

OUR TEAM

Our editorial and sales teams are as passionate about the meat industry as our readers and advertisers.

With an award-winning editorial staff composed of four full-time journalists, highly respected contributors, and a full roster of bloggers, our magazine and online coverage is the most trusted in the industry.

meatingplace

EDITORIAL



Tom Johnston

Editor-in-Chief

Tom Johnston has four Jesse H. Neal Awards to his credit for contributions to Meatingplace, in addition to two (regional, national) awards from the American Society of Business Publications Editors. Johnston leads digital and print editorial content, while serving as a lead writer for Meatingplace magazine and for Meatingplace's twice-daily newsletter. Johnston also offers his opinion and insight on meat and poultry industry developments in his *Writer's Block* blog. He holds a bachelors degree in journalism from Penn State University. "The industry relates to so many layers of everyday life. It's not just that the industry provides a vital food source that most of us eat each day; it's that the people, the places, the processes, the science and even the politics that go into producing that food source is a nonstop educational experience."



Peter Thomas Ricci

Managing Editor

Peter Thomas Ricci brings more than a decade of journalism experience to Meatingplace, where he serves at managing editor. In that capacity, Peter not only facilitates the magazine's production, but also writes feature articles, contributes to the publication's twice-daily newsletter, and visits dozens of meatpacking facilities, where he learns about new approaches to labor, operations, and logistics. "I formerly edited a trade publication that covered housing and real estate, and in that role, I learned to love nuance—how things work, how things have changed, and most importantly, how my coverage can inspire the probing discussions that change perspectives." Peter earned his B.S. in magazine journalism from Ohio University, and his MFA from Columbia College Chicago.



Chris Moore

News Editor

Chris Moore is the news editor for Meatingplace, joining the team in December 2022. Working out of Texas, he has covered a wide range of news beats during his career. Moore was the managing editor and sports editor for the Lamar University Press. After graduating, he covered local news in Southeast Texas at the Port Arthur News and the Beaumont Enterprise, where he reported on everything from Texas high school football to an international drug ring trial. With that under his belt, he now aims to tackle the breaking news of the meat industry.



Frank Fuhrig

Enterprise Editor

Frank Fuhrig joined Meatingplace in 2024. A native Midwesterner based in the Washington, DC, area, he has decades of experience reporting and editing across daily newspapers, international wire services and the think tank world. Frank first covered the agriculture beat in central Illinois, thriving on the mix of business, politics and science, and has deep journalistic acumen in politics, economics and trade. He holds a degree in political science from the University of Illinois at Springfield. Bilingual in German, Frank considers veal weisswurst to be the pinnacle of meat processing.



Lisa M. Keefe

Contributing Editor

A self-described “factory geek” who loves to see how the pieces of a humming processing plant come together. She has served as an editor of Meatingplace since 2008. She holds bachelor’s and master’s degrees from Northwestern University’s Medill School of Journalism. “Manufacturing is the foundation of our economy: At the end of the line, something ‘real,’ that you can hold and cook and eat, is sent out into the world. That is powerful in a way that no other kind of business is.”

BLOGGERS



Danette Amstein

Danette Amstein shares meat marketing insight on her blog, *A Marketer's Lens*. She's a managing principal for Midan Marketing, a full-service agency that solely focuses on supporting the meat industry.



Craig Bacon

Craig Bacon authors *Bacon Bits*, a blog drawing from decades of experience in food safety, quality assurance and product innovation. He is the senior vice president of technical services for Siloam Springs, Ark.-based poultry producer Simmons Foods. Prior to Simmons, he served as senior vice president of research and development for Springdale, Ark.-based Tyson Foods. The University of Missouri (BS) and University of Tennessee (MS, PhD) grad began his career at Oscar Mayer in Madison, Wis. A member of IFT and fellow of AMSA, Craig also is an adjunct professor at University of Tennessee and at University of Arkansas.



Sharon Beals

Sharon Beals brings more than 40 years of experience in food safety, quality, and regulatory compliance to her blog *From the Ground Up*. She held senior level roles across foodservice and manufacturing companies including US Foods, Maple Leaf Foods, Smithfield, Tyson/IBP and Arby's. Beals currently serves as Executive Director of the Women's Meat Industry Network (WMIN), Food Safety & Regulatory Executive with Beaconpoint Labs and Founder of SKKB-LLC, which specializes in organizational design, M&A risk assessments, sanitation and common sense food safety systems.



Gregory Bloom

Gregory Bloom, CEO of US Protein, shares over 33 years of industry experience selling meats on *The Meat Business* blog. He also hosts a weekly radio show and podcast about food production called Food Chat which can be heard at FoodChat.US.



Mack Graves

Mack Graves founded Latigo Management & Marketing Consultants in 1995 to help define and implement their management focus and exact their marketing programs. In his *Meat Your Markets* blog he shares more than 40 years of experience in animal protein corporate strategy, management focus and marketing effectiveness.

BLOGGERS



Jack Hubbard

Jack Hubbard is a partner and owner of Berman, an advocacy firm in the D.C. area. He regularly provides advice and counsel to clients in the agricultural sector. In the blog *Free Range Thoughts*, he brings Beltway perspective to the readers of Meatingplace.



Angie Krieger

Angie Krieger authors the *Pork and Pearls* blog. A lawyer by trade, Angie holds over 20 years of experience in the agriculture industry, including service with the National Pork Board, JBS Live Pork and Cargill Meat Solutions Corporation.



Jacque Matsen

Jacque Matsen authors the *Lessons from the Farm* blog. She is a communications strategist passionate about bridging the gap between food producers and the public. Matsen has more than 20 years of public relations experience, including work for the National Cattlemen's Beef Association, DuPont Pioneer (now Corteva) and the National Pork Board.



Janet Riley

Janet Riley authors the *Clearly Heard* blog. Riley is an expert communicator with decades of experience in crisis planning and response, executive communications, media strategy, public speaking, message development, panel moderation and expert facilitation. Her career has included the top communications positions at the North American Meat Institute and Maple Leaf Foods Inc., and she currently runs Janet Riley Strategies.



Matt Sherman

Matt Sherman authors the *Historically Speaking* blog. He is the General Manager of Kern Meat Company in Saint Louis, Mo. In 2011, he earned a doctorate in American History and Comparative Political Development from Saint Louis University.

BLOGGERS



Shawn Stevens

Shawn Stevens authors the *Legally Speaking* blog. He is the founding member of Food Industry Counsel LLC, the only law firm in the United States that represents the food industry exclusively. As a food industry consultant and lawyer, Stevens works with growers, processors, restaurant chains, distributors and grocers to help them protect their brands by complying with FDA and USDA regulations, reducing risk, managing recalls, and defending high-profile foodborne illness claims. Stevens also speaks regularly to national and international audiences on a wide variety of emerging scientific, regulatory and food safety legal trends.



Hannah Thompson-Weeman

Hannah Thompson-Weeman authors the *Animal Ag Watch* blog. She is the president and CEO of Animal Agriculture Alliance. She provides strategic direction to the organization and oversees its operations along with engaging key stakeholders about the value of animal agriculture and providing guidance to the animal agriculture community about managing various issues, including animal rights extremist activity and campaigns.



Chris Williams

Chris Williams authors the *Beyond the Grind* blog. Williams has 15 years of experience in meat production operations. He is currently senior vice president of Operations and Business Development at Pineland Farms Natural Meats in New Gloucester, Maine. Williams designed the company's first production facility. He serves on the Executive Committee for the Beef Industry Food Safety Council and the Board of Directors for the Meat Institute.



Laura Zinger

Laura Zinger authors *Omnivorous Opinions*, a blog that shares personal insights into her career and experiences in the protein sector and life as a working mother. She is the Director of Sales at Seafax and Owner of Your Friend Laura LLC.

SALES AND MARKETING



Bill Kinross

Executive Vice President & Publisher

As Executive Vice President & Publisher, Bill leads the Meatingplace brand. Since taking the helm in 2005, Kinross and his team continue to be at the forefront of the processing industry with high engagement content and innovative multimedia advertising platforms. “We help ensure that the industry leaders continue to lead, that up-and-comers can break through the clutter to be recognized and that new entries can be noticed by our audience.” He holds a B.S. in Administrative Management from Clemson University and an MBA from DePaul University.



John McMillan

Senior Account Executive

John McMillan has spent more than 20 years in marketing and advertising, including work in print, television, and on the agency side of the business. He also started his own marketing business. McMillan takes pride in his responsiveness to client inquiries and requests. “I love working with clients to find creative ways to solve problems with different marketing avenues and developing long-term plans to grow their business,” he said. “Working the last three and a half years within the food industry, I found my passion for the industry and people that work in it.”



Karen Moriarty

Senior Account Executive

Karen Moriarty has spent nearly 20 years connecting suppliers who are passionate about serving the meat industry with Meatingplace and CarneTec. “Helping them get their product in front of processors is the most satisfying part of the job,” said Moriarty. She listens carefully to client objectives and provides clear options based on those objectives. She believes that a salesperson really needs to care for customers to be successful. “The industry feels like family,” added Moriarty. “I love working with people who are passionate about what they do.”



Jeff Sutley

Senior Account Executive

Jeff Sutley brings more than 15 years of experience working with clients to effectively deliver their important news and messaging to industry buyers. “Working closely with companies and understanding their marketing priorities provides the foundation to effectively position the right message, in front of the best audience, at the most opportune time” said Sutley. He joined the MTG Media Group team in 2021 and enjoys working hand-in-hand with suppliers to help tell their full professional story to potential buyers.

PRODUCTION



Karen Ruesch

Production Manager

Karen Ruesch has more than 25 years of production and operations experience with business-to-business publications. "I am very fortunate to work with a wonderful group of enthusiastic, successful and talented professionals who are dedicated to customers and content."



Amy Carter

Production Manager

Amy Carter holds a degree in broadcast journalism from the University of Illinois, but has spent the entirety of her 30+ year career in the print publishing industry. Her experience has run the gamut from book and magazine design and production to editing and proofreading. She has been settled into her current production manager role for more than a dozen years and enjoys working with the dedicated team of professionals at Meatingplace. When she is not working on deadline, Amy can be found helping her husband sell midcentury modern furniture and design or sipping a tropical cocktail in her basement tiki room.

DESIGN



Brittney Hackbart

Art Director

Brittney Hackbart is an award-winning designer with 15 years of experience in B2B publishing. As Art Director, she leads all print and digital design for Meatingplace. Brittney brings a sharp creative eye and deep understanding of editorial design to every project, consistently delivering visually impactful content that resonates with audiences in the industry.