



### **Food Engineering Magazine Field Report Preparation Guide**

Here are some pointers for preparing a Food Engineering Field Report—also known as an application story, success story or an application brief.

A Field Report describes a problem and its solution. It may involve any product used in the food processing industry; for example, thermal processing equipment (ovens, dryers, fryers, heat exchangers), packaging equipment, process control system hardware and software, sensors and transmitters, actuators, controllers, clean-in-place equipment, MES and ERP software, supply chain and CRM software, motors and drives, and so on. If you're not sure whether your product or service applies, please call and we'll brainstorm it. See sample Field Reports attached.

#### **Absolute requirements for publication**

A submittal **must** contain the following or it will not be used.

- **Body copy** of 500 to 700 words
- **At least two end user (food processor) quotes:** perhaps one describing the problem and one suggesting that he/she is pleased with the solution, which should be quantifiable. That is, for example, it saved xx amount of time, reduced energy costs by xx percent, or the process improvements increased OEE by xx percent.
- If you are unable to get end user (food processor) quotes, we may still have interest in the application story. We use this version online and in our weekly eNewsletter. Think of these stories coming from a well know beverage manufacture or leading snack producer perspective. We require the same information, without the processor quotes or references.
- **Name of user company and name and title of person being quoted at the user Company**  
Quotes from supplier companies will not be used, and will be paraphrased.
- **Photograph of product, service, software at the food processor's site**—not a straight product shot! Photograph must be print quality; that is high resolution jpg at 300 pixels per inch (ppi). Recommended physical size is at least 5x7 inches. Do not send Web quality. Don't forget a suggested caption and photo credit. You may send more than one photo. **Do not save screen dumps as jpg files!** Use a non-destructive format (tif). Call for instructions!
- **Real name of a person, phone number and email at the supplier** for more information (sales contact)—no web addresses or sales@email.com addresses!
- **Your contact info:** Name, phone, email, address.

Please advise as to where this story may have already been published. If it has been used on a competing publication's website or in a printed magazine, we won't be able to use it. If it's been published on a supplier's website, we can use it as long as it's not more than a year old. Obviously, if exclusive rights to use the story have already been given to someone else, please don't send it to us. Please make sure of this first. Also, be sure you have cleared the story with the processor.

**Please note:** These stories are used on a FIFO basis (first in, first out). Publishing dates cannot be guaranteed, but complete submissions, of course, will be published before incomplete submissions.

**For more information, please contact:** Casey Laughman, [Laughmanc@bnpmedia.com](mailto:Laughmanc@bnpmedia.com)