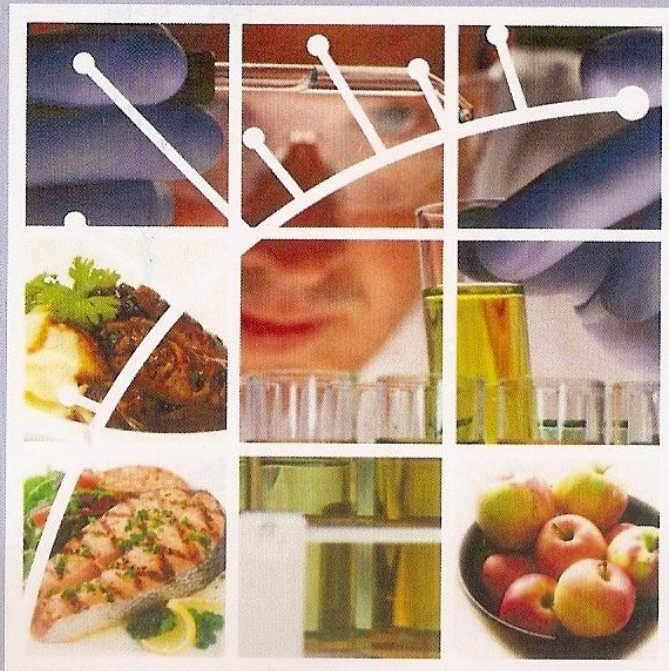


# ISEKI\_Food 2011

Bridging Training and Research for  
Industry and the Wider Community

2<sup>nd</sup> International ISEKI\_Food Conference



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Book of Abstracts

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**ISEKI\_Food 2011 - Bridging Training and Research for Industry and the Wider Community**

**2<sup>nd</sup> International ISEKI\_Food Conference**

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## **TRACK\_FAST: training requirements and careers for knowledge-based food science and technology in Europe - food industry flash animations**

Berya Keçak<sup>1</sup>, Huub Lelieveld<sup>2</sup> and Fahrettin Gögüş<sup>1\*</sup>

<sup>1</sup> Food Engineering Department, University of Gaziantep, Turkey

<sup>2</sup> EFFEoST, Wageningen, Netherlands

\* fahret@gantep.edu.tr

Track Fast is a consortium with 27 partners from 16 countries. The overall objective of the TRACK\_FAST project ([www.trackfast.eu](http://www.trackfast.eu)) is the identification of the training and career requirements of future European food scientists and technologists (FST), and implementation of a European strategy to recruit the next generation FST leaders. To accomplish this, four different work packages was built up and different tasks was distributed in these groups. The goal of work package 4 (WP4) is to motivate young people to enter and pursue of a career in food science and technology in Europe. To accomplish this, several activities have been integrated and developed by WP4. For instance, flash animations were prepared to introduce the industrial production of different food stuff. These animations were supported by visual effects to make the food industry more attractive for young people. Each animation contains the flow diagram of food process with their explanation and a related picture. All animations were finished with a quiz about the explained process to improve their knowledge about food science and technology.

Moreover, materials, especially video and graphic material, and activities used in the different countries to attract high-school students are currently collected and they are going to be shared in a general website designed by WP4.

**KEYWORDS:** TRACK\_FAST, flash animation, food industry.