



## ***This week's issue of AMSA eNews features***

- AMSA Announces Wednesday Featured Speaker
- AMSA 2015 Internship Opportunities – Applications Due March 2nd!
- 2015 AMSA Student Leadership Conference and Scholarship Opportunity
- New Video Challenges Myth About Water Use in Beef Production
- Upcoming Webinar and Meetings
- AMSA Member News – Don Naumann will be greatly missed; Betsy Booren Appointed NAMI Foundation President and Youling Xiong Awarded Bertebos Prize
- Check out the AMSA Meat Science Career Center to see the current openings!

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!

## **AMSA 68th RMC Featured Wednesday Speaker Announced**

AMSA is pleased to announce that Ronnie Green, Ph.D., with the University of Nebraska-Lincoln will be the featured Wednesday speaker at the AMSA 68th Reciprocal Meat Conference (RMC) this June. Dr. Green, a marketing and advertising expert, is considered one of the nation's top experts in multicultural marketing and consumer trends.

Dr. Green's presentation will focus on "Growing a Healthy Future: Perspectives on the Livestock and Meat Industries". The 35-year period ahead offers huge opportunities and challenges in sustainably meeting the nutritional and health demands of a growing global population which will be increasingly urbanized, live higher on the socioeconomic scale, and include a considerably larger number of consumers of animal protein. Current global rates of increase in total factor productivity are lagging what will be required to meet



### **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  
Zoetis

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

Hormel Foods, Inc.  
Merck Animal Health  
National Pork Board  
Tyson Foods, Inc.

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

ADM  
ConAgra Foods  
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Iowa State University  
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JBS, USA  
Johnsonville Sausage Company

these needs, pointing to the critical need for increased investments in science and technology in the agriculture and food sector, following a recent and the current time of declining investment, particularly in the animal and meat sciences. Additionally, significant challenges exist in the developed world from various social-elitism based agendas seeking to influence policy that ultimately will alter our ability to meet the needs ahead sustainably and successfully. Dr. Green will lead RMC attendees in a discussion outlining those opportunities and challenges, defining the underlying premises of them, and suggesting a course forward that will positively lead to growing a healthy future for the 2050 world ahead.

Dr. Green was appointed as the Harlan Vice Chancellor of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln in July 2010. In this role, he also jointly serves as the Vice President for Agriculture and Natural Resources of the University of Nebraska system.

Green was raised on a mixed beef, dairy, and cropping farm in southwestern Virginia. He received B.S. and M.S. degrees in animal science from Virginia Tech and Colorado State University, respectively. His Ph.D. program was completed jointly at the University of Nebraska and the USDA-ARS U.S. Meat Animal Research Center in animal breeding and genetics in 1988.

Ronnie has served on the animal science faculties of Texas Tech University and Colorado State University, and as the national program leader for animal production research for the USDA's Agricultural Research Service and executive secretary of the White House's interagency working group on animal genomics within the National Science and Technology Council where he was one of the principal leaders in the international bovine, porcine, and ovine genome sequencing projects. Prior to returning to NU, Green served as senior global director of technical services for Pfizer Animal Health's animal genomics business.

Dr. Green has published 130 refereed publications and abstracts, 9 book chapters, and 56 invited symposia papers; and has delivered invited presentations in 43 U.S. states and 21 countries around the world. He is a past-president of both the American Society of Animal Science (ASAS) and the National Block and Bridle Club, and has served in a number of leadership positions for the U.S. Beef Improvement Federation, National Cattlemen's Beef Association, National Pork Board, and the National Research Council. He was named a fellow of ASAS in 2014.

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

## **AMSA Announces 2015 Internship Opportunities**

### *2015 Scientific Writing Internship*

AMSA is currently seeking three students that meet our qualifications (see below) to each complete a 30 day internship. **The deadline for applications is March 2, 2015.** The student will gain insights, skills and experience in online communication in the context of scientific education and outreach. The student will be expected to design several communications projects during the 30 day internship, hours will be determined upon internship

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

#### ***Bronze Sustaining Partners:***

Certified Angus Beef  
ICL Food Specialties  
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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**

- *Melvin "Hunter" Hunt (supports student travel to international meetings)*
- *Robert G. Kauffman (support meat science student development)*
- *William Moody (supports meat science students)*
- *Robert Rust*

acceptance. All work will be evaluated by AMSA staff and volunteer leadership with continuous feedback provided.

Position: Scientific Writing Internship

Location: Remote,

Time Period: March 15-April 15; April 15-May 15; May 15-June 15

Scholarship: \$600

#### **Intern General Responsibilities:**

- Student will assist the AMSA Director of Communication in maintaining the AMSA consumer website, generating and posting content daily.
- Student will engage in social media to promote the AMSA consumer website.
- Student will assist in generating fact sheets and articles at the guidance of the AMSA staff and Scientific Information committee.

Apply online at: <http://careers.meatscience.org/>.

#### **Communication and Technical Writing Internship**

AMSA is currently seeking two students that meet our qualifications (see below). **The deadline for applications is March 2, 2015.** Communication Interns will assist the AMSA Director of Communications in promoting AMSA through traditional media outlets, social media, and at the annual Reciprocal Meat Conference. RMC related tasks include assisting in their coordination, attending, and assisting in photography, videography and social media duties once on site. Other tasks include drafting internal news stories, scientific white papers, fact sheets and other web related projects as they arise.

Position: Communication and Technical Writing Intern

Location: Remote, intern will attend the 2015 RMC in Lincoln, NE June 12-17, 2015

Time Period: May –August, 2015

#### **Intern General Responsibilities:**

- Students will be assigned to help many different AMSA staff members with a variety of meetings and events at the RMC. AMSA staff members will direct the student in specific duties at meetings and events.
- Students should be prepared for a wide range of responsibilities, including distribution of handouts, copying materials, overseeing committee meetings, setting up the student silent auction, setting up career fair booths and other general duties as required.
- Students will assist with meeting the needs of attendees with the help of AMSA staff members. One of AMSA's goals is to ensure the comfort of attendees at the RMC.
- Students will assist in capturing and producing videos for the AMSA video podcast series
- Student will assist with meeting the needs of attendees with the help of AMSA staff members. One of AMSA's goals is to ensure the comfort of attendees at the RMC.
- This AMSA internship will provide an excellent opportunity to network with people throughout the meat industry.

Apply online at: <http://careers.meatscience.org/>.

*(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)*

## Student Membership Update

### *2015 AMSA Student Leadership Conference and Scholarship Opportunity*

*Article written by Ashley Collins, Midwest Region Director, Kansas State University*

Now is the time to register for this year's SLC! This year we are offering three industry tour options for Friday morning, March 13, including: Cryovac and a Tyson poultry processing plant. Tyson's food technologists and chefs will then be sharing their knowledge in a workshop that afternoon to help students prepare for an Iron Chef competition the following morning. After the contest, the focus of the conference will turn towards becoming a professional where we will bring in Dale Carnegie training and concentrate on two main modules: handling mistakes and communicating to lead. This training will be sure to impress industry professionals and provide you with a competitive lead on internship and career opportunities!

Plan to join us Friday morning, March 13, for industry tours and all afternoon on Friday for the Tyson R & D workshop. Then on Saturday, March 14 for the Iron Chef brunch contest as well as Dale Carnegie Training. Tyson will also be providing a dinner at 6 p.m. on Saturday to those that want to stay Saturday night. The conference will be held in Springdale, Arkansas at the Tyson Discovery Center. A room block is available at Aloft hotel in Rogers, AR.

[Click here to register now to secure your spot at SLC!](#)

The AMSA Student Board is excited to announce that we will be awarding two undergraduate and two graduate students each a \$500 travel scholarship to attend the 2015 SLC. Applications for the Student Leadership Conference must be submitted no later than February 23rd. [Click here for more information and to apply!](#)

Watch eNews for more details. Don't miss out on this great networking experience. See you in Springdale!

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## New Video Challenges Myth About Water Use in Beef Production

The **newest video** in the Meat Mythcrusher series addresses one of the most commonly seen myths in the media: how much water it takes to produce a pound of beef. While one often cited statistic suggested it could take as much as 2,400 gallons of water, sustainability researcher Jude Capper, Ph.D., explains that the real data shows the amount is much smaller, it requires 441 gallons to make a pound of boneless beef – a fraction of what is often claimed and far less than many other popular consumer products.

"While higher numbers cited may have been accurate 30 to 40 years ago," Capper says, "the modern beef industry is so efficient in the way it feeds, breeds and cares for the animals that it is able to use far fewer resources today than ever before."

Capper notes that many common items take significantly more water to produce including cotton t-shirts which take more than 700 gallons of water to produce or a car which can take 39,000 gallons to produce. Capper says consumers who want to buy the

most sustainable beef should focus on corn finished as opposed to grass finished beef.

The Meat MythCrusher video series is produced by the AMSA and the North American Meat Institute and seeks to bust some of the most common myths surrounding meat and poultry production and processing.

The series is now in its fifth year and the new video is the 41st 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/>.

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## AMSA Educational Webinar ~ Ingredient Impact on Meat Safety

Wednesday, February 25  
11:30 am – 12:30 pm CDT

**Overview:** Antimicrobial agents have long been researched for their effectiveness to kill or inhibit growth of microorganisms in and on food products. The ultimate objective is to increase food safety for the consumer, as well as to enhance the overall shelf life of food products. Join us as Steve Campano discusses the different antimicrobials used in processed meats and the impact they have on meat safety.



**Speaker:** Stephen Campano, Executive Vice President Hawkins, Inc., received his Bachelors of Science degree in Animal Science from the University of Connecticut in 1978. After receiving his degree he accepted an assistantship through the University of Connecticut to conduct research at the U.S.D.A. Meat Science Research Laboratory in Beltsville, Maryland, under the direction of Dr. Anthony Kotula. After completing his research, Dr. Campano returned to the University of Connecticut, where he coached the meat judging team, managed the meat laboratory and eventually fulfilled his degree requirements under Dr. Kinsman, receiving his Master of Science in 1981. Later in 1981, he ventured off to Europe to gain experience working with the Federal Veterinary Office in Berne, Switzerland, and subsequently in the Herbert Ospelt Fleisch- and Wurstwarenfabrik in Vaduz, Liechtenstein, where he learned the traditional art of European-style sausage making. Through his career Steve Campano has visited and consulted with processed meat companies in more than 30 countries.

**Registration:** 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 link:  
<https://attendee.gotowebinar.com/register/6296895760177226753>.

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 Meetings

**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 visit:

<http://www.meatscience.org/events-education/pork-101> or contact Deidrea Mabry.

### **AMSA Student Membership 2015 Leadership Conference**

**March 13-14.** The 2015 SLC conference will be held in Springdale, Arkansas at the Tyson Discovery Center. We will bring in Dale Carnegie training and concentrate on two main modules: handling mistakes and communicating to lead. In addition, Tyson R&D professionals will be sharing their knowledge in a workshop on Friday where students will then be able to utilize this information in an Iron Chef style event Saturday morning. This training will be sure to impress industry professionals and provide you with a competitive lead on internship and career opportunities! Registration is open and closes February 28th. [Click here to register for the 2015 SLC!](#)

**2015 Beef Industry Safety Summit March 3-5.** The Beef Industry Safety Summit brings industry leaders and safety professionals together from all sectors of the beef chain. Registration for the 2015 event is NOW OPEN. The Summit will be held in Dallas, TX at the Hyatt Regency DFW. You must book your room by February 11, 2015 to receive a discounted rate. Click on the following links for [REGISTRATION](#) and [HOTEL](#) home reservations. For general event information, [click here](#).

**International Livestock Congress Set for March 4-5.** The 2015 International Livestock Congress - USA will bring together an elite group of livestock and meat industry international leaders to discuss a variety of proactive strategies that address the ever-changing beef industry. The ILC-USA will be held March 4-5, 2015, at the Houston Livestock Show and Rodeo in Houston, Texas. All segments of the beef industry, both domestic and international, should plan on attending. The ILC in Houston will offer tremendous opportunity to interface with industry and government leaders worldwide, said Russell Cross, Ph.D, ISEF board member. Cost to attend is \$150. Student registration is \$50. Register online at <https://agriliferegister.tamu.edu/ILC>. A complete schedule of events can be found online at <http://www.theisef.com>.

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## AMSA Member News

***Don Naumann (1923-2015) will be greatly missed.***

H. Donald "Don" Naumann, 91, of Columbia, MO passed away on Thursday, February 5, 2015. Dr. Naumann received his B.S., M.S., and Ph.D. from the University of Missouri. He served on the faculty of the University of Missouri from 1950 to 1986 and as Department Head of Food Science and Nutrition from 1975 to 1981. Dr. Naumann received the American Meat Science Association Signal Service Award in 1990. His broad research interests included studying meat color and tenderness, carcass characteristics, and causes of dark-cutting beef but his knowledge of further processing was especially prized by students and processors. Dr. Naumann was highly sought out to judge processed meat product shows and country cured ham competitions in his retirement. He remained active in the Missouri Association of Meat Processors during retirement.

In 1945 Dr. Naumann married Geraldine "Jerry" Coleman who survives. Other surviving family members include son Richard (Mary), daughter Donna (Marvin) Pyron, six grandchildren, and 16 great-grandchildren. A full obituary can be seen at:

[http://www.columbiatribune.com/obituaries/don-naumann/article\\_57523b97-6929-568d-9cec-15da2260dee9.html](http://www.columbiatribune.com/obituaries/don-naumann/article_57523b97-6929-568d-9cec-15da2260dee9.html).

***Congratulations to Dr. Betsy Booren NAMI Foundation President***

In January 2015, Dr. Booren was named as the president of North American Meat Institute Foundation overseeing the research and technical functions of the Institute's Foundation. Booren currently sits on the USDA's National Advisory Committee on Meat and Poultry Inspection. Dr. Betsy Booren serves as North American Meat Institute's vice president of scientific affairs, previously serving in the same role at the American Meat Institute, which she joined in January 2009. Booren's responsibilities include responding to the technical and scientific needs of the Institute's members and coordinating the scientific efforts to support other Institute initiatives. She is also the staff liaison to the NAMI Scientific Affairs Committee. She is an active member of the American Meat Science Association, International Association for Food Protection, Institute of Food Technologists and the American Society for Nutrition. Booren received her Ph.D. in food science and technology from Texas A&M University, M.S. in animal science from the University of Nebraska, and a B.S. in food science from Michigan State University.

***Youling Xiong Returns from Receiving His Prestigious Award***

Referred to by Swedish scientists as the "Nobel Prize of Agriculture," the Bertebos Prize is a pretty big deal. Youling Xiong, an animal and food sciences professor for the University of Kentucky College of Agriculture, Food and Environment, recently returned from Sweden, where he accepted the prestigious award from the Royal Swedish Academy of Agriculture and Forestry. The academy's award, given every two years, recognizes renowned scientists worldwide who have made remarkable contributions and achievements in food sciences. With its support of science and practical experience and in the interest of society, the goal of the Royal Swedish Academy of Agriculture and Forestry is to promote agriculture and forestry and associated activities. This year they

invited nomination of candidates leading prominent research on food additives – both technological and health and nutritional benefits. Candidates must have conducted outstanding research in food science and technology, toxicology or medicine. Swedish scientist Kerstin Lundström nominated Xiong for the honor. [Click here for the full article!](#)

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## **AMSA Meat Science Career Center**

### **Current Job Postings:**

- AMSA Scientific Writing Internship ~ American Meat Science Association
- AMSA Communication and Technical Writing Internship ~ American Meat Science Association
- Ph.D. Graduate Teaching Research Assistantship ~ Purdue University
- Food Safety Manager ~ Land O'Frost
- Food Safety Analyst ~ Smithfield Farmland
- Slaughter Food Safety Scientists ~ Cargill
- Quality Control ~ Ohio Farms Packing
- Manager of Research and Development ~ Sadler's Smokehouse
- Quality Assurance Supervisor – 1st and 2nd Shift ~ Sadler's Smokehouse
- Quality Assurance Manager ~ Sadler's Smokehouse
- Regulatory and Specification Manager ~ Cargill
- Outreach Specialist (Meat Science) ~ University of Wisconsin
- Food Safety, Quality and Regulatory Manager ~ Cargill
- Sanitation Supervisor ~ Kraft Foods/Oscar Mayer
- Industry Director Meat North America ~ Corbion



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](mailto:dmabry@meatscience.org).

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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**

**February 21 - Iowa State University Meat Judging Contest**

**Iowa State University** - Ames, IA

**February 25 - AMSA Educational Webinar ~ Ingredient Impact on Meat Safety**

**March 3-5 - Beef Safety Summit** - Dallas, TX

**March 4-5 - International Livestock Congress-USA** – Houston, TX

**March 7 - HLSR Intercollegiate Meat Judging Contest** - Houston, TX

**March 29 - April 1 - Meat Animal Evaluation Contest**

**Oklahoma State University** - Stillwater, OK

**May 15-16 - North Carolina State BBQ Camp** - Raleigh, NC

**May 19 - 21 - AMSA PORK 101 - Texas A&M University** - College Station, TX

**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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