

HAPPY TO SEE YOU!!

With us finally being able to meet and hold our annual convention, we have been able to vote in new officers and directors for the first time in three years. Thanks to everyone who has served for the last three years, particularly Nate Thomas (seen to the right, cutting the ribbon to the 2022 Supplier Showcase.) When he signed up to be PAMP President, he couldn't have known it was going to be a three year term, but he did the membership proud. Thanks Nate!!

The following are your 2022-2023 Officers and Board Members.

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We were happy to see everyone that was able to attend the 81st Pennsylvania Association of Meat Processors & Suppliers Exhibition. It was so great to gather again after 2 long years and reconnect. We had great educational sessions along with great support from our suppliers for the showcase. The President's reception and Friday night social was also well attended. Congratulations to all the winners from the product competition, best butcher contest, people's choice and 50/50 winner. Thank you to all those that donated and purchased items in the auction! As we end one convention we have already started to plan for the next - **May 11-14, 2023!** Save the date and invite others to join and attend.

2022 WINNERS



A huge part of our annual convention are the various contests that our members look forward to every year. We've missed honoring the best our members have to offer, and we are proud to announce the 2022 winners.

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and a full rundown of the Meat Competition can be found in the center insert.

Plus more convention pics!!



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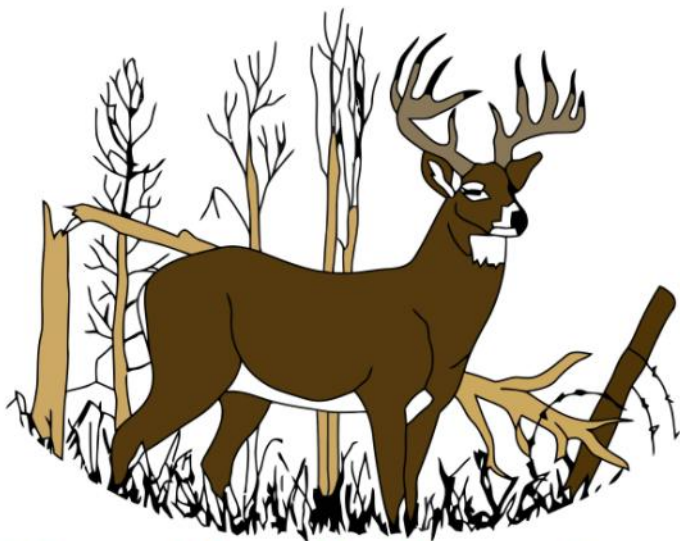


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INTERGRATE THE BEEF INDUSTRY?

Just last week it was announced that the Black Hills of South Dakota will be the home of a brand new \$1.1 billion “state of the art” monstrous meat plant able to process 8,000 head of cattle and bison per day. It’s no small venture at 1.1 million square feet employing 2,500 workers. That makes at least two or three similar new plant announcements over the last year or so.

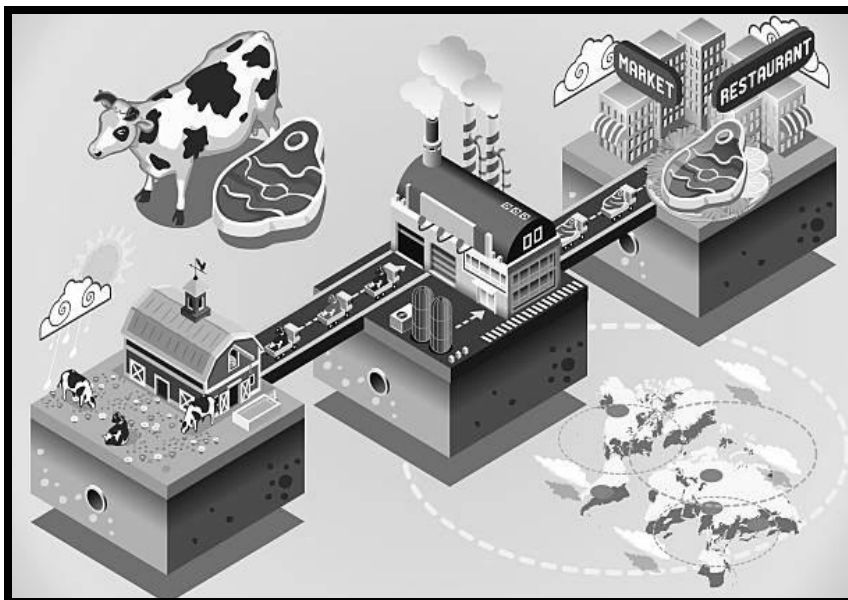
This latest one will be a “tech driven” plant, according to the announcement, and will have all the bells and whistles of robotics, with easier, safer and more efficient processing that is environmentally friendly, using less employees than a typical plant of its size, blah, blah. The minimum wage will be \$28 per hour and the plant’s owners are desirous of helping ranching families through difficult financial times. Construction won’t begin until 2023 and three years or so later it will open for business.

Where in the world are all these cattle and buffalo going to come from? And, more importantly, where will all the meat be sold? Are the owners going to cut into the Big Four beef behemoths’ market to gain share or will they attract more consumers to eat more beef? I don’t see how this plant can be successful. The beef big boys will quickly adopt any new processing techniques that the new plant will initiate and do so more efficiently, at a lower cost with a less expensive labor force earning a maximum hourly rate of \$20 or nearly 30% lower than the lucky ones at the new plant. Such a new plant simply will not be able to compete.

For argument’s sake, let’s just say that the new plant will process 7,000 and 1,000 head per day of cattle and bison, respectively. That’s 1,820,000 cattle and 260,000 bison annually or nearly 6% of all the fed cattle currently processed and 60% of all the bison alive in North America today. Delusions of grandeur to the nth degree, in my opinion.

With this plant announcement as a backdrop, I want to continue my plea for integration of the beef industry. I am suggesting that the current beef processing sector is awash with capacity, and it must first fill that up before any more is built. My solution to maxing out the current underutilized capacity is to break up the Big Four beef companies — JBS, Tyson, Cargill and National — into regional entities and integrate each of these new cattle/beef continuums, so when a calf is dropped that in two years, those involved will consistently supply their affiliated, integrated companies.

The current plants’ efficiencies are then maintained and can certainly be enhanced as capacity becomes used up. But, the inefficiencies of any “greenfield, build it and they will come” misadventure is avoided. If processing is the fulcrum or constriction point in beef marketing in the conception-to-consumption, cattle-to-consumer continuum, then why build more cattle/beef processing capacity



when plenty is currently available and underutilized?

Rather than integrate, maybe the regional beef processors/marketers become independently owned and operated subsidiaries of the Big Four and proudly market their individual brands of beef as a way of growing beef consumption. This avoids all the machinations of “breaking up” the big boys and forces beef marketing to come to the fore. I do know that any beef consumption growth will not come from higher priced beef no matter the depth or breadth of any altruistic new beef processing plant and associated techniques, advancements or ownership desires.

Who will lose money on all these ill-advised, new plant ventures? Certainly not the nonaffiliated venture capital suppliers once they see the folly of such an investment. No, for the most part, it will be the supplying cattle ranchers who are pinning their hopes on a new plant because the old ones controlled by the Big Four are “screwing” them and reaping all the profits.

That ain’t so. But, even if it is, a way to cure such a “screwing” is to somehow integrate the process and involve all the participants in the ownership and management of such an entity with each integrated profit center’s returns equitably distributed.

Reprinted from Mark Grave’s Blog
“Meat Your Market” from meatingplace.com

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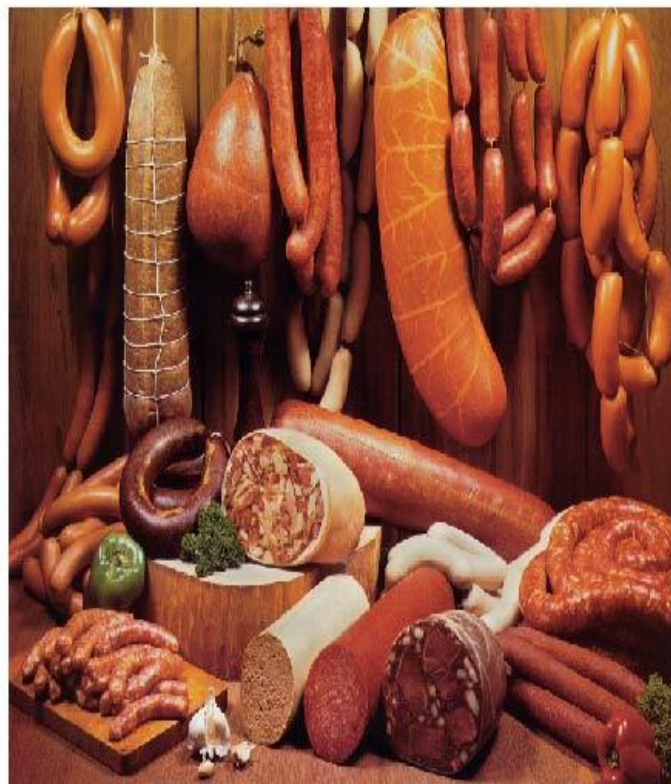
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ANY ONE ELSE FRUSTRATED

I was visiting graduate schools with my daughter last week. She is graduating in May (yay!) with her BS and decided to pursue a further degree in her field of study. I am extremely proud of her and all her accomplishments. She is one smart cookie.

But ... what is up with these college prices?

As a parent, I am appalled and frustrated. As an academician, I get it! Colleges and universities are businesses. With less state funding available, the money for dorms, professors, equipment, labs, research, must come from somewhere. I just feel like the pendulum has swung too far to the business and not far enough to the whole reason for these land grant universities: agricultural education.

The Morrill Land Grant College Act of 1862 allowed each member of Congress to receive land to create a land grant university to educate in the areas of agriculture and mechanics. Many land grant universities were created and now are some of the best universities in the nation (Gig 'em). There was obviously a need back then, and this need and interest continues today. The problem is that we are turning students away because of cost; I don't know that the average student can afford college without significant parental help or serious debt. The other problem is that we have created a business rather than an educational environment.

Do universities need an educational revamp? Or do we as employers need to reconsider what "educated" means regarding degrees versus life experiences? A BS degree doesn't take you very far anymore. Also, universities receive more money (based on funding calculations) for MS and PhD students. These considerations create pres-

sure to train more MS and PhD students which is creating an influx of highly trained students into the market. I am not sure this is a sustainable strategy.

A potential solution may be to expand our hiring options to include more trade schools and to life experiences for employment. Most CEOs who own their own companies have a BS or no college degree. I am not sure what that looks like in the poultry industry, but I am going to guess they have college degrees.

If we want to continue to hire people into our business, we cannot rely on six poultry schools to funnel students our way, nor can we continue to focus on higher degrees. Trade schools are a great place to capture these amazing students that cannot pay for a four-year degree or do not want to go into significant debt to pay for these degrees. There should be a similar pathway to earning potential for these students, and they should never be excluded because they do not have a BS degree behind their name.

The degree doesn't matter as much as what happens in their brain. By that I mean the qualities we look for without the degree — including critical thinking and problem-solving, how they can organize thoughts and processes, how they can communicate verbally and in writing, and how they can work together in a team — is more important than the degree.

If we cannot focus on adding more poultry programs to land grant universities, then let's focus on creating trade schools in agriculture with an emphasis in poultry. Most companies train on the day-to-day operations anyway. When you hire someone with good soft skills, the rest will be easy to train.

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



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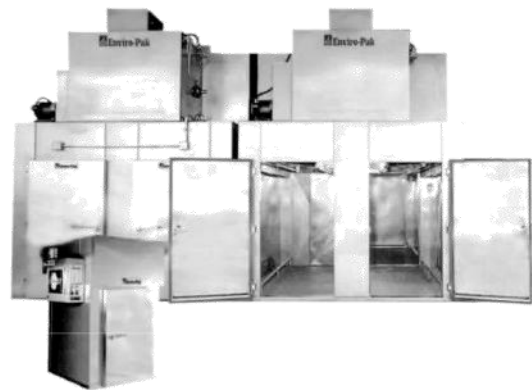
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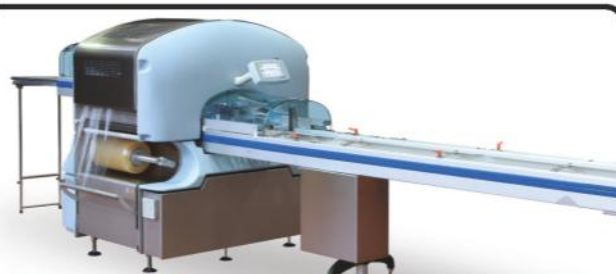
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TOP BUN



I just finished watching Top Gun Maverick for the second time. As I left the theater, and my eyes adjusted to the bright sun, I realized that military fighter pilots and most food company CEO's have one significant thing in common: a need for speed. While Maverick found himself streaking across the skies at Mach 10 (or, 7,672.691 miles per hour), many food companies find themselves attempting to meet customer demand by producing their food products at near lighting speed.

As I thought more about the film, it also struck me that Maverick's exploits in Top Gun reflect the epitome of what we should not be doing in the food industry. Maverick has consistently demonstrated, first in 1986 while flying F-14 Tomcats, and more recently in 2022 flying the Navy's Darkstar hypersonic aircraft (and the slower but still wildly fast F-18 Hornet), that he has an insatiable habit of pushing the limits as far as the limits can be pushed.

While piloting the Darkstar, Maverick's mission was to coax the futuristic aircraft to Mach 10, and no further. Having achieved his mark, after some teeth grinding and cursing, Maverick found himself coasting along at speeds which could take him from New York to London in only 30 minutes. But, that wasn't fast enough. Not able to resist his need for speed, Maverick then began to edge the nose of the hypersonic plane just slightly toward the earth, and began a descent that took him to Mach 10.4 before the lights went out and the aircraft exploded into a massive cloud of fire and debris.

The lesson here is that every system has its limits. No matter how good the people are running it, if you push any system too far, it will fail. And, the same rules which apply to hypersonic aircraft also apply to food processing lines and equipment. If those

lines and equipment are run too hard for too long, there will be a point at which they are no longer able to perform as designed.

The same can be said for the infrastructure support for those lines. If the lines are run too hard, the support infrastructure will begin to lag behind. This includes infrastructure such as daily cleaning and sanitation, the performance of change-over controls, the elimination of resident strains of bacteria, and the exercise of hygienic practices. And, when failures do occur, it may not be as simple as running a bit too hard on a single day. Rather, the cumulative effect of stressors over long periods of time often are the cause of a system eventually reaching its breaking point. Put differently, what we might get away with by running hard on only Monday, we most likely will not get away with by running hard on Monday, Tuesday, Wednesday, Thursday, and Friday.

While meeting customer orders and demand is always critically important, it is also always acceptable (and, in most cases, highly advisable), to have the courage to say that "our system is simply not designed to meet the demand." Either we give a little on the volumes, or we could give a whole lot more on a catastrophic failure.

So, what's the lesson? It's okay to run a little slower, produce a safer (and, frankly, higher quality) product, and still make lots of money. Just remember, when you turn on the lights in the morning and get ready to ramp up production, you don't have to be a Top Gun to make a Top Bun.

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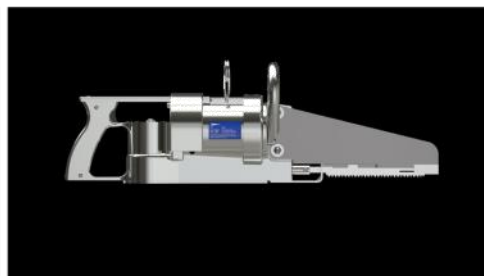
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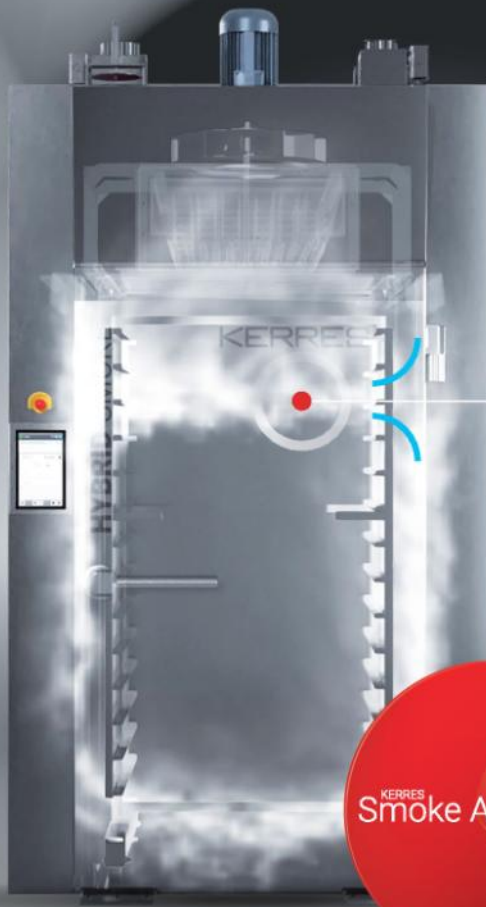
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GET READY FOR THE BEST KNIFE FIGHT IN THE WORLD

The World Butchers' Challenge, known by those in the industry as the 'Olympics of Meat,' began from humble beginnings. The first iteration of the event was held at a Trans-Tasman industry conference designed to provide light entertainment and bragging rights to either Australia or New Zealand. However, it became apparent very quickly there was more to it, when at the very first 'Test Match' between the Kiwis and the Aussies, we witnessed one of the most skilful, intense and innovative displays of craftsmanship.

Butchers carved cuts of beef, pork, lamb, and chicken with a surgeon's precision, only with nicer aprons. Competing against each other, to the chorus of a clock counting down from little more than three hours, the teams created products that pushed the boundaries of conventional cooking yet would still sell in a retail setting. Over the following years we introduced Great Britain and France to the event, but it was really in 2018 that the World Butchers' Challenge became truly global, with 12 teams competing in Belfast for the title of the world's best.

It was here that newcomers to the comp and now good friends, the 'Butchers of America' encouraged the team at Visit Sacramento to explore the opportunity of hosting the next World Butchers' Challenge. With their strong focus around a 'farm-to-fork' philosophy and access to the world class Golden 1 Center arena (also home to the Sacramento Kings), we were absolutely honored to move the competition to the USA. While the original plan was to be there in 2020, COVID-19 delayed this and Sept. 2-4, 2022, are the dates we're now counting down to.

With four new teams entering the competition (Canada, Iceland, Portugal and Wales) and the backdrop being one of the most impressive arenas in the States, we're cranking up the intensity and scale once more.

Working on this event has been a rollercoaster ride, to say the least, as it's grown beyond our wildest dreams. So, this is where I'm unashamedly putting a callout to the global meat sector. We have some incredible support from industry partners already, but we would love to see more. Not only will this help us deliver the best event possible, but the World Butchers' Challenge also gives our international industry unique opportunities from various standpoints.

Firstly, the best butchers in the world are travelling with delegations for the event, and we're expecting numerous meat industry heavyweights, foodies and media as well. Our audience is niche, targeted and very specific, yet not confined to Sacramento; we'll be live streaming across the globe and engaging in other ways socially. This is a chance to further a profile amongst butchery elite.

From a content perspective, this competition in all its facets provides a compelling, positive story for our sector, and we want as many of you as possible to take ownership of it, leveraging it to help deliver good new stories for the meat industry, across the world. This event is run by those who are in the industry and passionate about it. Our main aim is to spotlight the sector and the people within it.

Whether you're interested in partnering with the WBC or simply coming along to watch, I strongly encourage you to get on board for this experience. I promise you that watching our teams of butchers from across the world enter the arena to fight for their country,

through a profession to which they pledged their careers, will bring goosebumps to your arms. Seeing the sheer strength of the butchers as whole sides of beef are broken down in mere minutes will

shock you. Witnessing the delicate flair and speed, as they plate up product after product, will leave you inspired. And this is just inside the arena. Outside, you'll feel their endless passion and energy as you network and collaborate with the best in their field.



For more information on the WBC, visit worldbutcherschallenge.com. Please contact us at any point if you're interested in partnering with us or to let us know you'll be there so we can make sure we say hello. We'd love to hear from you or, better yet, see you in Sacramento!

From WBC CEO - Ashley Gray



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USDA's Food Safety and Inspection Service (FSIS) today said that all small and very small plants are eligible to receive a partial refund of holiday and overtime inspection fees.

The agency said it is eliminating the March 11, 2022, deadline for the partial refund that it had set when originally announcing available funding to reduce those fees on July 15, 2021.

At the time, FSIS said establishments that submitted their forms by March 11 and qualified would receive a partial refund for overtime and holiday inspection fees paid since Oct. 11, 2020.

With the elimination of that deadline, the agency said, "all establishments that qualify and submit their forms will be eligible to receive the partial refund for overtime and holiday fees paid since October 11, 2020, while funding is available."

Small and very small establishments should submit their completed forms to the FSIS inspection personnel assigned to their establishment, or email the completed form to the appropriate FSIS District Office, labeled "Attention Grant Curator." Contact information for the FSIS district offices, including email addresses, is available here.

For billing issues and to request refunds, contact the Financial Service Center Customer Contact Center: (515) 334-2000, option 1, or email fsis.billing@usda.gov.



The Kessler family settled in Plainfield Township, northeast of Nazareth, PA during the Revolutionary War. My ancestors were farmers and our family farm has been in continuous operation since 1780. Over the years, the Kesslers were dairy farmers, orchard truck farmers, and cattle farmers.

Today we are still farmers, raising Black Angus and Hereford cattle. We sell directly to you through our own meat processing facility. There is no middleman.

Our Beef: We have a closed herd of Black Angus-Hereford cattle that we raise according to organic standards. Our animals are born on our farm. Our cage-free herd roams our pastures and grazes at will on pesticide-free grass, clover & alfalfa. This increased level of exercise leads to enhanced muscle formation, which means that there's a little less fat and a little less marbling in our meat.

Part of our herd eats only grass. The rest have their diet supplemented with naturally raised feeds such as corn, hay and soybeans that we grow on our farm from pure seeds. We do not use genetically modified seeds and we do not use pesticides. We do not give our animals antibiotics, steroids or hormones to make them grow faster – or fatter. We age our grass fed beef for 14-21 days, while the meat from cows fed a grass/grain diet is aged 7-14 days. After aging, the meat is flash frozen and ready for your freezer or table.

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Easton, PA 18040
610-759-2255





American Meat Science Association PORK 101 Courses

Courses are set to take place at:

**Pennsylvania State University
November 1-3, 2022**

Attendees will have the opportunity to learn about the value differences in swine, pork carcasses, pork primals, and processed pork products from the meat science faculty and AMSA members at each university. AAMP members can register at a discounted rate, but each course is limited to 25 registrations.

For more information, go to www.pork101.org



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SUPPLIER SPOTLIGHT



A.C. Legg Packing Company, Inc. was founded in 1923 in Birmingham, Alabama by Mr. Andrew C. Legg and two business partners.

Mr. Legg crafted and retailed his secret recipe pork sausage for a number of years in the downtown-Birmingham meat market, and eventually believed that he could share his Southern Style sausage seasoning with all of the United States. Thus, Legg's Sausage Seasoning was born.

In 1936, Mr. Charles W. Purvis was hired as an office employee at A.C. Legg, and over the next few years, he became the General Manager, purchased stock, and eventually acquired ownership of this company he loved and had helped establish.

This legacy of excellence and pride continues today, as A.C. Legg is still a family-owned business. Charles Purvis's sons, Jim and Charles, are currently CEO/President and Executive Vice President, respectively, and his grandchildren are actively serving within the company, as well.

Since 1936, Mr. Purvis's motto was, "Education is something that, once attained, cannot be taken away," and this philosophy of educated excellence is what drives us to continually learn, adapt and grow in order to achieve the best results possible for our customers.

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PAMP BITS

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B & P Meats LLC

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680 Rte 36N
Brookville, PA 15825
814-913-1526
bpangallo@yahoo.com

Bork Farms

Dave Bork Sr.
537 Neal Rd.
Homer City, PA 15748
724-479-9325
borkfarmspa@gmail.com

Country Smokehouse

Ronald Martin
507 Eastep Road
Williamsburg, PA 16693
814-832-1989

Duck Lake Processing

Mervin Sensenig
12167 Duck Lake Rd.
Red Creek, NY 13143
518-317-8997

The Farmstead Butcher/ Rettlend Farm LLC

Beau Ramsburg
2778 Baltimore Pike
Gettysburg, PA 17325
717-334-6328
rettlandfarm@gmail.com

Field to Freezer LLC

Matt McCoy
515 W North Shore Dr 5
Hartland, WI 53029-8365
262-613-9266
matt.mccoy@fieldtofreezer.com

Jubilee Hilltop Ranch

Neal/Ryan Salyards
676 Hominy Hill Road
Osterburg, PA 16667
814-934-7734
jubileehilltopranch@gmail.com

LKG Coop

Mark Muir
10509 Rt 6
Union City, PA 16438
81-397-0033
markmuirstead.com

Red Barn Meats

Jordan Brandt
9095 Briot Road
Croghan, NY 13327
315-346-1254
jordanbrandt.redbarn@gmail.com

S.S. Frable & Sons Deer Processing

Jeremy Frable
7618 Williamstown Lane
Slatington, PA 18080-3444
610-767-7986
jfrable09@yahoo.com

THANK YOU: Thanks to all the suppliers and members that attended the 2022 Convention. Also a special thanks to Glenn, Jonathan and everyone at the meat lab. Without everyone's help and support, we would not be able to have a successful event.

In Loving Memory - Lee Bixler

Lee Gerald Bixler, 85, of Mountain Road, Hegins, passed away Saturday, June 11, 2022, at home.

Lee owned and operated Bixler's Country Meats since 1960 on East Mountain Road, Hegins, and also had a location on Centre Street, Pottsville, for 26 years. So, here we are 62 years later, and Bixler's Country Meats is still running strong. Even though Lee retired a few years ago, he still went to the shop almost daily. He took the phone calls and did the billing, which kept him feeling like he was still a part of his legacy.



Lee accepting his Honorary
PAMP Membership in 2017

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

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: 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: 301 Non Forming film from Cryovac - 84 Rolls -
2.50 mil. Best offer for the lot.
Contact Joe @ 856-423-4000 x 101 - Mickleton, NJ

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.

FOR SALE:

- BIRO MIXER/GRINDER: #32 Head; -230 V; -3 Phases;
 - HOBART MIXER/GRINDER: #32 Head; -230 V; -3 Phases;
 - ROSS TENDERIZER
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- Contact Jeffrey: (302) 382-8776

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HELP WANTED

ALPINE MEATS & DELI, located in Blairstown, New Jersey, is looking to fill the following positions:

Butcher/Bologna Maker • Butcher's Apprentice

Alpine Meats has specialized in German cold cuts, smoked meats, and sausages since 1980. We are hoping to find the right people to fill these positions, and we hope to train someone as a successor to take over the business. **If you're interested, please call 1(908)-362-8568 and ask for Roy**

2022 INDIVIDUAL CATEGORY MEAT COMPETITION CHAMPIONS

| Commercial Style Bone-In Ham | | Weiners/Frankfurters | |
|---|---------------------|--|---------------------|
| Holland Brothers | Grand Champion | Holland Brothers | Grand Champion |
| Bryan's Meat Cutting | Res. Grand Champion | Livingston Packing | Res. Grand Champion |
| Livingston Packing | Champion | Hollenbaugh Market | Champion |
| Boneless Ham | | Meat Snack Sticks | |
| McMullen's Market | Grand Champion | The Country Butcher | Grand Champion |
| O'Neil's Quality Foods | Res. Grand Champion | Hollenbaugh Market | Res. Grand Champion |
| Livingston Packing | Champion | Bryan's Meat Cutting | Champion |
| Venison, Non-shelf Stable Product | | Specialty Flavored Meat Snack Stick | |
| Bryan's Meat Cutting | Grand Champion | Cunningham Meats | Grand Champion |
| Livingston Packing | Res. Grand Champion | Livingston Packing | Res. Grand Champion |
| The Buck Stop | Champion | The Country Butcher | Champion |
| Bacon | | Beef Jerky, Whole Muscle | |
| Bryan's Meat Cutting | Grand Champion | Breakaway Farms | Grand Champion |
| The Country Butcher | Res. Grand Champion | The Country Butcher | Res. Grand Champion |
| O'Neil's Quality Food | Champion | Biggies Quality Meats | Champion |
| Specialty Bacon | | Beef Jerky, Formed | |
| McMullen's Market | Grand Champion | Valley View Farm | Grand Champion |
| Bryan's Meat Cutting | Res. Grand Champion | The Country Butcher | Res. Grand Champion |
| Holland Brothers | Champion | No Entry | Champion |
| Fresh Sausage, Uncooked | | Whole Muscle Poultry | |
| The Country Butcher | Grand Champion | Bryan's Meat Cutting | Grand Champion |
| Breakaway Farms | Res. Grand Champion | Holland Brothers | Res. Grand Champion |
| Gaiss Market | Champion | McMullen's Market | Champion |
| Specialty Flavored Fresh Sausage/Uncooked | | Venison Shelf Stable Product | |
| The Country Butcher | Grand Champion | Bryan's Meat Cutting | Grand Champion |
| Livingston Packing | Res. Grand Champion | The Buck Stop | Res. Grand Champion |
| Biggies Quality Meats | Champion | O'Neil's Quality Foods | Champion |
| Small Diameter Sausage/Smoked or Smoked/RTE | | Cured Specialty Meat Product, Whole Muscle | |
| Holland Brothers | Grand Champion | Valley View Farm | Grand Champion |
| Hollenbaugh Market | Res. Grand Champion | No Entry | Res. Grand Champion |
| The Country Butcher | Champion | No Entry | Champion |
| Specialty Flavored Small Diam. Sausage (Cooked) | | Cured Specialty Meat Product, Ground | |
| Cunningham Meats | Grand Champion | No Entry | Grand Champion |
| Holland Brothers | Res. Grand Champion | No Entry | Res. Grand Champion |
| Farmstead Butcher | Champion | No Entry | Champion |
| Ring Bologna | | Course Ground Weiners/Franks | |
| Bryan's Meat Cutting | Grand Champion | Bryan's Meat Cutting | Grand Champion |
| Hollenbaugh Market | Res. Grand Champion | The Country Butcher | Res. Grand Champion |
| McMullen's Market | Champion | O'Neil's Quality Foods | Champion |
| Large Diameter Luncheon Meat, RTE | | Innovative or Developmental | |
| Cunningham Meats | Grand Champion | Breakaway Farms | Grand Champion |
| McMullen's Market | Res. Grand Champion | Holland Brothers | Res. Grand Champion |
| Holland Brothers | Champion | Farmstead Butcher | Champion |
| Roast Beef | | Fermented Semi-Dry Sausages | |
| Biggies Quality Meat | Grand Champion | Cunningham Meats | Grand Champion |
| Slate Belt Butchery | Res. Grand Champion | Gaiss Market | Res. Grand Champion |
| The Buck Stop | Champion | No Entry | Champion |

MORE AWARD WINNERS



Helmut Wagner Award Winner - The Country Butcher



2022 Honorary Member - Bill Henning



50/50 Winner
Tyler "Lucky" Werhel
Yes, he won both nights!!



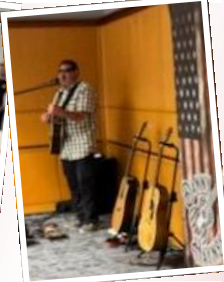
Nate Thomas
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The 2022 Annual Best BEEF Butcher Contest Crowns Winners

State College, PA— Butchers from across the Northeast region traveled to compete in Northeast Beef Promotion Initiative's (NEBPI), Best Beef Butcher Contest on Thursday, May 12. This contest was hosted in conjunction with the Pennsylvania Meat Processors annual conference and was held at the Penn State Meat Laboratory in State College, PA.

Taking home the Honorable Mention 3rd Place award was Michael Schnalzer of Slate Belt Butchery in Bethlehem, PA. Joseph Malafy of Malafy's Meat Processing in Red Hook, NY took home the honors of Runner-Up Best BEEF Butcher, and the Grand Prize Overall Winner of the contest went to Josh Williams of Farmstead Butcher in Frederick, MD.

"It's nice to have contest dedicated to highlighting skills we use everyday and allow us to put our knowledge to the test," says Josh Williams the winner the 2022 contest. "Most butcher competitions are too extravagant and don't allow us to paint an accurate imagine of what we do."

These butchers showcased their butchery skills in a head-to-head competition where they had 30 minutes to turn a beef chuck roll sub-primal into merchandising cuts as well as give a 2- minute consumer sales pitch and correctly identify 15 fresh beef cuts.

This event was designed to celebrate the skills, knowledge and value independent butchers and meat processors bring to the overall beef supply chain. Without the passion and dedication to the craft of butchery and meat cutting, beef consumers wouldn't have as many choices and options available to them regarding the availability of beef.

The judges for the competition were Rick Fetrow, Sr. Field Sales Consultant at Tyson Fresh Meats; Billie Jo Keil, Penn State Extension Butchery Apprenticeship Student; and Ben Williamson, Animal Science Instructor at Penn State University and PBC Board member.

The largest share of the contestants' scores were derived from the 30 -minute cutting portion where they were asked to break down a beef chuck roll and fabricate them into the following beef value cuts: Delmonico Steaks, Denver Steaks, Sierra Steaks, Boneless Country- Style Ribs, and Chuck Eye Roast. They were judged on the following criteria:

Accuracy- how accurately did they fabricate the desired beef value cuts?

Technique- knife skills/efficiency of movement, safety technique, portioning, denuding, and trimming.

Visual appeal- how well did they visually merchandise, label and display their cuts for the consumer?

Yield- how much yield did they achieve from fabricating out these beef value cuts as compared to the sub- primal starting weight?

Consumer Sales Pitch- how well did the contestant deliver a concise, factual, appealing, and persuasive sales pitch for their merchandising beef value cuts? They were asked by the judges to 'sell' to a hypothetical customer within a 2-minute timeframe.

In total, the contestants had an opportunity to earn 100 points by the end of the competitions.

"This event allowed for key industry professionals to highlight their skillset that they utilize every day as well as the passion they have for the meat industry," explained Nichole Hockenberry, Executive Director of the Pennsylvania Beef Council. "It's an honor to get to watch them showcase their craft they've perfected over the years."

The event was sponsored by the Beef Checkoff's Northeast Beef Promotion Initiative. For more information about upcoming NEBPI events, visit the NEBPI website and Facebook page.

