

## Speaker Profile: Sara Jaeger



Sara currently works for HortResearch, where she is the lead consumer behaviour scientist. Her connection with HortResearch dates back to 1999.

Sara trained in Denmark, Scotland and UK and she received her PhD in Food Economics and Marketing from the University of Reading (UK).

Sara researches what people eat and the relationships people have with food. Specifically, she researches the factors that determine food choice and purchase behaviour. She has published widely on these topics in the scientific literature.

Gastronomics research is a recent addition to Sara's portfolio. The premise of gastronomics is that a person's genetic makeup with respect to odour perception can be a predictor of personal food preferences and food choices. Such a link could have a transformational effect on Food and Beverage industries across the globe, enabling innovation of products optimised for taste and flavour. The notion that such innovation needs to deliver products that people like is not new. What is new is drawing on knowledge of human genetics to understand why people prefer different foods and how products that will meet the individual preferences of consumers can be developed.

### **Contact Details:**

[sjaeger@hortresearch.co.nz](mailto:sjaeger@hortresearch.co.nz)

<http://www.sarajaeger.com>

DDI +64 9 925 7035

Fx +64 9 925 7001

Postal address:

MtAlbert Research Centre

Private Bag 92169

Auckland Mail Centre 1142

Auckland, New Zealand