2013 IFEAT Conference
San Francisco 29th September – 3rd October, 2013

I am looking forward to welcoming delegates on Sunday 29th September to the 2013 IFEAT Conference in San Francisco, USA. The city is one of the top tourist destinations in the world situated in a stunning location in northern California with an eclectic mix of architecture and natural beauty. Famous landmarks include the Golden Gate Bridge, Alcatraz and the Chinatown district. It is also a leading financial and cultural centre. San Francisco city is renowned for its cosmopolitan mix of people living there and a liberal community that is welcoming to all.

The conference will take place at the world-renowned and historically important Fairmont San Francisco hotel. Centrally located on Nob Hill, this very large, luxury hotel is a short cable car trip from many of the main tourist attractions within San Francisco including the Financial District and Fisherman’s Wharf. It also offers panoramic views of the city and San Francisco Bay.

The theme of the conference, “Sustainable Growth”, is highly topical and relevant to all businesses and a comprehensive range of presentations on the current issues affecting the flavour and fragrance industry is being prepared. As always, there will be plenty of opportunities for making new, and renewing old, business acquaintances. There will also be several side events which delegates can choose from including an essential oils short course, a course on transport of hazardous materials, a field trip to the garlic farms and processing operations at Gilroy and a lunchtime distillation forum. More information on all these is given on page 2. We also plan to hold a Trade Exhibition on Wednesday 2nd October at the conference hotel (see below).

As notified to all members, it is important that delegates needing visas send in their visa applications as soon as possible. The deadline for help from the IFEAT secretariat has now passed, and I would urge all those planning to register to ensure their visa applications are underway. For more details or information on the 2013 IFEAT Conference, and on-line registration, please visit the IFEAT website, www.ifeat.org.

Colin Ringleib, IFEAT 2013 Conference Chairman

IFEAT Trade Exhibition - Wednesday 2nd October, 2013

Following on from the successful event in Singapore last year, IFEAT will hold a Trade Exhibition in the Grand Ballroom of the Fairmont San Francisco hotel on Wednesday 2nd October, 2013. Members are advised to book their booths early as considerable interest has been shown by many companies in this event. Full details of the booths and the facilities available to exhibitors are given in the registration booklet. The floor plan has been designed with the aim of maximising space around and in front of the various stands for walking and meeting people. The Trade Exhibition offers a refreshing change from standard conference proceedings and allows potential business partners the opportunity to discuss products and services in detail. A booking form for this Trade Exhibition can be downloaded from the IFEAT website.
IFEA T C O N F E R E N C E E V E N T S

IFEA T Dinner
Tuesday 1st October, 2013
This year’s IFEAT Dinner will take place on the US aircraft carrier USS Hornet, which is now a museum as well as a National Historic Landmark located on the east side of San Francisco Bay. The ship was commissioned in 1943 and saw active service up to 1970. It was responsible for recovering the Apollo 11 space capsule and the first men to walk on the moon as well as the Apollo 12 capsule and its crew. Dinner guests will be able to tour this historically important vessel, which has some fascinating exhibits on board including vintage airplanes and moon artefacts.

Delegates will be invited to look at and discuss organic farming practices.

International transport of hazardous materials short course
Wednesday 2nd October, 2013
The course will address the following:
• “Best Practices in Hazardous Materials” will include key issues with regulations of DOT, ICAO, IMDG, IATA and other agencies. Subject matter will cover fines, penalties and consequences relating to violations.
• Modes of transport such as ocean freight as well as air freight and domestic surface transport
• Packaging, marking and labeling issues will be considered
• A case study will be presented relating to serious consequences as a result of lack of diligence and another case study covering how comprehensive post-labelling can take the bottom line
• Necessary and required certifications and methods for obtaining them

Distillation discussion group
This will be held during the course of the conference. We expect to have experts and innovators to discuss their thoughts on the importance of the following:
raw material drying/wrapping: particle size (channeling); possible pretreatment (fermentation); steam velocity and pressure; distillation still/tub geometry; condenser types/capacity; condensation temperature; separator types/capacity/principles; distillation water treatment/recycling (cohobation); waste material treatment/recycling; energy efficiency, etc.
Delegate participation in these discussions will be very welcome.

A Weekend in the Wine Country
Date: Friday, September 27, 2013 - Sunday, September 29, 2013
Location: Napa, California
This includes a full day tour of Northern California’s winemaking area, with tastings and gourmet food provided. This will be followed by a private cooking class on the second day, with Malcolm de Sieyes, chef and owner of the Silverado Cooking School located on the Silverado Trail, just outside of Downtown Napa.

Pre Conference Tours
Take some time to enjoy California before the IFEAT Conference. We have organised two tours to take place just before the conference. Both involve two nights in beautiful hotels not far from San Francisco. You will be transferred directly from these tours to the conference hotel on Sunday 29th September.

A Weekend on the California Coast
Date: Friday, September 27, 2013 - Sunday, September 29, 2013
Location: Napa, California
This includes two nights at the luxurious Clement Monterey Hotel on beautiful Monterey Bay. Fine dining, wine tasting and a guided trip down the 17-Mile Drive to Carmel-by-the-Sea are all included.

Optional Tour Programme
A range of interesting activities has been prepared for accompanying persons and delegates during the week of the San Francisco Conference. Some of the tours are listed below, but there are also shopping trips and wine tasting trips organised as well as other outings. More information on all the tours and the sights to be seen is given in the registration booklet.

Escape from Alcatraz
Self-guided audio tour and Pier 39
Days: Sunday 29th September, Wednesday 2nd October

Dynasty of Chinatown
Day: Sunday 29th September

San Francisco city tour by cable car
Days: Saturday 28th September, Sunday 29th September

Muir Woods & Sausalito
Days: Monday 30th September, Wednesday 2nd October

Victorian homes tour by cable car
Day: Monday 30th September

A taste of San Francisco’s Little Italy
Day: Tuesday 1st October

Sailing the San Francisco Bay
Day: Thursday, October 3rd

A tour of the Ferry Building and Farmer’s Market
Day: Thursday, October 3rd

Explore San Francisco and the Summer of Love
Day: Wednesday 2nd October
IFEAT membership continues to grow

IFEAT now has 473 members based in 54 different countries around the world. The graphic below shows membership by country, and we are pleased to report that numbers have risen steadily over the last eight years. New members will henceforth be listed in each edition of IFEATWORLD; see below for those companies that have joined since 1st January 2013.

New IFEAT members since 1st January 2013

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The United States has been producing peppermint and spearmint oils since prior to the nineteenth century when mint growers boiled mint hay in water over a large fire and the peppermint/spearmint oil floated to the top and was skimmed off by hand. Mint growers in New York and Michigan developed a more sophisticated and efficient distillery "steam distillation process" in 1846. Even though the production areas, agronomic (growing) practices and steam distillation process of mint oils has changed and greatly improved since 1846, the commercially grown plant varieties of peppermint and spearmint have remained constant.

The United States produces more than 70% of the world’s supply of peppermint (Mentha piperita) and spearmint (Mentha spicata). There are three mint plant varieties grown for oil in the US; peppermint (Mentha piperita), Scotch spearmint (Mentha gracilis) and native spearmint (Mentha spicata). The Pacific NW states of Washington, Oregon and Idaho produce the majority of domestic mint oil with Washington State being the leading producer of both peppermint and spearmint oils. The remaining production of US peppermint and spearmint is located in several Northern Midwest states and/or outlying areas such as South Dakota and North California.

Approximately 45% of the mint oil (peppermint and spearmint) produced in the US is used for flavoring in chewing gum with another 45% used in dentifrices (tooth paste, mouth wash, dental floss). The remaining 10% is used in confectioneries, pharmaceutical applications, liqueur flavoring and aroma therapy. Mint oil is a highly concentrated essence with the percentage of oil used in mint-flavored products ranging from .01 to 1.0 %. In fact, one drum of mint oil (weighing about 400 pounds, or 180 kg) can be used to flavor approximately 5,200,000 sticks of chewing gum or 400,000 tubes of toothpaste.

Both US mint acreage and production have fluctuated significantly over the last 20 years but in general have stabilized over the last several years with approximately 100,000 acres (40,468 ha) annually in mint production with 80% of the acres in peppermint and 20% in spearmint. The annual average production of US peppermint is currently over 7 million pounds (3,175 tonnes) with spearmint production (including Canadian production) at approximately 2.5 million pounds (1,134 tonnes). In reference to mint’s highly concentrated essence, this quantity of mint oil flavors a substantial number of sticks of chewing gum and tubes of toothpaste.

There are many US mint growers who in addition to peppermint and spearmint also produce other essential oils since their existing, specialized equipment (especially mint hay tubs and steam distillery) used in the production of mint oils, can also be utilized to extract other essential oils. There are approximately 2,500 acres (1,011 ha) of dill weed grown for oil each year in the US with an average annual production of 250,000 pounds (113 tonnes). Growing dill weed and/or other aromatic plants for their essential oils extends the equipment use period and is an efficient way to further capitalize on existing mint equipment/distillery. There are also many mint oil growers who produce other essential oils such as Bergamot mint (citrada), chamomile, coriander and several other niche market essential oils, again using existing mint production equipment including the steam distillery to extract the oils. The US mint industry will be giving a presentation on its history, technological changes, production challenges and other topics of interest at the 2013 IFEAT Conference in San Francisco.