

< Service 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.

- ✓ Descriptive Analysis including data analysis is \$450/hour.
- ✓ Consumer testing cost is variable depending on number of samples, type of test, and number of respondents. For example, a one-day test with 4 samples and 75 respondents costs approximately \$3,100.
- ✓ Contact us for pricing on other types of tests.

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UofA **DIVISION OF AGRICULTURE**
RESEARCH & EXTENSION
University of Arkansas System

Sensory Service Center

Department of Food Science
University of Arkansas



**A full service facility for
sensory and consumer sciences**

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< The Sensory Service Center >

We have been partnering with the food industry since 1996. We are a full service sensory and consumer science laboratory. In 2006, we moved into a state of the art sensory facility. The center provides an ideal training facility for future sensory scientists.

< Facility >

The new 2,000sqft sensory laboratory features 13 computerized booths equipped with Compusense® five.

- ✓ A preparation kitchen equipped with four ovens, heating lamps, microwaves, and commercial refrigerators and freezers.
- ✓ A conference room for panel orientation and discussions.
- ✓ A video recording system and an observation room to conduct qualitative research (e.g. focus groups).



< Research tools >

We have been approaching sensory and consumer sciences from multidimensional angles: psychophysics, behavior, electrophysiology, and functional brain imaging.



< Services >

- ✓ **Descriptive Analysis:** A professional descriptive panel (11 members) has been on staff at the University of Arkansas since 1996. The panel has extensive experience in profiling food products for their appearance, aroma, flavor, and texture.
- ✓ **Consumer Testing:** We conduct consumer testing on demand and will recruit respondents according to your specifications, including product usage. Testing is usually a laboratory setting but we also services for home-use testing. We recruit respondents from our database (N=6,200) or through local televised or paper advertisements.
- ✓ **Smell and Taste Perception:** We conduct projects regarding consumers' smell and taste perception for your products using psychophysical, electrophysiological, and neuroanatomical assessments (e.g. fMRI).
- ✓ **Consumer Behavior:** We perform projects assessing consumers' purchasing and eating behaviors. Also, efficiency of your packing design can be assessed.