

# Meat & Poultry®

The business journal for meat and poultry processors • [www.MeatPoultry.com](http://www.MeatPoultry.com) • April 2011

**Industry newcomers, A-list performers**

## RISING STARS

BRANDON CARLSON  
CHARLEAN GMUNDER  
MIKE MARTIN  
STACY MUELLER  
CORRI PIPER  
SHEILA QUINN  
LEE SEELIG  
CHAD SOUZA  
RYAN THORNTON

### **INSIDE:**

- Niche Meat Processing
- Manger Packing Profile
- LINKS: Fanatic Over Foot-longs
- Cargill's Schuyler, Neb. Plant

**Meat  
Processing**  
OPERATIONS &  
ENGINEERING

# Meat & Poultry®

THE BUSINESS JOURNAL FOR MEAT AND POULTRY PROCESSORS

April 2011 • Vol. 57 No. 4 • [www.MeatPoultry.com](http://www.MeatPoultry.com)

## Features



20

### 20 Rising Stars:

#### People power!

Extraordinary newcomers benefit companies

### 40 Touting the “other” meats

Specialty meat processors creating demand

### 46 Small Business Matters:

#### A model of efficiency

Alvin Manger keeps his business profitable

### 53 Meat Processing

#### Operations & Engineering:

55 Cargill's Sterling Silver beef plant

64 Maintenance Matters: Spare parts focus

70 Sanitation Tips: Sanitation sets the tone

75 Lean Manufacturing: Leadership-driven

### 78 Consumer-driven

Meat-case trends influence packaging changes

### 86 Getting to the point(s)

Injection technology reflects evolving needs

### 91 LINKS:

92 Hot dog! What's in a name?

94 Foot-long frenzy!

100 Novel marketing vehicles driving sales

### 104 FPSA recap

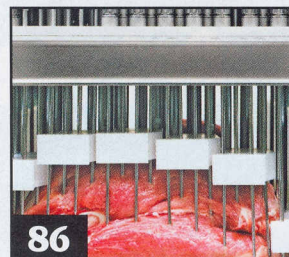
Suppliers look to the future with optimism



78



40



86



46



94



55



100

Meat & Poultry's Digital Edition is available at [www.MeatPoultry.com](http://www.MeatPoultry.com)

## Departments

8 Commentary  
10 Business Notes  
18 Washington

106 From the Corral  
107 Names in the News  
108 New Product Showcase

116 Classified Ads  
121 Advertiser Index  
122 The Insider