

Quality Assurance: Making it Personal
 #5 in a 6-Part Quality Assurance Educational Series
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Note: this activity focuses on goat meat eating experiences but can be adapted to other species.

On white 3x5 cards, write the “personal characteristics” listed below (one per card). On any color 3x5 cards, write the “meat experience” listed below. Next, hand one card to each person (one characteristic OR one experience to each person). Add other characteristics or experiences if you’d like. If you have a small group, select the characteristics and experiences you’d like to emphasize. Match the number of “characteristics” people to the number of “experiences” people. For example, if you have 16 people in your group, give 8 the white cards and 8 the colored cards.

Have the group mingle, mingle, mingle, with “characteristics” people repeatedly interacting with different “experiences” people (they can identify each other by the colors of their cards). Have three pieces of flipchart paper on a wall and ask people to make a hash mark if their interaction was positive, negative or neutral. For example, if the “You are allergic to penicillin” person met up with the “Penicillin residues in meat” person that would be a NEGATIVE experience.

Processing the activity

- Share some of your interactions that were neutral, positive or negative.
- What positive and negative meat-eating experiences have you had?
- As producers, why should we care about each person’s meat-eating experience?
- How much control do producers have regarding on whose plate their product ends up?
- As a result of this activity, how will you change how you care for your animal?
- As a result of this activity, how has your understanding of your role as a food producer changed?

Personal Characteristics Options	Meat Experience Options
You are allergic to penicillin	Tender and flavorful goat leg
You are thinking of becoming a vegetarian	Good flavor, nutrition and value for the price
You are a beef producer	Tough and dry chop
You have never eaten goat before	Abscess in leg roast
You are a member of PETA	Tough scar tissue in loin
You are a market sale buyer	Penicillin residues in meat
You are a youth producer	Broken needle in meat
You are a multi-generation meat goat rancher	Delicious tenderloin
You have a lot of money and can buy any kind of food you like	Juicy broiled chop
You don’t have a lot of money but wanted to cook a special meal for a family celebration	Tiny, high-priced chop
You are on a low-fat diet	Too much non-edible portions of the cut
You are a fiber goat producer	Tasty burgers
You only eat red meat once or twice a month	Great kabobs
You grew up eating goat meat as your main meat	Wonderful grilled chops
You never have had a good experience with goat meat	Unpleasant flavor to meat (buck, boar, other)
You never have had a bad experience with goat meat	Uncooked meat was bruised and discolored

For your convenience, you may cut out the phases below and tape them on the 3x5 cards to save you the trouble of writing them.

PERSONAL CHARACTERISTICS OPTIONS

MEAT EXPERIENCE OPTIONS

You are allergic to penicillin

You are thinking of becoming a vegetarian

You are a beef producer

You have never eaten goat before

You are a member of PETA

You are a market sale buyer

You are a youth producer

You are a multi-generation meat goat rancher

You have a lot of money and can buy any kind of food you like

You don't have a lot of money but wanted to cook a special meal for a family celebration

You are on a low-fat diet

You are a fiber goat producer

You only eat red meat once or twice a month

You grew up eating goat meat as your main meat

You have never had a good experience with goat meat

You have never had a bad experience with goat meat

Tender and flavorful goat leg

Tough and dry chop

Juicy broiled chop

Abscess in leg roast

Tough scar tissue in loin

Penicillin residues in meat

Broken needle in meat

Delicious tenderloin

Good flavor, nutrition and value for the price

Too much of the cut was non-edible

Tiny, high-priced chop

Tasty burgers

Great kabobs

Wonderful grilled chops

Unpleasant flavor to meat

Uncooked meat was bruised and discolored