of students.

12:15pm - 12:30pm Break

12:30pm - 2:00pm Individual testing of 10 smells samples, chosen by other 2 groups

- the leader of a group will present their chosen 5 smells and all done tasks, including evaluation,
- each pair from each group will present 1 smell, including the practical implication for the business/ sale sector

2pm - 2:15pm Evaluation of the best three students (Vlado, Johana, Jakub)

Topic of the day: **Winery visit “Celler del Roure** (responsible partners: UMH, Nitra)

Thursday, June 29

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| 9:00 – 10:30 am | Visit to winery (Moixent, Valencia). |
| 10:30 – 12:30 am | Presentation of marketing techniques of Celler del Roure winery to summer school participants. |
| 12:30 – 14:00 pm | Case study: promotion of ‘terracota’ wines an opportunity for implementing project results in the wine sector. |

Students will have to prepare assignments to be presented on the Saturday July 1:

- Terracotta wine
- Wine prepared with local and endangered grape varieties

Topic of the day: **Neuromarketing & Augmented Reality** (responsible partners: Noldus, Nitra, Poznan)

Friday, June 30

10:00 AM – 10:45 am Overview of methods and techniques – PowerPoint presentation (Leanne)

10:45 AM – 11:00 am Break

11:00 AM – 1:15 pm 45-minute parallel sessions (theory and practice) on

- FaceReader (Leanne)
- Eye tracking – SMI glasses and stationary eye tracker (Poznan)
- EEG (Nitra/Jakub)

1:15 PM – 1:30 pm Break

1:30 – 2:15 pm Augmented reality (theory and practice) (Leanne)

Topic of the day: **Marketing strategies for different types of wine** (responsible partners: all)

Saturday, July 1

10:00 – 11:30 am Presentations by groups 1 and 2

11:30 – 12:00 am Break

12:00 – 13:30 pm Presentations by groups 3 and 4

Topic of the day: **Closure day** (responsible partners: all)

Sunday, July 2

9:00 – 10:00 am	Certificate awarding
10:00 – 11:00 am	Concluding remarks
11:00 am	Departure of participants