



NEWS RELEASE – Contact Tori Miller at +1 703 373 4300

## **Dr. Barbara Rasco Appointed to WFLO Scientific Advisory Council**

ALEXANDRIA, VA, 25 March 2010 – Dr. Barbara Rasco, a professor in the School of Food Science at Washington State University, has been appointed to the World Food Logistics Organization (WFLO) Scientific Advisory Council (SAC).

The SAC provides critical food science and food safety advice to companies in all sectors of the cold chain industry, including public refrigerated warehouses, transportation companies, and others.

SAC members also conduct presentations each year at the International Association of Refrigerated Warehouses (IARW)-WFLO Convention & Expo through the “Scientists Speak” series, providing a forum to deliver new research and advice on effective food preservation practices. The next Scientists Speak presentations are scheduled at the upcoming 2010 IARW-WFLO Convention & Expo on 25 April 2010 from 1:00 – 5:00 p.m. at the Westin Kierland Resort in Scottsdale, Arizona, USA.

Each person appointed to the SAC is an outstanding scientist in food preservation or an industry-related field. Rasco was appointed in November 2009. Her research interests include the development of analytical methods to predict the safety and quality of food products, characterizing microbial cell injury resulting from cold storage and processing treatments, and predicting antioxidant retention in processed foods. She is collaborating with other researchers to

improve food processing methods for refrigerated and ready-to-eat foods, particularly high value aquatic foods such as caviars, fresh and smoked fish products. In addition, Rasco is also a licensed and practicing attorney with expertise in US and international food laws and regulations, international trade, product liability, and intellectual property law.

“Dr. Rasco brings strong expertise to the SAC in critical areas that will be of enormous benefit to the entire cold chain industry,” said SAC Chairman Daryl Lund, Professor Emeritus of the University of Wisconsin. “She is not only an accomplished researcher, but her knowledge of regulatory and legal issues will help all the companies served by the SAC.”

For more information about the SAC, visit [www.wflo.org](http://www.wflo.org) and click on “A bank of eminent scientists.” For more information about the Scientists Speak sessions at the 2010 IARW-WFLO Convention & Expo, visit <http://iarw.org/convention/2010/events.asp>.

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The World Food Logistics Organization (WFLO) is a non-profit organization dedicated to the proper handling and storage of perishable products and the development of systems and best practices for the safe, efficient, and reliable movement of food to the people of the world. Founded in 1943, WFLO delivers education and research to the industry and empowers economic development by strengthening the global cold chain. WFLO is a Core Partner of the Global Cold Chain Alliance, an umbrella organization that unites partners to be innovative leaders in the temperature-controlled products industry. For more information, visit [www.wflo.org](http://www.wflo.org).