



CHOICE NEWS

September 2009

MEAT SCIENCE UPDATE

TEXAS TECH UNIVERSITY | ANIMAL AND FOOD SCIENCES | LUBBOCK, TEXAS

Raider Red Meats Expands Sales Footprint

As alumni or friends of the meat science program, you already know about Texas Tech University's Raider Red Meats brand of beef, pork and lamb products. What's new, though, is that the products are now being served at several area restaurants including Mesquites, Café J and Melt, and they'll soon be sold at local grocery stores, program leaders report. Raider Red Meats can also be purchased on a recently launched e-commerce Web site at www.raiderredmeats.com.

"We've certainly come a long way since our early days," said Brad Price, director of Raider Red Meats. "But I like to think that our intent has always been the same – to give our students the opportunity to complement their in-class learning with practical, hands-on experience that introduces them to the business side of the equation."

Instructional Program. The Raider Red Meats product line, from animal selection through production and marketing, is an integral part of Tech's meat science and muscle biology instructional program, Price said. Among the program's products are aged beef, pork and lamb fresh meat products, as well as cooked and ready-to-eat meats such as beef jerky, prime rib, brisket and sausage.

Looking ahead, Raider Red Meats officials announced that Sysco will distribute their award-winning "Raider Red Blueberry Sausage" throughout its commercial network. Sysco is the global leader in selling, marketing and distributing food products to restaurants, healthcare and educational facilities and lodging establishments.

Exponential Growth. Tech's meats program can trace its roots to 1933, just eight years after the university opened. It began in a modest laboratory modified from an Army barracks with minimal equipment. By 1961, Tech boasted a modern on-campus, federally-inspected meat laboratory. In 1988, the 14,000-square foot Gordon W. Davis Meat Science Laboratory, as it's now called, was built.

Today, the College of Agricultural Sciences and Natural Resources' new Animal and Food Sciences building connects to the meat science laboratory, a move that has facilitated expansion of the meat science program's production and marketing of Raider Red Meats, Price said.

"We've grown exponentially just in the last few years – and where we're headed just might revolutionize how universities teach and prepare their students for the extremely competitive agri-business market," Price said

Adapted from a story written by Sean Cleveand



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MEAT SCIENCE UPDATE CONT.

Animal Science Hosts Outreach Programs

Food safety from the ranch to the restaurant, along with a review of beef grading and branded beef programs, highlighted a Sept. 8-9 educational program, known as "Foodservice 101," at Texas Tech University in Lubbock.

The program, which drew 32 participants from across the region, was a partnership between Texas Tech's Department of Animal and Food Sciences and the Texas Beef Council, an Austin-based, non-profit organization charged with the promotion and marketing of beef and beef products in Texas.

The program began at noon on Sept. 8 at the Animal and Food Sciences Building. Ryan Rathmann, a Texas Tech assistant professor, discussed the cattle industry's structure, economics and marketing processes, while Chance Brooks, a Texas Tech associate professor in meat science, reviewed factors affecting meat tenderness, muscle structure and aging mechanisms.

The following day, Mindy Brashears, a professor and director of Tech's International Center for Food Industry Excellence, outlined food safety technologies employed by the beef industry, and Mark Miller, Tech's San Antonio Livestock Show Distinguished Chair in Meat Science, reviewed the USDA grading system and participated in hands-on grading activities. Brooks then provided an in-depth beef fabrication demonstration, as well as leading a discussion of alternative and under-utilized beef cuts.

This program was one of more than ten educational program hosted by the Department of Animal and Food Sciences during the summer including a meat and livestock judging camp, the first Youth Beef 706, the Texas Pork Producer's Tour, the Junior Shorthorn KEY Conference, State 4-H Officer Training, and a Russian chef program.



Make Plans to Attend the 2009 Homecoming Weekend

Join your fellow Meat Science Friends & Alumni for a fun-filled weekend of festivities during Homecoming on Oct. 9-10. This year the Department of Animal and Food Sciences and the Meat Science Association will be honoring members of the 1999 National Champion Meat Judging Team, Hall of Fame Award recipients and recipients of the MSA awards.

Friday, Oct. 9 at 5:30 p.m. in the United Spirit Arena, City Bank Room
Animal and Food Sciences Distinguished Alumni & Meat Science Recognition Banquet

Saturday, Oct. 10 at 8 a.m.* in the Livestock Arena
CASNR Homecoming Breakfast

Saturday, Oct. 10 at 10 a.m.* in the Gordon W. Davis Meat Lab
Alumni & Student Meat Judging Contest

Saturday, Oct. 10 at 11 a.m.* in the AFS Building
Animal and Food Sciences Alumni Meeting

Saturday, Oct. 11 at noon* in the AFS Parking Lot
Tailgating Luncheon for all Animal and Food Sciences Alumni & students hosted by the Meat Science Program

**Exact time pending the football game schedule*

The Meat Science Association Elects Officers for 2009-10



Back Row (l-r): **Collin Corbin**, president; **Trevor White**, ag council representative; **Matt Bruton**, secretary; **Troy Tarpley**, ag council representative. Front Row (l-r): **Katherine McCullough**, ag council representative; **Meagan Igo**, treasurer; **Mai Lee Holmes**, ag council representative; **Abby Long**, vice president; and **Kaitlyn True**, ag council representative. Not pictured: **Jerrad Legako**, graduate student representative.