



Michigan Meat Association

Newsletter

August 2011

Inside this issue:

- To Build or Not to Build Webinar 2
- Indianapolis Billboard Compares Hot Dogs to Cigarettes 5
- Pork Does Not have to be Well Done 6
- Calendar 8

USDA Loan Program Can Help Finance New Meat Plants

by Kate Fitzgerald, July 29th, 2011

USDA's Know Your Farmer, Know Your Food blog published the first of two articles on **Rural Development's grant and loan programs that can be used to develop or improve small meat and poultry processing plants**. The blog focuses on the Business and Industry Guaranteed Loan Program (B&I).

One of NSAC's 2008 Farm Bill priorities was successfully winning a five percent (5%) set-aside in the B&I program for local and regional food enterprises. Expanding or updating a meat processing facility to increase its capacity to sell competitively into the regional retail or institutional market is exactly the kind of loan that NSAC members hope the B&I guarantee will make happen.

Matthew Michael, Director of Program Evaluation and Improvement Staff at the USDA's Food Safety Inspection Service (FSIS) and FSIS representative to the Know Your Farmer, Know Your Food work group said that he hopes small meat and poultry processors, in particular, take advantage of the B&I loan guarantees. Small meat and poultry processors have significant initial capital expenses, as well as one-time operating costs that could be mitigated with B&I loan guarantees.

It is heartening to see this new outreach about the program. With program tweaks that will make the guarantee easier for small-scale businesses to use and continued aggressive outreach on USDA's part, the B&I loan guarantee can help increase the flow of credit to rural food businesses that will stimulate local economies and meet growing demand for local food.

"The Farm Credit Council promotes the idea of financing local food system aggregation, processing and distribution infrastructure such as producer-owned small meat plants, according to Gary Matteson of the Farm Credit Council. "Small meat processors can add tremendous value to local producers, particularly since direct to retail is the predominant marketing channel for livestock producers."

Redeveloping small scale meat processing is a crucial component of vibrant regional food economies. Another successful NSAC 2008 Farm Bill priority permitted the interstate shipment of state inspected *meat* which removed a significant barrier to the industry's growth. USDA finalized rules for the program in April.

Two recently released guides should make business planning and accessing credit easier for entrepreneurs. As we previously reported, the Niche Meat Processors Assistance Network (NMPAN) recently released a small business planning guide for small scale meat processors. In addition, a new Field Guide to the New American Foodshed is available to help food system entrepreneurs find and use relevant business development information about local and regional food markets.

Gradually the necessary pieces are falling into place to create the business environment that will support local, small and mid-sized farm and food entrepreneurs!

http://sustainableagriculture.net/blog/financing-new-meat-plants/?utm_source=roundup&utm_medium=email

Benefits of Membership in the Michigan Meat Association

Networking opportunities at the annual convention

Discounts for courses and educational offerings

Promotion of meat products at State functions

Opportunity to compete in the Cured Meat Competition

Support MSU meat program for education of future meat industry professionals

MMA Membership Directory that includes processor and supplier contact information

MMA Monthly Newsletter of activities, pertinent industry news, membership news, AAMP news, convention information, and classified listings

To Build or Not to Build: Is a New Processor Really Needed?

Finding a processor that does what you need, when you need it, can be challenging. Building a new facility to meet that need might seem like a good idea. Sometimes it is. But often it isn't. **On this webinar, we'll discuss when building new facilities makes sense and when it doesn't, with real stories -- and lessons -- from the field.**

Date: Wednesday, September 28, 2011

Time: 10am Pacific / 1pm Eastern

Duration: one hour

The webinar is free and open to the public.

How to join: A few minutes before start time, go to: <http://connect.extension.iastate.edu/nichemeat>

Speakers include:

- Keith DeHaan, Ph.D., Director, Food and Livestock Planning
- Chris Raines, Ph.D., Meat Science Extension Specialist, Penn State University

For more information, contact NMPAN Co-coordinator Lauren Gwin:

lauren.gwin@oregonstate.edu

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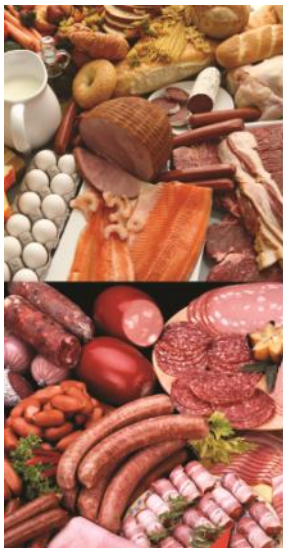
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Indianapolis Billboard Compares Hot Dogs to Cigarettes

by Jay Wenther, August 15, 2011 AAMPlifier

Move over cigarettes...there's an alleged new cancer-causing stick in town. According to one health organization, Physicians Committee for Responsible Medicine (PCRM), the new deadly product isn't made of tobacco, but rather meat. That's because it's apparently a hot dog.

The group PCRM has paid to place a prominent billboard outside the world-famous Indianapolis Motor Speedway warning patrons of the dangers of hot dogs. The campaign was well-timed because the billboard was erected a few days prior to the running of the Brickyard 400 where thousands of fans visited the



popular race track. The billboard was placed near the speedway because over 1.1 million hot dogs were sold by concession stands at the speedway during last year's races.

It should be known that the PCRM group is a non-profit organization based in Washington, D.C., which promotes a vegetarian diet, preventative medicine, alternatives to animal research, and encourages what it describes as "higher standards of ethics and effectiveness in research." So, even though the group consists of "physicians," they do have a specific political agenda: the decreased consumption of meat.

This isn't the first time hot dogs have been targeted and negatively portrayed...and it probably won't be the last, either. The American Institute for Cancer Research previously released a report stating that one, 50-gram piece of processed meat (such as a hot dog) can increase the risk of colorectal cancer by 21 percent. Colorectal cancer is the third most common cancer in the U.S. according to the American Cancer Society.

The Michigan Meat Association will work with supplier members to include newsletter articles they have written that are of interest to Michigan Meat Association members. If you are a supplier member interested in sharing a newsletter article, please contact dru@michiganmeatassociation.org. Articles are due by the 15th of the month.

ADVERTISING

Member Rates:

1/4 Page \$25/issue or
\$150/year

1/2 Page \$35/issue or
\$250/year

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Non-member Rates:

Business Card \$75/issue

1/4 Page \$85/issue

Classified Ads:

Free for members

If you are interested in placing an advertisement, contact Dru Montri, Executive Secretary, at dru@michiganmeatassociation.org or 517-599-0036.

Pork Does Not have to be Well Done

by Jeannine P. Schwehofer, MSUE, Published July 5, 2011

Most mothers and grandmothers taught their kids to cook pork until it was well done. This caused it to be dry and have unfavorable eating experiences for many consumers. The USDA has recently revised their cooking guidelines for whole muscle meats, including pork. Recommended cooking guidelines for whole muscle cuts of meat is to let the meat reach 145°F and then let it rest for three minutes before eating. The rest period is important because it allows for additional temperature rise and time for bacteria to be destroyed.

Previous cooking guidelines made pork dry because in recent years pork has become leaner and contains less marbling. Marbling is the fat within a muscle that contributes to juiciness and eating pleasure.

Trichanella spiralis is the culprit for the previous believed need for higher temperature requirements for cooking pork. *Trichanella spiralis* is a parasite that was historically found in pigs. The parasite invaded the muscle and was transferred through eating under cooked meat. It has been virtually eliminated from the US pig population. The other good news is that it is killed when cooked to 137°F. The new cooking guidelines for pork chops should allow for juicier pork that results in a more enjoyable eating experience for the consumer.

In addition to following the new cooking guidelines for steaks and chops, there are other ways to prevent foodborne illness from infecting your family. Ground meats still need to be cooked to 160° F. Use of a meat thermometer is the only way to ensure you are properly cooking your meat. Preventing cross contamination where cooked meats and other foods come in contact with areas previously used for raw meat preparation such as countertops, cutting boards, and platters is also essential for proper food safety. Thoroughly disinfect surfaces and utensils that come in contact with raw meat with hot, soapy water. Do not let other foods, especially those that will not be cooked like fresh vegetables and fruits, come in contact with surfaces contaminated with raw meat. http://news.msue.msu.edu/news/article/pork_does_not_have_to_be_well_done

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Calendar of Events

September 7	Michigan Meat Association Board Meeting
September 28	To Build or Not to Build Webinar (see page 2)
March 9-10, 2012	2012 MMA Convention, Okemos, MI
July 26-28, 2012	2012 AAMP Convention, St. Paul, MN

The Michigan Meat Association supports its members and the meat industry by providing timely information exchange and opportunities to enhance productivity and technology enhancement to maintain the viability of the meat industry.

www.michiganmeatassociation.org

Michigan Meat Association

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