

MEAT

INDUSTRY HALL OF FAME

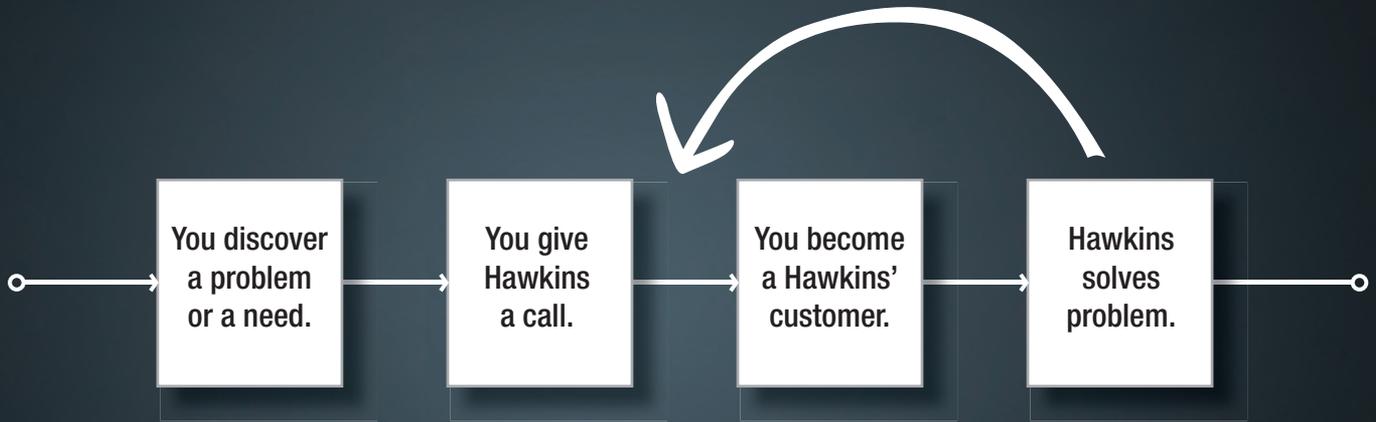


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MEET THE CLASS...

Their contributions to our industry qualify them as legends in this business.

The Meat Industry Hall of Fame is honored to induct six great individuals into our Class of 2013. Their contributions to our industry qualify them as legends in this business. Dr. Michael Dikeman conducted ground-breaking research that changed the way we grow and process our cattle. Dr. Thomas Pierson's research showed us a better way to present our meat products to the consuming public.

Sheldon Lavin took a small family business and built it into a respected, international organization supplying top quality food products to some of the best restaurant chains in the world. Along the way, he showed everyone how to successfully combine a sharp sense of business with a strong humanitarian side.

Barry Carpenter spent his career in government and business, successfully encouraging meaningful and constructive dialogue between those two groups. His steady hand behind the scenes led our industry to understand and accept HACCP, process verification and improvements in beef grading.

Dr. Bo Reagan, the just-retired Vice President of the NCBA's Research and Knowledge Management Center, has been a strong proponent of improvements in food safety and, as a founding father of BIFSCo, is a well-recognized leader on that subject.

Roger Reiser championed many of the advances in meat processing and packaging in North America. A visionary who saw the future of the industry and found the equipment and expertise to make it a reality, his company helped make possible many of today's products and the way they are presented.

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MEAT
INDUSTRY HALL OF FAME

2013

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LOOKING BACK: THE CLASS OF 2012

- **Bill Fielding**, Cargill, Inc.; ConAgra Fresh Meat; Creekstone Farms Premium Beef, LLC and Meyer Natural Foods
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BARRY CARPENTER

Standing Tall Among Leaders

CEO of the North American Meat Association

Some people happen upon an opportunity to achieve greatness. Others spend a career pursuing it. And for a familiar few, it seems to come with the territory.

2013 Meat Industry Hall of Fame Member Barry Carpenter has a lengthy and distinguished résumé: As a high-ranking federal official, he spearheaded changes that helped transform the marketing of meat and poultry products. And as the current CEO of the dynamic new North American Meat Association, he has simultaneously brought innovative thinking and a calm, collaborative tenor to the volatile, often troubling issues that impact meat companies and their customers.



Barry acquired his in-depth knowledge and his easy familiarity the honest way: He worked at it. “I was probably

10 years old when I first started working in a meat plant,” he explained. “My dad ran a full-line, multi-species packing plant near Ocala, Fla., and I got to do all kinds of jobs—sometimes for 25 cents an hour!”

Eventually, as he got older, Barry worked in every department from grading to sausage stuffing to smoking bacon—or as he put it, “Basically, whoever didn’t show up for work, I got to do their job.”

In 1970 he joined USDA as a meat grader. He was drafted into the Army and became a meat inspector. After he was discharged, he continued his career at USDA, and by the early 1990s had risen to become a deputy administrator at USDA’s Agricultural Marketing Service, where he administered the Livestock and Seed Program.

That career lasted 37 years, during which practically everyone in the business had a chance to meet him at a conference or trade show and he became a go-to guy when people needed answers or

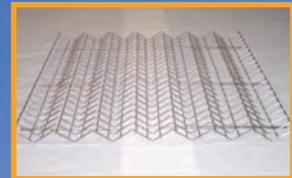
advice. he spearhead several critical developments that—without exaggeration—re-shaped the industry:

- **Process Verified.** As far back as the early 1990s, Barry was pushing AMS to adopt a parallel program to ISO 9000 that was quickly becoming the standard across Europe. “I knew it was the wave of the future,” he said. “Whether it’s grassfed, source-verified or other claims, we needed a program to allow companies to make those claims with credibility.”
- **HACCP.** Twenty years ago, the HACCP mandate raised plenty of hackles among numerous industry leaders and the impact spilled over to AMS certification programs, especially USDA food purchase programs. Barry proved adept at smoothing people’s agitation and brokering discussions that eased what was an often painful transition for many organizations.
- **Beef Grading.** “No one understood how graders felt about their expertise better than me,” he said, “and I was able to bring people around to realizing that in the end, machines are more consistent than graders”. “I’ve spent my whole professional life in the meat industry, and I’m proud to say that I’ve made a lot of friends over the years,” he said. “But although I was extremely honored to be voted into the Hall of Fame, I never considered anything I’ve done to be something special. I just always tried to do what was right, to find things that were good for the people you work with.

“I’m not sure I belong in that group, but I consider it the highest honor to be in the Hall of Fame, to be included among some of the greatest leaders in our industry.”

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DR. MICHAEL DIKEMAN, PH.D.

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Professor of Meat Science, Kansas State University



Dr. Michael Dikeman and his wife Earline earned Bachelor's degrees in Animal Sciences & Industry at Kansas State University, the institution where Dikeman's career began more than 40 years ago. He later earned a Master's degree at Michigan State University and returned to earn a Ph. D. at KSU in 1970.

He taught 13 different courses at K-State to over 9,000 undergrads and dozens of graduate students, coached the Meat Judging Team and served as a Block & Bridle advisor and an Ag Student Council advisor. As a result of his teaching excellence, Dikeman won two K-State research scholar awards and nine college, regional and national teaching awards, including a USDA-National Association of State Universities and Land-Grant Colleges award.

"If I were asked what was the highlight of my career, I'd have to say that I'm most proud of the balance I was able to achieve between research, teaching, service to the industry and helping students develop their leadership skills."

In his research, which spanned the entire farm-to-fork spectrum in beef production, he said he's pleased by the significant progress that he and others have helped the industry achieve. The impact of the Germ Plasm Evaluation and Utilization research at the U.S. Meat Animal Research Center and his work with several breed associations to develop the first EPD's (Expected Progeny Differences) for beef tenderness have been ground-breaking in their impact on beef quality and consistency.

He retired from KSU this year, but remains engaged with the issues that formed his career. "We still need to improve beef quality overall," he points out. "Too many cattle still go to market from producers who aren't applying genetics, who don't use technology or who aren't using the latest technology. That's our challenge for the future." He's optimistic about the coming generation of students and young scientists, many of whom he's personally taught or influenced.

"As long as we continue to integrate instruction with hands-on experiences, I believe we can prepare students for the problems they will face in the industry. I've always tried to give students practical challenges, such as justifying the use of gestation crates or discussing whether harvesting horses is acceptable. Learning to deal with those issues is how they prepare for the challenges that will impact their careers."

"As long as we continue to integrate instruction with hands-on experiences, I believe we can prepare students for the problems they will face in the industry."

He speaks with emotion about two subjects. One is his passion for "cattle, beef and the challenge of improving its quality all the way from farm to fork." As the owner of some 45 Simmental registered cattle, he plans to pursue that objective even in retirement.

The second is his heartfelt reaction to being elected as a Member of the Meat Industry Hall of Fame. "I'm highly honored," he says. "It's very gratifying to know that people feel I deserve to be included among an outstanding group of industry leaders. It is truly is the mountaintop, the peak of my entire career."

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A Resume of Service

- President of the American Meat Science Association (AMSA)
- Chairman of the AMSA Reciprocal Meat Conference
- President of the Federation of American Societies of Food Animal Sciences

His awards include The American Society of Animal Science Fellow Award (2013), a lifetime achievement award presented to animal scientists who have made outstanding contributions to the industry.



"Good ideas are not adopted automatically. They must be driven into practice with courageous patience."

– Hyman Rickover, Admiral, U.S.N.

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SHELDON LAVIN

Chairman and CEO of OSI Group, LLC

Sheldon Lavin's meat industry career could be defined by saying, "Rome wasn't built in a day." Lavin entered the industry more than 43 years ago as an "outsider" having had a successful career as an investor and executive in the banking industry and owning his own financial consulting firm. Since then, Lavin became Chairman and CEO of the OSI Group, LLC and has transformed the small, "McDonald's-centric" burger supplier into a worldwide supplier of food products to a variety of foodservice and retail brands. OSI Group, LLC includes OSI Industries, LLC and OSI International Foods, LLC in the U.S. and OSI International, Inc., which is the holding company for all of the OSI Group's international investments.

OSI Group numbers nearly 20,000 employees globally, and Lavin is most proud of the employees and the corporate culture he has been able to filter down through the ranks of the company. "We have a culture at OSI that is rather unique - it's very family-oriented, and we have a tremendous amount of longevity in our workforce. We have very little turnover and, to me, the people are the most important part of the business."

Lavin's path to meat industry success began in 1970 when he arranged financing for Otto & Sons, the predecessor company of OSI Industries, LLC. Otto & Sons had an opportunity to build a meat processing facility and become the Midwest supplier of hamburgers to McDonald's Corporation but needed help to secure funding. Lavin was requested by the bank to have an ownership position in Otto & Sons, but he initially declined because it wasn't what he did in his consulting practice. Lavin, however, did agree to act as a consultant and set the caveat with the Otto family that, if he ever did come in as a partner, his financial investment would be with the same degree of leverage as they had.

In 1975, Lavin was becoming substantially more involved as Otto & Sons began to look at overseas investments. He became a partner with the two sons as the father had retired from the business. In the late 1970s, McDonald's asked that Lavin come into the business full-time in order for OSI (now the new name of Otto & Sons) to continue to grow with McDonald's. With a deep appreciation for the business culture and strategies employed by McDonald's, Lavin agreed and joined the OSI Group full-time.

OSI Group continued its expansion throughout North America and Europe in the 1970s, and, in the 1980s, expanded into South America and Taiwan. In the early 1980s, Lavin gained half of the controlling interest in OSI Group after one of the original partners decided to sell out. The last remaining partner retired more than 13 years ago, and Lavin gained 100% voting control. "When I really took control in the 80s, I decided there was no reason for me to stay if I didn't build OSI into something big. I might as well go back to finance. I wouldn't have stayed if I couldn't have grown it."

Expansions into the Philippines, China, Australia, Japan, India and South Africa followed. This growth added to the substantial presence the OSI Group already had in Europe and Brazil.

Today, at age 81, Lavin is still actively pursuing further growth for the OSI Group with particular focus on Asia and Europe. "Expanding and diversifying the business was probably the single most exciting part," he says. "I'm proud of the fact that we have circled the globe and that we've carried the OSI culture overseas, all the while, growing substantially our McDonald's business to where we are, currently, the largest protein supplier in the world to the McDonald's system." Today, OSI has more than 55 facilities in 16 countries supporting McDonald's and other customers around the globe.

Lavin is a contributor to and active in many charities including Ronald McDonald House Charities (for which he is Chairman of the current capital campaign), the Inner City Foundation of Chicago, Jewish United Fund and numerous other Jewish charities, Evans Scholarship Fund, Boys and Girls Clubs of Chicago, United Negro College Fund, The National Multiple Sclerosis Society, and many other national and local charities.

Lavin survived his wife of 55 years, with whom he raised three children, all of whom are married with children of their own. He also very much considers the employees of OSI to be part of his global extended family.

Service/Awards

- Trustee for Ronald McDonald House Charities
- Board member of the Goodman Theatre
- Board member of Rush University Medical Center
- President and Director of The Sheba Foundation, a family charitable foundation
- Many awards received for his numerous business and non-profit activities





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TOM PIERSON, PH.D. Leveraging industrywide change

Professor Emeritus, Michigan State University

Dr. Tom Pierson, who retired from Michigan State University in 1997 as Director of the Food Industry Management Program, dedicated his career to teaching food marketing with a food system perspective encompassing producers, processors, manufacturers, wholesalers, retailers and consumers. He distinguished himself in these endeavors—particularly with respect to service to the meat industry.

Dr. Pierson collaborated professionally with his colleague Dr. Jack Allen, a member of the Meat Industry Hall of Fame Class of 2011. Much of their work was at the request of food industry groups seeking answers or additional knowledge and information about current industry problems and developments. He was a co-presenter of a ground-breaking research project entitled, “The State of the Meat Industry” to an audience of over 800 meat industry executives in

1980, the first in a series of joint industry presentations over a twenty year period.

During his career at Michigan State, Dr. Pierson conducted research and made approximately 50 presentations to food industry audiences every year, totaling over 1,000 during his service to the food industry. Those presentations addressed new opportunities for enhanced marketing of meats, produce and fresh prepared foods.

He played a leading role in the conduct of research and established creative ways to communicate knowledge to industry audiences. The approach was to identify progressive practices in their early stages and to document them with photos and evidence of economic feasibility.

Those joint presentations, presented in tandem with Dr. Jack Allen, came to be called the “Tom and Jack” dialogues. A good example was a study which was undertaken to demonstrate that the meat industry would benefit by reducing the fat trim of retail cuts from one-half inch to one-quarter inch or less.

Dr. Pierson played a key role in demonstrating the merits of central packaging and a host of other programs and products that added value and convenience for consumers. An important aspect of many studies and presentations was the Consumer Value Equation which focuses on understanding the true wants and needs of different types of consumers. He recognized that changes in meat products and services in response to consumers’ wants and needs required investments and aptly demonstrated that greater profits could be achieved by efficiently responding to those wants and needs.

Dr. Pierson was a major contributor to the welfare of the meat industry’s producer, processor, wholesaler, and retailer segments. His work was always done based on careful research into issues and problems, followed by the development of effective visual and spoken communication tools to contribute to the knowledge base of his meat industry colleagues.

Awards and accomplishments

Established in Dr. Pierson’s honor, The Dr. Jack Allen and Dr. Tom Pierson Scholarship Endowment benefits students enrolled in Michigan State’s Food Industry Management program to support their travel expenses associated with participation at professional conferences, seminars, and meetings. The scholarship also supports study and travel abroad connected to a course of study where language studies (non-English speaking) and cultural orientation will precede the travel abroad experience.



An important aspect of many studies and presentations was the Consumer Value Equation which focuses on understanding the true wants and needs of different types of consumers.

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congratulates

JAMES "BO" REAGAN



on his Induction into the

MEAT INDUSTRY HALL OF FAME

CLASS OF 2013



**National Cattlemen's
Beef Association**



JAMES “BO” REAGAN, PH.D. A Lasting Legacy

Vice President of the NCBA Research and Knowledge Management Center

Dr. James “Bo” Reagan is a friendly, approachable guy. He’s always been someone whose favorite pastime was sitting down with an industry audience and talking business.

Bo Reagan is well-known for his down-to-earth discussions on topics as technical as it gets. He earned that reputation during more than two decades he spent helping re-shape the beef industry as Executive Director of Science & Technology for the National Cattlemen’s Beef Association, a post from which he just officially retired this year.

“I had been at NCBA for more than 20 years,” he explained, “and I felt it was time to step away and let some of the younger folks have a chance to make their mark.”

“Making a mark” was something Bo did with authority when he was on the way up. Consider just a few career highlights:

- He served 16 years at the University of Georgia, where he attained the rank of Professor of Meat Science
- He authored or co-authored more than 100 scientific publications covering food microbiology, and beef and pork quality.
- He was named Director of Research at the National Live Stock & Meat Board, with responsibility for product enhancement and beef safety.



“Of everything I’ve done in my career, I’m most proud of the work we did with BIFSCo.”

Those last two areas were in need of significant improvement back in the early 1990s when Bo joined the Meat Board. Consumer surveys consistently revealed dissatisfaction with the often uneven quality of supermarket beef. The emergence of E. coli O157:H7 as a pathogen in ground beef triggered several serious recalls, too, that shook the industry to its foundations.

Some serious changes were needed, and one evening at a conference in Houston, Bo and two colleagues, Nick Nickelson and Meat Industry Hall of Fame Member Dave Theno, held a strategy session. Theno drew plans on the proverbial cocktail napkin for a collaborative, cross-sector industry organization to tackle food safety head-on. That organization eventually

came into being as the Beef Industry Food Safety Council (BIFSCo).

“Of everything I’ve done in my career, I’m most proud of the work we did with BIFSCo,” Bo said. “The progress on beef safety that organization helped to achieve has meant so much to so many our industry, and the fact that food safety became a non-competitive issue, with open sharing of data, was a major step forward for everyone in the business.”

Awards and accomplishments

- The Meat Processing Award from the American Meat Science Association
- The Outstanding Research Faculty award from Sigma Chi
- An award for being a “Top Ten” grant recipient in the UGA College of Agriculture

Dr. Reagan lists two other milestones: The success of the Muscle Profiling project, which led to the development of new beef cuts, such as the now-famous Flatiron Steak; and his push over many years to get USDA to approve instrument grading of carcasses.

In the end, though, his most lasting contribution may well be in the food-safety arena, and no finer compliment to the impact of the research he spearheaded can be found than a comment from a top official at USDA when the produce industry first ran into trouble with E. coli contamination.

A produce industry trade group official approached USDA for help. “He asked the USDA administrator to tell them what they should do,” Bo recalled. “He gave them some advice: Go talk to the beef industry, they’ve got it figured out.”



ROGER REISER

Core Values Build Success

President, Robert Reiser & Co., Inc.

Robert Reiser & Co, Inc. can trace its origins back to when the Reiser family immigrated to the United States in 1941 where Roger's father, Robert Reiser, continued his career in the wool industry by opening up his own company in Boston, Massachusetts. In the 1950's he saw the impending demise of the U.S. textile industry and founded Robert Reiser & Co., Inc. to supply European food processing equipment to the meat industry.

After Roger's sophomore year at Yale University, his father suggested that he take one year off from school and work for Reiser. Within a few weeks, Roger knew that he had found his passion. He enjoyed his fellow employees and, most of all, the incredible "characters" that make up the meat industry.

After his one year at Reiser, Roger returned to Yale and graduated in June 1966. Roger then enlisted in the Marine Corps Reserves, but just four months later, Robert Reiser died unexpectedly and Roger entered the business full time in January 1967. In the years since, Reiser has grown from a very small business into one of the most respected suppliers of processing and packaging equipment in the food industry.

The company has always followed the guidelines of its Reiser Vision Statement:

- Robert Reiser & Co. will serve the food industry and other selected markets by selling and supporting equipment that provides solutions to customer needs.
- Every customer contact will result in an improved relationship with that customer.
- We will continuously strive to strengthen our supplier partnerships.
- We will encourage our fellow employees to reach their potential.
- Therefore, we will earn a fair profit and ensure our future.

Roger attributes the company's growth and success – past, present and future – to its committed employees and to the constant focus on Reiser's core values.

“Our goal is to have Reiser become the most trusted supplier in the industry by bringing the highest possible value to our customers.”

Roger states, “Our goal is to have Reiser become the most trusted supplier in the industry by bringing the highest possible value to our customers. And, we are working continuously to become easier and more fun to do business with.”

Today, the Reiser Group also includes several prominent manufacturing companies, including Vemag, Holac, Ross Industries, and AMFEC, as well as sales and service companies in numerous countries around the world. The worldwide Group has more than 1,000 employees and, with its agents, serves customers in more than 100 countries.

Roger Reiser brings a passion and commitment to his job that is rarely seen in any industry. He is supported by his wife Hanne, who accompanies him to most tradeshow, conferences and business meetings.

As Roger explained, “I love my wife. I love my job. I love this industry. I am incredibly lucky – this is what I love to get up and do everyday. I never thought of any of this as ‘work’ and I have no intention of ever stopping.”



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