

CEREALS 17

October 8–11, 2017 • San Diego, California, U.S.A.

A Re-imagining of the Traditional
AACC International Annual Meeting

We sat down with Lauren Brewer, program team chair for Cereals 17, to discuss why this will not be your typical annual meeting.



Why make changes?

We've listened to the feedback, and we are building a rejuvenated 2017 meeting. The 2017 Program Team has been working hard, morphing this meeting for the future to give participants the opportunity to display and present their innovations and advances in cereal grain science for the next generation of experts. I believe Cereals 17 will be a one-of-a-kind experience for the cereal grain science community.

What is different about the location this year?

Cereals 17 will happen at *one* venue—Town & County Resort and Convention Center in San Diego, California—giving attendees the opportunity to more easily interact with *all* meeting participants.



What changes have you made to programming?

We've pushed back the call for symposia. Traditionally, we would open this call in November, but we wanted to take a new approach in an effort to make our program more current. We also are incorporating more interactive sessions to stimulate thinking and networking. And, just a quick reminder that Technical Abstract submissions will be accepted until April 14! We will be opening the call for Hot Topics in July.

Call for Abstracts

Join industry and academic leaders from across the globe in exploring, presenting, and discussing the best in cereal grain science. **Submit your abstract by April 14, 2017**, to be considered for speaking opportunities and poster presentations.

The Cereals 17 Technical Program Planning Committee will be looking for abstracts that address

- Researching Health Benefits of Grain and Components
- Promoting Sustainability and Benefits of Grain Consumption
- Supporting Quality, Food Safety, and Regulatory
- Advocating Transparent and Proactive Communication

Symposia

To help develop the timeliest and most relevant programming for Cereals 17, the decision was made that the call for submitted symposia would be open during a short submission window earlier this year. Submissions nearly doubled over 2016. A sampling of some of the symposia to be presented at Cereals 17 includes:

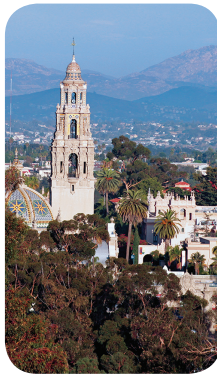
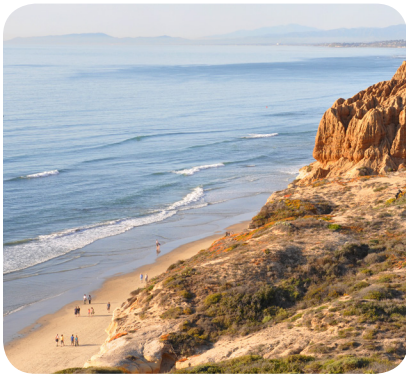
- New Approaches to Cereal Protein Analysis
- Best Be Gluten-free: Inside the Controversy
- Food Selection According to Food Processing: Fabulous or Flawed?
- Chemical Imaging: Potential Benefit to Evaluate Product Purity and Processing Efficiency
- Clean Label Formulation: Strategies and Functional Aspects
- Moving Through the Plateau of Rice Quality with Omics Technologies

Join us in California's Beach City

Cereals 17 will be held at the Town & Country Resort and Convention Center located in the heart of San Diego's Mission Valley.

Known as California's Beach City, San Diego is renowned for its idyllic climate, 70 miles of pristine beaches, and a wealth of engaging and interesting attractions.

The Town & Country Resort and Convention Center is located in Balboa Park, the largest urban cultural park in the United States. Balboa Park contains 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatre complex, and the world-famous San Diego Zoo. Additional attractions include the San Diego Zoo Safari Park, SeaWorld San Diego, and LEGOLAND California.



Torrey Pines Beach Looking North by Lisa Field and Balboa Park Birds Eye View by Joanne DiBona courtesy SanDiego.org; Believe Shamu and Orca Whale Show courtesy SeaWorld.org; Lion Cubs courtesy the San Diego Zoo.

Cereals 17 Technical Program Planning



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Learn more at accnet.org/meet

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