



Meat Science &  
Animal Biologics Discovery  
UNIVERSITY OF WISCONSIN-MADISON

# Innovation & New Technology Short Course October 14-16, 2025

**Innovation** is the act of implementing something new

**Innovation** is the art of leveraging technology for your benefit

**Innovation** is the direct pathway to growth



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Innovation is more than a noun...it's an active verb and this 2.5 day, first of its kind program held at the University of Wisconsin's Meat Science & Animal Biologics Discovery (MSABD) building will explore what innovation is and how to leverage it for growing your business. The primary objective of the program is to explore and thoroughly understand innovative thinking and changing mindsets top-down, laterally, or bottom-up for business growth leveraging innovation and technology\*. To accomplish this objective, a group of nationally and internationally recognized visionary thought-leaders will work collaboratively with academic experts in the state-of-the-art MSABD to work through innovation and technology concepts using a blend of classroom presentations and in-plant interactive production-focused sessions. A select number of featured cutting-edge technologies, spanning ingredient, equipment, and automation will be demonstrated to support your discovery of new ideas.

The participants will also explore the innovative thinking process through a hands-on interactive innovation exercise starting with a creative session, moving through an innovation & technology integration phase, and concluding with a creative report out (i.e. sales pitch). If you're a decision maker or involved in important business growth matters (e.g. middle to upper management or C-suite), this program is directly targeted to you.





The cost of this course is **\$1400**

## *Topics Covered*

- Visionary Innovation & Technology
- Leveraging Consumer Data to Invest in Innovations
- Introduction to AI in the Animal Ag Industry
- Research Based Approaches for AI in the Meat Industry
- Innovation & Emerging Technology in the Ingredient Space
- Interactive Innovation Thinking Exercise
- Emerging Water Usage/Sustainability/Sanitation Approaches
- Innovative Solutions to Complex Customer Needs
- Initiatives Towards Factories of the Future
- Innovative Research for Advancing Equipment Innovation
- Equipment Innovation Interactive Showcase: Production (In-plant)
- Equipment Innovation Interactive Showcase: Production (Interactive)
- Business Expansion Through Innovative Thinking
- Strategic Innovation: Entrepreneurial Practices for Industry Growth
- Using Accelerated Innovation to Grow Value
- Connecting Partners for Innovation (Panel)
- Interactive Innovation Thinking Exercise (innovation concept-to-conceptualization small working group activity)

There are 50 available openings to allow deeper learning and more individual connection with speakers. You can register through the QR code below or go to:

**[meatsciences.cals.wisc.edu/short-courses-workshops/](https://meatsciences.cals.wisc.edu/short-courses-workshops/)**



Course fee includes course materials & handouts, refreshments, lunches, an evening reception, and local transportation between the DoubleTree Downtown hotel and the MSABD building. Lodging, parking, and other meals are not included. There is a room block reserved at the DoubleTree Downtown Madison, access to the room block is sent at registration.

\*program agenda available upon request

If you have questions regarding registration or otherwise:

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