

## Sponsors

Thank you to the following sponsors for helping to support the 2012 Annual Meat Conference.



## Conference Partners



## Conference Information

### Hotel Information

Rosen Shingle Creek  
9939 Universal Boulevard  
Orlando, FL 32819  
Tel: 866.996.6338

Room rate: Single/Double - \$179/night

There is complimentary internet in all guest rooms booked within the AMC block.

To make reservations, please call the Rosen Shingle Creek at 866.996.6338 by **Friday, January 27, 2012**. After this date, rooms will be on a space and rate available basis. Please mention the Annual Meat Conference to receive the special group rate. All reservations require a credit card guarantee and a deposit of one night's room and tax. Any reservation cancelled within five days of arrival date will be charged one night's room and tax.

Reservations can be made on-line at [www.meatconference.com/location](http://www.meatconference.com/location)

### Registration Information

Please visit [www.meatconference.com](http://www.meatconference.com) to register on-line or download a printable registration form.

### Registration Rates:

Supermarket Retailer/Wholesaler	\$695
Exhibitor	\$695
Non-Exhibiting Supplier/Non-Member	\$1,290
Spouse/Companion	\$250

### Special Offers:

Early-Bird Discount: Register by January 6, 2012, and receive \$100 off!  
Buy 2, Get 1 Free: FMI supermarket retailer/wholesaler members only

### Questions

#### Registration

Amma Owusu  
202.220.0844  
[register@fmi.org](mailto:register@fmi.org)

#### Product Tasting Reception and Innovative Technology Solutions Showcase

Eric Zito  
202.587.4223  
[ezito@meatami.com](mailto:ezito@meatami.com)

**American Meat Institute**  
Marie D. Ternieden, Ed.D.  
202.587.4228  
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**Food Marketing Institute**  
Laurie A. Gethin  
202.220.0715  
[lgethin@fmi.org](mailto:lgethin@fmi.org)

Register today at [meatconference.com](http://meatconference.com)

## Schedule-at-a-Glance

### Sunday, February 19

10:00 am – 6:00 pm Registration  
1:30 pm – 2:30 pm Opening General Session  
Don Shula - You Can Inspire Anyone to Be a Winner  
Break  
2:30 pm – 3:00 pm General Session  
3:00 pm – 4:00 pm Winning in the New Consumer Economy  
4:30 pm – 6:30 pm Welcome Reception

### Monday, February 20

7:00 am – 6:00 pm Registration  
7:00 am – 8:00 am Breakfast  
8:00 am – 9:30 am General Session  
The Economy and Its Impact on Your Business  
Break  
9:30 am – 9:45 am Concurrent Workshops (3)  
9:45 am – 11:00 am - Decision Tree: Understanding Consumer Choices  
- Dynamics of the Meat Market  
- Global Meat Department Trends and Innovations

11:00 am – 1:15 pm Luncheon

Innovative Technology Solutions Exhibit  
Concurrent Workshops (3)

1:15 pm – 2:30 pm - Marketing and Merchandising: Case Studies  
- BRANDvocacy Through Social Media  
- Is Case-ready in Your Future?

2:30 pm – 3:00 pm Break  
3:00 pm – 4:00 pm General Session  
4:00 pm – 7:00 pm Product Tasting Reception

### Tuesday, February 21

7:00 am – 10:00 am Registration  
7:00 am – 8:00 am Breakfast  
8:00 am – 9:15 am Concurrent Workshops (3)  
- Store Innovation Strategies  
- Health and Wellness and Effective Meat Marketing  
- Regulatory Update

9:15 am – 9:30 am Break  
9:30 am – 10:30 am General Session

The Power of Meat: An In-depth Look at Meat Through Shoppers' Eyes  
10:30 am – 11:30 am Closing General Session  
Strategic Futures  
11:30 am – 1:00 pm AMC Planning Committee Meeting

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**MEAT**  
CONFERENCE

2345 Crystal Drive  
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Arlington, VA 22202

*"It is THE show to attend if you are in any way involved in the meat retail business."*

*"I learned a lot from sharing ideas and best practices and discussing opportunities with others in my field."*

*"It is the only conference where you can meet so many suppliers, see the newest technologies and understand current trends in consumer purchasing behaviors and patterns."*

*"The robust educational program accelerates the development of our team and provides an exceptional networking platform."*

Register Today at [meatconference.com](http://meatconference.com)



2012  
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Rosen Shingle Creek • Orlando, FL  
Greetings from  
**ORLANDO**  
Florida  
February 19-21, 2012

Register Today!

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2012  
**THE POWER OF MEAT**

AN IN-DEPTH LOOK  
AT MEAT THROUGH  
THE SHOPPERS' EYES

THE POWER OF MEAT  
Your conference registration entitles you to a complimentary copy of this annual report!

**The Annual Meat Conference aims to satisfy your appetite for learning and professional growth and opens the door to fresh ideas and new perspectives.**

• **Interact with colleagues who have similar responsibilities and challenges.**

• **Obtain information about consumer trends that can be readily applied to your business.**

• **Create connections with a wide range of suppliers offering new technologies, products and services.**

### Product Tasting Reception

**Sample some of the newest and best meat and poultry products and ingredients from more than 50 companies.**

### Innovative Technology Solutions

**Discover the latest in packaging, scales, labeling, and other services that can streamline your business and increase profits.**

Register today at [meatconference.com](http://meatconference.com)

## 2012 Annual Meat Conference Planning Committee

Please join us and your industry colleagues at the 2012 Annual Meat Conference, February 19-21 in Orlando, Florida. You will grow professionally and discover valuable information, ideas, and resources to help you respond to consumer demands and take advantage of new opportunities.

**Jim Beauvais** (committee co-chair)  
Roundy's Supermarket Inc.

**Matt Monkiewicz** (committee co-chair)  
Kayem Foods Inc.

**Michele Bond**  
Tyson Foods, Inc.

**Dale A. Brazdis**  
Gelson's Markets

**Marty Carpenter**  
Beef Information Centre

**Laurie A. Gethin**  
Food Marketing Institute

**John Hagerla**  
PM Beef

**Jim Henger**  
National Cattlemen's Beef Association

**Steve Holloway**  
K-VA-T Food Stores, Inc.

**Christopher Hooks**  
SUPERVALU INC.

**Gregg Ibes**  
Everson Spice Company, Inc.

**Jim Jones**  
Food Technology Service Inc.

**Jerry Kelly**  
Cryovac - Sealed Air Corp

**Marc R. Kurkiewicz**  
Topco Associates LLC

**Luke LaPerriere**  
Harris Teeter, Inc.

**Gary Luechauer**  
The Kroger Co.

**David MacVane**  
Certified Angus Beef, LLC

**Roby McNeely**  
Winn-Dixie Stores, Inc.

**Edward R. Meyer**  
Schnuck Markets, Inc.

**Larry Ritzert**  
Marsh Supermarkets, Inc.

**William Roenigk**  
National Chicken Council

**Sherrie Rosenblatt**  
National Turkey Federation

**Ed Steinmetz**  
Giant Eagle, Inc.

**Jarrold Sutton**  
National Pork Board

**Marie D. Ternieden, Ed.D.**  
American Meat Institute

**Rich Thoma**  
Yerecic Label

**Michael Watts**  
Food Lion, LLC

**Keith Welty**  
National Beef Packing Company, LLC

**Mark Westmoland**  
Associated Grocers, Inc.

## Program Highlights

### You Can Inspire Anyone to Be a Winner

Keynote speaker Don Shula will set the 2012 Meat Conference in motion. Shula will share his experiences from 25 years as head coach of the Dolphins and 6 years as head coach of the Baltimore Colts, in which he set a record as the coach with the most wins in the National Football League. Also a successful restaurateur, Shula will outline his managerial philosophies for business and personal success, and share his principles of goal-setting, motivation, teamwork and ethics. You'll learn how to lead and motivate your teams to work harder, reach higher and achieve more.

**Don Shula**, Hall of Fame Football Coach

### Winning in the New Consumer Economy

Consumers continue to weather an unprecedented economic climate - the worst in generations. As a result, much of the consumer landscape has fundamentally changed. While some of these changes are a direct result of economic conditions, most have been in place for some time. This new landscape requires different thinking, and insights into today's shopper expectations and the forces driving change are critical. While existing economic pressures linger, new pressures are emerging. Combining macro perspective with local expertise, Nielsen delivers an integrated view of behavior along with their expectations of the most significant future opportunities. This convergence of forces creates a well-timed opportunity to better understand, connect and communicate a clear value proposition to key business partners and the consumers we all serve.

**Jeffrey Gregori**, Vice President, Solutions Consulting, The Nielsen Company

### The Power of Meat: An In-Depth Look at Meat Through the Shoppers' Eyes

Are current economic woes affecting how and where consumers shop for meat? Now in its seventh year, the Power of Meat research provides some answers. The research highlights consumers' likes and dislikes at the meat case and tracks consumer preferences for meat packaging and preparation. Insights from this new research will help you increase your understanding of what drives purchasing decisions in a recessionary environment and develop the best marketing strategies for your meat and poultry offerings.

**Michael Uetz**, Principal, Midan Marketing

### Strategic Futures

Thinking about the future? You'll need to consider the practical aspects (the bottom line) and all possible outcomes (changes on the horizon) in the months and years to come. Join us for a down-to-earth look at key strategic trends that can impact you personally and professionally. The implications of emerging technology, automation, and unlimited access to information are game-changers you'll need to consider to enable your business to not only survive, but thrive in the future. While change often translates to improvements, don't dismiss the notion of tradition. Futurist, David Zach will help you consider aspects of your work, your world, and your life that should or shouldn't be changed. Get ready for a fast-paced, fascinating tour of tomorrow with an internationally renowned futurist as your guide.

**David Zach**, Futurist

## Program Highlights

### The Economy and Its Impact on Your Business

The world has changed and shoppers have changed with it. Find out how you may need to adapt your business because of consumer spending trends, unemployment rates and industrial capacity. Explore the impact of economic trends on the livestock, poultry and meat retail industries. In today's world, understanding economic trends and how they may affect your business is essential to your operation.

### Decision Tree: Understanding Consumer Choices

The meat department leads sales of all fresh departments and is integral to the success of any supermarket. Yet the complexity of the fresh meat case makes it challenging to understand the consumer's purchase decision process and its implications for retail strategies. The Perishables Group will share the results of a comprehensive fresh meat consumer decision tree study. The research uncovers what's driving the consumer at the meat case, what variables influence the purchase decision and if, how and why consumers switch between proteins. This session will provide insights on how to use this understanding to shape retail strategies that will attract and satisfy consumers - and ultimately grow meat case sales.

**Sherry Frey**, Vice President, The Perishables Group

### Marketing and Merchandising: Case Studies

Studies show that shoppers prepare an average of four home-cooked meals containing meat or poultry per week. Understanding the consumer's purchase decision process in the fresh meat case is challenging. How do you harness that knowledge to increase sales? This session will explore the implications for retail strategies through several case studies illustrating how to use the consumer decision tree for fresh meat to grow meat case sales.

**Jim Henger**, Executive Director, Channel Marketing, National Cattlemen's Beef Association

**Jarrold Sutton**, Assistant Vice President of Channel Marketing, National Pork Board

**Sherry Frey**, Vice President, The Perishables Group

### Regulatory Update

Get the latest information on FDA and USDA regulations impacting the sale of meat products, including new nutrition labeling requirements, country of origin labeling, food safety rules and more. Learn the status of other pending regulatory activities and get an update on federal legislation affecting meat.

**Erik Lieberman**, Regulatory Counsel, Food Marketing Institute

## Program Highlights

### BRANDvocacy:

#### The Holy Grail of Social Media and Digital Marketing

Your customers are more tech-savvy than ever and are being inundated with offers through social media and digital marketing messages. Use that technology to your advantage to create meaningful consumer experiences that attract, build, and maintain brand loyalty. It's no longer just a matter of making consumers aware of your products and services; consumers must become ambassadors of your brand—BRANDvocacy. At this session, you'll get the latest trends, hear about case studies on social media, and learn ways to work with your corporate marketing team to enhance your meat marketing efforts.

**Helen Levinson**, Principal, Desert Rose Design

### Store Innovation Strategies

For the past several years, retailers have created value by cutting costs. The new operating model will be to create value by changing the shopping experience via colors, fixturing, layout and technology. During this presentation you will discover what is most important to today's shoppers' in-store experience. In addition, you will hear several "best practices" case studies in advanced layout, merchandising and marketing.

**Thom Blischok**, Global President, Innovation & Strategy, SymphonyIRI Group

### Health and Wellness and Effective Meat Marketing

Promotions are key for increasing incremental sales in the supermarket. This important merchandising method can be applied to the entire meat department. With today's health-minded consumer, it is important to stay up-to-date with the ever-changing nutrition environment to meet customers' expectations. In this workshop, successful meat department promotions and strategies for executing those promotions will be highlighted, as well as tips for successfully communicating nutrition messages about meat's contribution to a healthy lifestyle.

**Kara Behlke**, RD, LD, Dietitian, Hy-Vee, Inc.

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