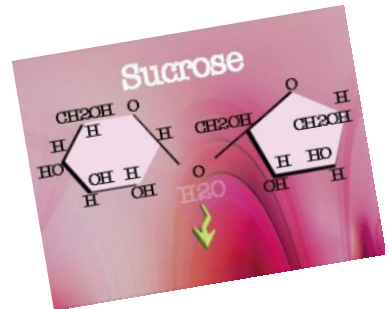
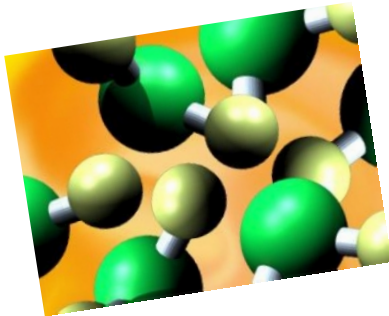


Food & Microbiology

(DVD, CD-Rom)



dw (주) 동원오디오비주얼

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Scientific Procedures & Safety *2011 New!*

Item #: F-157

This presentation introduces the steps of the scientific method, as well as demonstrates the importance of safety in the science lab.



The history of major discoveries and inventions attributed to science are also explored. Throughout this production, students will gain an understanding of developments made through science, as well as the limitations it encompasses. Agricultural and food scientists discuss various issues impacting future research. Featuring Mohammad Koochmaraie, Ph.D., CEV, Meat Division IEH Laboratories and Consultation Group; Mandy Carr Johnson, Executive Director of Research, National Cattlemen's Beef Association; Tommy Wheeler, Research Leader, U.S. MARC.

Lesson topics include:

- Scientific method
- Lab safety
- Major discoveries and inventions
- Future research
- and many more!

Media: DVD ©2011

Price: ₩148,000

Dairy Science *2011 New!*

Item #: F-158

This DVD discusses milk processing and further describes what occurs during pasteurization, homogenization and vitamin fortification.



Additionally, the production explains the components of milk and the differences between fluid milk products, such as whole, low-fat and skim milk, as well as dried, evaporated and condensed milk and creams available. Factors and characteristics of creams and foams, along with a description of fermented milk products, such as yogurts and cheeses, are also discussed. Collaborator: Mindy Brashears, Ph.D., Texas Tech University.

Lesson topics include:

- Pasteurization
- Vitamin fortification
- Creams and foams
- Cheeses
- Homogenization
- Fluid milk products
- Yogurts
- and many more!

Media: DVD ©2011

Price: ₩175,000

Chemical Processes in Food Science

Item #: F-159 *2011 New!*

Cooking is all about chemistry and is nothing more than a series of chemical reactions. This presentation explains the "science" involved in cooking and food preparation. The fermentation process, caramelization, leavening, gelatinization, retrogradation and syneresis

are explored, as well as discussing the role starch plays in the cooking process. Collaborator: Mindy Brashears, Ph.D., Texas Tech University.

Lesson topics include:

- Fermentation
- Caramelization
- Leavening
- Gelatinization
- Retrogradation
- Syneresis
- and many more!

Media: DVD ©2011

Price: ₩175,000



Acids & Bases in Food Science

Item #: F-160 *2011 New!*

Take an in-depth look at the role acids and bases play in food science.

This presentation identifies the properties of acids and bases, describes



the pH scale and how it is used, demonstrates various types of pH indicators and discusses how pH is related to the properties of food, its safety and its freshness. Collaborator: Mindy Brashears, Ph.D., Texas Tech University.

Lesson topics include:

- pH scale
- pH key
- Acid-base indicator
- Litmus papers
- and many more!

Media: DVD ©2011

Price: ₩175,000

A Closer Look at Nutrition: Vitamins, Minerals & Water *2011 New!*

Item #: F-161

Vitamins, minerals and water are all essential elements for proper nutrition of our body. Throughout this presentation, students will learn the



importance of the various vitamins and minerals needed for proper nutrition as well as explain deficiencies and toxicities. Water will be explained in detail and viewers will understand the importance of water in the human body.

Lesson topics include:

- Anabolism
- Kinetic energy
- Conduction
- Basal metabolic rate
- Catabolism
- Potential energy
- Convection
- and many more!

Media: DVD ©2011

Price: ₩175,000

A Closer Look at Nutrition: Proteins & Amino Acids *2011 New!*

Item #: F-162

In A Closer Look at Nutrition: Proteins & Amino Acids, students will explore proteins and amino acids, the components which build them. Students will examine the role proteins play in the body and how they help maintain proper nutrition as well as sources of protein found in the diet. The importance of protein composition and shape is featured. Protein denaturation and complete versus incomplete proteins are also discussed.



Lesson topics include:

- Structural proteins
- Storage proteins
- Transport proteins
- Enzymes
- Contractile proteins
- Defensive proteins
- Signal proteins
- and many more!

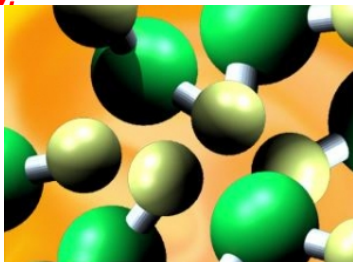
Media: DVD ©2011

Price: \$175,000

A Closer Look at Nutrition: Metabolism & Energy *2011 New!*

Item #: F-163

A Closer Look at Nutrition: Metabolism & Energy will show students the roles which metabolism and energy play in maintaining good health. Students will explore the components of metabolism, including anabolism and catabolism, as well as examine latent heat in phase changes. The relationship between energy and carbohydrates is also discussed, as is basal metabolic rate and the factors which influence it.



Lesson topics include:

- Anabolism
- Kinetic energy
- Conduction
- Basal metabolic rate
- Catabolism
- Potential energy
- Convection
- and many more!

Media: DVD ©2011

Price: \$175,000

A Closer Look at Nutrition: Fats & Lipids

Item #: F-164 *2011 New!*

Is all fat bad for you? Do you need fats in your daily diet? This installment in the Closer Look at nutrition series explores these questions as well as identifying good fats versus bad fats. This production also examines fat's role in affecting cholesterol levels and compares



saturated versus unsaturated fatty acids, helping to give students a better understanding of the role fats play in the diet and the ways which they are needed to maintain proper nutrition.

Lesson topics include:

- Saturated fats
- Triglycerides
- Low density lipoproteins (LDL)
- High density lipoprotein (HDL)
- and many more!
- Unsaturated fats
- Trans fats

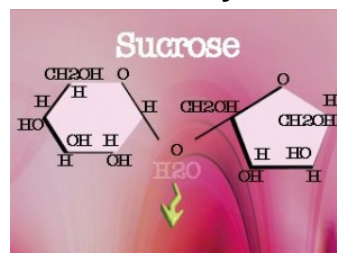
Media: DVD ©2011

Price: \$175,000

A Closer Look at Nutrition: Carbohydrates

Item #: F-165 *2011 New!*

Carbohydrates are found in many of the foods we eat every day. Carbohydrates give us the energy we need to complete our many daily activities, and different foods possess different amounts and types of carbohydrates. In this installment in the Closer Look at Nutrition series, we will explore these different categories of carbohydrates and where we get them in our diet. Carbohydrate production is also discussed, as well as how carbohydrates affect our blood glucose levels and the ways which this is regulated.



Lesson topics include:

- Monosaccharides
- Polysaccharides
- Hydrolysis
- Disaccharides
- Dehydration synthesis
- and many more!

Media: DVD ©2011

Price: \$175,000

Food Packaging: Options & Guidelines

Item #: F-166 *2011 New!*

The food packaging options and guidelines presentation focuses on food packaging guidelines established by government agencies such as the USDA and explains the rationale and purposes of those guidelines. The presentation also describes the properties and material used for containers in commercial food packaging. Student will gain knowledge of factors related to the use of controlled and modified atmosphere packaging. The exercise ends with an in-depth description of information required on a food label and its purpose.



Lesson topics include:

- Food container properties
- Controlled atmosphere packaging
- Food label properties
- and many more!

Length: 46 slides ©2011

Media: CD-ROM (PowerPoint® Presentation)

Price: \$103,000

ID of Poultry & Further Processed Poultry Meat Products Evaluation

2010

Item #: F-151

This program is designed to prepare students to be competitive in poultry judging contests. Practice increases a student's chance for being on a winning team and greatly improves ones judging skills. Dr.



Jason Lee, Assistant Professor of Poultry Science at Texas A&M University, provides valuable instruction on the identification of poultry parts and further processed poultry meat products commonly found in a contest. Both internal and external views of poultry parts are shown. Dr. Lee has coached nine National Champion Collegiate Poultry Judging Teams at Texas A&M University. His teams have included the high individual at seven of these national contests. Collaborator: Dr. Jason Lee, Department of Poultry Science, Texas A&M University 25 min.

©2010 DVD

¥148,000

Scientific Principles: Chemical Properties

2010

Item #: F-152

This PowerPoint® presentation reviews key chemistry knowledge necessary for the understanding of food chemistry reactions and



explores the role of chemistry in food science. The importance of the periodic table, chemical formulas and chemical reactions related to food chemistry are also discussed. The presentation provides a detailed look into the food science principles of carbohydrates, water, lipids and proteins. Collaborators: Mindy Brashears, Ph.D., Texas Tech University; Sara Gragg, Ph.D. candidate, Texas Tech University. 82 slides

¥118,000

Scientific Principles: Enzymes

2010

Item #: F-153

This PowerPoint® presentation discusses the role of enzymes in chemistry, digestion and in the food industry. Catalyst behavior of enzymes in chemical reactions is explored, along with an explanation on the relationship between an enzyme and a substrate. Students will also be introduced to identifying factors which affect enzyme activity, as well as learning how enzyme reactions are involved in food preparation. Collaborators: Mindy Brashears, Ph.D., Texas Tech University; Sara Gragg, Ph.D. candidate, Texas Tech 55 slides

¥118,000

Scientific Principles: Solutions & Emulsions

2010

Item #: F-154

This PowerPoint® presentation explores mixtures, solutions and emulsions as well as the components of each. An in-depth look at how solutes and solvents combine to make solutions is also provided, along with solution properties such as concentration, boiling and freezing points of a solution. Collaborators: Mindy Brashears, Ph.D., Texas Tech University; Sara Gragg, Ph.D. candidate, Texas Tech 44 slides

¥118,000



The Science in Food Handling & Storage

2010

Item #: F-155

This presentation explores the basis and purpose of various food handling and storage practices in the industry, as well as in home kitchens.



Food spoilage, food intoxications and infections, along with food pathogens, food microorganisms and food additives are also discussed. The application and importance of proper storage methods, such as freezing, vacuum packaging and dehydrating, are introduced and explained. Collaborator: Mindy Brashears, Ph.D., Texas Tech University. 40 min.

DVD

¥175,000

The Science in Food Preservation

2010

Item #: F-156

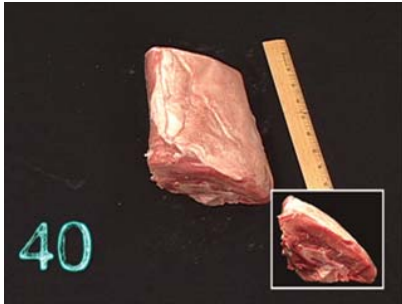
Since early historical time food preservation has been second only in importance to food production. Proper food preservation is vital to the shelf life of food and just as importantly the prevention of illness. This PowerPoint® presentation introduces the processes of irradiation, dehydration, sulfating, sulfing, blanching, hot-pack canning, cold-pack canning and commercial canning, along with providing details on the application and benefits of each. Collaborator: Mindy Brashears, Ph.D., Texas Tech University. 57 slides

¥118,000

Retail Cut ID Contest Simulator

Item #: F-141

Designed to complement CEV80104 Retail Cut ID, this production is ideal for practicing retail cut identification. The random generator feature,



allows you to create an identification quiz which will mimic a contest situation, as students will have to provide the species, primal and retail of every meat cut. You also will have the capability of creating and saving your own tests, as well. This CD-ROM is the perfect piece for mastering the identification portion of the meat judging contest.

Media: CD-Rom.

Price: ₩203,000

Retail Cut ID I.

Item #: F-142

Featuring 200 retail cuts divided into five classes of 40.

A 30 second rotation of each cut allows viewing of all angles, particularly focusing on the face of the cut. For harder to identify cuts multiple examples are provided.

Media: DVD.

Length: 117 min.

Price: ₩292,000



Field Dressing, Skinning & Processing A Deer

Item #: F-143

Most hunters spend countless hours and lots of money to take home a trophy deer. Knowing how to properly field dress, skin



and process the carcass is essential in getting the most meat in your freezer. This two-part series will demonstrate proper equipment needed, proper field dressing procedures, skinning of the animal and how to properly process the carcass into high quality meat for you to enjoy. Safety and sanitation are emphasized throughout the presentation. Collaborator: Rod Klemke, Klemke's Sausage Haus, Slaton, Texas.

Media: DVD

Length: 84min

Price: ₩120,000

A Scientific Look at Nutrition - DVD

Item #: F-144

Have you ever wondered what nutrition is really about? Well, with this interactive DVD you and your students will learn what



happens to the food you consume and how it benefits your body. This presentation goes "behind the scenes" in your body to illustrate how the six essential nutrients work in the body. It also explains digestion, metabolism and the expenditure of energy.

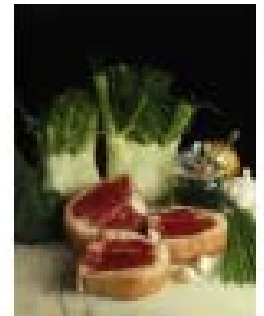
Media: DVD

Price: ₩187,000

Lamb Retail Cut ID

Item #: F-145

Using a live lamb, a skeleton and a lamb carcass to relate major bones and wholesale cuts to retail cuts, the experts detail 23 retail and variety cuts of lamb. Accepted industry names, identification traits (location, major muscles and bones, shape, exposed faces, size) and



recommended cooking methods are provided. A supplement is included. Collaborators: G.W. Davis, Ph.D.; Jim E. Lillie, Texas State Technical Institute.

Media: DVD

Length: 17 min

Price: ₩97,000

ID of Poultry Parts & Patty Judging

Item #: F-146

The comprehensive videotape details USDA factors and parts identification to help prepare students for poultry judging contests. Displayed and identified are 21 parts for the identification portion of the contest, which is especially helpful for those who need to provide poultry parts for at-school practice. Viewers also learn how to rank breaded poultry meat patties. A supplement is included.



Media: DVD

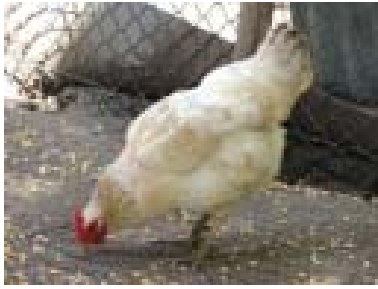
Length: 59min

Price: ₩97,000

Broiler Breeder Evaluation

Item #: F-147

The factors for "keeping" and "culling" broiler breeders are discussed. The expert demonstrates techniques for evaluating body conformation and muscling, and he shows the proper method of handling and evaluating a bird in its cage. A class of eight broiler breeder females is evaluated, and reasons for keeping and culling each bird are provided. A supplement is included. Collaborator: W.F. Krueger, Ph.D., Texas A&M University.



Media: DVD
Length: 41 min
Price: \$97,000

Beef Cattle Management Practices

Item #: F-148

This presentation will provide students with a basic understanding of the beef cattle industry. Various beef cattle operations (e.g., cow/calf, stoker and commercial), selection of cattle, reproduction, calf management, beef cattle health and nutrition and environmental concerns with cattle are discussed in the program. Handling and equipment, vaccinations, castration, dehorning and artificial insemination of cattle are also discussed. Collaborator: Dr. Robert Albin, Texas Tech University.



Media: DVD
Length: 48 min
Price: \$172,000

Swine Management Practices

Item #: F-149

Students and future swine producers will be provided beneficial information on the swine industry. Various swine operations (e.g., farrow-to-finish and farrow-to-nursery), breeds, selection, nutrition, reproduction and swine management is discussed in



the program. Facilities, vaccinations, ear notching and castration are also covered. Collaborator: Dr. Joel DeRouchey, Kansas State University.

Media: DVD
Length: 35 min
Price: \$172,000

Sheep Management Practices

Item #: F-150

This presentation will have you "herding" your students into the classroom to learn more about the sheep industry. This presentation explores two types of sheep operations- purebred and commercial, as well as breeds, sheep evaluation, nutrition and health and different management practices. It also covers common sheep diseases, castration, docking, dehorning, hoof trimming, shearing and wool evaluation. Collaborators: Dr. Frank Craddock, Texas A&M University and Dr. Sam Jackson, Texas Tech University.



Media: DVD
Length: 50 min
Price: \$172,000

Careers: Agricultural Producers

Item #: F-001

Students may be surprised to learn about some of the numerous jobs listed under the general heading of "agricultural producer." The video outlines employment opportunities, necessary skills or required degrees and average salaries for several general careers. Interviews with a vegetable producer, cotton producers, livestock producers and a spur maker spark interest as they highlight what drew them into their specific fields.

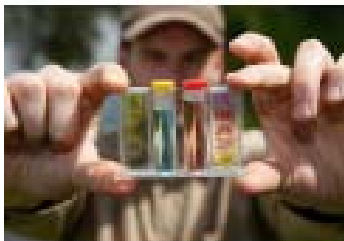
Media: DVD
Length: 31 min.
Price: \$82,000



Careers: Agricultural Scientists

Item #: F-002

Innovation and variety make the field of agricultural science ideal for ambitious students. Viewers learn about the various employment opportunities available



in agriculture science, the necessary skills or required degrees and average salaries. Students will enjoy informative and motivational interviews with a range scientist, wildlife scientist, meat scientist, practicing veterinarian, entomologist and a USDA veterinarian

Media: DVD **Length:** 32 min.

Price: ₩82,000

The Cheeseburger

Item #: F-003

When it comes to America's favorite sandwich, there is more than meets the eye. Join us as we visit farms, fields and markets to trace the origins of the key ingredients



in a cheeseburger. Learn about beef production, wheat harvesting, dairy farms and vegetable growth. Students will be given an understanding about common food myths, fast-food facts and nutrition in this information-packed, interactive video. A supplement is included.

Media: DVD

Length: 15 min.

Price: ₩127,000

Fundamental Animal Microgenetics

Item #: F-004

The program offers a look at the genetic, biochemical and environmental processes responsible for the differences and similarities among



animals of the same species. It examines the history and basic rules of genetic studies and then explains chromosomes, mitosis, meiosis, sex determination, genes, DNA and RNA. Material is presented in an innovative, interactive format designed to enhance learning by combining discussion and evaluation into the subject matter. A supplement is included. Collaborators: Daniel Webster, Ph.D., Texas Tech University Health Science Center; Andy Herring, Ph.D., Texas Tech University. **Length:** 44 min.

Media: DVD

Price: ₩148,000

Basic Livestock Nutrition

Item #: F-005

A livestock specialist focuses on the digestive requirements of ruminant and non-ruminant animals as he explains the basic nutritional



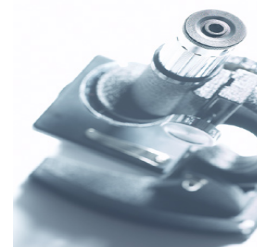
needs of common livestock. As you analyze major nutrients—water, protein, fats, carbohydrates, vitamins and minerals—investigate specific hays, grasses and grains delivering those vital elements. Learn how to put together a balanced ration, correctly use supplements and decipher the nutritional contents listed on a feedtag. A supplement is included. **Length:** 32 min.

Media: DVD **Price:** ₩172,000

Introduction to Biotechnology

Item #: F-006

Biotechnology is one of the fastest growing and most exciting fields in science. Scientists in plant, animal and human medical services discuss examples of cloning and transgenics—the removal and transplantation of genes into other organisms. Explore human tissue and organ replacement, nutrition augmentation in foods, pest and drought resistance for plants, disease treatment and many other possibilities of biotechnology. Students will appreciate the computer-generated imagery and video microscopy, which clearly explains the potentially difficult and abstract concepts of the cell, the nucleus, chromosomes, DNA, genes, mitosis and meiosis. A supplement is included.



Collaborators: John Blanton, Jr., Ph.D., Texas Tech University; Randy Allen, Ph.D., Texas Tech University; John Morrow, Jr., Ph.D., Texas Tech University; Ellen B. Peffley, Ph.D., Texas Tech University. 31 min.

Media: DVD **Price:** ₩224,000

Basic Food & Fiber Science

Item #: F-007

Learn, discuss and study the Basic Food Guide Pyramid, the six food groups and fiber science.



This presentation, details the agriculture impacts on those whom eat and illustrates processing procedures and techniques for cotton, wool, silk, leather, hemp and linen. Students will be able to identify the importance and impact these plants have on agriculture and research. After viewing, students will be able to define terms related to food and fiber production, as well as be able to describe plant and fiber industry products.

Media: CD-ROM(PowerPoint® Presentation)

Length: 37 slides **Price:** ₩103,000

EXCEL Pork Plant: Fabrication

Item #: F-008

Watch as pork carcasses are fabricated into primal cuts (i.e., ham, loin Boston shoulder, picnic shoulder and belly) and minor cuts (i.e., jowl, neck bones, spare ribs, clear plate and fat back). Follow each primal cut to its next step in the clearly illustrated, efficient "disassembly" process. See how trimmings and by-products are turned into ground meat products, lard, cracklings, bone meal and other products. Additional highlights of the tour include Cryo-vac shrink-wrapping, full-facility cleaning and sanitation and laboratory testing. A supplement is included. **Length:** 39 min.



Media: DVD **Price:** \$187,000

Conception to Consumer

Item #: F-009

Discover the basic steps involved in red meat production from conception to consumer. A cattle buyer provides candid comments on the importance of feed, muscling and leanness when buying cattle. An explanation of feedyard management practices and red meat production - from packer to consumer - are presented in a manner, which is both thorough and easy to understand. The steps include slaughter, inspection, grading, fabrication, packaging and marketing. Each step is discussed as it relates to the entire process. A supplement is included.



Media: DVD **Length:** 44 min.

Price: \$133,000

EXCEL Beef Plant: Fabrication

Item #: F-010

In this portion of the EXCEL Beef Plant tour, start in the coolers and learn the role of a federal meat grader in determining Choice and Prime-grade carcasses. Then, move to the disassembly process on the fabrication floor as a highly skilled team of workers and ergonomically designed machines work together to process 8,000 sides of beef into "boxed beef" at a rate of more than 100,000 pounds per hour. Watch as the carcass is fabricated into primal and sub-primal cuts— an excellent lesson in beef cut identification in itself. Also view the transformation of beef by-products into usable and saleable items. A supplement is



included. Collaborator: Ken Moloenhaver, Excel Beef Facility. **Length:** 36 min. **Media:** DVD

Price: \$187,000

Field Trip: Winery

Item #: F-011

Welcome to Llano Estacado- a winery, which won hundreds of national and international awards and is quickly emerging as a leader in the Southwest wine industry. On the field trip you will discover just when the grape is ready for picking. Then, follow the process through crushing, skin removal, fermentation and bottling as those grapes are made into one of the finest adult beverages enjoyed here and abroad. A supplement is included. **Length:** 21 min.



Media: DVD **Price:** \$118,000

Field Trip: Egg Production

Item #: F-012

Live action footage of a completely automated operation details how an egg moves from the chicken to the carton. Delvin Barrett, president of FeatherCrest Farms, discusses nutrition, housing and environmental control for his laying hens. Watch the eggs as they roll down onto the main line, are washed, "candled," sorted by weight, placed into their packing containers and prepared for shipment. Observe the assembly-line process where metal claws pick up and transport the fragile eggs to their cartons. Sanitation and health concerns also are addressed. A supplement is included.



Media: DVD **Length:** 46 min.

Price: \$142,000

Field Trip: Dairy Plant

Item #: F-013

Do you love the smooth consistency and the delicious taste of milk products? Take a journey and follow the action at the University of Wisconsin Dairy Plant. Walk beside the gleaming machinery and learn about milk processing, packaging and storage. Watch as the workers manufacture butter, cheese, yogurt, sour cream and ice cream, and learn about secondary dairy products. A supplement is included.



Length: 28 min.

Media: DVD

Price: \$142,000

Meat Cooking Techniques

Item #: F-014

Do you think you only can get a tender steak at a restaurant? Should you roast or broil a bone-in chuck? If you are unsure about the best ways to cook your favorite meats, this video will help. Learn handling and cooking tips to help keep meats tender and juicy and cooked to optimized flavor. Then, you are shown cuts of meat, aging, tenderizing, marinades, dry and moist methods of cooking and food safety are explained. Follow a visual explanation about how to carve turkey, leg of lamb, ham and beef blade roast so your meal will look as good as it tastes. Perfect for food-related curriculum, food service professions and consumers. A supplement is included.

Length: 30 min.

Media: DVD

Price: \$127,000



Red Meat and Poultry: Safety & Preservation

Item #: F-015

Learn safe food handling procedures for red meat and poultry— two meats often involved in food-borne illness. Clear demonstrations and practical advice render the program ideal for teaching meat selection, storage in refrigerator or freezer, thawing, preparation and cooking techniques. Viewers explore several other food safety topics: kitchen sanitation, avoiding cross-contamination, keeping foods out of the temperature danger zone and special safeguards for ground meat. Then, dinner with friends ends in a disaster! Can you spot the break in sanitation leading to a cook's worst nightmare? A supplement is included.

Length: 31 min.

Media: DVD Price: \$172,000

Food Safety & Sanitation

Item #: F-016

Reduce the risk of food-borne illness by following important sanitation rules. Follow the presentation and learn about personal hygiene, illness and injury precautions, kitchen and equipment cleanliness and sanitation, proper cooking temperatures, correct temperature control and reducing the risk of food-borne illness while eating out. Interactive scenes identify common food safety problems and encourage classroom discussion. A supplement is included

Media: DVD Length: 32 min.

Price: \$172,000



Field Trip: Blue Bell Ice Cream

Item #: F-017

How do they make Fudge Brownie Nut and Banana

pudding ice cream? Visit the Blue Bell Creamery in Brenham, Texas, to learn how. View the entire process- begin with the 200,000 gallons of fresh cream and milk- and continue through homogenization, adding flavors and ingredients, mixing, packaging and freezing. Howard Kruse, president and CEO of Blue Bell Creameries, shares the history of the "Little Creamery in Brenham," which produces "The Best Ice Cream in The Country." A supplement is included. Length: 22 min.

Media: DVD Price: \$148,000



HACCP: A Basic Understanding

Item #: F-018

Explore applications for Hazard Analysis Critical Control Points (HACCP), a system of process controls required by federal and state governments for most areas of the food service industry. Learn to minimize the risk of chemical, microbiological and physical food contamination while focusing on the seven principles of HACCP and the chain of responsibility. Important food-handling practices are illustrated, including storing, cooking, keeping food out of the temperature danger zone, preventing cross-contamination and practicing good personal hygiene. A supplement is included. Length: 32 min.

Media: DVD Price: \$133,000



Field Trip: Almonds

Item #: F-019

Tour the Sacramento Blue Diamond Almond plant, the world's largest almond factory. The plant ships 200 million pounds of almonds to 94 countries and processes most of the almonds used in the United States. Begin with the arrival of truckloads of newly harvested almonds. Then, watch as the almonds are processed through cleaning, sorting, grading, shelling, packaging, packing and shipping. You might be surprised to learn the uses of almond by-products. A supplement is included. 22 min.

Media: DVD Price: \$83,000



Field Trip: Walnuts

Item #: F-020

The Diamond Walnut plant in Stockton, California, is one of the largest and most modern walnut packaging plants in the world. The steps highlighted in the learning tour include harvesting, cleaning, sorting, grading and packaging of quality walnuts for consumer and food industry use. Quality standards, safety and sanitation are key concepts in this processing plant. Then, discover what happens to walnuts that don't make the grade. A supplement is included. Length: 21 min.

Media: DVD Price: \$83,000



Field Trip: Grapes

Item #: F-021

Only the highest quality grapes on the vine are chosen to become table grapes. Come to the San Joaquin Valley, which supplies 97% of the table grapes grown in the United States, and see how table grapes are selected for standards of color, size and sales potential. Watch as workers leaf the vines; promote development of large, flavorful grapes; pick and trim the ripened clusters; then field-pack the grapes. A supplement is included. **Length:** 24 min.



Media: DVD **Price:** \$83,000

Field Trip: Sunkist Juice Plant

Item #: F-022

Take a visual exploration through the Sunkist facilities in Tipton, California, see Sunkist's delicious oranges turned into orange juice concentrate. Follow the select oranges as they are delivered to the plant, where they undergo cleaning, sorting, oil extraction, juicing, filtration and concentration. Then, see what happens to orange by-products. Viewers will be impressed by the quality assurance and testing the juice undergoes. A supplement is included. **Length:** 16 min.

Media: DVD **Price:** \$83,000

Field Trip: Stone Fruit

Item #: F-023

The video features an industrial irony: stone fruits are carefully selected and hand-picked by skilled gatherers who then entrust the "fruit" of their labor to machines.



Tradition meets technology as peaches and nectarines are examined and gathered by workers, then washed, sorted, packed and stored by computerized packing equipment. Three modern packing facilities are toured, and an inspector with the California Department of Food and Agriculture Inspection Service discusses stone fruit quality and grading. **Length:** 20 min.

Media: DVD **Price:** \$83,000

Field Trip: Flour Milling

Item #: F-024

Utilizing state-of-the-art equipment, computers and quality-control testing, the Panhandle Milling plant can produce 335,000 lbs. of flour in 24 hours. Tour the plant and see how flour and products, such as corn meal, are produced by repeatedly crushing grain between high-speed rollers and sifting through mesh screens. Grain storage, type of wheat used, processing by-products, bran, wheat germ, varieties of flour, additives and preservatives all are discussed. Quality control issues and record-keeping procedures also are addressed. A supplement is included. **Length:** 22 min



Media: DVD **Price:** \$112,000

Field Trip: August's Pie Company

Item #: F-025

You can almost smell the pies baking as you take the tour of August's Pie Company. Spiced with historical facts by the original owner's son, the field trip includes mixing and shaping the triangular-shaped pastry, cooking the fillings, crimping the crust and filling, frying and packaging of these popular little pies. What do you think is the most popular flavor? Come along and find out. A short video quiz is included on this excellent example of a small business enterprise. Collaborator: Tim Moeller, owner and manager. A supplement is included. **Length:** 26 min.



Media: DVD **Price:** \$83,000

Fundamental Human Nutrition

Item #: F-026

We always are told to eat nutritious foods, but why are they an important part of our diet? Examine the role nutrients play in cell maintenance, metabolic regulation and as an energy source. Students learn definitions and relevant information regarding each of the following classes of nutrients: carbohydrates, lipids, proteins, vitamins, minerals and water. The effects of nutrient malnutrition and over-consumption are presented. A supplement is included. **Length:** 36 min.



Media: DVD **Price:** \$172,000

Fundamental Human Nutrition

Item #: F-027

Users discover the role nutrients play in energy release, cell maintenance and metabolic regulation. They explore the work performed by carbohydrates, lipids, proteins, vitamins, minerals and water, as well as the effects of nutrient malnutrition and over-consumption. In addition, users learn how to interpret and use the USDA Food Guide Pyramid, determine the number of calories per serving, decipher food nutrition labels and analyze the qualities of a proper diet. Students can use their knowledge to complete special activities, or they can test their concept mastery through section quizzes.



Media: CD-ROM **Price:** \$187,000

Field Trip: San Joaquin Valley

Item #: F-028

From apples to zucchini, the live-action videotape profiles more than 50 of the major products grown in one of the most prolific agricultural regions in the world. Gain a better understanding of the processes involved in commercial agriculture as you explore the abundance of fruit, nut, vegetable, grain, meat and fiber produced and processed in the bountiful San Joaquin Valley. A supplement is included. **Length:** 32 min.



Media: DVD **Price:** \$127,000

Citrus Varieties ID

Item #: F-029

Citrus Varieties offers a look at more than 50 citrus fruits produced in the United States. Students learn origins, identification



characteristics and uses of citrus fruit valued as commercial crops, ornamentals and rootstock. Important stock and hybrids are shown for lemons, limes, pummelos, grapefruit, tangerines, mandarins, sweet oranges and kumquats. Listing of fruit shown: Sweet Oranges: navel orange (Washington, Thompson improved, Lane, Cara-Cara), blood oranges (Tarocco, Moro), Arizona Sweet (Trovia navel) and common oranges (Olinoa valencia, Delta valencia, Cadenera, Crescent, Salustiana, Shamouti, Marrs Early). Tangerines and Mandarins: Satsuma, Clementine, Murcott, Page, Fairchild, Orlando tangelo, Minneloa tangelo, Temple tangor, Ortanique tangor, Ellendale tangor and Koster tangor. Grapefruits (Marsh seedless, Redblush, Texas Star Ruby, Cocktail). Pummelos: Chandler, Reinking, Melo Gold Hybrid, Oro Blanco Hybrid. Kumquats and Hybrids: Nagami, Meiwa, Eustis limequat, Indio orangequat. Lemons (Eureka, Variegated Pink Eureka, Lisbon, Improved Meyer). Limes (Mexican lime, Bearss lime). Ornamentals and Rootstock: Etrog citron, Fingered citron, Calamondin, Sour Orange, Chinotto Sour Orange, Variegated Calamondin, Trifoliate Orange, Flying Dragon Trifoliate, Swingle Citrumelo, Citrus Macrophylla, Troyer Citrange and Rough Lemon. A supplement is included.

Length: 35 min

Media: DVD. Price: \$112,000

Food Technology: Irradiation

Item #: F-030

Although our astronauts' food has been irradiated since the beginning of the space program, it is new to most consumers. Why are we using irradiation? On what foods? Is it safe? How will I know if I am purchasing irradiated food? You will explore these and other important consumer concerns, such as how it affects foods' cost, nutritional value and taste. Interviews with prominent officials in the food industry, in food science and research and from irradiation regulatory agencies, such as the Nuclear Regulatory Commission, add insight into this food safety procedure. A supplement is included.



Media: DVD Length: 29 min.

Price: \$172,000

Food Safety: Dairy Details

Item #: F-031

Dairy products are prime targets of contamination because of their high protein and water content, but

the presentation will show you how to maintain your dairy foods. Explore selection, handling, preparation and storage techniques for milk, yogurt, cheese and other dairy products. You will also learn which dairy products are safe if the power fails in the refrigerator. A supplement is included.

Media: DVD Length: 18 min.

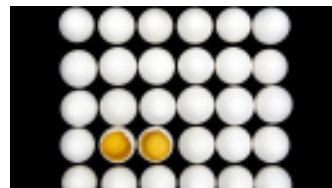
Price: \$172,000



Food Safety: Eggciting Safety Facts

Item #: F-032

Just before you eat that cookie dough made with raw eggs, maybe you should watch this video. Scientists once believed eggs were immune to disease. Learn the dangers of salmonella bacteria, see how to select and store fresh eggs and learn proper cooking techniques. Egg substitutes are also highlighted, so you can enjoy raw cookie dough once again! A supplement is included.



Media: DVD Length: 20min.

Price: \$172,000

Food Safety: Fish & Shellfish Safety

Item #: F-033

Oysters on the half shell, sushi, seafood buffet...yum! But do you know seafood tops the list for foods that can become contaminated with bacteria causing food-borne illness? See how to protect yourself by learning proper selection, storage and preparation of the fish and shellfish you love. Included are ways to enjoy safer consumption of raw fish and shellfish products. A supplement is included.



Media: DVD Length: 21 min.

Price: \$172,000

Food Safety: Fruit Facts & Veggie

Vitals

Item #: F-034

Produce can be especially dangerous because all too often we just grab and munch. Learn safe selection, handling and preparation tips for the top ten "all-time favorite" fruits and vegetables. You will also learn storage guidelines to keep your fruits and vegetables fresh as long as possible. Safety concerns for fruit and vegetable juice as well as dried, frozen and canned fruits and vegetables are also explained. A supplement is included. Length: 24 min.



Media: DVD

Price: \$172,000

Food Safety Kit **품질**

Item #: F-035

CEV Multimedia has developed a kit containing what you need to teach basic principles of food safety. The kit includes: *CEV products: Food Safety CD-ROM; videotape "Food Safety and Sanitation" (VideoActive), teaching guide, supplement (quizzes and answer key) and study guide.*Brochures, each targeting a specific area of food safety. *Teaching products: meat thermometer, refrigerator/freezer thermometer, oven timer, scouring pads, vegetable scrub brush, sponge, anti-bacterial soap, hand and nail brush, hairnets, poly gloves, aprons. *Laminated student checklist with dry eraser marker. *5 full-color posters that illustrate teaching concepts, such as temperature danger zone, foods most likely to become contaminated, pathogens, rules of sanitation and preventing food-borne illness. *Packaged in a reusable canvas tote bag. Discussion questions, problem-solving scenarios and student activities help "set" the concepts and promote application skills. Reproducible quizzes assess mastery of the concepts. Easy to use, easy to store, easy to replace consumable items.

Media: DVD

Price:

Food Processes & Operations

Item #: F-036

Explore topics for research in food science, technology and nutrition in this Microsoft® PowerPoint® presentation.

Evaluation of research projects related to a current issue in food science, technology and nutrition will be explained. The technological, ecological and sociological factors affecting world food supply also are discussed. Explanation of the roles world food trade policies and governments play in world progress related to nutrition also are described.

Media: CD-ROM(PowerPoint® Presentation)

Length: 28 slides

Price: ₩96,000



Government's Role in Food

Item #: F-037

Regulation of quality and nutrition are highly monitored in the food service industry. This Microsoft® PowerPoint® presentation explores the function of the government in this role, analyzes quality control standards and summarizes the local, state and federal laws, legislation and public policies affecting food safety and sanitation. The liabilities or responsibilities restaurants have to their customers and some of the laws and policies the U.S. government has



implemented to protect the food supply also are presented.

Media: CD-ROM(PowerPoint® Presentation)

Length: 69 slides

Price: ₩118,000

Fruit & Nut Production

Item #: F-038

Realize the nutritional importance of fruits and nuts, classification and factors involved in growing crops in this Microsoft® PowerPoint® presentation. Topics include important considerations, such as site selection (i.e., slopes, soils, water, light and temperature), variety selection and pollination. Students are exposed to labor considerations (i.e., planting, pruning, thinning, pest control and post-harvest processes) and the various markets available.

Media: CD-ROM (PowerPoint® Presentation)

Length: 22 slides

Price: ₩75,000



Vegetable Production

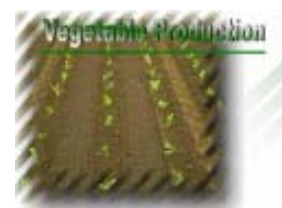
Item #: F-039

Learn the history of various types of vegetable crops and markets in this presentation. Vegetables' nutritional importance and classification play an important role in their production. Students will be exposed to factors in site selection (i.e., soils, water, environmental conditions and varieties), planting (i.e., preparation, methods, watering, fertilizing and pest control), harvesting and the benefits of home gardening.

Media: CD-ROM(PowerPoint® Presentation)

Length: 33 slides

Price: ₩98,000



Food Sanitation: Insects & Rodents

Item #: F-040

An effective sanitation program is the first step in ensuring safety and wholesomeness within the food industry. This Microsoft® PowerPoint® presentation will identify food inspection standards, list procedures for insect and rodent control and describe the appropriate cleaning compounds for specific cleaning operations. Educating your students with proper sanitation practices will aid in a safer food supply.

Media: CD-ROM(PowerPoint® Presentation)

Length: 23 slides

Price: ₩89,000



Grades and Classes: Seafood & Fish

Item #: F-041

U.S. standards for grades of fish products are described and explained in this Microsoft® PowerPoint® presentation. Whole fish, dressed fish, fish steaks, fish fillets, frozen block fish, crustacean shellfish, mollusks and North American freshwater catfish are covered. Students will learn the classes of seafood, including white fish, oily fish and shellfish. Graphics, charts and definitions complete this thorough presentation.



Media: CD-Rom(PowerPoint® Presentation)

Length: 30 slides

Price: \$96,000

Cheese Production

Item #: F-042

Discover how the phrase "The Big Cheese" was coined and by whom. This presentation provides a step-by-step description of the age-old cheese process.



Eighteen varieties of cheese (e.g., Brick, Cheddar, Gouda, Limburger, Processed Cheese foods, etc.) are discussed in terms of classification, moisture percentage and method of ripening.

Media: CD-ROM(PowerPoint® Presentation)

Length: 44 slides

Price: \$118,000

Value Added & Specialty Products

Item #: F-043

Is there a need for value added and specialty products? This presentation answers this question and others. Case-ready meats, marinated or



seasoned products, portioned products, sausages and processed meats are discussed in terms of value-added products. The presentation discusses processing, handling, storing and shipping in terms of the process and benefits to consumers and the industry.

Media: CD-ROM(PowerPoint® Presentation)

Length: 25 slides

Price: \$81,000

Food Safety

Item #: F-044

Introduce food safety to the classroom with this DVD. This popular food safety series— consisting of Red Meat & Poultry: Safety and Preservation, Fruit Facts &

Veggie Vitals, Dairy Details, Eggciting Safety Facts, Fish and Shellfish Safety and Protecting At-Risk Populations— now all are available on the Food Safety DVD. Host Laura Bryan takes viewers on-site to where the food is produced and sold and



includes safety tips necessary for the home. Expert commentary is provided by Food Scientist, Dr. Leslie Thompson. Viewers are able to navigate to and from any chapter, quiz or section at any moment with the push of a button. Each section of this DVD includes helpful and printable goals, objectives and quizzes, along with useful hyperlinks to subject matter websites. Collaborators: Leslie Thompson, Ph.D., Texas Tech University; Dr. Douglas Mailman; Robert Mamlok, Ph.D.; Dr. Brent Nall; Carmen Roman-Shriver, Ph. D. 133 min, 7 sections, 6 printable resources and 13 web resources. **Length:** 133 min.

Media: DVD **Price:** \$350,000

Food Safety CD-ROM

Item #: F-045

What is cross contamination? Which food-borne pathogens are most likely to affect you? Learn the answers to these questions and more as you explore seven vital



sections: selection, storage, handling, preparation, kitchen safety, pathogens and HACCP. Investigate common causes of food poisoning. Learn how to avoid the temperature danger zone. See what to look for when selecting food and discover how to reduce food contamination at its most prevalent source— our own kitchens. Video clips and exciting sound tracks bring the lessons to life, while colorful graphics illustrate concepts in a way you will remember. Challenge yourself through quizzes with audio and visual response.

Media: CD-ROM **Price:** \$224,000

Careers: Food for Thought

Item #: F-046

The exciting program is designed to shatter students' stereotypes about agriculture careers by showing a wide range of fascinating jobs waiting for qualified applicants.



Students will enjoy the video-game "format" as they explore the rewards and challenges of careers such as genetic research, food processing and packaging. A supplement is included.

Media: DVD

Length: 20 min.

Price: \$112,000

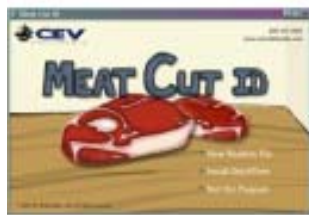
Meat Cut ID CD-ROM

Item #: F-047

Norm, the joke-cracking butcher running Just Meats, introduces students to 154 wholesale and retail cuts of beef, pork, lamb, supplemental cuts and variety meats. From Norm's shop, crammed with "click-on" features and sounds, students can view on-screen descriptions and visual close-ups, then quiz themselves to check mastery of the meat cuts. Click on Norm's in-store TV to view videos explaining meat judging, quality and yield. Place your order on the search screen to see specific cuts. Meat ID has never been this fun!

Media: CD-ROM

Price: ₩187,000



Nutrients & Your Body

Item #: F-048

Nutrients are obtained from food and used in the body to provide energy, regulate growth and repair the body's tissues. What will happen to your body if you do not get an adequate amount of the nutrient protein, water or carbohydrates? This Microsoft® PowerPoint® presentation examines the six classifications of nutrients and how they function in the body. Students will be able to identify sources and deficiencies and compare the nutritive value of foods.

Length: 44 slides

Media: CD-ROM(PowerPoint® Presentation)

Price: ₩118,000



Meal Planning & Management

Item #: F-049

In today's fast-paced society, planning and managing meals can be a full-time job. This Microsoft® PowerPoint® presentation explores considerations of nutrition, budget and costs, skills and time limitations involved in planning a variety of daily menus. Students also analyze the influence of advertising on consumer food-buying strategies. Length: 30 slides

Media: CD-ROM(PowerPoint® Presentation)

Price: ₩96,000



Food Choices, Customs & Habits

Item #: F-050

Ever wonder what the phrase "You are what you eat" means? This Microsoft® PowerPoint® presentation will provide



students an opportunity to learn motives behind food choices, understand the relationship between eating habits and total health and recognize eating patterns of individuals and families.

Media: CD-ROM(PowerPoint® Presentation)

Length: 30 slides

Price: ₩103,000

Understanding Nutritional Labeling

Item #: F-051

Learn why the government initiated a standardized food labeling system and which foods are exempt. Then, explore each component listed on the label, such as cholesterol, carbohydrates, protein, fat, health or nutritional claims, serving size, percentage of daily value and standard calorie reference/comparison. Learn to use label facts and dietary guidelines for healthy food choices. A supplement is included

Media: DVD

Length: 39 min.

Price: ₩165,000



Food Guide Pyramid- 품질

Item #: F-052

Show your students how to use the Food Guide Pyramid maintain a healthy, balanced diet. The presentation is divided into six segments (corresponding with each tier of the pyramid). Each tier is explained and detailed, and the recommended number of daily servings, examples of serving sizes and health advantages of each group are highlighted. Students end the lesson by examining their own diets. A supplement is included.

Media: DVD

Length: 28 min.

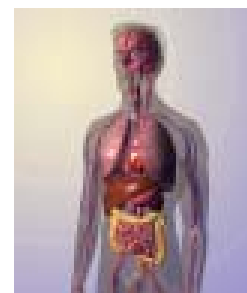
Price: ₩

Human Body: Digestive System

Item #: F-053

Explore the alimentary canal and associated organs with a variety of special effects, three-dimensional graphics, endoscopic video from within living organisms and specimens of dissected organs. This visual explanation helps teach students about different digestive systems in complex animals, such as humans, cattle, sheep, goats and pigs. Experts impart a basic, yet thorough, understanding of similarities and differences in digestive systems of different animals. Structures and functions including: mouth, teeth, tongue, esophagus, stomach compartment(s), intestinal structures, liver, gall bladder, prehension, mastication, secretion, digestion, absorption and excretion. A supplement is included. Length: 30 min.

Media: DVD Price: ₩262,000



Understanding Food-Borne Pathogens

Item #: F-054

Explore the major causes of food-borne illness and review the practices used to minimize the risk of contracting or spreading a food-borne disease.



Viewers learn about microorganisms- parasites, viruses, fungi and bacteria- associated with food-borne illness and study ways to reduce harmful pathogens through proper handling, storage and cooking. Other illustrated food safety topics include keeping foods out of the temperature danger zone, avoiding cross-contamination and the importance of personal hygiene. A supplement is included.

Media: DVD Length: 40 min.

Price: ₩172,000

Fundamental Table Etiquette

Item #: F-055

The fun and informative video will soon have you ready for any dining adventure. Viewers learn to use their common sense as a guide when properly using china, silverware and stemware in a four-course meal. Then, your guide takes



to the streets to teach passers-by how to properly (and publicly) eat asparagus, spaghetti, crab legs and other "skills-testing" meals. Tips, guidelines and answers to common etiquette questions are provided. Bon appetit! A supplement is included.

Media: DVD Length: 35min.

Price: ₩148,000

Fundamental Restaurant Etiquette

Item #: F-057

Dining in a restaurant means using your best table manners; and whether you are eating with a special date or a business prospect, you



will want to make a good impression. Start on the right path by reviewing proper procedures for choosing a restaurant, being seated, ordering food, using the silverware and glasses and tipping. The video also provides common sense "do's and don'ts" to help cover situations possibly arising in a restaurant. Once you have viewed and practiced the information, you will have little trouble with the rules of dining out. A supplement is included. Length: 25 min.

Media: DVD

Price: ₩172,000

Careers: Nutrition

Item #: F-058

Living healthier, longer lives often depends on our

nutritional choices. Career opportunities always will be bountiful in these fields. In the Careers: Nutrition program, a registered dietitian, university professor of nutrition, child nutrition specialist, clinical instructor and nutrition support dietitian share the rewards and challenges of their professions. Follow along as these professionals explain the necessary education, skills, abilities and personal characteristics for a successful 21st Century career in nutrition. A supplement is included.

Media: DVD

Length: 24 min. Price: ₩142,000



Structure of the Food Service Industry

Item #: F-059

Food service is one of the largest industries in the United States. This Microsoft® PowerPoint® presentation will examine commercial and institutional food service, the different market segments, food and beverage operations within businesses and lodging properties, as well as technological innovations in the food and beverage operations.

Media: CD-ROM(PowerPoint® Presentation)

Length: 40 slides Price: ₩118,000



Food Industry Safety

Item #: F-060

The incidence of food-borne illness has increased as the food service system has become more complex due to the expanded number of operations. The industry quality control standards and skills related to safety and safe working conditions are important. This Microsoft® PowerPoint® presentation will allow the student to analyze and evaluate these regulations and standards of the food service industry.

Media: CD-ROM(PowerPoint® Presentation)

Length: 35 slides Price: ₩103,000



Lodging Industry: Structure

Item #: F-061

The lodging industry is so diverse it is often divided into segments. This presentation will examine types of lodging properties, market price level classification, goals and mission of lodging organizations, revenue centers and support centers, multicultural awareness to target markets and guest services.

Media: CD-ROM (PowerPoint® Presentation)

Length: 44 slides

Price: ₩103,000



Lodging Industry: Financial Structures

Item #: F-062

Learn about the lodging industry's specific market and financial structure. This presentation identifies the lodging industry's sales and marketing departments' structures. The presentation explains market price level classification and details the lodging industry's markets, as well as expands multicultural awareness. Students will comprehend revenue centers, support centers and cost centers.

Media: CD-ROM(PowerPoint® Presentation)

Length: 34 slides Price: ₩103,000



Hospitality Industry Divisions I: Roles & Duties

Item #: F-063

The hospitality services industry encompasses many aspects of the lodging and food services operations. This Microsoft®

PowerPoint® presentation will examine the functions, roles and duties of the human resources divisions, accounting division and rooms divisions. Technological innovations in the hospitality industry and how it affects the guest and employees also will be explored.

Media: CD-ROM(PowerPoint® Presentation)

Length: 68 slides Price: ₩133,000



Hospitality Industry Divisions II: Qualities & Skills

Item #: F-064

The personal qualities and skills required of employees in the hospitality industry are extensive and important. This Microsoft®

PowerPoint® presentation examines those skills and qualities of employees within each department of the industry and explores the security policies and training used in lodging operations.

Media: CD-ROM(PowerPoint® Presentation)

Length: 20 slides

Price: ₩74,000



Customer Satisfaction

Item #: F-065

Many standards are involved in building and maintaining a great public image as a food service organization. This Microsoft® PowerPoint® presentation will examine techniques promoting customer service and satisfaction, strategies for

complaint resolution, criteria for quality service and quality assurance standards in the food production and service industry.

Media: CD-ROM(PowerPoint® Presentation)

Length: 24 slides Price: ₩89,000

Lavish Gala: Behind the Scenes

Item #: F-066

While taking a behind the scenes look at food production, management and services, students obtain a real-world outlook on production skills, procedures and techniques utilized in catering and other specialized food production operations. The students will be able to perform appropriate tasks in the food industry, describe roles and responsibilities in food operations and analyze personnel qualities in the food staff. In addition, the video will show available technology for food production and the proper equipment and utensils appropriate for prescribed tasks. The video includes suggestions about practicing cost-control techniques in the foodservice operations. Also, students will learn to develop and identify potential clients and compare and maintain client-based services to help analyze future employment outlook in management and services. A supplement is included. Length: 25 min.

Media: DVD Price: ₩172,000



Food Service Tools

Item #: F-067

Become familiar and knowledgeable with more than 50 common food service tools used in baking, cooking, preparation and food handling. Knives, colanders, pots, ladles, scoops, scrapers, wire whips and other tools are shown. Proper handling, usage and safety precautions are highlighted. Learn the right way to sharpen knives and understand the six rules of sanitation. A supplement is included. Length: 28 min

Media: DVD Price: ₩127,000



Food Service Equipment

Item #: F-068

Familiarize students with food service equipment and safety. Learn the primary function of and safety factors to remember when using scales, fryers, mixers, steam tables, ovens, roasters and grills, slicers, choppers, refrigerators, walk-in coolers, ranges, proofing cabinets, rotisseries, freezers, chafing dishes, dishwashers and impingers. Proper washing of food equipment by hand also is shown. A supplement is included.

Length: 27 min.

Media: DVD Price: ₩127,000



Careers: Hospitality & Tourism

Item #: F-069

Job opportunities are endless in the hospitality & tourism field. From restaurants to resorts, the entertainment industry is exciting and challenging. In the program, listen to a chef, front desk manager, sales director, event coordinator, travel agent, hospitality professor and general managers of a hotel and restaurant as they discuss the positive and negative aspects of employment in this field. Topics discussed include work conditions, educational requirements, salary expectations and suggestions to aid in success. High-energy music and spectacular footage make this program a must see for all. A supplement is included.

Media: DVD Length: 24 min.

Price: ₩148,000

Meat Judging: Practice

Item #: F-075

More than 120 retail cuts are available for identification in the presentation. At the end of each class, the species, primal cut and retail cut are displayed.



Also included are beef carcasses for quality grading, judging classes of carcasses and/or sub-primal cuts, and questions pertaining to a class of retail cuts. Official placings are provided. Length: 117 min

Media: DVD

Price: ₩148,000

Meat Judging: Fundamentals

Item #: F-077

Listen as a meat expert and successful coach provide instruction in these facets of meat judging: beef quality and yield grading, beef carcass judging, beef wholesale and retail cut judging, pork carcass judging (intact and ribbed), ham judging, lamb carcass judging (intact and ribbed) and retail cut identification. Demonstration classes, parts identification and comparison pairs all are discussed in detail. Enthusiastic student judges describe the benefits of judging, making the tape especially valuable for introducing your students to competitive meat judging. A supplement is included. Collaborator: Mark Miller, Ph.D., Texas Tech University. Length: 50 min.



Media: DVD

Price: ₩148,000

Digestive Systems of Livestock: A Basic Look

Item #: F-078

Explore the digestive systems of monogastric animals (e.g., horses, pigs and chickens) and ruminants (e.g.,

cattle, sheep, goats). Watch as a professor of animal science uses models, computer-generated graphics, laproscopic images taken within the system of a live animal and digestive tracks removed from slaughtered animals to teach about prehension, mastication, simple digestion and rumination. Viewers explore the entire digestive system of a pig, chicken and steer to identify organs and to understand the tissue structures and functions. The instructor dissects organs to expose contents and secretions aiding digestion. A supplement is included.

Length: 35 min

Media: DVD

Price: ₩187,000



Ruminant Digestive Systems: A Closer Look

Item #: F-079

A scientist with more than 20 years of experience helps explain the digestive systems of cattle, sheep, deer and goats.



Begin with an overview of prehension, salivation, mastication and rumination. Then, briefly review anatomy: the rumen, reticulum, omasum, abomasum and lower digestive tract. Dissect the digestive track from a 1,000-pound steer, show and explain organ structures, contents, tissue textures, functions and capacities. You will see two amazing feats of science: a cannula placed in a live steer to examine stomach contents while the steer is digesting and laproscopic footage filmed from inside the digestive track. A supplement is included.

Length: 41 min.

Media: DVD

Price: ₩187,000

Field Trip: Dairy Farm

Item #: F-080

This is not your usual "how we get our milk and ice cream" field trip. Shot on location at a model dairy farm located at the University of Wisconsin campus, the program focuses on dairy cattle management and milk production. Areas discussed include dairy cattle reproduction and artificial insemination, nutrition, calf and heifer management and the basic components of dairy facilities. A supplement is included

Media: DVD

Length: 28 min.

Price: ₩127,000



Field Trip: Zonneveld Dairy

Item #: F-081

Take a field trip to one of the largest, most efficient dairies in the country. With more than 10,000 dairy cattle, the family owned and run Zonneveld dairy in Laton, CA, produces 31,000 gallons of milk a day. View the sire pens, maternity area, calving facilities, milking parlors and hospital pen. Learn about sire selection and cow replacement, and view the many activities going into upkeep and sanitation maintenance for a dairy facility. A supplement is included. **Length:** 33 min.

Media: DVD **Price:** ₺142,000



Basic Poultry Reproduction

Item #: F-082

Reproductive efficiency is the key to continuous growth in the poultry production industry. In this video, students are introduced to the male and female reproductive tract, fertilization and egg development. The video shows actual footage of the male reproductive tract, the egg being formed in the female tract and explains the natural and artificial breeding practices utilized in today's industry. Students are exposed to industry-based terminology, such as albumen, magnum, oviductal mucous, spermatozoon, acrosome and axoneme. A supplement is included. Collaborator: W.F. Krueger, Ph.D., Texas A&M University.

Media: DVD **Length:** 51 min.

Price: ₺133,000



What's the Beef

Item #: F-083

Highlighting three major areas of concern (basic animal welfare, environmental, and human health concerns) surrounding the often controversial arguments presented by animal rights groups. This educational videotape provides insight into the views of the agricultural industry. The following topics are addressed: livestock management, pest control, global warming, growth-vs-natural hormones, and the efficient use of limited resources. A supplement is included. **Length:** 15 min.

Media: DVD

Price: ₺120,000



Basic Animal Science

Item #: F-084

Agriculture is involved in many aspects of our daily lives, including the food we eat, clothes we wear, medical and transportation needs (e.g. insulin, asphalt, stearic acid, vehicle tires etc.). This video outlines the common terminology of cattle, hogs, sheep, goats, poultry and horses

(i.e., bovine, farrowing, lambing, doe, broilers, mare, etc.). Diagrams and charts compare and contrast digestive systems, gestation periods and animal uses. A supplement is included..

Length: 29 min.

Media: DVD **Price:** ₺172,000



Beef Carcass Fabrication

Item #: F-085

The basic anatomy of the forequarter and hindquarter, retail yield and historical principles of fabrication are given in the program. Students view a demonstration of ribbing and breaking the forequarter into wholesale cuts and fabrication of both boneless and bone-in retail cuts from the chuck, rib, plate, brisket, foreshank, loin, round and flank. Fundamentals of beef grading, proper equipment used in fabrication, safety and sanitation are discussed. A supplement is included. Collaborator: G.W. Davis, Ph.D. **Media:** DVD

Length: 50 min. **Price:** ₺118,000



Beef Grading: Yield

Item #: F-090

Watch and listen as the coach of numerous champion meat-judging teams explains the principles used in yield grading beef carcasses. Concepts of PYG, REA, KPH and all HCW relationships are thoroughly illustrated. Dr. Mark Miller utilizes teaching aids and proven instructional techniques to help develop a clear understanding of how to calculate final yield grades. Examples of yield grade 1, 2, 3, 4 and 5 carcasses are represented. Additionally, one practice class of 10 carcasses is included. A supplement is included. Collaborator: Mark Miller, Ph.D., Texas Tech University. **Length:** 31 min.

Media: DVD **Price:** ₺148,000



Practice Beef Yield Grading - I

Item #: F-095

Recommended for beginning FFA or college students who lack industry practice and need exposure to the variation allowed in U.S. beef. Three demonstration carcasses are used to explain important features that should be noted when viewing specimens at judging contests. Then, practice classes are presented to allow student judges to use what they have learned. Fifty practice carcasses of yield grades 1.0 to 5.6 are shown, with official grading data appearing on the screen at the end of each class. A supplement is included. **Length:** 43 min.

Media: DVD **Price:** ₺74,000



Practice Beef Yield Grading - II

Item #: F-086

Continue the mastery of beef yield grading with the video that clearly shows aspects of carcasses needed to make evaluations. Thirty practice carcasses are shown, displaying a wide range of fatness (.1 in to 1.2 inch) and muscling (REA 10 to 16 sq. in.). Official grading data appears on the screen at the end of each class so you can compare your own evaluations with those of the expert.

Media: DVD Length: 45 min.

Price: \$103,000



proficient in USDA quality grading without the necessity of a field trip to a beef processing plant. Fifty practice carcasses ranging from A to E maturity and PD to MdAb in marbling degree are presented. Official grading data for each carcass appears on the screen at the end of each group of ten carcasses. Several clear examples of B, C, D, and E maturity carcasses were selected for the tape. Length: 33 min.

Media: DVD Price: \$74,000



EXCEL Beef Plant: Slaughter

Item #: F-087

The unique presentation takes you on a tour of one of the largest beef packing plants in the United States—EXCEL's Plainview, Texas, facility, which slaughters more than a million cattle each year. Exclusive footage takes students through cattle shipping and receiving and into the plant. At the slaughter floor and disassembly line, up to 275 head of cattle per hour are humanely and efficiently converted into meat under the keen eye of EXCEL Quality Control and USDA personnel and meat inspectors. You will see all parts of the slaughter process: stunning, bleeding, evisceration, processing of the head, treatment of by-products and other aspects of partial disassembly. A supplement is included. Collaborator: Ken Moloenhaver, Excel Beef Facility.. Length: 36 min.

Media: DVD

Price: \$224,000



Practice Beef Quality Grading - II

Item #: F-103

The 50 carcasses in the video range widely in degree of marbling and maturity score. In fact, a highly competitive beef quality grading team could be trained using only the tape! Official grading data is presented at the end of each class of 10 carcasses, and the overall carcass maturity score is given for carcasses with B, C, and D maturity. Maximum clarity showcases marbling and thoracic buttons during the 15-20 seconds each carcass is shown.

Media: DVD

Length: 24 min. Price: \$74,000



Practice Beef Quality Grading - III

Item #: F-089

The clarity and detail provided make Practice Beef Quality Grading - III one of the best video practice tapes available. Fifty practice carcasses are provided which display a wide range of marbling (Traces to Moderately Abundant) and maturity (A to D). Marbling and thoracic buttons are clearly defined. Students are challenged to compare their evaluations with the experts (official placings are given at the end of each group of 10) to improve their ability to quality grade correctly beef carcasses Length: 26 min.

Media: DVD Price: \$103,000



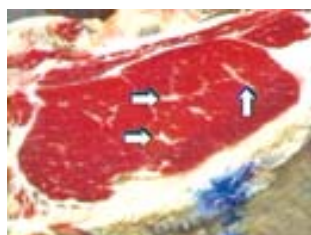
Beef Grading: Quality

Item #: F-088

The coach of the 1991, 1996 and 1997 Collegiate National Champion Meat Judging teams provides easy-to-follow instructions in the art of beef quality grading. Carcasses representing each maturity group (A, B, C, D, E) provide an excellent opportunity for students to hone their quality grading skills. The coach discusses skeletal maturity, lean maturity, marbling and balancing equations using current USDA grade standards. Sample marbling scores are shown, as well as charts and formulas used to balance maturity and marbling to reach final USDA quality grades. A supplement is included. Collaborator: Mark Miller, Ph.D., Texas Tech University..

Media: DVD Length: 27 min.

Price: \$148,000



Beef Retail Cut ID

Item #: F-091

The video helps eliminate confusion by teaching principles of beef cut identification from general to specific. A live steer, a skeleton and a carcass side are utilized to show the wholesale cuts and major bones. Fifty-eight boneless and bone-in retail cuts are identified and shown from all angles, with accompanying tips relating to location, major muscles and bones, shape, exposed faces and size. A supplement is included. Collaborators: G.W. Davis, Ph.D.; Jim E. Lillie, Texas State Technical Institute. Length: 41 min.

Media: DVD Price: \$112,000



Practice Beef Quality Grading - I

Item #: F-096

Students who use the tape will quickly become more

Retail Cut ID: Update

Item #: F-092

The tape is designed as a companion to CEV's retail cut identification series and contains detailed information on additions to the FFA retail cut identification contest list. Seventeen new beef, pork and lamb cuts are displayed and discussed. A "must have" for training competitive teams who are serious about beating the competition. A supplement is included.

Length: 23 min.

Media: DVD.

Price: \$112,000



Beef Cut Judging

Item #: F-093

The presentation examines the elements and principles of judging five wholesale cut classes (rounds, loins, shortloins, ribs and oven-prepared ribs) and three retail cut classes (T-Bone, porterhouse and blade steaks). Eight demonstration classes are shown, placed and discussed. Then, two sets of 10 practice questions are provided. A superb training video presenting exactly what the beginning judging student needs to know. A supplement is included. Length: 31 min.

Media: DVD Price: \$74,000



Carcass Judging

Item #: F-094

Five classes are presented to teach the principles of judging beef, pork and lamb (the pork and lamb are both ribbed and intact). Clear, concise instruction helps students understand judges' placements for muscling, fatness (internal/external) and quality in placing beef, lamb and pork carcasses. Oral reasons and practice questions are included. A supplement is included. Collaborator: G.W. Davis, Ph.D.; Jim E. Lillie, Texas State Technical Institute. 23 min.

Media: DVD Length: 23 min.

Price: \$89,000



Practice Beef Carcass Judging

Item #: F-097

A wide view of all four hindquarters and forequarters are shown, with emphasis on close-ups of the ribeye and kidney areas. Each class concludes with five questions; answers are then shown for self-evaluation. Placings, cuts and oral reasons are given.

Media: DVD Length: 38 min.

Price: \$74,000



Practice Retail Cut Judging

Item #: F-098

Students evaluate seven classes of retail cuts: beef (porterhouse, beef blade and T-bone steaks), pork (loin and blade chops), and lamb (loin and blade chops). A view of entire classes and individual cuts aids in decision-making. Five questions and answers are presented. Placings, cuts and oral reasons by G.W. Davis, Ph.D., meat scientist, appear at the end of each class.

Media: DVD Length: 28 min.

Price: \$74,000



Practice Retail Cut ID - I

Item #: F-099

The videotape presents 75 retail cuts from five classes. Beef, lamb and pork cuts selected from the National FFA Meats Evaluation and Management Contest approved list are rotated for 25 seconds each, enabling viewers to see important details of each cut. A scoring key is shown at the end of each class. Length: 33 min.

Media: DVD Price: \$74,000



Practice Retail Cut ID - II

Item #: F-100

Providing students with valuable practice in identifying species, primal cut, and retail cut, the tape enables students to view 75 retail cuts from five classes. The meat cuts were selected from the list of 126 cuts approved for use by the National FFA Meats Evaluation and Management Contest. A scoring key is displayed for each class.

Media: DVD Length: 38 min.

Price: \$74,000



Practice Retail Cut ID - III

Item #: F-106

Challenge judging students to see how well they can identify species, primal cut and retail cut for the 75 cuts that make up the five classes presented. The beef, pork and lamb cuts were selected from the National FFA Meat Evaluation and Management Contest approved list of more than 100 cuts. A 25-second rotation of each cut allows viewing of all angles. A scoring key is provided at the end of each class.

Length: 29 min.

Media: DVD

Price: \$74,000



Practice Retail Cut ID - IV

Item #: F-107

Seventy-five retail cuts from five classes are presented. Each cut of meat is rotated for 25 seconds allowing viewers to see all angles. A scoring key is provided at the end of each class. The beef, pork and lamb cuts were selected from the National FFA Meat Evaluation and Management Contest approved list of more than 100 cuts.

Media: DVD Length: 31 min.

Price: \$74,000



Practice Beef Wholesale Cut Judging-I

Item #: F-101

A class of each of the following is provided: oven-prepared ribs, beef shortloins, beef rounds, beef ribs and beef loins. Exposed faces and various angles of each class, together and individually, are shown. At the conclusion of each class, five questions, answers, placings, cuts and oral reasons are given.

Media: DVD

Length: 34 min. Price: \$74,000



Practice Beef Wholesale Cut Judging- II

Item #: F-102

A class of oven-prepared ribs, two classes of beef ribs and two classes of beef rounds are presented. Exposed faces and other important angles are considered for individual meats. Includes five questions, as well as answers, placings, cuts and oral reasons.

Media: DVD

Length: 32 min. Price: \$74,000



Beef Slaughter & Dressing

Item #: F-104

The presentation guides you through the slaughter procedure. First, tools and equipment used in the process are identified. A USDA meat inspector discusses antemortem and postmortem inspection, including inspection of the head, viscera and carcass. Then, the slaughter of a steer is shown from stunning, sticking, skinning, and evisceration of beef cattle via the cradle method. Safety and sanitation are strongly emphasized throughout the tape. The principal collaborator is meat scientist G.W. Davis, Ph.D. A supplement is included.

Media: DVD

Length: 36 min.

Price: \$89,000



Meat Judging Contest - I

Item #: F-105

This premier edition features four placing classes (beef ribs, pork carcasses, lamb carcasses and fresh hams) and one beef quality grading class (10 carcasses from beef, pork and lamb). USDA quality grading data provided by Rick Jones.

Media: DVD

Length: 34 min. Price: \$103,000



Meat Judging Contest - II

Item #: F-108

This videotape features a class of beef ribs, pork carcasses, lamb carcasses, fresh hams, as well as a class for beef quality grading. Placings, cuts and quality grades are provided.

Media: DVD

Length: 39 min.

Price: \$103,000



Meat Judging Contest - III

Item #: F-109

See how well your student judges can place these classes of beef ribs, lamb carcasses, pork carcasses and hams. Then, have them judge quality grades for 10 sides of beef.

Media: DVD

Length: 46 min.

Price: \$103,000



Meat Judging Contest - IV

Item #: F-110

How well do the evaluative skills of your competitive judging team stack up with the experts' placings for these four classes of beef ribs, pork carcasses, lamb carcasses and fresh hams?

A practice rail of 10 sides of beef for quality grading is also included. Official placings and cuts are provided.

Media: DVD

Length: 45 min. Price: \$103,000



Meat Judging Contest - V

Item #: F-111

The meats presented include beef ribs, pork carcasses, lamb carcasses and fresh hams. Ten sides of beef are presented for quality grading. At the end of the presentations, the judges' official placings, cuts and quality-grading data for the sides of beef are given. High definition video work makes the tape an excellent training tool for your next championship team. Length: 44 min

Media: DVD Price: \$103,000



Meat Judging Contest - VI

Item #: F-112

Includes four placing classes: beef loins, pork carcasses, lamb carcasses, and fresh hams, as well as 10 sides of beef for quality grading. The detail and clarity enable students to observe vital judging features of each presentation.

Media: DVD Length: 40 min.

Price: ₩103,000



Meat Judging Contest - VII

Item #: F-113

The 1999 contest includes pork carcasses, beef ribs, lamb carcasses, fresh hams and beef quality grading evaluation.

Media: DVD

Length: 37 min.

Price: ₩103,000



Practice Carcass Judging

Item #: F-114

Judge classes of beef, pork and lamb carcasses on the practice tape. Questions direct students to compare and contrast different traits of the carcasses, such as the amount of marbling, muscle to bone ratio and amounts of fat. Quad splits and close-up photography help students make necessary evaluations. Official placings, cuts and reasons are provided. Length: 135 min.

Media: DVD Price: ₩133,000



Beef Forequarter: Fabrication & Retail ID

Item #: F-115

Meat judging students and workers in the retail meat industry will benefit from the presentation focusing on sub-primal cuts of the beef forequarter-the rib, short plate, chuck, brisket and foreshank. Viewers learn names of sub-primal and retail cuts and identification characteristics, such as the shape of bones in the cut, type of muscle fibers and connective tissue, location and amount of fat, as well as uses of the cut. A supplement is included. Collaborators: Jerry Kelly; Jim Kidwell; Pete DeJesso. 18 min.

Media: DVD Price: ₩142,000



Beef Hindquarter: Fabrication & Retail ID

Item #: F-116

Students will be able to properly identify sub-primal and retail cuts of the hindquarter, the most valuable quarter of the beef carcass. From the sub-primal cuts (i.e., shortloin, sirloin, flank and round), viewers learn identification characteristics, such as tenderness of the cut, shape and size of bone, outside fat covering, location in the sub-primal cut and amount of connective tissue. Uses of the meat cuts also are discussed. A supplement is included. Collaborators: Jerry Kelly; Jim Kidwell; Pete DeJesso.

Length: 18 min. Media: DVD

Price: ₩142,000



Field Trip: Leather Production

Item #: F-117

Buying leather products will take on a whole new meaning after taking this video field trip. Follow the hides from their removal at the slaughter plant and then on to the "wet blue" hide tannery in Dakota City, where hides are defleshed, pickled and given a chrome mineral treatment. The tour follows the tanned hides to the Tony Lama factory in El Paso, where skilled workers cut the leather into patterns and then glue, stitch, form, tack, dye and polish the leather to create the finished product-a shiny pair of Tony Lama boots. A supplement is included. Length: 29 min.

Media: DVD Price: ₩127,000



Beef Reproduction

Item #: F-118

No matter what breed or qualities you are trying to establish, herd improvement comes through continually selecting the best bull (or semen) and the best females. This DVD focuses on selection and management procedures based on reproductive efficiency of bulls and heifers. Students will be able to explore sire and breeding heifer selection and take an in-depth look at the male and female reproductive anatomy. Detailed information is presented concerning the estrous cycle, estrus detection, estrus synchronization, super ovulation, semen collection and processing, artificial insemination, pregnancy diagnosis, embryo development and embryo transfer. 120 min, 4 sections, 2 printable resources and 12 web resources. Length: 120 min.

Media: DVD Price: ₩175,000



Livestock Judging

Item #: F-119

Experience the most

comprehensive livestock judging presentation to date.

This state-of-the-art, interactive

production allows

students to learn the principles of market and breeding animal evaluation. This DVD discusses market hog evaluation, breeding gilt evaluation, market steer evaluation, breeding heifer evaluation, market lamb evaluation and breeding sheep evaluation. Students also will be instructed in oral reasons delivery and procedures, as well as common mistakes and tips. With detailed examples and guided instruction from renowned experts across the nation, students walk away prepared to hold up the banner at their state contest. Collaborators: Scott Schaaek, Ph.D., Kansas State University; Frank Craddock, Ph.D., Texas A&M University; Kim Brock, Oklahoma State University; Clay Elliot, Texas Tech University; Jerry Hawkins, Clarendon Junior College. 270 min, 7 sections, 37 printable resources and 11 web resources. **Length:** 270 min.

Media: DVD **Price:** ₩408,000



Livestock Grading

Item #: F-120

By viewing this DVD, students have the opportunity to learn the latest Feeder Cattle Grading Standards

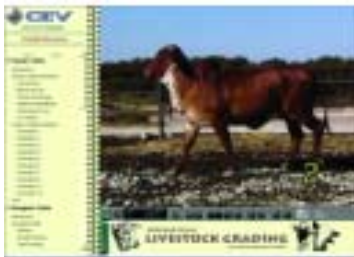
comprised by the USDA. Four

national livestock evaluators introduce the 2000 Feeder Cattle Grading Standards by evaluating and discussing 10 feeder cattle. The cattle vary widely in frame size, muscle score and fleshiness. All footage was taped at the 40th National Livestock Grading and Marketing Association Workshop at Texas Tech University. Top livestock and meat specialists, including Fred Williams, Jr., who has officiated at more than 300 youth and collegiate judging contests, evaluate 11 slaughter steers and heifers varying widely in finish (USDA YG1 to YG4, USDA QG Select to Prime), muscling, frame, size and weight. The live cattle are discussed in detail, and then eight are slaughtered. Carcasses and carcass data are discussed and analyzed by Williams. 90 minutes, 3 sections, 3 printable resources and 10 web resources.

Length: 90 min.

Media: DVD

Price: ₩175,000



Field Trip: Dairy Industry

Item #: F-123

Show your students the inner workings and career

opportunities in the modern dairy industry. You will visit a large dairy (milking 2,000 cows daily), a cooperative processing plant and a supermarket to follow the path dairy products take to reach your table. Handling cows, milking, transportation, processing, marketing and sales are all covered. Spokespersons from the industry explain the daily activities of their business and the future of the dairy industry. A supplement is included.

Length: 22 min.

Media: DVD **Price:** ₩90,000



Dairy Safety: It's No Accident

Item #: F-124

A comprehensive look at problems and safety recommendations for the dairy industry. The first section of the video, "Handling Cattle Safely," examines the

behavior of dairy cattle and addresses safety concerns when handling dams, calves and bulls; during artificial insemination; and in the milking parlor. The second section, "General Farm Safety," emphasizes safety first when using hazardous chemicals, working with livestock, moving equipment and working around the physical facility. A supplement is included.

Media: DVD

Length: 29 min.

Price: ₩112,000



Evaluating Ready-to-Cook Turkeys & Broilers

F-125

This program is designed to prepare students to be competitive in poultry judging contests. Practice increases a student's chance for being on a

winning team and greatly improves ones judging skills. Dr. Jason Lee, Assistant Professor of Poultry Science at Texas A&M University, provides valuable instruction on grading ready-to-cook turkey and broiler carcasses. Examples of each of the USDA quality grading standards used for evaluation are also shown. Dr. Lee places a class of turkey carcasses and provides a sample set of oral reasons. Dr. Lee has coached nine National Champion Collegiate Poultry Judging Teams at Texas A&M University. His teams have included the high individual at seven of these national contests. Collaborator: Dr. Jason Lee, Department of Poultry Science, Texas A&M University 37 min. ©2010

₩148,000



Egg Grading

2010

Item #: F-126

This program is designed to prepare students to be competitive in poultry judging contests. Practice increases a student's chance for being on a winning team and greatly improves ones judging skills. Dr. Jason Lee, Assistant Professor of Poultry Science at Texas A&M University, provides valuable instruction on grading both interior and exterior egg quality and explains the written factors for egg exterior quality. Dr. Lee has coached nine National Champion Collegiate Poultry Judging Teams at Texas A&M University. His teams have included the high individual at seven of these national contests. Collaborator: Dr. Jason Lee, Department of Poultry Science, Texas A&M University 24 min.. ©2010

Media: DVD

Length: 24 min. Price: \$148,000



Practice Poultry Judging - I

Item #: F-127

This video will give your students the practice they need to become more successful in the judging arena. The practice classes includes hens, pullets, interior egg quality grading, exterior egg quality grading and cartoned eggs. Placings and cuts are provided. Length: 21 min

Media: DVD Price: \$74,000



Meat Judging & Grading

Item #: F-128

Listen as a meat expert and a successful coach provide instruction in these facets of meat judging: beef quality and yield grading, beef carcass judging, beef wholesale and retail cut judging, pork carcass judging (intact and ribbed), ham judging, lamb carcass judging (intact and ribbed) and retail cut identification. Demonstration classes, parts identification and comparison pairs all are discussed in detail. This DVD provides easy-to-follow instructions in the art of beef quality grading. Carcasses representing each maturity group (A, B, C, D, E) provide an excellent opportunity for students to hone their quality grading skills. The DVD discusses skeletal maturity, lean maturity, marbling and balancing equations using current USDA grade standards. Sample marbling scores are shown, as well as charts and formulas used to balance maturity and marbling to



reach final USDA quality grades. In addition, the DVD illustrates principles used in yield grading beef carcasses. Concepts of PYG, REA, KPH, and all HCW relationships are thoroughly illustrated, as well as how to calculate final yield grades. Examples of yield grade 1, 2, 3, 4 and 5 carcasses are represented. Additionally, one practice class of 10 carcasses is included. 107 min, 8 sections, 14 printable resources and 7 web resources.

Length: 107 min.

Media: DVD

Price: \$175,000



Pork Retail Cut ID

Item #: F-129

To illustrate how major bones and wholesale cuts relate to retail cuts, meat scientists utilize a live hog, a skeleton and a pork side. Strategically placed video graphics and distinguishing identification details (location, major muscles and bones, shape, exposed faces, size) are given to help students correctly identify the 45 fresh, smoked, cured and variety pork retail cuts presented. A supplement is included. Collaborators: G.W. Davis, Ph.D.; Jim E. Lillie, Texas State Technical Institute.

Length: 27 min.

Media: DVD

Price: \$97,000



Pork & Lamb Cut Judging

Item #: F-130

Teaching the principles of judging cuts of lamb and pork, the video details the parts of hams and loins as well as principles of judging six classes of cuts (hams, pork loins, pork and lamb chops, and pork and lamb blade chops). Oral reasons for the six classes and principles of judging are provided. A supplement is included.

Media: DVD

Length: 26 min.

Price: \$74,000

Practice Pork Carcass Judging

Item #: F-131

Six pork carcass practice classes are provided. Important judging features of each carcass are clearly visible as they are presented both together and individually (close-up). Questions and answers appear at the end of each class. Placings, cuts and oral reasons are included.

Media: DVD

Length: 45 min.

Price: \$74,000



Practice Lamb Carcass Judging

Item #: F-132

Carcasses are shown together from three different angles and in individual close-ups so that muscling, internal and external fatness and flank streakings may be determined. Five questions and answers are presented, and oral reasons conclude each class.

Length: 51 min.

Media: DVD

Price: ₩74,000



Practice Ham & Loin Judging

Item #: F-133

Four classes of fresh hams and two classes of loins are included. Butt faces, cushion, shank and length/depth of the hams are shown together and individually so comparisons may be made and details perceived. Five questions, along with answers, placings, cuts and oral reasons by G.W. Davis, Ph.D., appear at the end of each class.



Media: DVD

Length: 35 min.

Price: ₩74,000

Practice Swine Judging

Item #: F-134

Give students practical experience without leaving the classroom. Includes three classes of Crossbred barrows, one class of Duroc gilts, and one class of Crossbred gilts. Walking, ham, side and top views are shown of each animal with some views of pairs and the whole class. Placings and cuts are provided.



Media: DVD

Length: 43 min.

Price: ₩74,000

Practice Sheep Judging

Item #: F-135

Providing students with additional practice classes, this videotape includes two classes of Medium Wool market lambs,



one class of Fine Wool ewes, one class of Medium Wool ewes, and one class of Crossbred market lambs. Placings and cuts are provided.

Length: 42 min.

Media: DVD

Price: ₩74,000

Market Swine Evaluation

Item #: F-136

Swine specialists discuss factors involved in the evaluation of market hogs, such as estimating carcass traits of slaughter hogs and equations used to derive the market value of a group of hogs in the pricing class. A group of slaughter hogs also are evaluated based on individual performance. Following each discussion, live market hogs are presented for viewer evaluation. Carcasses and carcass data are shown for each of the 14 hogs presented. A supplement is included.



Length: 41 min.

Media: DVD

Price: ₩89,000

EXCEL Pork Plant: Slaughter

Item #: F-137

Tour EXCEL's Ottumwa, Iowa, pork packing plant, where 12,500 hogs are efficiently and humanely slaughtered each day. At buying stations, hogs are sorted, counted, weighed, tattooed, washed and rested. Pre-slaughter tasks include antemortem inspection by a USDA veterinarian, washing and humane stunning with electricity. Slaughter processes included are sticking and bleeding, dehairing, removal and processing of the head, evisceration of internal organs, carcass splitting, and chilling in a blast freezer at -40 degrees. Safety and quality control measures regarding extensive worker training, HACCP programs, on-site inspection by USDA and EXCEL personnel and laboratory testing are included. A supplement is included.



Length: 37 min

Media: DVD.

Price: ₩224,000

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