



# NEWS RELEASE

1970 Broadway, Ste. 825, Oakland, CA 94612 ♦ (510) 763-1533 ♦ Fax (510) 763-6186 ♦ [staff@nmaonline.org](mailto:staff@nmaonline.org) ♦ [www.nmaonline.org](http://www.nmaonline.org)

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**Contact:** Jeremy Russell  
Director of Communications and Government Relations  
[jeremy@nmaonline.org](mailto:jeremy@nmaonline.org)  
(510) 763-1533

## **NMA HIGHLIGHTS BENEFITS OF PRODUCER/PACKER PARTNERSHIPS**

OAKLAND, CA – NMA Director Emeritus Rosemary Mucklow will speak about the benefits of producer/packer partnerships at the U.S. Department of Agriculture/Department of Justice Workshop on the “Livestock Industry” being held today in Ft. Collins, Colorado.

In her 50 years in the industry, Mucklow has seen firsthand the many ways that producer/packer partnerships have benefited both producers and packers. National Meat Association members, both large and small firms, have partnered with producers to develop successful programs that have led to better products and industry growth.

These partnerships have formed the bedrock of cooperation necessary to meet the changing needs of consumers.

“It is through partnerships with producers that packers have developed meat products meeting the diverse needs of today’s urban and suburban consumers, who spend a lot less time preparing family meals than their mothers and grandmothers did,” Mucklow says.

The major reason for the success of these partnerships is that they have been based on trust and fairness between the parties. New government oversight requirements threaten to seriously disrupt these existing models of producer/packer success.

Copies of Mucklow’s comments are available on NMA’s website.

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.