Misinformation in the public domain can have considerable negative effects on the US economy. Consequences are more calamitous in the current landscape of high unemployment rates and increases in the number of individuals at the poverty level. As a result of the misinformation regarding lean finely textured beef (LFTB), there was a loss of approximately 600 jobs, and adverse effects on the overall beef industry. Current estimates are that the story on “pink slime” potentially cost the US $400 million.

Lean finely textured beef, which is also referred to as “pink slime” has been included in ground beef used by grocery stores, restaurants, and USDA’s school lunch program for over a decade. This webinar will explore the rigorous scientific testing, food processing, and economics of LFTB.

**Speakers**

*J. Ross Pruitt, Assistant Professor, Extension Livestock Economics, Louisiana State University Agricultural Center*

Dr. Pruitt will address the LFTB’s impact in the beef and cattle markets, including discussion on reaction to stories on LFTB by the beef industry and USDA.

*Chad Carr, Assistant Professor, Extension Meat Specialist, The University of Florida’s Food Safety and Quality Program*

Dr. Carr will address frequently asked questions about the food safety and quality of lean, finely-textured beef.
Please RSVP by February 14 here:
https://docs.google.com/spreadsheet/viewform?formkey=dFZ6RDIIILdEVk5uUDdGeUJMaFBsSHc6MQ

For further information we encourage you to visit:
Facts and Frequently Asked Questions About Lean, Finely-Textured Beef
http://lee.ifas.ufl.edu/fcs/FCSPubs/Finely_Textured_Beef.pdf

Cleaning Up the Slime: Marketing, Uncertainty, and Risk in the 24 Hour News Cycle
http://www.choicesmagazine.org/choices-magazine