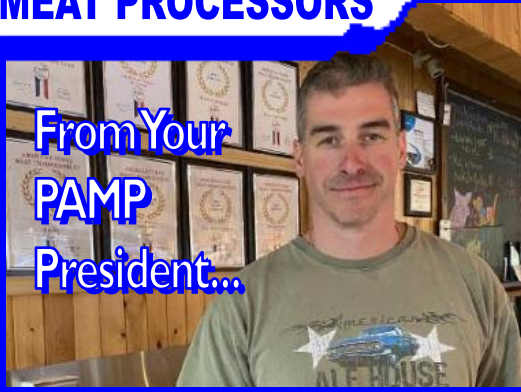


From Your  
**PAMP**  
President...



Greetings to all fellow PAMP members, with the convention fast approaching next month I just wanted to touch base one final time and let you know how much I am looking forward to seeing each of you at this year's convention. I have always enjoyed being able to grow my own knowledge and business from attending conventions each year. It's always good to learn and share with each other about our industry at these events. We are truly lucky to be a part of an organization that helps provide us with not only knowledgeable conventions, but also friendships that have a lasting impact on our lives and businesses. I hope each and every one of you take part in as many activities and seminars as you can this year. We have a very nice agenda lined up for 2024.

On behalf of PAMP, I would like to extend my deepest sympathy to the Brian Family. As many of you have heard, Dan Brian passed away earlier this month. Dan was a long time member and promoter of PAMP. He was also a good friend and mentor to many of us, but he was even a better man and will truly be missed. Please keep his family in your thoughts and prayers during these difficult times.

Safe travels and see you all soon. - *Mike Holland*

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*Please find a few reminders and we hope to see you in MAY!!*

**Convention Reminders!**

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CONVENTION PARKING INFORMATION

See Page 13





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Want to know a secret? I'll tell you, but you have to promise to keep it to yourself. Okay, here goes: I dropped out of college .

GASP, I know, I know. What a deep, dark, terrifying truth about someone who is intelligent, successful, and educated. How could I possibly be

comfortable uttering the words aloud that ADMIT to voluntarily leaving an elite private university? It just wasn't for me. Turns out, life and work experience taught me more in four years and every four years since then than I could have possibly gained by finishing.

Nearly every job I have had in the last 15 years of my career has "required" a bachelor's degree. And every time, the recruiter took a chance on my resume, then my phone interview, and once I got in the room with hiring managers, no one gave a damn about where or if I went to school. Why? Because it simply is not critical for most non technical jobs to have a degree or oddly specific technical skills. It is, however, critical to have someone who is eager, honest, charismatic, and proactive. So stop putting it on the damn job posting.

Had I been born a decade or so later, there's a high probability that I would not be in the amazing role I have today and all those I've had leading up to it. The incredibly large pool of talent available to us exponentially shrinks when we list "requirements" that are actually thinly veiled "nice-to-haves." Not only are we discouraging candidates who have exactly what it takes and more to do the job from applying to begin with, but we are eliminating the human element of deciding which human is the right one for the team and the company.

I've had more than a dozen friends in the last few months reach out to me about being on the job market. Some of them have jobs but are looking for growth or change, and some were simply laid off due to corporate needs changing. Whether it was to review a resume, serve as a reference, or make an introduction, these friends called and I answered. And let me say this: These friends are the definition of talent. Leaders. Creators. Innovators. They are who anyone would want on their roster.

So why can't they find the role they would excel most in? AI filters, resume scanning software, automation, yada yada yada. If what's typed into a 1-2 page document that is meant to encapsulate every skill and accomplishment in their career doesn't tick a box on a filter, their resume never even makes it to a pile on a desk. Don't believe me? Google "How to make your resume stand out when applying for jobs online" or search something similar on Reddit.

I can already see some of you running to another tab to double check that my LinkedIn still says "efficiency enthusiast." Don't worry; it does. I'm not saying don't use tools that make sorting through 10k resumes easier and faster. I am not saying hire people who are too green for a job. I am not saying that a college degree means nothing.

I'm saying this:

Step back and ask yourself who you want on your team. Describe that human and their qualities that are non-negotiables for your organization. For me, that's authenticity, integrity, grit, a sense of humor, intelligence, and a deep love for learning. Then list the skills that would make onboarding a hell of a lot easier if they came already equipped. And dead last, if at all honestly, throw some desired education on the listing if you must. But please, prioritize accordingly.

You can teach a new employee skills, rules, procedures and all that jazz. You can't teach them to be good people who can hold conver-

sations and have a passion for growth. So after you've ensured that legal and HR requirements are met for that job description, after you've checked it for consistency with the others in the same department and aligned across the org, after you've dotted the ol' i's and crossed the ol' t's- triple check the content.

Too many brands are sleeping on candidates that would jump at the opportunity to work there and grow into leaders and game-changers that they need all too badly. Too much incredible talent is on the market and not getting a call back. Too many candidates are submitting 50+ applications a day on 5 different job posting apps and still not getting a bite. And too many organizations are in desperate need of roles being filled by people who give a damn about the mission and will throttle their brand to success. Even college dropouts like me. Oh, and don't forget, it's a secret.

Reprinted from Laura Zinger's Blog "Omnivorous Opinions" from meatingplace.com

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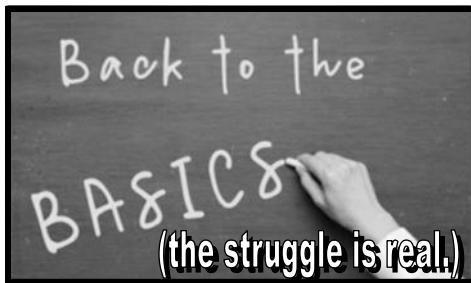
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Employees are struggling. Margins are thinning. Budgets are being cut. The world stage is an unending stream of troubling news. And every single day, I get emails about webinars, eBooks, podcasts, and blogs with

the newest, shiniest silver bullet that will solve all problems. But here's the thing: I've been around long enough to know there is no silver bullet. The burdens we each carry personally and professionally are really friggin' heavy. As always, we have to find a way to push through it until we find ourselves back on steady footing.

Times like this underline the importance of having standard approaches for training materials, best practices, and knowledge sharing. Why? Because being able to find where we have deviated will help us return to center.

There is a reason for every core value and mission statement that we have. There are reasons for policies, SOPs, workflows, and handbooks. They exist to create benchmarks for our businesses to use as a measure of success. Can they change over time? Heck yeah, they can (and should). But we all know the fundamentals upon which we have had the highest achievement and seek to replicate and exceed that achievement each year. At times, accomplishment comes more painstakingly than we would like, or not at all. It is during these times that we are often reactive and pivot.

Sometimes a problem lies in process or with people. Sometimes we have changed the process and the people. Sometimes a problem is external (Covid, ASF, HPAI, inflation). But when we let ourselves get caught up in putting out fires and slapping bandaids on everything, we

lose sight of what brought us success in the beginning. What are the core values of our businesses? What is the mission statement on our website? Are we still entirely focused on those things? I think we can all safely say that the answer to that question is not "yes" every day. I think we know that we get sucked too far into the trenches to pull ourselves back and make sure that the constants are still where they need to be. I think we take for granted that the basics are all being covered and we are firing on all cylinders. It's critical to check on this. It's crucial to do a baseline checkup to make sure there aren't more variables than we thought. It's imperative to ensure that we are keeping the big goals front and center through everything we do.

The problem with pivoting arrives when we do it too often without assessing impact. As with any good experiment, only one variable should change at a time in order to know what works. But in business, this simply isn't always possible (too many moving parts). But when deviation has become the norm and we still have not found the answer we seek, we need to hit reset.

Sales people should be calling on customers and prospects. Marketers should be putting out worthwhile content. Quality should be making sure product is consistently up to the customer's expectations. Procurement should be leveraging relationships and data to preserve margins. You get the idea — the basics. You'd be amazed if you go check up on these teams how far some have strayed from the fundamentals and what that can mean for an organization.

So let's go talk to our people. Seasoned and new employees all appreciate a pulse check and any help we can give them to do an amazing job. Make sure that recent fires haven't burned down what we built. Re-center. The success of our brands depends on execution on every level — starting with the basics.

Reprinted from Laura Zinger's Blog "Omnivorous Opinions" from [meatingplace.com](http://meatingplace.com)

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## Social Science for the Win!

I'm a scientist, and I often get excited about data. Especially good data. Data that tells me things so I can improve my knowledge. Scientific data makes me happy.

I remember when I started college I was fascinated by consumer trends and preferences and the discussions around early adopters and late adopters, and when the pendulum swung between the two groups. What was considered the tipping point? I loved this type of data, or what we call social science. I loved it because it told me how people behaved and why. And I love to explore these topics. That's why I became a life coach for our industry. I love knowing why people make certain choices.

I had a group of mentors at the time (starting college) that really discouraged me from walking into the social science field. Maybe because I wanted to go into anthropology and go study tribes in the middle of nowhere. But I was young and had big dreams back then. So for peer pressure reasons and some strong mentors with thoughts about my future support, I didn't peruse social sciences.

Fast forward to today (2024) and having spent the week at the Annual Meat Conference sponsored by the Meat Institute. If you have never been, I highly suggest attending. Great information! And a lot of social science information. This key information really drives our industry today: how consumers shop, where they shop, when they shop, who buys specific meat and when and where, and what else goes in the cart with the meat they are purchasing. These are the need-to-know items that make us understand the current consumer and the next generation of consumers. It's our plan and our path forward.

With so many ways we can target consumers with food items, this information becomes critical to our businesses; whether it be race, religion, age, gender, or socioeconomic status, providing consumers choices is what we do. Understanding these choices and how and when they work is what makes us profitable. For example, understanding that processed meat consumption is declining for "health reasons" is important. The science behind the why — what does "health reasons" actually mean? — is the social science data we need to then make changes to improve available choices to consumers. These choices will then improve and increase purchasing power for our customers (consumers).

A lot of information has been presented regarding these trends and consumer patterns in the last few weeks among several seminars, podcasts, and meetings. It's seriously a lot of information and a lot to process. I thank those social scientists that are doing this important work, and I challenge all of us in the industry to listen and learn. It's about meeting our consumer needs, pivoting when needed, having an open mind, and that will create a better business model for our industry.

Reprinted from Christine Alvarado's Blog  
"For the Birds" from [meatingplace.com](http://meatingplace.com)



## FEAR OF FOOD?

Are people really scared of eating food? Apparently, there is a disorder called cibophobia which is actually an irrational fear of food. This fear can be specific, or it can be situational such as related to bad memories. Either way, cibophobia causes panic attacks, shortness of breath and other symptoms common with phobias. But what about people that don't have a diagnosed phobia of food? What are we afraid of?

If you follow TikTok (my kids do, therefore I do), you may be familiar with people that have a complete fear of food outside of this diagnosed phobia. Moms are afraid of making their kid lunches because of their fear of food. What in the world is happening here? Are consumers really afraid of food, and what can we do to help alleviate this fear?

These TikTok videos share irrational fears of chemicals and bacteria in food such as fresh fruits and vegetables and processed products. The fear of eating chicken from a grocery store is real for these people. I don't think it is actually the food they are afraid of, but instead the concept of the mass production of food.

Just like with a diagnosed phobia, it is difficult for these consumers to hide it from friends or social media (hence the TikTok videos). It can lead to very awkward questions and conversations for them and their children, and it can even lead to avoiding social engagements or bringing their own food to social engagements causing significant negative mental health impacts.

To add to this fear, there are many "health coaches" with little to no training in nutrition and dietetics that are leading some of these causes. The trends of no mass produced food, buy local, no GMO, and use only organic fruits, vegetables and meat are all part of this trend.

These social media platforms have a lot of viewers. I don't know why, but my kids get their news from Snapchat and TikTok and I don't think that will change anytime soon. Thankfully, we talk about a lot of these trends, and my kids know better than to imply that mass produced chicken is bad and only eat organic foods. However, average non-agricultural consumers do not know how to differentiate fact from trend.

Maybe we need a new marketing campaign directed at the food fears of moms making those school lunches and feeding their families. We have to build trust among the moms making nutritional decisions for their families in order to combat these TikTok and health coach trends. Our industry depends on the right messaging to the right people — the daily food decision makers.

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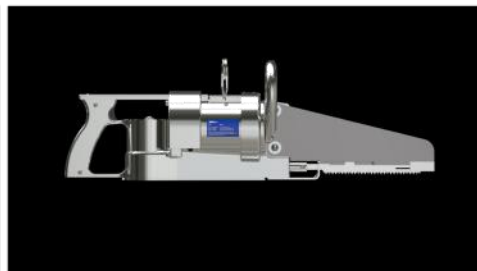
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## Up to 6 Times Faster than Hand Chubbing

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SK4-90 Semi Auto  
Double Clipper



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## BOWL CHOPPERS



CM-75S (150 lb. capacity)

*The convenience and speed of an "All-in-One" production dynamo is what makes a Mainca Bowl Chopper the perfect addition to your processing line. Whether you manufacture Hot Dogs, Bologna or Mortadella, or prefer to produce specialty items such as "Pulled" Pork, Coleslaw or Cheese Spread, Mainca has your process covered with the best designed Bowl Chopper line on the Market.*



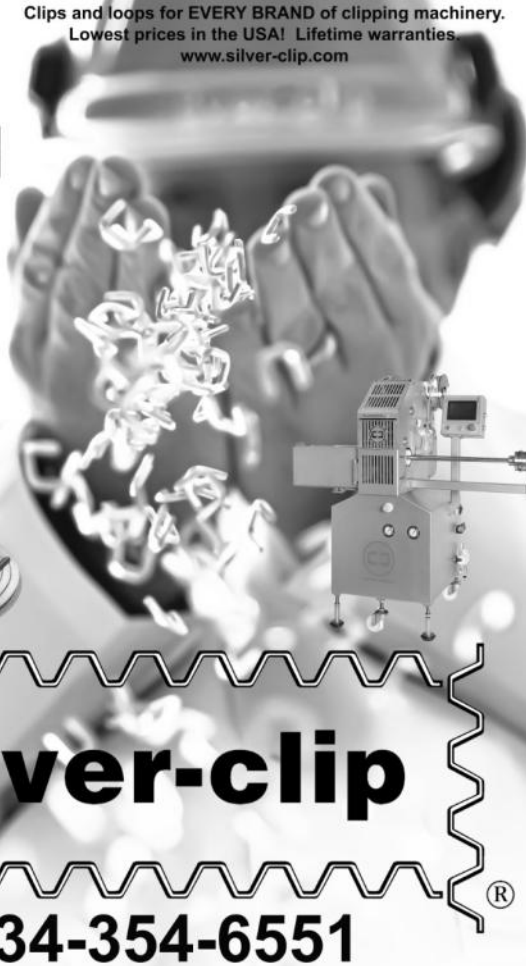
For over twenty years, Mainca USA has been supplying the meat and food processing industries in the United States and Canada with the world's finest quality Bowl Choppers. Smooth operation, stainless construction, powerful motors and unsurpassed features make the Mainca Bowl Chopper line the most respected brand the world over. With sizes ranging from 14 liter to 75 liter, Mainca has the machine to fit virtually any operation. With outstanding standard features such as multiple blade configurations, two bowl speeds, two blade speeds and built-in thermometers, plus optional features (on our larger units) which include variable speed blades, reverse mixing rotation and automatic unloaders, the Mainca line of high performance choppers is the perfect choice for your processing facility. When it comes to quality, value and dependability Mainca USA is your first and best choice for all of your equipment needs ...



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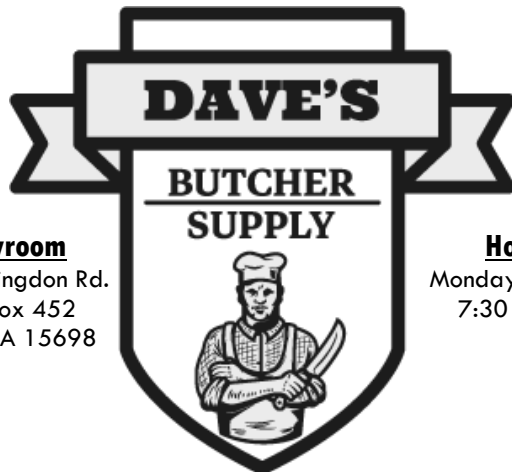
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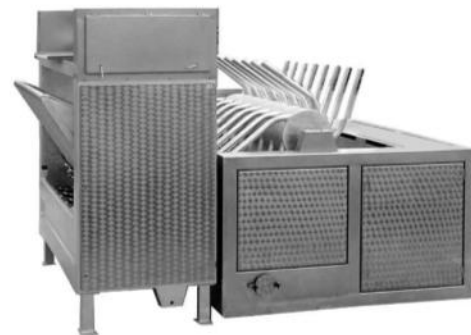
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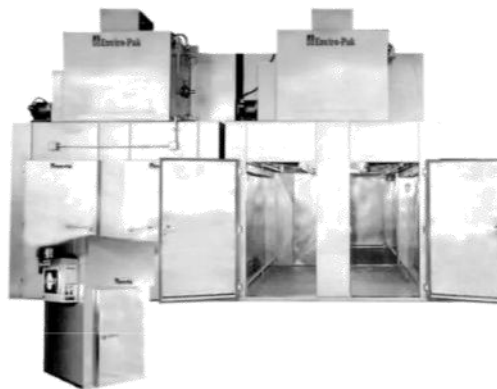
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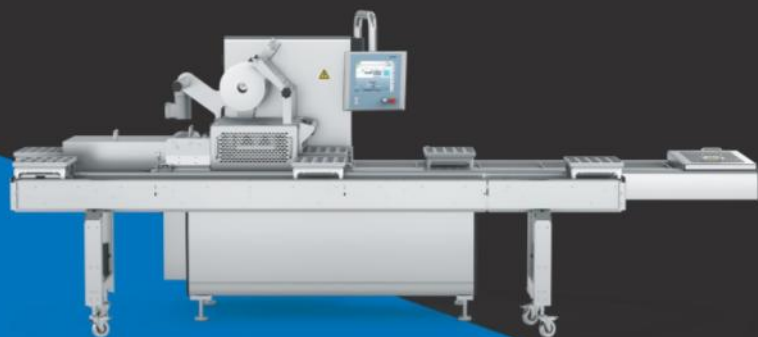
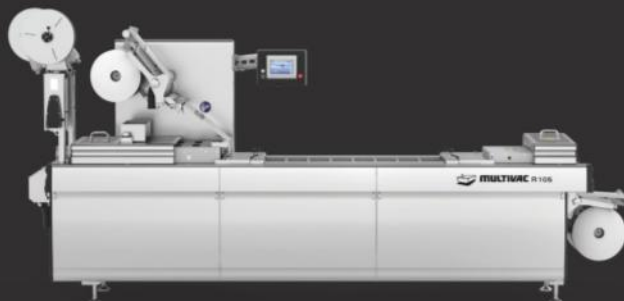
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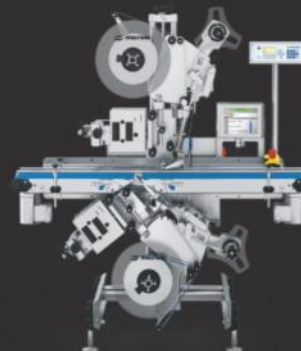
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# BLUE PLATE SPECIAL OPERATOR



T&E Meats is the health business: creating healthy customers, healthy regional farmers, healthy workers, and a healthy food community by connecting local farmers to local eaters, retaining food dollars in our local communities, providing a safe, healthy, and affordable food supply, and healing the earth by promoting ecologically sound farming practices.

T&E is recognized around the state as a unique resource in the local food community, working with Virginia farmers to promote the availability of a healthy grass-based red meat supply, while at the same time educating and providing customers with the highest quality professional processing and packing services. T&E customers find:

- An abattoir staff focused on providing the highest quality slaughter services to farmers, including respectful and humane handling of all animals and cruelty-free slaughter to recognized standards of animal welfare.
- A knowledgeable and professional staff of employees providing the highest quality cutting and packing of meats who are capable of answering any question related to the production of quality meats that producers may need answered.
- An important component of a regional food supply system, recognized as the premier processor of branded direct-marketed meats, with a clear reputation for the highest quality production and the greatest brand loyalty in the region.
- A variety of educational literature, including information related to the nutritional qualities of various meats to information related to health and farming practices.

**OUR STORY:** In 2007 Joe Cloud joined forces with farmer, author, and food activist Joel Salatin to save one of the few remaining independent, USDA-inspected meat processing plants in the Mid-Atlantic, T&E Meats. They purchased the plant, built in 1939, from the then-current owners, Tommy and Erma May, who had owned the business for thirty-five years.

At the time Joe and Joel purchased the plant, the business was a three-tiered operation including a slaughter and processing plant, a retail butcher and grocery shop, and a wholesale meat and grocery delivery business serving small and remote grocery stores in Virginia and West Virginia. By 2011, T&E Meats had closed the retail and wholesale operations to focus solely on the meat slaughter and processing in support of the company's mission to "help farmers feed people."

When Joe and Joel first purchased the business, T&E served only four local farmers who sold their meats under their own private labels. Now, T&E serves over 60 farmers who brand their own meats as well as many farmers and other clients who bring animals for processing for their own personal use.

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In 1998, Overseas Casing formed a joint venture partnership with Superior Packing Company making us the largest producer of American Lamb Casings in the world.

American Lamb Casings are considered to be top of the line based on their famous white color, long strands, tensile strength for stuffing and tender bite after cooking.

In 2018, 90 years since we started, Overseas Casing and DeWied International joined forces to become the largest independent natural casing company in North America.

We offer a full line of natural Hog, Lamb, and Beef casings as well as Collagen, Cellulose, Fibrous, and Plastic casings and Netting.

Overseas Casing Company sources raw material throughout the world, including the best of North America, South America, Europe, New Zealand and Australia.

Overseas Casing Company has distribution warehouses throughout all of North America, with offices in Seattle, WA; San Antonio, TX; and Langley, BC

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## A Warm Welcome Our Newest Members

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### EZ Lift

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Waynesboro, PA 17268  
717-977-1748  
eugenehorst1959@gmail.com

### International Collagen Resource

Carolyn Larson  
249 Sandstone Dr. NW  
Eyota, MN 5934  
507-799-0092  
sales@intcollagen.com

### Perry Ridge Meats

Michael Smoker  
3796 Raccoon Valley Road  
Millerstown, PA 17062  
717-947-0684  
msmoker43@yahoo.com

### Red House Ranch LLC

Ike Mallula  
953 Rumsey Hill Road  
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913-488-8292  
ike@redhouseranch.net

### Shale Spring Meats, LLC

Walter Horst  
8980 Schwab Road  
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2315 Pleasant View Rd  
Middleton, WI 53562  
608-836-7421  
shea.kalschur@uwprovision.com

**2024 DUES:** We would like to say Thank You for all your support and we are excited for the upcoming convention. In order to attend, your 2024 dues must be paid.

**PAMP SCHOLARSHIP:** For application and rules please reach out to Renee.

**SUPPLIER SHOWCASE REGISTRATION:** **Please note:** All Shipments or items needed at your booth need to go thru General Exposition Services. The Penn Stater will not be accepting any shipments or doing any out-going shipments.

**CONVENTION REGISTRATION:** Join the fun and attend the 2024 Convention. Registration have been mailed and can also be found on our website.

**BOARD MEMBERS:** Please consider being on the PAMP Board of Directors. This year we will have several seats open. You can reach out to a current board member or Renee if you are interested.

**PRODUCT COMPETITION ENTRY FORM:** An entry form and 2024 Rules are being mailed. Please use this form when registering your items. Please note the check in times on the schedule.

**BUS TOUR:** All Suppliers are invited to attend our Bus Tour on Thursday, May 9th. Please find the sign-up sheet with the newsletter.

**PARKING:** Please see the information for parking at the meat lab. You will need to register and instructions are also included in this issue. PAMP will pay for parking only if you pre-register. (See previous page for more information.)

**BEST BUTCHER CONTEST:** Please reach out to Samantha to get signed up and join the fun!! saugustine@pabeef.org or 814-623-2698.

**PAMP WEBSITE:** Check out our new website. Some tabs within the website require a password. The Password is PAMP23.

## 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:** 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:

- BIRO MIXER/GRINDER: -#32 Head; -230 V; -3 Phases;
  - HOBART MIXER/GRINDER: -#32 Head; -230 V; -3 Phases;
  - ROSS TENDERIZER
  - TALSA HYDRAULIC STUFFER: -100 lb. Capacity
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### FOR SALE:

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Please contact Brett Tiede at Tiede Farms Smokehouse, LLC (603) 269-2900 or tiedefarmssmokehouse@outlook.com.

### FOR SALE:

One (1) model 1532, 7-1/2 HP, 3 phase Hobart Meat Grinder. \$5,000.00.; Two (2) model 4346, 7-1/2 HP 3 phase Hobart Meat Grinder. \$4,500.00 each.; One (1) Jaccard model VA200GRT Automatic Slicer with stand. Used 6 months. \$13,500.00. Call 570-780-0324 and ask for Gary.

### FOR SALE:

Used Handtmann VF-50 Sausage Stuffer with linking arm; Lots of extra parts (extra Fan, Belts, Horns & Seals). This machine is used and sold as is. Does start up but has not been in production for about 3 years. Kept inside storage. Located in Rochester NY, must pick up! Cash on pickup. - \$10,000 or BO.

If you would like pictures please email, info@costanzasausage.com or call 585-265-4565.

## HELP WANTED

**ALPINE MEAT & DELI:** located in Blainstown, NJ 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 person to fill these positions and we hope to train someone as a successor to take over the business. If interested, please call Roy @ 1-908-362-8568.

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