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For Immediate Release

2009 Winner of the Advancement of Application of Agricultural and Food Chemistry Award, Dr. Russell L. Rouseff

LAKE ALFRED, Florida. Dr. Russell Rouseff, University of Florida/Institute of Food and Agricultural Sciences (UF/IFAS) Citrus Research and Education Center (CREC), Professor of Food Science and Human Nutrition, specializing in food chemistry, is the 2009 winner of the Advancement of Application of Agricultural and Food Chemistry Award from the American Chemical Society, ACS.

The Award, which was established in 1971, was created to recognize and encourage outstanding contributions to pure and/or applied agricultural and food chemistry. The Division of Agricultural and Food Chemistry of the ACS administer the award and it is sponsored by International Flavors and Fragrances, Inc.

The rules of eligibility are clear: a nominee must have made (1) outstanding application of chemistry and/or chemical technology to the solution of agricultural or food problems of importance to the nourishment and health of mankind, or (2) outstanding contributions to the advancement of pure and/or applied agricultural and food chemistry.

Rouseff's nomination for the award received full support from Dr. Harold W. Browning.

"As Center Director for the UF, IFAS Citrus Research and Education Center, and Coordinator for UF Citrus Research, I am familiar with the outstanding accomplishments that Dr. Rouseff has achieved in the area of flavor chemistry of processed fruit products.

This area of research has implications for advancing citrus products as wholesome, nutritious and desirable in the American diet.

Dr. Rouseff's work has led to an increased understanding of flavor components and their differential expression in juices of different citrus varieties. This work has revealed previously unknown compounds present in low quantities in processed juices that contribute both positively and negatively to juice quality and flavor. Discovery of the varying origins of these compounds in fruit and as by-products of processing allows for their use in diagnosis of processing abuse and improper storage," said Browning.

Browning continued, "In addition to application of chemistry to flavor and aroma of processed citrus and other fruits, Dr. Rouseff has directed his expertise to a team effort focused in an entirely different area. Florida citrus and other regions of the world are being challenged by a bacterial disease (Citrus Greening) vectored by the Asian citrus psyllid. This insect is ubiquitous in Florida, and is an extremely difficult target for integrated pest management. Through collaboration with a UF entomologist, Dr. Rouseff has identified a number of compounds that promise an entirely new approach to managing citrus greening through modifying the insect vector behavior, and thus could be an extremely important discovery. Collaborations and opportunities such as this often arise from interdisciplinary groups sharing a vision, and the quality of Dr. Rouseff's analytic chemistry has made this new collaboration possible, well beyond the scope of his ongoing fruit flavor and aroma chemistry."

Dr. Rouseff will receive \$3,000, an engraved plaque, and an allowance to cover the traveling expenses to the meeting at which the Award will be presented.