

**MEAT INDUSTRY INNOVATION & NEW  
TECHNOLOGY SHORT COURSE  
University of Wisconsin-Madison  
Meat Science & Animal Biologics Discovery  
October 14-16, 2025**

**Tuesday, October 14, 2025**

- 7:15 a.m. Shuttles leave the Doubletree Hotel for University of Wisconsin Meat Science & Animal Biologics Discovery building (UW-MSABD)
- 7:30 Shuttles arrive at the UW-MSABD Building & Program Registration
- 8:00-8:15 Welcome & Introductions
- 8:15-9:15 Visionary Innovation & Technology
- 9:15-10:15 Leveraging Consumer Data to Invest in Innovations
- 10:15-10:30 BREAK
- 10:30-11:30 AI in the Animal & Meat Industries
- 11:30-12:30 LUNCH
- 12:30-1:30 Research Based Approaches for AI in the Meat Industry
- 1:30-2:30 Food Safety Innovation in the Meat Industry
- 2:30-3:00 BREAK & Group Picture
- 3:00-4:00 Innovative Solutions to Complex Customer Needs
- 4:00-5:00 Innovation Interactive Showcase- Part 1
- 4:00-4:30 Biologics in the Animal Industry
- 4:30-5:00 Meat Processing Equipment Technology
- 5:00 Shuttles depart the UW-MSABD building for the Doubletree Hotel
- 6:00-8:00 Reception at State Street Brats

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**Wednesday, October 15, 2025**

- 7:30 a.m. Shuttles leave the Doubletree Hotel for UW-MSABD Building
- 8:00-9:00 Emerging Water Usage / Sustainability / Sanitation Approaches
- 9:00-10:00 Innovation Interactive Showcase- Part 2
- 9:00-9:30 Thermal Processing Technology
- 9:30-10:00 Ingredient Technology: Clean label + process
- 10:00-10:30 BREAK
- 10:30-11:30 Initiatives Towards Factories of the Future
- 11:30-12:30 LUNCH & JBT-Marel Immersion room experience (1121; 3-5 minutes)
- 12:30-1:30 Innovative Research for Advancing Equipment Innovation
- 1:30-3:00 Facility & Equipment Innovation Interactive Showcase: Production (*In-plant; two 45-minute group rotations*)  
-Low viscosity injection demo (JBT-Marel)  
-Ingredient utilization demo (Wenda)
- 3:00-3:30 BREAK & JBT-Marel Immersion room experience (1121; 3-5 minutes)
- 3:30-5:00 Interactive Innovation & Critical Thinking Exercise: Part 1 (Small group breakouts)  
Interactive session with least cost formulation, maximizing shelf life, clean label approaches, and over all process/throughput optimization for:
- Undervalued cut process
  - Bacon process
  - Meat snack (jerky or snack stick) process
- 5:00-5:30 Interactive Innovation Thinking Exercise: Part 2 Elevator speech presentations
- 5:30 Shuttles depart the UW-MSABD building for the Doubletree Hotel
- Evening on your own

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**Thursday, October 16, 2025**

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| 7:30 a.m.   | Shuttles leave the Doubletree Hotel for UW-MSABD Building           |
| 8:00-9:00   | Business Expansion Through Innovative Thinking                      |
| 9:00-9:45   | Strategic Innovation: Entrepreneurial Practices for Industry Growth |
| 9:45-10:15  | BREAK   |
| 10:15-11:00 | Using Accelerated Innovation to Grow Value                          |
| 11:00-12:00 | Connecting Partners for Innovation (Panel)                          |
| 12:00       | Concluding Comments   |
| 12:15 p.m.  | Shuttles depart the UW-MSABD Building for the Doubletree Hotel      |