Meat Industry Summit
April 4-6, 2017
Rancho Bernardo Inn, San Diego, CA

(schedule as of 3/30/17, subject to change)

Monday, April 3
1:00 pm – 6:00 pm  John Duyn Memorial Golf Tournament
6:00 pm – 6:45 pm  NAMI Ambassadors Reception (invitation only)
6:45 pm – 7:30 pm  First Timers Reception (invitation only)

Tuesday, April 4
7:00 am – 8:30 am  Networking Breakfast with Issues, Answers, Actions
                  Moderated by John Vatri and Brent Cator, Cardinal Meat Specialists
8:30 am – 8:45 am  Break
8:45 am – 9:45 am  Seven Revolutions: The Drivers of World Change in the Coming Decades
                  John Schaus, Fellow, International Security Program
                  The Center for Strategic and International Studies
9:45 am – 10:00 am  Break
10:00 am – 12:00 pm Concurrent Education focused on:
                  - Food Safety and Regulatory Issues
                    o  FSIS Field Operations Update
                       Paul Kiecker, Executive Associate for Regulatory Operations, Office of Field Operations, Food Safety and Inspection Service
                    o  Food Waste and Date Labeling
                       Eva Goulbourne, Associate Director, Programs and Communications, ReFED
                  - Labor and Employment Issues
                    o  Implications of the New Administration on Labor and Employment Laws after the First 90 Days
                       Brian Bulger, Of Counsel, Cozen O’Connor and John Linker, Partner, Alaniz Schraeder Linker Farris Mayes LLP
                  - Marketing and Communications
                    o  We All Tweet About Meat: How Management Can Amplify Positive Social Media Messages
                       Eric Mittenthal, Vice President, Public Affairs, NAMI
                    o  Media Training for the Executive
                       Janet Riley, Senior Vice President, Public Affairs, NAMI
12:00 pm – 1:15 pm  Lunch and Presentation of Golf Awards
1:15 pm – 2:15 pm  Keys to the Kingdom: The Power of Employee Engagement  
Dr. Charlie Cartwright, Assistant Vice President, Lockton
2:15 pm – 2:30 pm  Break
2:30 pm – 4:30 pm  Concurrent Education focused on:
- Food Safety and Regulatory Issues  
  o Sodium Reduction, Antimicrobial Resistance, and Novel Interventions: Presentations and Panel Discussion  
  Dr. Keith Belk, Professor, Colorado State University and Dr. Tommy Wheeler, Supervisory Research Food Technologist, USDA-ARS, and Steve Quickert, Sr. Manager, R&D Scientist, Kraft Heinz Company
- Labor and Employment Issues  
  o Inside the Walls: Management of Employee Issues in the Meat Industry  
  Scott Habermehl, Director of Human Resources, Boar’s Head Provisions and Sonja Totland, Director of Human Resources, Agri Beef Co.
  o OSHA Updates Under the New Administration  
  Neil Wasser, Chairman of the Executive Committee, Constangy, Brooks & Smith, LLP
- NAMI Ambassadors Discussion: Beef Quality, Industry Threats, and Regulatory Challenges  
  moderated by Dr. Russell Cross, Head, Department of Animal Science, Texas A&M University (invitation only)

5:00 pm - 6:00 pm  PAC Beer and Wine Tasting Reception
6:00 pm – 7:00 pm  Welcome Reception

Wednesday, April 5
7:00 am – 7:45 am  Breakfast  
  Membership Committee Meeting
7:45 am – 8:45 am  Economic Outlook for the Red Meat Industry  
  John Nalivka, President, Sterling Marketing
8:45 am – 9:00 am  Break
9:00 am – 10:00 am  Seeding Our Future: Effective Grass Roots Engagement  
  Cody Lyon, Director of Advocacy and Political Affairs, American Farm Bureau Federation, and Janet Riley, Senior Vice President, Public Affairs, NAMI

10:00 am – 10:15 am  Break
10:15 am - 11:45 am Concurrent Education focused on:

- Food Safety and Regulatory
  - 2017 Regulatory Issues Review
    Al Almanza, Administrator, FSIS-USDA, Susan Backus, Vice President, Regulatory and Scientific Programs, NAMI and Norm Robertson, Vice President, Regulatory Services, NAMI

- Labor and Employment Issues
  - Navigating Labor Through 2017
    John Cruickshank, Associate Alaniz Schraeder Linker Farris Mayes LLP

- Communications and Marketing
  - Making the Case for Meat: Thoughts From the Nutrition and Health Community
    Dr. David Klurfeld, National Program Leader, Human Nutrition, USDA-ARS

9:00 am - 2:30 pm Spouse Event: Tour of USS Midway Museum & Lunch in San Diego (details at end of schedule)

11:45 am - 1:00 pm Lunch

1:00 pm – 3:00 pm Marketing and Communications Committee Meeting
Labor and Employment Committee Meeting
Supplier Forum and Committee Meeting
Intellectual Properties Committee Meeting

3:00 pm - 3:15 pm Break

3:15 pm – 4:00 pm Concurrent Education focused on:

- International Trade Update
  USDA Supports Ag Exports
  Bob Macke, Deputy Administrator, Office of Agreements and Scientific Affairs, USDA – FAS

- Moving Forward on Agricultural Trade
  Sharon Bomer Lauritsen, Assistant U.S. Trade Representative for Agricultural Affairs and Commodity Policy, USTR

- Foodservice Focus: Trends in Meat Sourcing
  Panel discussion: Urs Emmengger, President, San Diego Chapter, American Culinary Federation and Todd Meyer, Sr. Buyer and Corporate Chef, Newport Meats/SYSCO Foodservice, and Vaughn Vargus, Executive Chef, University of California at San Diego

4:00 pm - 5:00 pm International Affairs Committee Meeting
Foodservice Committee Meeting
Meat Summit Planning Committee Meeting

5:30 pm - 7:30 pm Supplier Showcase Reception and SausageFest
**Thursday, April 6**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 am – 8:15 am</td>
<td><strong>Breakfast and Closing Presentation: The State of Food Safety</strong></td>
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<td><em>Al Almanza, Administrator, Food Safety and Inspection Service, USDA</em></td>
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<td>8:15 am – 8:30 am</td>
<td>Break</td>
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<tr>
<td>8:30 am – 11:30 am</td>
<td><strong>NAMI Board of Directors Meeting</strong></td>
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**General Session Details:**

**Issues, Answers, Actions**  
Moderated by Brent Cator, President, and John Vatri, Vice President, Cardinal Meat Specialists

This popular session will kick things off with Meat Institute networking and problem solving at its best. Share breakfast with your friends and colleagues, then stay to be engaged in a lively discussion of top of mind issues, ranging from employee engagement to food safety to sales incentives - if its on your mind, its on the table!

**Seven Revolutions: The Drivers of World Change in the Coming Decades**  

Seven Revolutions is a fast-paced multimedia presentation geared to get organizations like NAMI thinking critically about how you are influenced by – and can influence—the drivers of change in the world. We hope to help businesses, academia, and government agencies prepare for the rapidly shifting landscape and develop more nuanced strategic planning perspective that guide their activities for the long term.

**The Keys to the Kingdom**  
Dr. Charlie Cartwright, Assistant Vice President, Lockton

Every business outcome can be improved through the power of employee engagement. Getting this right is a must for all business leaders that want to achieve and/or sustain business success in the years to come. Come and learn how and why this is essential for your business to prosper.

**Economic Outlook for the Red Meat Industry**  
John Nalivka, President, Sterling Marketing

This session will explore the impact of economic change on the meat & livestock industries. In today’s world, understanding economic trends and how they affect your business is essential to your operation. This analysis of supply and demand and price forecasts will cover all aspects of the supply chain, and help your business prepare for the years ahead.
Seeding Our Future: Effective Grass Roots Engagement
Cody Lyon, Director of Advocacy and Political Affairs, American Farm Bureau Federation, and Janet Riley, Senior Vice President, Public Affairs, NAMI

Making your voice heard when policies are developed is critical to your business success. Learn first-hand how the American Farm Bureau Federation (AFBF) works with their members to influence policy at the grassroots level. Hear the impact that their 11,652 members who took action had on the outcome of GMO Labeling in 2016. Gain insight about the most effective ways to communicate with officials and advocate your positions. Don’t forget your laptop or iPAD – the session will include a live demo of the NAMI grassroots system and an opportunity to create your own account and get mobilized to influence your members of congress.

The State of Food Safety
Al Almanza, Administrator, Food Safety Inspection Service

Mr. Almanza will offer attendees a look at current FSIS priorities and discuss the biggest issues on the minds of regulators in Washington that can have an impact on meat industry businesses.

Concurrent Session Details

FSIS Field Operations Update
Paul Kiecker, Executive Associate for Regulatory Operations, Office of Field Operations, Food Safety and Inspection Service

The Food Safety and Inspection Service’s Office of Field Operations (OFO) manages inspection and enforcement activities nationwide, with the mandate to ensure domestically produced meat and poultry products are safe, secure, wholesome, and properly labeled. Mr. Kiecker will discuss OFO’s current priorities, including enforcement issues, PHIS, staffing challenges, among other topics and will be available to answer questions from the membership regarding inspection issues in their districts.

Food Waste and Date Labeling
Eva Goulbourne, Associate Director, Programs and Communications, ReFED

The issue of food waste has become part of the national conversation as a way to create jobs, feed those in need, and protect valuable agricultural resources. This session will explore the powerful role that the food industry plays in reducing food waste, in particular business solutions to prevent and recover wasted food. Attendees will gain a better understanding of the financial, social and environmental impacts of food waste with a special focus to donation, consumer education and date labeling.
Implications of the New Administration on Labor and Employment Laws after the First 90 Days
Brian Bulger, Of Counsel, Cozen O’Connor and John Linker, Partner, Alaniz Schraeder Linker Farris Mayes LLP

The new administration has everyone talking, and issues with direct effect on labor and employment are being discussed daily on the national stage. This session will break down some of the biggest issues- immigration reform, the Affordable Care Act, regulatory reform, and more- as to what the potential changes mean for the meat industry. The speakers will use their expertise in labor law and policy to help attendees understand the broad goals of the Trump administration, and the potential impacts on businesses.

We All Tweet About Meat: How Management Can Amplify Positive Social Media Messages
Eric Mittenthal, Vice President, Public Affairs, NAMI

This session offers a how-to discussion on developing basic strategies and tactics to help you and your business get engaged online and share the good news about the meat industry and your products. Join the movement to spread positive messages about meat, and also learn how social media amplification by employees, customers, and partners can help expand the reach of your business. This session requires the use of your phone or iPad, and participants will receive take home materials to guide them on their new social media journey.

Media Training for the Executive
Janet Riley, Senior Vice President, Public Affairs, NAMI
Eric Mittenthal, Vice President, Public Affairs, NAMI

Media calls rarely come when you expect them and smart meat and poultry industry executives take steps to be prepared. This session will help you understand message development and interview techniques and prepare you to advance your message under challenging circumstances.

Sodium Reduction, Antimicrobial Resistance, and Novel Interventions: Presentations and Panel Discussion
Steve Quickert, Sr. Manager, R&D Scientist, Kraft Heinz Company, Dr. Keith Belk, Professor, Colorado State University, and Dr. Tommy Wheeler, Supervisory Research Food Technologist, USDA-ARS

This session will hit on 3 technical topics to help attendees better understand how these hot button issues are being addressed through research and innovation, and will allow plenty of time for audience Q&A with some of the most respected scientists in the industry. Topics include:
Sodium Reduction in Processed Meats (Quickert)
How Antimicrobial Resistance Occurs: the 40,000 Feet View (Belk)
Novel Strategies to Reduce Risk of Pathogen Contamination in Beef Trim (Wheeler)
Inside the Walls: Management of Employee Issues in the Meat Industry
Scott Habermehl, Director of Human Resources, Boar’s Head Provisions and Sonja Totland, Director of Human Resources, Agri Beef Co.

This session will focus on some of the most immediate labor and employment challenges facing the workforce right now. The speakers will use their personal experiences to help address some of the nuts and bolts questions about travel bans, worker documentation, implications of worker protests, and more. Hear how these issues are being addressed, and join in the conversation to help define best practices and policies.

OSHA Updates Under the New Administration
Neil Wasser, Chairman of the Executive Committee, Constangy, Brooks & Smith, LLP

Worker safety and OSHA compliance are top of mind issues for every company in the meat industry. This session will cover what employers need to know in order to achieve compliance while keeping their workers safe in an ever changing regulatory landscape. Topics of discussion include OSHA leadership, penalties, risk mitigation, recordkeeping, reporting requirements, anti-retaliation rules, and more. Find out what impact the new Administration is likely to have, and what your company needs to know in order to prepare.

2017 Regulatory Issues Review
Al Almanza, Administrator, USDA-FSIS, Susan Backus, Vice President, Regulatory and Scientific Programs, NAMI and Norm Robertson, Vice President, Regulatory Services, NAMI

This session will provide an update on the many scientific and regulatory issues facing our members today as well as the biggest challenges ahead. Attendees will learn the high points and take home pieces of information on a variety of topics that the Meat Institute staff work on every day, including regulatory issues, policy discussions, and food safety challenges and solutions. The session will also take a focused look at the most common in-plant inspection and enforcement issues, and provide insight on how best to respond.

Navigating Labor Through 2017
John Cruickshank, Associate Alaniz Schraeder Linker Farris Mayes LLP

In today’s hypercompetitive environment, your business cannot afford a major labor disruption or lawsuit. Federal regulatory pressures are easing but challenges such as retaining key talent, hiring in a very tight labor market, employee mental health and disability issues, employee political speech, and new wage and hour problems continue to arise. As more work is done by automation, what are the opportunities for lowering costs, improving retention and productivity, and keeping up employee morale? Also, specific state law analysis for meat processors in Washington, Oregon, and California will be covered.
**Making the Case for Meat: Thoughts From the Nutrition and Health Community**
Dr. David Klurfeld, National Program Leader, Human Nutrition, USDA-ARS

Meat’s nutrition seems to be at the center of public controversy, yet a look at the published scientific literature makes a compelling case for meat in a balanced diet. What is the latest science? Attend this session to better understand the facts and research related to meat’s nutritional value and place in the diet.

**USDA Supports Ag Exports**
Bob Macke, Deputy Administrator, Office of Agreements and Scientific Affairs, USDA – FAS

The U.S. meat and poultry sector exported very few products in the early 1980’s but today exports account for 25 percent of U.S. pork production, 20 percent of U.S. broiler output and 13 percent of U.S. beef production. This presentation will discuss the U.S. need to take advantage of growing global consumption to support jobs and income in the agricultural sector and related industries.

**Moving Forward on Agricultural Trade**
Sharon Bomer Lauritsen, Assistant U.S. Trade Representative for Agricultural Affairs and Commodity Policy, USTR

As per capita consumption of meat and poultry products has leveled off during the past 10 years, ranchers, meat packers and meat processors will continue to rely on exports to ensure the long-term viability of the sector. However, industry and government must work together to lower tariff and non-tariff barriers to trade through successful trade negotiations. This presentation will discuss what is ahead for our negotiations with key trading partners.

**Foodservice Focus: Trends in Meat Sourcing**
Panel discussion: Urs Emmengger, President, San Diego Chapter, American Culinary Federation and Todd Meyer, Sr. Buyer and Corporate Chef, Newport Meats/SYSCO Foodservice, and Vaughn Vargus, Executive Chef, University of California at San Diego

Meat processors strive to meet their customer demands, but changing trends in foodservice can affect what chefs are looking for in sourcing meat products. The movement to find products that meet a local definition or have a story associated with them continues to grow, but what are the overall factors chefs are considering? This panel of chefs will discuss what they see as the biggest trends in meat sourcing, and how processors can meet those demands.
**Spouse/Partner Program Information**

Wednesday, April 5, 2017, 9:00 a.m. – 2:30 p.m.

Spouses/partners who are registered for NAMI’s Meat Industry Summit are invited to participate. RSVP to Christl McCarthy by Wednesday, March 22 at cmccarthy@meatinstitute.org or 202-587-4232.

**Private Docent Led Tour of the USS Midway & Museum in San Diego**

Attendees will experience “life at sea” (without leaving port!) aboard the USS Midway, exploring a “floating city at sea” with nearly 50 years of world history. The USS Midway is the longest-serving Navy aircraft carrier of the 20th century. Our group will be led by a volunteer docent on a one-hour private tour of select areas of the carrier. Following the private tour, guests are free to tour the remainder of the Midway on their own.

**Lunch at Monello**

Attendees will enjoy an authentic Italian tasting lunch offering a variety of traditional Italian dishes served family style.