

Society for Sensory Professionals

Mission

To advance the field of sensory evaluation, including consumer research, and the role/work of sensory professionals, for the purpose of sharing knowledge, exchanging ideas, mentoring and educating its members.

Scope: To advance the field of sensory evaluation, including consumer research, by:

1. creating forums for sharing research that advances the scientific basis of the field
2. provide mentoring in the field through a variety of forums
3. providing training courses and educational seminars
4. linking with existing organizations that serve the sensory and consumer research community
5. promoting professional conduct and ethical standards

Definition:

Sensory evaluation is a scientific discipline that is used to evoke, measure, analyze, and interpret reactions to stimuli perceived through the senses.

Sensory evaluation encompasses the fields of sensory science and consumer research.

Membership:

Membership is open to any person who is involved or interested in sensory evaluation or consumer research.

Governance: TBD