

Weekly USMEF Report - WMIN

SPEAKERS

John Herath, Cheyenne McEndaffer

John Herath

A new organization has been formed for women in the meat industry to network, mentor and grow the involvement of women from entry level to the C-suite. It's called the Women's Meat Industry Network, and one of the co-founders is Cheyenne, McEndaffer, senior director of export services at the U.S. Meat Export Federation. The meat industry, like many others, has seen women primarily work in specific roles such as marketing or human resources. In this USMEF report McEndaffer explains there is a good pipeline of talent for technical roles like hers, due to the technical training and education offered in the U.S., but it's an area of under representation.

Cheyenne McEndaffer

With our land grant system in the U.S., we have the best meat science university programs in the world, and we have amazing talent coming out of those programs. And if you look at these programs, from a demographic, I would say at least half or a majority of those programs are women. But then when you get into certain sectors or industry, they're not there. I don't know where they went. What are the misconceptions and the actual perceptions and hurdles we can address to attract and retain talent into what we see is an amazing industry to be a part of?

John Herath

The organization, which has been in development for over two years and publicly launched in January, has a specific set of tools, it plans to develop.

Cheyenne McEndaffer

Professional development. There's two tiers there are is there technical trainings that we can offer. We have amazing Intel already in our 500 plus membership that we can pull from, you know, this could be a maintenance one on one, but this could also be things like return to work, virtual exhaustion, negotiating a raise . Mentoring is also going to be a huge focus of what we're doing, not only from the top down, but also reverse mentoring, because we really see getting that feedback back to leadership on the things that are working or not working in a company as beneficial for employee retention, which is something every industry is struggling with. And then lastly, it would be networking, which again is building out this community.

John Herath

USMEF was one of the first sponsors of WMIN. For more visit the WMIN website at [WMIN.org](https://www.wmin.org). For the USMEF I'm John Herath.