



Send us your favorite convention photos to be featured in the annual banquet slide show. Email them to secretary@gmail.com.

Guest Room Reservations

Rooms are available at a group rate of \$137 per night with 6% state tax and 6% room assessment fee. Reservations must be made by February 11, 2025. Call the Crowne Plaza Lansing West hotel reservations department at 877-322-5544 or register online at www.crowneplaza.com/lansingwest using the group access code MAM.

Visit our website for more information
michiganmeatassociation.org.

For questions, email
secretary@michiganmeat.org or call or text
313.288.9057

2025 Michigan Meat Association Convention Honoring the Past, Preparing for the Future

March 6 - 8, 2025

MSU Meat Lab, East Lansing &
Crowne Plaza, Lansing

Registration materials enclosed.

You can also [Register Online!](#)

You can pay via credit card or mail a check.



<https://michiganmeatassociation.ticketspice.com/mma-convention-2025>

Sponsorship opportunities are available. Visit
<https://michiganmeat.wildapricot.org/events>
for details.

Convention Agenda

Thursday, March 6

- 4 to 6 pm Board of Directors Meeting
- 6 to 9 pm [Beer Garden Social](#)
Join us for pizza, beer, and more at Horrock's Beer Garden.

Friday, March 7

- 8 to 8:45 am Breakfast and Registration
MSU Meat Lab
- 8:45 am to 12 pm [Identifying New Products for Your Business](#)
MSU Meat Lab
Stefan Neumann, from Reiser, will be demonstrating Semi-Dry Fermented Summer Sausage.
- 12 to 12:45 pm Lunch
MSU Meat Lab
- 12:45 to 1:30 pm [8th Generation: Staying Relevant in a New World](#)
MSU Meat Lab
Greg Fisher, Fisher Meats, in Indiana (fishermeats.com) will share his experience as an 8th generation processor in a changing world.
- 1:45 to 2:30 pm [Thinking Outside the Box](#)
MSU Meat Lab
Roundtable discussion with processors on how they are adapting and marketing to the current consumer.
- 3:30 to 5:30 pm Convention & Cured Meats Registration
Crowne Plaza
- 5 to 6 pm [President's Reception](#)
Crowne Plaza
Join Matt Harper, MMA President, & past presidents in welcoming new operator and supplier members.
- 6 to 9 pm [Annual Banquet](#)
Crowne Plaza
Festivities will include a prime rib dinner, presentation of association awards, auction, raffle, and more!

Saturday, March 8

- 8 to 8:30 am Breakfast and registration
- 8:30 am Cured Meats Judging
- 8:30 to 9 am Trade Show Set-Up
- 8:30 to 9:30 am [The Bob and Tom Show](#)
The Bob and Tom Show is back!. Bob Culler and Tom Katen have generously agreed to return one more time to the Michigan convention.
- 9 am to 12:30 pm [Trade Show Open](#)
Check out the latest equipment and meet with suppliers.
- 12:30 to 1:30 pm Lunch and Cash Bar
- 1:45 to 2:30 pm [The Future of Meat Processing](#)
Hear from suppliers and other industry professionals about new technology and trends to increase sales and address labor issues.
- 2:30 to 3:30 pm Annual Member Meeting
- 3:30 to 4:30 pm Cured Meat Awards
- 4:30 to 5:30 pm Cured Meats Room Open
- 6 to 10 pm [Hospitality Room](#)
Drinks, dinner, and games in the Presidential Suite.



Special thanks to UWP for their generous donation of the pulled pork and brisket for Saturday's lunch!



Special thanks to Sherwood Food for their generous donation of the prime rib for our annual banquet!