



NEWS RELEASE

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NATIONAL MEAT ASSOCIATION'S MEATXPO'09

OAKLAND, CA – National Meat Association is pleased to announce that MEATXPO'09 will be held on February 22-25, 2009 at the Palace Rio All Suites Casino Resort in Las Vegas, NV.

NMA's Wednesday keynote speaker for the convention will be Wesley Batista, President and CEO of JBS Swift & Company. Batista's successful business strategy allowed JBS to grow through acquisitions, expanding its reach to countries such as Argentina, Europe, Middle East, and the USA. He continues this strategic thinking through an entrepreneurial spirit. He is not afraid to face challenges, think outside the box and take risks to proactively maneuver through the market. Come hear what the President of the largest beef producing and exporting company in Latin America has to share.

As always, NMA's event will be packed with roundtable seminars. Topics include: Meeting Consumer Expectations for Animal Drug Use, What's Ahead for FSIS, Customer Expectations, Workplace Challenges, The Proper Role of Micro Testing, Supporting Docs and Validation, Niche Market Focus and Making the Most of Margins.

Roundtable speakers will include: Bo Reagan, NCBA; Bill Marler, Marler-Clark; Gary Schwartz, P.F. Chang's, Inc.; Mohammad Koohmaraie, IEH Laboratories; Joe Harris, Southwest Meat Association; Kenneth Petersen, FSIS and many more.

The Consultant's Corner will provide one-on-one consultations. There will be many other fun events, including the golf tournament at the Rio Secco Golf Club, a spouse tour to Death Valley, wine tasting, and so much more.

For more information or a complete brochure, contact the NMA office at (510) 763-1533, e-mail staff@nmaonline.org or look at our website at www.meatxpo.org.

National Meat Association is a non-profit trade association. Since 1946, NMA has represented meat packers and processors, equipment manufacturers and food suppliers who provide services to the meat industry. The association has members throughout the United States, as well as in Canada, Australia and Mexico.