

## Learn How

Poultry 101 will expand your knowledge of the poultry meat industry with hands-on laboratories and lectures filled with practical up-to-date information.

The instructors for the course are among the most respected scientists in the field of poultry processing. They include Casey Owens (University of Arkansas), Shelly McKee (Auburn University) and Christine Alvarado (Texas Tech University).

You will also be able to network with others in the industry from a variety of backgrounds. Similar programs in the past have attracted individuals with backgrounds in accounting, culinology, quality assurance, product development, sales, marketing, live animal production & more.



Learn about further processing



Learn to evaluate meat quality

## Sponsors



*We believe in taking processing further*

**STORK**® *knows-how*



## POULTRY MAGAZINE

Jim Goldberg  
2481 Buckhead Rd.  
Auburn, AL 36832  
[www.meatingplace.com](http://www.meatingplace.com)  
(334) 887 - 2226

CCS Poultry, LLC

&

**POULTRY**  
MAGAZINE

Present



*Exploring poultry product quality.*

MAY 22-24, 2007

UNIVERSITY OF  
ARKANSAS—  
FAYETTEVILLE

## Program Topics

- History of Poultry Industry
- Market Segments
- Growout & Nutrition Fundamentals
- Processing
  - Preslaughter Issues
  - Slaughter Steps
  - Chilling
  - Cut-up and Deboning
  - Packaging & Distribution
- Quality Issues
  - Conversion of Muscle to Meat
  - Quality Measurement
  - Quality Defects
- Further Processing
  - Muscle Proteins
  - Ingredients
  - Emulsions
  - Curing
  - Batter & Breeding
  - Cookery Methods
- Food Safety
- Emerging Issues
- International Issues



Hands-on Labs  
complement lectures

## Schedule

*Tuesday, May 22 - 8 a.m. to 8 p.m.*

*Wednesday, May 23 - 8 a.m. to 8 p.m.*

*Thursday, May 24 - 8 a.m. to noon*

Registration fee includes all course materials, lab fees and notebooks, lunch and dinner on Tuesday & Wednesday and transportation from hotel to the University.

Hotel accommodations are available for a discounted rate of \$72.00 (plus taxes) until May 7th at the Country Inn and Suites, 1234 Steamboat Dr., Fayetteville, AR 72704.

To receive these rates, call the hotel directly at Tel: 1-(479) 571-5177. Mention that you are with Poultry 101.

## Who Should Attend?

According to previous Poultry 101 attendees, you should consider attending if you work in any of the following positions in the poultry/meat industry:

Quality Assurance   Plant Manager   Production  
Purchasing   Marketing   Sales  
Food Technologists   Training   Engineering

.....  
• Companies that have participated in Poultry 101  
• include Barber Foods, BOC, Cobb Vantress, E.I.  
• Dupont, Ed Miniat, Gold Kist, Land O'Frost, NE  
• Turkey Growers, OK Foods, Outback Steakhouse,  
• Pilgrim's Pride, Renessen, Schneider Foods, Smithfield,  
• Stellar Group, Taco Cabana, Tyson & Wire Belt  
.....

## Registration

Complete this form and fax or mail with payment to:  
Attn: Jim Goldberg, POULTRY Magazine  
2481 Buckhead Rd, Auburn, AL 36832  
Ph: 334-887-2226, Fax: 334-887-2227

E-MAIL ADDRESS

NAME (FIRST)

LAST

NICKNAME AS IT SHOULD APPEAR ON YOUR BADGE

COMPANY/ORGANIZATION

MAILING ADDRESS

CITY

STATE/PROVINCE

COUNTRY

ZIP/POSTAL CODE

PHONE #

FAX #

## Registration Fee - \$690.00

### Payment Processing

- Check Enclosed (Make Payable to: Marketing & Technology Group)  
 American Express       MasterCard       Visa

NAME (as it appears on your card)

CARD NO.

EXP DATE (mm/yy)

SIGNATURE (required for credit card)

- ( ) YES, I would like to receive a FREE subscription to Poultry Magazine.  
( ) No, Thank-you.

CREDIT CARD CHARGES WILL APPEAR AS  
"MARKETING & TECHNOLOGY GROUP" ON YOUR STATEMENT  
Registrants who cancel Poultry 101 prior to two weeks before the symposium will have their registration fees refunded less a \$75 cancellation fee.

**For additional information please go to <http://www.poultry101.com>**