



## **Announcing “Taste the Difference; A Revolution of Responsibility Funded Countywide Project”**

*A 4-H Project to Measure Taste Benefits of Sonoma County Products*

**Project Goals:** To raise awareness of the taste of locally grown agricultural products and to help create a marketplace advantage for Sonoma County, when possible. To accomplish this, we will teach scientific based sensory and consumer research skills to members. Techniques will be similar to methods taught at the University level (Davis, Cal Poly, Cornell, University of Illinois, etc.) in their food science programs. We will set up four competitive product sets using local and national producers of things like apple juice, cheese, jam, yogurt, honey, etc. Participants will be given an orientation on the scientific nature of sensory research and why it can be important for producers and consumers. Then, project members will help select the categories to study. They will then create a research experiment and conduct a taste test with our 4-H community. Each product will be taste unbranded and rated by volunteer respondents. The resulting data will be analyzed statistically to determine liking/preference and specific taste characteristics. A brief discussion of the types of programs offered at Universities and in companies (not just food and beverage, but all consumer goods), will be provided.

**4-H Youth Wanted:** *No age limit.* We are looking for 4-H youth members to join our project. Scheduled meetings will be held in/around Santa Rosa and Rohnert Park. We have a variety of committees within the project that need members, as follows.

1. **Product category selection (everyone)**
2. Purchase and code supplies
3. Scorecard development and printing
4. **Research fielding (everyone)**
  - Product preparation
  - Product serving
  - Decode scorecards
5. Data entry and analysis
6. Report preparation
7. **Marketing and promotion (everyone)**
8. Presentations to the community

**Looking for Local Producer/Grocers/Partners:** If you would like your products evaluated, please contact us. Products must be locally grown, minimally processed, and readily available in grocery stores.

If you would like more information on this program, please contact Becky Bleibaum, 707.545.6770, [rnableibaum@yahoo.com](mailto:rnableibaum@yahoo.com) or Charles Hampton [mchampton@mac.com](mailto:mchampton@mac.com).