

CONVENTION 2022 IS COMING

The 81st Pennsylvania Association of Meat Processors Convention & Supplier Showcase is quickly approaching. **SIGN UP TODAY!!**

Just Look at Everything We Have Planned!!

Thursday, May 12

10:00 AM: Mt Nittany Wine Tour (\$15.95 pp)
10:00 AM-Excel Basics to prepare for Costing Session*
12:00 PM-Boxed Lunch
Sponsored by the Northeast Beef Promotion
12:30 PM - PA Beef Council Butchers Competition*
3:00 PM Business Meeting
3:30 PM Board Meeting
5:00 PM Product Check In
8:00 PM Presidents Reception
(Some snacks provided, feel free to bring any items to share)

Friday, May 13

Pre-convention Workshop
7:00 a.m.-1:00 p.m. Processed Products Check-in
7:45 AM Welcome
8:00 AM **Session I**
Group A – Manufacturing Traditional Cajun-style Products with Dan Robert, National Food & Beverage Museum, New Orleans, LA
Group B – Venison Processing with Dwight Ely Family, Ely Farm Products, Newtown, PA
Group C – Creating Award winning Large Diameter Lunch-eon Meat with Jon Frohling, ScottPec USA & Brad Merkley, Merkley & Sons Packing,
9:30 AM - Break

10:00 AM -2:00 PM Ladies & Kids Planting Class*-(\$.50 pp)
9:45 AM **Session II**
Group A – Creating Award winning Large Diameter Lunch-eon Meat
Group B – Manufacturing Traditional Cajun-style Products
Group C – Venison Processing
11:15 AM-Chronic Wasting Disease in Whitetail Deer-Update - with the PA Game Commission
12:15 Lunch *(provided by Holland Brothers Catering)*

1:00 **Session III**
Group A – Venison Processing
Group B – Creating Award winning Large Diameter Lunch-eon Meat
Group C – Manufacturing Traditional Cajun-style Products
3:00 PM -Ribbon Cutting / Open to Showcase
3:00 PM-7:00 PM Supplier Exhibit & "People's Choice" Meat Product Competition
Bring an item that you currently sell – PRIZE \$100.00 Gift Card
7:00 PM -10:00 PM Social / Dinner Drop-in - Pasta & hors d'oeuvres style dinner provided

Saturday, May 14

Educational Sessions
8:00 AM-Niche Markets & Adding Value with Rodney Schaffer



9:00 AM-Social Media/ Advertising with Aaron Packer - Shoppinglocal.net,
10:00 AM -1:00 PM Supplier Exhibit – President's Hall
12:45PM-Boxed lunch served *
1:30 PM-AAAMP Update with Chris Young or Nelson Gaydos,
2:00 PM Product Costing*
5:30 PM-6:00 PM - Social
6:00 PM -9:00 PM - Awards Dinner & Auction

Sunday, May 15

9:00 AM Bull Session
10:30 AM Processed Meat Show Viewing & Discussion with Available Judges
11:30 AM - Product Removal



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The German Butchers Association (DFV, short for Deutscher Fleischer-Verband), the official representative of craft butchers in Germany, formed a partnership with AAMP to hold the DFV/AAMP IFFA Quality Competition for Sausage and Ham every three years in the United States. The DFV-AAMP Competition took place January 15-22, 2022 in State College, PA.

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*** NOTE:** Some event require preregistration or advance applications. All forms to register are located on our website. If you have any questions or need anything, please reach out to Renee by email or phone. **We are looking forward to seeing everyone in May.**

HOTEL INFORMATION

The Penn Stater Hotel
(Host of the Convention)
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Cutoff Date: 4-11-22

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Auf Wiedersehen, Ciao, Sayonara, Au Revoir and Goodbye,



so What do you do Now?

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

To confirm a rumor, I called a friend in a niche-based beef company and asked if it were true that the company's largest retail customer, amounting to nearly 50% of their business, had just informed them that they were discontinuing all the company's beef products. Needless to say, this would be a major and potentially company-killing blow. My friend confirmed the rumor but tried to assuage the situation by saying that the company would recover as they had already found other customers to fill the expected void and would be just fine.

I reached out to the customer, who I knew well, to try to find out the real reason why my friend's beef was discontinued. It's simple, was the response, "They have shorted us for a year now." I appealed that there were a lot of reasons for shorts these past couple of years led by the COVID pandemic. The customer would have none of that, responding that their other meat suppliers were filling their orders albeit not as consistently as pre-COVID times but at least doing so for a majority of the time and product.

Upon further investigation, I found that one of the reasons for the shorts was that my friend's company could not find enough cattle to meet both their quality and quantity needs. Those they could find were curtailed by the drought. Additionally, other competitor beef companies were "poaching" the company's cattle producers offering payments of \$.20 to \$.40 per pound more for the live cattle. That equates to nearly an additional \$1.00 per pound in the meat. That is quite a large price difference and something that will turn the head of even the most loyal cattle producer. Further, some of the company's cattle producers lamented that the company had refused to ship their cattle when the producer wanted.

This was another quandary for the company as the producers felt the cattle were "ready" for shipment driven in part by the producer's need for a more immediate monetary return and the company insisting they weren't "quality ready" exacerbating their shortage problems. It seems there was no good answer to this cattle conundrum. As a result, both the producer and company suffered.

There are lessons here for all of us. What do you do when your major customer gives you a discontinuance notice? Whether you want to admit it or not, you have done something wrong. When you are told of such a discontinuance, it is probably too late to make amends and salvage the customer. But, it is not too late to find out the reason(s) and correct them for the sake of your other current and future customers. First, find out the reasons why. This is best done during an "exit" interview. This is probably the only time that you can find out the true feelings and reasons for the discontinuance.

Tough questions that have haunted you are the grist for the "exit" interview. Here are a few of those questions and guidelines for the future:

1. Where should such an interview take place? It is best done in the customer's office, not yours nor the local coffee shop, and certainly not over the phone or via email or text.
2. What are the real reasons for the discontinuance? Ask probing questions until the facts are laid bare as difficult as they may be for you to hear. Accept the answers as reality and take subsequent actions to initiate changes.
3. If price is the main reason, should you lower yours? There are many parts to the price puzzle. Suffice it to say that you must balance the short term gain (or loss) versus the long term survivability.
4. Is this the time for recriminations? No, let bygones be bygones and keep trying to ferret out why your biggest customer is saying Sayonara.
5. What can be done for this customer and more importantly for future customers? The die is probably cast for this customer. Your concern should be for your other current and future customers. Something you are doing is not right and needs to be changed.

What are your suggestions for finding out and curing the reasons for losing business?

2022'S MISSION CRITICAL WORD



Happy 2022, friends. I hope everyone had a relaxing and stress-free holiday. For the first time in a while, I really relaxed and had some destressed down time. It was great and I needed it. I am thankful I had this time to think about what is really important as we move into this year.

I don't do resolutions; instead, I choose a word that will follow me through the year. It is easier for me to make one word happen versus many small resolutions I may or may not keep. This year my word is "health". I know you're probably thinking about a diet or an exercise program. But for me this word is about more than physical health.

I travel and meet with people in the poultry industry almost every week. And almost everyone I meet is stressed beyond measure. There are too many things happening and too much stress. Some people may say, "Well, this is the poultry industry." But I have seen a change for the worse in the last few years. The "do more with less" attitude was happening before COVID and now I feel like we are at the point of "do most with least". This concept is not sustainable. We are burning people out and they are leaving our industry.

Healthy can mean different things to different people. My challenge to everyone in 2022 is to figure out what "healthy" means to you and make an accountability plan. Maybe healthy is reading a book once a month. Maybe it's getting a babysitter every other week so you can sleep or go out with friends. Maybe it's changing your bedtime to before midnight or drinking more water or playing more golf. Maybe it's volunteering once a month at the food bank or reading kids books at the library. And — my favorite — maybe it's adding yoga to your weekly routine.

I realize we can all give many reasons why we are too busy. I do it, too. One of my good friends once told me, "If it's important to you, you'll make it happen." Ugh — sometimes I hate that phrase. But, it's true. You are important to your family and friends and to this industry. Taking care of you will help take care of us as an industry collectively. We are all in this together.

Labor shortages: We have no time to take care of ourselves. COVID: Aagh! Regulatory fires: UGH! Managers, listen up: We need this to happen for you and your employees. We cannot continue to fight fires and not do any reflection or self-care. This is when big mistakes happen. Good personal health is critical for good industry health. We feed people and to do that effectively and safely, we must be healthy. It starts with us as individuals.

Here is my 2022 challenge: How will you define healthy for yourself? Chew on that for a bit and decide on a plan. One word is easier to achieve than a bunch of resolutions we give up on after three or four weeks. Healthy. Think about it: It's mission critical for our industry.

Reprinted from Christine Alvarado's Blog
"For the Birds" from meatingplace.com



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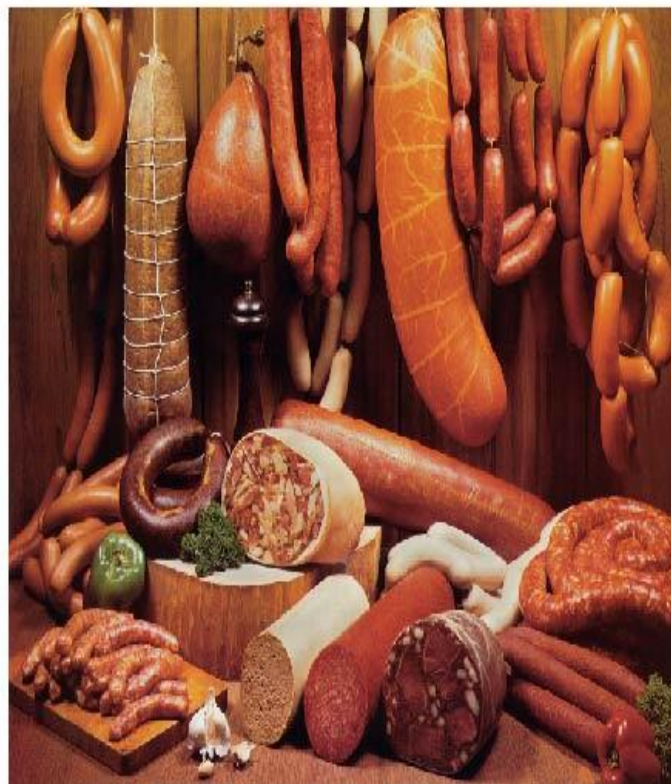
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TikTok: Is Now the Time for the Meat Industry to Embrace It?

If a Gen Z attended your recent family gatherings, odds are there was at least one conversation about a video on TikTok. Users on other social media platforms often say that TikTok is, “a talent show for people who have no talent.” It’s a funny line but TikTok is no joke. While you probably weren’t looking, TikTok and its users have sung, danced, joked and challenged their way to become the most popular web domain in the world, surpassing all established platforms. Yep, you read that right — in 2021, TikTok had more searches than YouTube, Instagram, Twitter and even Amazon and Google.

Marketers — including those of us in the meat industry — can’t dismiss TikTok as something only kids pay attention to. According to Financial Times, “business cannot afford to ignore TikTok.” You have to be bold and keep up with digital platforms like TikTok or risk being “consigned to the past.”

So, is the meat industry ready to embrace TikTok? It depends. I never recommend jumping on a bandwagon without thoroughly researching it first, that’s especially true with social platforms. Here’s some basics to help you begin to answer whether or not it is time to TikTok:

Who TikToks? - I’ve previously discussed the importance of Gen Zs to meat marketers. TikTok can help you reach them—about 60% of TikTok users are Gen Z; its Gen X audience is also growing rapidly. It’s common for Gen Z adults (18-24) to not only conduct all their searches on social media, but nearly 50% also make purchases through those same platforms. So, if Gen Zs are your target, it’s time to give TikTok solid consideration as an addition to your marketing plan.

How Marketers Use TikTok - TikTok can’t be a mere extension of your existing marketing efforts. Why? Because the platform’s users only trust and engage with unique, authentic, highly targeted, user-generated content. That means repurposing videos produced for other platforms won’t work. TikTok users are quick to shun anything that resembles traditional, mass-market messaging.

The need for unique, authentic, highly targeted, user-generated content can make it hard to find success on TikTok. To help court advertisers, the platform has rolled out several business-friendly features. Still, many marketers prefer to invest their money in creators (aka influencers), not directly on the platform itself.

Influencers Rule TikTok - Why use influencers? Influencers are a way to jumpstart getting your message in front of your target market because they have built-in audiences, understand how to create the content and can drive greater sales, awareness and engagement.

Unique User-Generated Content is Key - If you decide to not utilize influencers, be prepared that creating your own unique content can be a heavy lift. Worth repeating from above: regurgitating existing marketing assets to a TikTok audience is not a successful path forward. Brands who are doing well on TikTok are devoting their resources to create content that includes:

- Sounds and music
- Short-form videos
- Popular hashtag challenges

This means you’ll spend a significant amount of time and effort producing, monitoring and managing TikTok content (another reason influencers are being used versus going it alone).

Key Considerations About TikTok

While TikTok has a huge presence, it’s not the right choice for every brand. In your quest to determine if TikTok makes sense for your brand, consider the following:



- Developing and executing a successful TikTok strategy takes time, money and effort. And because it is different content, the investment will most likely need to be incremental to existing efforts to prove effective.

- TikTok’s success is driven by what its users and the platform want, NOT necessarily your messaging or business objectives. That means you have to be willing to give up a lot of control over your content to users and influencers without undue interference or oversight.

- Currently, TikTok has weak reporting metrics, analytics and ROI data compared to more well-established social platforms.

So, Where Do We Go From Here?

TikTok is an all-or-nothing proposition — you must be willing to fully embrace and commit to the platform and its users to reach any level of success. Use the considerations above to guide if/when you climb on board the TikTok platform. It might just be time to fire up your iPhone, tap those hot influencers, dust off your best dance moves, sing your boomer heart out, workshop some awesome stunts or sight gags or conjure up an irresistible challenge. If you decide to enter the TikTok world, let go and let the algorithm do its digital magic — see where TikTok can take you. It’s worth taking the leap into TikTok to capture the loyalty of Gen Z and Gen X as these powerful consumers continue to grow in significance to both marketers and the meat industry.

Reprinted from Danette Amstein’s Blog
“A Marketer’s Lens” from meatplace.com



W M I N

Join the Women's Meat Industry Network (WMIN) for Free in 2022

The Women’s Meat Industry Network (WMIN) has been formed by a group of female leaders in the meat and poultry sectors who are passionate about education, development, promotion, and retention of women in these industries. The group is not exclusive to women, but open to anyone with an interest in promoting its values.

What is WMIN?

A cross-sector group of smart, talented women looking to develop both professionally and personally in an industry that is traditionally male-dominated. We are a network to connect people who share the passion of helping women flourish within the meat and poultry industries.

Why WMIN?

Women want to be successful, yet a variety of barriers slow progress and limit opportunities within our industry. This often results in talent leaving not only organizations but the entire industry. Women leaders are willing to bring along other women, but the right infrastructure (mentoring, support from leadership, etc.) has not existed. So much of the work has been individual and one-off. WMIN is an organization that is building the infrastructure for all levels and roles within the meat and poultry industries.

Join as a member

WMIN welcomes participation from all individuals of the meat and poultry industry that are invested in our mission. WMIN will not be collecting individual member dues until 2023, so membership for 2022 is free.

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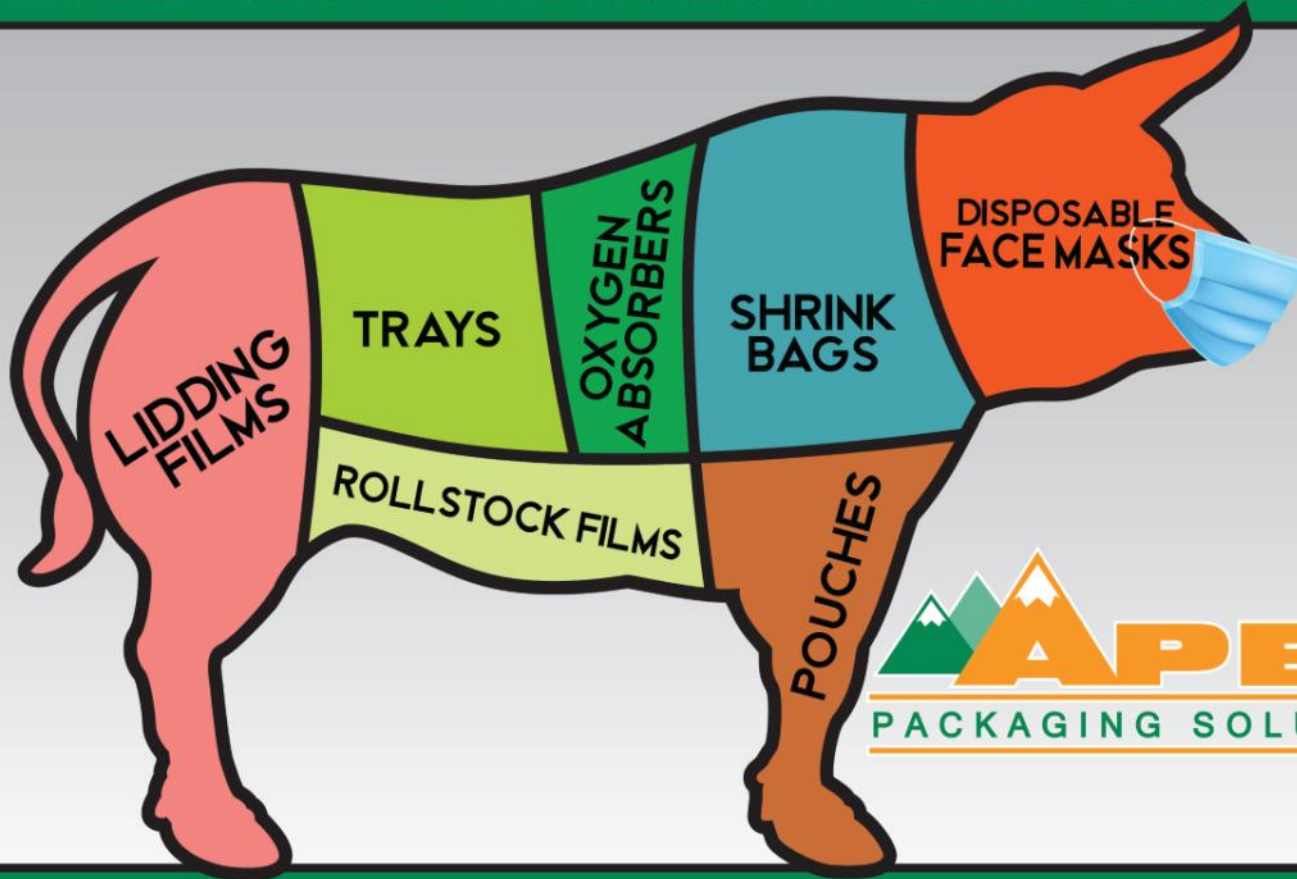
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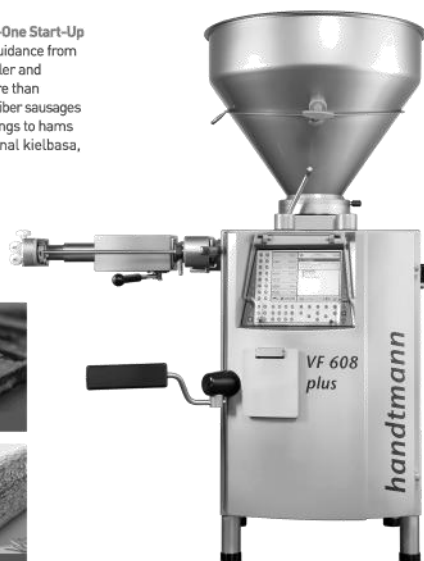
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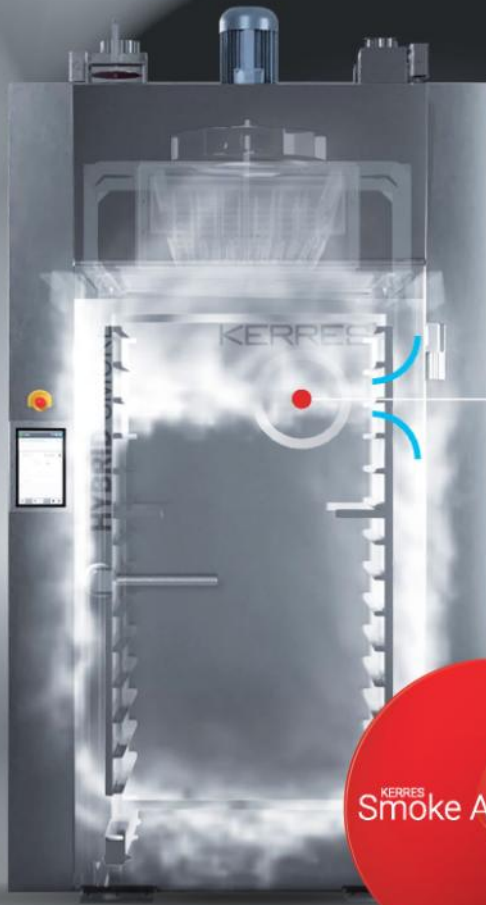
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Sesame & Future Allergens

On April 23, 2021, the Food Allergy Safety, Treatment, Education, and Research (FASTER) Act was signed into law, declaring sesame as the 9th major food allergen recognized by the United States.

Article by Bob Culler - Culler Consulting LLC

This change will become effective on January 1, 2023. Until that time, manufacturers do not have to list it as an allergen, although in most cases it must appear in the ingredient statement.

An exception is when sesame is part of a natural flavoring or spice. Another exception is when sesame is not in the common or usual name of a food (e.g., tahini, which is made from sesame seeds). In November 2020, the FDA issued "Voluntary Disclosure of Sesame as an Allergen: Guidance for Industry" to encourage manufacturers to voluntarily declare sesame in the ingredient list when it is used as a "flavoring" or "spice" or when the common or usual name (such as tahini) does not specify sesame. Thus, spice and seasoning manufacturers should have already made labeling declaration.

Action meat and food processor need to take prior to January 1, 2023:

1. Request ALLERGEN STATEMENT for each spice blend or flavoring used from your spice or seasoning distributor or manufacturer. Note: some manufacturers require that you request from the distributor, who contacts the manufacturer.
2. Confirm that any allergen declared in the allergen statement is included on each of your labels (ingredient statement and "Contains" statement).
3. Confirm that any allergen ingredient that you add (e.g., non-fat dry milk, soy protein, modified food starch, etc.) are included on each label (ingredient statement and "Contains" statement) that contains the allergen.
4. File the allergen statement with label approvals.
5. Store allergen ingredients separately from non-allergen ingredients.
6. Make products that do not contain allergens FIRST or start of production.
7. If you batch allergen ingredient(s) from a bulk container, label the container with allergen, dispense with identified utensil, dispense into a disposable bag or identified container.

Future Allergen Labeling

The FASTER Act requires the Secretary of Health and Human Services to submit a report with recommendations for the "timely, transparent, and evidence-based modification of the definition of 'major food allergen'" in the Federal Food, Drug, and Cosmetic Act.

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A native of Connecticut, Stephen and his wife Cathy first opened The Country Butcher in 1989 in Ellington. They quickly out ranked their top 6 grocery chain competitors with the exceptional quality and distinct flavor of their meats, combined with fresh and unique side dishes, sauces, condiments and other value-added items to meet customer's culinary needs. They relocated the market to the family farm in Tolland, with a devotion to culinary craftsmanship in their own meats and those brought in from other exceptional purveyors of fine meats and epicurean delights.

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PAMP SCHOLARSHIP: Please find the application on our website or contact Renee to receive a copy. Rules are provided on the application

SUPPLIER SHOWCASE: Suppliers that are planning to exhibit, please find the Exhibitor Service Kit Information on our website. All shipments or items needed for the showcase will need to go through General Exposition Services. The Penn Stater will not be accepting any shipments or any out-going shipments.

2022 DUES: Your 2022 dues are included. We would like to say "Thank You" for all of your support and we look forward to the 2022 convention. Dues need to be paid in order to attend convention.

CONVENTION REGISTRATION: Operator and Supplier registration forms are included and will be on the PAMP website as well. Looking forward to seeing everyone.

BUTCHER'S CONTEST: PA Beef Council & Northeast Beef Promotion Initiative are happy to host the Best Beef Butcher Contest again this year. Agenda, Official Rules and Application will also be on our website.

BOARD SEATS: We will have several board seats opening up this year. Please consider being a board member. There are 2 meetings each year. One held in the fall and one during the convention. If needed there could be zoom meetings or committee meetings. Those are usually done over zoom or emails. If you are interested, please email Renee or reach out to a current board member.



In Memory of **LLOYD HESS**

Long-time PAMP Member and Past PAMP President and owner and operator of Hess's Barbecue and Catering of Willow Street, PA.

Lloyd passed away suddenly on February 10th. Our thoughts and prayers are with his friends and family.

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

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FOR SALE: VEGMAG ROBOT 500 STUFFER: TYPE 128 \$27,000 obo-Contact Loni @ 570-289-4353; stepbeef@gmail.com

FOR SALE: SPIROCUTTER (Ham Slicer) #T-2000. Serial# 20304; Used; good to very good; rarely used. Please contact us for pictures. Asking price: \$5,500. Contact Mark Eifert @ 570-253-5899

FOR SALE: BRINE INJECTOR MACHINE
Spec: 21 Needle Gunther Brine Injector; Asking Price: \$8,500 OBO; Condition; good - runs well; Contact: Mark Eifert; Phone: 570-253-5899; Pictures on PAMP website and available by email by request.

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