

CHOICE NEWS

September 2010

MEAT SCIENCE UPDATE

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



Graduate student presented prestigious W. D. Farr Scholarship

A Texas Tech graduate student has been awarded a scholarship that honors one of the cattle industry's leading pioneers, the late W.D. Farr of Greeley, Colo. **Rebecca Tokach**, who is completing a master's degree with a specialization in muscle biology and meat science, was given the \$12,000 National Cattlemen's Foundation scholarship Aug. 1 at the 2010 Cattle Industry Summer Conference in Denver.

Tokach is currently completing her master's degree under Brad Johnson, a professor in the Department of Animal and Food Sciences and the Gordon W. Davis Regent's Chair in Meat Science and Muscle Biology. Tokach will begin pursuing a doctoral degree in 2011. After receiving her doctorate, she plans to continue research work in the private sector and eventually, to teach in a university setting.

"Rebecca is an outstanding graduate student in our program and is working on cutting-edge research that will revolutionize how we feed cattle for enhanced quality grades," said Johnson. "In addition, Rebecca has a great personality and will undoubtedly be an industry leader in the future."

Farr was the first president of the National Cattlemen's Foundation. His career spanned three-quarters of a century and included innovations in cattle feeding, uniform beef grading, water conservation and banking. In 1970, he served as president of the National Cattlemen's Association, which later became the National Cattlemen's Beef Association. Farr died three years ago at age 97.

Make Plans to Attend the 2010 Homecoming Weekend Celebration November 5-6

Join your fellow Meat Science Friends & Alumni for a fun-filled weekend of festivities during Homecoming on Nov. 5-6. This year the Department of Animal and Food Sciences and the Meat Science Association will be honoring members of the 1990 and 2000 Meat Judging Teams, Hall of Fame Award recipients and recipients of MSA awards at the annual banquet.

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

CASNR Homecoming Breakfast - Saturday, Nov. 6 at 8 a.m. in the Livestock Arena (Five national championship banners will be unveiled.)

Alumni & Student Meat Judging Contest - Saturday, Nov. 6 at 10 a.m. in the Gordon W. Davis Meat Lab

Tailgating Luncheon for all Animal and Food Sciences Alumni (hosted by the Meat Science Program) - Saturday, Nov. 6 at noon* in the AFS Parking Lot

*Exact time pending the football game schedule

MSA elects officers for 2010-11



Pictured Left to Right: **Tanner Adams**, ag council representative; **Kaitlyn True**, treasurer; **Zach Smith**, ag council representative; **Jerra McMath**, secretary; **Troy Tarpley**, ag council representative; **Mai Lee Holmes**, ag council representative; **Nathan Tapp**, ag council representative; **Jerrad Legako**, graduate student representative; **Nathan Reeves**, vice president and **Matt Bruton**, president.



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MEAT SCIENCE UPDATE CONT.



Graduate of program wins teaching award

Texas Tech University graduate Jessica Gentry Carter, Ph.D. was recently presented with an outstanding teaching award from Middle Tennessee State University on Aug. 27.

Carter earned her B.S. and M.S. in agriculture from Western Kentucky University and later received her Ph.D. in animal science from Texas Tech University in 2001. Currently, Carter is a professor at Middle Tennessee State University, teaching animal science courses in genetics of domestic livestock, livestock evaluation, beef production, swine production, livestock management, and meat science and technology.

Aside from being recognized twice by the College of Basic and Applied Science for her excellence in teaching, Carter is most deserving of this prestigious honor, due to a combination of her teaching philosophy, hard work and student-oriented work base explained officials at Middle Tennessee State University.

"I was fortunate to have the opportunity to teach as a Ph.D. student in the animal & food science department at Tech," Carter explained. "I was a TA for laboratory sections of Selection, Care, Processing, and Cooking of Meats and Swine Production. I knew that I wanted to obtain a faculty position with an emphasis on teaching once I graduated, so I asked for as much teaching responsibilities as possible."

Mark Miller, Texas Tech's San Antonio Livestock Exposition Distinguished Chair in Meat Science and one of Carter's co-chairs, further validated Dr. Carter's credibility by explaining two qualities that defined Carter while she was working on her Ph.D. They include her compassion for other people and her ability to present information to students in a way they can fully understand.

Now as a professor at Middle Tennessee State University, Carter explained how she has followed the same style of teaching that she experienced while at Texas Tech.

"With most of the animal science courses in our department, we offer hands-on learning experiences," Carter said. "Our student demographics are changing and most of the undergraduates who are majoring in animal science did not grow up on a farm."

Carter stated that she tries to incorporate laboratory exercises at the university farm units as much as possible, as well as, field trips and guest speakers whenever possible to give students an industry perspective.

In addition to teaching, Carter is the coach of Middle Tennessee State University's collegiate livestock judging team and the faculty advisor for Block and Bridle, and Sigma Alpha sorority. Additionally, Carter promotes Tennessee youth involvement in livestock judging competition by working closely with 4-H and FFA to coordinate contests.

Department hosts "Foodservice 101" and other outreach programs

Food safety from the ranch to the restaurant, along with a review of beef grading and branded beef programs, highlighted a Sept. 14-15 educational program, known as "Foodservice 101," at Texas Tech University in Lubbock.

The program, which drew 38 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. 14 at the Animal and Food Sciences Building. The participants departed immediately for a tour of the Cargill Meat Solutions plant in Plainview. When they returned to Lubbock, 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. 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 provided an in-depth beef fabrication demonstration, as well as leading a discussion of alternative and underutilized beef cuts.

This program was one of more than 12 educational programs hosted by the Department of Animal and Food Sciences during the summer including a Korean Beef 101, meat and livestock judging camps, Youth Beef 706, the Texas Pork Producer's Tour, the 2010 Reciprocal Meat Conference, the National Junior Southdown Show, 4-H Livestock Ambassador Training, State 4-H Council Training, TJLA Show & Camp, and an Australian Beef 101.