



**NORTH AMERICAN MEAT PROCESSORS ASSOCIATION**  
**ASSOCIATION AMÉRIQUE DU NORD DES TRANSFORMATEURS DE VIANDE**  
**ASOCIACIÓN NORTEAMERICANA DE PROCESADORES DE CARNE**

### **NAMP LAUNCHES NEW MEAT BUYER'S GUIDE™**

NAMP today announced the launch of a new, completely revised NAMP Meat Buyer's Guide™ – the most comprehensive meat and poultry identification manual available – which may be preordered now for delivery in March. Meat Buyer's Guide notebook charts and posters have been completely updated.

Orders may be placed through the NAMP Web site: [www.namp.com](http://www.namp.com). Urner Barry is handling all fulfillment, marketing and sales, and copies also may be ordered through toll-free sales line +1 800.932.0617 and e-mail at [namp@urnerbarry.com](mailto:namp@urnerbarry.com).

NAMP members get a 35 percent discount on all Meat Buyer's Guide products. Contact NAMP Director of Marketing Sabrina Moore at [smoore@namp.com](mailto:smoore@namp.com) for the member coupon code.

Order multiple copies now for your customers with low-cost custom covers featuring your company with your company logo, name and other information. Be the first to send the new Guide to your customers when the book comes out in March.

NAMP will inform members soon about how to order special personalized copies with premium covers embossed with their names and the names of their company.

Since 1961, NAMP has authored The Guide which has been used as the premier resource publication the meat and poultry industry, foodservice purchasers, educators, and students. This, the sixth edition of the book, is endorsed by 20 industry and foodservice associations.

In a major strategic initiative, the scope of the new edition was broadened beyond the U.S. to include Canada and Mexico – in keeping with NAMP's mission as a North American association. Completely applicable to the Canadian meat trade, it includes Canadian grading standards, terminology and cut descriptions, as well as updated language to reflect current USDA, CFIA and industry standards. It also includes Mexican Spanish translations of all meat cut names for the Mexican meat trade and U.S. and Canadian Hispanic users.

#### **Other new features of the book include:**

- 54 new items: 17 beef, nine lamb, seven veal, seven pork, and 14 variety meats and edible by-products.
- Additional, updated and clarified item descriptions in all sections.
- 78 new photographs.
- New beef value cuts, such as the Denver Cut, Chuck Delmonico Steaks, Chuck Eye

Country-Style Ribs, and Western Griller.

- An expanded beef boneless chuck section with the Chuck Roll Three-Way, providing access to key single muscles for steak and processing applications.
- New lamb value cuts, including the flank steak, boneless pectoral meat, a notched and split short loin, and a semi boneless lamb leg steamship.
- New information on Australian and Canadian beef; and U.S. beef, veal and lamb.
- Updated weight ranges.
- New graphics.
- Expanded glossary.

Illinois printer Unique Active won competitive bidding to print the new edition for NAMP. The company printed all of the editions for NAMP before the current one. Urner Barry handled fulfillment before the current edition.

The current edition of the Meat Buyer's Guide, published by John Wiley & Sons for NAMP, still is available and may be ordered through the NAMP Web site [www.namp.com](http://www.namp.com)

## **NAMP UPDATES MEAT CHARTS AND POSTERS**

In addition to a new Meat Buyer's Guide, NAMP also is publishing all-new meat charts and posters in 2010. The charts and posters were updated to include the most popular cuts in foodservice today. Many new items were added to reflect the latest trends in foodservice.

With an updated design, the new posters provide the same type of information that the industry always has valued, but now with a great new look.

## **NAMP MEMBERS AND INDUSTRY WORK TOGETHER TO PRODUCE NEW MEAT BUYER'S GUIDE™**

NAMP wants to recognize the time, effort, and commitment of those who worked to make this new edition possible. In all, close to 100 NAMP members, industry and government representatives collaborated on the two-year project that involved countless staff and volunteer hours.

The revision process began in the spring of 2008 when NAMP Past President John DeBenedetti of Del Monte Meats agreed to chair the 2010 Revision Committee. Additional committee members and chairs for each individual species were then selected.

The full Revision Committee included:

**Chair:** John DeBenedetti, Del Monte Meat Co., Sacramento, CA

**General:** Ken Johnson, H. K. Johnson Associates, Inc., Winfield, IL; Michael Strauss, Colorado Boxed Beef Co., Inverness, IL

**Beef:** John Stowell, Dole & Bailey, Woburn, MA

**Lamb:** Mark DeNittis, Johnson & Wales University and DeNCo Enterprise, LLC & Il Mondo Vechhio Salumi, Denver, CO

**Veal:** Bryan Scott, Dutch Valley Veal – Brown Packing Co., South Holland, IL

**Pork:** Peter Bozzo, Chicago Meat Authority, Chicago, IL; Gary Malenke, Sioux-Preme Pork Products, Sioux City, IA

**Poultry:** Lee Freidheim, Cogle Commission Co., Chicago, IL

**USDA:** Steve Olson, USDA Agricultural Marketing Service, Washington, DC; Darin Doerscher, USDA Agricultural Marketing Service, Washington, DC

**Staff:** Ann Wells, Director of Scientific & Regulatory Affairs, NAMP, Reston, VA; Phil Kimball, CAE, Executive Director, NAMP, Reston, VA

Each species chair then found NAMP members and other industry players to participate on the individual species committees. Individual specie committees met via conference call beginning in the late summer of 2008 and continuing through the spring of 2009.

Each committee met approximately five times to discuss new items to be added to The Guide, as well as updates of existing items. The committees achieved consensus on the changes to be made and worked with USDA to ensure the Meat Buyer's Guide and USDA's Institutional Meat Purchase Specifications (IMPS) remained consistent.

A photo shoot occurred in March 2009, just a few weeks prior to NAMP's Meat Industry Management Conference. NAMP staff and members as well as USDA representatives took part in the two-day photo shoot at NAMP member companies Chicago Meat Authority and Consumers Packing Company, both in Chicago. The 2010 Meat Buyer's Guide includes 78 new photographs.

To make the book completely applicable to the Canadian meat trade, NAMP worked with the Beef Information Centre in Canada to provide information for the beef section to recognize Canadian terms and discrepancies, and NAMP staff reviewed the Canadian Food Inspection Agency's Meat Cuts Manual and other Canadian produced meat specification literature to provide the same information for the other species.

To make the book more useful to the Mexican meat trade, and U.S. and Canadian Hispanic users, NAMP worked with the U.S. Meat Export Federation (USMEF) in the summer of 2009 to include Mexican Spanish translations of all the item names.

In the fall of 2009, NAMP member Allen Brothers took new cover photos. NAMP staff and the Executive Committee worked with printer Unique Active on a new cover design.

NAMP staff also worked with specie groups in the U.S. and around the world to secure additional content that adds value to the new Meat Buyer's Guide.

NAMP sincerely appreciates the members and industry's time and expertise that made this new edition possible.