



## What's New in eNews?

### Featured Articles

- Your Time is Now
- Communicating Through Challenges at the AMSA 2016 SLC

### Key Reminders and Updates:

- Register for the Premier Meat Science Conference of the Summer Today
- Are You Graduating?
- Is That Blood in My Package of Meat?
- AMSA 2016-2017 Student Board – President Election
- University of Missouri Takes Top Honors
- **Scroll below for more updates!**

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!

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

## Your Time is Now

*By Bucky Gwartney, AMSA President*

Volunteering. What a powerful word. It's a word that is a key driver to the success of many organizations, all the way from large organizations to the local clubs in your home town. AMSA is not different in that regard, and relies on volunteers to do many things that make our organization great and a place that people want to serve and volunteer. The act of volunteering is also very personal for some, and we each get a different type of satisfaction from being part of something that is bigger than us as individuals. I have been a volunteer in many roles during my lifetime, and I know many of you have too, and we do it for many reasons. I enjoy the team work component, the satisfaction of seeing things get done, and a very personal benefit of helping and feeling good about doing it!



### AMSA Membership Information:

*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.

#### *Gold Sustaining Partners:*

Food Safety Net Services  
Hormel Foods, Inc.  
Kemin Food Technologies  
Merck Animal Health  
National Pork Board  
Zoetis

#### *Silver Sustaining Partners:*

ADM  
ConAgra Foods  
Corbion Purac  
DuPont Nutrition & Health  
Hawkins Food Ingredients Group  
Iowa State University  
Jack Link's® Protein Snacks  
JBS, USA  
Johnsonville Sausage Company  
Kraft Heinz Company  
Sealed Air's Cryovac® brand  
Texas Tech University  
International Center for Food

I mentioned in my last eNews letter that there are many ways to become involved in AMSA, and yes you guessed it, volunteering is one of those ways. Our volunteer committee chairs and members are a key component to what we do and achieve as an organization. As a scientific organization, we rely on our committees to develop, review and write scientific information, to assist with membership development, and many other activities too numerous to mention. And recently we have had some key outcomes from these committees, like the Scientific Information committee's work on [themeatweeat.com](http://themeatweeat.com), the Research Protocol Committee's ongoing work on tenderness and sensory research guidelines, and the PORK 101 Committee's launch of a new class for the Canadian pork industry that will be highlighted in next week's eNews. These bodies of work are critical cogs in the wheel that drives us towards new programs, or key industry decisions, and the success is almost entirely based on the involvement and commitment of the committee volunteers.

So let's not only remain committed to the volunteer spirit of AMSA, let's also celebrate our successes and recognize those that have stepped up within our organization. They make me proud every day to be an AMSA member and I thank you for your service!

## Communicating Through Challenges at the AMSA 2016 SLC

Are you good at telling your own story?

Do you have a passion for what you do? Have you ever communicated through challenges? 83 students from 11 different universities received insight from leaders in our industry at the 2016 Student Leadership Conference (SLC) held March 11-12 at the Kansas State University Campus in Olathe, KS. This conference was sponsored by the AMSA Student Membership, AMSA Education Foundation, Merck Animal Health, and Smithfield Foods. "This was a great opportunity to give students a chance to try out their communication skills by jumping in and doing some radio and on-camera interviews. As student studying in the agriculture industry, it is important for us to work on our communications skills and become advocates for our industry and tell our story when the opportunity arises," stated Morgan Nielson, Director for the AMSA Student Board and student at Oklahoma State University.



## 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!**

- *Chris Raines (supports agriculture advocacy and consumer outreach efforts for the meat and livestock industries)*
- *Tom Carr (supports AMSA youth programs including meat judging)*
- *Melvin "Hunter" Hunt (supports student travel to international meetings)*
- *Robert G. Kauffman (support meat science student development)*
- *William Moody (supports meat*



Many students arrived Friday morning to take part in the tours prior to the start of SLC. The students were able to tour Bichelmeyer Meats, a family owned business which is a custom processing plant and also features a retail counter since 1946. The group also toured UltraSource, LLC., a company that provides equipment and industrial supplies for the food industry. Students were taken through both plants and given a behind the scenes look at the day to day operations of both facilities. After a day of tours students were in for some great BBQ and networking as they headed into the Friday evening activities. There was a mix of disciplines within Smithfield Foods key leadership team that joined the students and provided some great insights on exactly what it is like to work in the meat industry, and the journey each of them took to secure their current position in the company. The evening concluded with a lot of laughs and even a little sass from the students who were hypnotized by Dr. Al Snyder during the student mixer.

Saturday, started with an excellent keynote message from Katie Pinke who is mom of three kids and lives on the North Dakota prairie, 97 miles from a Starbuck's. Her passions include consulting, speaking, writing, and primarily, juggling family life. She provided background and perspectives on why it is so critical for each one of us to "muster the courage to make a change in how we communicate" and share our story. As a fellow Ag blogger, she encouraged the students to take it one day, at a time and to put all their interruptions into perspective. But as young professionals who like to engage in social media remember that good content always wins and just take it one day one topic at a time. This set the stage for the rest of the afternoon as students were divided into groups and had the opportunity to rotate through different sessions focused on interview techniques and tips for camera, print and radio as well as dos and don'ts for engaging in social media.

Wendy Feik Pinkerton is a nationally recognized communications expert in food, agriculture and other science-based issues. Her public relations skills and scientific knowledge make for a rare combination that is ideally suited

- 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  
(supports R.C. Pollock Award)

for today's marketing environment. For the past 30 years, she has developed, implemented and evaluated crisis management, communications and marketing programs that she was able to share with the students as she guided them through print and on camera interviews. Wendy guided students through the tailoring their communications to fit their audience, perfecting their elevator speech and measuring your success rate, by asking yourself if you told a compelling story in 30 words or less. A key take away from this session, which really hit home with a lot of students, was "not to use a \$5 word when a \$1 word will do" especially important in an industry where we use a lot of words people really do not understand.

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



**Register for the Premier Meat Science Conference of the Summer**

**Today:** The host and RMC planning committees will be preparing a variety of activities for RMC attendees so mark your calendar to attend the AMSA 69th RMC. More information regarding the keynote, concurrent and reciprocation speakers is posted online. So save the date and join us in cultivating knowledge and diversity true to the spirit of the AMSA at the 69th RMC in San Angelo, TX, June 19-22, 2016. Early bird registration fee for an AMSA professional member is \$570, AMSA student member is \$240 and a nonmember is \$850. The standard registration fee after May 3 is \$700 for professional members, \$300 for student members and \$925 for nonmembers. For more information regarding the AMSA 69th RMC please visit: <http://www.meatscience.org/events-education/rmc>.



**Register for the AMSA 69th RMC Career Fair Today:**

AMSA Student Membership extends an invitation for your company/university to participate in the 14th annual AMSA Networking and Career Fair which will be held Sunday, June 19th from 12-5 pm at RMC in San Angelo, TX. This is a time change from previous years so please make sure to make note of this. The career fair this year will be held throughout the day on Sunday, while quiz bowl and research competitions are taking place. This is an outstanding opportunity to network with employers who are looking for talented and enthusiastic individuals to employ! If you're not looking for an internship or employment opportunity, the Networking and Career Fair is still a good place to meet AMSA professional members throughout the industry and learn more about the vast opportunities in the meat science realm! 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 19, 2016. If you are interested, please register by April 29, 2016. Remember AMSA sustaining

partners, your booth is complimentary, [click here](#) to register. For more information about this amazing opportunity, please contact [Deidrea Mabry!](#)



## AMSA News

**Are You Graduating?:** With the hectic life of a student especially as graduation approaches, have you allowed your membership to lapse? Take advantage of the special membership rate extended to graduating students by paying the Graduate Student rate of \$85 for your first year as a professional member. Maintaining your AMSA membership enables you to participate in AMSA events at the discounted member rate, have access to resources only available or accessible to AMSA members, be attuned to the latest in the meat science world, and stay connected to the AMSA community.

Continue your membership with AMSA and start your professional path one step ahead.

Renew your membership today by one of the methods below:

- **Online:** To renew your AMSA membership [online click here!](#) You may be asked to login to your AMSA account, once you are logged in, any open dues renewal orders you have will appear under my transactions.
- **Phone/Email:** contact [Jen Persons](#), Membership & Marketing Manager at (800) 517-2672 extension 11.
- **Print your Invoice:** Send your membership invoice with payment to:  
American Meat Science Association  
201 W Springfield Avenue Suite 1202  
Champaign, Illinois 61820

**Is That Blood in My Package of Meat? Newest Meat MythCrusher Video Explains It's Not:** It's a perception that many people have when they see liquid in a meat package: it must be blood. But the [newest Meat MythCrusher video](#), featuring AMSA member Gregg Rentfrow, Ph.D., associate extension professor - meat science at the University of Kentucky, explains that it is actually is what meat scientists call "purge," a combination of water and meat proteins that can drain from meat. Dr. Rentfrow notes that meat is typically 75 percent water, which contributes to the juiciness of cooked meats. The proteins in meat are like a sponge that holds the water. As meat ages and is handled or cut, proteins lose their ability to hold onto water. Over time, some water is released and myoglobin, which contributes to meat's red color, flows out with it, giving the liquid a red or pink color.

"It's no big deal, there's nothing wrong with a meat package that has some liquid in it," Dr. Rentfrow says. "You should just make sure you handle everything in the package the same as you would raw meat to ensure food safety."

Dr. Rentfrow also discusses why blood would not be found in a meat package as it is quickly removed from an animal after

the animal is stunned. He notes that blood has many uses as a byproduct of meat production from medical applications to animal feed.

The newest Meat MythCrusher video is the 50th in the six year old series produced by AMSA and the North American Meat Institute and featuring interviews with meat scientists who bust some of the most common myths surrounding meat and poultry production and processing. All of the videos as well as a new brochure covering the different meat myths addressed in them are available at <http://www.meatmythcrushers.com/>.



## Student News

### **AMSA 2016-2017 Student Board – President Election:**

We are excited to launch the President's ballot for the 2016-17 AMSA Student Membership Board of Directors! This year we have 3 outstanding students running for Director Positions. AMSA Student members should have received a ballot via email earlier today, if you did not receive a ballot, make sure your AMSA membership is current and contact Deidrea Mabry!

### **Meet the Candidates**

- [Chad Bower, University of Nebraska](#)
- [Morgan Neilson, Oklahoma State University](#)
- [Macc Rigdon, University of Georgia](#)

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

### **Congratulations to the University of Missouri for taking top honors at the 2016 Southeastern Intercollegiate Meat Judging Contest:**

The contest was held April 8th & 9th at Ohio Penal Industries' Meat Processing Career Center and the University of Kentucky. In total, 54 contestants representing 9 universities participated in the contest with the University of Missouri, coached by Ty Peckman and Katy Shircliff placing first. Missouri's team members include: Katelyn Adams, Caleb Grohmann, Audrey Anderson, Bryce McDonald, Bailey Kemp, and Alex Kranz. Missouri was followed by University of Florida Orange, The Ohio State University Scarlet, Iowa State University, and Tarleton State University. Katelyn Adams (University of Missouri) was high individual and Forest Francis (Tarleton State University) was second. [Click here to see more!](#)

### **NAMI 2016-2017 Academic Year Scholarship**

**Applications Now Available:** The North American Meat Institute (NAMI) Scholarship Foundation made available its 2016-2017 undergraduate scholarship applications. High-performing college sophomores, juniors and seniors attending accredited four-year colleges or universities who are enrolled in an approved animal, meat or food science degree or culinary arts program are encouraged to apply. Each year, the NAMI Scholarship Foundation presents one of each of the following awards: Frank DeBenedetti Memorial Scholarship, Al

Piccetti Memorial Scholarship, John Duyn Memorial Scholarship and Florence Smith Powers Memorial Scholarship. The Foundation also awards the NAMI Undergraduate Scholarship to at least one student enrolled in an animal, meat or food science program. Meanwhile, the Robert Hatoff "Center of the Plate" Memorial Scholarship will be provided to a student working toward a degree in culinary arts or science. In addition to the scholarship, each awardee will receive a \$500 travel award to attend the Meat Institute's Annual Meeting, in Washington, DC, in the Fall of 2016. Award recipients must remain in good academic standing and maintain a cumulative grade point average of 2.75 on a 4.0 scale. Applications are due to the NAMI Scholarship Foundation Office, located at 1970 Broadway Suite 825, Oakland, California 94612, no later than May 30, 2016. To download the application, [click here](#). For a complete list of past recipients and history of the scholarship please go to: <http://www.meatscholars.org/>.



**Worker Safety in the Meat Packing Plant:** Many years ago the industry was among the most dangerous, but over time, particularly in the last 25 years, that has changed dramatically. Yet, probably due to the reading of books such as *The Jungle* by Upton Sinclair, consumers remain very concerned about the safety of the workers in the meat packing plants. [Click here to read more!](#)

**Anatomy of a Meat Product Label:** In the U.S, labeling of meat and poultry products intended for interstate commerce is closely regulated by the Food Safety and Inspection Service (FSIS) of the United States Department of Agriculture (USDA). The FSIS has strict rules regarding the content and appearance of meat or poultry product labels. [Click here to read more!](#)

**What is the liquid in my meat package?:** We have all seen it, we go to the grocery store and pick out the perfect package of hamburger meat or a set of pork chops and sitting in the bottom of the package is a pinkish liquid. This liquid which can sometimes be found at the bottom of a meat package and coming out of a just prepared steak is what meat scientists call "purge." [Click here to read more!](#)



**FSMA 2-day Training Course - May 16-17, 2016:** In order to comply with the Preventive Control for Human Food regulation of the Food Safety Modernization Act (FSMA), food companies must train a Preventive Controls Qualified Individual (PCQI) to develop a food safety plan for its manufacturing facilities. The Food Institute will hold a two-

day course developed by the Food Safety Preventive Controls Alliance (FSPCA) to help companies meet the requirements for a PCQI and achieve compliance. The course will use the standardized curriculum that is recognized by FDA. Participants successfully completing the course will receive their official FSPCA Preventive Controls Qualified Individual certificates which are administered by the Association of Food and Drug Officials (AFDO) and the International Food Protection Training Institute (IFPTI). The course is intense and designed for participants who have a background in food safety in the food industry. Understanding the principals of HACCP is beneficial. [Click here for more information and to register!](#)



## AMSA Career Center

### [New Job Postings:](#)

- Food Scientists ~ Cargill
- Research & Development Specialist ~ Sadler's Smokehouse
- Chemist ~ Viscofan USA
- National Program Leader for Animal Food Production ~ USDA, ARS
- Head, Department of Animal Science ~ University of Nebraska
- Assistant Professor of Food Science ~ Texas Tech University
- Human Resources Director/Vice President ~ Food Safety Net Services
- Extension Program Specialist ~ Iowa State University
- Auditor ~ Food Safety Net Services
- Meat Processing Technical Specialist ~ Hendrix Genetics

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

## Upcoming Conferences

**Texas A&M University AMSA PORK 101:** Will be held June 1-3 in College Station, Texas. PORK 101 is hosted by AMSA in cooperation with the National Pork Board and is sponsored by Elanco Animal Health and Merck Animal Health. Registration for AMSA and other partnering organizations is \$800. Non-member registration is \$950. For more information or questions regarding PORK 101 please visit: [www.pork101.org](http://www.pork101.org) or contact [Deidrea Mabry](#).

**2016 Petfood Forum and Petfood Innovation Workshop, April 18-20, 2016 in Kansas City, Missouri:** This workshop will focus on these trends, using a one-of-a-kind hands-on format to help participants understand and work through the functionality, sustainability, and safety challenges in creating high-meat and novel protein pet food products.



AMSA members-only receive a 15% discount promo code which will work for both individual and group attendee registration starting on February 1, 2016. During the registration process, registrants please enter code: AMSAPET. For more information and to register for the workshop please go [online!](#)

**Registration is now open for the Center of the Plate (COP) Training® June 14-16:** This is a three-day course covering the fundamentals of meat specifications. Attendees will be offered an in-depth, first-hand look at the processes involved in converting carcasses to meat cuts commonly available in retail and foodservice establishments.

**Presenters include:**

- Steve Olson, former Meat Marketing Specialist at USDA's Agricultural Marketing Service (AMS)
- Davey Griffin, Ph.D., Professor and Extension Meat Specialist at Texas A&M University
- Richard Lawson, National Poultry Supervisor at USDA's AMS;
- Representatives from producer group organizations.

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. 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. [Click here for registration and additional information.](#)

---

## 2016 AMSA Calendar of Events

**April 13-16 - Meat Animal Evaluation Contest** - University of Nebraska - Lincoln, NE

**April 18-20 - Petfood Forum and Petfood Innovation Workshop** - Kansas City, MO

**June 1-3 - PORK 101** - Texas A&M University - College State, TX - **SOLD OUT**

**June 14-16 - Center of the Plate (COP) Training®** - Texas A&M University

**June 19-22 - AMSA 69th RMC** - Angelo State University - San Angelo, Texas

**October 24-26 - PORK 101** - Iowa State University, Ames, IA - **SOLD OUT**

## Reciprocal Meat Conference 2016-2020

**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

**August 2-7, 2020 – RMC and ICoMST** - Disney Coronado Springs Resort in Lake Buena Vista, Florida, USA

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

August 14-19, 2016 – Bangkok, Thailand

2017 – Cork, Ireland

2018 – Australia

2019 – Germany

August 2-7, 2020 – Disney Coronado Springs Resort in Lake Buena Vista, Florida, USA (joint meeting with the Reciprocal Meat Conference)

**201 W Springfield Ave | Suite 1202 | Champaign, IL 61820 | 800-517-AMSA | 217-356-5370**

To ensure delivery of AMSA eNews, please add 'dmabry@meatscience.org' to your email address book or Safe Sender List. If you are still having problems receiving our communications, see our [white-listing page](#) for more details.

To safely unsubscribe, [click here](#).