MEAT PROCESSORS

80 YEARS GROWING

From Your President...



Holiday Greetings Fellow PAMP Members,

Merry Christmas and Happy New Year to you and yours! Around here the coal stove is cranked up, the tree is strung with lights and the kids are busy decorating. As a business owner I look forward to the rush in produc-

tion and sales right before any major holiday, with Christmas & New Years being no exception. I hope this is a busy and profitable time for you as well. I also look forward to the slow down afterwards, when I can take time to reconnect with family and friends. This business we are all in is about bringing people together. Whether you are catering holiday meals or custom processing beef and hogs for your neighbors the services we provide ultimately bring positivity into our communities as many families gather together around the table to enjoy great food.

As we enter into the winter slumber, it's time to start planning to attend the annual convention. Take some time to look at the presentations we have planned. What new products are you planning to enter into the product competition? Who can you bring along that can benefit from attending our convention? Make sure to get your hotel rooms booked early. Note that the dates have changed this year to June and Mom doesn't need to share her special day with PAMP. If you haven't been to the convention for a while, please check it out. I think you'll find something of interest and we'd sure like to see you again.

As President of PAMP I'm honored to serve the membership. Feel free to reach out to me personally with ideas and concerns. My cell phone is 717-940-2928 and my email is nate@breakawayfarms.net. Alternatively, you can always reach out to Renee at the PAMP office.

I wish you all the very best this holiday season!

Yours in Great Meat, Nate Thomas - President



PAMP celebrated 80 years this past convention and how quickly we prepare for another Convention. The 2020 Pennsylvania Association of Meat Processors Convention & Supplier Exhibit will be held in June this year. The date is June 4-7th. We plan to offer the same great events we have in the past. The past few years we have started the weekend of with events on Thursday. This year we plan to offer a Catering Session (to follow up from the class last year) and a tour to Mt Nittany Winery on Thursday. We will continue to offer educational classes on Friday and Saturday along with the 2nd dinner and social event on Friday night. You will get the opportunity to enter a contest or 2 and hopefully WIN. Pick from the Product Meat Competition, People's Choice or the

PA Beef Butcher contest. Choose one or enter all three! Another great opportunity at the convention is the Supplier Showcase. We cannot thank our suppliers enough for participating in this event. Watch for a special event for just the ladies that attend... more details to follow. Looking forward to seeing you this June in Penn State!! Save the Date – JUNE 4-7, 2020!! We will have something for everyone!

Helpful Information:

Hotel Accommodations - Special rates are available from the 3 hotels below. Be sure to book before the block of rooms reserved for PAMP are filled. Once they are filled the special rate offered to us will no longer be available and must be made before the release date mentioned. **(see below)**



Best Beef Butcher's Contest – This was such a great event from last year that we hope you sign up to participate this year. The registration packet is included. We also encourage everyone to stay and watch!! (see next page for more info)

Registration Forms – Please fill out the form completely. Certain events require pre-registration in order to accommodate everyone.

Meat Competition Rules – They are also included. A few updates/changes have been made.



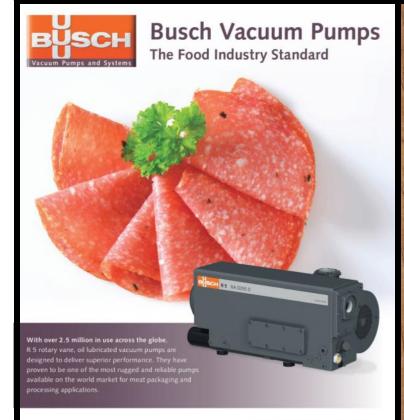
PAMP Hoodies and T's – We will again offer the Convention apparel to be pre-ordered. (artwork shownleft). Best to pre order for there will be limited sizes available at the Convention.

Boxed Lunch – This option is available Saturday only. Must preorder. This will be severed outside President's Hall during the Supplier Showcase



HOTEL INFORMATION

The Penn Stater Hotel (Host of the Convention) 215 Innovation Blvd State College, PA 1-800-233-7505 \$121.00 per night Code – PAMP20A Release Date for Rate 5-04-20 Ramada Inn 1450 S. Atherton St. State College, PA 814-238-3001 \$78.00 per night Code – PAMP20 Release Date for Rate 5-04-20 Super 8 Hotel 1663 S. Atherton St. State College, PA 814-237-8005 (TBA) per night Code – (TBA) Release Date for Rate (TBA)



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Calling ALL beef butchers! If you're heading to the PAMP Annual Conference in 2019, why not show off a little and see if your skills can earn you some cash!!

Who's invited to apply? Anyone who thinks they know a little something about beef and wants to show off their skills in a fun and competitive setting!

Who's hosting the contest? The Northeast Beef Promotion Initiative, a contractor to the Beef Checkoff Program, through a grant from the Colorado Beef Council and the Pennsylvania Beef Council!

What will the contest involve? A timed breakdown of the beef shoulder clod with the expectation that the clod be fabricated into the following beef value cuts; Flat Iron, Ranch Steak, Petite Tender. Judging will be based on accuracy, cutting technique, presentation of cuts and verbal consumer sales pitch. Additionally, the contest will include a beef cut identification round.

When will the contest take place? On Thursday, May 9, 2019 from 12:00 pm. until 3:00 pm. at the Penn State Meats Lab.

Will prizes be involved? You better believe it! Ist Place: \$500, 2nd Place: \$250, 3rd Place: \$150. Awards will be given out to all finalists at the PAMP Awards Dinner and Auction on Saturday, May 11th from 6:00 p.m. until 9:00 p.m.

<u>How do I apply?</u> Complete the application included as an insert in the PAMP newsletter. Applications are due by April 1. The 10 finalists will be notified by April 8th.

<u>Did we mention!??</u> At the start of the contest, the PA Secretary of Agriculture, Russell Redding, will be giving the official PA "May is Beef Month" proclamation and media will be invited to attend!





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◀ᢀ BEAM ME UP, SIRI: WHAT VOICE ASSISTED **SEARCH MEANS FOR** THE MEAT BUSINESS

Siri has become my new BFF. I asked her for the weather each morning, the location of the closest gas station and directions to a restaurant. I had her text my husband while I was getting ready for a meeting and call my son while I was driving.

Voice assistance used to be something we saw only on episodes of Star Alexa to order more steaks to arrive for Friday night's meal. (I should Trek. If you are a Trekkie, you know all interactions started with one word: "Computer." Well, "Computer" has been replaced by Siri, Alexa, Cortana and Google. Since 2011, when Siri first entered our world, over one billion devices are now enabled with voice assistance.

It is time to determine what the meat industry must do to be relevant in Americans really like: faster and easier. this age when a voice is as powerful as a key stroke.

Nearly 9 out of 10 (88%) of American adults own a smartphone and consumers about their adoption of voice assistive technology, 94% of 61% of smartphone owners use voice assistance monthly; 24% use it respondents said they expect to be able to reach and engage with their daily. The most common use time is while driving (61%). More interesting to me, however, is this stat: 24% use voice assistance while cooking. **(1)**

I can relate. This past summer I upgraded my air fryer to the Ninja Foodi - an air fryer/pressure cooker/slow cooker appliance. A couple of times a week I found myself in the kitchen, hands busy prepping and asking questions like "Alexa, how long do I cook a pork tenderloin in the air fryer?" and "Alexa, can I brown ground beef in a Ninja Foodi?"

Did she answer me? Always. Were her answers helpful? Some of the time. She often wanted to direct me to a recipe she had found, offering to read it aloud or send it to my phone. It's critical that when Joe Meat Consumer asks how to cook a steak, Alexa, or whatever the newest device is, quickly scans the Internet and finds proper cooking directions. If we as an industry aren't thinking about how we fit into this equation, we are missing the boat.

Many in the meat industry are still trying to figure out the best way to step into e-commerce when v-commerce (voice assisted commerce) is Let's learn from each other. How are you using voice assistive technolalready here and growing. According to a Statista survey done last January, 45% of Millennials use voice assistance to shop for products and

A weeklong business trip in November uncovered a shocking revelation: search product reviews. Are they searching for meat? Probably not right now. But as they become more comfortable with how artificial intelligence gets to know them and replies with appropriate answers, it will happen. What follows that? Ordering via voice.

> It won't be long before you are eating a great steak with your family and are so pleased with the experience that as you clean up dinner you tell make another case for the power of branding here... that will have to

> Yes, there are data privacy concerns. But consumers (me included) keep using this technology because it allows them to operate the way we

> Why is this important? Because when Microsoft surveyed 5,000 U.S. favorite brands through digital assistants within the next five years. One hundred percent believe they will be able to scan bar codes and learn more information about a product. (2)

How can you position your business to be part of this technology wave?

Start with your website. Begin planning now to optimize it for voice assisted search. Make it more conversational so that Alexa can match the voice search with an answer on your site. Pay attention to keywords and common questions. Upgrade your search engine optimization. Finally, consider when and where a chat bot might make sense. And keep in mind that voice assistive technology will only continue to develop at a faster clip; new shortcut apps are being released every day that improve third-party functionality.

Voice assistance is no longer something that happens only in a distant galaxy on a starship, and the meat industry needs to be ready to play in that space. Beam me up, Alexa.

ogy?

Reprinted from Danette Amstein's Blog A Marketer's Lens from meatingplace.com

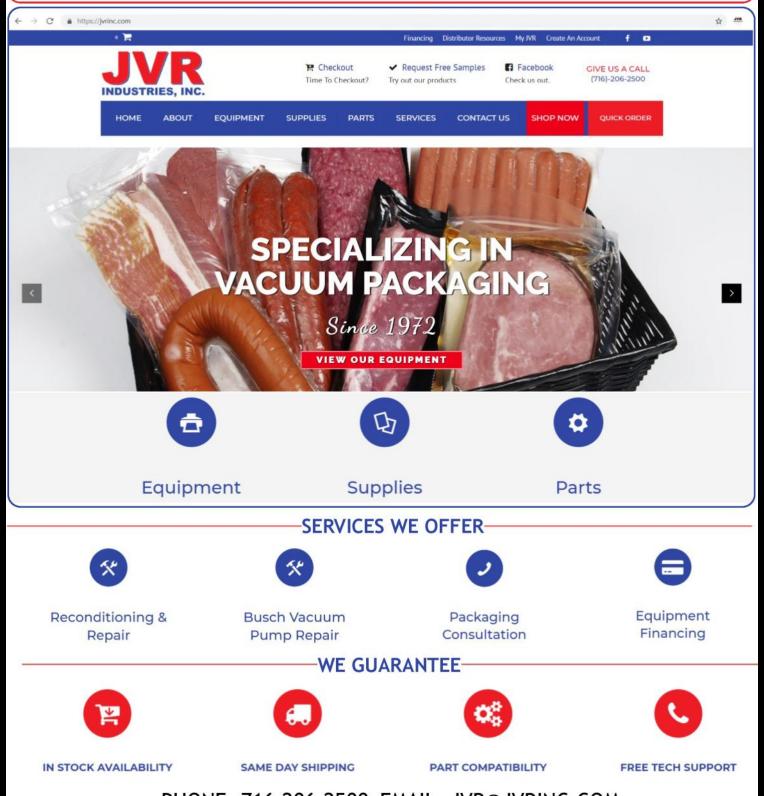




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I saw a statistic from PR firm Ketchum that stated: 91% of 18-34year old's trust online reviews when making purchasing decisions. As meat marketers we have many avenues to choose from to get the word out about new products; point-of-sale materials, keyword targeting, social media and influencers. But did we miss potential low hanging fruit in online product reviews?

I can co-sign this statistic first hand. Since moving to a new city, I'm constantly looking at reviews to help make decisions; from which pediatric dentist practice to choose to which restaurant should we eat at. I'll use Facebook polling to get recommendations, but my next step is to turn to Google reviews or Yelp for help deciding. Not unlike many women [or men], I typically respond "I don't care" when asked "Where do you want to eat tonight?" The truth is...I DO care. When spending my family's hard-earned money whether purchasing a more expensive grade of meat from the grocery store or eating at a nice restaurant, I want to make sure that it's worth the money, therefore I often consult reviews.

This all got me searching for where one goes for meat product reviews. I started with the websites of several players across the industry, however since there is not a lot of direct to consumer purchase in the meat industry, I couldn't find any on these players' websites.

Next, I tried searching for a review of a brand name marinated pork tenderloin filet. I could of course find recipe reviews for different preparations using the selected cut, but I was looking for a review of the case ready product.

After that, I switched up the brand name, and found that this supplier incorporated product reviews into their website. I then did the same exercise looking at retailer websites and found some included product reviews and others did not.

I know product reviews are taken in the industry, but they might also get logged as customer complaints, so don't forget your customer service teams. As a marketer I've worked on good responses to customer feedback and objections. Process is also as important as response; make sure you have a good process of getting that review or feedback to your marketing or innovation teams. While we all might not post product reviews online for public consumption, maybe we should start? I believe product reviews not only help the consumer who is looking for information, but they also help us in the meat industry. A product review can be used as a piece of the puzzle combined with sales to help fuel product improvements. What if we viewed this feedback as just that, a product review, instead of maybe as a customer complaint that needs "resolved"?

There are so many ways to receive (email, social media comments, website, etc.) and look at consumer feedback now a days, but let's not overlook the simple 5-star rating product reviews, that they are accustomed to using in their daily lives. How could this be incorporated for your [prepared/convenience] meat products?

Finally, here's a question to get your mind thinking about your own business: How do you work with your retailers to receive consumer product reviews?

Reprinted from Brittany Bailey's Blog Millennial Musings from meatingplace.com



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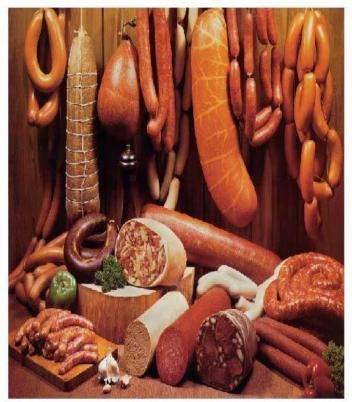
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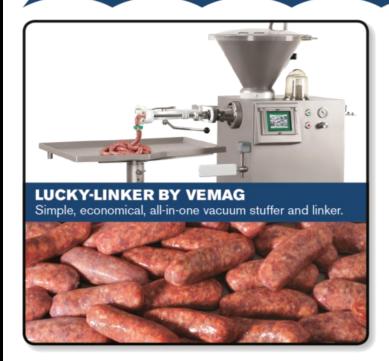
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by Kimberlie Clyma

Reprinted from Meat+Poultry Magazine

As MEAT+POULTRY's managing editor for almost 10 years, I have spent a lot of time eating meat, thinking about meat and writing about meat. Covering the production and processing of meat has always been the focus of my job and the mission of our magazine. But now, on a weekly, sometimes daily basis, I find myself reading, writing and thinking about plants. Not plants in the traditional sense – but plants that are being turned into proteins. And I'm not the only one. The entire meat industry is spending at least some time thinking about plant-based proteins and wondering how they will affect the meat business in the future.

In a period of three weeks, I found no less than one dozen stories on meatpoultry.com that referenced or related to the plant-based protein movement. Stories about how Kroger is going to try marketing its plant-based proteins in the meat aisle; how KFC is getting into the plant-based protein game by testing "Beyond Chicken" nuggets in Atlanta stores; and how even 7-Eleven and Little Caesars are offering customers plant-based alternatives with their Beyond Meat Pizzas.

Many foodservice establishments have routinely added either a Beyond Meat branded plant-based item or some version of the Impossible Burger to their menus for quite some time. According to Impossible Foods, the Impossible Burger is now sold in more than 15,000 locations in the US, Hong Kong, Macau and Singapore. Beyond Meat products are available in grocery stores and Impossible products will be there soon.

Meat processors have been entering the alternative proteins arena in droves too. Tyson Foods started by investing in Beyond Meat but has since withdrawn its investment in order to go on its own. The company recently introduced its Raised & Rooted alternative protein brand. Justin Whitmore, executive vice president of alternative proteins for Tyson, said "we expect this business to contribute to total Tyson in a way that's meaningful and adding to our profit profile." President and CEO Noel White said the company raised its marketing and promotional spend between fiscal 2018 and fiscal 2019, and, "we intend to fully compete in the alternative protein space and if that means that we need to up our spend again, we will."

Hormel is following suit with the introduction of its Happy Little Plants line. The company chose to unveil its newest brand and its ground plant-based alternative product at the Barclays Global Consumer Staples Conference on Sept. 4. "We believe today's consumers demand choice and Hormel is perfectly positioned to provide a

plant-based protein alternative," James M. Splinter, group vice president of corporate strategy, said at the conference in Boston.

With so many in the meat business entering the alternative protein market, it begs the question – are these products ever going to fully replace meat? Many consumers are giving the products a try, but are they getting rid of their overall meat consumption after the discovery of these new product options? I think the alternative proteins are providing consumers with a way to cut down ever-so-slightly on their meat consumption in a way that makes them feel better healthwise and environmentally. But I don't see these products replacing meat altogether. As for the meat companies entering the arena, why shouldn't they? It's a great way for the Tysons and Hormels of the meat world to make more money on additional product offerings.

But when it comes down to it, I think meat consumers – not vegetarians or vegans who never liked meat to begin with, but meat consumers – will continue to eat and enjoy the products they've always enjoyed even if they supplement their protein consumption with a few alternative options. That's what I'm going to do. Afterall, there's nothing better than bacon

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Registration Deadline: January 17, 2020 http://www.cvent.com/d/jhqlmd

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MEAT INDUSTRY NEEDS TO TELL IT'S STORY

During an era when most of society's collective attention span is seemingly shrinking by the day, I am holding out hope that the merits of telling a good story is still the most effective means of communicating a message that resonates with people. Having made my career as a business writer and reporter, I like to think there is no better way to share opinions, educate, inform, engage and enlighten a targeted audience than by using written words. And just maybe there is some merit to my theory and how it might be a path to ensuring that the many things the meat and poultry industry gets right isn't overshadowed by misleading sound bites, video clips and I40-character posts on social media by uninformed opponents to animal-based food production.

According to Innova Market Insights' "Top Ten Trends for 2020," storytelling is the top consumer interest when it comes to making food and beverage purchases. Consumers are increasingly infatuated with the origin of the food they buy and consume. "Provenance platforms can communicate a whole range of messages to the consumer, including flavor/taste, processing methods, cultural and traditional backgrounds, as well as the more obvious geographical origin," according to Innova Market Insights' explanation of the No. I trend: "Storytelling: Winning with Words." Learning about how products are produced adds value by teaching consumers about provenance-based benefits instilling brand loyalty and trust, according to the research company. This kind of data fuels my hope.

During last month's Animal Care & Handling Conference, hosted annually by the North American Meat Institute, Vance Crowe, communications strategist with Articulate Ventures LLC, made the point that the meat industry's science-based defense of its practices is overmatched by fear-mongering storytellers promoting a global shift to non-meat diets. Crowe's presentation, "The Architecture of Stories that Change Hearts and Minds," demonstrated how opponents to almost any cause or institution often gain traction and create followings using components of storytelling that are as old as time to lure the uninformed into their camp.

"There is no room of people anywhere on the planet that knows more or cares more about handling animals than the people in this room," Crowe said, acknowledging the academic prowess and industry expertise of the attendees and presenters at the conference.

"And yet the science is not enough," he said. "So why is it that people believe that you are doing terrible things?"

He explained that many provocative stories told about a similar topic – animal cruelty in this case – creates memes around an issue, which creates a tribe of like-minded advocates around the topic. Crowe said the successful storytellers advocating against the meat industry masterfully position the listener or reader as the hero of the story they are telling to explain to them why they should care about the story and how they can play a role in how it ends.

"This is why all stories are, at their core, about change," he said. In almost all stories that are told about either the evils of agriculture or the misunderstanding of those opposed to all things related to agriculture, each side has some valid points and good ideas that warrant consideration. "My guess is you think that about your critics; that they have some good points but they've taken it too far," Crowe said. For the meat industry, the challenge is to tell the story that addresses what it is that has been taken too far and tell the story that demonstrates – without science – how they can be the hero riding the white horse by supporting the industry that is feeding the world.

by Joel Crews

Reprinted from Meat+Poultry Magazine



NEW RESEARCH SHOW PERSISTENT SALMONELLA ON PROCESSING EQUIPMENT

USPOULTRY and the USPOULTRY Foundation announced the results of a funded research project at Clemson University in Clemson, S.C., in which researchers found persistent salmonella strains on processing equipment.

Dr. Kay Cooksey and colleagues from Clemson University evaluated poultry parts (cut pieces) coming out of second unit processing to see if that product had an increased salmonella prevalence compared with whole poultry carcasses processed in the same plant.

Results indicated that poultry parts resulting from second processing have more salmonella and the predominant patterns and isolates are significantly associated with the persistent strains on the processing line.

A complete report, along with information on other funded research, may be obtained by going to USPOULTRY's website, www.uspoultry.org.

The research is titled: "Project #BRU002: Evaluation of Risk Factors Associated with Salmonella Spp. Contamination in Post-Chilled Carcasses and Secondary Processing Products in a Poultry Plant"

The research was made possible in part by an endowing foundation gift from Perdue Farms.

by Rita Jane Gabbett - meatingplace.com

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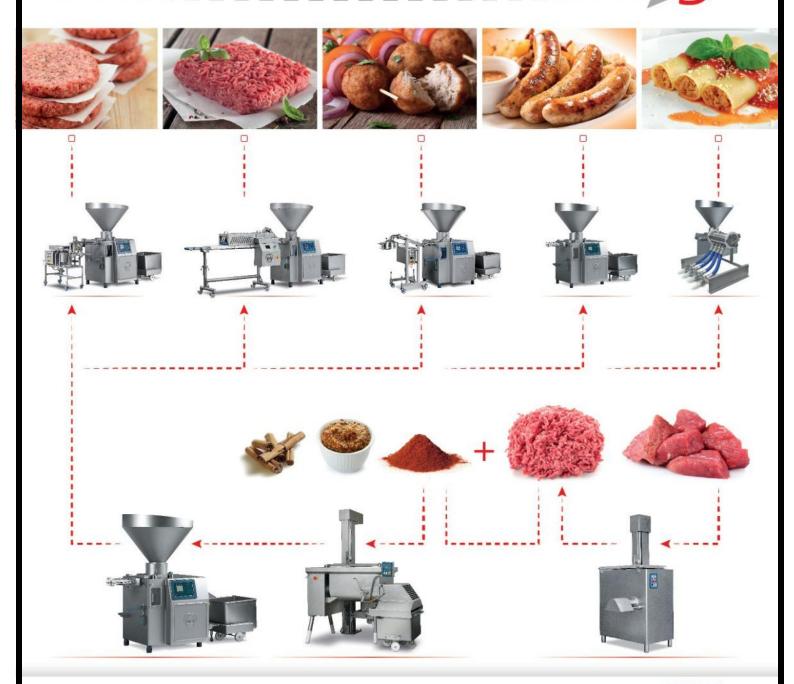


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2020 DUES: Your 2020 dues are included. Please note that dues will need to be paid in order to attend the convention.

2020 REGISTRATION FORMS: 2020 Convention Registration forms are included. All forms will also be placed on our website. Pre-register by May 20th.

CELL PHONE NUMBERS: Please include your cell phone numbers on your PAMP Company Information sheet. In the future, we hope to communicate more through text message than email.

PAMP APPAREL: Pre-order your 2020 clothing apparel. Limited sizes will be available at the convention.

BUTCHER'S CONTEST: The PA Beef Council Best Beef Butcher Contest rules and registration forms are included. Please read carefully and submit by the deadline listed. What a great event to show off your skills and get paid for it!!



OUR DEEPEST CONDOLENCES

Our deepest sympathy goes out to the family of Toby Heishman from Zinn Insurance. Toby has been involved with PAMP for several years and attended many conventions. She will be missed.

2019-2020 PAMP OFFICERS

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CLASSIFIEDS

BUSINESS OPPORTUNITY

FOR SALE: USDA Slaughter, process, retail butcher shop. Great Location, Excellent Opportunity, Call 610-745-0227. Leave Message. *Turn Key Operation!*

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Anyone interested in having **Nick Vukojevich** come to their facility and assist their workers?? Nick will provide hands on tips and techniques in Beef, Lamb and Hog Dressing, knife sharpening, etc. This is an opportunity to maximize your potential in animal dressing!! Any interested parties please contact Renee at PAMP.

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Email: pamp@pameatprocessors.org Website: www.pameatprocessors.org

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. Classifieds for Operators ONLY......No Suppliers.

FOR SALE: Walk in Cooler: 20x20, 16x36 2- 4' sliders, 2-36" entrance door. With refrigeration. Like New only used 1 ½ 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. \$4,500 or best offer; Call Dwight @ 215-262-2305 or elyfamily5@msn.com.

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: Kerres Smokehouse 2250 Single Truck Jet Smoke, MFG 1996. Comes with 2 trucks \$45,000. Call or email, Brett @ 603-269-2900 - tiedefarmssmokehouse@outlook.com

FOR SALE: 4 Year Old - Bizerba Slicer; A406fb with conveyor belt and cart; Asking \$25,000; Contact Loni @ 570-289-4353

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

TOP of the LINE: Commercial, like new Brine Pump. (Waterproof Motor) Excellent condition. Stainless steel pump. Add instant value to your products. 4 prong needle holder with 3 sets of needles. \$2250 or Best Offer!! UPS Shipping Available. Call:1-518-669-6111

FOR SALE: 3 Freezer Racks on Wheels - 30 Wire Freezer Racks; \$300 for All; or will split. Call Meghan @ Blooming Glen Pork & Catering: 215-257-2710.

FOR SALE: If there are any questions about the items below please feel free to call or text Brad Thoma @ 724-766-9941. We can also send some pictures when needed.

- Cryovac machine Super Vacuum model #GK1832 FABR NR 890090 3 phase 220 V. \$2,000 (obo).
- 80 lb TALSA Hydraulic Stuffer all stainless steel 2.5 hp model #H42S 3 phase 220 V. \$3,000 (obo).
- All Stainless steel Vacuum tumbler 500 lb. capacity 110 V.
 \$1,500 (obo)
- Hollymatic Patty Machine model #Super 54 along with two sets of plates 110 V. \$500 (obo)
- Hotdog Peeler 110 V. \$500 (obo) All Stainless
- WellSaw Buster Splitter Saw 112 inch blade model #7601 single phase 220 V. \$500 (obo)

FOR SALE: BIRO AFMG-48, 208 volt, 3 phase, 7 1/2 hd. Motor, stainless steel auger, head, and ring. Used very little. \$9,500, or best offer. (845) 876-6306