



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

## **NEWS RELEASE**

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### **NAMP CELEBRATES LAUNCH OF NEW *MEAT BUYER'S GUIDE*<sup>™</sup>**

More than 100 meat industry professionals gathered on Saturday afternoon at The Drake Hotel in Chicago to celebrate the launch of a new and completely revised edition of the *Meat Buyer's Guide*<sup>™</sup> - the most comprehensive meat and poultry identification manual available which may be ordered now. *Meat Buyer's Guide* notebook charts and posters have also been completely updated and are available.

In a major strategic initiative, the scope of the new edition was broadened beyond the U.S. to include all of North America, including Canadian grading standards, terminology and cut descriptions, and Spanish translations of all meat cut names.

Other new features in the book include:

- 54 new items: 15 beef, 7 lamb, 6 veal, 6 pork, 7 poultry, 13 variety meats and edible by-products
- Additional updated and clarified item descriptions in all sections
- 78 new photographs
- New beef value cuts such as Denver steak, Chuck Delmonico, Chuck Eye Country Style Ribs and Western Griller
- New lamb value cuts including Flank Steak, Boneless pectoral meat, a notches and split short loin and a semi-boneless lamb leg steamship cut
- New information on Australian and Canadian beef and U.S. beef, veal and lamb
- Updated weight ranges, new graphics and an expanded glossary.

Since 1961 NAMP has authored the *Meat Buyer's Guide* which has been used as the premier resource publication for the meat and poultry industry, foodservice purchasers, educators and students. This new, sixth edition has been endorsed by 20 industry and foodservice associations.

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 may be ordered at their toll-free sales line (+1 800.932.0617) or [namp@urnerbarry.com](mailto:namp@urnerbarry.com). For volume purchase, covers may be customized with company names and logos. NAMP members receive a members-only discount.

NAMP serves the business and professional needs of its members and the North American meat and poultry industry through a variety of services and educational programs, meetings and seminars. Its members are center-of-the-plate experts who satisfy their customer's needs with quality products, professionalism and reliability.