

Center of the Plate Training®

TEXAS A&M UNIVERSITY

June 2-4, 2015

College Station | Texas

Sign up now! Register 3 and send a 4th Free!



NAMI Foundation

NORTH AMERICAN MEAT INSTITUTE

CO-SPONSORED BY:



COURSE INSTRUCTORS:

Steve Olson, Former USDA AMS Meat Marketing Specialist
 Dr. Davey Griffin, Professor and Extension Meat Specialist,
 Texas A & M University
 Richard Lawson, National Poultry Supervisor, USDA/AMS
 And, representatives from producer group organizations

What students are saying:

"Steve Olson's enthusiasm and passion for the materials he presents keeps things interesting!"

"Great course that a variety of people can learn from - whether you've been in the business two months or 20 years."

"Extremely satisfied, a very informative, densely-packed course."

WHO CAN BENEFIT FROM THIS COURSE?

Anyone involved in the buying and selling of meat products- from meat processors to foodservice distributors to retailers and restaurants.

CENTER OF THE PLATE TRAINING®

is a three-day course designed to teach you the fundamentals of meat specifications by giving you a first-hand look at how carcasses are converted to cuts commonly used in retail and foodservice. It's a lively learning experience that includes a detailed cutting demonstration of all the major center of the plate protein items: beef, veal, lamb, and pork, as well as sections on poultry, processed meats, and seafood. You'll come away with an increased knowledge of center of the plate items and your personal copy of the all-new 2014 edition of the Meat Buyer's Guide®; for over 40 years, the authoritative Guide to meat and poultry identification.

Course now includes information on seafood specifications!

What you will learn from this course:

The recently revised IMPS numbering system, purchaser specified options, and a knowledge of the meat items as described by the Meat Buyer's Guide. New issues of both the IMPS and the Meat Buyer's Guide were released in 2014- be the first to learn about the changes first hand!

How standards keep products consistent, wholesome, and fair throughout the market.

Common defects or inconsistencies in meat products that you should look for to prevent dissatisfied customers.

How value is determined for meat products and how it is affected by quality parameters.

The latest meat cuts, including previously undervalued muscles, and innovative menu ideas.



Dr. Davey Griffin & instructor Steve Olson



Center of the Plate Training[®]

TEXAS A&M UNIVERSITY

Space is limited,
so register now!

REGISTER 3 AND
SEND A 4TH FREE!

DATES & LOCATION

June 2-4, 2015
Texas A & M University
College Station, Texas

DAY

Tuesday
Wednesday
Thursday

TIME

8:00 am - 5:00 pm
8:00 am - 5:00 pm
8:00 am - 3:00 pm

SPECIES

Beef
Veal, Lamb, Pork
Poultry, Processed Products, & Seafood

REGISTRATION FEE

NAMI/SMA/AAMP/CMC

AMSA/CMMA/SEMA members:

Non-members:

Until May 4:

\$799

\$899

After May 4:

\$849

\$949

ACCOMMODATIONS

Hilton Garden Inn College Station
3081 University Drive, East, Bryan, TX 77802
979.703-7919

GROUP CUTOFF DATE: MAY 4, 2015

Special NAMI/SMA/AAMP/AMSA/CMA/CMMA/SEMA rate:
\$129 per night. Ask for the "NAMI Center of the Plate Training"
group code rate when making your hotel reservations. Hotel
reservations must be cancelled by May 18th to receive a full refund.

TRAVEL AND TRANSPORTATION

Texas A&M University is located in College Station, Texas, about 60 miles north of Houston. Continental and American Airlines fly into College Station, and taxi service is available to the Hilton Garden Inn.

Transportation will be provided between the Hilton Garden Inn and workshop activities.

OTHER AIRPORT OPTIONS:

By car, Houston George Bush is 1 1/2 hours; Houston Hobby is 2 hours; Austin/Bergstrom is 1 3/4 hours; and Dallas/Fort Worth Airport is 3 hours.

For questions or additional information, please contact Ann Wells, NAMI Director of Education and Workforce Development at +1 202.587.4252 or awells@meatinstitute.org



Participants are invited to a dinner and social on Wednesday evening, which provides outstanding networking opportunities and will showcase delicious pork products. Hosted by:

