



Education and Events

Marketing & Technology Group's mission is not only to inform, but to provide further education to the industries it covers. There's no substitute for face-to-face learning and building profitable relationships with customers in person as you highlight your company's products and solutions at events whose content is of high interest and in which attendance is of high priority for them.

That's why we are working with leading institutions, such as the University of Georgia, Auburn, Texas Tech, Mississippi State and the University of Arkansas and Kendall College and others to deliver highly interactive, hands-on educational workshops and seminars. We also work closely with the top industry associations to develop and produce forward-looking and topical education sessions at the Worldwide Food Expo and International Poultry Expo. We've also just begun developing our own sessions, like the recent product innovation session, Value Cuts Summit, that brought the processors and foodservice communities together to explore high-margin opportunities to menu beef, pork and veal.

Here's a short list of the educational event lineup for 2009 you will be able to attend or sponsor. Contact the VP of Education and Events, Jim Goldberg, for more information. 334-887-2226 or e-mail him at jgoldberg@meatingplace.com.

POULTRY 101

Poultry 101 is a 2-day, hands-on workshop that introduces participants to the production and processing factors that impact final product quality, safety and consistency for poultry products.

The workshop is taught by Dr Shelly McKee, an associate professor at Auburn University, Dr Casey Owens, associate professor at University of Arkansas and Dr Christine Alvarado, assistant professor at Texas Tech University. The workshops are held in March, May and October.

- March 10-12: Auburn University/Auburn, AL
- May 19-21: University of Arkansas/Fayetteville, AR
- September 22-24: Texas Tech University/Lubbock, TX

POULTRY 201

From the same team behind Poultry 101, Poultry 201 covers all aspects of increasing yields and quality through marination and batter and breeding systems for further processed poultry products.

Topics will include meat chemistry, functional ingredients used, marination methods, cooking methods and equipment use/maintenance.

This workshop will be a combination of educational seminars and hands-on laboratory exercises to demonstrate the use of functional ingredients, equipment and troubleshooting when formulating further processed poultry products. The workshops will be held in April and September

- April 28-30: Auburn University/Auburn, AL
- Fall workshop TBD

WATER CONSERVATION WORKSHOPS

These workshops are a series of education sessions, in partnership with the University of Georgia, that have been specifically designed to meet the water conservation challenges meat and poultry processors face today. The workshops are full-day, hands-on, interactive workshops that will provide processors with technical solutions and new technologies, which will help alleviate your water reuse and wastewater problems.

Led by Brian Kiepper, Assistant Professor of Engineering and Poultry Science at the University of Georgia, a regional team of university researchers, technical consultants and industry experts will lead a fast-paced, dynamic workshop that blends hands-on, practical water conservation activities with easy-to-understand explanations of cutting edge technologies in water conservation and water reuse

VALUE CUTS SUMMIT

To be held in the fall of '09 at Chicago's Kendall College, the Value Cuts Summit is a top-to-top, interactive product development meeting, designed to eliminate the disconnect between red meat processors and foodservice/retail product development teams. By getting these segments of the

industry together, we'll help identify these underutilized cuts of beef, pork and veal, and applying the latest culinary trends to create new & exciting products. Attendees range from processors' product innovation and product development teams to chains' corporate/executive chefs-- all discussing quality control and new product applications.

2009 INTERNATIONAL POULTRY EXPO PRODUCT INNOVATION AND COOKING DEMONSTRATIONS

Poultry and Plate Magazines continue to bring current foodservice trends to poultry processors and show them innovative applications and uses for their products that answer consumer and foodservice needs. With value-added and convenience products continued growth, there are opportunities for poultry processors because of increased margins and consumer demands in foodservice and retail. These presentations and show floor cooking demonstrations will new show ways processors can innovate their product offerings that keep pace with emerging culinary trends.

FOOD SAFETY WORKSHOPS

An overview of food safety hazards for both red-meat and poultry processors. Presentations and lab activities will focus on the basics of microbiology, including USDA updates on Salmonella, E. coli and Listeria. Also discussed will be sanitary design of equipment, effective sanitation in RTE areas and effectiveness of microbial inhibitors—a combination of antimicrobial controls, quality and safety aspects. This is top-of-line program taught by professors and doctors from Texas Tech University and Auburn University.