

The Business of Meat

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Build your confidence in the business side of the meat industry.

The Business of Meat is a practical, interactive online course designed to help professionals better understand how the meat industry works. Whether you are new to the industry, moving into a new role, or looking to broaden your knowledge, the course connects meat industry terminology, markets, finance, yields, leadership and planning to everyday business decisions.

Why Take This Course?

- **Build business confidence** - Strengthen your understanding of how the meat industry works.
- **Learn the language** - Become more comfortable with key meat and business terminology.
- **Understand the numbers** - Better understand yields, markets, finance and business performance.
- **See the big picture** - Connect products, markets, decisions and profitability.
- **Apply it right away** - Practical knowledge for onboarding, cross-training and professional development.

What You Will Learn

- The unique aspects of doing business in the meat industry
- Meat industry and general business terminology
- How to interpret standard business reports
- Basic meat concepts, products and yields
- Markets, finance, planning and profit drivers
- Leadership and personal responsibility for business success

Who Should Take It?

Ideal for professionals new to the meat industry or a new role, supplier partners, sales and marketing teams, business and operations professionals, and students seeking a stronger non-technical understanding of the industry.

Course at a Glance

5 Modules

100% Online

Self-Paced

Certificate of Completion

Time to Complete: 2 – 2.5 hours

Pricing: \$30 member | \$45 nonmember | \$10 student | +\$10 certificate

Five complimentary seats are included for each Sustaining Partner above Gold at launch.

Group pricing rates begin at 10 seats, regardless of partner status.

Questions? For questions, contact AMSA at information@meatscience.org.