

## Services Costs

The service center is a non-profit entity. As such, fees are based on costs associated with the staff and operation of the laboratory. Examples of cost for services are as follows:

- Descriptive analysis including data analysis is \$330/hour
- Discrimination testing cost for n=40 is \$1,200
- Consumer testing cost is variable depending on number of samples, type of test, a number of respondents. For example, a one-day test with 4 to 5 samples and 75-80 respondents is \$3,100
- Please contact us ([jfmeull@uark.edu](mailto:jfmeull@uark.edu)) to get an exact quote for your project

## How to contact us?

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### Web

<http://www.uark.edu/ua/sensory/>

## SENSORY EVALUATION SERVICE CENTER



**UofA**

UNIVERSITY OF ARKANSAS  
DIVISION OF AGRICULTURE



## Descriptive Analysis

A professional descriptive panel (10-16 members) has been on staff at the UofA since 1996. The panel has extensive experience in profiling food products for their appearance, aroma, flavor and texture. Examples of products the panel is most familiar with include:

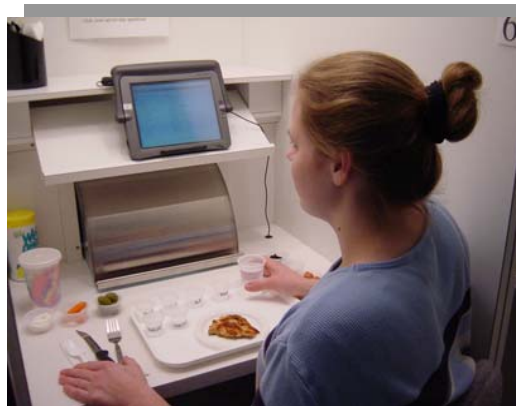
- Dairy products including yogurt, cheese and dairy based drinks
- Meat products including poultry, beef and further processed meats
- Fruits and vegetables, including green and baked beans, and peaches
- Beverages including fruit juices and dairy based
- Cereals including rice and breakfast bars
- Other products including appetizers

In addition, our staff can develop profiles for products the panel may never have seen.

## Preference Mapping/Modeling

We specialize in these types of studies as data from both consumer testing and descriptive analysis can be used simultaneously to provide directions in the optimization of food products. Methodologies used include:

PrefMap  
 Proportional Odds Models  
 Principal Components Analysis  
 Partial Least Squares Regression



## Consumer Testing



We conduct consumer testing on demand and will recruit respondents according to your specifications, including product usage. Testing is usually in a laboratory setting but we also provide services for central location and home-use testing. We recruit respondents from our databases or through local television or paper ads. We also have the ability to organize tests at multiple sites. The types of test we can organize are extremely flexible and include:

- Acceptance and/or Preference
- Use of various scales including hedonic, just right, intensity, purchase intent, etc.
- Unimodal or multimodal presentation of samples