

# meatingplace

## E-NEWSLETTERS AND PODCASTS ADVERTISE WITH FOCUS

Developing engaging content can be a challenge for many marketing teams.

**Meatingplace** e-newsletters and podcasts do the heavy lifting for you, with content targeted to various meat processing audiences. The only thing you need to worry about is your advertising message or sponsored content.

The more targeted the list, and the more the content relates to the audience and the greater the likelihood you will connect and convert contacts into viable sales leads. Advertising in **Meatingplace** e-newsletters and sponsoring our podcast allows you to fill your sales funnel and generate awareness for your brand, all while taking advantage of Meatingplace's trusted reputation and proven audience.

**Meatingplace** e-newsletters and podcasts are a cost-effective way to promote your brands and grow their list of prospects.

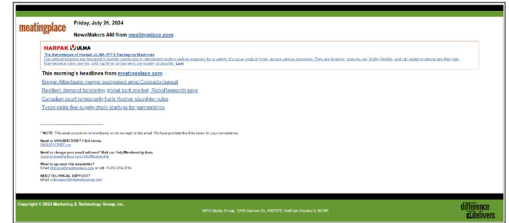
## Meatingplace E-Newsletters

### NEWSMAKERS AM SPONSORSHIP

Nothing keeps processors engaged like a steady diet of news. Newsmakers AM keeps more than 23,000 registered online subscribers up-to-date on the latest happenings in the meat and poultry industry every weekday morning. Sponsorship of the NewsMakers AM e-newsletter provides great visibility for your brand and message. Monday-through-Friday delivery allows for great flexibility, ensuring your messages are timely and relevant.

**Average Distribution:** 23,553\*

**Frequency:** Mon-Fri



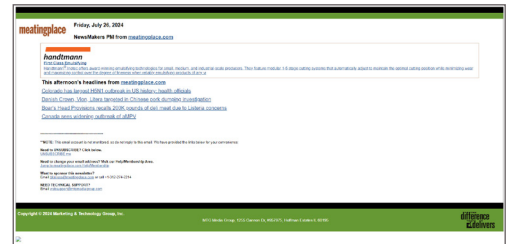
### NEWSMAKERS PM SPONSORSHIP

The NewsMakers PM e-newsletter provides news every weekday afternoon to more than 22,000 registered subscribers. Sponsorship of the NewsMakers PM daily e-newsletter is another way to build brand awareness with high frequency exposure to meat processors.

**Average Distribution:** 22,004\*

**Frequency:** Mon-Fri

\*December 2023 BPA Brand Report



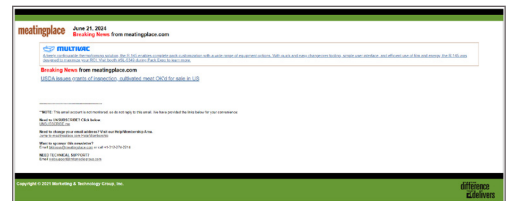
### BREAKING NEWS SPONSORSHIP

When news is too important to wait for the next news cycle, it appears front and center in Meatingplace Breaking News e-newsletter.

**Average Distribution:** 24,950\*

**Frequency:** As needed

\*December 2023 Brand Report



### MEATINGPLACE BLOGS SPONSORSHIP

The Meatingplace Blogs daily e-newsletter provides insightful commentary from industry thought leaders on a variety of topics. The Blogs e-newsletter offers high frequency exposure for your logo and message while aligning your brand with leaders in the industry. Each newsletter features selected bloggers from our roster as well as guest bloggers.

- **A Marketer's Lens by Danette Amstein** – offers insight into consumer meat purchasing through the eyes of a market researcher.
- **Animal Ag Watch by Hannah Thompson-Weeman** – provides insights and commentary from the Animal Agriculture Alliance with an emphasis on impacts of animal activist activities on the meat and livestock industry.
- **Chef's Table by Michael Formichella** – offers a culinary perspective on meat product development for foodservice and retail.
- **Food Safe and Sound by Mindy Brashears** – focuses on food safety issues in the meat industry.
- **For the Birds by Christine Alvarado** – examines issues important to poultry processors.
- **Historically Speaking by Matt Sherman** – shares historic perspectives on meat industry issues.
- **Free-Range Thoughts by Jack Hubbard** – offers a Beltway perspective on meat industry issues.
- **Legally Speaking by Shawn Stevens** – offers a legal defense perspective for the meat industry.
- **Lessons from the Farm by Jacque Matsen** – shares a unique prospective on the world of agriculture and lessons learned from her father.
- **Meat Your Markets by Mack Graves** – focuses on animal protein corporate strategy, management focus and marketing effectiveness.
- **Omnivorous Opinions by Laura Zinger** – provides perspective on meat industry issues.
- **Pearls and Pork by Angie Krieger** – offers insightful commentary on meat industry issues.
- **The Center of My Plate by Meatingplace Editor-in-Chief Lisa M. Keefe** – delivers insight into the news and issues of the day for the poultry and meat processing industry.
- **The Meat Business by Gregory Bloom** – provides perspectives on selling meat and other industry issues.
- **Writer's Block by Meatingplace Editor Tom Johnston** – offers commentary on meat and poultry industry issues and news.

**Average Distribution:** 19,259

**Frequency:** Mon-Fri

\*December 2023 BPA Brand Report



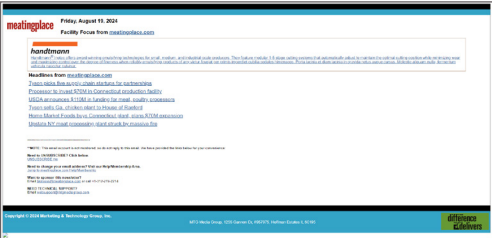
FACILITY FOCUS SPONSORSHIP

Facility Focus will keep readers apprised of news centered around meat plant expansions, improvements, and closures due to fires, leaks and other disasters. More than 16,000 newsletter subscribers will receive the monthly email from Meatingplace. Sponsorship of Facility Focus provides visibility for your brand and message among a targeted audience of equipment and facility decision-makers.

Average Distribution: 16,000

Frequency: Monthly

\*Source: Publisher's Records



R&D MATTERS

Science and tech for next-level ingredient and product quality solutions

This monthly e-newsletter covers a range of meat industry quality assurance topics with a science-and-technology edge. R&D MATTERS will help meat processors stay tuned to the latest tech trends and research in hot-topic areas — from pre-harvest to post-packaging — including clean label, organoleptic attributes, ingredient R&D, shelf life extension, quality audits, packaging and more.



Each edition includes a link to a MeatingPod podcast, an original technical article and other engaging content.

**Audience:** Research and development, quality assurance/quality control, senior/general management, and sales and marketing, including brand and category managers

**Average Distribution:** 6,200\*


**Frequency:** Monthly

\*Source: Publisher's Records

**Fresh takes on meat science for next-level ingredient and product quality solutions**

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**Achieve more with Hawkins; you can grow your business by leveraging our strengths.**

You'll also have access to a large product line of clean label antimicrobials and traditional ingredients. Hawkins can also provide you with tailored solutions and custom blending. Hawkins is a reliable, domestic source that has been serving customers since 1938.


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MEATINGPOD





**EP172: R&D, food safety for organic meats**

Brad Johnson, CEO, Verde Farms




In this episode, Brad Johnson, CEO of Verde Farms, outlines the challenges and processes to maintain innovations and safety standards for his company's line of 100% grass-fed and organic beef products. The Massachusetts-based processor is focused on keeping the lines of communication open with its retail customers, in addition to conducting its own research on consumer trends.

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TECH ARTICLE



**AMSA Exclusive: Flavor development of individually vacuum-packaged beef steaks during extended wet aging**

The objective of this study by five researchers from Texas Tech University was to determine the effect of vacuum rollstock packaging on the quality of individually packaged beef steaks during extended wet aging. — *by Samantha Barker, et al*

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BY THE NUMBERS

**How likely are consumers to assume alt-meats are heavily processed?**

52%

That's the percentage who said so about meat substitutes that attempt to mimic meat, according to the Mintel "UK Meat Substitutes Market Report 2023."


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**“ We do all our own R&D in-house, and we own all the IP for our recipes and processes. That's important because, before us, jackfruit hadn't been extensively researched or understood. We pioneered all of that, and we want to make sure we can fully take advantage of that knowledge. ”**

Annie Ryu, founder & CEO, Jack & Annie's and The Jackfruit Company

[Read the article here](#)

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When **SECURITY OF SUPPLY** is essential, turn to **HAWKINS** — your reliable & trusted source since 1938

**Domestically-Produced, High-Quality Ingredients**

- Acetates
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- Phosphates
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- Citrates
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- Salts & more!

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MEATINGPLACE E-NEWSLETTERS

5

### INDUSTRY 4.0 CONNECT

#### Helping meat processing facilities get smarter, faster, better in the digital era

Meatingplace's monthly newsletter, INDUSTRY 4.0 CONNECT, delivers the scoop on all things smart manufacturing specifically for the meat and poultry industry. In every issue, find expert advice and the latest trends on how to effectively leverage automation, robotics and technology, data and innovation to enhance food safety, quality and productivity.

Coverage focuses on the latest advances in processing and packaging technology designed to boost continuous improvement, productivity and profitability. Featured topics will cover automated meat and poultry first and secondary processing equipment and systems, Industrial Internet of Things (IIoT) sensors and devices, and robotics.

Each issue includes a link to a MeatingPod podcast, a technical article and other engaging content.

**Audience:** Plant operations, operations tech, information tech, quality assurance/quality control, and senior/general management, including engineering, maintenance, manufacturing and production titles

**Average Distribution:** 13,500\*

**Frequency:** Monthly

\*Source: Publisher's Records

### meatingplace | INDUSTRY 4.0 Connect

Helping your meat processing facility get smarter, faster, better in the digital era

#### MEATINGPOD



#### EP170: Forging a path on the AI frontier



**Erik Longtin, vice president of sales and operations, Agrimesh Technologies**

Longtin outlines how artificial intelligence (AI) is opening doors for farmers, growers — and, even some processors — to increase operating efficiencies, reduce costs and generate valuable data that can help improve how their facilities work. The Canadian company is looking at new approaches to expand the use of AI systems to monitor and manage control systems across food production and related agricultural industries.

Sponsored by SEE

#### TECH ARTICLE



#### Managing the complexity of Industry 4.0 projects

Implementing digital transformation with Industry 4.0 technology is a highly complex undertaking. The interconnections of equipment, communication, advances in controls and programming, and the nature of collecting, summarizing and displaying information all must work together. In my experience on Industry 4.0 projects, the key to success is to implement a strategy with defined processes and resources. — *by Paul Kafer, Anabasis Consulting*

#### SPONSORED MESSAGE



**Innovative solutions that help you stay ahead**  
Intralox's Packer to Palletizer technologies ensure the highest level of performance across a range of back end applications. The byproduct of a deep commitment to innovation, these belt and equipment offerings allow you to increase productivity, reduce costs, and adjust to increasingly complex production processes.

#### BY THE NUMBERS

#### What environmental impacts of animal agriculture are Americans most concerned about?

# 51%

That's the percentage of survey respondents who see "a lot of" negative impacts on water pollution, followed by climate change contributions (49%), carbon footprint (45%) and water shortage (40%), according to the 2024 "Power of Meat" report.

**“Testing is not an intervention, but a validation that your system worked. ... The technology in the last 20 to 25 years has exploded. It started with E. coli, and right now virtually every single combo of beef trimmings is tested.”**

Mindy Brashears, professor at Texas Tech, former USDA undersecretary of agriculture for food safety

[Read the article here](#)

JLR-900  
Linear Pork Splitting Robot



POULTRY PROCESSOR

Keeping poultry operations in-the-know on all things poultry technology and process optimization

Meatingplace's POULTRY PROCESSOR newsletter covers the latest science, research and technology innovations affecting the poultry supply chain for fresh poultry, frozen and processed products. Producers, first processors and further processors will find practical expert advice that will optimize the poultry production process and have a positive impact on bird welfare, carcass quality, product safety, shelf life, consumer appeal and profitability.


Each issue includes a link to a MeatingPod podcast, a technical article and other engaging content.

**Audience:** Poultry plant operations, food safety and quality assurance/ quality control, research and development, sales and marketing, including brand and category managers, and senior/general management, including engineering, maintenance, manufacturing and production titles

**Average Distribution:** 9,500\*

**Frequency:** Twice Monthly

\*Source: Publisher's Records



**POULTRY  
PROCESSOR**

Your go-to source for news and trends in poultry science and technology

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SPONSORED MESSAGE


BRADER ///

Equipped with advanced Allen Bradley Control System technology, our scalders offer precise temperature control ensuring optimal yield and superior picking performance. Our fully automated systems simplify startup, shutdown, and operation while reducing water consumption and maintenance needs. **Transform your operations with the most reliable scalding technology in the industry.**

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MEATINGPOD


 [EP171: A guide to cultured meat safety, regulatory approval](#)



Kimberly Ong, consultant at Vireo Advisors


More than any other segment of the alternative meats sector, cultivated meat is where innovation meets controversy. Long before it hits store shelves, meat grown in bioreactors has sparked a heated debate in the food culture wars. Fortunately, Kimberly Ong is here as our guide on how to battle the headwinds that slow the progress of the science and the policy.

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TECH ARTICLE


[MeatingPod Show Notes EP166: Neal Walsh, chief operating officer, Butterball, LLC](#)



Automation and robotics have advanced to a stage where these systems, in concert with plant workers, are affecting a myriad of operations at meat processing plants. Walsh discusses the current state of high-tech for Butterball and the types of adjustments that need to be made to best use these programs and equipment. — *Hosted by Chris Scott*

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SPONSORED MESSAGE

 **The Industry's Most Reliable Wing Segmenter**

The Cantrell-Gainco Wing Segmenter is designed to offer flexibility, reliability, and accuracy to your operation. With unmatched performance, our solution can process up to 180 wings per minute on a processing line or as a standalone application. Click the link below to learn to increase your profit and performance. [Learn more>>](#)

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BY THE NUMBERS

[It's not necessarily animal meat vs. alt-meat](#)

16%

That's the percentage of people who consider themselves "flexitarians" in the U.S. and Canada; among Europeans, it's considerably higher—closer to 30%.

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“On one hand, marketers would prefer to have products that are viewed and used as 'Swiss army knives' so that a wide variety of eating occasions can be captured. On the other hand, more specific targeting of consumers' desires and needs are likely to find better success.”

Tom Super, senior vice president of communications, National Chicken Council

[Read the article here](#)

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Enter a New Realm of Performance with the **CRYOLINE™ PB Plate Belt Tunnel Freezer**



### EQUIPMENT EXCHANGE

The EQUIPMENT EXCHANGE e-newsletter highlights used equipment to approximately 37,000 subscribers. Sponsorship of the Equipment Exchange daily e-newsletter is great way to sell excess used equipment to meat processors.


Each edition includes a link to a MeatingPod podcast, an original technical article and other engaging content.


**Average Distribution:** 33,500\*

**Frequency:** Weekly (Wednesday)

\*Source: Publisher's Records

**meatingplace**
EQUIPMENT EXCHANGE






Available for Immediate Sale  
Over 725 Late Model 53 Refrigerated Containers with  
Carrier Refrigeration Units, located in the Chicago/Illinois area.  
For More Information or Questions Contact:  
Gary Slager at 847-373-9603 or gary@epgroupinc.com  
or [Click Here](#).


### Used Equipment Marketplace

See many more models on the Equipment Exchange at [Meatingplace.com](http://Meatingplace.com)




**CASE PACKER - 2015**

Pick/Place Topload Case Packer. Mdl:CLP.  
Can pick MAPS trays, flowpack, sausages  
and semi-flexible bags. Can place into  
crates, cases or master trays. Versatile.  
Adjustable. Crate/Case size range: 23.6in x  
11.8in x 15.8in to 7.8in x 3.9in x 11.8in. 120  
ppm. Missing \$1300 TouchScreen,  
available from Manufacturer. Manual.




**3000 gal. Clean Water Tanks.**  
**2 Available**

3000 Gallon Semi transparent Snyder  
Industries Clean Water Tank. 92in Dia  
by 104in Straight side. Dome top and  
18in cone bottom to 2.5in female NPT  
CBO. Metal stand is 44in H by 92in Dia.  
Two available. Quoted per tank. FOB  
NW AR.&nbsp;nbsp;



**AMIAD SAF 1500 Self  
cleaning H2O Filters**

AMIAD SAF 1500 Self cleaning H2O filters.  
Removes particulates from 800microns  
down to 10 microns. Food or Irrigation  
application. Two stage filter. Automatic  
cleaning of cake build up in second filter.  
Watch YouTube video at  
<https://www.youtube.com/watch?v=STFWjE7ZU08>. FOB NW AR. Crating at  
cost. Two Available. Quoted per each.




**PITCO Frialator - Single  
Basket Fryer from Test  
Kitchen**

PITCO Frialator. Single Basket Fryer.  
Mdl: 75. SS. SN: G93HC17142. Natural  
Gas. 3 baskets. Two are 10.5in L x 4in  
W x 4.75in D. One is 13in L x 6in W x  
5.75in D. OD: 31" D x 10" W x 46.5" H.  
FOB NW AR. Skidding crating at cost.

Find more used equipment on EQUIPMENT EXCHANGE.  
New pieces posted every week.

VISIT EQUIPMENT EXCHANGE



BUY AND SELL EQUIPMENT

Karen Moriarty  
[kmoriarty@meatingplace.com](mailto:kmoriarty@meatingplace.com)  
Phone: +1 630-877-4115



### PROCESS INNOVATIONS

#### News and innovation from industry suppliers

New products are the lifeblood of the meat and poultry industry and Meatingplace's Process Innovations newsletter highlights them, along with supplier news and sponsored content. A mix of paid and non-paid coverage ensures processors keep up-to-date on the latest developments and innovations.

**Average Distribution:** 19,300\*

**Frequency:** Twice Monthly


\*Source: Publisher's Records

**meatingplace** Process Innovations

SUPPLIER SHOWROOM    PEOPLE ON THE MOVE    SUPPLIER NEWS


**SHOWROOM**

**New clean-label natural nitrite solution**




This water-soluble natural ingredient contains a minimum nitrite content of 22,500ppm, and is one of the newest advanced solutions for high-quality clean-label meat products.

**SPONSORED CONTENT**




**Get Hooked on U.S. Tsubaki's Hot Dog & Sausage Chain**

For manufacturers seeking advanced and reliable operation of hot dog and sausage processing, Tsubaki's Hot Dog & Sausage Hook chain is here to deliver unprecedented quality and be seamlessly integrated into your operation. It's built in Holyoke, MA and is available as a drop-in replacement on OEM equipment. Learn more.




**PEOPLE ON THE MOVE**

**SEE announces new CEO and executive promotions**



**CloverLeaf Animal Welfare Systems promotes, adds executives**



**SUPPLIER NEWS**

**Wixon R&D Tech Center undergoes multimillion-dollar makeover**

**Tate & Lyle acquiring CP Kelco to create leading global food and beverage business**

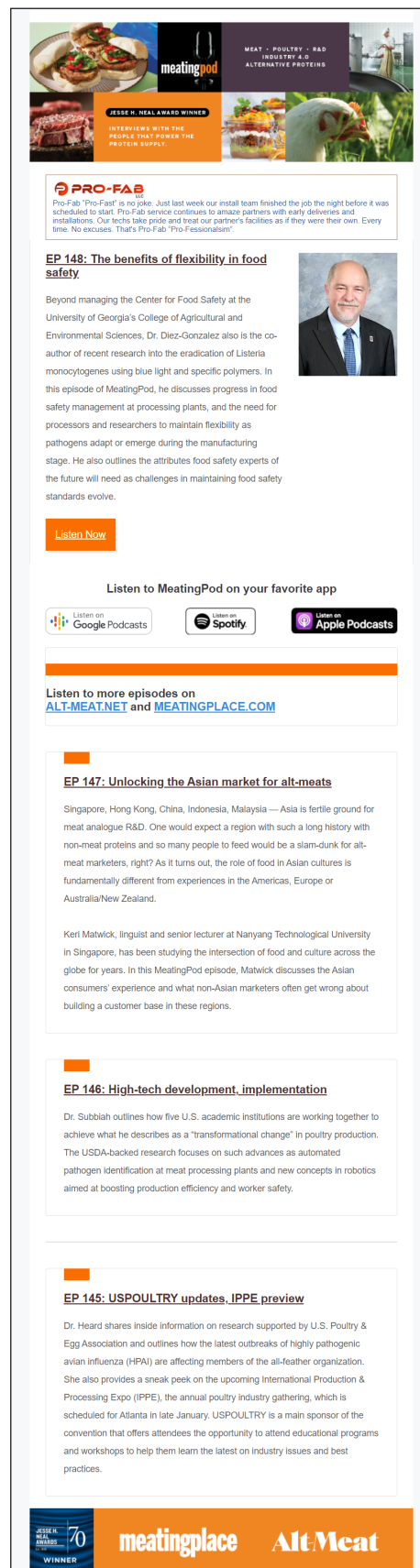
### MEATINGPOD NEWSLETTER SPONSORSHIP

The MeatingPod e-newsletter provides subscribers with access to MeatingPod, the podcast of Meatingplace and Alt-Meat magazines. Each week, our award-winning editorial teams interview industry thought leaders in business, plant operations, marketing, science and technology on the topics that matter to our community.

**Frequency:** weekly (Thursdays)

**Distribution:** 31,900\*

\*Source: Publisher's Records



The image shows a preview of a MeatingPod newsletter. At the top, there are several small images: a plate of food, the MeatingPod logo, a person in a lab coat, and a chicken. Below these is a section for 'PRO-FAB' with a short paragraph and a 'Listen Now' button. The main content area features three episode teasers, each with a title, a short paragraph, and a 'Listen Now' button. The first episode is 'EP 148: The benefits of flexibility in food safety' by Dr. Diez-Gonzalez. The second is 'EP 147: Unlocking the Asian market for alt-meats' by Keri Matwick. The third is 'EP 146: High-tech development, implementation' by Dr. Subhiah. The fourth is 'EP 145: USPOULTRY updates, IPPE preview' by Dr. Heard. At the bottom, there are logos for Meatingplace and Alt-Meat, and a '70th Anniversary Winner' badge.

**PRO-FAB**  
Pro-Fab "Pro-Fab" is no joke. Just last week our install team finished the job the night before it was scheduled to start. Pro-Fab services continues to amaze partners with early deliveries and installations. Our techs take pride and treat our partner's facilities as if they were their own. Every time. No excuses. That's Pro-Fab. "Pro-Fessionalism!"

**EP 148: The benefits of flexibility in food safety**

Beyond managing the Center for Food Safety at the University of Georgia's College of Agricultural and Environmental Sciences, Dr. Diez-Gonzalez also is the co-author of recent research into the eradication of *Listeria monocytogenes* using blue light and specific polymers. In this episode of MeatingPod, he discusses progress in food safety management at processing plants, and the need for processors and researchers to maintain flexibility as pathogens adapt or emerge during the manufacturing stage. He also outlines the attributes food safety experts of the future will need as challenges in maintaining food safety standards evolve.

[Listen Now](#)

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Listen on [Google Podcasts](#) [Spotify](#) [Apple Podcasts](#)

Listen to more episodes on [ALT-MEAT.NET](#) and [MEATINGPLACE.COM](#)

**EP 147: Unlocking the Asian market for alt-meats**

Singapore, Hong Kong, China, Indonesia, Malaysia — Asia is fertile ground for meat analogue R&D. One would expect a region with such a long history with non-meat proteins and so many people to feed would be a slam-dunk for alt-meat marketers, right? As it turns out, the role of food in Asian cultures is fundamentally different from experiences in the Americas, Europe or Australia/New Zealand.

Keri Matwick, linguist and senior lecturer at Nanyang Technological University in Singapore, has been studying the intersection of food and culture across the globe for years. In this MeatingPod episode, Matwick discusses the Asian consumers' experience and what non-Asian marketers often get wrong about building a customer base in these regions.

**EP 146: High-tech development, implementation**

Dr. Subhiah outlines how five U.S. academic institutions are working together to achieve what he describes as a "transformational change" in poultry production. The USDA-backed research focuses on such advances as automated pathogen identification at meat processing plants and new concepts in robotics aimed at boosting production efficiency and worker safety.

**EP 145: USPOULTRY updates, IPPE preview**

Dr. Heard shares inside information on research supported by U.S. Poultry & Egg Association and outlines how the latest outbreaks of highly pathogenic avian influenza (HPAI) are affecting members of the all-leather organization. She also provides a sneak peek on the upcoming International Production & Processing Expo (IPPE), the annual poultry industry gathering, which is scheduled for Allianta in late January. USPOULTRY is a main sponsor of the convention that offers attendees the opportunity to attend educational programs and workshops to help them learn the latest on industry issues and best practices.

**70th Anniversary Winner**

meatingplace Alt-Meat

### PODCAST SPONSORSHIP



Meatingpod is the award-winning podcast powered by Meatingplace and Alt-Meat magazines that features interviews with industry thought leaders on critical industry topics. It was awarded the Jesse H. Neal award for best podcast in 2022 and 2023. Our award-winning editorial teams interview industry thought leaders on the topics that matter to our community.

**Frequency:** Podcasts are featured each Monday in the following targeted newsletters as well as in four issues of the Meatingpod e-newsletter deployed each Thursday.

**Week 1:** Poultry Processor

**Week 2:** Industry 4.0 Connect

**Week 3:** Alt-Meat News

**Week 4:** R&D Matters

### Sponsorship

Sponsorship of podcast episodes include the following:

- 30-second midroll sponsor message/ad readout and sponsor acknowledgments
- Logo/sponsorship on the episode page of the podcast on meetingplace.com or alt-meat.net
- Logo/sponsorship in the targeted e-newsletter where the podcast is featured.
- Report with the name, title, company and email address of those who downloaded the podcast.

Sponsorship of the weekly MeatingPod e-newsletter is not included.

**Ep. 170: Forging a path on the AI frontier**  
MeatingPod

00:00 | 18:22

Facebook Tweet LinkedIn Email ShareThis

Comment email editors Print

In this episode, Erik Longtin, vice president of sales and operations, Agrimesh Technologies, outlines how artificial intelligence (AI) is opening doors for farmers, growers — and, even some processors — to increase operating efficiencies, reduce costs and generate valuable data that can help improve how their facilities work. The Canadian company currently works with a variety of food production and animal growers in both North and South America and is looking at new approaches to expand the use of AI systems to monitor and manage control systems across food production and related agricultural industries.

**meatingplace INDUSTRY 4.0 Connect**

Helping your meat processing facility get smarter, faster, better in the digital era

**51%** Test the percentage of your respondents who say they regularly check their mobile devices. (Source: Statista, 2023)

**Testing is not an intervention, but a validation that your system worked... The technology in the last 20 to 25 years has exploded. It started with the coil, and right now virtually every single combo of beef trimmings is tested.**

**meatingplace R&D Matters**

Fresh takes on meat science for next-level ingredient and product quality solutions

**52%** We do all our own R&D in-house, and we own all the IP for our recipes and processes. That's important because, before us, jackfruit hadn't been extensively researched or understood. We pioneered all of that, and we want to make sure we can fully take advantage of that knowledge.

**meatingplace POULTRY PROCESSOR**

Your gatekeeper for news and trends in poultry science and technology

**16%** "On one hand, marketers would prefer to have products that are viewed and used as 'Swiss army knives' so that a wide variety of eating occasions can be captured. On the other hand, more specific targeting of consumers' desires and needs are likely to find better success."

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