



This week's issue of AMSA eNews features

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Be sure to follow AMSA on **Twitter**, like us on **Facebook** and check the **Website** daily to stay up to date on important AMSA information!

AMSA 68th Reciprocal Meat Conference - Update

Are you registered yet?

Thursday, April 30th, is the final day to save \$130 per AMSA professional member, \$60 per AMSA student member and non AMSA members on registration for the AMSA's 68th Reciprocal Meat Conference (RMC), June 14-17, 2015 in Lincoln, NE.



Early bird registration fees for an AMSA professional member is \$570, AMSA student member is \$240 and a nonmember is \$850.

When registering do not forget to select the extra ticketed events see below for more information, [click here](#) to register today!

- \$55 ~ Beef Industry Tour - Friday Event
- \$100 Professional/\$40 Student ~ Roger Mandigo Processed Meats Workshop - Saturday Event
- \$50 Professional/\$25 Student ~ Meat Judging Workshop
- \$35 ~ Student/Professional Breakfast (for non-students who want to attend)
- \$25 ~ Iron Chef Competition - Student Only Event

AMSA Membership Information:

To update your AMSA membership information please [click here](#):

AMSA's Sustaining Partners

Diamond Sustaining Partner:

Cargill
Elanco Animal Health

Platinum Sustaining Partner:

Smithfield Foods
Zoetis

Gold Sustaining Partners:

Hormel Foods, Inc.
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Silver Sustaining Partners:

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Hawkins Food Ingredients Group
Hillshire Brands Company
Iowa State University
Kraft Foods Inc./Oscar Mayer

JBS, USA
Johnsonville Sausage Company
Kemin Food Technologies
Sealed Air's Cryovac® brand
Texas Tech University
International Center for Food

- \$75 ~ Golf Tournament
- \$10 ~ Softball
- \$10 ~ Fun Run
- \$55 ~ Monday Spouse Tour - A Day in Omaha
- \$60 ~ Tuesday Spouse Tour - A Day in Lincoln

RMC Student and Professional Mentor Program

Get ready for this year's RMC Student/Professional Mentor Program! If you are a student member this is your chance to gain knowledge and form connections with people in the meat science industry, and if you're a professional member this is your opportunity to make an impact on someone that is interested in meat science! Student members will be matched with professionals that have similar interests, and during the RMC Student/Professional breakfast on Monday, June 15, where they will have the opportunity to network with each other. Student and professional members are encouraged to get together again that day during lunch to continue answering questions and sharing information.

Professional members: If you are interested in participating in the Mentoring Program, please register for the student breakfast on June 15th when you complete your RMC registration.

In early May, an e-mail will be sent separately from registration informing all AMSA members about the Mentoring Program. Get excited about the 2015 RMC Student/Professional Mentor Program, and be ready to form important relationships that may make a difference in your career path!

Beef Flavor Speakers Announced

AMSA is pleased to announce that, Drs. Rhonda Miller, Chris Kerth, Jerrad Legako, Chance Brooks and Dale Woerner, will be the featured speakers in the AMSA 68th RMC **Beef Flavor Symposium**, on Monday, June 15. This session, *Funded by the Beef Checkoff*, is designed to provide background into the science behind the research on beef flavor as well as the consumer research that has been conducted.

- **Overview of why flavor research is important to consumers:**

Recent research has established relationships between consumer acceptance, descriptive sensory attributes of flavor, juiciness and tenderness, volatile aromatic compounds, and meat chemical components. Dr. Rhonda Miller, Professor at Texas A&M University, will discuss the results from three major projects that have examined these relationships in light and moderate to heavy beef eaters. Additional information on beef flavor drivers for millennial' s that are either light or moderate to heavy beef eaters compared to non-millennial' s will be presented.



- **Basic Science of beef flavor:** Beef flavor is made up of basic tastes, mouthfeel, and aromas with aromas being the most diverse and complex. These aromas are

Industry Excellence

Bronze Sustaining Partners:

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Land O'Frost Inc.
Maple Leaf Foods
Oklahoma State University
Perdue Foods
Seaboard Foods
USDA, AMS, Livestock, Poultry and Seed Program
U.S. Meat Export Federation



To make a donation to the AMSA Educational Foundation please click below!

AMSA Educational Foundation General Fund - used in the area of greatest need

AMSA Meat Judging Fund

Mentor Recognition Funds, click here to donate today!

- *Melvin "Hunter" Hunt (supports student travel to international meetings)*
- *Robert G. Kauffman (support meat science student development)*
- *William Moody (supports meat science students)*
- *Robert Rust (supports meat science students)*
- *H. Russell Cross (supports meat judging and student activities)*
- *Robert Cassens (support PhD students)*
- *C. Boyd Ramsey (supports undergraduate*



a result of the volatile compounds generated from thermal degradation of lipids, the Maillard reaction, related processes and their interactions. In this presentation Dr. Chris Kerth, Associate Professor at Texas A&M University and Dr. Jerrad Legako, Assistant Professor

at Utah State University will discuss the factors that are involved in the generation of flavor contributing compounds and the resulting impact on beef flavor as it relates to trained and/or consumer flavor panels.

- **Pre and Post-harvest factors that affect beef flavor:**



With funding from the Beef Checkoff, Texas Tech University and Colorado State University have completed multiple studies aimed at clarifying the relationships between beef flavor desirability and meat composition. Dr Dale Woerner, Assistant Professor at Colorado State

University and Dr. Chance Brooks, Associate Professor at Texas Tech University will share with attendees the identified strong relationships between the chemical composition of beef and individual flavor attributes and consumer preferences for beef flavor.



For more information regarding the AMSA 68th RMC please visit: <http://www.meatscience.org/rmc>.

Register for the AMSA 68th RMC Career Fair Today

AMSA Student Membership extends an invitation for your company/university to participate in the 13th annual AMSA Networking and Career Fair which will be held during the opening reception of the Reciprocal Meat Conference (RMC) in Lincoln, NE, on Sunday, June 14, 2015, from 5:00-7:30 pm.

A special "students-only" hour allowing more interaction between organizations and the student membership will be from 5:00-6:00 pm. Even if you do not have any open positions at this time, your participation will give you connections with students for future employment. The fee for a company to participate in the career fair is \$500. The fee includes a one-day registration to RMC for Sunday, June 15, 2014. ***If you are interested, please register by April 27, 2014.***

Remember AMSA sustaining partners, your booth is complimentary, [click here to register](#). For more information about this amazing opportunity, please contact [Ashley Collins](#) or [Macc Rigdon](#) See you in Lincoln!

Kline, Swartzfager and Lancaster Join the

- students)
- Jimmy Wise (support meat judging activities)
- F. C. Parrish (support will endow AMSA student activities)
- Dell Allen (supports meat judging)
- John Forrest (supports AMSA programs)
- Dale Huffman (supports AMSA programs)
- Robert Bray (supports R.C. Pollock Award)
- Vern Cahill (supports R.C. Pollock Award)
- C. Ann Hollingsworth (supports student scholarships)
- Donald Kinsman (supports student international program)
- Roger Mandigo (supports RMC)
- Robert Merkle (supports RMC)
- Gary Smith (supports meat judging program)
- R. C. Pollock (supports R.C. Pollock Award)

AMSA Team

AMSA is excited to announce that Mary Kline, Brianna Swartzfager and Jessica Lancaster will be the scientific writing interns for AMSA over the next few months! AMSA announced this internship opportunity earlier this year and received some excellent and highly qualified applicants. These three ladies will gain insight, skills and experience in online communication in the context of scientific education and outreach. As we anticipate the launch of the AMSA Consumer website in May, they will also be assisting AMSA staff and committees in preparing resources, video podcasts and fact sheets to be featured online.

Mary Kline is currently a junior at Kansas State University majoring in Animal Science and Industry with a Food Science minor and a Meat Science Certificate. She originated from Le Roy, Illinois, where she grew up on a purebred Hereford operation.



Mary is the fourth generation of her family's operation. They run around 40 head of Hereford cattle that are successful in the show ring and in production, as well as running a successful feed store. In 2013, she became a director for the Illinois Junior Beef Association and still holds that position today. She has been involved in many activities during her time at Kansas State University such as: the meat science quiz bowl team, meat animal evaluation team, meats judging team, meat science association, collegiate cattlemen, and block and bride.



Brianna Swartzfager was born and raised in the beautiful state of Florida. She is currently a senior at the University of Florida, majoring in animal science and minoring in management and sales in agribusiness. As a student at the University of Florida, she is on the meat judging team and involved in the professional agriculture sorority,

Sigma Alpha. She has been married to her wonderful husband for just over a year. They enjoy spending time with each other and their families during their time off of school and work. She is currently working as a part-time retail manager while she completes her degree. In addition, her life-long goal is to use her God-given talents to serve others in every aspect of her life including jobs, career and personal life.

Jessica Lancaster is a junior at Colorado State University, where she is pursuing a bachelor's degree in animal science and agricultural education. She is very active in student organizations on campus and is a member of the 2015 Colorado State University Meat Judging Team. Jessica is excited about the tremendous

opportunity to combine her passion for the industry and agricultural education as an AMSA Scientific Writing Intern.



New Video Addresses Myths About Meat Color and Safety

AMSA and the North American Meat Institute (NAMI) have released the **newest video in the Meat Mythcrusher series**. The video addresses myths about meat color and safety, particularly the common misconception that beef has spoiled once it turns brown.

The video features Brad Kim, Ph.D., assistant professor of animal sciences at Purdue University. Dr. Kim explains the science of meat color and the many factors contributing the color of meat, particularly the role of oxygen and myoglobin which can turn meat from a purple color to bright red to brown depending on oxygen exposure.

“Color change in meat is similar to what you’d see in an apple,” said Kim. “When it turns brown it is still wholesome and safe, but means it has been exposed to oxygen.”

Kim also explains why some meat products might show a “rainbow color” in certain light and offers advice for ways to best tell if meat is safe including checking the “use by” date on a package or an off odor.

The Meat MythCrusher video series seeks to bust some of the most common myths surrounding meat and poultry production and processing.

It is now in its fifth year and the new video is the 42nd in the series. Altogether the videos have been viewed nearly 100,000 times. Other video topics include myths surrounding meat nutrition, antibiotic use in livestock, “Superbugs” in meat, Meatless Monday, hormone use in animals, ammonia in ground beef, grass-fed beef and more.

All of the videos and more are available at <http://www.meatmythcrushers.com/>.

AMSA 2015-2016 Student Board – President Election

We are excited to launch the President’s ballot for the 2015-2016 AMSA Student Membership Board of Directors! This year we have 4 outstanding students running for Director Positions. AMSA Student members should have received a ballot via email, if you did not receive a ballot, make sure

your AMSA membership is current and contact **Deidrea Mabry!**

Meet the Candidates

- Josh Hasty, Colorado State University
- Bo Hutto, Texas Tech University
- Macc Rigdon, University of Georgia
- Megan Webb, South Dakota State University

For more information on the candidates click [here!](#)

National Collegiate Meat Animal Evaluation Contest

The 52nd Annual National Collegiate Meat Animal Evaluation Contest was held March 29 – March 31, at Oklahoma State University. Fifteen teams from different universities competed in this event. Oklahoma State University placed first, followed by Kansas State University, Texas Tech University, University of Wyoming, and Iowa State University. For a list of the full results and division results please visit:

<https://www.judgingcard.com>.

Oklahoma State University



Top Ten individuals include: Blythe Graham, Oklahoma State University; BW Ochsner, University of Wyoming; Kane Austin, Kansas State University; Reggie Halfmann, Texas Tech University; Samantha Anthony, Oklahoma State University; Elizabeth Nixon, Oklahoma State University; Caitlin Ohnoutka, Kansas State University; Reginald Priest, Texas Tech University; Matt Walta, Oklahoma State University; and McKenna Brinton, University of Wyoming.

Blythe Graham



AMSA to Co-Host NAMI Center of the Plate (COP) Training®

The North American Meat Institute Foundation (NAMIF) will offer Center of the Plate (COP) Training®, a three-day course covering the fundamentals of meat specifications, June 2-4, 2015, at the Rosenthal Meat Science and Technology Center on the campus of Texas A&M University in College Station, Texas. COP Training provides an in-depth, first-hand look at the processes involved in converting carcasses to meat cuts commonly available in retail and foodservice establishments.

“This is the foremost training course for those involved in the buying and selling of meat products, from meat processors and foodservice distributors to retailers and restaurants,” said NAMI President and CEO Barry Carpenter. “The expertise of the speakers and presenters is unmatched, and participants will leave the training with an enhanced understanding of meat cuts and specifications.”

The training features a detailed cutting demonstration of all the major center of the plate protein items, including beef, veal, lamb and pork, as well as sessions highlighting poultry, processed meats and seafood. Attendees also will receive a complimentary edition of the recently updated Meat Buyer’s Guide, the authoritative source on meat and poultry identification in North America.

The course is being co-hosted by the American Meat Science Association, American Association of Meat Processors, Chicago Midwest Meat Association, Canadian Meat Council, Southwest Meat Association and Southeastern Meat Association. COP is funded in part by the Beef Checkoff, and is co-sponsored by the Pork Checkoff, Lamb Checkoff and Merck Animal Health.

For additional information and to register to attend the training, go to: <https://www.meatinstitute.org/index.php?>

Meetings and Webinars

PORK 101. AMSA is excited to announce that the 2015 PORK 101 courses will be held May 19-21 at Texas A&M University in College Station, Texas and October 19-21 at Iowa State University, in Ames, Iowa. PORK 101 is hosted by AMSA in cooperation with the National Pork Board and is sponsored by Elanco Animal Health. PORK 101 is co-sponsored by the American Association of Meat Processors (AAMP), American Society of Animal Science (ASAS), North American Meat Institute Foundation (NAMIF) and the Southwest Meat Association (SMA). Registration for AMSA members and other partnering organizations is \$800. Non-member registration is \$950. A special thank you goes out to Elanco Animal Health, a company dedicated to enhancing animal health through science and innovation. For more information or questions regarding PORK 101 please go [online](#) or contact [Deidrea Mabry](#).



USDA STEC CAP Update: Project Summary and Progress Toward Controlling Shiga Toxin-Producing *E. coli* in the Beef System Using Interventions - May 13 from 11:30 AM - 12:30 PM CDT: The USDA NIFA funded Coordinated Agricultural Project grant to understand and control Shiga toxin-producing *E. coli* throughout the beef continuum (STEC CAP) is now beginning Year 4 of the 5-year total effort involving 52 lead scientists from 16 institutions and agencies. A brief summary of the overall project goals and an update of selected accomplishments to date will be provided. A more detailed accounting of STEC CAP research on the use of antimicrobial intervention technologies during beef processing will be highlighted and consumer-level studies by STEC CAP researchers on beef safety will be included. Webinar participants will be able to pose questions to multiple STEC CAP researchers regarding current and future research, education and outreach activities. [Register today.](#)

Registration is complimentary but you must first register by clicking on the enrollment link above. Once you have registered you will receive an e-mail message confirming your enrollment status and information that you need to join the webinar. Please contact [Deidrea Mabry](#) for any questions you may have.

AMSA Meat Science Career Center ~ Current Postings:

- Supervisor-Quality Assurance - 1st Shift ~ Jennie-O Turkey
- Assistant Manager Food Safety ~ Smithfield Farmland
- Quality Manager ~ Land O'Frost
- Food Safety Manager ~ Land O'Frost



Meat Industry CareerLink

- Labeling Coordinator ~ Smithfield Farmland
- Corporate Project Engineer ! Smithfield Farmland
- Area Sales Manager GA/FL ~ Winpak
- Technical Sales Representative, Meat Processing Ingredients ~ Food Ingredient Manufacture
- Internship Fall 2015 and Spring 2016 ~ National Cattlemen's Beef Association
- Post Doctoral Research Fellow (Muscle Protein) ~ The University of Melbourne, Australia
- Food Safety Analyst ~ Smithfield Farmland
- Pork Food Scientist ~ Cargill, Inc.
- Livestock Procurement Manager ~ Smithfield Farmland
- Ph.D. Graduate Teaching Research Assistantship ~ Purdue University

To view all the job postings please go to the [AMSA Career Center](#), if you have any question please contact Deidrea Mabry, dmabry@meatscience.org.

Got news? Send information and news items to Deidrea Mabry for inclusion in a future edition of AMSA eNews.

2015 AMSA Calendar of Events

- March 29 - April 1 - Meat Animal Evaluation Contest Oklahoma State University - Stillwater, OK**
- March 30 - Using Sensory Panels and Instrumentation to Evaluate Cooked Meat Flavor and Tenderness – Review of the New Guidelines - AMSA Webinar**
- May 13 - USDA STEC CAP Update: Project Summary and Progress Toward Controlling Shiga Toxin-Producing E. coli in the Beef System Using Interventions - AMSA Webinar**
- May 15-16 - North Carolina State BBQ Camp - Raleigh, NC**
- May 19 - 21 - AMSA PORK 101 - Texas A&M University - College Station, TX**
- June 2-4 - Center of the Plate (COP) Training® - Texas A&M University, College Station, TX**
- June 13 - Validation and Verification Procedures and Guidelines Workshop - Lincoln, NE**
- June 14-17 - AMSA 68th RMC University of Nebraska - Lincoln, NE**
- October 19 - 21 - AMSA PORK 101 - Iowa State University - Ames, IA**

Reciprocal Meat Conference 2015-2017

June 14-17, 2015 - University of Nebraska - Lincoln, Nebraska

June 19-22, 2016 - Angelo State University - San Angelo, Texas

June TBD, 2017 - Texas A&M University - College Station, Texas

International Congress of Meat Science and Technology

August 23-28, 2015 – Clermont-Ferrand, France

2016 – Bangkok, Thailand

2017 – Cork, Ireland

2018 – Australia

2019 – Germany

2020 – USA (joint meeting with the Reciprocal Meat Conference)

PO Box 2187 | Champaign, IL U.S.A. 61825-2187 | 800-517-AMSA • 217-356-5370

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