

BEEF 101 ALUMNI "QUOTABLE QUOTES"

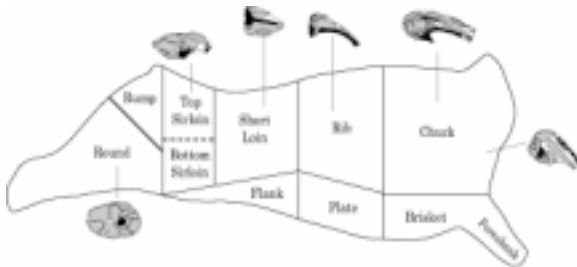
"The Beef 101 Workshop was the best review and overview of basic meat science topics for beef industry personnel. I would highly recommend it for professionals who need to stay on top of industry practices."

"The hands-on cutting and grading practice was very helpful.."

"Beef 101 gives the beef promotion/information portion of the industry a chance to learn from the experts in a very casual atmosphere."

"An immediate impact was made on our group. After Beef 101 there was much more recognition of how meat quality is affected."

"Great job presenting a comprehensive beef cattle industry seminar in 3 days. One of the best (probably the best) educational seminar I have attended!"



WHO SHOULD ATTEND?

PROFESSIONALS WORKING IN ANY SEGMENT OF THE BEEF INDUSTRY — ESPECIALLY THOSE WITH LITTLE OR NO PREVIOUS "HANDS-ON" EXPERIENCE.

WHO'S WHO

Dr. Gary Acuff, Professor (Food Microbiology),
Department of Animal Science.

Dr. Larry L. Boleman, Professor and Extension Specialist, Texas Agricultural Extension Service, The Texas A&M University System.

Dr. Davey B. Griffin, Associate Professor and Meat Specialist, Texas Agricultural Extension Service, The Texas A&M University System.

Dr. Dan S. Hale, Professor and Meat Specialist, Texas Agricultural Extension Service, The Texas A&M University System.

Dr. John W. McNeill, Professor and Associate Department Head for Extension, Department of Animal Science.

Dr. William "Bill" L. Mies, Professor (Beef Cattle),
Department of Animal Science.

Dr. Rhonda K. Miller, Professor (Meat Science),
Department of Animal Science.

Mr. Ray R. Riley, Manager, Rosenthal Meat Science and Technology Center.

Dr. Jeff W. Savell, Professor (Meat Science),
Department of Animal Science.

Dr. Chris L. Skaggs, Associate Professor and Livestock Judging Coordinator, Department of Animal Science.

Cutting Instructors: Graduate Assistants as well as faculty in the Meat Science Section, Department of Animal Science, Texas A&M University.

To accommodate the overwhelming number of registration requests, we are now conducting three sessions of Beef 101 yearly! Visit our web site at <http://meat.tamu.edu> for dates and registration materials!

The Original **BEEF 101**

"Everything You Ever Wanted to Know About Beef"

E. M. "Manny" Rosenthal
Meat Science and Technology Center
Texas A&M University
College Station, Texas

An intensive, hands-on training for anyone involved in or with the beef information business

HOSTED BY:
Department of Animal Science,
The Texas A&M University System

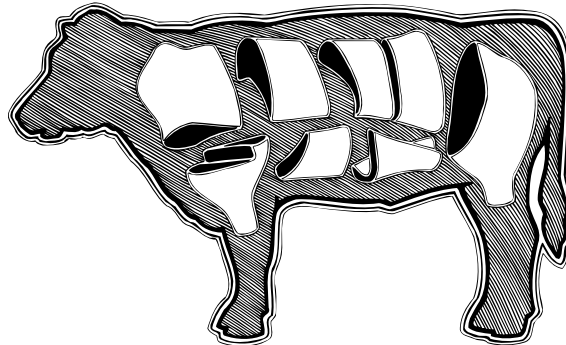
BEEF 101 Class Schedule

Day One

- 7:45 Bus Leaves Hotel for TAMU Animal Science Teaching, Research and Extension Center
- 8:00 Welcome
- 8:15 Beef Cattle Evaluation — How it is applied in the feedlot and in the judging ring
- 10:30 History of Beef Production in the U.S.
- 11:15 Food Safety — Answers to Frequently Asked Questions
- 12:00 Lunch
- 1:15 Demonstration of Beef Harvest procedures at TAMU
- 2:30 Beef Cattle Growth and Factors Affecting Leannes
- 3:30 Break
- 4:00 Beef Carcass Grading Systems and Premium Programs, Beef Carcass Grading Practice and Test
- 5:30 Adjourn (Free Night)

Day Two

- 7:45 Bus Leaves Hotel for Rosenthal Center
- Beef Carcass Anatomy
- Meat Cutting Rules and Methods
- Student Wholesale Cut Fabrication Lab —
With the aid of instructors, students will fabricate beef sides into beef wholesale and subprimal cuts and evaluate cut-out quantities and values.
- 12:30 Lunch
- 1:30 Student Retail Cut Fabrication Lab —
With the aid of instructors, students will fabricate a sampling of beef subprimal cuts into retail/foodservice cuts and conduct yield tests.
- 4:30 Adjourn
- 7:00 Dinner



Day Three

- 8:30 Bus Leaves Hotel for Kleberg Center
- 8:45 Interpretation of Results of Food Safety Demonstration
- 9:30 Factors Affecting Beef Palatability and Sensory Evaluation (including discussions on aging, grain vs grass-fed, grade variation, and muscle types)
- 11:00 Break
- 11:15 Cutting Test Results and Current Issues Facing the Beef Cattle Industry — Open Discussion
- 12:00 School's Out!

Attention!

Extensive class participation will be encouraged during all phases of the seminar. Many of the activities will be conducted in the cooler (35°F) and the Teaching/Cutting Laboratory (45°F) at the Rosenthal Center. Therefore, jeans, sweatshirts, etc., are recommended. Waterproof, non-slip footwear is also recommended. Texas A&M will supply hard hats, safety equipment, frocks, aprons, etc. Lunches/dinners are also included in the registration fee.

DUE TO LIMITED SPACE FOR INDIVIDUAL INSTRUCTION, AND CLASSROOM SCHEDULES, THE BEEF 101 WORKSHOP WILL BE LIMITED TO THE FIRST 30 REGISTRANTS PER WORKSHOP, SO PLEASE GET YOUR REGISTRATION FORM IN EARLY! FOR MORE INFORMATION, CALL 979-845-3934, OR VISIT THE TAMU MEAT SCIENCE WEB PAGE (<http://meat.tamu.edu>) FOR WORKSHOP DATES AND A PRINTABLE REGISTRATION FORM.