

# Centre of the Plate Training® Plus



Co-Sponsored by:



February 16-18, 2010  
at the University of Guelph

**SEND TWO AND GET  
YOUR THIRD  
REGISTRATION FREE!**

Centre of the Plate Training® Plus is an expanded two-and-a-half-day course offered at a special reduced rate. Taught primarily by internationally recognized meat expert Steve Olson, Meat Marketing Specialist at the U.S. Department of Agriculture, it's a dynamic course designed to teach you the fundamentals of meat cutting and identification, and the proper use of those cuts in a retail or foodservice environment. You also will work with the Beef Information Centre to better understand the quality and safety aspects of Canadian beef, as well as to learn information on merchandising beef and adding value. You'll come away with an increased knowledge of Centre of the Plate items and your personal copy of NAMP's *Meat Buyer's Guide*™, the authoritative guide to meat identification for over 40 years.

This specially enhanced course is conducted by the North American Meat Processors Association and the Beef Information Centre, and it is co-sponsored by the American Meat Institute Foundation, Canadian Meat Business magazine, and the Canadian Meat Council.

## WHAT YOU WILL LEARN FROM THIS COURSE

- Where meat items originate and how this affects their final use.
- How value is determined for different meat products and how this is affected by quality parameters.
- The IMPS/NAMP numbering system, purchase specification options, and standards common to the industry.
- The importance of standards and how they keep products consistent, wholesome, and fair throughout the market.
- Common defects or inconsistencies in meat products that you should look for to prevent dissatisfied customers or unpleasant dining experiences.
- New menu ideas for the foodservice industry, and new options for retail.

Please visit [www.namp.com](http://www.namp.com) and click the link for a video message from Steve.

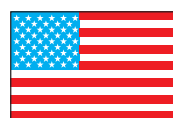


Course presentations by Steve Olson, Meat Marketing Specialist at USDA's Agricultural Marketing Service (AMS); and by representatives of the Beef Information Centre.

Head instructor Steve Olson brings years of knowledge to the course at the University of Guelph.

## MORE FROM THE BEEF INFORMATION CENTRE!

- An in-depth look at the quality and safety programs that make Canadian beef amongst the best on the world.
- The business of beef: on the menu and in the meat case.
- Merchandising solutions for heavy beef.
- Adding value to grinds.



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## DATE & LOCATION

February 16 - 18, 2010  
University of Guelph  
50 Stone Road East  
Guelph, Ontario, Canada

## DAY

Tuesday  
Wednesday  
Thursday

## TIME

8:00 AM - 5:00 PM  
8:00 AM - 5:00 PM  
8:00 AM - 12:00 PM

## SPECIES

Beef  
Beef, Veal, Lamb  
Pork, Processed Meats

## REGISTRATION FEES:

NAMP/BIC/CMC/AMI Members:  
Non-Members:

### Until Tuesday, February 2

CAD \$649/USD \$612  
CAD \$739/USD \$696

### After February 2

CAD \$749/USD \$706  
CAD \$839/USD \$790

*Register two people from your company or your customers - and get the third registration free.*

Space is limited, so register on-line at [www.namp.com](http://www.namp.com), or complete the registration form and mail or fax it along with registration fees to NAMP by February 2 to take advantage of early registration rates.

## ACCOMMODATIONS:

### Delta Guelph Hotel & Conference Center

50 Stone Road West  
Guelph, Ontario N1G 0A9  
+1 888.890.3222

Special NAMP rate: CAD \$139/night. Ask for booking code G SINAMP when making your hotel reservation. Transportation between the hotel and University of Guelph will be provided.

## TRAVEL AND TRANSPORTATION:

The University of Guelph is located in Guelph, Ontario, which is approximately 88 kilometers (55 miles) west of the Toronto International Airport. While transportation will be provided between the hotel and the university each day, participants should arrange their own transportation to Guelph.

For more information, please contact Ann Wells, NAMP Director of Scientific and Regulatory Affairs, at [awells@namp.com](mailto:awells@namp.com), or +1 703.758.1900, ext 103, or toll free at +1 800.368.3043, ext 103.



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## REGISTER ONLINE AT [WWW.NAMP.COM](http://WWW.NAMP.COM) OR USE THIS REGISTRATION FORM

Fees include lunch and breaks on site, transportation from the Delta Guelph Hotel to class each day, and a copy of the NAMP Meat Buyer's Guide. A valid e-mail address for each individual attendee is required.

NAMP/BIC/CMC/AMI Members: CAD \$649/USD \$612 (Before February 2, 2010) CAD \$749/USD \$706 (After February 2, 2010)  
Non-members: CAD \$739/USD \$696 (Before February 2, 2010) CAD \$839/USD \$790 (After February 2, 2010)

How did you hear about this course (or who recommended it)? \_\_\_\_\_  
Which of the sponsoring associations are you a member of? \_\_\_\_\_

Attendee: \_\_\_\_\_ \$ \_\_\_\_\_

E-mail: \_\_\_\_\_

Attendee: \_\_\_\_\_ \$ \_\_\_\_\_

E-mail: \_\_\_\_\_

Attendee: \_\_\_\_\_ \$Third Registration Free

E-mail: \_\_\_\_\_

Total Fees: \$ \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, Prov/State: \_\_\_\_\_

Postal/Zip: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

\*Room reservations must be made separately

Paying by credit card? FAX or mail this form to NAMP.

Payment (Advance payment required.)

MasterCard VISA American Express

Card#: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

Make your reservations directly with the host hotel:

**Delta Guelph Hotel & Conference Center**

**50 Stone Road West**

**Guelph, Ontario N1G 0A9**

**+1 888.890.3222**

Special NAMP rate: CAD \$139/night. Ask for booking code GSINAMP when making your hotel reservation.

Paying by check? Attach check payable to NAMP to form and mail to:

**North American Meat Processors Association**

**1910 Reston Drive**

**Reston, VA 20191**

**Fax: +1 703.758.8001**

*Cancellation/Refund Policy: Fees will be refunded in full if attendance is canceled in writing 30 days or more prior to the event. All but \$50 will be refunded for cancellations between 29 -15 days prior, and 50% will be refunded for cancellations received 14 days or less prior to the event. (Exceptions are granted under certain circumstances.)*