



The Pennsylvania Association of Meat Processors & Supplier Showcase is only 3 more months away and we hope you will be able to attend. Each year we look forward to seeing long time members, meeting new members and giving them a warm welcome into this great organization. It truly is a fun weekend to visit and catch up, reminisce about the past, get educated on current issues and plan for the future. We have another busy weekend packed with educational seminars and classes and also time to relax and enjoy a little time away from work. Here are a few deadlines you don't want to miss:

Hotel Rooms: Each hotel has a special rate, Code to receive that rate (you will need to use this when booking your stay) and also a release date. The release date is very important...after this date they will no longer honor the rate issued to PAMP members. If you plan to stay at the Penn Stater we encourage you to book early because they do sell out quickly.

Tour of Nicholas Meats: The tour is only able to handle 18 for each AM and PM tour. The cost is \$15.00 per person for transportation. Due to limited space and everyone arriving on time, you must plan to ride the bus to this location. No exceptions to the amount able to attend with each time slot. If possible, please email or call Renee to see if there are still times available before submitting payment. You will receive details prior to the tour, either by phone or email, if you are on the list to attend.



T-Shirts & Hoodies: We are doing T-Shirts and Hoodies again. We will have limited amounts available to purchase at the convention. To ensure we have your size, please order in advance. They will be handed out with your registration packet. "It's always the right time for Bacon"

Rate Increase: If you decided to pay your dues and registration at the convention the rate will be \$125.00 for dues and \$60.00 per person to attend the convention.

Boxed Lunches: We will offer boxed lunches again this year. All lunches will contain the same items and will be handed out to those who pre-order and have a ticket to redeem (will be in your registration packet). These lunches will be handed out during the supplier showcase, in the hallway right outside the supplier showcase. You will not be able to purchase that day...must pre order and have ticket.

Awards Dinner & Auction: Tickets must be purchased in advance. The Penn Stater requires a final count and no tickets will be sold during the convention. This is a Prime Rib Buffet and all are welcome. You will need your ticket to enter and this will also be located in your registration packet.



**Deadline to order any of these extras will be April 20th!!
For More Reminders See Page 3!!**



From Your President...

Hello members,

I hope that everyone has had a profitable holiday and, or winter season now that we are well into the new year. I am looking forward to our 79th Annual PAMP Convention and this newsletter will have plenty of information in that regard. Our website, pameatprocessors.org is also a great resource for critical convention details such as hotel reservations, convention highlights and product competition changes. Don't forget to follow PAMP on Facebook. Renee does a real nice job of posting relevant information there also.

To help get even more from your PAMP membership, bear in mind that the PAMP website and newsletter both have a Classified section that is free to Operator members. Turn your unneeded, but useful equipment into cash. It's also a great idea to remember the PAMP classifieds before purchasing equipment. Please check out our Supplier members that advertise on both the website and newsletter too. They can assist you in purchasing both new and used equipment, while supplying their product knowledge.

See you in May!

John Louderback - President



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MEAT MYTHCRUSHERS

Crushing Meat Myths One at a Time



One of the most common misconceptions in nutrition is that meats such as hot dogs, bacon, sausage and deli meats cannot be part of a healthy, balanced diet. Meat MythCrusher produced a recent video featuring Texas A&M nutrition expert Kerri Gehring, Ph.D. explaining the benefits to the diet and the many nutrients that these products deliver.

"The Dietary Guidelines for Americans say that processed meats can fit within a healthy dietary pattern, said Dr. Gehring. "They're a great source of protein, they provide iron, Vitamin B12 and all different types of nutrients that people need." Dr. Gehring also details the data highlighted by the Dietary Guidelines Advisory Committee showing that followers of the Mediterranean diet, which to many is considered the gold standard healthy diet, eat twice as much processed meat as those who follow the typical USDA food pattern. She discusses the many choices available amongst products like bacon, hot dogs and deli meats and how to find information about the ingredients used.

"All of the ingredients used will be on the label and any ingredients used must be approved for safety by USDA and FDA," said Gehring. The North American Meat Institute has developed several new resources with additional information about meat nutrition and ingredients. These include a hot dog ingredients guide, listing all of the potential hot dog ingredients with details on why they're used. The Meat Institute is also creating a product center on its website (www.meatpoultrynutrition.org) with more information on the thousands of products that qualify for nutrition and health claims such as low or reduced sodium or fat.

The Meat MythCrusher video is the 52nd in the series jointly produced by the North American Meat Institute and American Meat Science Association. The videos feature interviews with meat scientists and other prominent experts on the most common myths surrounding meat and poultry production and processing. Altogether they have been viewed nearly 300,000 times and Meat MythCrusher printed brochures have been handed out to thousands of health, culinary and industry professionals around the country. Other 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 as well as the brochure covering the different meat myths addressed in them are available at:

<http://www.meatmythcrushers.com/>

★ *Meet the* **MEAT MYTHCRUSHERS** ★
79th PAMP CONVENTION
Don't Miss It!!

A FEW MORE CONVENTION REMINDERS



Supplier Showcase: The supplier showcase hours are – Friday, May 11th from 6-9 pm and Saturday, May 12th from 10am – 1 pm. If you ONLY plan to attend the supplier showcase the fee is \$50.

Meat Competition: Please look over the rules. Changes have been made. A few classes have been removed, added or changed in some way. A new class this year is Class 5 – Specialty Bacon (Bacon as an Ingredient). Like our 2018 PAMP Shirt indicates...."It's always the right time for Bacon". The featured class will be "Old World Products." Please use the Product Competition as the great learning tool that it is.

Breakfast: With an early start time on Thursday and Friday, you are able to make reservations at the Penn Stater's Gardens Restaurant on Friday and Saturday morning starting at 6:45. They will be closed on Sunday.

People's Choice Competition: What a fun opportunity to enter product, sample, vote and possibly WIN!! This event is held Friday night (in the hallway outside the Supplier Showcase). All members will receive a voting ballot in their registration packet. One vote per person. All items being entered must be dropped off and require no attention. Good Luck!

President's Reception: A nice start to the weekend...last year was a success and looking forward to this year's president reception. This takes place Thursday night, starting at 8:00 on the 4th floor of the Penn Stater. Refreshments and snacks will be provided and everyone is welcome. Hope to see you there.

Please note that the Convention Schedule, Product Competition Rules, Order Forms, Supplier Contract and details are all on our website: www.pameatprocessors.org

Hope to see you in MAY!!

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GOOGLE STATS ON DATE SHOULD GIVE MEAT INDUSTRY PAUSE

I recently attended a 2-day Google training called Inspire Academy at their D.C. headquarters. One of my biggest takeaways was that over half of the content on the internet today, was created within the last 2 years, and less than one percent of it is being analyzed and used. WOW! This made me self-evaluate and think about the meat industry of course.

When was the last time you updated pages on your website, created a new video, or did anything really to change the way you were marketing and driving people to your product? We have all this data available to use to make decisions, yet we (the meat industry) tend to be late adopters, and I would argue are not using the data to inform to its full potential. It is not just about conducting research and gleaning new insights, you have to go that next step and implement.

A few other key statistics from my time at Google: Only 6 percent of marketing decisions are made using data, and in executive level boardrooms, leadership is much more apt to trust the information and statistics coming from a CFO over a CMO. Why is that? Why don't we let the market research and data inform our decisions? We let microbiological results drive our HACCP plans and profits and loss drive budgeting, but we often do not let clear market research inform strategy.

There is some powerful information out there, but we cannot just sit on it. Make changes. Take a risk, and upset the marketplace. Do not wait 2 years when the information you are using is by internet definitions outdated. Millennials are creating content daily and sometimes multiple times a day. How can the meat industry capitalize on this group's new content and/or update our existing content more frequently?

Historically, the meat industry is slow to move; CPGs perhaps, have trend capitalization perfected, so I challenge you to speed that up. Create a 'funnel of focus' (Google terminology) and act. Perhaps it is time for a refresh in your meat marketing or retail merchandising. An example – I have been hearing for at least the last 3 years about the trend toward putting the word protein on labels; everything from yogurt to cereal is touted the benefits and grams of protein it contains. However, how many of you are capitalizing on this consumer trend, and doing it on perhaps the one product that has more of it than anything does? A recent Nielsen webinar I attended said that dollar growth in the meat category is up 18 percent for labels that implemented a protein claim.

With the Power of Meat report getting ready to come out at the Annual Meat Conference in a few weeks, I challenge you to pick one insight from the report and act.

Who will commit that what they are doing today to market to Millennials, will look differently next year when this report comes around again?



You order a toothbrush from Amazon. Two days later it shows up in a box big enough to hold a Toyota Corolla. Ever been there? Yeah, most of us have wondered at some point why Amazon uses so much extra packaging materials and shipping space than seems necessary. Actually a lot of people are asking questions around the amount of waste created by Amazon as a result of this excessive packaging issue. After all, it stands to reason that if Amazon right sized the packaging for the contents for my order and your order and the orders of the other 300 million Americans, then the whole system would operate more efficiently saving Amazon time and money and reducing landfills by x percentage.

But I recently saw an article about why Amazon rejects that obvious logic. Because sometimes it makes sense for Amazon to put that toothbrush in a giant box because that will be the last box in the truck and will make the contents of the truck ride better thus protecting the contents of all the boxes. In other words, Amazon optimizes outcomes for the whole system not the individual part. They look for the path to minimize waste across ALL bazillion Amazon orders, not just the one box showing up to my doorstep.

Under what other circumstances does it make sense to optimize for the whole system not the individual item? Let's look at one that's relevant in the meat (or any) business: profitability. Take retailers who are price competitive on a small number of core items that consumers use as their proxy price barometer on all items. Retailers are price competitive on those core items, (maybe breaking even, perhaps losing money) but capture even more margin on complementary items in the store that the consumer will buy on the same shopping trip. This approach maximizes profit per customer or profit per shopping trip, not necessarily profit per item. One example of this is Costco's price strategy with the rotisserie chicken to pull consumers into the store on the assumption that once in Costco to buy rotisserie chicken, they will buy much (much, much) more.

Retailers have mastered this art, but what about integrators, packers, further processors, distributors? The same principle applies. The easy way is to look at revenue, profit, or any other metric at hand is to look at each individual item. The better way is to take a portfolio approach to optimize for the entire system, not falling for the trap of the individual part.

The challenge of this approach is that it requires the discipline to make these assumptions explicit plus a system to prove or disprove the hypothesis. How do you test your assumptions? How do you optimize for the whole system?



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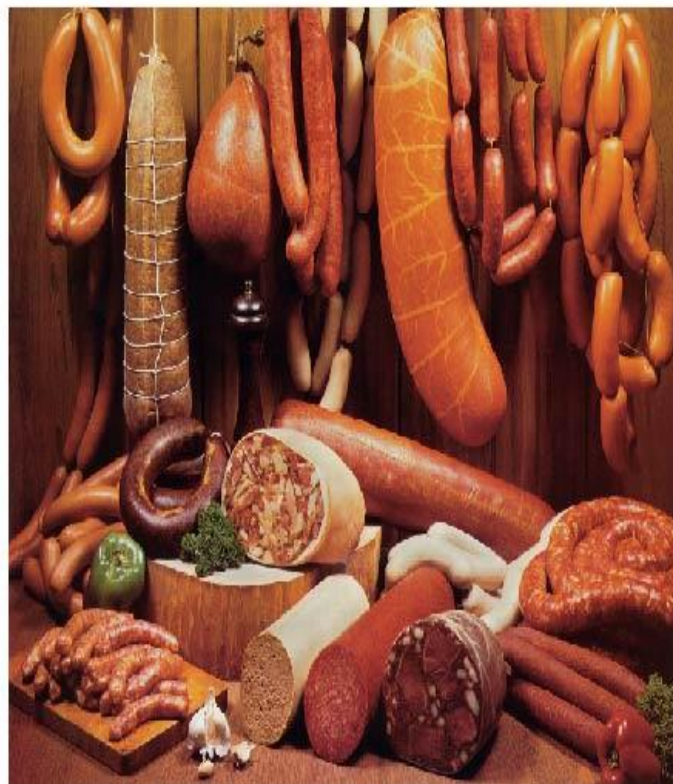
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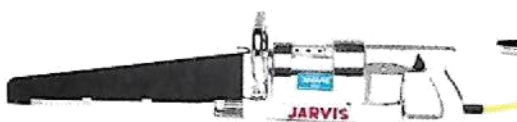
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NEW SWINE INSPECTION SYSTEM - PLAYING WITH FIRE?

It was a 50-mile hike. For several days we carried what we needed on our backs. It wasn't too hard. Even though we were kids, we had quite a bit of experience. But, because we were kids we were still quite capable of doing dumb things. Our last night in the wild, one of our troop playfully set a match to a small pile of tinder. However, a deep carpet of dry pine needles surrounding the site had not yet been scraped away. The tiny fire immediately burst into an alarming blaze that spread quickly. It took several frantic minutes of desperate

work before we managed to avoid a conflagration.

FSIS is proposing to establish a new voluntary inspection system for market hog slaughter establishments called the New Swine Inspection System. The NSIS has been piloted in five pork plants for 15 years, and it has proven to be robust. Market hog establishments that opt for the NSIS will see increased offline FSIS inspections. The offline inspections take place in critical areas of the production process that have direct impact on food safety.

Additionally, the proposal would require establishment personnel to trim and identify defects on carcasses and parts before 100% post-mortem inspection by FSIS. Moreover, establishments would be authorized to determine their own line speeds based on their ability to maintain process control during the slaughter operation. The sorting and line speed aspects of the proposed NSIS are drawing the most criticism, just as they did with its predecessor – the New Poultry Inspection System. My thoughts on this are adequately summarized in this article, "This needs to be done, so FSIS can devote more of that billion-dollar budget to food safety activities, rather

than quality control activities." At its heart, the NSIS advances inspection from 19th century principles to those of the 20th century. It's regrettable that it didn't happen until the 21st century. Although post-mortem inspection improves under the NSIS, I can't say the same for ante-mortem inspection. The proposal would also require establishment personnel to sort and remove unfit animals before ante-mortem inspection by FSIS. Herein lies a potentially fatal flaw in the new inspection system's design. There is no substitute for veterinary expertise in disease surveillance. Because FSIS sees more animals than any other governmental entity, it has always been an important partner of state veterinarians and the Animal and Plant Health Inspection Service to protect our country's livestock industry from outbreaks of various diseases.

It is impossible to accurately calculate the devastation that would be wrought upon animal health and the nation's economy from the introduction of a foreign animal disease such as foot and mouth disease (FMD). Although the impact of the FMD epizootic in England back in 2001 was tremendous, its spread was minimized because of early detection by a veterinarian performing ante-mortem inspection at a slaughter plant.

In this country, we hold our breath every year as livestock are found with vesicles on their mouths or feet resembling those of FMD. So far, samples submitted to the APHIS laboratory have always returned with a diagnosis of some other domestic disease condition of lesser severity. Blessedly, FMD hasn't been found in the U.S. since 1929. So, the post-mortem proposal for the NSIS is basically sound. But, the ante-mortem feature of the proposal is dangerous because it compromises the vital role FSIS serves in detecting animal diseases. The agency needs more veterinary resources devoted to ante-mortem inspection, not fewer. FSIS is playing with fire.

Reprinted from William James' Blog - Regs, Rules and Remedies from www.meatingplace.com



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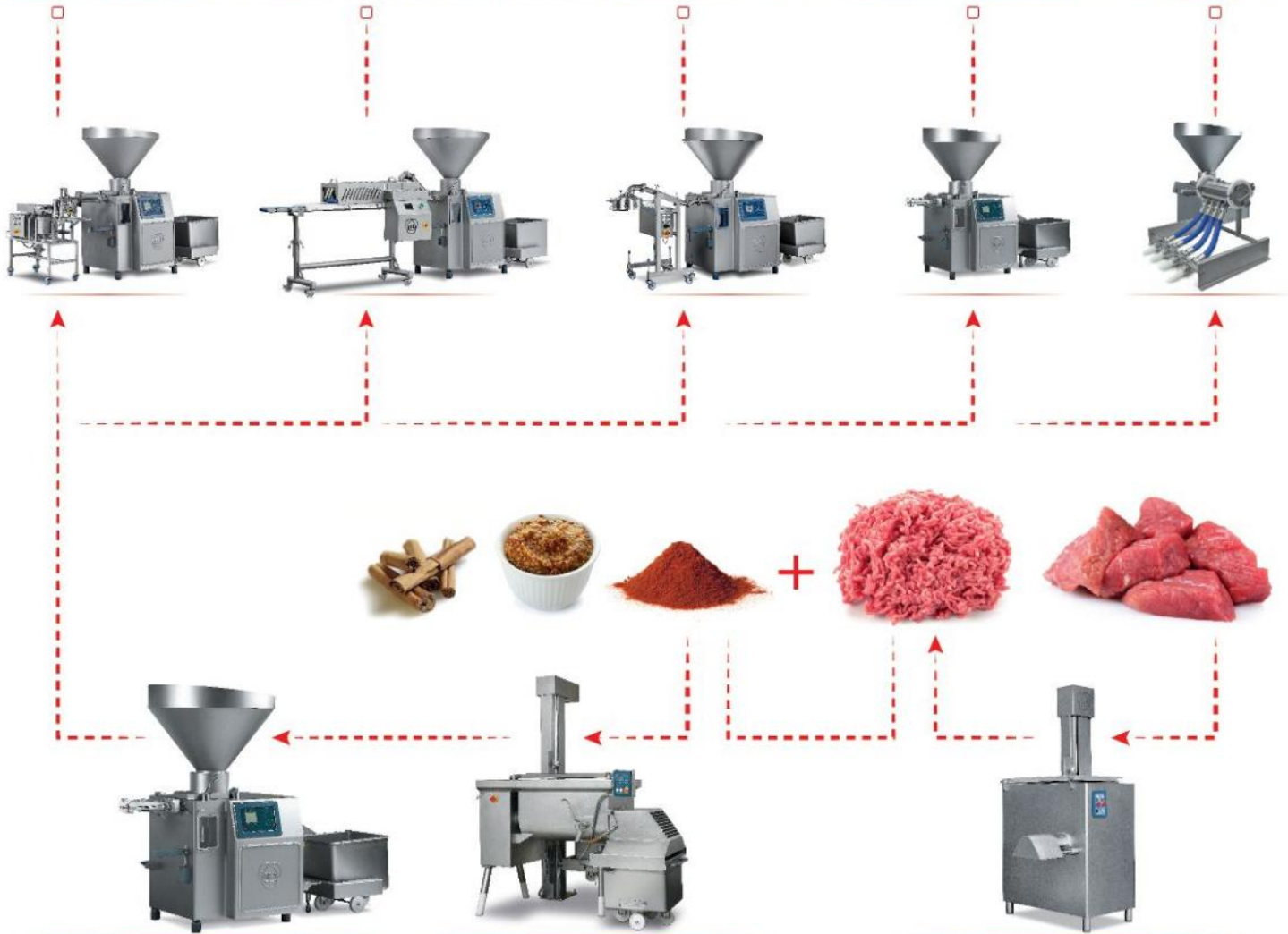
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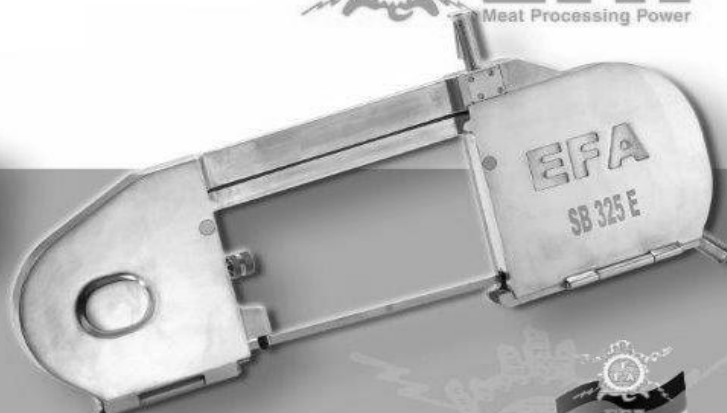
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Membership Dues: Please send in your yearly dues. Thanks for all your support!

Convention Registration: Packets have been mailed. Details and extra forms are located on our website.

Scholarship Applications: 2018 PAMP Scholarship information and form is located on our website. Please read the requirements, eligibility and submit by April 1st.

Traditional Italian Processed Meats Workshop March 26-27, 2018



PennState Extension

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Mon., Mar. 26, 2018

Tue. Mar. 27, 2018

Day 1 Sessions (8 AM - 5 PM)

Day 2 Sessions (8- 4)

Drop-In Hospitality (6 PM - 8 PM)

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<http://foodscience.psu.edu/workshops/traditional-italian-processed-meats-workshop>

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CLASSIFIEDS

If you would like to add items, feel free to email or call me with the details. Also, be sure to let me know if any items need to be removed to keep the listings current.

FOR SALE: 1992 Handtmann VF 200

12 vane - Heavy Duty Meat Pump - Brand New Control Panel & MC Panel - New Rebuilt Bush Vacuum Pump, and wiring schematics gone thru 2 mo. ago. Just Serviced last Summer for 3000 hours by Handtmann Tech. Works Great - too big for my production at this point. Looking for Smaller Handtmann. This machine is a workhorse and can be sold with or without the linking assembly (Linking assembly new in 2006). Asking \$30,000 for Stuffer Only; Asking \$37,500 for Stuffer and Linking Assembly Call Tom at 570-279-3534 for more details.

FOR SALE: Brine Pump

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FOR SALE: Walk in Cooler: 20x20, 16x36 2- 4' sliders, 2-36" entrance door. With refrigeration. Like New only used 1 1/2 years. \$20,000.00 Call Jeff @ 302-734-5447.

FOR SALE:

Hollymatic 200 patty maker with 3 plates and cart \$800.00 Call Jake @ 570-689-2350.

FOR SALE:

Stainless Steel Heat Seal Packaging Machine and Shrink Tunnel, Purchased new in 2007. Great Condition. We loved using it to heat seal our venison products up through this past season. Just purchased a roll stock and no longer need this machine. Can email photo if desired. \$7,999 or best offer; Call Dwight @ 215-262-2305 or elyfamily5@msn.com.

FOR SALE:

Vacuum Packing Machine, 2009 Sipromac 450A 3 Phase, Single Chamber. Good Condition. \$2800 call Joe @ 845-876-6306.

FOR SALE:

Commercial Ham Presses, \$25 each, call Gary Karas @ 724-468-5811 - kountrykows@windstream.net

FOR SALE: Globe Slicer - Model 725 - Manual or Automatic Runs on 110 - Like New in excellent condition. \$2,500.00. Call Floyd @ 570-254-6921

FOR SALE:

Hollymatic Tumbler 100lbs - \$4000 ;
Hollymatic Super 54 Patty Machine s.s. base - \$4500
Famco Mini Linker 4" - \$1500
Call Tom Miller @ 412-551-8551

FOR SALE:

Hobart Meat Saw Model 5212 single phase New motor \$2500
Karcher Pressure Washer HSD900 \$950
Call Bill 570-277-6971

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