

WINTER 2023

# IFEAT WORLD

INTERNATIONAL FEDERATION OF  
ESSENTIAL OILS  
& AROMA TRADES



**BERLIN CONFERENCE REPORT**

**BERLIN EVENT GALLERY**

**MY FAVOURITE  
OSMANTHUS ABSOLUTE**

**IFEAT WELCOMES  
NEW PRESIDENT**

**EXECUTIVE COMMITTEE  
UPDATE**

**IN THE NEWS**

**BOOK REVIEW  
SCENT: A NATURAL  
HISTORY OF FRAGRANCE**



**Agrumaria  
Reggina**



We are your **trusted partner** for **citrus-based solutions**. Thanks to our sustainable and circular production cycle, we offer the best essential oils, juice concentrates, and ingredients for your **Flavor, Fragrance and Beverage creations**.

Discover our citrus world at [agrumariareggina.it/ourcitrus](http://agrumariareggina.it/ourcitrus)



# Big, Bigger – Berlin!

Dear Delegates, Speakers, Workshopers, Networkers, Guests, Accompanying Persons, Friends.



What a conference, what a success – you made it! And you, and you – record-breaking with more than 1,600 of us!! In retrospect, your attending, your active participation, and positive feedback justified the enormous efforts of the last six years: four IFEAT Events Managers, three IFEAT Chairs, 15 Committee Members, two DMCs (destination management companies),

two cancellations due to COVID, and about 20 personal site visits to Berlin to get this organised!

The Berlin Conference was framed by the Welcome Reception in the InterContinental Hotel, the IFEAT Dinner in the wonderful Wasserwerk, and the Closing Banquet in the stunning Station with almost 1,000 participants. We had live music everywhere, fantastic musicians: a jazz band, a string quartet, a brass quintet - and at the very end, a band that brought the dance floor to overflowing within a few seconds!

In addition to the thousands of business meetings, networking contacts, and private parties we of course had a full range conference programme, covering among others: regulatory issues, the IFEAT Medal Lecture, new production methods, analytical and monitoring techniques, product specific presentations, and market reports. You can read the full report inside this edition of IFEATWORLD.

One highlight was definitely the presentation from Maria Spyraiki, a Member of the European Parliament. She reported – virtually from the machine room of European politics – on the revision of some chemical legislation. We have never had such an up-to-date report from Brussels at an IFEAT Conference. All of these sessions were exceptionally well attended - a great satisfaction for Tina Hotchin, IFEAT'S Speaker Programme Manager and the team. For your information: The presentations are available for IFEAT Members on our website.

Moreover, we had a "Roundpanelshop" on "Sustainable Sourcing and Beyond – Initiatives in the Global Flavour and Fragrance Industry". Unfortunately, we had to stop the very lively discussion after more than 2.5 hours – but this will be continued at the next Conference in Bangkok.

Again, my thanks go to our amazing staff – it is truly incredible how so few can achieve so much!

With this final editorial for Berlin, I now pass the "writing baton" to my successors Dr Geemon Korah PhD and John Nechupadom: Good luck and every success!

I hope to see you all in Bangkok safe and sound.

Yours,

**Jens-Achim Protzen**  
Chair of the IFEAT 2023 Berlin Conference Committee

## CONTENTS

**6-22** Conference Roundup

**23-25** My Favourite

**27** IFEAT New President

**28-29** Executive Committee

**30** Staff Update

**31** In the News

**32-33** Book Review  
Scent: A Natural History of Fragrance

If you would like to contribute editorial, or write a "My Favourite" article, please email [ifeatworld@ifeat.org](mailto:ifeatworld@ifeat.org)

# Notes from the Chair

As we wrap up 2023, this is a time where we are still pushing to finish projects as well as starting to note the progress we have made in a number of areas. I am sure we are all pushing to complete as much as possible before the year end, but as we do this it is a good idea for each of us to consider what we have achieved this year. If you are like me – I often focus instead on what else I wanted to achieve!



**Catherine Crowley**  
Chair of the IFEAT  
Executive Committee

**IFEAT 2023 Berlin Conference:** warm congratulations to Jens-Achim Protzen and the great team of staff and Directors that were a part of planning and launching IFEAT's largest Conference in our 46-year history! Having had to close registration with 1,600 delegates registered, the IFEAT team worked with the Conference hotel and all suppliers to accommodate the higher number of delegates. From the Welcome Reception at the InterContinental to the Tuesday night IFEAT Dinner at the Wasserwerk site, a former water recycling plant turned into a beautiful venue, to our Closing Banquet at the historic Station Berlin, the Conference

events this year offered everything needed. Unique settings, great attendance, and special features made us feel both welcomed and entertained. The programme included speakers with unique perspectives on market conditions, the development of sustainability in our industry, updates on specific product categories, including a crop report on citrus, and many sessions were rounded out with lively panel discussions. Workshops offered included one on Aroma Ingredients and one on Fragrance Creation – both fully booked out and well received.

Adding to our programme, our invitation to European Member of Parliament Maria Spyraiki to speak at the Conference was warmly accepted.

We had the benefit of MEP Spyraiki's insight into the positive amendments she has successfully guided through the legislative process, which will help to protect essential oils and their derivatives from unnecessary restrictions in the current implementation of new regulatory measures in Europe.

Typically, when attending a Conference, our schedules don't often allow us to attend all sessions that interest us. Fortunately, all sessions are available for IFEAT Members to watch on demand online, through the IFEAT Website here: <https://ifeat.org/project/berlin-2023/>

The Berlin Conference proved to be everything we were hoping for – and more. And now we pivot to Bangkok, Thailand for our 2024 Conference. Plans are well underway and it's clear it will be a fantastic venue for all of us to gather together in November of next year.

**IFEAT Learning Centre:** 2023 saw IFEAT acquire the International Centre for Aroma Trades Studies (ICATS), this step precipitated the launch of the IFEAT Learning Centre. Looking to digitise and further offer in-person educational content along with new learning platforms, the ILC will become an important part of IFEAT's work.

**Regulatory:** our Advocacy work continued at an intense pace. The issues are important and the work that IFEAT does, together with EFEO and the FGS Consultancy group, is making a difference.

**Study Tours:** earlier in the year, we hosted the first ever IFEAT Focus Study Tour (FST) – the Lemon FST in Spain. The Tour sold out within 20 minutes of registration opening and for those participating it was a fantastic experience. Study Tours will continue next year with great offerings in Southern Italy in January and in Türkiye in June. Once you have been on an IFEAT Study Tour, you will see why they always include returning delegates!

As we each take a moment to reflect back over the things we are happy to have achieved over the past year, I think about

what IFEAT means overall. I am writing this from a place in the African Bush. It is a spot that is significant because it is here we concluded our first ever South African Study Tour, around this same time last year. Being here reminds me of what a great experience it was, in large part because of the other IFEAT Members participating. A Study Tour provides great experiences of seeing farming and production of essential oils first-hand, but equally important are the relationships/friendships that are formed during this time.

What happens on a Study Tour is similar to IFEAT itself. Our Conferences offer great venues, speaker programmes, and educational opportunities. Our Study Tours offer great in-field learning experiences. But alongside the commercial transactions and industry learning – something more important happens. Friendships are formed with colleagues, these are friendships that may very well last a lifetime. When our work is demanding and we face different pressures, those friendships are there to support us, give us sounding boards at times, make us laugh, and make all the hard work more than worthwhile.

This is a unique aspect of what IFEAT does and who IFEAT is. I am glad you are a part of the IFEAT Family.

We look forward to connecting with you in new ways in the new year – please keep giving us your ideas as we go forward – we are all in this together!

*Warm wishes to each of you for a meaningful and restful Holiday Season as you celebrate it.*

*Catherine*

# Berlin Conference Report

by Dr Peter Greenhalgh

IFEAT's Berlin Conference proved to be an overwhelming success partly reflected in the many positive postings on social media and in trade magazines. IFEAT Conferences are a truly global event, and the range of activities and presentations illustrated the expanding role of IFEAT in the F&F and related ingredient supply sectors. There were a record number of delegates (over 1,600, including 44 accompanying persons) from a record number of companies (692) and countries (66).

Attendance at the presentations reached record levels, with standing room only at the opening Monday morning sessions, while the Conference's final presentation on Thursday saw the lecture hall capacity of 350 people almost full. Over the four days there were 32 companies exhibiting next door to the main Conference hall and all 37 meeting rooms and 16 meeting tables were taken. The IFEAT Dinner and the Closing Banquet, in appealing and very different locations, attracted 325 and 1,000 delegates respectively. The two Conference

workshops on aromas and fragrances were a sell-out. For the first time IFEAT had sole occupancy of the Conference hotel over the five days, which facilitated the Conference organisation as well as security, and proved to be an ideal location for networking and facilitating the wide range of activities on offer. Another first was the recording of the Conference in the form of a daily cartoon with the composite picture exhibited and auctioned for charity at the Closing Banquet.

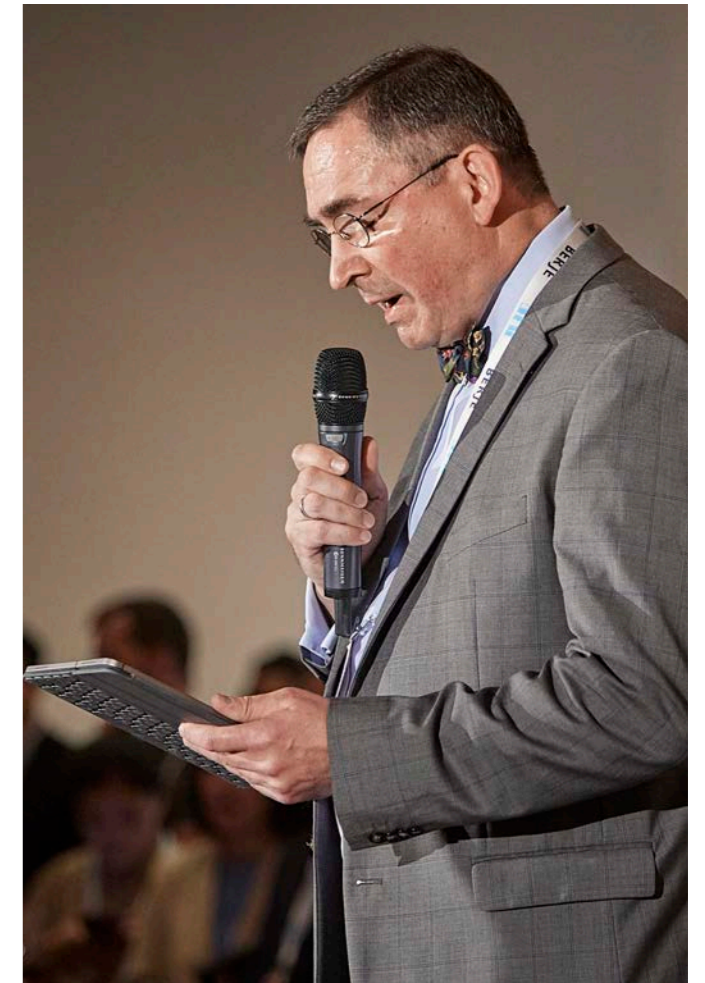


Jens-Achim Protzen at the Welcome Reception

The Conference was certainly the longest in terms of preparation – thanks to the pandemic. As Jens-Achim Protzen, the Conference Chair, said in his welcoming address: *"It took us six years, 15 committee members, four events managers, three IFEAT Executive Committee Chairs, two Conference cancellations and about 20 personal visits to Berlin to get this organised – there were a few constants in this equation namely: Berlin, the Intercontinental Hotel, some staff members, and me...!"*

The Plenary Sessions were held in Potsdam III, with superb video and sound reproduction systems, providing an excellent location for the four days of presentations, including the IFEAT AGM and Business Session, the morning legislative and regulatory session on the EU's Green Deal, and an afternoon "Roundpanelshop" on sustainable sourcing. Last year's innovation of a professional Master of Ceremonies, to introduce the speakers and moderate the Q/A sessions, ensured the programme ran to time and was a great success. The Conference programme was opened on Monday morning by the Conference Chair who explained the theme was *"Trade, Tradition, Modern Spirit"* and outlined some of the key highlights of the extensive Conference programme.

To facilitate the Conference programme the Whova app was available to delegates before, during, and after the Conference. Delegates were able to use the app to obtain information on the various Conference delegates, presentations, and events, as well as communicate directly with each other. In addition, just prior to the start of the Conference, and throughout the Conference, the organisers were able to communicate with delegates using the app. Presentations are available to Members via the IFEAT website Conference Proceedings page at: <https://ifeat.org/project/berlin-2023>



# Regulatory and Legislative Issues

The key theme of the Monday morning sessions was the uncertainty faced by essential oils because of the unintended consequences of the upcoming EU regulations relating to the Green Deal and its Chemical Strategy for Sustainability (CSS). Four important and informative presentations were made to an overflowing lecture hall.



At short notice, the organisers were able to arrange a presentation by **Maria Spyra**, an MEP (Member of the European Parliament), on *The EU's Chemicals Strategy for Sustainability and its Impact on the Essential Oils Industry*. She is playing a key role in tabling amendments to the proposed legislation aimed at protecting the production and use of essential oils. She shared her up-to-the minute insights on how the forthcoming events are likely to

play out and how the European Commission's chemical policy revisions could impact essential oils. She also gave her views on other ambitious chemical policy revisions including the EU's Classification, Labelling, and Packaging (CLP) regulation and how they could still have an impact on the essential oils industry.



**Manolo Donaire**, President of EFEO (European Federation of Essential Oils) followed with a presentation entitled *From the Lavender Fields to the EU Green Deal: Current State of Play and Impact on the Essential Oils Sector*. He shared his views on how the EU's Green Deal and the CSS and its corresponding CLP and REACH revisions could be a direct threat for essential oils and why this is not only an EU issue but also will have a global impact on the essential oils sector.

He outlined the EFEO's position, focusing on the upstream supply chain, particularly the impact on SMEs which play a vital role in the sector. In addition, he spoke about the recent joint advocacy initiatives aimed at influencing the actions of the EU Commission, Parliament, and Council.

Since mid-June, IFEAT has considerably expanded its EU advocacy activities with the ultimate objective ensuring business continuity for IFEAT Members involved in essential oil production, aroma chemical manufacturing, flavour and fragrance compounding, trading, and consumer product manufacturing.



These were outlined by **Susan Schneider** of FGS Global, Brussels in her presentation on *IFEAT's Response to the EU's Regulatory Tsunami*. FGS Global is working with IFEAT and outlined two key initiatives, namely, to amplify IFEAT's voice on key pieces of EU legislation and to enhance the perception of the sector among key stakeholders ending with a call to action among all stakeholders.



A presentation on *Natural Oils in a New Landscape: Regulatory and Legislative Trends in North America* was made by **Dr Dan Selecknik**, Director of Regulatory Science, Fragrance Creators Association, a trade association that represents most fragrance manufacturers in North America. He outlined how the North American legislative and regulatory climate is highly active and rapidly evolving both at the Federal and State levels, including fragrance allergens, labelling, volatile

organic compounds (VOCs) and microplastics. In addition, he discussed the worldwide ramifications of the EU's Green Deal.

Finally, the four presenters joined **Dr John Cavallo** in a "fireside chat" to exchange views on the changing regulatory environment in the F&F sector.



# Keynote Presentations



**Tillmann Miritz**

There were two earlier presentations opening the morning session by two speakers from the host nation Germany. The first was Tillmann Miritz's keynote address on *The Global Essential Oil and F&F Market: Yesterday - Today - Tomorrow* in which he reflected on some of the substantial changes and consolidations during his three-decade involvement in the F&F industry and essential oil sector, especially citrus oils. Among the topics covered were changes in technology, global supply chain dynamics, ownership, regulations, price volatility and raw material pricing, evolving consumer preferences, and an increasing emphasis on sustainability.

This was followed by Dr Maja Zippel's (of Frey and Lau) superbly illustrated and informative presentation on *Essential Oils Past and Present Under the Scrutiny of Analytical Chemistry*. She reflected on the historic role and expanding popularity of essential oils in flavours, fragrances, cosmetics, phytopharmacy, and increasingly in aromatherapy



**Dr Maja Zippel**

applications. Increasingly users of essential oils and other natural ingredients need to be aware of their natural origin. An excellent overview was provided of state-of-the-art and classical analytical methods used to analyse and determine their origin, such as different isotopic analytical methods, GC, chiral GC, residual impurities, etc. Some methods are used in producing countries, facilitating a sustainable supply chain, while others are used further along the supply chain.

Understanding the strengths of analytical methods provides the entire supply chain with the opportunity to strengthen natural products, facilitating consumer safety by ensuring the identity of products, and to act on regulatory issues rather than to react to them. With very different players using different analytical methods with a very different degree of background knowledge, it is key that the essential oils industry and the trade take control and know their products on a chemical level to defend them.

# IFEAT AGM and Business Meeting

As usual Tuesday morning was devoted to the IFEAT AGM and Business Session and the IFEAT Medal Lecture. Catherine Crowley, the Chair of the IFEAT Executive Committee, gave a detailed report on IFEAT's 2022 activities and accounts, and two new Executive Committee members were elected - Sergio Davalos and Ruben Francot. Two Executive Committee members also retired - Antonella Corleone and Raúl Amigo. Retiring President Alastair Hitchen welcomed IFEAT's new President Ramón Bordas.

Presentations were made on the next IFEAT Conference in Bangkok from 10-14 November 2024; two past Study Tours to South Africa in November 2022 and Spain in February-March 2023; two future tours to Italy from 21-27 January 2024 and Turkey from 2-7 June 2024; reports on the IFEAT-supported Reading University Flavour and ICATS Perfumery courses and medals were presented to the best student on each course.



The IFEAT Business Session was followed by Dr Matthias Vey's IFEAT Medal Lecture on *Three Decades Working in and for the Fragrance Industry - a Personal Perspective*. In his presentation he shared his wide-ranging and unique experiences of a career dedicated to fragrance. Initially trained as a perfumer, he moved to a creative role in the cosmetic sector followed by a position as a quality assurance manager. In 2000 he was appointed Director of Scientific Affairs - and latterly Vice President - of the International Fragrance Association (IFRA), where he has driven the Association's commitment to science, in particular through the IFRA Standards that underpin the safe use of fragrance around the world. He is now firmly part of the fragrance establishment, and has had the opportunity to see, and shape, some of the evolutions and changes that the fragrance industry has undergone over the past three decades. His unrivalled experience is helping him lead IFRA into capably handling the challenges the rapidly changing sector is facing, pushed partly by internal factors, and compounded externally by expansive changes sought by global regulators.

Tuesday also saw the new IFEAT Members "Meet & Greet" at which 17 representatives from new Member companies met up with some Executive Committee members and IFEAT staff for an introduction to IFEAT and to meet each other and ask questions over a drink.



# Sustainable Sourcing and Beyond

The only afternoon session was the "Roundpanelshop" on *Sustainable Sourcing and Beyond - Initiatives in the Global Flavour and Fragrance Industry* on Tuesday. This was a hybrid of a round table, a panel discussion, and a workshop, lasting for two and a half hours. Unlike previous IFEAT Conference round tables, the attendee numbers were not limited but they had to register and accept "Chatham House Rules" under which participants are free to use any of the information and opinions discussed but cannot disclose the information's source or who participated.

Certainly sustainability has come to the forefront of many companies' operations in recent years, but it is a complex concept that means different things to many people. It is a dynamic balance between economic, environmental, and social matters and it is now evident that sustainability begins with the production of raw materials and moves all along the value chain. In recent years many producers have been required to meet a myriad of rules and regulations regarding renewability, traceability, sustainability, organic, and labelling and packaging of products, to meet the requirements from purchasing companies and other organisations and these are monitored and certified by a range of certifying bodies. As some presenters pointed out, these additional constraints have proven to be very demanding, especially for many small producers, who lack the personnel or expertise to complete the paperwork being requested.

A range of presenters and discussants presented their views on this wide-ranging topic and attempted to answer a number of questions on the main hurdles, drivers, achievements, industry expectations, and what motivates them to keep going further and faster. Presenters included Sven Ballschmiede (IOFI) and Martina Bianchini (IFRA),



both trade associations who presented the guiding principles of the IFRA/IOFI Sustainability Charter which aimed to turn theory into practice. Rik Kutsch Lojenga of UEBT (Union of Ethical Biotraders), an association and certifying body that promotes "sourcing with respect", and Deborah Vorhies of the Fairwild Foundation, an international organisation providing a global framework for sustainable and fair-trading of wild collected plants and ingredients. Several specific case studies were presented: Ralf Kunert of naturamus GmbH, on its work with a Turkish rose company, Filip Lissicharov of Enio Bonchev, a Bulgarian rose producer, Eduardo Mattoso on Kappi's Brazilian biodiversity initiatives in the Amazon Basin, and Raja Palaniswamy of Jasmine CE of India. Dominique Roques (Balsam Consulting) chaired the Q&A session following the presentations.

Although not part of the "Roundpanelshop", but directly related to sustainability issues, was Elisa Aragon's presentation entitled *Natural F&F Ingredients can Protect and Promote Biodiversity: Peru Balsam, a Case Study Using Satellite Image Analysis*. This explained how sustainable management of the Peru balsam tree,

native to Central America, can protect and promote biodiversity. This is in the context of companies and brands aiming to facilitate the UN's Global Biodiversity Framework's objective of halting future biodiversity loss. Using satellite spatial analysis, the research clearly demonstrated the ability to generate a sustainably managed healthy forest resource in El Salvador.



Elisa Aragon

# Education and ICATS



Ashish Jhunjhunwalla

A recent major IFEAT initiative has been the start of efforts to expand its educational role in the F&F sector, including the takeover of ICATS in 2023, an organisation it has been supporting for many years. One beneficiary of its educational programme is Ashish Jhunjhunwalla who was awarded the IFEAT "Best Perfumery Student" in 2002. Since then, he has played a pivotal role in revolutionising the fine fragrance/deodorant and body spray market in India and has been the nose behind a lot of fragrances used in the Indian and international market. His presentation on *Perfumery & Essential Oils: As Diverse as it Gets - An Insight into the ICATS Diploma* gave the audience an insight into the learning opportunities available via the ICATS Diploma. This is a distance learning programme with modules focused on both F&F pathways in addition to logistics, regulatory, commercial, and foundation science. The modules

can be taken individually and at the student's own pace, thereby offering continuous professional development opportunities across an organisation.

Despite access to thousands of synthetic aroma molecules, it is pure essential oils and other naturals that have always been close to the heart and nose of most perfumers. The presentation highlighted why essential oils are preferred over reconstitutions and how different varieties of oils increase a perfumer's pallet multi-fold. For example, if a perfumer wants a warm, woody, fresh cedarwood character, many varieties of cedarwood are available with different and diverse analytical and olfactive profiles.

The presentation included a smelling session by the audience whereby they were able to experience the diverse olfactive profiles of oils like cedarwood, geranium, vetiver, frankincense, lavender, and chamomile, to name a few.



## WORKSHOPS

Two workshops were held during the Conference, both of which received very positive feedback from participants. The Flavour Workshop led by Dr Michael Zviely, ran over two afternoons, leaving delegates free to attend the plenary sessions. The programme was split into five sections namely:

- An introduction to the chemical senses: odour, taste, and flavour
- The F&F market and product groups covering various aspects of the global chemical market and ingredients, including future projections
- Maillard reaction products, seasonings, condiments, and savoury flavourings
- The main principles of flavour creation
- Sweetening agents and sweet taste modifiers

The Fragrance Creation half day workshop was led by Marianne Martin, Past President of the British Society of Perfumers. It was an interactive introduction to the world of fragrance covering:

- A brief history of fragrance
- The psychology of fragrance perception
- How essential oils have been the creative jewels in fine fragrances over the decades
- How aroma molecules have given rise to modern perfumery
- Fragrance families

Using this knowledge, the participants were guided to blend their own unique fragrances.

# Innovation and Research

Alongside the rapidly expanding regulatory environment faced by the industry is the wide ranging innovation taking place in the sector. The four remaining Wednesday presentations provided considered and thought-provoking insights into some of these innovative and research developments being undertaken in the sector.



Andy Thornton

Stephen Johnson and Andy Thornton spoke on *Using Blockchain to Unlock Value in Difficult Supply Chains: Lessons from Frankincense, Rosewood, and Palm*. Regulatory and consumer pressures have necessitated that supply chains become more transparent but for some products, such as those that are wild harvested or produced in conflict zones, this has become very difficult. Thornton and Johnson explained how blockchain technology can meet many of these challenges by allowing widespread data collection at source, with the data preserved in an indelible tamper-proof ledger. Using several case studies, they argued that it reduces risk in sourcing natural materials, increases brand values, and is "a cost-effective, scalable solution to prove good practices and demonstrate positive environmental and social impact, even in particularly difficult supply chains".



Sibel Erkilic Horsman and Hans Braeckman

Plant Protection Products (PPPs) and their residues are a major concern in the production and trade in essential oils. This is because compliance with regulations on maximum residue limits (MRLs) is

mandatory in marketing oils, especially for organic certified products. IFEAT is funding research in this area and Hans Braeckman and Sibel Erkilic Horsman presented some of these findings in their presentation on *Plant Protection Products (PPP) in Naturals - Identification, Quantification, and Interpretation*. They discussed how despite the considerable progress made in analytical technologies there are still considerable challenges in how to evaluate the concentrations of contaminants in essential oils given their complex nature. They highlighted the practical and analytical difficulties and how this can create tension between laboratories, business operators, and regulators.



Pietersarel de Bruyn, Sascha Liese & Marc vom Ende

Despite concentrating on a relatively unknown botanical, the presentation on *Creating Innovative Fragrance Materials Using New Botanicals from Africa: Marula Fruit* provided a unique perspective from three speakers from diverse backgrounds: Marc vom Ende, (Perfumer), Sascha Liese (Director of Corporate Sustainability) and Pietersarel de Bruyn (organic farmer and essential oil producer). They analysed and selected innovative processes and products to utilise marula skin and pulp in the F&F industry and other uses while creating employment, and establishing a sustainable supply chain. In addition, to discuss the challenges involved, they emphasised the sustainable and ethical impact on local communities and the use of genetic resources and traditional knowledge in accordance with the Nagoya Protocol and UN Protocol on Biological Diversity.



Victor Lafrançois

In many countries, and sometimes for many centuries, essential oils have been produced by traditional, labour intensive, time consuming, energy intensive processes. Innovative processes offer a key to unlocking new possibilities and efficiencies. The final presentation of the day was on *Next-generation Essential Oil Extraction: Introducing D.I.C. Technology* by Victor Lafrançois, an IT engineer and the CEO of a family engineering company that aims to establish a cutting-edge technology known as D.I.C. (Instant Controlled Pressure Drop) as a new standard for essential oil extraction, promoting greener and more efficient practice. The presentation outlined the technical intricacies of D.I.C.'s revolutionary approach to essential oil extraction, which optimises extraction capacities, significantly reduces processing times, thus ensuring the preservation of delicate compounds in the oils and reducing energy requirements. By harnessing the power of pressure drop, this technology seeks to enhance extraction efficiencies, deliver superior quality aromas, and contribute to a greener extraction line. The session closed with a Q&A with all the presenters, moderated by the MC Ralph Cochrane.



Ralph Cochrane

# Minty Notes

Mint oils are the second largest group of essential oils after citrus oil with annual production exceeding 30,000 MT. As Dr Geemon Korah PhD, the Chair of this session pointed out, in recent times there have been many comments posted on social media by large F&F companies that synthetics are more green/sustainable than naturals. This session aimed to respond to this in the context of natural mints and menthol, to demonstrate the impact that natural oils have on the environment, farmers' livelihoods, the supply chains that depend on them, and the sustainability of naturals.



**Vaibhav Kumar Agrawal**

India dominates mint oil and natural menthol production accounting for more than 80% of global output. Two of the presentations concentrated on India, the first by Vaibhav Kumar Agrawal on *Regenerative Mint Farming – The Next Big Step in the Sustainable Mint Supply Chain*. Until recently the sector provided economic security for more than two million smallholders but in recent years it has been in crisis due to a combination of low mint prices, reduced yields, rising cultivation costs, environmental issues including climate change, escalating farming issues, and competition from synthetic menthol. There is a great danger of mint farmers losing interest in the sector unless major action is taken. The presentation outlined various strategies involving the adoption of sustainable and regenerative farming practices to make mint farming financially sustainable and an economically secure livelihood.



**Tony Phan**

The next presentation was by Tony Phan on *Sustainable Menthol: Addressing the Environmental and Social Challenges of India's Natural Menthol Industry* and provided a comprehensive overview of the impact of natural menthol production in India, the world's largest producer and exporter. In recent years the production and use of natural menthol in India have come under scrutiny due to potential environmental impacts. Tony Phan's passion for sustainable development combined with the use of a tool he had developed based on green chemistry principles enabled him to give an illuminating evaluation of the environmental, social, and economic impact of Indian natural menthol production. The various stages of the production process, including cultivation, harvesting, distillation, crystallisation, and refinement were outlined along with the positive role of mint and menthol production in improving livelihoods and bringing benefits to local communities. The impact of menthol production on climate change and ecosystems (biodiversity, water consumption, GHG emissions) and the use of synthetic menthol as a substitute for natural menthol were analysed. The presentation concluded by outlining practical solutions (such as the use of traditional cultivation and production techniques, modern technologies) to mitigate any negative impacts and to ensure the benefits of menthol production are positive.



**Alan Brown**

The final mint presentation was by Alan Brown on *United States Mint Industry – The More Things Change the More They Stay the Same*. This discussed the major changes in the industry over recent decades including the significant reduction in the area cultivated due to a variety of factors including competition from India and China, verticillium wilt, and more attractive crops. Despite the many changes that have often unfavourably impacted mint farmers and service providers, dealers of American mint continue to see repetitive trends and behaviours by stakeholders. The reduced availability of US mint oils has not led to any impetus from the large end-user conglomerates to support the American mint farmer, which will lead to continued future price swings.

After each of three speakers discussed these topics from different perspectives, there followed a lively panel discussion moderated by Dr Korah.



**Mint Panel Discussion**

# Citrus Market Trends

Crop reports were a recent innovation at IFEAT Conferences and the final presentation in Berlin - given to an almost full lecture hall - was Karin Bredenberg's *Crop Market Report on Citrus*. In an excellent presentation she provided market updates on the major citrus oils: orange, lemon, lime, mandarin, clementine, tangerine, bergamot, and yuzu. For each oil she discussed the main producing origins, the current situation, market dynamics, and forecast.

The Conference programme had provided many wide ranging and thought-provoking in-depth lectures and discussions on a wide range of topics and issues affecting the F&F sectors - ingredient availability, excessive regulatory environment, scientific research and innovation, sustainability, and education. The speakers had obviously spent a lot of time preparing their presentations and it is impossible in this article to do them justice. Readers (Members) are strongly recommended to watch the presentations via the IFEAT website at: <https://ifeat.org/project/berlin-2023/>



**Karin Bredenberg**

# Food, Social Events, and Entertainment

Overall, the Conference facilities and catering were excellent. During the four days of presentations, exhibitions and meetings, a range of refreshments and snacks was available in several of the hotel's public areas. Similarly, a wide range of hot and cold lunches was served at strategic points during the lunch break from 12.00 to 14.00. Official Conference events included the Welcome Reception, the IFEAT Dinner, and the Closing Banquet while companies hosted offsite and very inventive cocktail evenings, including Miritz at the Stue Hotel, Ultra at the Adlon Kempinski, and Ventos at the Berlin Zoo.



Welcome Reception Crowd



Berlin Philharmonic Orchestra

As usual, the Conference began with a very crowded and noisy Welcome Reception on Sunday evening when delegates met up with old friends and customers and made new friends. The IFEAT Dinner, sponsored by Lebermuth, was reactivated after four years, and convened on Tuesday evening in the extensively renovated Wasserwerk, a state-of-the-art events location initially built in 1906 as a water pumping station. Much of the historical architecture and some of the pumping equipment had been retained. The delegates were entertained by brass and string orchestra players from the Berlin Philharmonic.

The final Conference event was the Closing Banquet, sponsored by Ventos, held in Station Berlin and some 1,000 delegates had a sit-down buffet meal and were treated to excellent entertainment including an award-winning break-dancing group and the DDC group, which encouraged many delegates to venture onto the dance floor until just after midnight.

Station Closing Banquet venue



During the evening, Jens-Achim Protzen, the Conference Chair, took to the stage again. He thanked the many Conference sponsors and delegates, and invited onto the stage those who had made the Conference such a success, namely the Berlin Conference Organising Committee and the IFEAT staff. The IFEAT Founder's Award was given *in absentia* to Jens-Achim's father, Klaus-Dieter Protzen, who played a key role in the founding of IFEAT and its early development. Each year since then IFEAT Conferences have moved between continents with new companies and countries participating. The Berlin Conference provided a clear indication that IFEAT has weathered the pandemic and is going from strength to strength. Next year sees the Bangkok Conference – we look forward to seeing you there!



Conference Committee and Staff

# Because we just have this planet

Featuring our Barcelona headquarters, built applying sustainable criteria to significantly reduce CO2 emissions and our carbon footprint. Now, with our 2022 sustainability report available.

**Ventós, working for a cleaner and better world**



**ventós**  
LEADERS IN ESSENCE

**ventós**  
LEADERS IN ESSENCE

**ventós**  
LEADERS IN ESSENCE

Find us at: [ventos.com](https://www.ventos.com)



# Thank You to our IFEAT 2023 Berlin Conference Sponsors



GOLD



LANYARDS



CLOSING BANQUET



IFEAT DINNER



WHOVA APP & ONLINE PLATFORM



SILVER



HOTEL KEY CARD



LUNCH BREAKS



COFFEE BREAKS



WORKSHOPS



DELEGATE BAG



## MY FAVOURITE Osmanthus Absolute

By John Wright

I first encountered an *Osmanthus* absolute in the early seventies. It instantly struck me as unique. Many naturals involve a challenging trade-off. Using them in any specific flavour type would mean including some notes that were extraneous along with the notes that enhanced the profile. The extraneous notes would often limit not only the range of flavours where the natural could be used, but also the maximum level, even in those flavours where the natural was beneficial.

*Osmanthus* contained significant levels of gamma-decalactone and beta-ionone, chemicals that worked well together in many different flavours and, at that time, had few other natural sources. Added to that was the fact that, on odour at least, there were no obvious extraneous notes!

In the seventies we were deluged with fabulous new chemicals. Many were instrumental in elevating the profile of every flavour you could name. Naturals were a different story. They helped enhance specific notes and added interesting complexity, but it was unusual to find something new. *Osmanthus* was not only new (at least to me), but it was potentially uniquely useful.

*Osmanthus (Osmanthus fragrans)* is native to Asia and has long been a popular decorative plant. It did not

appear to have a history of fragrance or flavour use. The absolute had been processed from a novel, single source, Chinese concrete by a French company.

My new absolute quickly became the backbone of a new flavour. My new flavour promptly sold. To be fair, life for flavourists was a little easier back then! I basked for a while in the reflected glory of a major win. Then disaster struck.

The Cultural Revolution had spread utter chaos throughout China, everything was paralysed, including the production of *Osmanthus* concrete. I now found myself having to replace an irreplaceable ingredient!

Fast forward the flavour market fifty years and I would have been in deep trouble. Thankfully natural flavours were not such a big category in the seventies.

I "only" had to replace *Osmanthus* absolute in an artificial flavour.

Not so easy as it turned out. I worked for many weeks to understand the complexities of *Osmanthus* absolute. It was a unique experience. So many of the components of this unique natural made a positive contribution to such a wide range of flavours. It was, in so many respects, the perfect natural raw material.

Nothing lasts forever, not even the Cultural Revolution, and normality started to return to China. Even the production of *Osmanthus* concrete resumed. The absolute has remained one of my favourite raw materials. Why does it work so well? To understand the answer, it is interesting to look at the main chemicals typically found in the absolute.





## FEATURE

### beta-Ionone

The primary odour of violet. Vital in raspberry and other berry flavours, also important in tree fruit and tropical flavours. Useful in a very wide range of flavours. Typically around 5% in *Osmanthus* absolute.

### Dihydro-beta-ionone

Great in black tea flavours, with a distinct tea note adding to the violet character of beta-ionone. Also good in peach, raspberry and many other flavours. Typically around 6% in *Osmanthus* absolute.

### gamma-Decalactone

Vital in peach, apricot and strawberry flavours, but also important in very many flavours, including berry, dairy and tropical flavours. Typically around 4% in *Osmanthus* absolute.

### Dihydro-beta-ionol

Very interesting in peach, blueberry, grape, raspberry, and many other flavours. Adds an intriguing hint of cedar to the main violet note. Typically around 3% in *Osmanthus* absolute.

### Linalool

Central to so much in nature, one of the most important flavour ingredients. Vital in peach, apricot, blueberry, and tea flavours. Important in many berry, tropical, and other flavours. The level can vary from 1% to 5% but a good average is 2% in *Osmanthus* absolute.

### Linalool Oxide

Vital in tea flavours. A great companion to linalool in almost everything else. That link is obvious from chemistry, but it also makes so much sense from a sensory angle. Another of my all-time favourite ingredients. Like linalool, the level varies considerably but around 2% is typical in *Osmanthus* absolute.

### Spiroside

Great in tea flavours, especially useful in berry and tropical flavours. The gorgeous damson note of damascenone with added berry and tea notes. Typically around 2% in *Osmanthus* absolute.

### Geraniol

Another favourite. Never perhaps a shining star, but a widely useful deep rose character in berry and many other fruit flavours. Typically around 0.4% in *Osmanthus* absolute.

### alpha-Ionone

Adds a fragrance oriented powdery hint to the violet profile of beta-ionone. The two chemicals work so well in combination in a multitude of flavours. Typically around 0.3% in *Osmanthus* absolute.

### cis-3-Hexenyl Butyrate

Excellent fruity green note, freshening a very wide range of fruit flavours, particularly berry and tropical. The level varies, but typically around 0.2% in *Osmanthus* absolute.

### 4-Ethyl Phenol

A soft, somewhat leathery profile, adds a very subtle smoke note to a wide range of flavours. This component might seem extraneous, but at this level it serves to add a skin character to many fruit flavours. Typically around 0.2% in *Osmanthus* absolute.

### Dec-7-en-1,5-olide

Sometimes called jasmine lactone. This ingredient is relatively subtle. The unsaturated bond enhances complexity and adds impact. A perfect combination of peach and jasmine note, great in peach, berry, and tea flavours. Around 0.07% in *Osmanthus* absolute.

### Dec-7-en-1,4-olide

Sometimes called, confusingly, Jasmolactone. Mostly peach character but with a distinct coconut aspect. Very widely useful in flavours. Typically around 0.05% in *Osmanthus* absolute.

### Hotrienol

Superb in elderflower flavours. Very powerful. Such a great chemical! The perfect companion to linalool and linalool oxide in everything else. Typically around 0.03% in elderflower absolute.

### Nerol Oxide

The ideal mango skin ingredient, stable and lacking harshness. Highly effective at imparting a skin note to a very wide range of flavours. Typically around 0.02% in *Osmanthus* absolute.

### cis-Jasmone

This ingredient smells waxy in concentration, but in dilution it is very widely used in fruit flavours, inevitably enhancing authenticity. Typically found at around 0.02% in *Osmanthus* absolute.

### beta-Damascone

*Osmanthus* absolutes contain variable amounts of beta-damascone and, sometimes, damascenone. The effect of both ingredients is to enhance the authenticity of a very wide range of flavours. Typically around 0.02%.

### Linolenic acid

Higher molecular weight aliphatic acids and their ethyl esters comprise most of the, fairly irrelevant, bulk components. Linolenic acid is typically present at around 19% and ethyl linolenate is usually around 6%.

*Osmanthus* absolute can be used to good effect in a startlingly wide range of flavours. The best use levels cannot easily be derived from a reference to the levels of gamma-decalactone and beta-ionone because synergistic effects from other components of the absolute are considerable. There is also the purely practical consideration of cost versus benefit. *Osmanthus* absolute is good value, but it is not cheap.

The following suggested use levels are for flavours intended to be used in beverages at the popular dose rate of 0.05%. They are, in any case, to be viewed with considerable latitude because they depend very much on the other ingredients used.

### Apricot

*Osmanthus* absolute fits perfectly into the profile of apricot flavours. Fifty ppm is a good starting point.

### Banana

This ingredient should only be used at a modest level in banana flavours, starting at around ten ppm.

### Blackberry

Blackberry flavours can benefit from higher levels of this ingredient, up to one hundred ppm.

### Blueberry

A modest addition, around twenty ppm gives an attractive boost to all styles of blueberry flavours.

### Cherry

Cherry flavours vary from heavily benzaldehyde to subtle and authentic. *Osmanthus* absolute is only a sensible addition for the authentic style flavours. Ten ppm is a good starting point.

### Honey

Honey flavours encompass a multitude of quite different profiles, but *Osmanthus* absolute works pretty much across the board at around one hundred ppm.

### Kiwi

Kiwi flavours are usually fairly delicate and that might imply a low dose rate. In practice that is not the case and fifty ppm works well.

### Mango

Everything about *Osmanthus* absolute fits perfectly into mango flavours. The dose rate need not be high, twenty ppm works very well.

### Passionfruit

An even lower level is a good fit in passion fruit flavours. Ten ppm makes a good place to start.



## FEATURE

### Peach

Thirty ppm of *Osmanthus* absolute enhances all styles of peach flavours, adding authenticity and lift.

### Pineapple

This raw material works well to offset some of the brighter esters in pineapple flavours at around twenty ppm.

### Plum

*Osmanthus* absolute adds depth and authenticity to plum flavours. Fifty ppm is a reasonable level of addition.

### Raspberry

Cost is the real limitation in raspberry flavours. One hundred ppm works well, but two hundred ppm is perfect.

### Strawberry

The effect of *Osmanthus* absolute in strawberry flavours is interesting, even at the modest level of ten ppm.

### Tea, black

The level of use in black tea flavours is only limited by the imagination. Fifty ppm is a start, higher levels are only limited by cost.

### Watermelon

Given the fantasy aspect of watermelon flavours, the ideal level of addition is purely a creative choice. That said, a modest level, around twenty ppm, is very effective.

So, why have I chosen *Osmanthus* absolute as my favourite raw material? The most logical reason is the perfect balance of ingredients. Not every essential oil or extract is a creative masterpiece, far from it, but *Osmanthus* absolute clearly belongs in the small family of genuine works of art. The perfect balance is not just a creative observation. It makes *Osmanthus* absolute useful in such a varied range of flavours.

So far, so good, but it still should have very formidable competitors, jasmine absolute for one. I think the driving reason is mostly personal. I have spent so much time working with it, trying to understand its complexities, that it has become an old friend.



John R Wright began his career as a chemist but soon entered the world of flavour creation and has worked for Duckworth (now Kerry), PFW (now Givaudan), BBA, and IFF, but decided to escape corporate life and began working as a consultant in 2008.

John is a Fellow of the Royal Society of Chemistry, a Member of the Society of Flavor Chemists, Inc., a Fellow of the British Society of Flavourists, and a member of the MIT Innovation Lab. He previously lived in the UK and Canada before settling in New Jersey over twenty-five years ago.



# BERJÉ *Innovative*

## An artisan approach to sensory solutions.

Since our initial inception, Berjé has consistently strived towards laying a better foundation for the next generation of perfumers, flavorists, and industry innovators. Our own in-house team of chemists and evaluators are making constant advancements in sourcing and sustainability every year: new extraction techniques, formulations, sustainable harvesting methods, and upcycling initiatives are just a few of the steps we've made on the road towards evolving our industry.

### THE BERJÉ GROUP

The privately-owned flavor and fragrance ingredient source since 1949.  
+1 973 748 8980 • www.berjeinc.com

#### IFEAT EXECUTIVE COMMITTEE

## IFEAT Welcomes New President and Thanks Retiring President

During the Annual General Meeting at the Berlin Conference, retiring President Alastair Hitchen welcomed IFEAT's new President Ramón Bordas.

Ramón Bordas joined the Executive Committee in 2002 and served as Chair from 2010 until 2013. He was Conference Chair for the IFEAT 2011 Barcelona Conference which was attended by 917 delegates from 51 countries.

Recently, he was Co-opted to the Executive Committee for work related to the Conciliation, Nominating, Scientific, Socio-Economic, and Steering Committees.

Ramón's predecessor, Alastair Hitchen, served two terms as IFEAT President from 2017 until 2023 as the representative of IFEAT Members.

During his time with IFEAT, Alastair chaired the Nominating and Conciliation Committees and was Executive Committee Chair from 2007 until 2010.

In 2005 he was Chair of the Cochin Conference Committee - a Conference which was attended by 492 delegates from 37 countries.

Alastair is a keen golfer, and Ramón presented him with a gift box containing a golf sweater and t-shirt for him to remember his time as IFEAT President.

Ramón Bordas left and Alastair Hitchen right



#### OBITUARY

## Roger Paul Dyer

The BEOA (British Essential Oil Association) was sad to announce the passing of Roger Dyer on Friday 11th August 2023 at the age of 76.

Roger had worked in the essential oils industry for many years starting as a chemist at H Kohnstamm and H E Daniel before joining Adrian Essential Oils Limited as Managing Director. He worked closely with the Adrian family in France and became

firm friends. He was a gentleman and well respected in the industry and was happy to pass on his wealth of knowledge about essential oils.

Roger was a former Chairman of the British Essential Oil Association and worked closely with EFEO.

Our condolences to his friends and family. Roger will certainly be missed by colleagues and all who knew him.





## Welcomes two new Executive Committee Members

### Ruben Francot

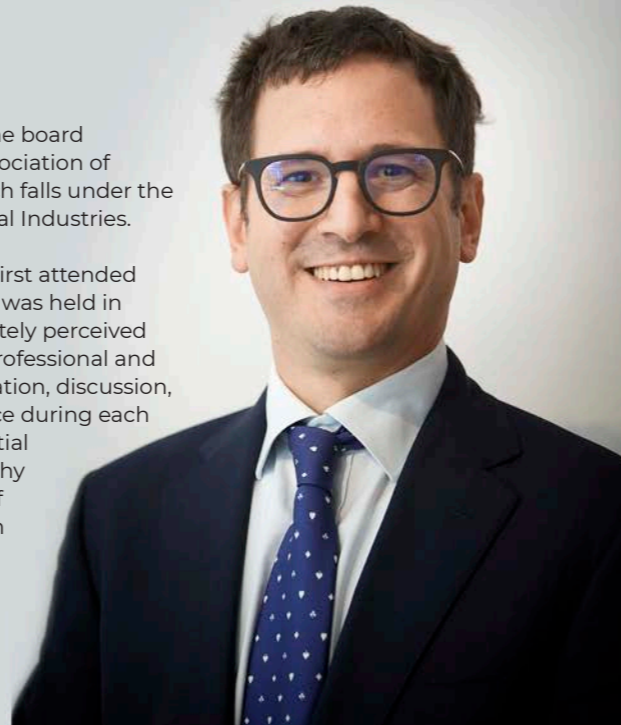
After studying logic and philosophy at the universities of Milan and Barcelona, Ruben Francot joined the third generation of a family business, SACMAR, becoming sole director after only a few years. He took the company from 15 to 50 employees.

The company has been producing essential oils and aromas since 1947 and Ruben has developed an international strategy, looking not only at the European market, but also the Middle Eastern market. SACMAR has important brands in both the food and flavour and fragrance industry.

In 2020 Ruben purchased Selvania, an Italian company specialising in semi-finished products for the confectionery industry, of which he is CEO.

Since 2018, he has been on the board of directors for the Italian Association of Flavours and Fragrance, which falls under the Association of Italian Chemical Industries.

Ruben told IFEATWORLD; "I first attended an IFEAT Conference when it was held in Marrakesh in 2010. I immediately perceived its importance for both my professional and personal growth. The information, discussion, and exchanges that take place during each Conference make it an essential point of reference, which is why I am proud to become part of IFEAT as Director. I hope, with my commitment, I will be able to make a significant contribution to the Executive Committee."



### Sergio Davalos

Sergio Davalos is currently Sales and Logistics Manager for COTA Ltda, an Argentinian Company dedicated to lemon production and processing. He joined the Company in 2010, and has been involved in the essential oils business since then. COTA is one of the oldest lemon processing companies in Argentina and one of the most traditional ones. Being a cooperative, it gathers around 50 associates that grow the fruit to be processed and exported as essential lemon oil, dehydrated peel, and juice concentrates.

Sergio has studied Management at the University of Tucuman, Argentina and has a Master's degree in International Business from the University of Barcelona. He has been participating in IFEAT since Marrakesh in 2010 and has been a Conference Speaker in Cartagena and also at one of IFEAT's virtual Conferences during the COVID pandemic.

Sergio told IFEATWORLD; "It makes me very proud to join this prestigious and hard-working international association, which has members from the whole essential oils and aroma trades industries worldwide. Also, being the first Argentinian to participate on the Executive Committee is an immense opportunity for me.

I was privileged to be accompanied by my family and by my Company COTA Ltda, during my election at the Berlin Conference.

It was a very important day and I'm already looking forward to all the work ahead. I'm sure this is going to be an exciting road. Thanks to my colleagues for this opportunity."



## Two Retirements from the Executive Committee

As we welcome two new Members to the Executive Committee (EC), we are saying farewell and a big thank you to Antonella Corleone and Raúl Amigo.

### Antonella Corleone

Since her election at the Conference in 2008, Antonella has contributed enormously to the organisation and has held key roles during the last 15 years.

Antonella's first role was as Local Organising Chair for the Study Tour in Southern Italy in 2009. In 2014 she was Chair of the Conference Committee for the IFEAT 2014 Rome Conference where over 1,000 delegates were welcomed under the theme of "The Mediterranean" reflecting the Mediterranean influence on our flavour and fragrance industries.

Antonella then became EC Chair in 2016 and saw IFEAT through the build-up of a staff team in 2016 to 2017. Following her retirement as EC Chair in 2019, she was Chair of the Membership Committee for two years and assisted on the Articles Task Force. Antonella is now involved in organising a second Study Tour to Italy for 2024.



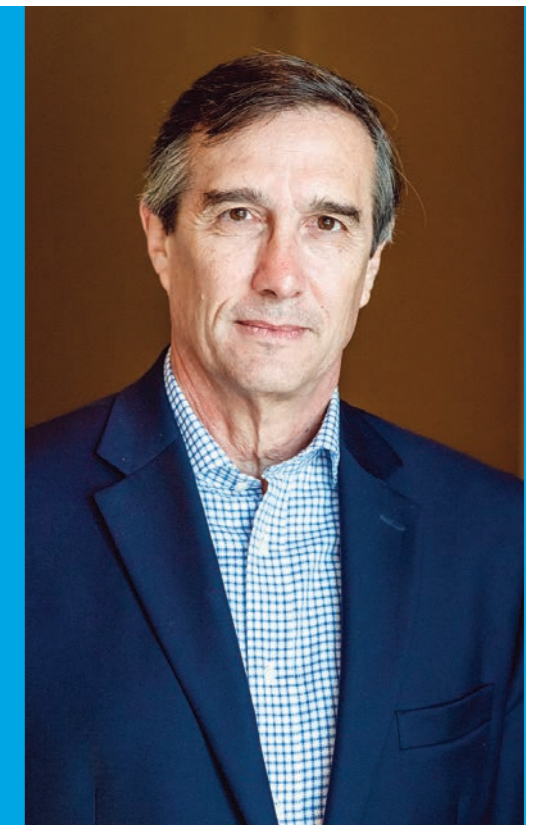
### Raúl Amigo

We also say a fond farewell and a big thank you to Raúl Amigo who completes his role as Ex-Officio stepping down from the EC.

Since his election at the Cape Town Conference in 2006, Raúl has contributed enormously to the Federation and held key roles during his time on the EC.

Raúl's first role on the EC was as Local Organising Chair of the Brazil and Paraguay Study Tour in 2012. He then served as IFEAT President from 2014 until 2017, representing IFEAT Members. When he retired from the Presidency and became Ex-Officio he took on the role of Conference Chair of the Cartagena Conference in 2018 - the first Conference in South America since 2001, where 1,170 delegates attended under the theme of "Las Americas" focusing on the essential oils and F&F markets in Central and South America, the Caribbean, Mexico, and the Amazon, as well as addressing legislative and scientific issues. Raúl has been an integral part of the Membership Committee during his EC tenure and also spent time on the Communications Committee as IFEATWORLD Task Leader and most recently he has been involved in the Articles Review Task Force.

"We thank you both for your passion and commitment to IFEAT and to the Industry as a whole. Thank you Antonella and Raúl," said outgoing President Alastair Hitchen at the IFEAT AGM at the Berlin Conference.



## New Education Officer for IFEAT



IFEAT is delighted to welcome Lindsay Smith to the staff team as IFEAT Education Officer. She will assist the Federation in developing the ICATS education programmes.

Born and raised in New Jersey, USA, Lindsay moved to the UK in 2002 to complete her MA at Goldsmiths, University of London.

She lives in Cheshire, UK with her family and has over 20 years experience in the creative and education sectors. Some of her design work is on permanent exhibition at the National Library of Wales.

As well as teaching at senior school, college, and university levels she worked with the Welsh Government to create professional development resources for colleges and universities. Her previous role was as education manager for a global remote professional development company.

Lindsay told IFEATWORLD; "I'm excited to have the opportunity to become a part of the IFEAT family during this

critical phase of growth for the IFEAT educational programmes. In my first week in the role, I had the pleasure of attending the annual Conference in Berlin, where I had the opportunity to meet and interact with the Executive Committee, the staff, and the ICATS team, as well as many IFEAT delegates. The warm reception from everyone has made me feel truly embraced and enthusiastic about being a part of this remarkable industry. The experience in Berlin was incredibly valuable, and I'm eagerly anticipating the next Conference in Bangkok."

Lindsay will work on many educational initiatives including launching an innovative course platform that is interactive and designed to improve the learning experience by making content more accessible and engaging as well as expanding IFEAT's course offerings in collaboration with global universities



and institutions to provide a broader and more diverse range of educational opportunities.

She volunteers as a school governor, enjoys swimming, aromatherapy, and creating art and photography.

## Goodbye from Tina Hotchin - IFEATWORLD Editor

"After seven years, this issue of IFEATWORLD will be the last in my role with IFEAT. I have decided to leave the Federation and will do so at the end of 2023. I would like to thank you all for reading IFEATWORLD magazine and also for all your support over the past seven years".

**Tina Hotchin**  
IFEATWORLD Editor  
IFEAT Conference Programme,  
Web & Media Manager

**Tina at the Berlin Conference  
wrapping up the speaker  
programme with Ralph Cochrane**



From the **Guardian Newspaper**

## Giving computers a sense of smell: the quest to scientifically map odours



By digitising scents as we have images and sounds, researchers hope they can transform everything from food and agriculture to disease prevention.

"Did you ever try to measure a smell?" Alexander Graham Bell once asked an audience of graduands at a high school in Washington DC.

He then quizzed the probably confused class of 1914 as to whether they could tell when one scent was twice the strength of another, or measure the difference between two distinct odours. Eventually, though, he came to the point: "Until you can measure their likenesses and difference, you can have no science of odour," Bell said. "If you are ambitious to find a new science, measure a smell."

Read the full article at: <https://bit.ly/3QliYjM>

From **Medical News Today**

## Can using aromatherapy oils every night help improve memory?

- Being regularly exposed to multiple scents—or olfactory enrichment—has shown promise in enhancing cognitive abilities in older adults.
- However, not all studies have yielded consistent results.
- A new study found that using aromatherapy essential oils such as lavender and rose nightly boosted word recall by 226% and improved the functioning of a key brain pathway that plays a role in learning and memory.
- These findings suggest that olfactory enrichment may be a low cost approach to reduce neurological impairment in older adults.
- In the United States, cognitive decline, which is characterised by confusion or memory loss, is estimated to affect 11.1% of the population, or one in nine adults.

Previous research has shown that cognitive decline is accompanied or even preceded by loss of sense of smell in various neurological disorders, including Alzheimer's disease, dementia, and Parkinson's disease.

Some research indicates that regular exposure to multiple scents or odorants — a practice known as olfactory enrichment — can have beneficial effects on cognitive abilities in older adults.



In a new clinical study, researchers at the University of California, Irvine, examined if a nightly aromatherapy regimen for six months could improve cognitive skills in older adults.

They observed significant improvements in word list recall as well as improved functioning in the part of the brain known as the left uncinate fasciculus after olfactory enrichment with aromatherapy oils.

Read the full article at: <https://bit.ly/3R08HLq>

# SCENT: A Natural History of Fragrance

Reviewed: DR TONY CURTIS

Elise Vernon Pearlstine, Illustrations Lara Call Gastinger  
2022: Yale University Press, New Haven and London  
£18.75 ISBN 978 0 300 24696 4

## Chapters:

### INCENSE, WOOD, AND RESIN

- 1 The Torchwoods, Frankincense, Myrrh and Copal
- 2 Fragrant Woods: Agarwood and Sandalwood

### SPICES

- 3 Spices of the Western Ghats
- 4 The Spice Islands
- 5 Saffron, Vanilla, and Chocolate

### SCENTED GARDENS AND AROMATIC HERBS

- 6 Gardens
- 7 Fragrant Flowers and Aromatic Herbs
- 8 Roses

### PERFUMERY FROM MANDARIN TO MUSK

- 9 Humble Beginnings: Mint and Turpentine
- 10 Perfume Notes

### FRAGRANCE AND FASHION

- 11 Impossible Flowers and Building a Perfume
- 12 Scented Worlds: Industry and Fashion

It is often said that you should not judge a book by its cover. In this case it should also be extended to, do not judge a book by its title. This is not a criticism of this splendid addition to my library. Rather a cautionary note as books on aroma materials tend to have an emphasis on their application in perfumery. I suspect that editors have an eye to the commercial success of a publication and perfumery appears to be a more marketable topic than flavour. It is rather odd as on my last visit to my local bookshop several bays were devoted to cooking in all its variants but no section devoted to flavour, not a single shelf! The treatment of vanilla in this book will satisfy many a chocoholic. More of this later!

I recently reviewed *In Search of Perfumes: A Lifetime Journey into the Sources of Nature's Scents* by Dominique Roques. Scent has the same delightful touch. It is both factually accurate but contains a wealth of personal sidelights that provide colour and three dimensionality that make it a difficult book to put down. It is not often that a book gives me information that might save my life (I exaggerate a little) and provides me with insight into the thinking of my normally inscrutable black cat. In reviewing animal notes in perfumery the author Elise highlights a feature of Calvin Klein's *Obsession for Men*, my personal favourite fragrance, that does not feature in the fashion advertisements

Zookeepers have known for a while that big cats such as ocelots, jaguars, and cheetahs, love perfume, particularly Calvin Klein's *Obsession for Men* and will roll and rub their faces in it and other types of perfumes that are applied to objects in their enclosures.  
*Elise Vernon Pearlstine*

Be warned on your next zoo visit! I can validate this. When reading this book my black cat attacked the contents of my waste paper basket. I had recently purchased a bottle of *Obsession for Men* and thrown the wrapping and box into

the basket. I now know that I do not have a cat but a miniature jaguar! Possibly there is a market for musk/civet cat toys rather than the normal catnip variety. I think a field experiment is needed!

As I write this, British Summer Time has just ended and for the next four months, we will have dark, chilly, and wet evenings. This turns my mind to winter warming foods. Elise's book has cost me money! I looked at my spice rack and realised my collection of herbs and spices needed sorting. I was reading the chapter *Spices of the Western Ghats*. There was no option but a complete clear-out of the shelf and a few glorious aromatic visits to one of Plymouth's international food outlets. A whole world in one wall of herbs and exotic spices. An all-embracing aroma of warm and enticing odours assaults you as you enter through the door. My winter cooking should be much more flavoursome because of reading this book. One of the aspects of the ICATS/IFEAT course is the integration of a variety of disciplines in the new product development process (e.g. technology, marketing, etc.). The philosopher's stone (alchemists search to find the reagent to turn base metals into gold) for me is from where do we get the inspiration to seed the new product development process? In the ICATS/IFEAT Diploma treatment we use *Small's Stimulation Check List*<sup>1</sup>. In writing about essential oils 50 years ago, pepper oil would have been considered an interesting but modestly used essential oil in perfumery. My flavour interest is that I have always used black pepper in my cooking, time to experiment with green pepper! One of the vogue materials in fashion in current perfumery is pink pepper oil. Elise provides an authoritative account of the fascinating history of pepper but also an enthralling review of how different processing methods produce these interesting variants.

Chanel N°5, over 100 years old now, was based on the novel use of then recent

additions to the perfumer's palette. One of the options in *Small's Stimulation Check List* is the novel exploration of new materials or technology.

As I type this, my treasured six volumes of Gunther's *The Essential Oils*<sup>2</sup> are in view. *Scent* whets your appetite to explore these magic oils in more depth. Fortunately, readers of IFEATWORLD have this with Peter Greenhalgh's masterful series of IFEAT's Socio-Economic Reports<sup>3</sup> on essential oils and aroma products. Missing from this book (there is only so much you can get into 250 pages) is the whole new family of aroma materials produced by supercritical CO<sub>2</sub> extraction.

On to the next chapter – *Saffron, Vanilla, and Chocolate*. Again, *Scent* provides a lovely overview of the enzymic process to provide the rich rounded notes of the fully ripened vanilla pod we find in our spice shelves. However, I was also taken by her account of chocolate. Here we go back to flavours and cooking. An intriguing aspect is the effect on the final flavour profile of a food (e.g. a stew) with flavour enhancers and/or flavour modifiers. Just type in 'chocolate in stews' to a Google search and you will find several recipes.

Chapter 11, *Impossible Flowers and Building a Perfume*, is a fitting end to this book. The discussion in this section of the muguet notes is exemplary. The cover of the natural flower is

## References

1. Small's Ideation Stimulation Checklist, Appendix C, New Products Management, Merle Crawford, 1991, 3rd Edition, IRWIN. Homewood, IL, USA.
2. The Essential Oils, Ernest Gunther, 1952, Van Nostrand, New York.
3. Orange oil is the product covered in the Socio-Economic Report from the IFEAT 2023 Berlin Conference edition of IFEATWORLD.



almost poetical, yet the darker side is not neglected; the fact that the plant is poisonous. In an age when fine fragrances rightfully still have much dependence on natural aroma materials (e.g. rose oil) the author reminds us that this popular muguet note is inspired by the lily of the valley flower which resists attempts to commercially extract its fabulous scent. While Elise clearly had a passion for the natural products she also understands that in our creation of the range of fragranced products, the use of synthetic and nature identical chemical ingredients is essential. This is a well-considered, balanced view which reflects the reality of the industry. No natural sources of geraniol and citronellol are available to supply the amount of these aroma materials originating from Jacksonville,

the world's turpentine capital. Truly industrial scale production is vital for applications in functional products such as fabric conditioners.

Do read this book. It may stimulate you to new product ideas or at least some new recipes to add to your home cooking. This is no dry technical account, though technically correct, and authoritative; it brings the subject to life with its colourful treatment. Just as the right mix of herbs and spices brings stimulation to our palate. Food is more than just energy, it should also be prepared with love and be food for our souls. This book is like the BBC, it informs, educates, and entertains. My thought for this edition of IFEATWORLD is to read widely, experiment, and enjoy. Sorry! That is three thoughts.



# NEW IFEAT MEMBERS

Below is a list of new IFEAT Members who had joined by 10th November 2023

## Midhills Rosin and Turpenes

Sood Building, Village Nandal, P.O Oachghat, Solan, H.P. 173212, India



Contact: **Sidharth Sood**  
Email: [sidharth@midhills.com](mailto:sidharth@midhills.com)  
Web: [www.midhills.com](http://www.midhills.com)

Midhills, established in 2009 by Sh Sudhir Sood in the Shivalik Hills of the Himalayas, is one of the leading pine and pine derivatives producers in India.

## World Foods and Flavors

Travessera de Gracia 18-20 at 3.08021 Barcelona, Spain



Contact: **Martin Rodriguez Hunter**  
Email: [mrodriguez@wffjuice.com](mailto:mrodriguez@wffjuice.com)  
Web: [www.worldfoodsandflavors.com](http://www.worldfoodsandflavors.com)

Broker and agent for import, export, storage, and distribution by third parties of purée, juice, and concentrate, and IQF.

## SYNAROME

4 Rue Charles Tellier, 28 000 Chartres, France



Contact: **Ange Dole**  
Email: [an.dole@synarome.com](mailto:an.dole@synarome.com)  
Web: [www.synarome.com](http://www.synarome.com)

For more than 95 years, Synarome manufactures iconic ingredients and specialities for fragrance creators in France.

## Euro Aromas Ltd

29 Nugent Road, Bolton BL3 3DE, UK



Contact: **Javid Munshi**  
Email: [info@euroaromas.co.uk](mailto:info@euroaromas.co.uk)  
Web: [www.euro-aromas.co.uk](http://www.euro-aromas.co.uk)

Since 2002, Euro Aromas Ltd has been trading in the UK and Europe, specialising in aldehydes, esters, Iones, and many more. The company provides first class and prompt service.

## Aydin Rose Oil LTD

Ardici Koyu no.6, Keciborlu, Isparta, Turkey,



Contact: **Omer Sisci & Kenan Aydin**  
Email: [o.sisci@aydingulyagi.com](mailto:o.sisci@aydingulyagi.com)  
Email: [k.aydin@aydingulyagi.com](mailto:k.aydin@aydingulyagi.com)  
Web: [www.aydingulyagi.com](http://www.aydingulyagi.com)

Aydin Gulyagi was founded in 1989 and is among the oldest companies in the sector. Its focus points are rose oil and essential oils.

## Rawji Fine Fragrances Pvt. Ltd

4th Floor, Gulabi House, 111-115 Kazi Syed Street, Masjid Bunder, Mumbai 400003, India



Contact: **Monill Shah & Tarun Shah**  
Email: [rm@rawji.in](mailto:rm@rawji.in) / [tarun@rawji.in](mailto:tarun@rawji.in)  
Web: [www.rawji.in](http://www.rawji.in)

Rawji is one of the most reliable distributors of aroma chemicals and essential oils catering to the Indian, Asian, and African F&F industry.

## GUILIN FOUR SEASONS SUNSHINE

No.72 Zhimapu, Qixing Road, Guilin, Guangxi, China



Contact: **Avey Qin**  
Email: [sales@gltop.com.cn](mailto:sales@gltop.com.cn)  
Web: [www.cntopflavor.com](http://www.cntopflavor.com)

Guilin Four Seasons Sunshine is manufacturer known for *Osmanthus*, jasmine, *Michelia*, neroli, *Chrysanthemum*, *Aglaia odorata* and other traditional Chinese flavour and medicine extracts.

## GOYMEN AROMATIK YAG SANAYI LTD STI

GAZI MAH.24006 SOK. NO 2, GAZIANTEP, Turkey



Contact: **Oktay Goymen**  
Email: [oktay@goymenoil.com](mailto:oktay@goymenoil.com)  
Web: [www.goymenoil.com](http://www.goymenoil.com)

Manufacturing wildcrafted essential oil from nature with 40 years of experience.



All available spaces have been filled on the Italy Study Tour 2024 with IFEAT Members from 19 different countries. Registration is now closed.



Registration for the Türkiye Study Tour 2024 from 1st to 8th June – visiting Istanbul, Izmir and Isparta – will open in January 2024. Spaces will be limited so book early.



## IFEAT's campaign to protect essential oils

In case you missed it in Berlin ...

The IFEAT 2023 Conference might already feel like a distant memory and with much to take away from the many events that took place and the numerous discussions and connections made.

One such development is the **launch of IFEAT's new campaign 'Protect Essentials'**. At the Conference we were fortunate to hear from Maria Spyraiki, Member of the European Parliament, and from our EU advocacy partners about EU legislative developments and their impact on the future of the essential oils industry - not only in Europe, but with possible spillover to other regions globally.

**The message was clear.** The EU's planned overhaul of chemicals legislation, under the Chemicals Strategy for Sustainability (CSS), represents a paradigm shift – away from the time-tested risk management to a more cautionary hazard-based approach. The notion of putting trust in natural ingredients and of 'safe use' are being challenged and essential oils are increasingly under threat from this wave of EU proposals. The risks of unintended consequences for our industry are high.

**That is why IFEAT is taking action.** We are continuing our EU advocacy efforts that were started early in the summer of 2023 with our partners at EFEO. A piece of good news is: We have managed to secure a positive outcome for the essential oils industry in the EU's Classification, Labelling and Packaging (CLP) regulation. An agreement was reached in December 2023 to grant a temporary derogation for essential oils and related products from stringent rules to prove the safety of each constituent of a mixture. We will continue collecting scientific evidence demonstrating to the Commission that the derogation is justified. But the journey doesn't end there, as several EU proposals will be coming down the tracks that can affect our industry - the upcoming revisions of REACH and the Cosmetic Products Regulation.

And that is why in Berlin we went one step further in our efforts with the launch of IFEAT's new public campaign **'Protect Essentials'**.

The campaign seeks to educate and influence the decision-making of policymakers. Essential oils are natural. They have rich historical and local roots and have been safely used since antiquity. And they are the essence of many local communities around the world. **They are part of our past. They are part of our present.** And with this campaign we are seeking **to protect their future.**



### Help us to protect the future of essential oils

- The EU Green Deal risks introducing new burdens for producers and downstream users of essential oils.
- Therefore, in the past months we have engaged with the EU institutions and started a campaign to raise awareness about our industry. **Read our open letters to the relevant policy makers on our campaign website.**
- Support our campaign and find more information by scanning the QR-code, or visit: [www.protect-essentials.org](http://www.protect-essentials.org)





THE INTERNATIONAL FEDERATION OF ESSENTIAL OILS AND AROMA TRADES LIMITED

IFEAT, 6th Floor, King's House, 9-10 Haymarket, London SW1Y 4BP

T: +44 (0) 1707 245826 · E: [secretariat@ifeat.org](mailto:secretariat@ifeat.org)

[www.ifeat.org](http://www.ifeat.org) · [www.facebook.com/IFEAT.ORG](https://www.facebook.com/IFEAT.ORG)

Editorial & Advertising enquiries: E: [ifeatworld@ifeat.org](mailto:ifeatworld@ifeat.org)

Registered in England & Wales with liability limited by guarantee under Company no. 01369368. © IFEAT. All rights reserved. No part of this publication may be copied, stored, published or in any way reproduced without the prior written consent of IFEAT.

Companies are reminded that the IFEAT logo can only be used (on websites and email signatures) by fully paid-up IFEAT Members.



IFEATWORLD is printed by the Pureprint Group on sustainably sourced paper certified by FSC® and Carbon Balanced with the World Land Trust

**Disclaimer:** The views and opinions expressed in any articles in IFEATWORLD are those of the authors. They do not necessarily reflect the views or opinions of IFEAT, its staff, Executive Committee, contractors, Members or any other entities it represents.