AMI launches Meat News Network
You Tube Channel Will Convey Industry Info in Visual Way

The American Meat Institute has launched the YouTube channel, “Meat News Network,” that will convey consumer-focused information about the meat industry in an accurate, visual way.

AMI President and CEO J. Patrick Boyle unveiled the channel during testimony before members of the House Oversight Committee’s Domestic Policy Subcommittee.

“We are launching this YouTube Channel with a three-part video that features Dr. Temple Grandin and other members of our Animal Welfare Committee,” Boyle told Congress.

Boyle pledged to add other informative videos to the site in the future.

Just in time for the start of hot dog season, the American Meat Institute added a new video depicting how hot dogs are made.

“The hot dog making process has been the subject of speculation, rumor and even humor. Our latest video addition shows the facts about hot dog making and the steps that are taken to produce safe, nutritious and delicious foods,” said Janet Riley, AMI’s senior vice president of public affairs.

The video also depicts scenes of people enjoying what is truly one of America’s favorite foods.

The video includes historic photos, scenes in a plant, footage from Chicago’s Wrigley Field and extensive information on regulation and inspection of the hot dog making process.

In addition to these videos, the channel also features videos on food packaging, food safety, diet and health issues, meat nutrition and environmental concerns.

(see page 5)

Request for Research Pre-Proposals Released

The American Meat Institute Foundation (AMIF) has released its 2008-2009 Request for pre-proposals. The topics covered in the request are based on AMIF’s research priorities as defined by the AMIF Research Advisory Committees. These committees are comprised of industry, academic and government officials.

AMIF is soliciting pre-proposals on controlling Listeria monocytogenes on ready-to-eat (RTE) meat and poultry products, Escherichia coli O157:H7 in fresh beef products and Salmonella in meat and poultry products.

AMIF is also soliciting pre-proposals for Targeted Research, which includes research needs identified by AMI member companies. These topics include developing a white paper on non-O157 shiga-toxin producing E. coli, evaluation of existing interventions on virus inactivation and improving epidemiological data on food attribution for listeriosis.

Pre-proposals are due via email by Wednesday, Aug. 6, 2008. To view the full request, go to http://www.amif.org/ht/a/GetDocumentAction/i/12340.
Mixture of Lactic Acid and Sodium Lauryl Sulfate May Be Useful Antilisterial for RTE Products

Spraying frankfurters with a combination of lactic acid (LA) and sodium lauryl acid (LASLS) may be a useful antilisterial alternative treatment for ready-to-eat meat and poultry products, a study by Colorado State University has found.

In this study, LA and SLS were evaluated individually and as a mixture for control of L. monocytogenes on frankfurters. Frankfurters were inoculated with a 10-strain mixture of Lm, sprayed for 10 seconds with antimicrobials or distilled water (DW) before (LASLS or DW) or after (LA, SLS, LASLS, or DW) inoculation, vacuum packaged and stored at 39.2 degrees Fahrenheit for 90 days. Samples were then analyzed for numbers of the pathogen and for total microbial counts during storage.

The LASLS mixture applied before or after inoculation reduced pathogen populations. It was also found that bacterial growth curves indicated that the lag-phase duration of the bacterium on control samples was extended by spraying with all solutions containing LA. Pathogen growth rates were also lower in frankfurters sprayed after inoculation with LA or LASLS compared to those sprayed with DW.

Beef Jerky Processing Parameters Validated

A recent study by the United States Department of Agriculture (USDA) evaluating the commercially relevant time and temperature parameters for lethality toward cells of E. coli, Salmonella and L. monocytogenes on whole muscle beef jerky has shown that these parameters are sufficient to destroy foodborne pathogens.

During the study, multiple strain cocktails of E. coli, Salmonella and Listeria were separately applied onto the surface of both marinated and non-marinated beef strips and the strips were loaded into a commercial smokehouse and dried for 1.5, 2.5 or 3.5 hours at a target temperature of 180 degrees Fahrenheit with constant (natural hickory) smoking, but without the addition of humidity.

Regardless of how the strips were treated or where the strips were placed in the loading rack, drying for 1.5, 2.5 or 3.5 hours resulted in a decrease of more than 7.3 log CFU per strip for each of the three pathogen cocktails.

Of note, the marinated strips that were cooked and dried for 2.5 and 3.5 hours or the non-marinated strips cooked or dried for 3.5 hours also satisfied the U.S. Food Safety and Inspection Service standard of identity and/or shelf-stability requirements for jerky.

BSE Risk in Beef from U.S. as Assessed By Maturity Score Same As Cattle Younger Than 21 Months

There is no increased risk of bovine spongiform encephalopathy (BSE) in beef coming from carcasses with a maturity score of less than A40 when compared with beef from cattle younger than 21 months slaughtered in Japan, recent research from Colorado State University has found.

In this study, a stochastic model was used to estimate the time interval between slaughter and the predicted clinical onset of BSE in an infected animal.

Accumulation of more data on the age distribution of carcasses of different maturity scores as well as surveillance data in both countries will enable a more accurate comparison of the BSE risk of cattle slaughtered at different ages and maturity scores in Japan and the United States, the study notes.

Non-O157 Shiga Toxigenic E. coli Potential Risk in Pacific Northwest

Non-O157 Shiga toxigenic E. coli is present in the food chain in the Pacific Northwest and its risk to health warrants critical assessment, according to new research conducted by Washington State University.

A survey for Shiga toxigenic E. coli in raw milk and beef conducted within a defined geographic region of the United States found that prevalence rates based on detection of Shiga toxin gene (stx) were 36 percent for retail beef, 23 percent for beef carcasses and 21 percent for raw milk samples, which were significantly higher than were Shiga toxigenic E. coli isolation rates of 7.5, 5.8 and 3.2 percent, respectively.

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AMIF President Presents at NZIFST Conference
Dr. Randy Huffman Shares U.S. Perspective on Listeria and Other Challenges

AMIF President Dr. Randy Huffman recently attended and presented at the New Zealand Institute of Food Science and Technology Annual Conference, held June 24-26 in Rotorua, New Zealand. This year, the conference’s theme was food sustainability and the program attracted participants from around the world.

During the conference, Huffman discussed the U.S. meat industry perspective on control of Listeria in the ready-to-eat processing environment.

Within his presentation, Huffman discussed new, intense, regulatory initiatives, and key strategies the industry has adopted in response, which include: 1) aggressive environmental monitoring for Listeria indicator groups; 2) effective corrective actions; 3) proper equipment design; 4) adherence to Good Manufacturing Practices and Sanitation Standard Operating Procedures; 5) effective product formulations; 6) appropriate post lethality treatments.

In his second presentation, Huffman delivered the U.S. perspective on the global challenges confronting the meat industry, noting that the U.S. meat processing sector has collectively worked to address certain key issues that may have a universal wide-ranging negative impact.

“Industry leadership has recognized that an effective course of action is a non-competitive and cooperative approach whereby firms strive to share information, jointly fund research, and collectively develop and embrace industry best practices on issues such as public health, environment, employee wellness, and general public perception of the industry and its products,” Huffman said.

Huffman used two case studies to illustrate how the industry has attempted to use a scientific approach and aggressive industry outreach in a cooperative and non-competitive fashion to achieve desired results.

For more information on the conference, go to http://www.nzifst.org.

FDA: No Evidence To Suggest A Ban on Use of Bisphenol

The advisory committee appointed by the Food and Drug Administration (FDA) to study the effects of bisphenol-A (BPA), a chemical commonly used in hard plastics and food containers found that there is insufficient evidence to impose a ban on use the chemical.

Bisphenol A (BPA) is a chemical produced in large quantities for use primarily in the production of polycarbonate plastics and epoxy resins. Because of its ability to make durable plastics, BPA is used in the manufacturing of certain food and drink packaging.

FDA’s scientific task force was organized when a report released by the National Toxicology Program (NTP) raised concern about the possible health effects of BPA.

In April 2008, the National Toxicology Program (NTP) of the National Institutes of Health published a Draft Brief indicating that some studies in animals suggest that BPA may raise concerns about developmental effects in humans. FDA has been reviewing the emerging literature on BPA on a continuous basis. FDA recently completed a review of the available biological fate data and two recently completed rodent multigenerational reproductive studies; these studies did not indicate a safety concern for BPA at current exposure levels. FDA is also conducting a review of the data on neural and behavioral effects of BPA exposure.

On June 10, 2008, a hearing entitled “Safety of Phthalates and Bisphenol-A in Everyday Consumer Products” was held in the House Energy and Commerce Subcommittee on Commerce, Trade, and Consumer Protection. Witnesses included the Environmental Protection Agency (EPA), FDA, American Chemistry Council and several consumer protection advocate groups.

The discussions at the hearing focused on BPA in infant products and the potential impact on neurological development. However, at the conclusion of the hearing, it was agreed to that there was a lack of evidence indicating that BPA caused any health risks and that more practical research needed to be done on the use of BPA before Congress would take any steps to ban its use.

“Industry leadership has recognized that an effective course of action is a non-competitive and cooperative approach ... .

- Dr. Randy Huffman, President, American Meat Institute Foundation
AMI Consumer Food Safety Quiz Runs in Nearly 500 Newspapers

The American Meat Institute’s consumer food safety quiz has appeared in more than 400 newspapers in 25 states with a readership of more than 22 million. The food safety quiz encourages readers to test their food safety IQ by answering true or false to a series of questions about the proper handling and cooking of meat and poultry products.

The quiz includes questions, answers and explanations on the food safety danger zone, the proper way to cook hamburgers and turkey burgers, how to properly defrost meat and poultry, accurate indicators of doneness, etc.

The article also promotes AMI’s Web site, http://www.meatmattersinfo.org and the free safe food handling brochure that is featured on the site.

Said AMI Senior Vice President of Public Affairs Janet Riley, “This food safety quiz comes at the perfect time—grilling season. While experts know that the meat and poultry supply is getting safer and safer thanks to new technologies, consumers can still benefit from a gentle reminder to treat meat and poultry products like you would any agriculture product in order to properly ensure safety when served.”

The quiz is part of AMI’s consumer food safety education efforts.

Study Finds No Association Between Red Meat, Prostate Cancer

There are no significant associations between prostate cancer risk and fat from red meat, dairy products, and fish, according to recent research from Oxford University in the United Kingdom.

The objectives of the study were to assess whether intakes of dietary fat, subtypes of fat, and fat from animal products were associated with prostate cancer risk.

This was a multicenter prospective study of 142,520 men in the European Prospective Investigation into Cancer and Nutrition (EPIC). Dietary fat intake was estimated with the use of country-specific validated food questionnaires. The association between dietary fat and risk of prostate cancer was assessed by using Cox regression, stratified by recruitment center and adjusted for height, weight, smoking, education, marital status, and energy intake. After a median follow-up time of 8.7 years, prostate cancer was diagnosed in 2,727 men.

The study found no significant association between dietary fat (total, saturated, monounsaturated, and polyunsaturated fat and the ratio of polyunsaturated to saturated fat) and risk of prostate cancer. The hazard ratio for prostate cancer for the highest versus the lowest quintile of total fat intake was 0.96 (95% CI: 0.84, 1.09; P for trend=0.155).

There were no significant associations between prostate cancer risk and fat from red meat, dairy products, and fish.


AMI is finalizing a safe handling video “B-roll” that media can use for food safety stories. AMI also will engage in media outreach in advance of September’s Food Safety Education Month.

AMI FOOD SAFETY QUIZ

Q1. The food safety danger zone is between 40 degree F and 140 degrees. (Answer: True)
Q2: If a hamburger is no longer pink in the middle, it is safe to eat. (Answer: False)
Q3. Turkey burgers and hamburgers should be cooked to the same internal temperature. (Answer: False)
Q4. Muscle cuts like steak or roasts can be eaten rare. (Answer: True)
Q5. Frozen meat and poultry can be defrosted on the counter. (Answer: False)
Q6. Pregnant women and others with compromised immune systems should reheat lunch meats before consuming them. (Answer: True)
Q7. When grilling, it is acceptable to use the plate that held raw meat to serve cooked meat. (Answer: False)
Q8: Use separate cutting boards for produce or meat products. (Answer: True)

MeatAMI.com Changes Service Providers

The American Meat Institute’s homepage, www.MeatAMI.com, has converted to a new service provider. This change offers news subscribers a more user friendly news format and an easier-to-navigate site.

In addition, news stories will no longer say “Your News From Inside AMI.” Instead, subscribers who opt to receive news as soon as it is posted will see the story headline in the subject of the email.

The improved site will also offer news subscribers easier access to change their subscription options. Subscribers may choose to receive news as soon as it is posted, compiled daily or compiled weekly. They may also choose to receive news only on certain topics.

Users who experience any service disruptions as a result of this change should contact AMI at publicaffairs@meatami.com.
Food and Drug Administration Amends Animal Feed Rules

The Food and Drug Administration (FDA) is amending the agency’s regulations to prohibit the use of certain cattle origin materials in the food or feed of animals, according to a notice published in the Federal Register.

These materials include the following: the entire carcass of bovine spongiform encephalopathy (BSE)-positive cattle; the brains and spinal cords from cattle 30 months of age and older; the entire carcass of cattle not inspected and passed for human consumption that are 30 months of age or older from which brains and spinal cords were not removed; tallow that is derived from BSE-positive cattle; tallow that is derived from other materials prohibited by this rule that contain more than 0.15 percent insoluble impurities; and mechanically separated beef that is derived from the materials prohibited by this rule.

The final rule is effective April 27, 2009.

To view the final rule in its entirety, go to http://edocket.access.gpo.gov/2008/08-1180.htm.

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Report: Department of Homeland Security Lacks Evidence To Conclude FMD Research Can Be Safely Done on Mainland

The Department of Homeland Security has neither conducted nor commissioned any study to determine whether work on foot-and-mouth disease (FMD) can be done safely on the U.S. mainland, instead relying on a 2002 United States Department of Agriculture (USDA) study that addressed a different question, according to a report released by the United States Government Accountability Office (GAO).

During testimony on Capitol Hill, GAO investigators said that the Administration relied on a flawed study to conclude the research could safely be moved to a planned, state-of-the-art facility near commercial livestock.

While the disease does not sicken humans, an outbreak on the U.S. mainland — avoided since 1929 — could have significant economic consequences.

FMD research has been confined since 1955 to the 840-acre Plum Island, N.Y., off the northeastern tip of Long Island. The facility there is outmoded and will be replaced by a National Bio-and-Agro-Defense Facility that also will study diseases that can be transferred from animals to humans.

While Plum Island is being considered as a location for the new site, Homeland Security officials are also spending considerable time and money holding forums at the mainland locations to convince residents the new lab would be safe.

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American Meat Institute Launches YouTube Channel ‘Meat News Network’

(From page 1)

The channel will be expanded in the coming months to provide consumers and the media with the most credible information about these and other issues of importance to the meat and poultry industry.

“It is imperative that we share the facts about our industry and our products in informative and visually compelling ways,” said Boyle.

AMI added a companion National Hot Dog and Sausage Council channel for the start of July’s National Hot Dog Month. A humorous video on hot dog etiquette was featured by YouTube on its homepage July 4 and has had more than 265,000 views.

Protein Consumption Below RDA Can Lead to Hunger Among Men

A study by Purdue University has found that dietary protein is more satiating than carbohydrates and fat in younger and older men and that a protein intake below the Recommended Dietary Allowance (RDA) can lead to increased hunger and desire to eat among men.

Twelve younger and 10 older men completed the study. The study consisted of three, 18-day trials with different dietary protein intakes utilizing a randomized, crossover design.

Each trial was separated by a minimum one-week washout period, and during this time, the subjects were asked to consume their usual diets. Appetite was assessed during a single 24-hour period in the third week of each trial using the general labeled magnitude scale (gLMS). Each subject completed the gLMS questionnaire hourly during waking hours over the 24-hour period. The following questions were asked starting with “How strong is your ...”: Feeling of hunger? Feeling of fullness? Desire to eat? Each subject’s peak and mean scores were used for analyses.

In the study, regardless of age, hunger and desire to eat were higher when the subjects consumed diets that contained 63 and 94 percent of the RDA for protein, intakes that might be considered inadequate and marginal, respectively, than when 125 percent of the RDA for protein was consumed.

These results indicate that appetitive responses are affected by the amount of protein consumed within the range of adequacy. These results also indicate that it is possible to detect differences in appetite with relatively small changes in protein intake.

American Journal of Clinical Nutrition, Vol. 137(6), Pages 1478-82

Protein-Rich Foods May Slow Deterioration of Muscles in the Elderly

A research study by the University of Texas, “Aging Does Not Impair the Anabolic Response to a Protein-Rich Meal,” suggests that a diet containing a moderate amount of protein-rich food such as beef, fish, pork, chicken, dairy or nuts may help slow the deterioration of muscles in the elderly.

Reducing the decline in muscle mass among the elderly is crucial to maintaining their health and independence, researchers say. And consuming adequate protein is essential for making and maintaining muscles. Since nutritional studies show that many elderly individuals eat less protein than the average person, researchers have reasoned that if the elderly simply increased their protein intake, they might slow down muscle loss — as long as old age doesn’t inherently interfere significantly with the ability to make muscles out of the protein in food.

The investigation compared changes in muscle protein synthesis in 10 young and 10 elderly volunteers after eating a four-ounce serving of lean beef. By analyzing blood and muscle samples, the researchers were able to measure the rate at which a particular individual’s body built muscle protein. During the five hours after the young and elderly volunteers ate the beef, both groups’ muscle protein synthesis increased by 50 percent.

### Ongoing AMI Foundation Research

#### Ongoing AMIF Research – *E. coli* O157:H7

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<td>Colorado State University</td>
<td>Effect of Traditional and Modified Enhancement Solution Ingredients on Survival of <em>Escherichia coli</em> O157:H7 during Storage and Cooking of Moisture-enhanced Beef</td>
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*Co-funded with the National Cattlemen’s Beef Association

#### Ongoing AMIF Research – *Listeria monocytogenes*

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<td>Mary Alice Smith, Joseph Frank</td>
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<td>Refinement of <em>Listeria monocytogenes</em> (<em>L. monocytogenes</em>) Low Dose Data from Pregnant Guinea Pigs for Human Risk Assessment</td>
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<td>Kathy Glass, James Claus</td>
<td>University of Wisconsin</td>
<td>Minimum Nitrite Levels Required to Control <em>Listeria monocytogenes</em> on Ready-to-Eat Meat and Poultry Products</td>
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<td>Charles Carpenter, Jeffrey Broadbent</td>
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<td>Kathy Glass, Jeff Sindelar</td>
<td>University of Wisconsin</td>
<td>Evaluation of anti-Listerial Properties of Natural and/or Organic Ingredients in Ready-to-Eat Meat and Poultry Products</td>
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<td>Phil Crandall, John Marcy, Steve Ricke, Mike Johnson, Corliss O’Bryan, Betty Martin</td>
<td>University of Arkansas</td>
<td>Minimizing <em>Listeria</em> Cross Contamination of Ready-to-Eat Poultry Meats by the In-Store Deli Meat Slicer</td>
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#### Ongoing AMIF Research – *Salmonella*

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<td>Annette O’Connor²</td>
<td>Iowa State University</td>
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²Co-funded with the National Pork Board

#### Ongoing AMIF Research – Targeted Research

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<td>Michigan State University</td>
<td>Determine the Likelihood that <em>Salmonella</em> Develops Heat Resistance during Thermal Processing of Commercial, Whole-Muscle, Ready-to-Eat Meat Products</td>
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<td>Jeffrey Savell, Kerri Harris, Alejandro Castillo, Wesley Osburn</td>
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<td>Evaluation of Alternative Cooking and Cooling Procedures for Large, Intact Meat Products to Achieve Lethality and Stabilization Microbiological Performance Standards</td>
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<td>Randall Phebus, Douglas Powell, Harshavardhan Thippareddi</td>
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<td>Beyond Intent: Assessment and Validation of On-package Handling and Cooking Instructions for Uncooked, Breaded Meat and Poultry Products to Promote Consumer Practices that Reduce Foodborne Illness Risks</td>
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<td>Charles Kaspar, M. Ellin Doyle, John Archer³</td>
<td>University of Wisconsin</td>
<td>White Paper on Human Illness Caused by <em>Salmonella</em> from All Food and Non-Food Vectors</td>
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<td>Jimmy Keeton, Wes Osburn, Margaret Hardin⁴</td>
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<td>A National Survey of the Nitrite/Nitrate Concentrations in Cured Meat Products and Non-meat Foods Available at Retail</td>
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<td>J. Scott Smith, Terry Houser, Melvin Hunt⁴</td>
<td>Kansas State University</td>
<td>Analysis of Heterocyclic Amines (HCAs) Formation in Various Cooked Meat Products</td>
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<tr>
<td>Arthur Miller, Lelia Barraj, Nga Tran, Terry Troxell⁴</td>
<td>Exponent, Inc.</td>
<td>Assessment of the Potential Human Exposure to Heterocyclic Amines from Various Cooked Meat Products</td>
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<td>Mindy Brashears, Chance Brooks</td>
<td>Texas Tech University</td>
<td>CO MAP Temperature Abuse Challenge Study</td>
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³Co-funded with the National Pork Board and National Cattlemen’s Beef Association.

⁴Co-funded with the National Pork Board
**AMI, NMA, NAMP and AAMP To Host Summer Series of Webinars**

The American Meat Institute (AMI), the National Meat Association (NMA) the North American Meat Processors Association (NAMP) and the American Association of Meat Processors (AAMP) will host a summer series of seven webinars aimed at bringing together industry experts on key topics affecting small and medium businesses in the meat industry.

The webinars, will be held between July 9 and August 19 and begin at 2 p.m. EDT and will last for 60-75 minutes each.

The tentative schedule is:

- **July 9:** “Top Ten Ways to Reduce NR’s”
  Speakers: Mark Dopp, senior vice president and general counsel, AMI, and Scott Goltry, vice president of food safety and inspection services, AMI
- **July 15:** “Top Ten Ways to Ensure You are I-9 Compliant”
  Speaker: Monte Lake, partner, Siff and Lake LLP
- **July 24:** “Top Ten Ways to Reduce E. coli O157:H7”
  Speakers: Randy Huffman, Ph.D., president, AMI Foundation and Dane Bernard, vice president of Food Safety and Quality Assurance, Keystone Foods, LLC
- **July 29:** “Top Ten Ways to Enhance Animal Handling in Your Pork Plant”
  Speaker: Frank Howell, Odom’s Tennessee Pride and Glee Goodner, corporate manager of animal welfare and handling, Hormel Foods Corporation
- **August 5:** “Top Ten OSHA Violations Found in Meat Plants and How to Prevent Them”
  Speakers: Dan McCausland, director, worker safety, AMI
- **August 12:** “Top Ten Ways to Enhance Animal Handling in Your Beef Plant”
  Speakers: Mike Siemens, Ph.D., director of animal welfare and husbandry, Cargill Meat Solutions and former AMI Animal Welfare Committee chairman
- **August 19:** “Top Ten Steps to Managing a Product Recall”
  Speakers: Janet Riley, senior vice president of public affairs, AMI, and Mark Dopp, senior vice president of regulatory affairs and general counsel, AMI

“As a president of a family business, I know how difficult it can be to meet the complex challenges faced by our industry,” said AMI Chairman Dave Miniat, president of Ed Miniat, Inc. “This summer series is a perfect opportunity for companies large and small to learn valuable lessons from some of the leading experts in the field in an efficient and affordable way.

To register, go to the Events/Education section of www.meatami.com. Registration is $50 for AMI, NMA, NAMP and AAMP members; $150 for non-members.

**Staff on the Move**

The following is a list of recent industry meetings where AMI staff attended or participated as invited speakers.

**John Reddington, AMI Vice President, International Affairs**
Speaker, National Pork Board Management Conference, Destin, Florida May 6-9
Moderator, US Meat Export Federation Board of Directors, Las Vegas, May 20-23
Moderator, Agricultural Research Conference, Baltimore, Md., June 10-11

**Janet Riley, AMI Senior Vice President of Public Affairs**
Participant, National Pork Board Informed Futurist Panel, Chicago, Ill., June 19-20

**Mark Dopp, AMI Senior Vice President of Regulatory Affairs and General Counsel**
Speaker, Country-of-Origin Labeling, Mid-States Meat Association, May 21

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