



NAMP

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

For Immediate Release: Monday, Jan. 23, 2012

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NAMP and Urner Barry Announce New Online *Meat Buyer's Guide*®

The North American Meat Processors Association (NAMP) today released a new online version of *The Meat Buyer's Guide*® it developed with its marketing partner Urner Barry, which is available for purchase now at www.meatbuyersguide.com and shop.namp.com.

Considered the premier resource publication for foodservice purchasers, educators, students and others in the protein industry, *The Meat Buyer's Guide* is the most comprehensive meat and poultry identification manual in existence, and is available now in a convenient online format.

In addition to the information already in the printed version of *The Meat Buyer's Guide*, the digital version now offers users more than 78 video clips of cutting demonstrations by Steve Olson, the retired USDA official in charge of USDA's Institutional Meat Purchase Specifications (IMPS) on which the guide is based. Olson is now NAMP's Advisor on Standards and Specifications and chief instructor at NAMP's Center of the Plate Training® courses.

The online version features new, value-added information from nine specie groups and meat industry associations in North America, including: the American Lamb Board (ALB), Canada Beef, Inc., Consejo Mexicano de la Carne (CoMeCarne), Meat & Livestock Australia (MLA), Meat Import Council of America (MICA), National Cattlemen's Beef Association (NCBA), National Pork Board (NPB), U.S.A. Poultry and Egg Export Council (USAPEEC), and the U.S. Meat Export Federation (USMEF).

The new online version, designed and produced by Urner Barry, features high-definition photographs of protein cuts users can enlarge for easier viewing. It also features print and e-mail capabilities, making it easy to share information with your customers and colleagues. The online *Meat Buyer's Guide* also features a full Spanish translation, making it applicable for all of North America.

The guide includes sections on beef, lamb, veal, pork, further-processed/by-products, and poultry. It features trim/quality specifications, food safety information, material requirements, grading descriptions, and the industry's most complete meat glossary.

Visit www.meatbuyersguide.com or shop.namp.com to get your annual user license today. Those looking to provide company staff and customers with the online MBG are encouraged to call Urner Barry at +1 732.240.5330 and inquire about multi-license arrangements.

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