



# NEWS RELEASE

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## NATIONAL MEAT ASSOCIATION'S 60<sup>TH</sup> ANNUAL CONVENTION

OAKLAND, CA – National Meat Association is pleased to announce its 60th Annual Convention March 1-4, 2006 at the Palace Hotel in San Francisco, CA.

We're pleased to announce Secretary of Agriculture Mike Johanns will speak during the opening general session on Thursday, March 2. Secretary Johanns repositioned agriculture as a major contributor in the national economy. His tireless efforts to travel abroad, in cooperation with other Administration leaders, to meet with international contacts have helped immeasurably to reopen critical markets for U.S. beef. Don't miss his update on ag affairs.

NMA's Saturday keynote speaker for the convention will be Joseph W. Luter, III, chairman and CEO of Smithfield Foods. Smithfield Foods, founded in 1936, is the largest hog producer and pork processor in the world. Luter is a dynamic speaker who has entertained NMA attendees in the past. Come hear what the genius behind the structuring of pork operations throughout the world has to say this time!

As always, NMA's Annual Convention will be packed with roundtable seminars. Topics include: Surviving an EIAO Visit, Changing Export Dynamics, Science Breakthroughs, The Changing Workplace, Selling More Meat, Applying Meat Technology and Risk Based Inspection.

Roundtable speakers will include: Barry Carpenter, Director, Livestock & Feed Div., USDA; Jeff Savell, Professor and E.M. Rosenthal Chairholder, TAMU; Kerri Harris, President, International HACCP Alliance; Steve Kay, Editor & Publisher, *Cattle Buyers Weekly*; Paul Clayton, Vice President of export services, USMEF; and many more.

NMA will also host a special breakfast session on The Future for Meat with featured speakers Steve Harper of HEB, Steve Erickson of Outback Steakhouse, Dave Theno of Foodmaker, Inc. and John Nalivka of Sterling Marketing. This PDQ session will give you a convention's worth of digestible information in fifteen-minute portions.

The Consultant's Corner will provide one-on-one consultations. There will be many other fun events, including a live auction and the Annual Gourmet Sausagefest with entertainment from "The Standards," singing brothers from Dallas, TX.

For more information or a complete brochure on the 60<sup>th</sup> Annual Convention, contact NMA office at (510) 763-1533, e-mail [staff@nmaonline.org](mailto:staff@nmaonline.org) or look at our website at [www.nmaonline.org](http://www.nmaonline.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.