



**For Immediate Release**

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## **The Meat Institute and the American Meat Science Association Announces New Partnership for the Meat Buyer's Guide**

[Kearney, MO, November 18, 2024] - The American Meat Science Association (AMSA) and the Meat Institute today announced a partnership to manage the popular **Meat Buyer's Guide (MBG)** with editions to publish in 2024 and 2025.

This agreement will ensure the continuity and future development of an essential industry resource. The phased upgrade of the Meat Buyer's Guide is set to begin with an initial print run in December 2024, followed by a comprehensive update and re-release scheduled for 2025.

The MBG, first published in 1961, summarizes the USDA's Institutional Meat Purchase Specifications (IMPS) with supplementary photos, product descriptions, and information vital for industry communication. Widely used across the U.S. and internationally, the MBG serves federal, state, and local government agencies, food service providers, processors, exporters, universities, and industry associations.

"We are thrilled to integrate the Meat Buyer's Guide into AMSA's growing product offerings," said CEO, Collette Kaster. "This partnership allows us to continue providing technical resources to the industry while ensuring the guide remains a cornerstone of meat product communication and procurement."

"The Meat Institute has long recognized the importance of the Buyer's Guide to the industry," said Julie Anna Potts, President and CEO of the Meat Institute. "We are glad to partner with AMSA and benefit from their expertise as we renew and preserve this resource for our members, students and customers."

The initial print run of **Edition 9** will be available in **December 2024**. In 2025 a fully updated version will be available that will be fully aligned with IMPS and URMIS and new photos, plus updated technical information. We anticipate **Edition 10** will be available in **Q4, 2025**. AMSA will maintain inventory, with fulfillment through designated partners or in-house solutions.

### **For Orders and Inquiries**

To place pre-orders for the new edition or learn more about the phased updates, please contact:

302 S. Platte Clay Way · Kearney, MO 64060 USA

1 (800) 517-AMSA · [information@meatscience.org](mailto:information@meatscience.org) · [www.meatscience.org](http://www.meatscience.org)



### **American Meat Science Association**

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### **About AMSA:**

The American Meat Science Association (AMSA) is a leading professional organization dedicated to advancing the science of meat. With a focus on education, research, and collaboration, AMSA serves as a vital resource for industry professionals, academics, and students worldwide.

### **About the Meat Institute**

The Meat Institute represents the full community of people and companies who make the majority of meat American families rely on every day. The Meat Institute's hands-on regulatory and technical expertise, proactive advocacy, unique convening power, collaboration within and beyond animal agriculture, and sector-leading continuous improvement initiatives drive relationships and resources that ensure meat continues to be a vital, trusted pillar of healthy diets and thriving communities for generations to come. To learn more, visit: [MeatInstitute.org](http://MeatInstitute.org).

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