



This week's issue of AMSA eNews features

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- AMSA Urges Secretaries to Reconsider Inconsistencies in the DGAC Report
- AMSA Students Gain Experience in Communication Techniques and Product Development at the 2015 Leadership Conference
- Student Scholarship Opportunities and Student Board Nominations are Due
- Upcoming Meetings and AMSA Webinars
- 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 Update

Implications of Growing Social Interest in How Meat is Produced in the U.S.

AMSA is pleased to announce that, Drs. Ted Schroeder, Gary Smith, and Eric Berg, will be the featured speakers in the AMSA 68th Reciprocal Meat Conference (RMC) Implications of Growing Social Interest in How Meat is Produced in the U.S. symposium, on Monday, June 15. This session is designed to elevate awareness and initiate focused discussion on how RMC attendees can most effectively understand and respond to growing public interest in how meat is produced, processed, and marketed within the U.S.



Economic Implications of Growing Social Interest in How Meat is Produced in the U.S.:

Amazing strides have been made in increasing production efficiency and providing low cost food products to consumers. However, this does not always fully align with all consumer preferences. In an affluent society, with low cost food, consumers develop perceptions and preferences regarding food products that can create

conflict and uncertainty. Contested social issues, food labeling, and food regulation debates result. Policy tends to mimic public sentiment in a crude and imperfect way. However, policies must be made with consistent careful assessment of economic and social consequences. Join us as Ted Schroeder, Ph.D., Professor from Kansas State University discusses what this means for the U.S. meat industry and the

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:

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Hormel Foods, Inc.
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National Pork Board
Tyson Foods, Inc.

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Hawkins Food Ingredients Group
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Kraft Foods Inc./Oscar Mayer

JBS, USA
Johnsonville Sausage Company
Kemin Food Technologies
Sealed Air's Cryovac® brand
Texas Tech University
International Center for Food

challenge that these different supply chains might face.

Pre-Harvest (Animal Production) Implications Of Growing Social Interest in How Meat Is Produced in the U.S.:

Gary Smith, Ph.D., visiting Professor at Texas A&M University and Colorado State University will discuss with attendees the growing U.S. and global public interest in where, how, and by whom animals that ultimately yield or generate meat, poultry, eggs and/or milk are raised and sustained during their productive lives. Historically, farmers/ranchers raised or produced whichever meat-animals they had, under whatever circumstances they could control, and sold them to largely non-discriminating buyers. Now, producers must make decisions regarding which, if any, of current prevalent desires among potential customers/consumers is a whim, a fad or a likely-to-continue trend side from how much of such a product should be offered.



Post Harvest (Meat Science) Implications of Growing Social Interest in How Meat is Produced in the U.S.:

There is a growing separation in knowledge between modern agriculture producers and food consumers. Part of this separation is driven from the fact that most food consumers in the U.S. do not live in rural areas or have an agricultural background. With the American population

moving farther away from agriculture, basic agriculture knowledge is now lacking for most Americans. As major issues affecting production agriculture and future sustainability becomes mainstream topics of discussion, it is important that consumers know the role agriculture has in their everyday lives. Dr. Eric Berg, Professor at North Dakota State University will present tips for engaging consumers (aka foodies) in conversation about modern meat production, processing, consumption, and nutritional value. He will draw upon data collected from over 6,500 attendees of the NDSU BBQ Boot Camp.

For more information regarding the AMSA 68th RMC please visit: <http://www.meatscience.org/rmc> or contact Deidrea Mabry 1-800-517-AMSA ext. 12.

RMC Deadlines Approaching

The abstract, technical summaries and undergraduate research competition deadlines for the AMSA 68th RMC 2015 is midnight, CDT, March 31, 2015!

This is your opportunity to showcase your research, get recognized by your peers and attend the AMSA 68th RMC in Lincoln, Neb. June 14-17, 2015!



Complete guidelines for abstract/technical

Industry Excellence

Bronze Sustaining Partners:

Certified Angus Beef
ICL Food Specialties
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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 (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*

summaries submission, poster preparation and the Graduate and Undergraduate Student Research Competition is located [online!](#)

The deadline for submitting your abstract is no later than 11:59 pm, Central Time, on March 31, 2015. To submit your RMC abstract [click here!](#)

AMSA Urges Secretaries to Reconsider Inconsistencies in the DGAC Report

The Departments of Health and Human Services (HHS) and U.S. Department of Agriculture (USDA) Agriculture hosted a meeting for public comments in Bethesda, Maryland regarding the Dietary Guidelines Advisory Committee's (DGAC) report released on February 16th. This report shows the lack of knowledge in regards to animal protein in general and its unique food source for beneficial amino-acid nutrients. The American Meat Science Association (AMSA) and others hope that the committee will review these inconsistencies before releasing the "2015 Dietary Guidelines for Americans" as these guidelines provide the scientific basis for the government to speak in a consistent and uniform manner.



AMSA member Eric Berg, Professor at North Dakota State University, represented AMSA at the public meeting and provided oral testimony and discussed that protein, a vital nutrient, did not receive adequate consideration by the DGAC. In particular, protein quality is increasingly becoming an important nutrition topic. Eric pointed out specifically that "foods of animal origin (including red and processed meats) are the only complete single source of all 9 indispensable amino acids. In order to avoid deficiencies of indispensable amino acids in a plant based diet, different plant-based foods must be combined. For example, beans, high in lysine would combine well with corn (or other whole grains) that are deficient in lysine and high in sulfur amino acids."

"The proposed dietary recommendations skew intake toward incomplete sources of indispensable amino acids" said Berg. Eating a whole grain bagel is considered the "healthy alternative" and for many, it counts as a meal, but whole cereal grains only contain approximately 41% of the necessary indispensable amino acids. The majority of intake throughout the day is skewed away from complete sources of amino acids and unintentionally leads to over-consumption of carbohydrate calories.

Please visit <http://videocast.nih.gov/summary.asp?Live=15845&bhcp=1> to watch the full recording from the oral comments presented on March 24th, Eric Berg's presentation

- 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)

starts around 1:32:42.

[Click here to read more!](#)

AMSA Students Gain Experience in Communication Techniques and Product Development at the 2015 Leadership Conference

Are you interested in how product formulation and development happens in our industry? Do you ever walk through the grocery store or watch television ads and wonder how those products made it in to the retail markets? Well, 83 students from 13 universities found the answers to these questions at the 2015 AMSA Student

Leadership Conference in Springdale, AR March 13th and 14th. This two-day conference was sponsored by Tyson Foods, Inc., AMSA Student Membership, AMSA Educational Foundation, American Society of Animal Science, and Merck Animal Health. "This is a great opportunity to help students become familiar with the research and development roles within Tyson Foods as well as careers throughout the industry" Macc Rigdon, AMSA Student Board, University of Georgia.



Traveling from all over the United States, students began the leadership conference with tours of the Tyson Poultry Processing Facility and the Cryovac Sealed Air plant. Students were taken through both plants and given a behind the scenes look at the day to day operations of both facilities. Many of the students attending the tours shared with other students and their tour guides that this was their first time in either a poultry processing facility or a packing plant. After a morning of tours, the students headed over to the Tyson Discovery Center for the remainder of the day.

Students were divided into 10 teams and given the tasks to generate a brunch entrée utilizing protein and bakery items provided by Tyson Foods. Each team was assigned a Tyson Team Member to assist them in developing a theme, identifying ingredients that would work well together, understanding the importance of plating, utilizing white space on a plate and the concept behind a hero plate to be submitted for the judging process. Students were given four hours on Friday to discuss the concept and generate a plan with their fellow team members before their evening of fellowship and bowling. The Student Leadership Conference is not only a great opportunity for students to come together and learn more about the industry but it also gives students the opportunity to engage and network with their peers as they prepare for their careers in the industry.

"The real value of the Student Leadership Conference for the

students is just being able to get together and hone their leadership skills and abilities, this is such a great opportunity for them to interact and network with each other during the conference,” stated Amy Steward, Tyson Foods, Inc.

[Click here to read more and see who won the Product Development competition!](#)



The 2015 SLC was a tremendous success thanks to the help from the AMAS student board, all the volunteers at Tyson Foods who dedicated countless hours preparing for and facilitating the conference and to our amazing sponsors whose generous support is greatly appreciated.

Student Scholarship Opportunities and Updates

RMC Undergraduate Scholarship Application Deadline Extended

There is still an opportunity to apply for the RMC Travel scholarship. There is one undergraduate award still available. Interested applicants should apply by April 1st to be considered. More information can be [found here](#).

AMSA Undergraduate Student Research Poster Competition Extended

In an effort to help encourage and engage AMSA students in advancing the well-being of the meat industry through research, we are excited to announce that the Ann Hollingsworth and Dale Huffman AMSA Educational Foundation Mentor Recognitions will be sponsoring three scholarships in the amount of \$1000, \$750 and \$500 for the AMSA Undergraduate Research Competition at the 2015 RMC in Lincoln, NE.

The purpose of the AMSA Undergraduate Student Research Competition is to encourage students to engage in high quality, sound and pertinent meat and poultry research; gain experience in presentation of scientific papers; demonstrate poise and mental agility before their peers; and develop skills in effective communication for dissemination of research information.

Participants must hold membership in the American Meat Science Association at time of entry (March 31). Only two students from one university may enter the Undergraduate competition. For more information regarding poster guidelines please visit the [AMSA website](#). So make sure you submit your intent no later than March 31, 2015, to [Deidrea Mabry](#).

Nominations for the 2015-16 AMSA Student Membership Board of Directors are Due March 27th!

The AMSA Student Board of Directors is a great way to share your passion for meat science with others while networking and becoming more involved in the AMSA. We encourage any student member looking to become more involved in AMSA to run for the Student Board of Directors. In order to run for the AMSA Student Board of Directors you must submit a cover letter, resume, and answer two short essay questions.

Application materials must be submitted online by March 27th. Additional information on the AMSA Student Board of Directors election process can be found [online](#). We hope to see your application on March 27th!

Meetings and Webinars

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 go [online](#) or contact [Deidrea Mabry](#).

Using Sensory Panels and Instrumentation to Evaluate Cooked Meat Flavor and Tenderness – Review of the New Guidelines - Monday, March 30th from 11:30 AM – 12:30 PM CDT: In 1978, the American Meat Science Association (AMSA) first published Guidelines for cookery and sensory evaluation of meat (AMSA, 1978). During the next 17 years, these AMSA "Guidelines" were very useful to both AMSA members and nonmembers involved in meat cookery/sensory evaluation. Interpretation of published reports was much easier when the AMSA Guidelines were used to guide the research. Research that utilized the AMSA Guidelines has greatly assisted in determining key factors responsible for differences in sensory, instrumental texture, and cooking properties of meat. In addition, the AMSA Guidelines provided greater consistency in multi-institutional projects. Much of the information in the previous version of the Guidelines is applicable today; however, much has changed. AMSA will be releasing a new version that is more comprehensive, as much additional and updated information are provided in this revision, so join us as Rhonda Miller and Linda Papadopoulos discuss some of recent changes to the Sensory Guidelines. [Register today](#).

USDA STEC CAP Update: Project Summary and Progress Toward Controlling Shiga Toxin-Producing *E. coli* in the Beef System Using Interventions - May 13 from 11:30 AM

- 12:30 PM CDT: The USDA NIFA funded Coordinated Agricultural Project grant to understand and control Shiga toxin-producing *E. coli* throughout the beef continuum (STEC CAP) is now beginning Year 4 of the 5-year total effort involving 52 lead scientists from 16 institutions and agencies. A brief summary of the overall project goals and an update of selected accomplishments to date will be provided. A more detailed accounting of STEC CAP research on the use of antimicrobial intervention technologies during beef processing will be highlighted and consumer-level studies by STEC CAP researchers on beef safety will be included. Webinar participants will be able to pose questions to multiple STEC CAP researchers regarding current and future research, education and outreach activities. [Register today.](#)

Registration is complimentary but you must first register by clicking on the enrollment links above. Once you have registered you will receive an e-mail message confirming your enrollment status and information that you need to join the webinar. Please contact [Deidrea Mabry](#) for any questions you may have.

AMSA to Co-Host the Center of the Plate (COP)

Training® in June: The North American Meat Institute Foundation (NAMIF) will offer Center of the Plate (COP) Training®, a three-day course covering the fundamentals of meat specifications, June 2-4, 2015, at the Rosenthal Meat Science and Technology Center on the campus of Texas A&M University in College Station, Texas. COP Training provides an in-depth, first-hand look at the processes involved in converting carcasses to meat cuts commonly available in retail and foodservice establishments. 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. Attendees also will receive a complimentary edition of the recently updated Meat Buyer's Guide, the authoritative source on meat and poultry identification in North America. 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. To view a copy of the preliminary agenda, [click here.](#)

AMSA Meat Science Career Center ~ Current Postings:

- Labeling Coordinator ~ Smithfield Farmland
- Corporate Project Engineer ! Smithfield Farmland
- Area Sales Manager GA/FL ~ Winpak
- Technical Sales Representative, Meat Processing Ingredients ~ Food Ingredient Manufacture
- Internship Fall 2015 and Spring 2016 ~ National



Meat Industry
CareerLink

Cattlemen's Beef Association

- Post Doctoral Research Fellow (Muscle Protein) ~ The University of Melbourne, Australia
- Food Safety Analyst ~ Smithfield Farmland
- Pork Food Scientist ~ Cargill, Inc.
- Livestock Procurement Manager ~ Smithfield Farmland
- Plant Quality Assurance Supervisor ~ Farmland Foods
- Ph.D. Graduate Teaching Research Assistantship ~ Purdue University
- Quality Control ~ Ohio Farms Packing

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.

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

2015 AMSA Calendar of Events

**March 29 - April 1 - Meat Animal Evaluation Contest
Oklahoma State University - Stillwater, OK**

**March 30 - Using Sensory Panels and Instrumentation
to Evaluate Cooked Meat Flavor and Tenderness –
Review of the New Guidelines - AMSA Webinar**

**May 13 - USDA STEC CAP Update: Project Summary and
Progress Toward Controlling Shiga Toxin-Producing E.
coli in the Beef System Using Interventions -
AMSA Webinar**

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

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

**June 2-4 - Center of the Plate (COP) Training® - Texas
A&M University, College Station, TX**

**June 13 - Validation and Verification Procedures and
Guidelines Workshop - Lincoln, NE**

**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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