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AMSA takes RMC to America's Heartland ~ The 68th Reciprocal Meat Conference continues to bring value to its members.

By Deidrea Mabry, American Meat Science Association

On June 14, meat scientists across the country will begin gathering in Lincoln, Neb., for the AMSA 68th RMC. This year's RMC is co-hosted by the University of Nebraska-Lincoln and ConAgra Foods. The event has grown considerably since the first RMC held in 1948, which saw 46

attendees, to the more than 800 that participate in RMC today.



These individuals represent all facets of the meat industry from academia, government and industry as well as undergraduate and graduate students.

"The AMSA's 68th RMC is unique in that it has all the education and technical programming that you'd want, along with the social environment to let you catch up with old friends and colleagues," says Brad Morgan, Ph.D., AMSA president and senior director of protein at Performance Food Group.

AMSA Membership Information:

*To update your AMSA membership information please **click here:***

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Technical Program: RMC attendees will not want to miss the opening keynote presentation as we explore “How to market to people not like you” with Kelly McDonald from McDonald Marketing. Kelly, a marketing and advertising expert, is considered one of the nation’s top experts in multicultural marketing and consumer trends. This is going to be a high-energy session that will engage attendees, and help them better understand the consumers they are trying to reach and how to craft the information they are trying to share. The opening keynote will be followed by concurrent sessions exploring the implication of growing social interest in how meat is produced, an in-depth review of the National Cattlemen’s Beef Association’s beef flavor research and a detailed session on genomics in the food animal industries.



Upon completion of the morning sessions, attendees will have a chance to view some of the cutting-edge research

taking place in the meat science community. Abstracts presented at the AMSA 68th RMC will cover a variety of topics including animal welfare, muscle biology, meat safety and quality, meat processing, ingredient technology and packaging. After the poster session concludes, attendees will have the opportunity to hear from leading experts in the industry on topics including: processed meats — a processor’s challenges in addressing new market and consumer demands; pork quality — a focus on the science, the consumer and the future; and antibiotic resistance – understanding the issues facing beef, poultry and pork.

Tuesday morning attendees will head over to the University of Nebraska campus for a full day of reciprocity sessions covering topics designed to encourage interaction and a healthy exchange of ideas between attendees and presenters. Ronnie Green, vice chancellor for the University of Nebraska-Lincoln, will open Wednesday morning by leading attendees in a discussion on “Growing a healthy future and understanding the perspectives of the livestock and meat industries.” A timely discussion on diet and health and the role of meat in the diet will wrap up the conference. Author Nina Teicholz will engage attendees with the discussion of “The Big Fat Surprise: Why Butter, Meat & Cheese Belong in a Healthy Diet.”

“The RMC technical program is vital to the success of RMC and our committee spends numerous months and hours pulling together a strong, relevant and diverse program so that everyone that comes to RMC feels like there is something for them,” says Dean Pringle, Ph.D., RMC

Kerry Ingredients
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General Fund - used in the
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AMSA Meat Judging Fund

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click here to donate today!**

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- *Robert Bray* (supports R.C. Pollock Award)
- *Vern Cahill* (supports R.C. Pollock Award)
- *C. Ann Hollingsworth*

chairman and professor at the University of Georgia.

Networking: From catching up with old friends to connecting with other meat science professionals, RMC is great networking opportunity. "RMC is a gathering of my extended meat science family, of individuals that have really shaped my life and helped me get to where I am today. I look forward each year to coming to this meeting and getting to interact with the people that come to this meeting both on a personal and technical level," says John Scanga, Ph.D., AMSA Board and senior technical consultant with Elanco Animal Health.

This year the University of Nebraska and ConAgra Foods have been working extremely hard to guarantee



an amazing RMC with outstanding food and endless opportunities for attendees to interact with each other and speakers. A few can't-miss moments: the welcome reception featuring cuisine from Misty's, a long-standing local restaurant; and the family picnic focused on fun, fellowship and competition, including the annual softball tournament. Wrapping up the social events will be the AMSA RMC Awards banquet, bringing attendees together to recognize meat science professionals for their outstanding contributions in research, education, extension and industry outreach.

Student activities: Over the past several years RMC attendance continues to grow, and with that the number of students that attend RMC has surpassed expectations. These students are passionate, engaged and excited about the meat industry and what the future holds for them and their colleagues. As the student numbers rise, so does their participation in the many events that take place at the annual RMC, including the undergraduate quiz bowl competition, career and networking fair, poster presentation sessions, mentor program, as well as the product development competitions. Countless hours are devoted to planning, training and preparing for the events, but there is one these students cannot plan for in advance — the Iron Chef competition, in which their culinary knowledge will be put to the test.

Students will head to ConAgra Foods headquarters in Omaha, Neb., for the day to participate in the 2015 Iron Chef Competition. This unique and exciting opportunity allows them to showcase their creative culinary and product development skills. Students will have access to the incredible processing equipment at ConAgra's state-of-the-art test kitchen. Working alongside premier chefs and food scientists, students will have the chance to express their creativity using various protein sources, a pantry full

(supports student scholarships)

- Donald Kinsman *(supports student international program)*
- Roger Mandigo *(supports RMC)*
- Robert Merkel *(supports RMC)*
- Gary Smith *(supports meat judging program)*
- R. C. Pollock *(supports R.C. Pollock Award)*

of ingredients and a secret ingredient. In addition to the Iron Chef competition, participants will attend food-processing workshops across the ConAgra headquarters and tour the company's first-class facilities Saturday. These workshops will be focused on giving students a hands-on look into some real-world product development and allow students the opportunity to learn from processing and culinary experts.

"The students of AMSA make up half of our membership and they do a phenomenal job each year working closely with the RMC host and planning committees to create some unique events that encourage interaction among students and professionals, and looking at the lineup for 2015 this year will be exciting and rewarding," Morgan says.

The AMSA's 68th RMC has something unique for each attendee, whether it is networking with peers, enjoying the traditional social events or listening to the latest cutting-edge research from industry experts, you are sure to find it in Lincoln this summer. The faculty, staff and students at the University of Nebraska and ConAgra Foods as well as the AMSA RMC planning committee are working hard to make the 68th RMC a memorable and rewarding experience for all the attendees. We look forward to seeing you June 14-17 in Lincoln.

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

Register for the Validation and Verification Procedures and Guidelines Workshop

The AMSA is excited to announce that we are co-hosting the Validation and Verification Procedures and Guidelines workshop for meat processors with the Consortium of Food Process Validation Experts (CFPVE). This workshop will take place prior to the AMSA 68th Reciprocal Meat Conference in Lincoln, NE on Saturday, June 13th.

Validation is a fundamental component of the HACCP system.



Processors

are currently required to have HACCP plans in place and required to validate their HACCP plans. This workshop will provide attendees with a practical discussion on validation, covering experimental design, implementation and application, including appropriate microbiological testing, analysis and reporting. This workshop will be tailored to small-to medium-sized meat and poultry processors to provide viable food safety options.

The CFPVE is group of experienced scientists who support stakeholders in the promotion and application of scientifically sound approaches and protocols for food

process validation. They provide a practical and unbiased interpretation of the existing science, guidelines and policies regarding validation as well as developments in science and policies, relative recovery, characterization, and control of pathogens directly from foods.

The Validation and Verification Procedures and Guidelines workshop will begin at 8:00 am on Saturday and conclude at 5:00 pm, registration fees are \$350 and the course is limited to 50 attendees. Registration information is online at www.meatscience.org.

For more information regarding the Validation and Verification Procedures and Guidelines workshop and to register please go [online](#) or contact Deidrea Mabry at dmabry@meatscience.org or Manpreet Singh, Ph.D., Associate Professor and Extension Food Safety Specialist, Food Science, Purdue University at manpreet@purdue.edu.

The Research Toolbox: Using Sensory Panels and Instrumentation to Evaluate Cooked Meat Flavor and Tenderness

Thomas Powell, PhD., Executive Director, American Meat Science Association

In 1978, the American Meat Science Association (AMSA) first published Guidelines for cookery and sensory evaluation of meat (AMSA, 1978). During the next 17 years, these AMSA "Guidelines" were very useful to both AMSA members and nonmembers involved in meat cookery/sensory evaluation. Interpretation of published reports was much easier when the AMSA Guidelines were used to guide the research. Research that utilized the AMSA Guidelines has greatly assisted in determining key factors responsible for differences in sensory, instrumental texture, and cooking properties of meat. In addition, the AMSA Guidelines provided greater consistency in multi-institutional projects.

In 1995, a much-needed update was published titled Research guidelines for cookery, sensory evaluation, and instrumental tenderness measurements of fresh meat by the AMSA and the National Live Stock and Meat Board (AMSA, 1995). Numerous changes had occurred in cooking equipment and meat products since the Guidelines were first published. As a result of diet/health concerns, meat products were leaner and often smaller in portion size. Precooking followed by reheating and the use of microwave cookery was more prevalent than in 1978, and there was much more variety in meat entrees. Certainly, food safety concerns were greatly elevated from producers throughout the entire processing and marketing chain, including consumers.

Much of the information in the previous version of the Guidelines is applicable today; however, much has changed. AMSA just released a new version that is more comprehensive, as much additional and updated information are provided in this revision. As was stated in

the previous Guidelines, this manual is not a “standard” to which everyone will be expected to adhere for every research study. It is, as the title suggests, “Research Guidelines.” The researcher must decide the most appropriate methods to use to answer the question at hand. The methods and approaches described herein, however, are accepted and recommended as the most appropriate for most circumstances. They are designed to control unwanted variability, to determine the most accurate answer to the questions being addressed with the most relevant methods possible, and, when feasible, to allow for valid comparative interpretation of published research.

Information is included on recommendations for collecting and preparing appropriate samples for sensory and/or tenderness evaluation for fresh beef, pork, and lamb steaks/chops, roasts, and ground patties; but it also may be applicable to certain enhanced, cured, or comminuted products. Additional topics covered include product handling, cookery methods, sensory panel methods, and a data analyses overview. In addition, more information is now given on instrumental approaches to measuring meat tenderness and consumer evaluation.

The development of sensory evaluation as a science has undergone tremendous expansion in the last 25 years. The efforts of the American Society for Testing and Materials Committee E-18 (ASTM), the Society of Sensory Professionals, and the Institute of Food Technologists (IFT) have led to numerous recent publications and annual workshops on sensory evaluation. Thus, although more comprehensive details are included in this revision than in the previous version, more detailed approaches and procedures can be found in the references provided. The reference section has been expanded to include important sources of information (especially for sensory evaluation) that have occurred mainly in the past 25 years.

To download a copy of the revised guidelines please go to www.meatscience.org/sensory.

New Video Addresses Myths About Foodborne Illness Risks

AMSA and the North American Meat Institute (NAMI) have released the [newest video in the Meat Mythcrusher series](#). The video addresses myths about the prevalence of foodborne illnesses from different sources and explains that Centers for Disease Control and Prevention (CDC) data show that produce, and not meat and poultry, is the most common source of foodborne illness in the U.S.

The video features Kathleen Glass, Ph.D., associate director of the Food Research Institute at the University of Wisconsin. Dr. Glass explains the risks of foodborne illness from a variety of sources including meat and poultry, noting that the most common illness is norovirus which is often associated with food handlers. She also discusses many of the advances in the meat industry that has helped make meat and poultry safer.

"The meat industry has been doing a lot of work to improve safety overall and has made a lot of strides in the last decade or so," Dr. Glass said. "With that being said, they're always looking for the holy grail, always looking for more improvement and that's one of the reasons we do the research we do, trying to find novel processes and ingredients that will be useful to the industry and be able to help public health."

Dr. Glass also discusses the reasons why contamination may occur in foods and steps consumers can take to ensure their food is safe.

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 43rd 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 you 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!](#)

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.

Salmonella Research Update Webinar: The Beef Checkoff, will be hosting a webinar on Thursday, April 30th, 2015, at 1 pm Eastern during which research results will be presented from check-off funded projects regarding *Salmonella* and beef safety. This research has provided new data to assist the beef industry in addressing the issue of *Salmonella* in beef products. The webinar will include information on:

- Whole genome sequencing
- Comparative genetics of human vs. cattle isolates
- *Salmonella* prevalence in lymph nodes
- Potential effects of lymph node contamination on beef products

In addition, participants will have the opportunity to provide input regarding next steps for research, as well as provide information on data gaps and research needs that should be addressed through future projects.

Presenters will be Dr. Guy Loneragan, Texas Tech University and Dr. Dayna Harhay, USDA Agricultural Research Service. There is no cost to register for this webinar. To register, go to:

<https://meat.webex.com/meat/j.php?RGID=r955d16c13bc967f00d7c2a1cfa7257b5> at any point

prior to the webinar.



A contractor to the
Beef Checkoff

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

June: 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. 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 Association of Meat Processors, American Meat Science Association, 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. To view a copy of the preliminary agenda, [click here](#).

AMSA Meat Science Career Center ~ Current Postings:

- Livestock Procurement Manager ~ Smithfield Farmland-North
- Plant Food Safety Manager ~ Smithfield Farmland
- Business Development Manager - Food Safety Net Services
- Chemistry Lab Manager ~ Food Safety Net Services
- Research Scientist ~ Food Safety Net Services
- Supervisor-Quality Assurance-1st Shift ~ Jennie-O Turkey Store, Inc.
- Assistant Manager Food Safety ~ Smithfield Farmland-Kinston, NC
- Food Safety Manager ~ Land O'Frost
- Quality Manager ~ Land O'Frost
- Labeling Coordinator ~ Smithfield Farmland
- Corporate Project Engineer ~ Smithfield Farmland
- Area Sales Manager GA/ FL ~ Winpak



Meat Industry
CareerLink

- Technical Sales Representative, Meat Processing Ingredients ~ Ingredient Manufacturer
- National Cattlemen's Beef Association Internship - Fall 2015 and Spring 2016 ~ National Cattlemen's Beef Association

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

- April 30 - Salmonella Research Update 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)

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