The 2016 IFEAT Conference will be held in Dubai, one of the most exciting and dynamic cities in the world. Firmly established as a leading commercial, tourism and trade hub, Dubai offers a perfect setting for IFEAT’s prestigious annual gathering, and I look forward to welcoming you here in September. Dubai is known as the “City of Superlatives”; among many records it is home to the tallest building, the largest shopping mall and the most luxurious hotel in the world. While this iconic metropolis is now unrecognizable from its 19th century origins as a small fishing and pearling village, its heritage rooted in the Islamic traditions of Arabia remains a vital and attractive aspect of the city. There are excellent flight connections around the globe and Dubai is a truly cosmopolitan city, which will offer a fantastic welcome and first class hospitality to all IFEAT members and their partners in September.

The 2016 IFEAT Conference will be the first to take place on peninsular Arabia, a region of huge economic, cultural, political, strategic and religious significance. The theme for the Conference, “The Middle East – Challenges at the historical crossroad of the F&F trade”, reflects the importance of this region, from a historical perspective, but also, for the future with regard to the outlook for trade in essential oils and aroma chemicals. There is a huge potential for growth and development in the Arab countries in forthcoming years, though the obstacles to this development are significant. The possibilities for the future as well as the challenges facing the region will be major items for discussion over the course of the conference week.

The chosen venue for this year’s IFEAT Conference is the luxurious resort of Madinat Jumeirah. Designed in traditional Arabic style, but with all the modern day conveniences, this is the largest resort in Dubai spreading over 40 hectares of landscape and gardens with 2 km of private beach. There are spectacular views across the Persian Gulf and of the famous Burj Al Arab hotel. Members will have the choice of three hotels within the resort: Mina Al Salam, Al Qasr and Dar Al Masyaf (which offers accommodation in 29 traditional summer houses). It is approximately half an hour’s drive from Dubai International Airport, and close to many tourist attractions including Burj Al Arab, Wild Wadi Waterpark, Jumeirah Beach, Dubai Marina, the Madinat Jumeirah Shopping Mall and the Mall of the Emirates (which houses the “Ski Dubai” centre).

Programme will differ from previous years
This year’s IFEAT Conference will differ from that of recent years insofar as there will be two days of presentations instead of the usual three. These presentations will take place on the Monday and Tuesday of the conference week; these days will be divided into two sessions (morning and afternoon) like last year. Wednesday and Thursday will be devoted to the IFEAT Trade Exhibition, allowing delegates to make the most of the networking facilities on offer. Workshops on specific issues for smaller groups of delegates are also being organised for the Wednesday and Thursday.

I have a very experienced organising committee working with me this year, and would like to thank Michael Boudjouk, Jalal Charaf, Antonella Corleone, Alain Frix and Dominique Roques for their support and advice on the organisation of the 2016 IFEAT Conference. Registration details and further information on the week’s activities will be on the IFEAT website in April. If you have any questions in the meantime, please contact IFEAT Events Manager, Salma Rossell (Salma.Rossell@ifeat.org).

Marhaba fi Dubai!
Hussein A. Fakhry
Conference Chairman
Do you have a head for heights?

**IFEAT Dinner to be held at world’s tallest building (on the ground floor)**

Burj Khalifa, the world’s tallest man-made structure (829.8 metres high), is the venue chosen for this year’s IFEAT Dinner on Tuesday 27th September. However, don’t worry if the answer to the above question is “no”. The dinner will take place on the Armani Pavilion at the Armani Hotel Dubai on the ground floor! This is aimed to accommodate all delegates, whether they suffer from vertigo or not…

The Armani Terrace, designed stylishly and for maximum comfort, is a spectacular location for the 2016 IFEAT Dinner. It offers close up views of the famous Dubai Fountain, the world’s largest choreographed fountain system, and of course directly above, the 830 metre towering skyscraper spectacle of Burj Khalifa. This is an evening not to be missed by any delegate in Dubai. Booking will be available shortly through the IFEAT website.

**Closing Banquet will be on Jumeirah Beach**

Jumeirah Beach will be the venue for the Closing Banquet of this year’s Conference. With views over the Persian Gulf and close to the iconic sail-shaped Burj Al Arab, it will provide a fitting finale to a week of learning, socialising, networking and entertainment. Bookings will be available as soon as the registration details are on the IFEAT website in April.

**Bulgaria - The Land of Roses & Lavender**

- **Concretes**
- **Absolutes**
- **Floral Waters**
- **Essentail Oils**
New Secretariat for IFEAT

There has been a change of staff at IFEAT since 1st January 2016. The Federation is now based in London, UK, with two full time members of the Secretariat and one independent contractor who will support the Executive Committee and its Chairman. Romina Garay is continuing in the role of IFEAT Conference Programme Coordinator. For all general queries, please direct emails to secretariat@ifeat.org. If you wish to contact Sara, Salma or Louise direct, their email addresses are given below.

Sara Guselli
+44 7710 023 632
(finace@ifeat.org and membership@ifeat.org)
Sara is IFEAT’s Finance and Membership Manager, having started in this role in September 2015. She has over 15 years’ experience in finance, mainly working in the banking industry. Sara worked previously for BNP Paribas in London and AMP when she was based in Sydney, Australia. Since settling back in the UK and starting a family, she has been based from her home office in Kent and assisting in a family business before starting in this new role at IFEAT. Sara has been not only working on IFEAT’s finance issues but was instrumental in the implementation of the new membership software and website. She looks forward to getting to know the flavour and fragrance industry in more detail, as one of her interests is aromatherapy!

Salma Rossell
+44 7710 023 633
(conference@ifeat.org)
Salma is IFEAT’s Events Manager and started in the role in November 2015. She has over 15 years’ experience in organising and managing a wide variety of events such as conferences, training and development courses and exhibitions in major cities globally, particularly in the regions of Europe, Middle East, Africa and Russia. Salma has mainly worked for non-profit organisations, including Hospice UK and The British Institute of Radiology however her last role was at Cisco Systems where she organised over 20 events every year. Salma grew up in North West England but has been based in and around London for many years with her home office now being based in Surrey, UK. Salma enjoys travelling, whether it be for site visits for work or with her family, and she looks forward to using her extensive events management experience with IFEAT on its annual conferences and study tours.

Louise Kapor
(secretariat@ifeat.org)
Louise is an independent contractor who provides support services to IFEAT and the new London based team, primarily through the Executive Committee Chairman and Executive Committee as well as helping them coordinate IFEAT correspondence. Louise used to work for IFEAT between 2001 and 2004 when the Secretariat was based at FDF (Food & Drink Federation) in London, with her first IFEAT Conference being in Buenos Aires in 2001. Since moving to Hungary in 2004, she remained in contact with IFEAT and helped to organise the 2007 IFEAT Conference in Budapest. Alongside having a family, Louise has done voluntary work for local associations, including fundraising for charity events and organising networking events for the expat community. Since her children started kindergarten and school, Louise has been providing services on a number of projects for both IFEAT and other companies, including the recruitment of IT and sales professionals for IT and consumer electronics companies. Louise is happy to be working once again with IFEAT.

IFEAT AGM
Tuesday 27th September 2016
The 2016 IFEAT Annual General Meeting will take place on Tuesday 27th September at 9.00 at Madinat Jumeirah, Dubai.
Members are requested to arrive earlier than 9am this year in order to register their attendance and for a punctual start to the meeting.
LAVENDER

Lavandula angustifolia Mill.

INTRODUCTION

Lavender essential oils can be extracted from the plant by steam distillation which is the most common method of isolation of the scent of lavender. Lavender concretes and absolutes are produced by solvent extraction.

On steam distillation of the Lavandula species, more than 1,300 tonnes of essential oils are produced annually. The main production areas are the Haute Provence (France), Bulgaria, Ukraine, Australia and Spain.

All Lavandula species and hybrids are highly aromatic, but only 3 taxa are important in the commercial production of essential oils for use in the perfume and cosmetic industries: Lavandula angustifolia, Lavandula latifolia and Lavandula x intermedia which produce lavender oil, spike lavender and lavandin oil respectively. For this socio-economic impact assessment, and due to the characteristics of the production areas, we are going to concentrate on the first of the three; Lavandula angustifolia.

USES

Lavender oil distilled from Lavandula angustifolia is somehow the quality standard for lavender fragrance in the contemporary perfumery industry, as it was the variety traditionally used in old time perfumery, with roots in Grasse and Provence, and was a healing agent in folk medicine. Although it is not the most commonly used of lavender species, it is widely cultivated for its unique, irreplaceable odour, as well as for use in aromatherapy. It appeared in famous “English Lavender” by Yardley in 1770, followed by “English Lavender” by Atkinsons in 1910, and again “Old English Lavender” by Yardley in 1920. With all its variation, lavender fragrance has a very strong position on the market, especially in products for men, but is widely used as an important top floral-herbal note of numerous fragrances in perfumes and cosmetics for women. It is also popular in air fresheners and insect (especially moth) repellents.

Essential oil of lavender is listed in most Pharmacopeia including EUP. Its name has a source in the Latin “lavare” - wash, as it was a very popular oil used in ancient Rome for baths. The Romans introduced lavender into Britain and in 1665 citizens of Bucklesbury, known for lavender production, avoided the plague by using lavender soaked masks. In natural medicine and aromatherapy essential oil of lavender is one of the most important components due to its extremely wide spectrum of healing properties. A strong antiseptic and pain killer, it has the unique ability to heal burns of all kinds (including those caused by radiation) and various skin problems including acne, dandruff, mycosis, eczema, irritation, inflammation etc. It is also used in respiratory tract infections and inflammations. It is a very efficient sedative, calming irritation, excitation and hysteria and is excellent against insomnia (without side effects), depression and fears. It can be applied in cases of some kinds of allergies, high blood pressure, problems of menopause and andropause.

The main producers are Bulgaria and France, but for the purpose of this study we will concentrate on Bulgaria. Greater detail on current French lavender and lavandin production will be available in the book, currently being produced, on the IFEAT France Study Tour 2015.

Lavender plantations in Bulgaria total about 4,500 hectares. Between 2009 and 2011 Bulgarian farmers increased the national lavender area by around 2,500 hectares. Large spaces were planted in areas where lavender was earlier an unknown product (ie North Bulgaria). Nowadays, around 50% of Bulgarian lavender oil is produced in North Bulgaria.

In 1994 world production of lavender oil exceeded 200 tonnes annually. Bulgaria was by far the major producer, with lavender...
cultivated in the Valley of the Roses around the towns of Kazanlik, Karlovo and Kilsura. However, Bulgarian production has decreased over the years and in 2004, Bulgaria and France produced 50 and 60 tonnes of lavender oil respectively. According to Lawrence (2009), French lavender oil production is now estimated at 50 tonnes per year, and according to Ognyanova (2007) annual production in Bulgaria varies between 50 and 55 tonnes, reaching a maximum of 70 to 75 tonnes in a good crop year. However, since at least 1,500 hectares were planted in 2011 and 2012, the production of lavender oil in Bulgaria may reach 150-180 tonnes per year in Bulgaria in the next 2-3 years.

At one time, France was the major producer of lavender oil, but when lavandin was brought into cultivation, the production of true lavender gradually decreased. Nowadays, lavandin oil is among the top ten most important essential oils by volume, with France being the major producer (around 1,200 tonnes per year) (Bosilcov, 2010).

PRODUCTION AND PROCESSING CHARACTERISTICS

The first crop is generally harvested in the second year of cultivation, while maximum production is reached in the third and fourth years. Yield usually starts decreasing by the eighth year. The flowering period is usually from late June to mid-July, and the best harvest time is typically from mid-morning to mid-afternoon. The average annual production of lavender oil is 40 kg/ha. Today there are around 30 distilleries functioning across Bulgaria. The capacity of essential oil production from various distilleries starts from 1-2 tonnes and extends to large volumes.

SOCIAL AND ECONOMIC CHARACTERISTICS

It is difficult to give precise information on the number of people involved in this business now. However, the number of farmers who started producing lavender flowers increased by 100% in the last 3 years. New operators built a large number of distillation units (from 10-12 in 2005 to around 30 today). In 2007, there were around 2,000 hectares planted, about 600-700 farmers involved in this agricultural activity and around 150-250 persons involved in the production of the essential oil. In 2013, these figures increased to around 1,200-1,300 farmers growing lavender flowers and at least 300-350 persons engaged in the production of the essential oil. In total, it can be estimated that the livelihoods of 8,000 to 10,000 people in Bulgaria depend on the lavender oil business, including not only farmers and processors/workers and their families, but also the producers of seedlings, agronomists, suppliers of fertilisers, agro machines and other inputs.

REFERENCES:

We have been advised by Professor Don Mottram of the Department of Food and Nutritional Sciences at Reading University, UK, that all 12 places on the 2016 Flavourist Course, which is one of two courses sponsored by IFEAT, are now filled. The course has become so popular that all the places were taken by the end of August 2015, and there is already a list of 10 people who want to come on the 2017 course.

The university does not like to turn away enthusiastic trainee flavourists, so will be discussing how to build on its present level of success. However, Professor Mottram does not want to increase the number on the course, partly because of space but mostly because the success of the course is largely due to the individual tuition that each participant gets from the highly experienced flavourists who do most of the teaching. We are delighted to hear about the success of the IFEAT Flavourist Course, and will keep members informed about any future developments for the Reading Course.

IFEAT sponsored Flavourist Course

Students and lecturers at the 2015 Flavourist Course


Registration for the US Study Tour opened in early November 2015 – and before the end of the month all 45 places were filled with IFEAT member company representatives. There will be 19 different nationalities on the Tour: A waiting list has been created. The detailed itinerary and companies to be visited have been agreed. Discussions have been held with the companies about various aspects of the visit which promises to be a fascinating insight into the US market.

IFEAT NEWS

Students and lecturers at the 2015 Flavourist Course

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Below is a list of new IFEAT members who had joined by 21st January 2016

**New website, new facilities for IFEAT members**

The IFEAT website has been updated and refreshed this year. This includes some improvements to membership facilities. Members will now be able to register for the 2016 IFEAT Conference through the website.

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Tea Tree Oil (*Melaleuca alternifolia*)

By Jonpaul Howarth, Ultra International B.V.

Growing up in the United Kingdom in the 1980s there wasn’t the tradition or awareness as there is today for the uses of essential oils around the home or in daily life. Aromatherapy was neither fashionable nor accepted as in other cultures and countries. So it was not until my late teens that I was introduced to an essential oil, the first of which was Australian tea tree. It was recommended to me as a cure for a spate of cold sores that I’d been suffering with and to my surprise it actually worked! What I didn’t know at the time was that this was to be the beginning of a long and interesting journey for me and tea tree.

Like many I assume, I stumbled across the F&F industry with my first real job as an ingredients buyer for a local fragrance and flavour company, which was followed by a job trading and distributing natural and synthetic ingredients; all the while tea tree was in the portfolio. I was privy to many new and interesting end-user development projects using tea tree for the personal care sector which continued to stir my interest.

Today your local pharmacy, health shop and supermarkets will be full of personal care products citing ‘tea tree’ as the product’s main active ingredient – and with good reason!

Its therapeutic benefits include being anti-fungal, anti-microbial and even antiseptic. It’s so good that during World War II every Australian soldier’s kit included tea tree oil, which could be one of the reasons why others around the world first started to learn of its medicinal benefits. Many locals call it ‘First Aid’ in a bottle – very appropriate! It’s not just the main active ingredient of terpineol-4-ol in isolation which gives tea tree these medicinal benefits but some of the 100 smaller components in combination with each other that are the real performers!

In 2009 I emigrated to Australia and immersed myself in the local market for five years, focusing on the production of tea tree oil. The connection with the local producers, their families and the stories they shared on tea tree just emphasised what a special oil this really is and the history is nothing short of fascinating.

Whatever the truth, tea tree already has around 70 years of modern day history. The tree itself isn’t anything fancy to look at. It could be described as a mis-shaped Christmas tree, growing up to 2 metres in height before harvesting. The odour also isn’t for everyone – you either love it or hate it, but I for one like the smell and that tingly sensation of the oil on the skin. It makes you feel like it is actually working!

If you want to see tea tree in its natural habitat then there’s nothing like a trip to the remote areas of North Queensland or the intriguing Northern New South Wales and Gold Coast areas in Australia, where the heart of tea tree production lies. Harvesting can now last throughout the year with most farms or small co-operatives being self-contained with their own harvesting and steam distillation facilities. It’s worth a trip, believe me!

Twenty years on in the industry and tea tree is now at the forefront of my business activities and there’s nothing better than believing in what you sell. I’m an advocate of this oil and if you haven’t already tried it then it comes personally recommended. So when you see something that ‘contains tea tree’, you can be confident the product actually does what it is you’re buying it for!