

Centre of the Plate Training® Plus

THE BANFF CENTRE, BANFF, ALBERTA

April 30-May 2, 2013

The Banff Centre, Banff, Alberta

Sign up now! Register 3 and send a 4th Free!



North American Meat Association
regulatory | education | partnership
N A M A

CO-SPONSORED BY:

SEM CANADIAN Meat Business

AMI Foundation
AMERICAN MEAT INSTITUTE



What you will learn from this course:

- + The basics of cattle production and feeding.
- + The IMPS/NAMP numbering system, purchase specification options, and standards common to the industry.
- + How value is determined for different meat products and how this is affected by quality parameters.
- + The importance of standards and how they keep products consistent, wholesome, and fair throughout the market.
- + New menu ideas for the foodservice industry, and new options for retail.

An exciting new learning experience from gate to plate!

COURSE INCLUDES:

- + Industry tour of both a feedyard and a cattle ranch in Alberta.
- + Cutting demonstrations of beef, pork, lamb, and veal by Steve Olson, NAMA Standards and Specifications Advisor, and former USDA Meat Marketing Specialist.
- + Recipe demonstrations by Chef Michael Allemeier, Certified Chef de Cuisine, and Culinary Instructor at the Southern Alberta Institute of Technology.

CENTRE OF THE PLATE TRAINING® PLUS

is an exciting new opportunity to learn more about all aspects of the meat industry. The course will start with an industry tour and a chance to learn about cattle raising and feeding first hand while visiting a feedlot and cattle ranch in Alberta. The class will continue at The Banff Centre, where students will be entertained and educated by Steve Olson, NAMA Standards and Specifications advisor and internationally recognized meat expert. Steve will teach the fundamentals of meat cutting and identification through cutting demonstrations of beef, pork, lamb, and veal. Tying it all together will be Chef Michael Allemeier, who will discuss and demonstrate recipes using the meat products that Steve prepares.



Cutting Instructor
Steve Olson



Chef Instructor
Michael Allemeier

You'll come away with an increased knowledge of Centre of the Plate items and your personal copy of the NAMP Meat Buyer's Guide®, the authoritative guide to meat identification for over 40 years.

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*Space is limited,
so register now!*

**REGISTER 3 AND
SEND A 4TH FREE!**

+ DATES & LOCATION

April 30-May 2, 2013

+ DAY

Tuesday

Wednesday

Thursday

TIME

10 am - 5 pm

8 am - 5 pm

8 am - 12 pm

SPECIES

Beef Industry Tour

Beef and veal cutting and recipe demonstrations

Lamb and pork cutting and recipe demonstrations

+ REGISTRATION FEE (USD)

Members:

Nonmembers:

Until April 9:

\$799

\$899

After April 9:

\$849

\$949

+ ACCOMMODATIONS

The Banff Centre

107 Tunnel Mountain Dr, Banff, AB T1L 1H5, Canada

+1 403-762-6100

Special NAMA/AMIF/SMA/AAMP/AMSA/CMC/CMMA/SEMA rate:

\$120 (CAD) Standard/ \$135 Superior.

GROUP RATE CUT OFF DATE IS MARCH 29TH

+ ACCOMMODATIONS IN CALGARY

(if needed for Monday, April 29):

Holiday Inn Calgary Airport

1250 Mckinnon Drive Ne

Calgary, Alberta T2E 7T7 Canada

+1 888-465-4329

Group Rate: \$129.99 (CAD)

GROUP RATE CUT OFF DATE IS MARCH 29TH

+ TRAVEL AND TRANSPORTATION

Participants will depart by bus from the Holiday Inn Calgary Airport at

10 am on Tuesday, April 30th, for a cattle industry tour on the way to

Banff. The tour will include a visit to both a feedyard and a cattle

ranch. The bus will leave Banff at 12:30 pm on Thursday, May 2nd, and return for drop offs at both the Holiday Inn and the

Calgary Airport.

For questions or additional information, please contact **Ann Wells**, NAMA Director for Science, Technical Education and Outreach at +1 800.368.3043 x 103 or ann@meatassociation.com



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REGISTRATION FORM

Fees include breakfast, lunch, and breaks on-site, as well as transportation between Calgary and Banff. Each participant will receive The NAMP Meat Buyer's Guide, a \$79 value.

MEMBERS OF:	<i>(Before April 9, 2013)</i>	<i>(After April 9, 2013)</i>
NAMA/AMIF/SMA/AAMP/AMSA/CMC/CMMA/SEMA	\$799 (USD)	\$849 (USD)
NON-MEMBERS:	\$899 (USD)	\$949 (USD)

PLEASE USE ALL BLOCK LETTERS

Attendee: _____ \$ _____

E-mail: _____

Attendee: _____ \$ _____

E-mail: _____

Attendee: _____ \$ _____

E-mail: _____

Attendee: _____ \$ **(FREE!)**

E-mail: _____

TOTAL FEES: \$ _____

Company: _____

Address: _____

City, Prov/State: _____

Postal/Zip: _____ **E-mail:** _____

Phone: _____ **FAX:** _____

PAYMENT *(Advance payment required)*

MasterCard VISA American Express

Card#: _____ **Exp:** _____

Signature: _____

Check *(please make checks payable to North American Meat Association)*

**Room reservations must be made separately*

Paying by credit card? Mail, fax, or e-mail this form to NAMA.

If paying by check, attach check to form and send to:

North American Meat Association, 1970 Broadway, Suite 825, Oakland, CA 94612

or fax it to 510.763.6186. E-Mail: Jen@meatassociation.com.

Questions? Call 703.758.1900 x101 or 800.368.3043 x101.

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.)

Make your reservations directly with the host hotel **by March 29th** to receive the special NAMA rates. See hotel information on previous page.

