



This week's issue of AMSA eNews features

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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!

Texas Tech University Takes Tops Honors

Congratulations to Texas Tech University for taking top honors at the 2015 Eastern National Intercollegiate Meat Judging Contest which was held October 3rd at Cargill Regional Beef in Wyalusing, PA.

In total, 101 contestants representing 16 teams participated in the Senior division contest with Texas Tech University, coached by Bo Hutto, Dan Crownover and Dr. Mark Miller, placing first. Texas Tech's team members include: Sean Morrow, Darby Gonzales, Clay Bendele, Erin Beyer, Melani Howell, Cody Shannon, Landon French, Morgan Boyer, Michaela Pinder, Liz Burgess, Kyle Lambert, Zena Doty, Bebe Clark, Scotta Faulkenberry, Hallie Hutto, Erin Klein, and Madison Langemeier. Texas Tech was followed by Colorado State University, Texas A&M University, University of Wyoming, and Oklahoma State University.

Texas Tech University

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
Tyson Foods, Inc.
Zoetis

Gold Sustaining Partners:

Hormel Foods, Inc.
Kemin Food Technologies
Merck Animal Health
National Pork Board

Silver Sustaining Partners:

ADM
ConAgra Foods
Corbion Purac
DuPont Nutrition & Health
Hawkins Food
Ingredients Group
Iowa State University
Kraft Foods Inc./Oscar Mayer
JBS, USA
Johnsonville Sausage Company



Clay Bendele (Texas Tech University) was high individual and Eli Lindsey (University of Wyoming) was second. Hallie Hutto (Texas Tech University) won the alternates contest.

This year's committee consisted of: Dr. Tom Carr, University of Illinois Emeritus; Dr. Bucky Gwartney, USDA; Dr. Scott Howard, Cargill; Sarah Wells, Wendy's; Diana Clark, Certified Angus Beef; Jodie Pitcock, USDA; and Darrell Dowd, USDA. More results are posted [online](#).

Clay Bendele



Your time to Shine

AMSA students are doing amazing things each day at their schools and in their communities and we want others to know! The AMSA Student Board of Directors is excited to announce a new section in the AMSA eNews and on the AMSA website that will highlight student members of AMSA and their accomplishments. This student recognition section will focus on showcasing our outstanding student members that excel at their universities and in the world of meat science. Students can be nominated by their faculty advisor, industry professional, student peer, or any other AMSA member. Once the nomination form has been filled out by a nominating AMSA member, the selected nominee will be sent a link to fill out a

Sealed Air's Cryovac® brand
 Texas Tech University
 International Center for
 Food 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

questionnaire further explaining their accomplishments and involvement through AMSA and the meat science industry. To nominate a student please go [online](#) or contact [Deidrea Mabry](#) or [Bo Hutto](#).

2015-2016 Student Needs Assessment Survey

The AMSA Student Board of Directors will be meeting next month to look over the current strategic plan, sort through the 2015 RMC feedback and set goals for the AMSA student membership to complete in the coming months. But none of this can be accomplished without the help and feedback from the AMSA student membership. Each student member of AMSA should have received a survey link to the 2015-2016 Students Needs Assessment survey, if you did not please contact [Deidrea Mabry](#). This survey asks questions about all the activities that the AMSA Student Board oversees, from the different RMC activities to the student leadership conference. Your feedback is valuable and essential. ***Please complete this survey no later than 5 pm CDT October 26th.***

Sustainability Will Not Be Included in the 2015 Dietary Guidelines ~ Vilsack

With less than three months before the *2015 Dietary Guidelines for Americans* (DGAs) are expected to be finalized, AMSA continues to track and coordinate responses as needed. Early this year we sent an AMSA representative to the town meeting in Maryland to discuss the role and importance of protein in our diets. AMSA also worked closely with our members and others to submit comments and resources reiterating that the *dietary guidelines* should include meat and poultry as part of a healthy diet and that references to "sustainability" should be removed and not included in the 2015 guidelines.

In a USDA [blog](#) post, Agriculture Secretary Tom Vilsack and the federal Department of Health and Human Services Secretary Sylvia Burwell, said that the final *"2015 Guidelines are still being drafted, but because this is a matter of scope, we do not believe that the 2015 DGAs are the appropriate vehicle for this important policy conversation about sustainability."*

The [blog](#) also indicated the 2015 guidelines *"will be similar in many key respects to those of past years. Fruits and vegetables, low-fat dairy, whole grains and lean meats and other proteins, and limited amounts of saturated fats, added sugars and sodium remain the building blocks of a healthy lifestyle."*

To read the full blog [click here!](#)

New CAST Issue Paper Considers the Pros and Cons of Food Labels

According to a [new report](#) from the Council for Agricultural Science and Technology (CAST), consumers are exposed to a barrage of food labels, and the results are mixed. While some consumers gain useful information, for others the label may as well say "certified confusing." The authors of this timely issue paper provide needed clarity about the labeling controversy. They examine what is known

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 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)

regarding consumer reactions to process labels; they identify the legal framework for process labeling; and they provide policy recommendations that highlight the pros and cons of labels.

As stated in the paper, "Process labels can effectively bridge the informational gap between producers and consumers." They increase consumer choices, open new markets, and help remove harmful ingredients from the food we eat. Consumers feel more connected and more able to make informed decisions.

Problems arise when process labels are subject to consumer interpretation. Are products really "healthier, safer, and more environmentally friendly"? Opinion can override credible science, and the consequences might include increased food prices and the stunting of technological advances in agriculture.

[Click here to download the paper.](#)

AMSA Announces Video Podcast Competition

- ***Are You Tired of the Misinformation About Meat?***
- ***AMSA is hosting a Video Podcast (YouTube-like) Contest***
- ***Open to ALL AMSA members (& their kids)***

Get your cameras/phones rolling, and check out the [details of the contest](#) and [helpful tips](#) for creating a consumer-friendly, fun video to be housed on the new AMSA consumer site "The Meat We Eat." Videos must be uploaded no later than 5 pm CDT on November 30th. All video podcasts will be reviewed by the AMSA Scientific Information Committee prior to distribution online. Share your expertise in everything from how to light up a charcoal grill to transglutaminase to production practices.

Sponsorship opportunities for this contest are still available. Please contact [Deidrea Mabry](#) to inquiry about sponsorship details. Additional information regarding the competitions and a registration form are located [online](#).

AMSA Educational Webinars

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

October 13, 2015

11:30 am – 12:30 pm CDT

Overview:

The USDA NIFA funded Coordinated Agricultural Projects 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.

- *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)

Presenters:

- Dr. Rodney Moxley is a Professor in the School of Veterinary Medicine and Biomedical Sciences at the University of Nebraska-Lincoln (UNL).
- Dr. Harshavardha Thippareddi is a Professor of Poultry Science in the Department of Agriculture and Natural Resources at the University of Georgia.
- Dr. Randall K. Phebus is a Professor of Animal Sciences and Industry at Kansas State University.

Register:

Registration is complimentary but you must first register by clicking on the enrollment:

<https://attendee.gotowebinar.com/register/8853252603152623617>.

Communicating Agriculture Effectively to a Growing Population

October 27, 2015

1:00-2:00 pm CDT

Overview:

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 education about agriculture is lacking for most Americans. Major issues affecting production agriculture and future sustainability are becoming mainstream topics of discussion. It is important that consumers know the role agriculture has in their everyday lives. Dr. Berg 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.

Presenter:

Eric Berg is a Professor/Associate Head in the Department of Animal Science at North Dakota State University. Dr. Berg's current research focus involves using swine as a biomedical model for humans with regard to the role of meat in a healthy low-glycemic diet. Dr. Berg teaches Introduction to Animal Science, Research and Issues in Animal Agriculture, and Livestock Muscle Physiology in the Department of Animal Science and serves as the department's Associate Head. He is active as one of the four founding members of the NDSU BBQ Boot Camp program and is the faculty advisor for Carnivore Catering (a not-for-profit caterer managed by the Animal Sciences graduate student organization).

Register:

Registration is complimentary but you must first register by clicking on the enrollment:

<https://attendee.gotowebinar.com/register/5378926701550885121>.

Developing Countries – How U.S. Meat is Perceived in other Countries

November 18, 2015 from 11:30 am – 12:30 pm CDT

Overview:

Developing countries are vital to U.S. exports and the red meat

industries because as these countries improve economically, so does their demand for animal protein increases. Many developing countries provide demand opportunities for red meat products that result in improved product value and margin potential. Meat quality criteria, food safety and other attributes are key to these value benefits. During this webinar factors that affect red meat demand in developing countries will be discussed.

Presenter:

Paul Clayton is Senior Vice President of Export Service of the U.S. Meat Export Federation (USMEF) and administers the Export Service Programs for exporting members of the USMEF. These programs include market access solutions in foreign countries, industry relations and various member services including research, technical, and regulatory services. Mr. Clayton has over 30 years of experience in the meat industry. He received his Bachelor and Master Degrees in Animal Science from Colorado State University.

Register:

Registration is complimentary but you must first register by clicking on the enrollment:
<https://attendee.gotowebinar.com/register/5744316405200996354>.

For more information please contact Deidrea Mabry at dmabry@meatscience.org.

Upcoming Conferences

New Petfood Innovation Workshop during Kansas State's Pet Food Experience Announced October 28-30. AMSA is excited to co-sponsor The Pet Food Experience which is hosted by the Kansas State Pet Food Program Team on the university's main campus in Manhattan, Kansas, and utilizes facilities within the community. The multi-day event is a joint industry-academic venture to promote research, innovation and talent development focused on pet food and pet treat manufacturing. At these two conjoint events, attendees can expect two days of academic research presentations combined with the hands-on creation of new types of pet treats in the workshop sessions, several networking opportunities and facility tours. The Pet Food Program at Kansas State University was started in 2012 and has established degree programs, short courses, and research concerning pet food and nutrition. Kansas State University is a public teaching and research institution founded in 1863 and located in Manhattan, KS.

[Click here for more information on the workshop.](#) [Click here to register](#), AMSA members receive a 10% discount by using the code AMSA10 (enter in the ID code field during registration and click Apply Code, discount is shown on Payment page).

Take Advantage of Focused Tracks on Beef, Pork, and Poultry. AMSA is partnering with the North American Meat Institute Foundation to host the 2015 Animal Care and Handling Conference. Register today to join industry colleagues for the leading animal welfare educational opportunity for meat and poultry companies, their customers, and those involved in the production and management of livestock and meat and poultry products. In addition to general sessions covering important industry-wide issues, the conference provides specific tracks for attendees who deal with beef, pork or poultry:

- Beef: Basic & Advanced Handling, Pre-Harvest Management, Stunning and Insensibility, Mobility Scoring, and Dairy Issues
- Pork: Basic & Advanced Handling, PEDv, Sow Housing, Stunning and Insensibility, and Pig Transport
- Poultry: Handling Issues, Avian Influenza, Layer Housing, Stunning, and Poultry Genetics

[Click here to register!](#)

2016 Beef Industry Safety Summit. Save the Date: 2016 Beef Industry Safety Summit will be held March 1-3, 2016 in Austin, TX. More information to come on www.bifsc.org or www.beefresearch.org.

Registration and Housing Now Open for 2016 IPPE.

Registration and housing are now open for the 2016 International Production and Processing Expo (IPPE), the world's largest annual meat, poultry and feed industry trade show, which will be held January 26-28, 2016, at the Georgia World Congress Center in Atlanta, Georgia. More details are [online](#).

AMSA Meat Science Career Center

The American Meat Science Association knows that our greatest resource is our people, and you can remain confident that you are hiring the best educated, most talented and highly professional individuals when you tap into our pool of qualified individuals.



New Job and Internship Postings:

- Internships ~ Cargill
- WBS Quality Programs Coordinator ~ AB Washington Beef, LLC
- Quality Assurance Intern ~ AB Washington Beef, LLC
- Director of Renewable Products ~ Smithfield Farmland
- Food Safety and Quality Director ~ Nolan Ryan Beef Company
- Assistant Vice President of Science and Technology ~ National Pork Board
- Meat Sales Rep - Albuquerque, NM ~ Labatt Food Service
- Meat Sales Rep - Dallas, TX ~ Labatt Food Service
- Case Ready Food Scientist ~ Cargill
- Research and Development Intern ~ Tyson Foods
- Summer Internship Program ~ JBS and Pilgrims
- Senior Continuous Improvement Manager ~ Smithfield Farmland
- Product and Process Solution Scientist/Food Technologist ~ Marlen International, Inc.
- Plant Manager ~ Specialty Beef Processing Producer

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

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

2015-16 AMSA Calendar of Events

October 13 - AMSA Educational Webinar ~ USDA STEC CAP Update: Project Summary and Progress
October 15 - Animal Care and Handling Conference - Kansas City, MO
October 18 – American Royal Intercollegiate Meat Judging Contest sponsored by Elanco Animal Health- Nebraska Beef, Omaha, NE
October 19 - 21 - AMSA PORK 101 - Iowa State University - Ames, IA
October 20 - Advanced *Listeria monocytogenes* Intervention and Control Workshop - Kansas City, MO
October 20 - National 4-H Meat Evaluation & Identification Contest - Kansas State University, Manhattan, KS
October 28-30 - Petfood Innovation Workshop and Pet Food Experience - Kansas State University, Manhattan, KS
November 1 - Cargill Meat Solutions High Plains Intercollegiate Meat Judging Contest - Friona, TX
November 2-4 - AMSA Student Board of Directors Site Visit - San Angelo, TX
November 15 – International Intercollegiate Meat Judging Contest - Tyson Foods, Dakota City, NE
November 18 - AMSA Educational Webinar: Developing Countries – How U.S. Meat is Perceived in other Countries
January 25-27 - International Production and Processing Expo – AMSA PORK 101 - Atlanta, GA
January 17 - National Western Intercollegiate Meat Judging Contest - JBS, Greeley, CO
January 31 - Southwestern Intercollegiate Meat Judging Contest Frontier Meats - Fort Worth, TX
February 13 - Iowa State University Meat Evaluation Contest - Ames, IA
June 19-22 - AMSA 69th RMC - Angelo State University - San Angelo, Texas

Reciprocal Meat Conference 2016-2017

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

International Congress of Meat Science and Technology

August 14-19, 2016 – Bangkok, Thailand
2017 – Cork, Ireland
2018 – Australia
2019 – Germany
2020 – USA (joint meeting with the Reciprocal Meat Conference)

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