

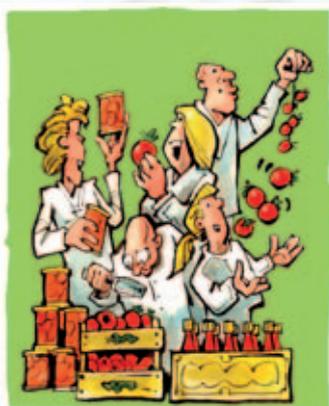
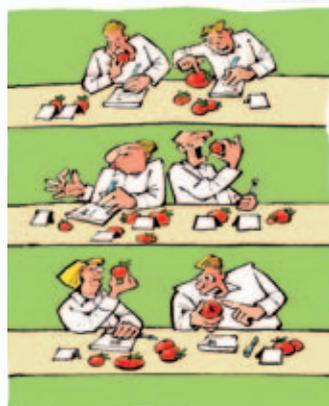


The Vegetable Flavour Toolbox

Wageningen UR Greenhouse Horticulture

Consumer panel and Kids panel

Flavour assessment of tomatoes and other products can be done by panels of consumers, the buyers of your products. We use such a hedonic panel of about 120 men and women of which 40 are called upon for each session. This panel determines which products have the best flavour. Next to this panel we also offer the services of a Kids panel. This is also a hedonic panel, but formed by children.



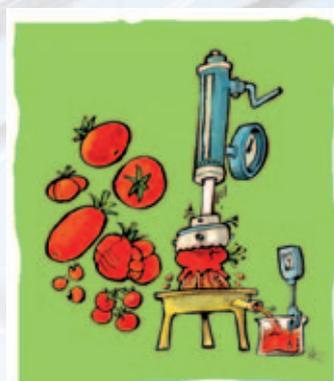
Expert panel

Our sensorial expert panel consists of 12 trained tasters who can clearly describe the characteristic flavour differences between samples. This panel is often employed to gain a better understanding of the preferences of consumers. Our experts regularly take part in training sessions with cooks.

Benchmarking

Especially for some customers we developed the service of the super panel, in which our experts give a

description of products during a round table discussion. This is frequently used to compare promising successors to a benchmark.



Model measurement

Wageningen UR Greenhouse Horticulture has developed a flavour measurement model for tomato. With this model the flavour level of a tomato can be quickly and inexpensively assessed. This model is developed to efficiently screen large quantities of tomato varieties on flavour.



Panel members taste in separate cubicles; Super tasters have discussions in round table sessions.

For more information:

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