

Beef Checkoff – Contractor Updates May 18, 2020

NAMI

Veal Blog Addresses COVID and Meat Safety

Is Our Meat Safe? -- Janeal Yancy, Ph.D., University of Arkansas, addressed that question in a blog post on Veal Farm. The meat safety information answered key questions related to COVID-19 circumstances and our food supply. As a meat scientist, Yancey says she explains things like she is talking to another mom at the grocery store. In this blog post, she assures others that doctors and scientists have not seen any cases where a patient has been infected with COVID-19 from their food or food packaging.

Crisis Communication Webinar held for Veal

A Crisis Communication Workshop for veal industry constituents is rescheduled as an online webinar for May 27. Back in March, the plan was to hold this as an in-person workshop. However, we know what happened next: COVID-19 unleashed itself in our country. The webinar will provide a platform for industry representatives to review and discuss the framework of a crisis preparedness plan, reflect on their actions and responses to COVID-19 and explore effective communication strategies to implement now and in the future.
