



2010

THE ANNUAL **MEAT**

CONFERENCE

2010 Annual Meat Conference
March 7-9, 2010
Rosen Shingle Creek
Orlando, Florida

www.meatconference.com

Explore New Opportunities!

The 2010 Annual Meat Conference delivers cutting-edge information, tools, trends and ideas to help you stay ahead of your competition. Learn from industry experts and colleagues about selling strategies in a volatile economy, “going green”, opportunities to become more efficient, and marketing concepts to reach consumers.

Discover the new products and services consumers are buying

Share an industry-wide perspective on customer needs

Learn innovative ways to improve operations, marketing and profitability

SPECIAL OFFERS

Group Discount: Five or more paid retailers/wholesalers from the same company will receive a special rate of \$515 per person.

First-Timer Discount: Retailer/wholesaler member companies that have not attended during the past three years. Call Susan Lentz at 202.220.0828 for details.

Early-Bird Discount: Register by February 5, 2010 and receive a special rate.

**For a complete agenda or to register visit
www.meatconference.com**

Maximize Your Experience!

Education and Networking

Receive top-notch education from industry experts and strengthen your relationship with your peers and partners at a variety of conference events. Take advantage of networking benefits only found at the Annual Meat Conference.

Technology Fair

Explore the latest in equipment, packaging, ingredients, labeling and other services that can streamline your business and increase profits. Multiple opportunities to meet and network with participating suppliers means more ideas for your business.

Product Tasting Reception

Sample some of the best and newest offerings from more than 40 companies. Enjoy a relaxed meal while visiting exhibits that are important to you and your business.

FOR QUESTIONS CONTACT:

Registration

Susan Lentz
202.220.0828
slentz@fmi.org

American Meat Institute

Marie D. Ternieden, Ed. D.
202.587.4228
mternieden@meatami.com

Product Tasting & Tech Fair

Eric Zito
202.587.4223
ezito@meatami.com

Food Marketing Institute

Laurie Gethin
202.220.0715
lgethin@fmi.org



Program Highlights

Take advantage of these educational opportunities that will help you increase sales and stay ahead of the competition.

SUNDAY, MARCH 7

Economic Outlook

Not a day goes by without more bad news about the economy creating uncertainty and shaking consumer confidence. Find out what implications the national economic indicators, such as consumer spending, unemployment and industrial capacity, may have on your business.

Speaker: Jon Hockenjos, President, TXP

Business Intelligence

Accurate information can optimize your business decision-making. Learn specific shopper data that will help you better understand your customer and their purchase habits. Come prepared to take notes and return home with information that will help you grow sales.

Speaker: Mark Degner, President, FreshLook Marketing Group

MONDAY, MARCH 8

Power of Meat: An In-Depth Look at Meat through the Shopper's Eyes

Now in its fifth year, the Power of Meat research is unveiled at the Annual Meat Conference. Learn what customers have to say about the meat case, product and promotion likes and dislikes, packaging, meal preparation, grocery shopping and nutrition. Gain insights that can be immediately applied to your operation.

Speaker: Anne-Marie Roerink, Research Consultant

Sustainability: Not Just Buzz

Learn how "going green" can improve brand loyalty and help you become more profitable. Discover the benefits and best processes for integrating sustainable practices throughout the food chain. Find out what opportunities exist for retailers and meat producers to work together. Challenge your thinking about sustainability and its importance in the marketplace and the need for companies to develop and implement sustainable programs.

Speaker: Robert Garrity, Vice President, Sustainability, Giant Eagle Inc.

TUESDAY, MARCH 9

The Future is Here: Now What?

In a time of accelerated and unprecedented change, many companies are suffering from some combination of information overload and institutional attention deficit disorder. This makes it hard to distinguish tactics from strategies and harder to set organizational priorities. Kevin Coupe, will offer a typically relevant and irreverent look at what retailers need to do in 2010 and beyond to create enduring differential advantages.

Speaker: Kevin Coupe, "Content Guy", MorningNewsBeat.com

Consumer Insights 2010

U.S. shoppers and consumers have been forced to make significant changes in how and where they shop to cope with the adverse economic conditions they have been battling for well over 18 months. Gain insights into how consumer shopping patterns have changed. Explore how the industry must adapt to serve shoppers of the future.

Speaker: Thom Blischok, President, Shopper Marketing and Innovation, Information Resources, Inc.

**For a complete list of education workshops and general sessions visit
www.meatconference.com**

Featured Workshops

Food Safety: The Approaching Perfect Storm

An increased number of product recalls combined with intense media and regulatory scrutiny have created a perfect storm for the food industry. Learn more about practices to standardize product recall and withdrawal notifications between retailers/wholesalers and suppliers to enhance food and product safety and consumer confidence.

Speaker: Amy Fanale, Product Management, GS1 US

Adding Value for Your Customer

Staying in-tune with today's consumer is more challenging than ever. How do you sell quick, easy and affordable products to shoppers that will meet their needs and grow the business at the same time? Explore the latest trends and learn innovative ways to tailor your product offering to meet your customers needs.

Speaker: Nancy Kruse, President, The Kruse Company

Unleash the Power of New Technologies and Standards

Learn about new technologies and how they can benefit the bottom line. Educate yourself on the new standards that provide the platform for traceability, B-to-B commerce, better inventory control, reduced out-of-stocks, improved productivity and meat case management. Learn strategies on how to implement these new technologies and standards in your own company.

Speaker: Dave Shepard, Meat Solutions, LLC

Making Better Business Decisions: FreshLook Data Drill Down

Drill down by region to find how you can create effective sales and marketing strategies, evaluate retail promotions and identify opportunities through the use of accurate, actionable and timely scanner sales information. Gain a better understanding of how to use the data to grow your business and differentiate your company from the competition.

Speaker: Mark Degner, President, FreshLook Marketing Group

CONFERENCE PAYMENT INFORMATION

Payment in advance is required to register for this conference. Walk-in registrations will be accepted only if accompanied by cash, company check or credit card payment of the registration fee. Sorry we do not invoice.

CANCELLATION

Notify the registrar in writing by email to slentz@fmi.org or fax 202.220.0830 by February 19, 2010. Cancellations are subject to a \$75 processing fee. After February 19, 2010 there will be no refunds. All refund requests will be processed after March 31, 2010. Substitutions may be made at any time without penalty.

HOTEL INFORMATION

Rosen Shingle Creek, 9939 Universal Blvd., Orlando, FL 32819.

Make your reservation early as the hotel may sell out. After February 12, rooms will be on a space and rate available basis. Call Rosen Shingle Creek at 866.996.6338 or visit www.meatconference.com. Mention the Annual Meat Conference or AMC group rate to receive the special rate of \$179/night. Hotel reservations must be cancelled 5 days prior to the day of arrival to receive a full refund.

**Hotel Reservation
Deadline
February 12, 2010**

REGISTRATION INFORMATION (duplicate form for additional registrants) For registration questions contact Susan Lentz at slentz@fmi.org or 202.220.0828.

☐ Mr. ☐ Ms. _____ Title _____

Company (parent company if applicable) _____

Mailing Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Email _____ Phone _____ Fax _____
(required for confirmation)

CONFIRM TO: (if different from registrant)

Name _____ Company _____

Email _____ Phone _____ Fax _____
(required for confirmation)

REGISTRATION FEES

Early Bird registration deadline date: February 5, 2010. All registrations received after February 5, 2010 will be processed at the regular registration fee. To receive a group discount, five or more retailer/wholesaler registrants must be from the same company.

Conference Registration must be submitted no later than Friday, February 19, 2010.

All registrations after this date must be submitted on-site.

MEMBER REGISTRATION

Early Bird Registration Fee (prior to 2/5/10) ☐ \$595 per person ☐ \$545 for 3 or more paid

Registration Fee (after 2/5/10) ☐ \$695 per person ☐ \$645 for 3 or more paid

Group Discount (5 or more retailers/wholesalers only from the same company) ☐ \$515

NON-MEMBER REGISTRATION

☐ \$1,290 per person

COMPANION REGISTRATION

☐ \$200 per person (admittance to all meal and social functions associated with the Annual Meat Conference)

MEMBERSHIP INFORMATION

(please check your primary membership company)

- | | |
|--|---|
| <input type="checkbox"/> American Meat Institute | <input type="checkbox"/> National Pork Board |
| <input type="checkbox"/> Food Marketing Institute | <input type="checkbox"/> National Turkey Federation |
| <input type="checkbox"/> National Cattlemen's Beef Association | <input type="checkbox"/> American Lamb Board |
| <input type="checkbox"/> National Chicken Council | |

PRIMARY BUSINESS TYPE

(please check one)

- | | | |
|-------------------------------------|---|---|
| <input type="checkbox"/> Retailer | <input type="checkbox"/> Packer/Processor | <input type="checkbox"/> Media |
| <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Producer | <input type="checkbox"/> Gov't/Academia |
| <input type="checkbox"/> Supplier | <input type="checkbox"/> Association | <input type="checkbox"/> Other |

SPOUSE OR SIGNIFICANT OTHER _____

FIRST-TIMER FEE

AMC is offering a first-timer fee for retailer/wholesaler member companies who have not attended during the previous 3 years.

Call 202.220.0828 for details.

PAYMENT INFORMATION: Note: Payment in advance is required to register for this conference. Walk-in registrations will be accepted only if accompanied by cash, company check or credit card payment of the registration fee. **Sorry, we do not invoice.**

☐ Payment is for this registrant ONLY ☐ Payment is for this registrant and other(s)

CREDIT CARD: Fax this form with credit card information to 202.220.0830 (this is a secure fax). Please charge \$_____ to my

☐ Visa ☐ Mastercard ☐ American Express

Account # _____ Exp: _____

Card Holder Name (please print): _____

Card Holder Signature: _____

CHECK: Enclosed is my check in the amount of \$ _____

(U.S. funds drawn on a U.S. bank – payable to the Food Marketing Institute.)

Mail check with registration form (**Reference #3600-004-0221**) to:

Food Marketing Institute
Lockbox #758870
P.O. Box 758870
Baltimore, MD 21275-8870

CANCELLATION: Notify the registrar in writing by email to slentz@fmi.org or fax 202.220.0830 by February 19, 2010. Cancellations are subject to a \$75 processing fee. After February 19, 2010 there will be no refunds. All refund requests will be processed after March 31, 2010. Substitutions may be made at any time without penalty.

CONFIRMATION: A confirmation letter will be emailed to the address provided within 7 business days of receipt of registration form with payment.



SPECIAL NEEDS: The Annual Meat Conference is committed to participation in its programs by persons with disabilities. Please specify if you need accommodations.

In general, Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses undertaken to maintain and improve professional skills.

Conference registration cut-off date: February 19, 2010.



FOR ADDITIONAL INFORMATION AND ONGOING UPDATES, VISIT THE ANNUAL MEAT CONFERENCE WEB SITE:
WWW.MEATCONFERENCE.COM

WEB

HOTEL INFORMATION

Rosen Shingle Creek
9939 Universal Blvd.
Orlando, FL 32819
407.996.9939 or 866.996.9939
www.rosenshinglecreek.com

To make hotel reservations by February 12, 2010, call 1.866.996.6338 or visit the conference website, www.meatconference.com, to book your reservations online.

Schedule at a Glance

SUNDAY, MARCH 7, 2010

8:00 am – 6:00 pm Registration
2:00 pm – 3:15 pm Economic Outlook
3:45 pm – 4:45 pm Business Intelligence
5:00 pm – 7:00 pm Welcome Reception

MONDAY, MARCH 8, 2010

7:30 am – 8:30 am Breakfast
8:30 am – 9:15 am The Power of Meat: An In-depth Look at Meat through the Shoppers' Eyes
9:30 am – 10:45 am Concurrent Workshops
- Making Better Business Decisions:
FreshLook Data Drill Down
- Food Safety: The Approaching Storm
- Adding Value for Your Customer
10:45 am – 11:45 am Technology Fair
11:45 am – 1:00 pm Luncheon/Technology Fair
1:00 pm – 2:15 pm Concurrent Workshops
- Animal Welfare Concerns:
Consumer and Industry Response
- Regulatory Update
- Recalls: Crisis Communication
Sustainability: Not Just Buzz
Product Tasting Reception

TUESDAY, MARCH 9, 2010

7:00 am – 8:00 am Breakfast
8:00 am – 9:15 am Concurrent Workshops
- Unleash the Power of New Technologies and Standards
- Packaging: Future Trends and Customer Needs
- Reserved for Hot Topic
The Future is Here: Now What?
9:30 am – 10:30 am
10:30 am – 11:30 am Consumer Insights 2010

2010

THE ANNUAL
MEAT

2345 Crystal Drive

Suite 800

Arlington, VA 22202

www.meatconference.com

REGISTER TODAY!