



FOR IMMEDIATE RELEASE

Centre of the Plate Training® – First time in Vancouver!

Learn the fundamentals of meat cutting and identification at this dynamic three day course

Calgary AB, December 8, 2010 - The Beef Information Center (BIC) is partnering with the North American Meat Processors Association (NAMP) on a new Centre of the Plate Training® class in Canada in Vancouver, British Columbia. The class takes place Feb. 23 – 25, 2011.

This is the first time BIC and NAMP have taken the class to the West Coast of Canada. The course has been held over the past three years at the University of Guelph, in Guelph, Ontario where over one hundred students have attended. Participants from across the U.S. and Canada come from the retail grocery, foodservice and value-added processing industries including delegates from M&M Meats, SYSCO, New Food Classics and Tim Hortons. Students come away with real learnings, immediately applicable to their organizations.

“The Centre of the Plate Training course was a great opportunity to further my knowledge in the meat industry so that I can make better buying decisions for Tim Hortons,” says Mike Febbraro, Strategic Sourcing, TDL Group Corp. “The skills I learned in this course will help me find ways to optimize proper meat cuts to offer best value for our restaurant owners”.

The class covers beef, veal, lamb and pork, as well as the always popular session on processed meats. BIC will conduct additional sessions with in-depth information on Canadian beef quality and marketing.

“Centre of the Plate Training is an excellent course and I highly recommend it, in fact, we have sent a number of our staff,” says Nicole MacIsaac, Centre of the Plate Manager for SYSCO. “It was great to see so many people from across industry attending – marketing people, protein specialists and sales reps from retail and foodservice which created an opportunity for interesting

dialogue as well. And with the NAMP buyers guide included in the cost, it was extremely good value.”

Steve Olson, NAMP’s Standards and Specifications Advisor and former meat cuts specialist at the U.S. Department of Agriculture (USDA) will be the featured instructor. “Steve was great,” says MacIsaac. “It’s hard to keep the topic of meat interesting for three days, but Steve made the course entertaining as well as educational.”

Participants will receive a copy of NAMP’s new, expanded *Meat Buyer’s Guide*, which is completely applicable to the Canadian trade.

The Canadian Meat Council (CMC), Canadian Meat Business magazine and the American Meat Institute Foundation (AMIF) also are co-sponsors of the Centre of the Plate class in Vancouver.

For complete course information, visit the event listing on the homepage of the NAMP Web site at www.namp.com.

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