



# Michigan Meat Association Newsletter

November 2011

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## Michigan Team Returns from Two National Competitions

Michigan 4-H and the Branch Area Career Center (BACC) FFA, as well as the State of Michigan, were well represented by four sophomore girls who competed in two National Meats Evaluation contests. Samantha Griffith, Maritza Hernandez, Courtney Souva, and Katie Walters competed in the National FFA Meats Evaluation contest on October 19th in Indianapolis, Indiana, and the National 4-H Meats contest on October 25th in Manhattan, Kansas. The girls won the State 4-H and FFA contests in April and had been practicing judging carcasses and identifying meat cuts until the national competition at Klopfenstein & Ware, Michigan State University, Union City Meats, Pease Packing, and local grocery stores in Sturgis and Coldwater. Both competitions involved the four girls judging beef and pork carcasses, fresh hams, and identifying a total of 40 cuts of meat from beef, pork and lamb. The FFA contest also included the students taking a written test, solving a ground beef meat formulation, yield and quality grading six beef carcasses, judging lamb carcasses, and answering two sets of questions. The 4-H contest differed by requiring the girls to give three sets of oral reasons. The team was coached by Melissa Souva and was fortunate to have Norma Cuellar, Kathy Griffith, Melissa Souva and Wendy Walters escort the team to Indianapolis and Manhattan for the week.

The team earned a silver ranking in the National FFA Meats contest placing 26th out of 42 teams. The FFA competition was funded by the BACC FFA program. The Michigan team earned 10th place honors in the 4-H National contest. The 4-H competition was funded by a variety of individuals, organizations and businesses as funding was non-existent due to lack of participation and funding of a Michigan meats team in the past. The Michigan Pork Producers was a platinum sponsor as they donated \$1,000 for the Michigan team to compete. Gold sponsors included Dale and Sally Stuby, **the Michigan Meat Association**, BACC FFA Alumni Chapter, and the Branch County 4-H Foundation. Donations from silver sponsors included Loren Calisle Agency (Farm Bureau), Ken and Sharon Klopfenstein, Fillmore Equipment, Michigan Cattlemen's Association, Klopfenstein & Ware Meat Processing, Rusty and Vicki Smith, Virginia Oxenrider, Judy Carpenter, Bronson Pioneers 4-H Club, Shimp Excavating, Finkey Farms, and Schrader Livestock. Bronze sponsors were Lima Elevator, Norm and Lorna Souva, Jim and Lorraine Sygnecki, Harold Walters, Jim VanVorst, Leonard and Betty Kocz, Jerry and Beth McCollough, Bogen Concrete, King Farms, and Ken and Nancy Stutzman. The support of these sponsors helped with the travel expenses incurred by the team and their families.

### Outstanding Service Award and Supplier of the Year Award Nominations Due January 1, 2012

The nomination form for the Michigan Meat Association Outstanding Service Award and Supplier of the Year Award are now available online at [www.michiganmeatassociation.org](http://www.michiganmeatassociation.org). Please send your completed nomination form to Dru Montri by January 1, 2012.

2011

Michigan Meat Association

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# Food Product Recalls – Is Your Company Covered?

*By Ted Wray, Senior Vice President, The Craft Agency*

Peanut butter. Lettuce. Beef. All of these products have incurred high profile product recalls. Now with the passage of the U.S. Food and Drug Administration's Food Safety and Modernization Act (FSMA) of 2011, things may get even more interesting.

Companies subject to a recall face many urgent concerns; among them, the critical question: Does my insurance policy cover claims related to product recall? The answer depends on the type of insurance you have, and the shape that your claim takes. Food recall liability and losses can take many different shapes. As a result, several types of insurance are in play.

## **General Liability Insurance**

General liability insurance policies provide coverage for bodily injury, including consumer sickness or death. It does not afford recovery for financial losses to the insured or to the company to which the insured sells its product.

## **Product Recall Insurance**

Coverage under these types of policies can include expenses incurred in the recalls and liability to third parties that seek damages because of loss of income or reputation damage due to the recall. Product recall coverage is designed to respond to both voluntary and involuntary recalls.

Generally, product recall insurance has two main components: first party and third party. First party coverage includes that the insured company directly incurs – the cost of notifying customers of a recall and the shipping and disposing of the recalled product; costs associated with replacing the product; as well as contractually mandated third-party compensation.

Third-party coverage pay claims against the insured company by those to whom a product was shipped, such as distributors, wholesalers or supermarkets. This coverage includes damage to the third party's product and brand or reputation, as well as the third party's business interruption costs. Most policies issued by property/casualty insurance companies only provide a very limited amount of first party coverage.

You may have one of the finest safety programs in the country, but one food recall can literally bankrupt your company. Do yourself a favor and be proactive.

Discuss this concern with your commercial insurance agent.

## **FSIS Nutritional Labeling Webinar: December 13**

On December 13, FSIS will give another webinar on the new nutritional labeling rules for meat and poultry.

To access the webinar, log on to <https://connect16.uc.att.com/usda/meet/?ExEventID=85277207> and follow on-screen instructions. For questions, contact Kristin Goodwin at (301) 504- 0878 or [kristin.goodwin@fsis.usda.gov](mailto:kristin.goodwin@fsis.usda.gov).

## WTO Favors Canada in COOL Ruling

*By Tom Johnston on 11/18/2011*

The World Trade Organization (WTO) ruled that Washington's country-of-origin labeling law (COOL) violates U.S. obligations under WTO rules.

The ruling is expected to be the WTO's final say on the complaint, originally brought forth by Canada in 2008 and later joined by Mexico because it stymied their exports of livestock to the United States.

In its ruling, WTO said the COOL measure violates a Technical Barriers to Trade (TBT) agreement "by according less [favorable] treatment to imported Canadian cattle and hogs than to like domestic products" and because it doesn't "[fulfill] is legitimate objective of providing consumers with information on origin..."

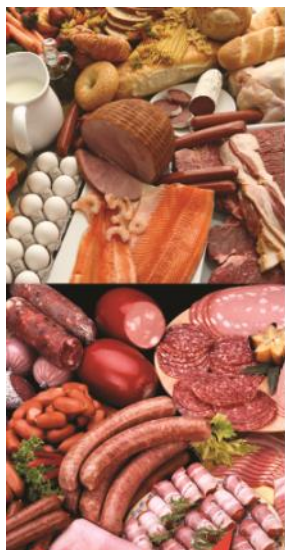
WTO also said Agriculture Secretary Tom Vilsack's letter (See "Vilsack says COOL good to go, asks industry for tighter compliance," Meatingplace, Feb. 23, 2009) asking the industry to voluntarily follow additional labeling provisions violated the TBT too.

Washington has the option of appealing the ruling, which could prompt bilateral talks among the countries.

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*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*

**Michigan Meat Association**

## **FSIS PHIS DIRECTIVE 6410.1 Rev. 1 11/3/11**

**DO NOT IMPLEMENT THIS DIRECTIVE UNTIL DECEMBER 3, 2011.**

### **VERIFYING SANITARY DRESSING AND PROCESS CONTROL PROCEDURES BY OFF-LINE INSPECTION PROGRAM PERSONNEL (IPP) IN SLAUGHTER OPERATIONS OF CATTLE OF ANY AGE**

This directive is being reissued to provide off-line inspection program personnel (IPP) with information regarding how to verify that cattle slaughter operations are implementing sanitary dressing and process control procedures, and that the procedures they are implementing prevent contamination of carcasses and ensure that insanitary conditions are not created.

In addition, this directive provides information describing how IPP are to assess the sanitary dressing and process controls cattle slaughter establishments employ in their food safety systems. Such controls are likely to include decontamination and antimicrobial intervention treatments. Establishments should verify the effectiveness of these controls by sampling and testing for microorganisms of beef manufacturing trimmings, other raw ground beef components (including head meat and cheek meat), and raw ground beef.

**KEY POINTS:**

*Defines Process Control Procedures*

*Defines Sanitary Dressing*

*Defines Contamination of Carcasses and Parts*

*Describes the purpose of sanitary dressing and process control procedures*

*Describes the points in the slaughter process where carcass contamination with food safety hazards, such as Escherichia coli (E. coli) O157:H7, are most likely to occur*

*Describes how an establishment's failure to properly execute its sanitary dressing and process control procedures can increase the risk of contamination of carcasses and parts at various points in the slaughter operation*

*Provides instruction to IPP regarding how to verify that cattle slaughter operations are implementing effective sanitary dressing and process control procedures to prevent contamination of carcasses and are properly applying decontamination and antimicrobial intervention treatments to carcasses and parts to address any contamination that may occur*

*Provides instruction to IPP on how to verify that the establishment is properly assessing any microbial testing results, including results for indicators of process control, at any point during slaughter and at subsequent trim fabrication and grinding operations. Examples of microorganisms used as indicators of process control in raw beef operations include Enterobacteriaceae, generic E. coli, E. coli O157:H7, non-O157 STECs, and Salmonella*

*Provides information regarding slaughter food safety systems and how each aspect of the system (e.g., sanitary dressing and process control procedures, intervention treatments, product sampling, supporting documentation) is a factor to be considered when determining whether there is regulatory compliance*

*Provides clarification regarding the differences between documenting noncompliance under PHIS task Beef Sanitary Dressing and under Operational SSOP Review and Observation*

*Provides information regarding supervisory responsibilities, including instructions to Public Health Veterinarians (SPHV), Supervisory Consumer Safety Inspectors (SCSI), the Inspector-in-Charge (IIC), Multi-IPPs Supervisors, and Front Line Supervisors (FLS)*

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# Nutrition Labeling Rule Delayed

*By Michael Fielding on 11/11/2011*

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FSIS announced that the agency is delaying the effective date of the final rule that will require nutrition labeling of the major cuts of single-ingredient, raw meat and poultry products and ground or chopped meat and poultry products.

The original effective date of the final rule was Jan. 1, 2012, but will be delayed to March 1, 2012, to "ensure that industry has adequate time to comply with the requirements of the final rule," according to the agency, which is expected to publish a notice in the Federal Register soon.

The announcement was made after a coalition representing food, agriculture and retail associations asked for more time to implement the new required nutrition labels. The coalition includes the American Meat Institute, National Cattlemen's Beef Association, National Chicken Council, National Pork Board, National Pork Producers Council and the National Turkey Federation.

"The mandatory nutrition labeling rule will have a significant impact on the regulated entities," the coalition said in a statement. "Over the past 11 months, we have worked with FSIS to fully understand the rule's requirements, but we still have questions that need to be answered before a smooth implementation can occur."

The coalition has said that the delay will allow processors and retailers to obtain software and scales necessary to properly label products.

The announcement comes just three weeks after the FDA and USDA recommended that food companies be allowed to include just four items on front-of-package labeling for value-added products.

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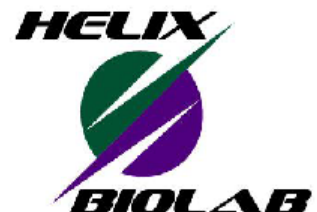
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## Calendar of Events

<b>December 13</b>	FSIS Nutritional Labeling Webinars (see page 3)
<b>January 1, 2012</b>	Nominations Due for Outstanding Service Award and Supplier of the Year Award (see page 3)
<b>January 18, 2012</b>	MMA Board Meeting, Mount Pleasant, MI
<b>March 9-10, 2012</b>	2012 MMA Convention, Okemos, MI
<b>July 26-28, 2012</b>	2012 AAMP Convention, St. Paul, MN

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