

CLEARING THE CONFUSION

Meat Marketing Consumer Basics



Clearing the Confusion, Meat Marketing Consumer Basics is a webinar where participants will learn basic meat science from Collette Kaster of the American Meat Science Association, followed by Chad Bontrager of Yoder Meats, Bowser Meat Processing, and Heartland Meat Market, who will address common meat processing questions. Finally, the Kansas Beef Council will share recipes as well as resources to help consumers utilize more uncommon cuts of beef.

Registration is required for this free event.

[REGISTER HERE](#)

CLEARING THE CONFUSION AGENDA

This one-part webinar will be focused on consumers and will address consumer questions. It will be held on Wednesday, January 6, from 7:00 to 8:00 p.m. CST.

Basic meat science (Collette Kaster, American Meat Science Association):

- Grass finished vs. grain finished
- Intramuscular fat vs. intermuscular fat
- Claims: hormones, antibiotics and organic
- Cow vs. bull vs. steer and potential impacts on quality
- Types of packaging and how that could impact meat color (vacuum packed vs. plastic wrap vs. paper)

Meat processor (Chad Bontrager, Yoder Meats, Bowser Meat Processing, Heartland Meat Market):

- Cut sheets
- What's a half, quarter, etc.
- What different weight terms mean (live weight, hanging weight, take home weight, etc.)
- How many pounds to expect from a half of beef, quarter, half hog, whole lamb, etc.

Recipes and resources (Abby Heidari, RD, Kansas Beef Council):