



## ***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!

## **2015 Hormel National Barrow Show Intercollegiate Meat Judging Contest**

Congratulations to Kansas State University for taking top honors at the first Hormel National Barrow Show® Intercollegiate Meat Judging Contest which was held September 12th at Hormel Foods R&D in Austin, MN.



In total, 52 contestants representing 8 teams participated in the contest with Kansas State University, coached by MaryAnn Matney and Allison Hobson, placing first. Kansas State's team members include: Nolan Allison, Emily Bedwell, Pierce Bennet, Jared Boureck, Michael Cropp, Nicole Dunovsky, Skyler Glenn, Zach Godde, Amanda Howell, and Faith Rasmussen. Kansas State was followed by Oklahoma State, University Of Nebraska, University of Missouri, and Garden City Community College.

### **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  
Tyson Foods, Inc.  
Zoetis

#### ***Gold Sustaining Partners:***

Hormel Foods, Inc.  
Kemin Food Technologies  
Merck Animal Health  
National Pork Board

#### ***Silver Sustaining Partners:***

ADM  
ConAgra Foods  
Corbion Purac  
DuPont Nutrition & Health  
Hawkins Food Ingredients Group  
Iowa State University  
Kraft Foods Inc./Oscar Mayer  
JBS, USA  
Johnsonville Sausage Company

Amanda Howell (Kansas State University) was high individual and Christina Fehrman (University of Minnesota) was second. Joshua Kreger (Garden City Community College) won the alternates contest.



The contest was a unique format that consisted entirely of either fresh or processed pork products. Classes included fresh hams, loins, chops, cured and smoked bone in hams, slab bacon, sliced bacon, smoked chops etc. There was also a processed meat defect specification class.

The official committee consisted of Dr. Terry Houser, Chair, Kansas State University; Dr. Ryan Cox, University of Minnesota; Jennifer Everson, Hormel Foods; Brian Quandt, Hormel Foods; Tony Muller, Hormel Foods; and Anne Brucker, Hormel Foods. A special thanks to AMSA member Dr. Jerry Cannon of Hormel Foods R&D and Morgan Core, National Barrow Show® Coordinator for their efforts in coordinating this new and unique contest. Thanks also to Kemin Industries who supported the awards and contestant lunch.



## AMSA Sustaining Partner Highlight

For more than 50 years, the AMSA has relied on support from partners to maintain its ability to provide community and professional development programs and opportunities for

Sealed Air's Cryovac® brand  
Texas Tech University  
International Center for  
Food Industry  
Excellence

### **Bronze Sustaining Partners:**

Certified Angus Beef  
Colorado State University  
Center for Meat Safety  
and Quality  
ICL Food Specialties  
IEH Laboratories &  
Consulting Group  
Kerry Ingredients  
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*

individuals in the field of meat science. AMSA's Sustaining Partners program acknowledges the organizations and institutions that provide extraordinary financial and logistical contributions for the products and services offered by the association. Today we would like to recognize Kemin and more specifically their enthusiastic support of not only AMSA but also AMSA's student and youth development program.

Over the course of 53 years Kemin has developed more than 500 ingredients. Chances are, you and your friends, family members, pets and livestock are the recipients of products containing Kemin ingredients. The company's ingredients reach an estimated 2 billion people a day through products provided by Kemin customers who use Kemin ingredients and it is their goal to expand that reach to half the world's population by 2018.



Kemin continues to expand and invest heavily in research and development. In the last few years, Kemin has opened a new research and development facility in Belgium, added another customer laboratory services facility in North India, acquired new facilities in Verona, Missouri, California, Indiana and Ningbo, China and is in the process of building a new research and development facility at its corporate headquarters in Des Moines, Iowa.

In 2010, Kemin chose to further formalize their commitment to quality by pursuing Global Food Safety Initiative (GFSI) benchmarked certifications. These are quality certifications that GFSI has identified as meeting food safety standards worldwide. This level of certification is not required of Kemin, but does provide documented reinforcement of their commitment to providing only the highest quality products.

Recently, Kemin has also achieved SCS Sustainably Grown certification on two of their vertically integrated crops; rosemary and spearmint. SCS Certified Sustainably Grown is one of the world's most stringent certification standards, supporting long-term sustainable agricultural production of crops grown using the highest quality and safety requirements.

***AMSA is extremely thankful to have Kemin as one of our sustaining partners.***

## **AMSA in the News**

*Perspective shifts propel industry, AMSA's RMC  
AMSA Summer Intern Chandler Steele, Oklahoma State  
University*

"Don't hide, be transparent, be who you are," said Kelly McDonald, founder of McDonald Marketing and author of "Crafting the Customer Experience for People Not Like

*(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 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 Merkel (supports RMC)*
- *Gary Smith (supports meat judging program)*
- *R. C. Pollock*



You,” at the American Meat Science Association’s 68th Reciprocal Meat Conference (RMC), hosted by the University of Nebraska- Lincoln and ConAgra Foods, June 14-17, 2015.

*(supports R.C. Pollock Award)*

The energy and enthusiasm of McDonald’s keynote address set a passionate tone for a week of networking, sessions and fun at the 68th edition of the AMSA RMC.

McDonald is internationally recognized for refining marketing and media exposure to propel businesses to success in a growingly diverse marketplace. As a consumer with marginal knowledge about the science of the meat industry herself, McDonald brought a powerful and thought-provoking message to the AMSA RMC. How can we as an industry diversify the way we market and sell our products?

The culture of the meat industry is rapidly changing. With more protein options than ever before, consumers “don’t need information, they need advice,” said McDonald. The customer is evolving to be responsive to variations in price, quality and availability of products such as grass-fed or organic proteins.

Today, one in every three people in the United States is non-white; four U.S. states and Washington, D.C., have minority majority populations; and the majority of the U.S. child population is non-white. These statistics provided by McDonald illustrate the cultural direction in which our country is heading. In her presentation, she emphasized the fact the world is changing and the meat industry must change with it to continue to connect with all consumers.

[Click here to read the full article!](#)

### *A wealth of research opportunities at the University of Arkansas*

With meat scientists in both the Departments of Animal Science and Poultry Science, the University of Arkansas can offer students a diverse meat science experience in course load and research. Such diversity gives students the opportunity to learn all aspects of meat science from pre-

*Being involved in meat science research was an invaluable experience that not only gave me a knowledge of an interesting subject but also taught me how to think critically and to always look a little deeper before accepting something as fact.*

*Courtney Moon  
Undergraduate researcher*



harvest to cookery.

At the U of A, students have a unique opportunity to

immerse themselves in meat science through undergraduate research. This allows students a chance to 'get their feet wet' in research without the commitment of graduate school. Research opportunities engage the students in the research process from ideation to data collection and reporting. Previous undergraduate research projects have included: the only independent university study on the effects lean finely-textured beef on ground beef quality; as well as bacon quality and meat color measurement techniques.

U of A students have actively participated in the AMSA Meats Quiz Bowl Competition for over 8 years. After studying all aspects of meat science during the spring semester, students will travel to the Reciprocal Meats Conference (RMC) to compete in the Quiz Bowl Competition and attend the scientific meetings. While traveling to RMC, students have an opportunity to tour meat processing facilities and packing plants. The program, sponsored by the Arkansas Beef Council, is the main extracurricular activity for undergraduates and the main avenue for recruiting meat science graduate students and employment into the meat industry.

Graduate students are heavily involved in developing ideas and experimental design for their research. As part of their education, they learn to work independently and are prepared to immediately begin work in industry research roles. Recent projects include: cooked color development in ground beef; adding value to goat carcasses as a benefit to small processors; the effects of specific nutrients on pork color and fat quality; and quality differences in Natural-branded beef. In addition to their personal research responsibilities, graduate students take leadership roles and serve as mentors on undergraduate projects along with countless projects outside of meat science. [Click here to read the full article.](#)

*Meat scientists break records in Nebraska heartland  
AMSA Summer Intern Jessica Lancaster, Colorado State  
University*

Meat scientists and industry members gathered in Lincoln, Neb., for the American Meat Science Association's 68th Reciprocal Meat Conference (RMC) June 14-17. The event brought together people

from coast to coast as well as many other countries with the goal of "Reaching Tomorrow's Consumer." A record-breaking number of attendees gathered to take in new information, get updates on the industry and network with others in the meat science community. A variety of clinics, sessions, social events and workshops were hosted during the conference.

The week started off with a variety of tours that showcased the meat industry in Nebraska.



Participants engaged with businesses and operations to obtain a better understanding of all aspects of the meat industry. Those on the tour gained an in-depth look at the production of beef from a firsthand tour of a cow-calf operation as well as a feedlot. There was also an opportunity to visit the U.S. Meat Animal Research Center. The tours gave participants the chance to gain hands on experience of the industry that complimented the information they took in over the week.

Students from across the United States and those traveling from other countries had the opportunity to compete in the Iron Chef Product Development Competition hosted at ConAgra Foods, in Omaha. More than 100 students were divided into teams named after ConAgra products. Students were tasked with breaking down a beef clod (shoulder) and utilizing it in three different dishes: an appetizer, an entrée and a ground beef dish. [Click here to read the full article!](#)

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## AMSA Educational Webinar

AMSA Educational Webinar: Developing Countries – How U.S. Meat is Perceived in other Countries.

November 18, 2015 from 11:30 am – 12:30 pm CDT

### **Overview:**

Developing countries are vital to U.S. exports and the red meat industries because these countries are improving economically, so demand for animal protein increases. Many developing countries provide demand opportunities for red meat products that result in improved product value and margin potential. Meat quality criteria, food safety and other attributes are key to these value benefits. During this webinar factors that affect red meat demand in developing countries will be discussed.



### **Presenter:**

Paul Clayton is Senior Vice President of Export Service of the U.S. Meat Export Federation (USMEF) and administers the Export Service Programs for exporting members of the USMEF. These programs include market access solutions in foreign countries,

industry relations and various member services including research, technical, and regulatory services. Mr. Clayton has over 30 years of experience in the meat industry. He received Bachelor and Master Degrees in Animal Science from Colorado State University.

### **Register:**

This AMSA Educational webinar is interactive and will last approximately 60 minutes including Q&A. Registration is complimentary but you must first register by clicking on the enrollment:

<https://attendee.gotowebinar.com/register/5744316405200996354>.

Once you have registered, you will receive an e-mail message confirming your enrollment status and information that you need to join the webinar. For more information please contact Deidrea Mabry at [dmabry@meatscience.org](mailto:dmabry@meatscience.org).

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## **Upcoming Conferences**

**New Petfood Innovation Workshop during Kansas State's Pet Food Experience Announced.** AMSA is excited to co-sponsor The Pet Food Experience which is hosted by the Kansas State Pet Food Program Team on the university's main campus in Manhattan, Kansas, and utilizes facilities within the community. The multi-day event is a joint industry-academic venture to promote research, innovation and talent development focused on pet food and pet treat manufacturing. At these two conjoint events, attendees can expect two days of academic research presentations combined with the hands-on creation of new types of pet treats in the workshop sessions, several networking opportunities and facility tours. The Pet Food Program at Kansas State University was started in 2012 and has established degree programs, short courses, and research concerning pet food and nutrition. Kansas State University is a public teaching and research institution founded in 1863 and located in Manhattan, KS.

[Click here for more information on the workshop.](#) [Click here to register](#), AMSA members receive a 10% discount by using the code AMSA10 (enter in the ID code field during registration and click Apply Code, discount is shown on Payment page).

**Take Advantage of Focused Tracks on Beef, Pork, and Poultry.** AMSA is partnering with the North American Meat Institute Foundation to host the 2015 Animal Care and Handling Conference. Register today to join industry colleagues for the leading animal welfare educational opportunity for meat and poultry companies, their customers, and those involved in the production and management of livestock and meat and poultry products. In addition to general sessions covering important industry-wide issues, the conference provides specific tracks for attendees who deal with beef, pork or poultry:

- Beef: Basic & Advanced Handling, Pre-Harvest Management, Stunning and Insensibility, Mobility Scoring, and Dairy Issues
- Pork: Basic & Advanced Handling, PEDv, Sow Housing, Stunning and Insensibility, and Pig Transport
- Poultry: Handling Issues, Avian Influenza, Layer Housing, Stunning, and Poultry Genetics

[Click here to register!](#)

**Updated Agenda for the NAMIF Advanced *Listeria monocytogenes* Intervention and Control Workshop.** AMSA is partnering with the North American Meat Institute Foundation to host the Advanced *Listeria monocytogenes* Intervention and Control Workshop, October 20-21, 2015 in Kansas City, MO. Early Bird Registration Discount Ends Friday, Sept. 18! Register today to save on registration fees for the Advanced *Listeria monocytogenes* Intervention & Control Workshop. This course is taught by industry leaders with years of in-plant experience in sanitation and *Listeria* control, and their real-world experience and examples provide attendees with invaluable take home applications. **Don't miss your chance to learn from the industry leaders and register today.**

**2016 Beef Industry Safety Summit.** Save the Date: 2016 Beef Industry Safety Summit will be held March 1-3, 2016 in Austin, TX. More information to come on [www.bifsco.org](http://www.bifsco.org) or [www.beefresearch.org](http://www.beefresearch.org).

**Registration and Housing Now Open for 2016 IPPE.**

Registration and housing are now open for the 2016 International Production and Processing Expo (IPPE), the world's largest annual meat, poultry and feed industry trade show, which will be held January 26-28, 2016, at the Georgia World Congress Center in Atlanta, Georgia. More details are [online](#).

**5th International Symposium on Thermal treatment of meat and meat products:** from molecular gastronomy to extended shelf life will be held September 22-25, 2015 at the International Summer School at the Max Rubner-Institut in Kulmbach. This year, we will focus on developments in thermal processing of meat and meat products. Heating is the oldest and most common process in food preservation and can even be considered as the oldest technology used by human beings. However, balancing microbiological safety while maximizing nutrition values and culinary sensations is far from being trivial, and therefore still a matter under investigation. What contributions can we expect from new scientific approaches like molecular gastronomy or gastrophysics to understand the underlying processes? The Summer School will give an overview on principles of heat treatment technology, effects of elevated temperatures on microorganisms occurring in meat systems, and changes in chemical and biophysical properties in meat products under various heating conditions. Formation of heat induced contaminants as well as fraud and adulteration are topics of growing interest, with focus on analytical approaches concerning undeclared non-meat ingredients or animal species. More information can be found [online](#):

[www.mri.bund.de](http://www.mri.bund.de).

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**AMSA Member News:**

Congratulations to AMSA member Amilton de Mello who recently accepted a position as the Assistant Professor of Meat Science at the University of Nevada – Reno (UNR). Amilton joined UNR last summer as the Meat Science Program Leader for the Department of Agriculture, Nutrition, and Veterinary Sciences (ANVS) and University of Nevada Cooperative Extension (UNCE). He is excited to be active in



research, teaching, and extension. He will have many opportunities to roll up his sleeves and work directly with underserved communities throughout Nevada's 16 counties. The main goal will be to help producers and small processors to improve their local economy. Although Nevada is known for gambling and entertainment, the state economy is also dependable of its agriculture resources. Meat animals rank number one among all Nevada commodities.

UNR enrolled this fall 19,934 students, a 6.2% increase over the last year's enrollment. As the university continues to grow, departments are adding qualified new faculty and constantly improving their facilities investing in state-of-art equipment. The College of Agriculture, Biotechnology, and Natural Resources provides excellence in teaching and research. Based on this philosophy, it is essential to provide students with high standards of higher education and "hands-on" experience through applied research.

"I believe we all must work together for a better world, the challenge is how we can make the real difference," stated Amilton.

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## AMSA Meat Science Career Center

The American Meat Science Association knows that our greatest resource is our people, and you can remain confident that you are hiring the best educated, most talented and highly professional individuals when you tap into our pool of qualified individuals.



### New Job Postings:

- Senior Continuous Improvement Manager ~ Smithfield Farmland
- Senior Director, Beef Cattle Scientist ~ National Cattlemen's Beef Association
- Dean and Director of the College of Agriculture and Environmental Sciences ~ University of Georgia
- Sr. Scientist - Meat, Seafood & Poultry ~ Innophos, Inc.
- Director Research and Development ~ Shober Search and Consulting
- Food Development Marination Manager ~ Colorado Premium Foods
- Plant Manager - Specialty Beef Processing Producer

To post your job openings or your resume visit the [AMSA Meat Science Career Center](#) today.

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

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## **2015 AMSA Calendar of Events**

**September 21-24 - RMC 2016 Site Visit - San Angelo, TX**  
**September 26-27 - Beef Empire Days** - Garden City Community College and Tyson Foods, Inc. - Garden City, KS  
**October 3 - Eastern National Intercollegiate Meat Judging Contest** - Wyalusing, PA  
**October 15 - Animal Care and Handling Conference** - Kansas City, MO  
**October 18 – American Royal Intercollegiate Meat Judging Contest sponsored by Elanco Animal Health-** Nebraska Beef, Omaha, NE  
**October 19 - 21 - AMSA PORK 101 - Iowa State University** - Ames, IA  
**October 20 - Advanced *Listeria monocytogenes* Intervention and Control Workshop** - Kansas City, MO  
**October 20 - National 4-H Meat Evaluation & Identification Contest** - Kansas State University, Manhattan, KS  
**October 28-30 - Petfood Innovation Workshop and Pet Food Experience** - Kansas State University, Manhattan, KS  
**November 1 - Cargill Meat Solutions High Plains Intercollegiate Meat Judging Contest** - Friona, TX  
**November 2-4 - AMSA Student Board of Directors Site Visit** - San Angelo, TX  
**November 15 – International Intercollegiate Meat Judging Contest** - Tyson Foods, Dakota City, NE  
**November 18 - AMSA Educational Webinar: Developing Countries – How U.S. Meat is Perceived in other Countries**

## **Reciprocal Meat Conference 2016-2017**

**June 19-22, 2016 - Angelo State University** - San Angelo, Texas  
**June 18-21, 2017 - Texas A&M University** - College Station, Texas  
**June 2019 - Colorado State University** - Fort Collins, Colorado

## **International Congress of Meat Science and Technology**

August 14-19, 2016 – Bangkok, Thailand  
2017 – Cork, Ireland  
2018 – Australia  
2019 – Germany  
2020 – USA (joint meeting with the Reciprocal Meat Conference)

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