

SUPPLIER SHOWCASE 2018



From Your President...

Hello members,

In a few short weeks it will be time for our 79th Annual Convention. By the time you receive this newsletter, rooms will be in short supply and the reserved room rates will quickly be expiring, so please if you haven't already, make your reservation for the convention. The PAMP board has done a great job of ensuring that this convention truly has something for everyone. This convention will be very educational and with over 50 supplier booths to peruse, it's a great way to kick off your purchasing plans for the upcoming year. The conversations that happen in the hallways and in between events at that convention, I have often found to be just as meaningful and enlightening as the scheduled events.

As my time as your 2017-2018 president is winding down, I would like to thank everyone for the opportunity. It has been both an honor and a pleasure. Finally, I want to point out that if you want to be involved in PAMP on a deeper level, please forward your name to Renee, our secretary, for consideration as a board member. I am looking forward to seeing everyone at the convention!

John Louderback - President

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As the Convention is quickly approaching we would like to encourage you to attend and be part of the 79th Pennsylvania Association of Meat Processors & Supplier Showcase. The showcase is a great opportunity to reach out to all the wonderful suppliers who support PAMP. Whether you plan to purchase, take the opportunity to see what is new in the meat industry or just visit with suppliers you already do business with, we look forward to seeing you there. A warm welcome to the following suppliers and a big thank-you for your continued support to PAMP.

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| | • Phoenix Scale | |

The Supplier Showcase hours are Friday, May 11th from 6pm-9pm and Saturday, May 12th from 10am-1pm (please note change in time)

SEMINARS



In addition to the great lineup of suppliers attending we are also excited for the seminars being offered. As you can see the educational part of the convention is just as important and another reason you should attend. For a brief rundown of what you can expect from attending the seminars, see page 3.

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SEMINARS

FRIDAY MAY 11

SAT. MAY 12

Emulsions:




Have you ever wondered how to make hot dogs or bologna, or just how to make yours better? Have you made these items, but had issues with the product binding together or fatting out and you are not sure why? This workshop is just for you! This year's workshop will showcase Three different methods to create a meat emulsion (grinder, bowl chopper and an emulsion mill) for items like frankfurters, bologna and mortadella. By some of our suppliers and our very own Penn State Meat Science crew led by Glenn Myers. Also, Dr. Jonathan Campbell will explain and review key principles involved in thermal processing of emulsions and will assist you in creating smoking/processing schedules to maximize your equipment potential and yields.

Victory Knives:



John Bamford will be demonstrating how important it is to have good quality knives and teach you a few techniques you won't want to miss. Victory Knives have a proud heritage stretching from 1927. Edward Goddard, a master cutler from Sheffield, England, immigrated to New Zealand and began designing and manufacturing knives in 1927. World War II was a significant period in the history of Goddard which became a major supplier of combat knives for the U.S. Army. Victory Knives have grown to be synonymous with high quality by the industry professionals who demand more than any from their tools.

Ham & Bacon



A discussion with a panel of notable processors about recognizing changing trends, and responding to the needs of a new generation of customers. Tradition verses evolution of processed meat in core product categories. The focus will be on product design, manufacturing, packaging and marketing, bacon and ham products.

Meat Myth Crushers:

MEAT MYTHCRUSHERS

Meat MythCrushers was developed in consultation with some of the leading experts in the field of meat and animal science, food safety and nutrition to provide consumers and media with the other side of the story — a side that often is overlooked in media reports and on the Internet. They plan to have topics that will be very interesting and also take questions from the audience.

Break the Art of Beef Cutting



Kari Underly is a third-generation butcher and author of the Art of Beef Cutting which was nominated for a James Beard Foundation Award and International Association of Culinary Professional's Award in 2012. As a part of the Beef Checkoff, Kari was instrumental in helping to create and implement several popular cuts, including the Flat Iron steak, Denver Cut, Petite Tender, Chuck Eye Country Style Ribs and Sierra Cut. Join us for a live cutting demonstration by Kari as she showcases these new value cuts from the beef carcass. This educational session is being funded by the Beef Checkoff Program through its Northeast Beef Promotion Initiative

A FEW MORE CONVENTION REMINDERS



- There is still space for both time slots for the **Nicholas Meats Tour**. Please call before submitting payment to make sure there is still space. You will be contacted prior to the tour with your confirmation and further instructions. Only those contacted and confirmed will be able to do tour. No walk in's will be permitted due to space.

- Please consider entering a few products in the **Meat Competition**. This is a great learning tool. There will be check in on Thursday, May 10th from 4:30-7:30 and Friday, May 11th from 7am-1 pm. Complete rules and classes are on our website.

- Don't forget about several social events that take place in addition to the showcase and seminars.

Presidents Reception Thursday Night 8-10
Penn Stater, 4th floor — Mt. Nittany Suite.

Drop in Hospitality Friday Night from 9-11
Penn Stater, Senate Suites.

BBQ Picnic Friday 4-6
Meat Lab under the tent.

Happy Hour Saturday Night from 5-6
Penn Stater, Dean's Hall.
(This is held prior to the Awards Dinner and Auction in which you must have a ticket to enter the awards banquet.)

Hope to see everyone there!!

Kids Activities

Friday, May 11
During the Class Sections

- Coloring
- Play Doe
- & More



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RED MEAT INDUSTRY, WHAT ARE YOU THINKING?

I was wandering around my local supermarket recently and saw three different store employees pushing carts with six baskets on each cart. They would stop at a shelf and pick up an item or two and put them in the baskets. What the heck were they doing, I wondered? So I asked them.

They were shopping for someone who

had called in an order or entered it online that they would later pick up or have delivered to them. Is this the future of shopping or just an interim step? I think it's both. Supermarkets of the future will become warehouses of products for online picking. Those supermarkets that are slow to adapt to the changing consumer shopping habits such as this online ordering and vicarious fulfillment might just lead to their comeuppance or demise.

Witness the recent announced impending bankruptcy filings of two large retail chains, Bi-Lo, the parent of Winn Dixie and Tops. Now a bankruptcy filing doesn't mean they may close their doors, but it sure means they haven't been competitive enough to attract shoppers in numbers that mean profits.

I watched the supermarket "basket pickers" as they went about their business of selecting items from a shopping list they were reading on their hand held devices. As you might imagine, I was particularly interested how they would choose from the different proteins. One "basket picker" obviously was looking for certain brands of bacon or sausage or chicken to check off their list. But when they came to the red meat section, they would simply pick up a NY strip steak or boneless pork chop with little regard to marbling or price for that matter. They were looking for the size and nothing more.

Is this the wave of the future? Protein purchase decisions made on the basis of size alone? I hope not. If the "basket pickers" were told to pick a certain brand of bacon, why couldn't they be told to pick a certain brand of beef or pork?

Oops, I forgot, in the retail meat case there are no red meat brands other than the niches—natural, organic, grass-fed, etc.

While I have posted about this lack of red meat branding before, I have another tack to take to help the red meat industry sell more. If the pork or beef behemoths don't want to brand their products, and it sure seems for the retail case they don't want to, what about offering the consumer other reasons to buy?

What do I mean? Isn't it or shouldn't it be obvious what consumers value in fresh beef or pork? No, it isn't. Red meat is assailed from nearly every corner with the charge led by those who decry the lack nutrition available in beef and pork. In fact, they rail that red meat is bad for a person. Fat has become not just a three-letter word to these disclaimers it has all the pejorative effect of a few infamous four-letter words.

But, the fact remains that beef and pork are very nutritious and do provide needed protein for consumers. Certainly, there are other vitamins and minerals available in red meat, but trying to convince the consumer to buy a rib eye steak or pork chop by extolling the virtues of available vitamin B12 inherent in these cuts just causes eyes to glaze over.

But, praising the pluses of protein, the human body's muscle building amino acids, can and does resonate with the consumer. And, that's just one positive message. There are others. But consumers will never know if the only description on the package of beef or pork is the government defined standard of identity for the cut?

Red meat industry, if you don't want to brand, at least produce some point of sale pieces, ad layouts or advertising that acclaims protein and the amounts available in red meat. Maybe this will be the precursor to branding the packages of beef and pork. I hope so. If chickens can be branded, differentiated and sold in increasing amounts, why not beef and pork? That's why I ask, what are you thinking red meat industry? This is the 21st century. Come on, jump in; the water's fine!

Reprinted from Mack Grave's Blog - Meat Your Markets from www.meatingplace.com

MOMENTS OF CLARITY

In mid March, I was sitting in front of our fireplace attempting to warm up. Our power had been out for 30-hours as we hunkered down in our third Nor'easter of the year. Temperatures were dropping inside the house like cold honey running slowly down the side of the bottle to your awaiting spoon. Looking out my window, I saw sideways snow squalls whipping heavy, water-laden flakes into little cyclones on our snow-covered dirt road. Mother Nature is placing an exclamation point on the waning weeks of winter here on Cape Cod.

It truly makes me appreciate all the things that we take for granted. Things like heat, lights, water and our stove, which are all run on electricity. As I sat there typing I had a plethora of random thoughts. One of them was, what do farmers and ranchers do when this happens? What if they don't have generators or solar power to keep livestock at a specific temperature so that they aren't stressed, to keep their drinking water thawed and a multitude of other mechanized equipment needed to run an operation on a daily basis? Beyond livestock, the effect it has on us and every aspect of our daily life. I lived through a major hurricane in the South Pacific and we lost power for weeks. I can't even imagine being in Puerto Rico where they still have no power in parts of the country, thanks to Hurricane Maria.

Something we also take for granted is our food supply channels and how much they are disrupted by these storms. I walked into our local grocery store before the storm around 6:30 PM and the shelves were almost wiped out. It was so empty, I took pictures and sent them to my wife asking if I missed something on the news about a zombie apocalypse. Restaurants and shops were closed, and all business ceased up and down the Cape. Emergency crews and the electric company are pretty much the only drivers on the roads.

It's moments in these situations that make me take stock, put the cell phone down and reflect. I'm thinking also about a good cocktail, a juicy steak and a hot shower. Be thankful for things we have, help others that have less and always, live well. If you pause and think for a minute, what are you most thankful for (beyond your health and loved ones)?

Reprinted from Michael Formichella's Blog - Chef's Table from www.meatingplace.com

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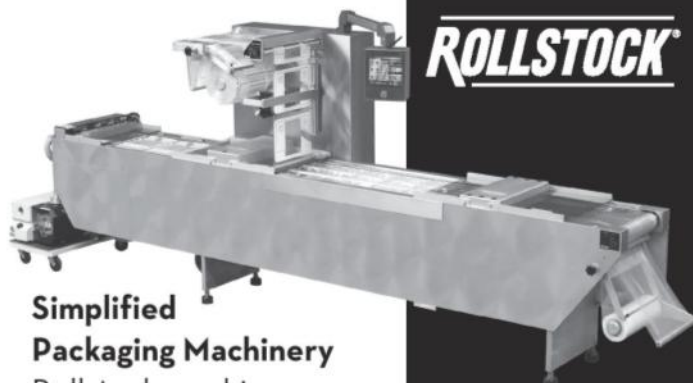
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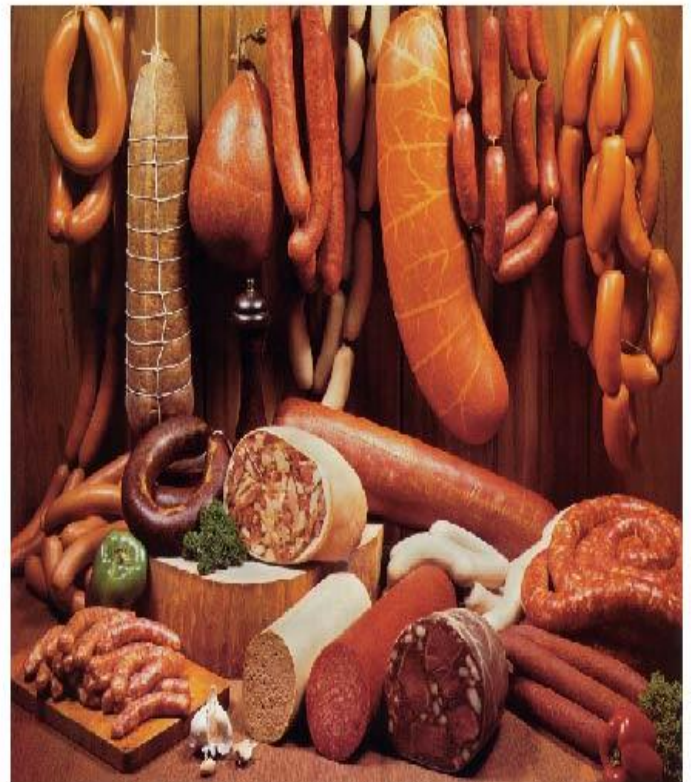
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BEEFshi?

Last month The North American Meat Institute announced their newest idea to boost beef consumption; BEEFshi. At first I thought, why I didn't

think of that? It's so simple and easy to remember. Perhaps a bit corny, but catchy!

Why BEEFshi? - I asked that question to Janet Riley at The Meat Institute and she explained it like this: "The Cattlemen's Beef Board is targeting Millennials and Millennial parents to build familiarity and demand for prepared beef products. In focus groups the Meat Institute conducted in 2016, it was clear that the Boomer generation was raised on prepared meats like roast beef, salami, summer sausage and hot dogs. These foods are part of their family traditions and memories. But the Millennial generation has been raised on a wider variety of convenient foods, including chicken nuggets and pizza. The products they consume don't embed in their memories the same way, and they have less of a sentimental attachment to them."

I decided to try it. Last weekend, my kids and I made sushi rice and made several BEEFshi rolls. They were easy to make and delicious.

I like the prepared meat BEEFshi selections, but I also wanted to try some fresh beef. What to use? Ah, the tenderloin came to mind. It's, well, tender, good hot or cold, has no gristle and is lean. A sure winner. I cold-smoked my beef tenderloins for two hours, then finished them off medium rare. While they were on the smoker, I made the sushi rice and got my cucumbers, avocados, seaweed and wasabi ready. Rolling it took a little practice, but after my first two funny-looking rolls, it all came together. My first attempt at BEEFshi was presentable and plate-ready. Don't make the mistake I made with too much wasabi! You should have seen my kid's eyes!

So for me, the verdict is in. Beefshi is definitely worth promoting! It would be an easy sell for those who already enjoy sushi flavors, and it could be the 'crossover' ingredient that draws 'non-sushi eaters' into the sushi bar for the first time.

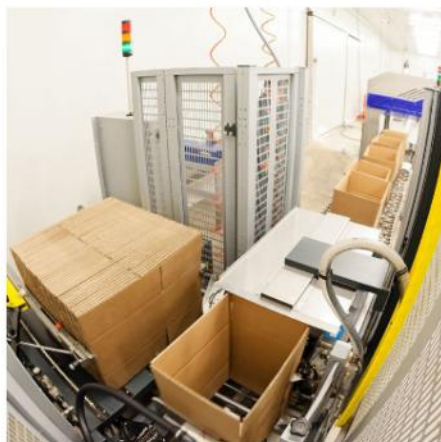
The biggest market for BEEFshi would include those that don't enjoy raw fish. Not all sushi is raw, but most of it is, and that's a turnoff to many. I've met plenty of people who can't get past the psychological barrier, who emphatically say things like, "Unless I'm stuck on a raft in the middle of the Pacific, there ain't no way I'm eating raw fish!" Properly cooked BEEFshi would give even those folks the chance to get in on all the great flavors and textures they've been missing that are typically only found in sushi.

As any fan of sushi knows, enjoying sushi is all about the variety of different flavors and the artistry of the dish. But the pervasive stigma of raw fish keeps a major portion of diners alienated from even trying it. It would be a huge benefit to sushi bars if they added some BEEFshi items to their menu. Beef would go well with the typical ingredients they already serve, and it could open a floodgate of curious new customers to their tables. I can't wait to see all the new BEEFshi rolls that creative sushi bar chefs develop.

I can also envision BEEFshi parties at home with friends getting together to try various ways of making it, with various sauces to dip it in. And I see moms and dads making it for school lunches and for special occasions. Even health-obsessed eaters can enjoy it!

Check out a few of these fun, 30-second BEEFshi YouTube videos, or view the pictures on the introductory website, www.BEEFshi.com. It shows eight recipes developed by a Culinary Institute of America-trained chef, offering ideas for using prepared BEEFshi. Do any of the eight recommended BEEFshi creations on the website strike your fancy? (I'm looking forward to trying the Ruben Roll.) Do you have any original ideas for other innovative Beefshi creations? How can we help BEEFshi take off and expand?

Reprinted from Gregory Bloom's Blog - The Meat Business from www.meatingplace.com



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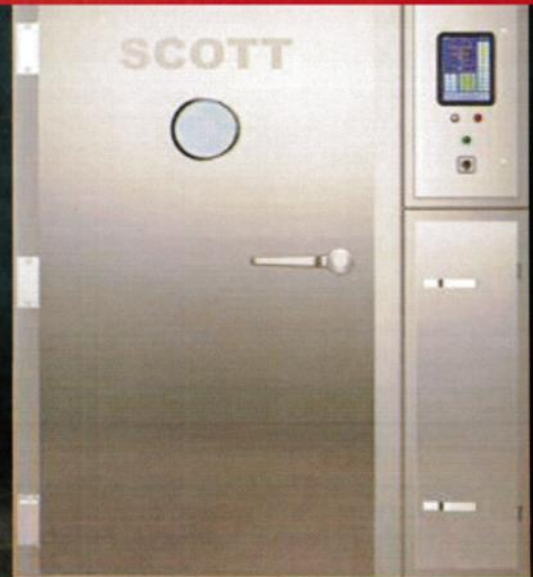
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MARKETING THROUGH YOUR REARVIEW MIRROR

Whether it was Edmund Burke, "Those who don't know history are destined to repeat it," or, George Santayana, "Those who cannot remember the past are condemned to repeat it," looking back for the future is de rigueur. However, my exception to these august philosophers' pronouncements on using the past as a guide for the future is in food marketing and more specifically, meat marketing.

Sure, trends are important to understand and segmenting markets and consumer groups is marketing 101. However, if you always look back to first determine what you will do and then to gauge your future successes, you won't see the next new trend or product or changing consumer group. You are left to react and end up in second or third place or worse. And, believe me, being second or third is not fun nor very profitable. Being first, however, is fun, profitable but fraught with danger. And isn't this danger zone where we should want to be?

Anyone can play the safe card and rest on the laurels of past successes, if there were any. Future successes are based on future actions. Those actions need to be figured out and tried today. I have used this next expression often in my discussions and lectures to various food industry groups, "If you always do what you always did, you always get what you always got." It still holds true. You may be happy with the results that you always got from doing what you always did, but that past success is usually short-lived in our 24-hour news cycle, instant gratification, millennial driven world. If I am adamant, and I am, about not using the rearview mirror for future marketing decisions, what do I recommend?

Let's use beef as an example and I'll let you apply these lessons to your specific proteins.

Steve Kay publisher of Cattle Buyers Weekly corroborated by the beef demand statistics generated by Glynn Tonsor of Kansas State University, feels that the cattle herd and thus beef availability will be plentiful and above current levels for the next 12 to 18 months or so. As a beef marketer, you have two choices, ride the wave of increased supply for increased sales, or take this future trend, use it to market new products and new and different tactics for customers and consumers.

If you want a good reason to take advantage of this beef tsunami, look further into the future when beef is not so plentiful and consumers are more difficult to cultivate. If you have established your new products during the times of beef plenty, you will be able to capture a greater share of the market during the future times of less availability.

Consumers hold the key to our future and your individual beef company success. Believe me, when times get a little tough, it's difficult to justify spending money on new idea marketing. But, with beef plentiful, new ideas are plentiful. That is the best time to try them out.

So, here is another of my maxims and it is a baseball analogy. In the new product game, worry about times at bat not batting averages. What I mean is try new things, often. Most importantly, don't let perfect get in the way of good. If a product isn't successful, don't gnash your teeth, do a quick autopsy, make adjustments and go for-



ward with a new iteration or an entirely new product. Keep trying new things.

Going back to the future seems to be the way many companies do their marketing. They closely study past history and try to discern trends that they can exploit in their next marketing missive. They may do all sorts of psychographic marketing studies to try to figure out the elusive consumer. I hate to say it, but it's really pretty simple. Consumers for the most part want meat that is priced right, tastes great, from sustainably and responsibly raised animals. Now, I know that's a mouthful, but it is basic. Your task is to try a new flavor or package or something that will gain consumer trial. Both Burke and Santayana were right, don't repeat past mistakes; market new ideas.

Reprinted from Mack Grave's Blog -
Meat Your Markets from www.meatingplace.com



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MEAT MYTHCRUSHERS



The arrival of the annual grilling season sparks the occasional questions about grilling safety, particularly

claims by some that grilling meat poses a cancer risk. The latest Meat MythCrusher video featuring Kansas State associate professor Travis O'Quinn, Ph.D. addresses these concerns and the science surrounding meat grilling.

In the new video, O'Quinn explains that while it's possible for compounds like heterocyclic amines (HCAs) and polycyclic aromatic hydrocarbons (PAHs) to form while grilling meat, the levels are much lower than those that have been shown to be risky and simple steps can reduce their formation. Dr. O'Quinn also explains the variety of steps people can take to reduce their exposure to HCAs and PAHs. "Research has shown that marinating meat products virtually eliminates formation of heterocyclic amines. Seasoning meat with spices like pepper, oregano and garlic has a similar affect," O'Quinn said. Avoiding charring meat on the grill is also an effective strategy for reducing PAH formation.

The Meat MythCrusher video is the 53rd in the series jointly produced by the Meat Institute and AMSA. The videos feature interviews with meat scientists and other prominent experts on the most common myths surrounding meat and poultry production and processing. All of the videos as well as the brochure covering the different meat myths addressed in them are available at www.meatmythcrushers.com/



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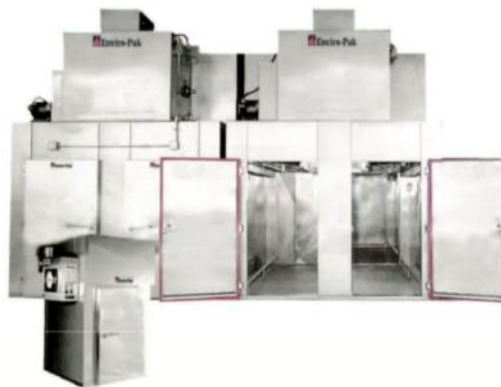
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THERE'S \$\$\$ TO BE MADE BY DIGITALLY MARKETING MEAT

We all lead very busy lives and with each passing year the pace seems to increase. Right or wrong, I attribute it to the small electronic device most of us have surgically implanted into our hand. Our digital devices consume us, keep us organized and busy. Next time you go to a restaurant, or even sit at an airport, look around. What do you see? Everyone is constantly scrolling and clicking, looking for ways to solve a problem (“How do I ____?”), educate themselves (“What does ____ mean?”) or simply see what their friends are up to – the meat industry has an infallible way to capture their attention with engaging content that pertains to their interests – while meeting your business goals.

People are filling their time – roughly six hours a day – consuming digital media. As someone who views life through a marketer’s lens, I can’t think of an easier way to target consumers. The industry must adapt to the new platforms used by consumers and rise above in the digital space. How can you do that? With quality content. Content is the foundation of success in the digital marketing space and the secret to that success is integration. Why go through the effort to ensure your message aligns across platforms and is specifically targeted to your audience? Because of the finish line: repeat sales for your product. This can’t happen until the consumer finds value in what you are selling. To do that, you must increase brand awareness – accompanied with a compelling brand story.

Selling meat isn’t just about price or taste anymore. Sixty-nine percent of consumers want more information about a company’s social, economic, animal welfare and environmental practices. Where do they go to get that information? The internet. Forty-seven percent of consumers use digital resources for guidance or inspiration when looking to purchase meat. Nearly half of U.S. consumers are searching online for recipe inspiration or educating themselves about a cut of meat. By taking advantage of the digital space and establishing an online presence, your brand becomes more than just a package of meat – it becomes familiar and relatable. Digital marketing has created opportunities for the meat industry that we no longer can ignore. So, what are you waiting for – let’s get in front of our digitally dependent consumers!

Reprinted from Danette Amstein’s Blog - A Marketer’s Lens
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Suppliers: Please find in this packet a reminder sheet with details concerning set up times and also 2 free passes for you to hand out to your customers who are only able to attend the supplier showcase on Saturday. This is **ONLY** good for the Supplier Showcase on Saturday, May 12th. Please have them fill their contact information out on the back of the pass and submit it to the PAMP table prior to entering the Showcase.

Board of Director Seats: If you plan to run or you are nominating someone to fill a director seat, you must submit a small bio to PAMP by May 1st.

Old Pictures: I am looking for old pictures from PAMP conventions in the past. If you have any and would like to share, you can mail/email/or bring to the convention.

PAMP Booth: Please stop by the PAMP Booth at the Convention. We have received free literature from the USDA that we will be handing out.

Newswatch Section: If you received an award or special recognition, please forward this information onto PAMP. We like to take the opportunity to highlight PAMP Members!!

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