

# Assuring the Highest Quality Science at AACC International

Bernie Bruinsma, AACC International President



We are listening to you. We have used the comments from the surveys we sent you to make improvements in many areas of our society. One of the most pressing issues is the quality of science. Researchers need to know that AACC International is the best place to present and publish their work. Industry needs to perceive AACC International as the place to acquire new knowledge and interact with the best experts in cereal science.

How do you actually measure the quality of science in the annual meeting program, in *Cereal Chemistry* and *CEREAL FOODS WORLD* articles, in our technical committees and methods, in books, and in our short courses? We do surveys and focus groups, we measure attendance, and committees and staff have discussions. Over the last six months the Board of Directors, a member task force on the subject, and staff have made a concentrated effort to convert the dialogue to action.

The consensus is that AACC International should aggressively pursue a number of actions to ensure the highest quality of science in all its programs and activities. AACC Intl. serves two primary target audiences: academic and government researchers and those employed in the commercial industry. We must have a reputation of attracting the best possible science and we have to consistently deliver on this promise.

The Board will be working with the annual meeting program chairs and their committees, the Scientific Advisory Panel, several task forces and advisory committees, divisions and sections, and staff to implement these strategies. We are going to invest substantial time, energy, and resources to make this happen. We are going to work together, we are going to get continuous input and feedback, and I predict major successes from our focused efforts.

You will be seeing lots of communications over the next few months. There will be meetings, more surveys, open sessions at the annual meeting, and mailings to inform and get more input. Initial strategies have been approved by the Board, but these will necessarily be adjusted as we move forward. The following list will give you a taste of some of the initial goals:

- Increase emphasis and quality of research presentations at the annual meeting;
- Increase the emphasis on annual meeting posters and promote interaction with presenters and attendees;
- Encourage participation of key scientists through managing participation costs;
- Support/organize specialized meetings and communication for researchers in specific areas of cereal science;
- Create a series of interactive sessions at the annual meeting promoting interaction between applied and basic research scientists; and
- Build better ongoing communication with the scientific community.

Of course the real key is putting strategies in place that will accomplish these goals. We will all benefit from these efforts; I know you will participate and help us.

Bernard L. Bruinsma  
AACC International President

## Letters to the Editor

Dear Editor,

I was interested in your [environmental engineering] article in the recent May/June issue of *CEREAL FOODS WORLD*, particularly because I saw the Sun Oven which we have investigated in the past.

In any case, you mentioned that the solar system at Frito-Lay can generate 350,000 kWh of electricity. Normally one would state electrical capacity in kW, not kWh as one hence needs a divisor of time (i.e., I suspect you meant to say kWh/year) to accurately describe the capacity. So if this is for a one year period with an average of 250 sunny days per year for an average of 8 hours of good sun (no idea), that means  $350,000 \text{ kWh}/2000 \text{ hrs} = 175 \text{ kW}$  of average electrical supply when working. This figure would then mean something to a plant engineer or operations manager who could then say that this would provide sufficient capacity for lighting, auxiliary power, forklift charging, etc.

Anyhow, just thought this might be of interest to you as your article was to me.

Regards,  
Roy Loepp  
Seaboard Overseas Group

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Response

Dear Roy,

Thank you for the feedback regarding my article. You are right about the figure being a bit confusing. I have clarified the information with the people at Frito-Lay and they confirmed that the most recent system that they installed at their Arizona Service Center in Phoenix, AZ, is capable of producing 350,000 kWh per year. Thank you for pointing this out.

Sincerely,  
Matt Hudson  
CEREAL FOODS WORLD