

RMC 2017

RECIPROCAL MEAT CONFERENCE

Monday, June 19, 2017

Texas A&M University

Tommorow at RMC

6 a.m.

- AMSA Business Meeting
7:30 a.m.

- RMC General Session and AMSA Mentor Recognition

8:30 a.m.

- Keynote – Inside the Minds of Influencers - The Truth about Trust, Charlie Arnot
10 a.m.

- Concurrent Technical Session IV – Meat Flavor Chemistry
- Concurrent Technical Session V - A Debate - Current Perspectives in Meat Science
- Concurrent Technical Session VI - State of in Industry: Consumer Driven Research and Development

12 p.m.

- AMSA Luncheon

12:30 p.m.

- AMSA Student Membership Committee Meeting
- Membership Committee Meeting
- National 4-H Advisory Committee Meeting
- Publications and Research Protocol Committee Meetings
- RMC Planning Committee Meeting

1:30 p.m.

- Reciprocation and ePoster Viewing Sessions
3 p.m.

- Reciprocation and ePoster Viewing Sessions
4:30 p.m.

- Reciprocation and ePoster Viewing Sessions
6 p.m.

- RMC Awards Reception and Photos
7:30 p.m.

- AMSA Awards Banquet and Presentations

Smith reminds students to bloom where you are planted

By CONNOR GUYTON
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“We know now that in the early years of the twentieth century this world was being watched closely by intelligences greater than man’s and yet as mortal as his own.”

On October 30, 1938, Orson Welles threw parts of the country into complete panic during his War of the Worlds radio broadcast. On Monday morning, Donnie Smith, former CEO of Tyson Foods, compared the radio broadcast to the hysteria that can easily erupt over food-related misconceptions.

In his keynote address “Doing What’s Right,” Smith spoke about the food industry’s need to be able to openly discuss the advancements and the truth in the agriculture industry.

“We need to tell Americans that there ain’t no Martians,” Smith said. “No credible evidence exists against GMOs... We have to convince people that judicious use of antibiotics in food is a good thing.”

Smith compared War of the Worlds to March 2012 when lean finely textured beef (LFTB) made the news in a big way. To the general public, LFTB is best known as “pink slime.”

“We can get mad about it. We can get mad about the public’s reaction to pink slime,” Smith said. “Or we can get



Donnie Smith gave the opening keynote address for the AMSA 70th RMC. **(Katie Friederichs, AMSA)**

just as creative in telling our story to dispel what they think we do. And we have to do it to audiences who really do believe there are Martians.”

RMC attendees were urged to step up to the mic and help get the story right. If we don’t get the story right, all of the technological advances we have made in the last 35 years won’t mean anything because the public will be afraid of those advances.

Smith charged the RMC attendees with two tasks – the first is to help tell the story about American agriculture. The second is to help do something about the inequality between the agricultural resources in America versus the rest of the world.

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Rosemary Mucklow visits with Donnie Smith after Monday's general session. **(Katie Frieberichs, AMSA)**

SMITH

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"We are doing what we can in order to help provide for the base of the pyramid – all of those individuals who live on a dollar a day," Smith said. "Those people are often forgotten. I don't know what exactly you need to do, but find a way to be involved in sustainable agriculture across the world."

Following the Monday morning keynote address, Smith took questions from the audience. Rosemary Mucklow, retired executive director of the National Meat Association, asked Smith to close with words of advice to the students at RMC on how to live.

Smith's first piece of advice was to dream big. He said that at 18 if you'd have told him that he would one day be the CEO of a Fortune 500 company, he wouldn't have believed you because he didn't dream big.

Second, he told the students to live their lives to serve others.

"It's not about you," he said. "I'm for a kind of leadership that is about serving others make your life about impacting others. As an American, as a college educated American, you can make choices most people never get to make. You choose your standard of living, but more importantly you choose your standards for living."

Smith went on to explain that life is about prioritizing those two things and said that his advice is always to prioritize your standards for living (honestly, integrity, ensuring that your life has an impact on others) over your standards of living.

And lastly, Smith told the students to bloom where you are planted. There will be many stepping stones between where you are now and your dream job, but it's important to choose to be excellent at whatever job you have.

"Bloom where you are planted," he said. "Do everything you do the best you can."

Meet Me at RMC!

Undergraduate Scholastic Achievement Recipients

Jennifer Posthuma

Jennifer Posthuma studied Animal Science at the University of Nebraska-Lincoln. Her interest in meat science began to develop after watching a processed meats demonstration in an introductory course. Jennifer completed undergraduate research with Dr. Gary Sullivan and was a member of both

the meat judging and quizbowl teams. Jennifer interned at Cargill Turkey and Cooked Meats as well as Land O'Frost. Jennifer obtained a position in Operations for Smithfield and is excited to pursue her interest in the pork industry.



Cole Perkin

Cole Perkins studies Animal Science at Texas Tech University. His early life instilled within him a passion for agriculture. This passion was guided towards the meat industry by his involvement in meats judging. Cole competed on the 2016 Texas Tech Meat



Judging Team and has coached multiple teams. Cole has also worked in the meat and research laboratory and in internships with Meat and Livestock Australia and Nestlé-Purina. Upon graduation, Cole will continue his studies at Texas Tech earning his master's degree while coaching the 2019 Texas Tech Meat Judging Team.

Blake Foraker

Blake Foraker is a recent graduate of Kansas State University with a degree in Animal Sciences and Industry. His involvement on meat judging teams developed his interest in the meat industry. He was



a member of the 2016 National Champion Meat Animal Evaluation Team and Reserve National Champion Livestock Judging Team. He is pursuing a Master's degree in meat science at Colorado State University and looks forward to coaching the meat judging team in the coming year. He plans to obtain a PhD and seek a teaching, research, and extension position at a major university.

Michael Cropp

Michael Cropp received his Bachelor of Science from Kansas State University, where he studied Animal Science and Industry. His interest in meat science emerged from his cattle background and meat judging experiences. At KSU, Michael was a member of four competitive judging teams, worked as a Meat Science Research Assistant, and traveled to Brazil for a beef industry-focused study tour.

He also served on the National Junior Angus Board of Directors. Michael graduated from KSU in December 2016, and began a Master of Science at Iowa State University, studying under the direction of Dr. Joseph Sebranek. Upon completion of his education, Michael plans to work for a meat company in Research and Development.



Chandler Steele

Chandler Steele is a senior Animal Science major at Oklahoma State University. While at OSU, she was a member of the 2015 Meat Judging Team and 2016 Reserve National Champion Meat Animal Evaluation



Team. Her experiences on competitive teams led to an interest in the field of meat science. She gained valuable industry experience as an intern with the American Meat Science Association, Cargill and is excited to be interning with Tyson Foods in Springdale, Arkansas this summer. Chandler plans on pursuing a master's degree in Animal Science with a focus in Meat Science at Texas A&M University this fall.