



Members Close Up: 2007 Membership Survey Results

In September 2007 a membership survey was conducted in order to help the association better understand our members' characteristics, use of membership benefits, and to address future needs. The online survey, conducted by an independent research firm, was sent to regular, student, and Country with Developing Economy (CDE) members with a valid e-mail address. The survey received a 26% response rate.

The Membership Task Force, Board of Directors, staff, and numerous committees have received a copy of the full survey and are in the process of incorporating the feedback and ideas into future products and services in order to create enhanced member value.

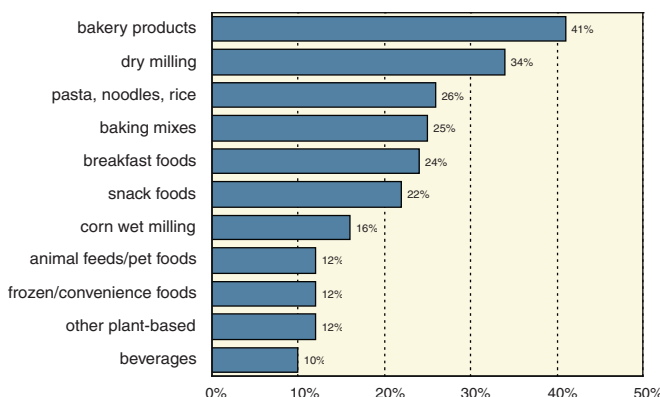
Primary Area of Expertise and Products

AACC International has nearly 3,000 members located in more than 75 countries worldwide. Of this number, the majority, or 70%, are professional members. Life members make up 14%, student members 8%, corporate members 7%, CDE members 1%, and less than 1% are honorary members.

Members represent a broad cross section of the grain-based food industry. The most common area of interest by far is research and development. The other top areas of expertise are product development, quality assurance/control, and education.

Members also are involved in a variety of product lines. Bakery products top the list of product lines, followed by dry milling, pasta, noodles, rice, followed by dry milling, pasta, noodles, rice, and baking mixes.

Top Product Lines



How Dues Are Paid

Approximately three out of five members, or 58%, get at least some third-party assistance in paying membership dues. Most of

these have the entirety of their dues paid by either their employer or research grant funds. An additional 4% get partial payment from their employers. The number of members who paid with their own funds is much higher among those employed in academia, at 63%, and government, at 79%, than by those in industry, at just 10%. Seventy-five percent of students, 62% of CDE members, and 48% of members outside the United States pay for member dues themselves.

Reasons for Joining and Renewing

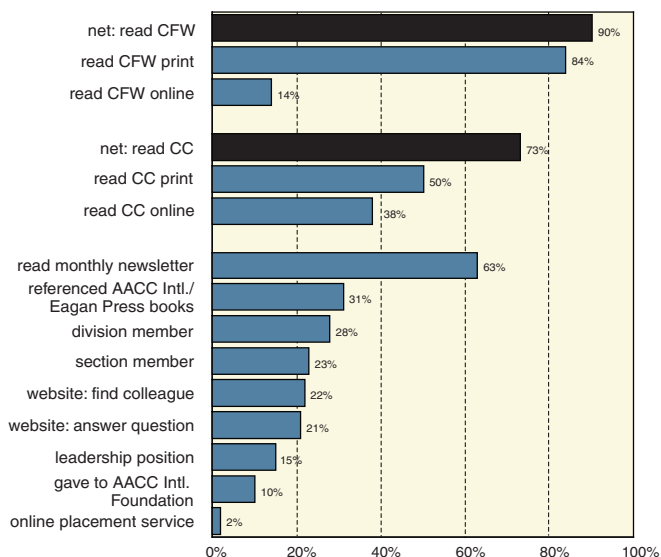
Members listed keeping current on the latest scientific research and industry trends, contacting/networking with colleagues, and supporting the profession as the primary reasons why they initially decided to join the association and reasons to renew membership.

Renewing members rated receiving CEREAL FOODS WORLD (CFW) as being of higher importance in their decision to renew than to join. Among those currently employed in academia or government, publishing/presenting research was cited as a reason for renewing by about half, compared to only 7% of those employed in industry. Members outside the United States indicated that member discounts on products and services and taking part in global collaboration as primary reasons to renew.

Association Involvement

Members were asked to indicate, from a list of 16 possibilities, the ways in which they have been involved with AACC Intl. over the past three years.

How Members Are Involved



CFW and *Cereal Chemistry* were listed as the primary engagement points with the association, both read by about three-quarters or more, with most reading the print versions. At least half of the members indicated association involvement through attending the annual meeting and reading the monthly news capsule.

Members outside the United States are less likely to have attended an annual meeting than U.S. members (46% vs. 67%, respectively). Members outside the United States are also less likely to have been a division member or have held a leadership position. They are, however, more likely to have read *Cereal Chemistry* (84% vs. 65% of U.S. members).

Involvement with most activities increased the longer one has been a member. Only 39% of those who have been a member for less than five years have been to the annual meeting in the past three years, compared to 74% for those with 20 or more years of membership in the organization.

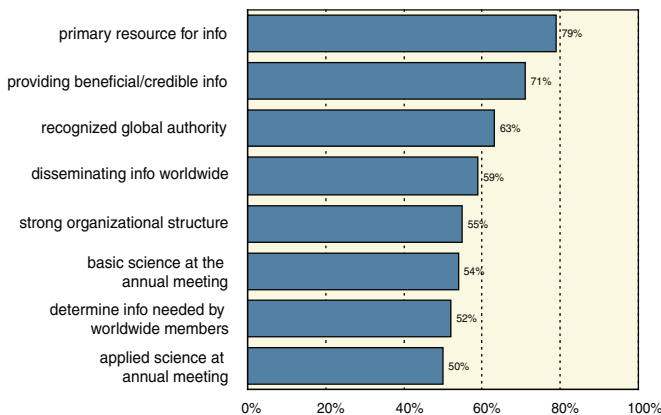
Important Products and Services

Members were presented with 22 products and services currently offered by AACC Intl. and asked to rate how important each are to their membership. The top five rated products and services include the annual meeting technical program, print CFW, methods of analysis, *AACCnet*, and AACC Intl. books.

Members indicated unfamiliarity with some of the association's products and services, including the online job board, efforts of the AACC Intl. Foundation, and the check sample service. Ensuring that all members are aware of the many products and services available to them is a key priority. Watch for future information on the products and services of which members indicated they were unaware. You can find out more about the check sample program on page 96.

Members were also asked to rate how well AACC Intl. performs in executing/providing each service. The print version of CFW, annual meeting technical program, AACC Intl. books, and the print version of *Cereal Chemistry* were listed as the top five performing categories.

Areas Rated High in Performance



Areas where AACC Intl. received high performance ratings were in serving as the primary source of information, providing beneficial/credible information, being recognized as a global authority, and disseminating information worldwide. The areas related to performance over the global scope of the organization were rated equally high by U.S. members and those outside the United States. These areas include disseminating information and knowledge to worldwide members and determining information needed by members worldwide.

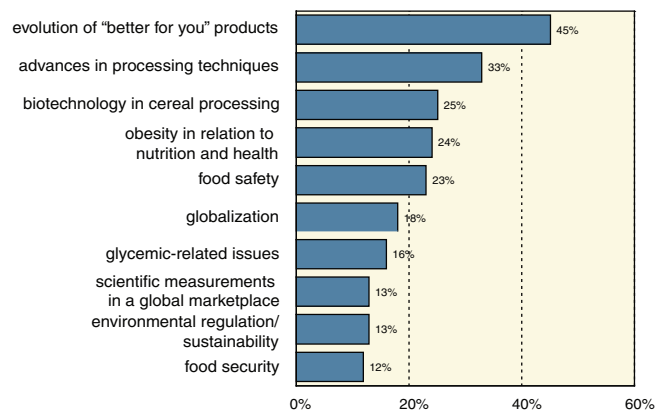
These ratings signify that AACC Intl. remains committed to its core responsibility of providing opportunities for experts in the cereal grains industry to collaborate on science and issues, and providing scientific integrity to the grains industry as a whole.

Most Significant Issues Affecting Members

To help the association gauge what priorities should be of principal focus in the near future, members were asked to indicate the issues that will be most significant in their work within the next five years.

The top two that stood out included the evolution of “better for you” products, such as functional ingredients, whole grain, and fiber, and “advances in processing techniques.” CDE members ranked “advances in processing techniques” as the number one issue, at 52%, and found “biotechnology in primary and secondary cereal processing” and “food safety” to be important, both at 38%. Government members also indicated “food safety” as very important. The top 10 issues are indicated in the graph below.

Top 10 Issues in Next Five Years



Continue the Communication

Thank you to all members who took the time to participate in this survey. Your feedback is welcome at any time and helps the leadership and committees make important decisions that shape the future of the association.

If you have suggestions on new products or services, or any concerns, please contact a member of the AACC Intl. Board of Directors or staff. You may also send your ideas or suggestions to aaccinfo@scisoc.org. Thank you for your continued support and involvement.