



PRESS RELEASE

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Contact:
Diana Dietz
Communications Manager
717-367-1168
diana@aamp.com

SCHMIDT'S MEAT MARKET WINS AT INTERNATIONALLY RECOGNIZED MEAT COMPETITION

Schmidt's Meat Market, Nicollet, MN, won international recognition for their meat products at the 'DFV-AAMP Quality Competition for Sausage and Ham', held Jan. 21-25, 2019 in Madison, Wisc. The results from this competition are held in conjunction with the IFFA, the world's largest meat industry trade fair.

IFFA is the leading international trade fair for processing, packaging and sales in the meat industry, and hosts an international meat competition every three years in Frankfurt, Germany. The German Butchers' Association (Deutscher Fleischer-Verband) formed a partnership with the American Association of Meat Processors (AAMP) to host a "satellite contest" in the U.S. The results from the U.S. competition were included with those from Germany and acknowledged as being a part of the international fair in May. The competition provides the opportunity for American meat processors to compete on an international level without having to even leave the country.

Schmidt's Meat Market entered 7 products each of which was awarded a gold medal. The products included Dried Beef, Wieners, Summer Sausage, Ring Bologna, Polish Sausage, Bacon and Jalapeno & Cheese Summer Sausage.

To make the event identical to the competition in Frankfurt, organizers sent judges from Germany to conduct the competition in Madison. All entries were graded on appearance, consistency, smell, and taste. The competition received more than 460 entries from 42 companies across the United States.

AAMP Executive Director Chris Young said, "With an award from the German Butchers' Association, our members demonstrate the international competitiveness and quality of their products. On behalf of AAMP and our members, we congratulate Schmidt's Meat Market for their outstanding achievements."

Schmidt's Meat Market was invited by the German Butchers' Association to attend a ceremony at the IFFA in Frankfurt on May 7, 2019, where they were awarded their certificates and medals.

Schmidt's Meat Market is a member of the American Association of Meat Processors, one of the nation's largest trade organizations representing small businesses in the meat industry.

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The American Association of Meat Processors (AAMP) is North America's largest meat trade organization. It is the mission of AAMP to provide quality service, knowledge through education, regulatory representation, and networking opportunities for our members.