



Meat the Future

The AMSA Long-Range Endowment Campaign

Our Vision for AMSA

AMSA is on a mission to cultivate a global community of professionals and students who actively set out to discover, apply and communicate meat science and technology, using unmatched competence and commitment to attract and develop meat industry leaders and provide science-based research and information.

As we grow and further develop AMSA, we envision it as a tremendous resource for young people to learn how they can contribute to feeding the planet in a sustainable and impactful way.

We see AMSA becoming an inclusive global community drawing on diverse backgrounds, thoughts and experiences, where researchers and the meat industry support each other throughout their careers in an environment of scientific development and innovative thinking.

We see a future where decision and policy makers, as well as consumers, look to AMSA as the authoritative, evidence-based source of information to tackle important personal and public decisions regarding the role of meat in our diets, in our economies and beyond.



To build this tomorrow together, we must begin where we are today.

► The talent gap continues to widen.

While market demand for meat is strong, attracting, developing and retaining the people to develop and produce meat products has never been more difficult. Young people are further and further removed from the origins of their food and the people and processes that bring it to their tables. Most never consider careers in food or meat sciences. Other highly visible and available career paths are drawing away top talent, all while a significant generation of leadership in meat science reaches retirement age. The talent gap is on pace to widen further, crippling not only growth and innovation, but the ability to support our food supply sustainably.

Since the first Reciprocal Meat Conference (RMC) was convened in 1948, the number of schools with meat science faculty and programs grew rapidly from 40 to the current number of 93. However, many positions have been eliminated, and traditional land grant university meat science programs continue to shrink both in number and size. The remaining academics in the field are required to take on ever increasing administrative duties, including securing their own program funding. This reduces their face time and mentoring opportunities with students. Without wide program availability and accessible educators, the struggle to attract, prepare and retain qualified people across all levels will increase. While many new and smaller schools are offering meat science as classes, a majority don't have the resources to develop and expose youth to industry roles. This is especially true for schools educating traditionally underserved students.



► Science is often challenged and meat is a popular target.

As university programs shrink, so too does funding for independent research. This means the burden falls to industry to conduct the research, pulling it out of the public domain where this information leads to more research, discussion and collaboration on future projects. This results not only in a lack of trust in the research, but in the perception that public funding isn't needed.

This constriction of independent meat science is happening at the same time strongly negative public rhetoric against meat production and consumption is rising. Left unchecked, public opinion and policy will be shaped by well-funded interest groups and emotional pleas rather than balanced science. AMSA has the opportunity to be viewed as a highly credible voice of information and science.

► Academia, the meat industry and our members face unique challenges.

Academia and industry play crucial roles. However, they are focused on different goals and driven by individual mandates. While relying on and supporting the other, each has unique research objectives and sometimes works independently, creating natural separation between industry and academic research. It's a separation that ensures independent, trusted, unbiased research and can come with a cost.

The division shows up as gaps between academic programming and industry-needed skills. It manifests as redundant or narrowly focused research and technology development that does not have the specificity or speed required by industry. And the division becomes clear when separate, small voices attempt to speak out in the name of science, never gaining enough momentum to be heard above the noise of swiftly shifting public opinion.





AMSA sees and understands these pressing needs and stands in a unique position to lead in addressing them.

For more than 75 years, AMSA has convened experts in meat science with common goals of developing and producing nutritious food in sustainable, innovative ways. From small beginnings in 1948 with a gathering of 40 dedicated scientists, AMSA has grown into a substantial, prominent organization, bringing together nearly 1,000 students, educators, researchers, professionals and industry leaders each year for the annual RMC.



“The Reciprocal Meat Conference is the premier scientific and technical meeting for those involved in meat and meat processing. The straightforward concept of a meeting where members from academia, industry and government meet to engage in the formal and informal reciprocation is still relevant today.”

*Bob Delmore, Professor, Department of Animal Sciences,
Colorado State University*

AMSA has cultivated a rare blend of warmth and professionalism, hallmarked by deep mutual respect and member collaboration. No greater forum exists for meat science research and application. Nowhere else can students, professionals and industry experts converse in elevated discussions on meat-specific topics. The collective member expertise is unmatched, acting as an accelerator for research, technology and practical skills application.



AMSA distills that deep knowledge pool into powerful tools and offerings. AMSA youth and professional development programs act as bridges and catalysts to increase knowledge and engagement, reduce attrition and build much needed critical thinking and leadership abilities. Students and professionals solidify their knowledge and commitment to their work through AMSA's unique, hands-on programs not found anywhere else.

ACHIEVEMENTS

- ▶ 75+ years
- ▶ 600 active student members
- ▶ 450 students from 55 colleges and universities participate in one or more AMSA programs each year

This body of membership has created a strong foundation for AMSA through an endowment that is already well underway and supports research, student development, youth programs and the dissemination of scientific and technical information. We are proud of its strong history and, even with the current climate of change and challenges, are boldly optimistic about the future.

Working together we can achieve our goals.

With our ambitious strategic plan and a long-range vision for youth programs and scientific leadership, AMSA is set to roll up its sleeves and strengthen efforts to ensure the viability, growth and innovation of meat science research and industry.

GOAL 1: Attract and Develop Talent



“Youth programs develop and strengthen young minds by providing life skills and shaping future leaders. AMSA offers unique opportunities for our youth in preparation for a successful future, especially in agriculture. With the vast array of expertise from members, academia and industry, youth programs offered by AMSA are a pathway leading to successful outcomes that in turn result in a stronger agriculture for the future.”

Lyda Garcia, Associate Professor, Extension Meat Specialist, Ohio State University

From curious high school students to seasoned senior leaders, AMSA intends to reinvigorate, reframe and help fill a dwindling academic and industry workforce and leadership pool. This includes an emphasis on engaging students from a variety of ethnic and socioeconomic backgrounds.

Growing AMSA youth, educational and professional development programs will focus on increasing the number of young people who are exposed to and experience meat science and the industry, sparking interest and preparing them to advocate for, study or work in these fields.

AMSA’s current and proposed programs will engage students throughout their education, preparing and positioning them for successful entry into further studies or job placement, filling the important gaps between post-secondary education, advanced studies and industry.



With funding, we will:

Diversify our membership and the geographical impact through both new and enhanced programs and outreach to meet students and educators where they are.

- Increase program accessibility in price, geography, scope and delivery
- Develop relationships with previously untapped sources of significant talent and opportunity: historically black colleges and universities (HBCU), junior and community colleges, technical schools, culinology programs, food science, engineering and technical programs and international programs

Scale successful existing programs, concentrating on high-impact value.

- Include at least an additional 15 schools/programs per year to be represented in active AMSA youth program participation
- Triple the number of students participating in AMSA programs in the next five years
- Employ scalable digital tools when appropriate

Track student and career transition journeys.

- Measure impact
- Improve retention and career development
- Improve 5-10 year outlook for leadership potential in industry, government and academia

Implement new programs to meet evolving needs.

- Act as a liaison between industry and education to identify and develop relevant new industry-accelerating programs

These are just the beginning.



“The educational, leadership and networking opportunities AMSA offers students are second to none, and represent value-added complements to their formal college education.”

Rodrigo Tate, Professor, Director of Certificate Studies in Meat Science, Iowa State University

If we fail to support the growth of these initiatives, top talent will increasingly be diverted to other alluring professions. Scientific and technological progress will be for naught and even the strongest businesses will languish if we cannot develop the people to bring them to life.

GOAL 2: Become the Leading Scientific Voice for Meat Science



“AMSA is certainly my go-to for scientific expertise regarding issues facing the meat industry. Their members include the foremost experts in the field. Through their conferences, webinars and publications, AMSA communicates sound science and provides a voice for the meat industry.”

Anna Dilger, Associate Professor, Department of Animal Sciences, University of Illinois

When policy makers and consumers weigh choices about meat, AMSA aims to be the trusted source they consult for timely, balanced information to make informed decisions.

With funding, we will:

Convene top meat science expertise.

- Continue to develop and enhance RMC as a premier scientific meeting that also provides practical information for the application of technology
- Expand research presentations, publications and competitions
- Consider the appointment of a chief scientist to oversee and expedite the direction, collation and distribution of timely science-based information across the broad range of areas that make up meat science

Become an active, relevant public voice, publishing and communicating scientific expertise when and how it matters most.

- Solicit and publish accessible, research-based, public-facing white papers, fact sheets and infographics
- Expand professional development training and programs for students and professionals
- Grow the reach of *Meat and Muscle Biology*, the official journal of AMSA

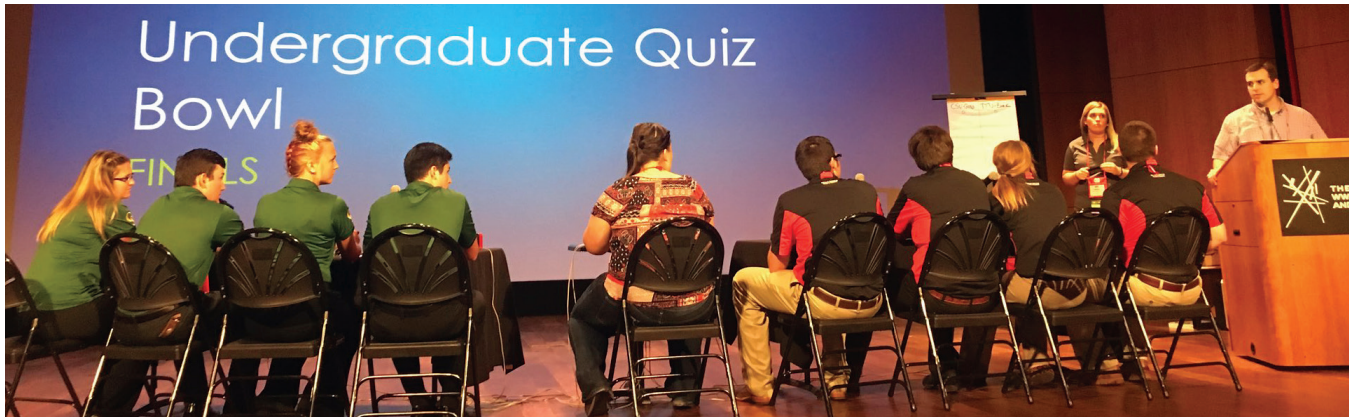
Facilitate developmental research grants in critical areas of meat science and support their publication and presentation.

Increase collaboration and participation at international conferences and help lead meat science discourse.

- Share and acquire knowledge from diverse perspectives
- Collaborate to lead and preserve the discipline of meat science on a global basis
- Expand contacts and business expertise in international markets

Without these efforts, we will miss important opportunities to be the trusted public resource, advancing food security and ensuring the sustainability of meat. We risk others having a louder voice and more defined message. When science is shushed or slowed, we lose the foundations of stability, growth and innovation.

GOAL 3: Provide Education, Outreach and Professional Development



“For me, AMSA has been a singular source of character development opportunities through meats judging, continuous professional learning through technical programming and mentorship, and networking opportunities leading to strong relationships with academic and industry professionals as well as students. Seeing AMSA intensify focus on youth programs, scientific leadership and education programs through the long-range strategic plan makes me even more excited to be a part of this great society!”

Marcia Reeves, Head of Research and Development, Pilgrim’s

AMSA is in a unique position to provide information and programming across all sectors of meat and livestock production including poultry, beef, swine and lamb, as well as pet food and other protein products that are plant- or cell-based. Meat scientists work on everything from the identification of cell growth mechanisms, genetic selection for meat traits and animal welfare to production, formulation, design, packaging and so much more.

With funding, we will:

- Serve as a convenor and conduit for shared knowledge and collaboration
- Supply meat science and nutritional resources through our website, fact sheets and infographics
- Identify common educational needs such as professional development, technical skills and certifications, and build programs around them
- Align and fill gaps in educational and professional preparation needs

Combining efforts on industry-wide research, innovations and communications will create the greatest impact on the future of the industry and our world. Without this coordination and leadership, individual disjointed efforts will occur in fits and starts, funding and programs will dwindle, important public communication on meat science will be lost in a sea of noise and our progress will lag.

Accomplishing these goals will require joint effort and investment.



“The Development Council has been working diligently to move our association forward with increased funding to support our programs and the new strategic plan. This past year we saw five mentorships funded that allowed us to help fund critical areas of momentum. In addition, we have seen increased levels of giving to AMSA. I challenge each member of our association to find your passion within our profession, be active and consider supporting the AMSA strategic plan with a long-term gift of your comfort level to support that passion.”

Benjy Mikel, Director of Technical Services, John R. White Co., Inc.

We have a well-developed long-range plan. Successfully building the AMSA Endowment Fund will make it possible to accomplish the work required to move us toward our goals and a bright future.

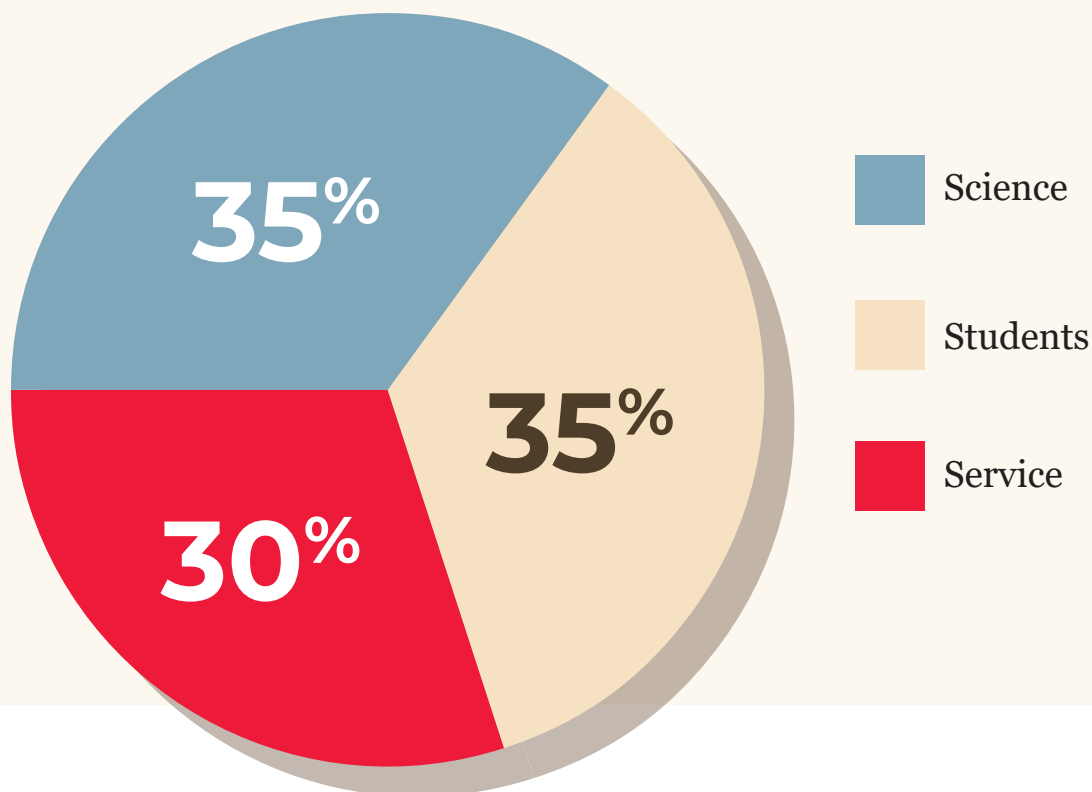
- Join us in shepherding the next generation into meat and food sciences and launching them into successful careers.
- Contribute to a community where the youngest to the most seasoned professionals come together and build a vibrant future on shared insights and coordinated efforts.
- Add your support to amplify the voice of important meat science in our public discourse.
- Ensure the viability of the business of meat and the important work of helping people and our planet thrive.

As we join our efforts and contributions, we have the opportunity to build a perpetual resource to meet ever changing and increasing global needs. We will be a part of developing the next generation of people and ideas that will sustainably provide food security and abundance. As we come together, we will ensure a viable future for all.



Campaign Summary

▶ Long-Range Plan Endowment Allocations



\$5 Million Endowment Goal: Highlighted Key Initiatives

Students:

Activities will develop an educated, better-informed and engaged workforce of young leaders for the meat industry, by providing experiential learning opportunities to secondary, post-secondary and graduate students.

▶ **Intercollegiate Meat Judging**

Consistent support to a hundred-year-old program that is credited with the development of the majority of meat industry leaders.

▶ **Experiential Leadership and Student Engagement**

Host student leadership events with comprehensive study tours visiting meat processors, suppliers and associated businesses to gain exposure to the entire supply chain and its many facets, maximizing students' knowledge and employment opportunities.

▶ **Expand and Enhance Post-Secondary Student Programs**

Using the current successful model, grow the AMSA Collegiate Youth events and competitions that introduce hundreds of students each year to meat science, the meat industry and the vast career possibilities.

▶ **Diversify Student Base and Activities**

AMSA will increase the number of schools and diversity of students participating in AMSA activities by partnering with organizations and individuals from institutions representing diverse and minority students such as HBCU's, HSI's, community and technical colleges.

Science:

▶ **Scientific Communications: Expand Reach of Scientific Information**

Add capabilities to allow for a rapid response to current critical issues and monitor emerging issues. These issues include disseminating objective, science-based information, amplifying our position on legislative policies and expanding our reach through social platforms, conferences and producing white papers.

▶ **Meat in the Diet: Counter Negative Rhetoric with Science**

Leverage our expert members to provide objective, science-based information on the global role of meat in the diet through various outlets including white papers, social media campaigns and infographic resources.

▶ **Meat Science Resources: Expand Awareness**

Fulfill AMSA's unique role in providing the most comprehensive and evolving library of important meat science materials for use by instructors, students, educational institutions and others. Reach audiences through a variety of platforms including our podcast (MeatsPad), webinar series, publications and other resource materials.

▶ **Grants and Pilot Projects: Promote Exploration**

Support research for seed grants and pilot projects to allow important ideas to be tested before proceeding with larger grants.

▶ **Provide Impactful Scientific Publishing Resource**

Elevate *Meat and Muscle Biology* to a highly impactful, scientific journal in which to publish critical research and review topics by increasing its global reach and recognition.

Service:

▶ **Reach Additional Educators with Expanded Instructional Materials**

Reach a broader array of students, schools and instructors thru accessible meat science educational content in various forms, applicable for high schools, community and junior colleges, and instructors.

▶ **Industry Educational Programming**

Add programming to the strong slate of topics that serve meat production such as Pork 101, Salumi 101 and our online education series.

▶ **Enhance International Meat Science Leadership Initiatives**

Ensure AMSA serves in a collaborative role with important global institutions and preeminent scientists throughout the world to work on shared goals and issues.

▶ **Develop Regional Outreach Experts**

Develop regional outreach experts, both volunteer and contract positions, to provide in-depth information on a variety of meat science topics to high schools, colleges, 4H and FFA.

▶ **Teach the Meat Industry & Affiliates about the Importance of Meat Science**

In our unique position as a source of information for experts and lay people, and with a membership spanning all protein segments and the supply chain, expand our audiences to include non-meat scientists, dietitians, consumers, culinary professionals, and others.

▶ **Advocate to Funding Agencies on Behalf of Collegiate Administrations**

Ensure universities and government funding bodies understand the value of meat science faculty positions for teaching the researchers and leaders of the future

▶ **Create Meat-Based Fellowships and Partnerships**

Recognizing the importance of having a voice in Washington, D.C., seek partnerships to create meaningful fellowships for students.

Endowment Campaign Donor Recognition

AMSA will recognize all campaign donors in a number of creative ways, including:

- Donor Honor Roll on the AMSA website
- Displays at the annual Reciprocal Meat Conference
- AMSA eNews
- News releases and placement in other association communications
- Social media

The campaign will recognize donors based on their total campaign gift commitment. There are some opportunities for named endowment recognition as well. The campaign will honor all requests for anonymity.

Ways to Give

There are many ways you can have a direct impact on young leaders. Consider a traditional donation or other unique ways to give.

▶ **Mentorships and Memorials**

▶ **Traditional Gifts as Direct Contributions**

Personal check and credit card (including monthly recurring gifts).

▶ **Stocks and Appreciated Securities**

▶ **Qualified Charitable Distribution**

If you are over the age of 70½, you are eligible to make a Qualified Charitable Distribution of up to \$100,000 from your IRA each year.

▶ **Wills, Estate Planning and Beneficiary Designation**

▶ **Grants**

Donate via grant from your Donor Advised Fund.

▶ **Matching Gifts**

Check with your company's human resources department for potential opportunities.

▶ **Real Estate, Life Insurance and Tangible Personal Property**

Please work with your financial professional to identify the best giving method.

For more information on how you can play a part in supporting a bright future for meat science, please contact Collette Kaster, AMSA CEO, at ckaster@meatscience.org or 1-800-517-AMSA.



Leadership

AMSA Staff Leadership

Collette Kaster, M.S. – CEO

Deidrea Mabry, M.S. – COO

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