



Monday April 13—Wednesday April 15, 2015

**Lancaster Marriott at Penn Square
&
Lancaster County Convention Center**



An International Association of Confectioners

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The Hershey Company

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Edward Seguine *Seguine Cacao Cocoa & Chocolate Advisors*
Abdoulaye Traore *Mars Chocolate NA*
Serena Wang *The Hershey Company*

Allergen Statement: *Samples displayed or distributed at PMCA's Annual Production Conference may contain, or may have been processed in, facilities that also process peanuts, tree nuts, soy, wheat, dairy or other allergens.*

TABLE OF CONTENTS

**PMCA's 69th Annual Production Conference
April 13 - April 15, 2015
Lancaster Marriott at Penn Square
Lancaster, Pennsylvania**

Schedule of Events	1
Monday Opening Day Session	2-4
Supplier Exhibition	5-8
Tuesday Morning Session	9-11
Tuesday Afternoon Session	12-13
Annual Production Conference Dinner	14-15
Wednesday Closing Day Session	16-18
PMCA Student Outreach Program	19
PMCA Short Course Program	20
General Conference Information	21
Parking Information & Driving Directions	22
PMCA Officer and Director Listing	23



**Follow us on Twitter: @PMCAConference*



***Note:** Audio or Video taping, or Photography of any part of the technical sessions or Supplier Exhibit, is strictly prohibited. Please turn all cell phones to silent or vibrate during the technical sessions.*

SCHEDULE OF EVENTS

Sunday, April 12

PMCA Annual Member Golf Tournament

10:30am—12:00pm Registration
12:00pm Shotgun Start
Hershey Country Club, Hershey, PA

Registration Opens Heritage Ballroom Lobby

1:00pm—6:00pm PMCA Registration Desk

Exhibitor Set-up Freedom Hall

1:00pm—6:00pm Badge pick up at PMCA Registration Desk

Monday, April 13

Opening Day Technical Session—Heritage Ballroom

7:00am Registration
8:25am Chair's Remarks
8:40am Student Recognition Program
9:00am—11:55am Basics and Beyond

Supplier Exhibit—Freedom Hall

12:30pm—5:00pm Exhibits Open



**LUNCH WILL BE HOSTED BY PMCA INSIDE
FREEDOM HALL
12:15PM - 2:00PM**

Reception - Freedom Hall Lobby

5:15pm—6:15pm Hors d'oeuvres/cash bar

Tuesday, April 14

Morning Technical Session—Heritage Ballroom

7:30am Registration
8:00am—12:00pm Speaker Presentations

Lunch —Commonwealth Ballroom (Salons 3&4)

12:00pm—1:30pm Buffet Style

PMCA Annual Member Meeting—Hickory Room

1:00pm—1:40pm Coffee and Dessert

Afternoon Technical Session—Heritage Ballroom

1:45pm—4:45pm Speaker Presentations

Reception— Commonwealth Ballroom Lobby

6:00pm—6:50pm Hors d'oeuvres/open bar

Annual Production Conference Dinner—Commonwealth Ballroom

7:00pm Awards Banquet and Keynote Address

Wednesday, April 15

Closing Day Session—Heritage Ballroom

7:30am Registration
8:00am—12:15pm Speaker Presentations



BASICS AND BEYOND SEMINAR
FATS AND OILS FOR CONFECTIONERY AND SNACK PRODUCTS
Monday, April 13, 2015—Heritage Ballroom

This year's *Basics and Beyond* seminar, a tradition of the Production Conference program for the past sixteen years, will feature the topic of *Fats and Oils for Confectionery and Snack Products*. The session will begin with a review of raw seeds and their conversion to edible oils. This will be followed by a look at what makes specialty fats “special” along with application and processing issues related to these oils. The session will conclude with a presentation on various high stability oils – their application, strengths and weaknesses. This half day seminar will provide basic information, along with some advanced techniques and new technologies. Presentations from experienced industry professionals will be accompanied by live demonstrations and audience tasting samples.

PROGRAM COORDINATORS AND CONTRIBUTORS

Basics & Beyond Sub-Committee Chair:

Ed Wilson, retired, AAK USA

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Program and Demonstration Team:

Cynthia Angelo, Givaudan Flavors

Judy Cooley, The Hershey Company

Diane Douglas, Concord Foods Inc.

Steven Genzoli, Ghirardelli Chocolate Company

Amy Hartman, The Warrell Corporation

Ed Seguine, Seguine Cacao Cocoa & Chocolate Advisors

Serena Wang, The Hershey Company

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*Equipment, ingredient and tasting sample donations
provided by the following companies:*

- ◆ AAK USA
- ◆ ADM Oils
- ◆ Bunge Oils
- ◆ Ferrara USA
- ◆ The Hershey Company
- ◆ The Pennsylvania State University
- ◆ Snyder's Lance Inc.

*Special thanks to our promotional partner
American Oil Chemists' Society (AOCS)*



Monday, April 13

7:00am	REGISTRATION	Heritage Ballroom
8:15am	WELCOME & OPENING REMARKS Marlene Stauffer , <i>Blommer Chocolate</i> Chair of the Board, PMCA	Heritage Ballroom
8:30am	STUDENT OUTREACH PROGRAM Student Recognition Mark Freeman , <i>Shank's Extracts</i> Chair, Student Outreach Committee	Heritage Ballroom

BASICS AND BEYOND SEMINAR - FATS AND OILS FOR CONFECTIONERY AND SNACKS

Discussion period will follow each speaker. Submit questions in writing to the *Session Officials*: **Patrick Hurley**, *Spangler Candy Company*, **Shawn Houser**, *The Hershey Company*

8:50am 1	WELCOME AND INTRODUCTION (MODERATOR) Ed Seguire, President, <i>Seguire Cacao Cocoa & Chocolate Advisors</i> The opening remarks will provide a basic overview of the topic and highlights of the program to follow.
9:00am 2	VEGETABLE OIL PROCESSING—RAW AND INTERMEDIATE Andrew Bunger, VP Sales (Americas), <i>Fuji Vegetable Oil Inc.</i> This presentation will review the processing steps from refining the crude oil to bleaching, hydrogenation and interesterification, both chemical and enzymatic, and the impact this processing has on the finished oil or fat. <i>Accompanying paper authored by Thomas McBrayer, R&D Director, Fuji Vegetable Oil Inc.</i> <i>Pressing Demonstration and Video</i>
10:50am	BREAK



Monday, April 13

10:15am 3	COATING AND FILLING FATS Jeffrey B. Fine, Customer Innovation, <i>AAK USA</i> Confectionery fats play a dominant role in chocolate confectionery. This presentation will look at what makes coating fats and filling fats special and different from other fats. Distinctions between CBS, CBR and CBE will be explained as will their respective advantages, disadvantages and limitations. The practical concerns of shelf-life, bloom and compatibility will be briefly covered. The unique properties of filling fats will also be discussed, highlighting their interaction with other fats, and the critical role they play in delivering flavor and texture. <i>Fractionation Demonstration & Tasting Samples</i>
11:05am	BREAK
11:15am 4	HIGH STABILITY OILS– FUNCTION AND APPLICATIONS Tom Tiffany, Sr. Technical Sales Manager, <i>ADM Oils</i> High stability vegetable oils are gaining greater popularity in the North American Food industry as replacements for partially hydrogenated vegetable oils. This presentation will review the high stability oils that are currently on the market today with information in regards to their physical and chemical properties. Not only can high stability oils be used alone, these oils can be used in blends with other liquid oils, blends with palm and palm fractions, and as components of interesterification. This presentation will review the versatility of using high stability oils in the aforementioned blends and interesterification providing insight into the influence of these oils on the oxidative stability and physical attributes of these blends. <i>Chocolate Spread Demonstration & Tasting Samples</i>
12:05am	ADJOURN ***** Complimentary lunch hosted by PMCA will be available to all attendees inside Freedom Hall *****

Please support our exhibitors this afternoon in Freedom Hall! Drop your exhibitor pass, found in your name badge holder, at the entrance.

Monday, April 13

SUPPLIER EXHIBITION

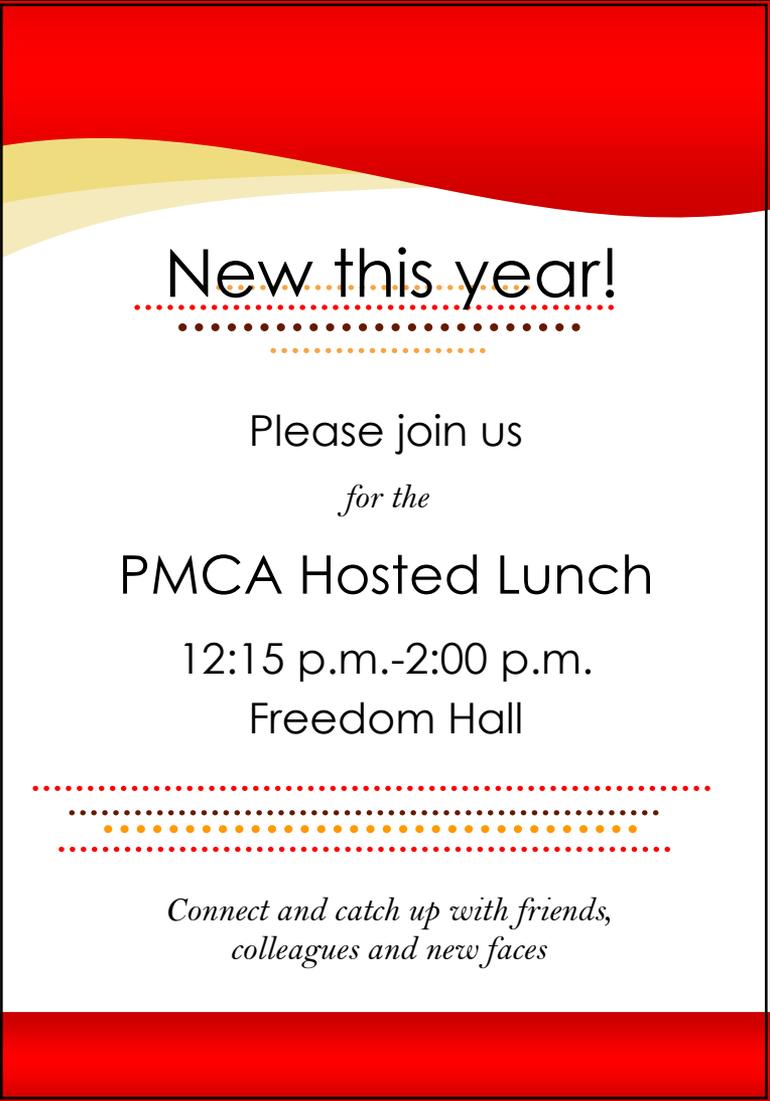
Freedom Hall ♦ 12:30 - 5:00pm

Lunch ♦ 12:15pm - 2:00pm

Hosted by PMCA

Reception ♦ 5:15 - 6:15pm

Freedom Hall Lobby



New this year!

Please join us

for the

PMCA Hosted Lunch

12:15 p.m.-2:00 p.m.

Freedom Hall

*Connect and catch up with friends,
colleagues and new faces*

Booth #HD1-HD4



Fats and Oils for Confectionery and Snack Products
A unique exhibition hosted by the PMCA Program Committee

Fats and Oils from various sources are an important ingredient in the manufacture of confectionery products. Considerations for confectioners include cost, availability, stability, shelf life and functionality. Physical characteristics such as melt point, solid fat content, melting character and crystallization help developers in choosing what functional aspects are important in their projects.

This interactive exhibit will feature a variety of raw materials that form the basis for this important substance. A collection of seeds, domestic and exotic, such as soybean, canola, shea and palm will be on display. The exhibit also will feature maps, videos and posters highlighting oil consumption and sources worldwide as well as harvesting and processing techniques. Samples to touch and taste will provide a fun and educational experience for attendees.

Thank You: Exhibition Contributors

AAK, Blommer Chocolate Company, Bunge Oil, Ernst Seed, Golden Peanut, The Hershey Company, IOI Loders Crocklaan, North Carolina Soybean Producers Association Inc., PalmOilTV, The Pennsylvania State University, Solazyme Inc.

Hosted Display Sub-Committee:

Cynthia Angelo, *Givaudan Flavors*
Philip Cartier, *retired, The Hershey Company*
Judy Cooley, *The Hershey Company*
Ben Houston, *retired, Leaf, Inc.*
Leslie Kleiner, *Roquette America Inc.*
Reg Ohlson, *retired, Mars Inc.*
Ed Seguire, *Seguire Cacao Cocoa & Chocolate Advisors*
Marlene Stauffer, *Blommer Chocolate Company*
Abdoulaye Traore, *Mars Chocolate North America*

Monday, April 13

**2015 SUPPLIER EXHIBITS—AS OF PUBLICATION DATE
Monday, 12:30pm - 5:00pm-Freedom Hall**

AAK ☆

Aasted-North America LLC

ADM Cocoa ☆

ADM/Matsutani LLC

Almond Board of CA

American Chocolate Mould Company ☆

American Assoc. of Candy Technologists
(AACT)

Bainbridge Associates LLC

Baker Perkins ☆

Barry Callebaut

Bell Flavors & Fragrances Inc. ☆

BENEO Inc.

Berndorf Belt Technology USA

Blommer Chocolate

Blue Pacific Flavors

Bosch Packaging Technology Inc.

Bühler Inc.

California Natural Products

Capol LLC

Cargill Cocoa & Chocolate ☆

Cargill - Zerose® erythritol

Carle & Montanari—OPM USA ☆

Carlyle Cocoa Company

Cavanna Packaging USA Inc.

Centerchem Inc. ☆

Ciranda Inc.

Clasen Quality Coatings Inc.

W.A. Cleary Products

Colorcon ☆

Concord Foods, Inc.

Contibelt Systems Inc.

Corbion

Creative Food Ingredients

Crosio & Associates Inc.

Dairy Farmers of America

David Michael & Co. ☆

DDW “The Color House”

Delavau

Domino Specialty Ingredients

Driam USA Inc.

DuPont Nutrition & Health ☆

Eclong Dairy Technologies

Firmenich Inc.

Flavorchem

FONA International

Franz Haas Machinery

Fuji Vegetable Oil Inc. ☆

Galloway Company

GEA Process Engineering Inc.

GNT USA Inc.

Golden Peanut & Tree Nut

Grain Processing Corporation (GPC)

Graybill Machines Inc.

Guittard Chocolate Company

Hamburg Dresdner Maschinenfabriken
USA

Hanover Packaging div. of TimBar
Pkg. & Display

HDG North America

Herding Filtration LLC

Hilliard’s Chocolate System ☆

HMC Manufacturing

Hosokawa Bepex

☆ 25+ Year Exhibitor

Monday, April 13

IFC Solutions (formerly Int'l. Foodcraft)
Inclusion Technologies LLC
Industrial Food Ingredients
Ingredient Incorporated ☆
Kargher
KOCO Inc. ☆
Landers Group LLC
IOI Loders Croklaan ☆
Mantrose-Haeuser
MC/Manufacturing Confectioner
Micelli Chocolate Mold Co.
Multifilm Packaging ☆
Murnane Specialties Incorporated
National Confectioners Association (NCA)
NETZSCH Premier Technologies LLC
Nexira Inc.
Nitta Gelatin
Nutec Group
Nutrin Distribution
Palsgaard Incorporated
Pinova Holdings Inc.
Pocantico Resources Inc.
Precision Roll Grinders Inc.
Printpack
Production Systems Automation, Inc.
(PSA)
PROVA Inc.
PTL (Production Techniques Ltd.)
Readco Kurimoto LLC ☆
Roquette ☆
Savage Bros.
Scala-Wisell International Inc.
Schebler Food Equipment
Schenck Process

William A. Schmidt
Sensient Colors LLC ☆
SensoryEffects
Sensus America Inc.
Shick USA
Silesia Flavors Inc.
Sollich North America LLC
Stern Ingredients Inc. ☆
Takasago International Corp. (USA)
Temuss Products Limited
Texture Technologies Corp.
Tomric Systems Inc.
Tricor Systems ☆
Turbo Systems ☆
Union Confectionery Machinery Company ☆
Union Process Inc.
United Cocoa Processor
Varick Enterprises Inc. ☆
Virginia Dare ☆
The Warrell Corporation
Webber/Smith Associates Inc.
Whetstone Industries
WILD Flavors & Specialty Ingredients
Woody Associates Inc. ☆
World Cocoa Foundation (WCF)
WRH Industries Ltd. ☆

*For booth availability contact
the PMCA Office*

☆ 25+ Year Exhibitor

Tuesday, April 14

SWEET AND SAVORY: THE FUTURE IS NOW

7:30am	REGISTRATION	Heritage Ballroom
8:00am	WELCOME & OPENING REMARKS Robert Huzinec , <i>The Hershey Company</i> , President, PMCA MODERATOR Reg Ohlson , retired, <i>Mars Inc.</i>	Heritage Ballroom

Discussion period will follow each speaker. Submit questions in writing to *Session Officials: Diane Douglas, Concord Foods Inc., Kervin Martin, retired, Cargill Cocoa and Chocolate*

8:15am 5	REGULATORY UPDATE 2015 Laura Shumow, Director of Scientific and Regulatory Affairs, <i>National Confectioners Association</i> Come hear about the latest federal and local regulatory and policy developments impacting the confectionery industry. Labeling updates include final rules on menu and vending labeling requirements out of FDA, which are likely to impact voluntary front-of-package labeling programs. Increased media attention on sugars and health may lead to new efforts to establish policies focused on reducing the consumption of added sugars, while ingredient safety and food safety concerns remain a priority at FDA this year. Additionally, we are seeing ongoing action on GE/GMO labeling, allergen labeling, Prop 65 lawsuits targeting the candy industry and more.	
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<p>9:00am 6</p>	<p>PROTEINS IN SWEET CONFECTION APPLICATIONS Tessa Porter, R&D Manager of Product Development, <i>Ferrara Candy Company</i> Proteins are a hot trend in the food industry due to the gaining awareness of the health benefits of protein in our daily diet. This presentation will briefly review protein in the current snack aisle, outline how different protein sources and qualities can benefit our health and product labels, and discuss how we can incorporate proteins into confectionery formulas through understanding ingredient and processing interactions. Key applications including caramel, nougat, chews, panning, crème, and gummy and jelly technologies will be used to demonstrate various ingredient interactions, processing hurdles, and stability concerns and how to overcome them.</p> <p style="text-align: center;"><i>Audience Tasting Samples</i></p>
<p>9:45am 7</p>	<p>ENERGY CONSERVATION— A KEY INGREDIENT IN MAKING CHOCOLATE Eric Bliss, Senior Engineering Manager, <i>Blommer Chocolate Company</i> Energy is typically the second largest direct manufacturing cost for confection processors, although many processors do not consider it a direct cost or even attempt to manage the costs. While most manufacturers manage costs with sourcing strategies, many do not actively manage their energy consumption or actively pursue energy conservation measures. This leaves untapped opportunities to grow profits with minimal investment and minimal risk. This presentation will discuss the process of starting an energy conservation program and key components of a successful program implementation. It will offer practical ideas for immediate energy savings as well as ways to engage your whole organization to focus on energy management.</p>
<p>10:30am</p>	<p>BREAK</p>

Tuesday, April 14

<p>10:45am 8</p>	<p>USING NEW SENSORY METHODS TO EXPLORE CHOCOLATE AND NUTS Myrna Fossum, retired, <i>M&M Mars Corporation</i> Sensory expert Myrna Fossum will host an intimate and interactive presentation that will awaken emotions and senses for participants to fully evaluate food products, in particular chocolate and nuts. Together, the audience will explore the latest research in human perception and gain an understanding about our five senses and the significant impact they have on products when they work in consort. Myrna will look at how retail stores and consumer products alike can rely on holistic sensory methods to satisfy customers and solidify their brands. By analyzing and measuring the taste of chocolate and nuts, the group will discover why the classic combination is winning. The audience will also be treated to a video of consumers and a trained taste panel evaluating chocolate and nuts.</p> <p style="text-align: center;"><i>Video & Audience Tasting Samples</i></p>
<p>11:30am 9A</p> <p>9B</p> <p>9C</p>	<p style="text-align: center;">PMCA COMMITTEE UPDATES</p> <p>PMCA RESEARCH COMMITTEE UPDATE Eric Schmoyer, R&D Project Manager, <i>Barry Callebaut, USA</i> PMCA's Research Committee chair will provide an overview of the activities of the committee including current grant in aid research projects.</p> <hr/> <p>PMCA EDUCATION AND LEARNING COMMITTEE UPDATE Peter Jamieson, Lead Food Scientist, <i>Atlas Point Technical Services</i> PMCA's Education and Learning Committee chair will provide a report on the association's short course program including highlights of recent courses and a look at future offerings.</p> <hr/> <p>PMCA STUDENT OUTREACH COMMITTEE UPDATE Mark Freeman, Vice President Of Sales, <i>Shank's Extracts</i> PMCA's Student Outreach Committee chair will provide an overview of the activities of the committee including a review of the growth and success of the program and future outlook.</p>
<p>12:00pm</p>	<p>ADJOURN</p>

Tuesday, April 14

BUFFET LUNCH FEATURING

◆ SWEET/SAVORY/SALTY DESSERT CREATIONS ◆

BY MARRIOTT CHEF DANIEL GOLDICH

Tuesday, April 14th—12:00 pm - 1:30 pm ◆ Commonwealth Ballroom

Vote on-line for your favorite dessert after lunch in the ballroom

PMCA ANNUAL MEMBER MEETING

Tuesday April 14th —1:00 pm - 1:40 pm ◆ Hickory Room

SWEET AND SAVORY: SNACKS MEETS CONFECTIONS

1:45pm	AFTERNOON SESSION -OPENING REMARKS Ed Wilson , retired, <i>AAK USA</i> Vice President, PMCA MODERATOR Rose Potts , Corporate Manager of Sensory & Product Guidance, <i>Blommer Chocolate Company</i>	Heritage Ballroom
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Submit questions in writing to *Session Officials: Philip Cartier*, retired, *The Hershey Company*, **Peggy Fyffe**, *Almond Board of California*

2:00pm	THE PALATE-PLEASING JOY OF SWEET/SAVORY/SALTY COMBINATIONS Daniel Goldich, Executive Chef, <i>Lancaster Marriott at Penn Square</i> Chef Goldich will engage attendees in a brief Q&A session surrounding his ingredient choices for the sweet/savory/salty dessert combinations attendees experienced during lunch.
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2:15pm 10	SWEET AND SAVORY SATISFIES: A “TRENDSPOTTER’S “ PERSPECTIVE Victoria Ward, Marketing and Consumer Insights Manager, <i>David Michael</i> The sweet and savory flavor trend is dominating activity in food and beverage development. This presentation will look at what lies at the root of this growing trend, from its origin to why our bodies crave sweet and savory food combinations. Global products - including confections - that are exemplary of the sweet and savory/salty trend will be explored. As demands simultaneously mount in the areas of better-for-you and indulgence, a snacking paradox arises. The role of millennial consumers’ influence on this trend, and the food industry as a whole, will be discussed.
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3:00pm	BREAK
3:15pm 11	<p>SALTY SNACKS FOR CONFECTIONS Nikki Shumansky, Sales Manager, <i>KLN Family Brands</i> Snack foods are being utilized as a base product in many new sweet and savory confection launches today. This presentation will guide you through the important things to consider as you select the right snack base for your needs. We will examine each of the different types of bases available and the advantages of each. Covered bases will include: potato chips, popcorns, pretzels, extruded items, pellet items, corn items and more. We will also walk through those important factors to consider and questions to ask when choosing a co-pack partner and kicking off your project.</p>
4:00pm 12	<p>CONSIDERATIONS FOR USING SNACK COMPONENTS & SAVORY INGREDIENTS IN CONFECTIONERY OPERATIONS Pam Gesford, Staff Scientist - S&R Research, <i>The Hershey Company</i> There is a growing interest in producing cross over confections which blur that traditional line between snacks and confections using snack components and savory ingredients. Developing these products means using ingredients that are different than we are used to working with in a traditional sense. This presentation will look at general practices as well as some more specific examples of issues that can arise from using these unusual ingredients or making snack/confection hybrid products.</p> 
4:45pm	ADJOURN

Tuesday, April 14



*The PMCA 69th Annual
Production Conference Dinner*

Commonwealth Ballroom (2nd floor)
6:00pm – Open Bar—7:00pm – Dinner

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Toastmaster

Robert Huzinec, *PMCA President*
The Hershey Company

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AWARDS PROGRAM

Marie Kelso Memorial Award

Presented to

Kerry Kaylegian

The Pennsylvania State University

*For the 2014 Production Conference presentation
Milk-Derived Ingredients for Confections*

Award Presentation by

Steve Genzoli, *Ghirardelli Chocolate Company*
PMCA Marie Kelso Award Chair

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SPECIAL RECOGNITION

Walter Vink

*Thank you for your contributions to the
Production Conference Program*

KEYNOTE ADDRESS

(SEE PAGE 16)

**Distribution of the PMCA Candy Bag immediately following the
program. Please bring your blue badge ticket with you to dinner.*

TUESDAY EVENING KEYNOTE ADDRESS

Our Industry Focus: Rethink, Refresh, Renew

John H. Downs, Jr.

President and CEO, National Confectioners Association



Join NCA's new senior leader for a discussion of the candy industry today. John brings a fresh perspective to the industry after more than 28 years in the global Coca-Cola system.

He will outline what he sees as critical issues for the chocolate, gum and candy industry and outline how we can seize the opportunity to tell our story as we guide the industry to a bold and bright future.

John H. Downs, Jr. was named president and chief executive officer of the National Confectioners Association and NCA's Chocolate Council in 2014. He manages strategic direction and daily operations of the Washington, DC-based trade group.



Wednesday, April 15

7:30am	REGISTRATION	Heritage Ballroom
8:00am	<p>CLOSING DAY SESSION REMARKS Robert Huzinec, <i>The Hershey Company</i>, President, PMCA</p> <p>MODERATOR Steven Genzoli, VP Quality Assurance/ Research and Development, <i>Ghirardelli</i> <i>Chocolate Company</i></p>	Heritage Ballroom

Discussion period will follow each speaker. Submit questions in writing to *Session Officials: Amy Hartman, The Warrell Corporation, Edward Minson, Natural American Foods*

<p>8:15am 13</p>	<p>ADDRESSING THE CHALLENGES OF COCOA BEANS SUPPLY IN CÔTE D’IVOIRE Dr. Louis Koko, Soil Fertility Scientist, <i>CNRA, Cocoa Program, Côte d’Ivoire</i></p> <p>To ensure sustainable cocoa production, the actors of the sector have adopted different models to help farmers get access to fertilizer. This presentation focuses on the role of fertilizer in yield improvements and securing the supply of cocoa beans in Côte d’Ivoire. The first part highlights the agronomic effectiveness of fertilizer to improve yields of cocoa in research conditions. Based on these findings, we will present key lessons learned from an agricultural impact study on cocoa yield in farmer’s areas. In relation with the two previous studies, the second part will discuss the implications of fertilizer programs for securing the supply of beans. This synergy action can contribute to the revitalization of the Côte d’Ivoire cocoa sector by bringing soil fertility back to the cocoa farms and therefore create a source of welfare for farmers.</p> <p style="text-align: center;"><i>Videos included</i></p> <div style="text-align: center;">  </div>
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Wednesday, April 15

<p>9:00am 14</p>	<p>NATURAL PASTEURIZATION OF TREE NUTS AND PEANUTS Mark Kline, Staff Scientist, <i>The Hershey Company</i> Nuts, including peanuts and tree nuts, are a low moisture food susceptible to Salmonella contamination. This presentation will focus on three key areas to mitigate Salmonella risk and improve a food manufacturer’s nut processing food safety plan. Published industry resources such as guidance documents, recommendations and training opportunities will be reviewed. Process control measures such as best practices, analysis of hazards and identification of critical control points (HACCP) including both pre- and post-processing will be discussed. Principles of pasteurization technologies will be compared and potential risk factors that may impact their effectiveness will be highlighted.</p> <p><i>Presentation and paper co-authored by Chris Homich and Craig Rank, The Hershey Company</i></p> <p>Videos included</p>
<p>9:45am 15</p>	<p>LECITHIN– THE NATURAL AND POWERFUL SUBSTANCE Peter Fismer, Managing Director, <i>Fismer Lecithin GmbH</i> The subject of IP and labeling issues related to various lecithin types are of growing importance. What is IP and which certificates are needed? This presentation will examine these issues as they relate to Soy, Sunflower and Canola Lecithin. The talk will also cover availability in volume, the differences in application and the origin of these Lecithin types.</p> 

JOIN US AGAIN NEXT YEAR!
PMCA’s 70th Annual Production Conference
April 11—April 13, 2016
Lancaster Marriott at Penn Square &
Lancaster County Convention Center

Wednesday, April 15

10:30am	BREAK
10:45am 16	ALKALIZING COCOA AND CHOCOLATE Arlen Moser, Research and Development Manager, <i>Blommer Chocolate Company</i> Alkalizing cocoa and chocolate has been around for the past 185 years. Its forms and processes have evolved through the years as equipment and processes have improved. This presentation discusses the most common processes of alkalization and how they differ in production and quality impact. Included are the alkalizing ingredients and the physical parameters that influence the final cocoa color and flavor. Additionally, the impact of alkalization upon chocolate and compound and how an alkalized chocolate is different will be shown. Application impact of alkalized cocoa on drinks, desserts and baked goods will be part of the discussion. This presentation will clarify how different alkalized cocoas and chocolates are produced and why they are chosen. <i>Audience Tasting Samples</i>
11:30am 17	ROBOTICS - A STRONGER Foothold IN CONFECTIONERY Alex Diaz, Senior Manager - Packaging Systems Engineering, <i>The Hershey Company</i> Robot-assisted applications have been growing dramatically over the years. No longer are we limited to standard applications such as picking up an object and placing it at a different location. Instead, today's robotic systems, when combined with advances in vision systems, motion controls and computer logic, have led to new horizons. The potential for these new applications will take robotics from the standard palletizing system to revolutionary applications in the confectionery industry. <i>*This presentation will include a live demonstration of robotics technology.</i>
12:15am	ADJOURN

Thank You for Joining Us!



PMCA STUDENT OUTREACH PROGRAM

The Student Outreach Program was created in 2007 in an effort to reach out to prospective and new entrants to the industry in order to attract, develop and retain tomorrow's confectionery leaders. Students will be wearing a special black and gold badge ribbon denoting them as a *Student Honoree* and will be recognized in the Heritage Ballroom on Monday, April 13th prior to the start of the *Basics and Beyond* Program.

THANK YOU 2015 PROGRAM SPONSOR



STUDENT TOUR GRACIOUSLY HOSTED BY:



STUDENT OUTREACH PROGRAM COMMITTEE CHAIR

Mark Freeman, *Shank's Extracts*

COMMITTEE MEMBERS

Carly Bombolevicz, *Blommer Chocolate Company*

Judy Cooley, *The Hershey Company*

Alan Cotich, *Sconza Candy Company*

Lou Felice, *The Hershey Company*

Barry Glazier, *Mars Chocolate NA*

Jenna Grigalauski, *FONA*

Patrick Huffman, *The Warrell Corporation*

Bob Huzinec, *The Hershey Company*

Mark Jarrard, *Kerry Ingredients*

Steven Marcanello, *Asher's Chocolates*

Tessa Porter, *Ferrara Candy Company*

Eric Schmoyer, *Barry Callebaut*

Ed Wilson, *retired, AAK USA*



PMCA SHORT COURSE PROGRAM

The goal of PMCA's Education and Learning Committee is to develop and deliver high value learning experiences to the confectionery and related industries. These learning experiences cover the science related to the specific topic and industry and provide practical, hands on opportunities to experience science in action.

The Education & Learning Committee would like to sincerely thank the following companies and universities who, over the past several years, have generously provided facilities for hosting practical work, plant tours and demonstrations to enhance the student's learning experience:

Asher's Chocolates
Blommer Chocolate Company
Bridgetown Bakery
Georgia Nut Company
Gertrude Hawk Chocolates
The Pennsylvania State University
Readco Kurimoto LLC
University of Wisconsin-Madison
The Warrell Classic Caramel Company
The Warrell Corporation
Wolfgang Candy Company

Education & Learning Committee

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Members:

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Joe Sofia, *Cargill Cocoa & Chocolate*
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Walt Vink, *Vink Associates Inc.*
Kim Yoder, *Cargill Cocoa & Chocolate*
Dennis Zak, *TMRResource LLC*

GENERAL CONFERENCE INFORMATION

ELIGIBILITY

Production conference registration is open to anyone in the confectionery or snack industry, or in its related industries. The technical program is designed to benefit confectionery industry personnel responsible for production, management, R&D, engineering and quality control.

REGISTRATION

The registration form should be completed and sent with payment to PMCA, 2980 Linden Street, Suite E3, Bethlehem, PA 18017. Tel. 610-625-4655; Fax 610-625-4657. (Checks to be in U.S. funds drawn on a U.S. bank or on a Canadian bank). MasterCard, Visa and American Express credit cards accepted. Registrations received by March 30, 2015 will receive a registration acknowledgement. Registrations received after March 30, 2015 may not be acknowledged. Registration forms, in both a printable and online version, can be found at www.pmca.com. On-site registration is available.

FEES

Full Registration includes admission to all technical and exhibition events and food and beverage as follows: continental breakfast Monday, Tuesday and Wednesday, Monday lunch, Monday evening reception, Tuesday lunch, Tuesday evening reception, Tuesday evening dinner and the 2015 proceedings of the conference, in electronic format, when produced in the fall.

Monday-only registration includes admission to Monday's technical and exhibition events, Monday's continental breakfast, lunch and evening reception.

Full Registration (per person)	By March 30	After March 30
Personnel—PMCA Member Companies	\$350.00	\$400.00
Personnel—Non-Member Companies	\$500.00	\$520.00
Active Faculty Members and Press	\$250.00	\$275.00
Students	\$145.00	\$165.00
Monday Only Registration	By March 30	After March 30
All Industry Personnel	\$175.00	\$195.00

Cancellations received by Monday, March 30, 2015 will be refunded, less a \$20.00 cancellation fee. After March 30, 2015 no refunds will be made. Non-refunded Full Registrants will receive the proceedings of the 2015 conference in electronic format when produced in the fall. A substitute may be named at any time.

HOTEL RESERVATIONS

A block of rooms has been set aside at *Lancaster Marriott at Penn Square* at a rate of \$162 per night plus tax. Rooms are available on a first come, first serve basis. Attendees should reference **PMCA** when making reservations. Please visit pmca.com for an online reservation link. Reservations can also be made directly with the hotel via telephone at 888-850-6146.

REGISTRATION DESK

Upon arrival all Conference attendees should check in at the Conference Registration Desk located in the Heritage Ballroom Lobby to pick up their registration badge and Conference information. The PMCA Registration Desk will be open as follows:

Sunday 1:00pm-6:00pm	Tuesday 7:30am-5:00pm
Monday 7:00am-5:00pm	Wednesday 7:30am-11:00am

PMCA PRODUCTION CONFERENCE MEETING POLICIES

1. While respecting the right of organizations and individuals to gather as they wish, PMCA discourages any organized meetings or activities which conflict with the technical presentations or any part of the program of the Production Conference.
2. Attendees must turn cell phones to silent or vibrate while in the session rooms.
3. Photography is not permitted during any PMCA technical session.
4. Audio or Video recording of any PMCA technical session or meeting is strictly prohibited.

PARKING INFORMATION

Attendees commuting daily to the conference may choose to park in the **Penn Square, Prince Street or East King Street parking garages**. The rate for attendees of the 69th Annual Production Conference will be \$8.00 (regularly \$18.00). Parking passes can be picked up at the PMCA Registration Desk. Attendees will be charged each time they go in and out of the parking garages. Attendees staying overnight at the Lancaster Marriott will have their parking passes validated upon hotel check-in and will have unlimited in and out access. For detailed directions and maps, as well as floor plans of the Lancaster County Convention Center, please visit:

<http://www.pmca.com/conferencedirections.asp>

DRIVING DIRECTIONS

Harrisburg & South

From Highway 283, take the PA 72/Manheim Pike exit. Keep right at the fork and follow signs to “Downtown Lancaster.” Turn right at Fruitville Pike. Fruitville Pike will become North Prince Street. Proceed south on North Prince Street to King Street and take a left on King Street. Penn Square will be one (1) block on your right at the next traffic signal. Bear right for parking entrance.

Baltimore & South

From Highway 83, turn right onto Highway 30 East. From 30 East take the PA 72/Manheim Pike exit. Keep right at the fork and follow signs to “Downtown Lancaster.” Turn right at Fruitville Pike. Follow directions above from Fruitville Pike.

Philadelphia & East

From the PA Turnpike, take Highway 222 to Highway 30 West. Take the Fruitville Pike exit and turn left onto Fruitville Pike. Follow directions above from Fruitville Pike.

Gettysburg & West

From Highway 30, take the Fruitville Pike exit and follow signs to “Downtown Lancaster.” Follow directions above from Fruitville Pike.

GPS ADDRESSES

City, state and zip for each address below is Lancaster, PA 17602

Lancaster County Convention Center Penn Square Parking Garage

24 South Duke Street

East King Street Parking Garage

146-52 E. King Street

Prince Street Parking Garage

111 N. Prince Street

Marriott & Lancaster County Convention Center Valet Parking

25 South Queen Street

Lancaster County Convention Center Loading Dock (Exhibitors Only)

3 East Vine Street

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