

CarneTec

E-NEWSLETTERS & WEBINARS

ADVERTISE WITH FOCUS

Developing engaging content can be a challenge for many marketing teams. CarneTec e-newsletters and webinars do the heavy lifting for you, with content targeted to very specific meat processing audiences. The only thing you need to worry about is your advertising message or sponsored content.

A targeted list increases your opportunity to connect and convert contacts into viable sales leads. Advertising in CarneTec's focused e-newsletters and webinars can fill your sales funnel and generate awareness for your brand, all while taking advantage of CarneTec's trusted reputation. CarneTec e-newsletters and webinars are a cost-effective way to promote your brands and build your list of prospects.

CARNETEC E-NEWSLETTERS

NOTICIAS DE LA INDUSTRIA (SPANISH)/NOTÍCIAS DA INDÚSTRIA (PORTUGUESE)

Keeping up on industry news is essential for processors and there's no more trusted source of industry news than CarneTec. Notícias da Indústria reaches nearly 2,000 Portuguese-speaking processors in Brazil every Tuesday and Thursday while Noticias de la Industria reaches more than 3,100 processors throughout Spanish-speaking Latin America each Monday and Thursday.

With your logo and copy featured prominently at the top of the e-newsletter, sponsorship of Noticias de la Industria and Notícias da Indústria build awareness for your brand and generate leads. Copy can change daily if desired.

NOTICIAS DE LA INDUSTRIA (SPANISH)

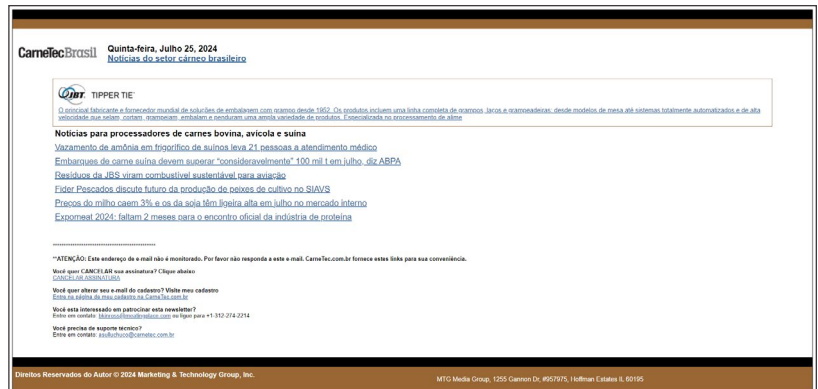
DISTRIBUTION: 3,100

Frequency: Monday and Thursday

NOTÍCIAS DA INDÚSTRIA (PORTUGUESE)

DISTRIBUTION: 1,900

Frequency: Tuesday and Thursday



CARNETEC E-NEWSLETTERS

TENDENCIAS DE I&D (SPANISH)

Science and tech for next-level ingredient and product quality solutions

Tendencias de I&D (Spanish) newsletter covers a range of quality assurance topics that are relevant in today's Latin American meat industry, always with a science-and-technology edge. Articles help meat processors stay up-to-date on the latest trends and research in such areas as clean label, shelf life extension, quality audits and packaging.

Audience: Targeted to R&D titles in Spanish-speaking Latin America, including senior management and sales and marketing personnel on the new product development team

TENDENCIAS DE I&D (SPANISH) 2025 SCHEDULE

Wednesday, April 16, 2025

Flank steak

Wednesday, July 16, 2025

Latin America Regional Analysis

Wednesday, September 17, 2025

Flavor enhancers in value-added meat products

Wednesday, October 15, 2025

Roasted turkey

Wednesday, November 19, 2025

Processes and technologies behind meat dry-curing operations

Wednesday, December 17, 2025

A new study with practical application for today's meat industry

Carnetec | Tendencias de I&D

Investigaciones científicas y nuevos desarrollos son los temas principales de este boletín

MENSAJE DEL ANUNCIANTE



Hawkins Food Ingredients provides functional blends, flavors, and anti-microbials that address your challenges surrounding shelf life. Hawkins supports your needs with solutions for yield and moisture management, color stability and flavor protection, texture modification, pathogen control, microbial suppression and clean label options. For more information, [click here](#). We always bring more to the table.

VISIT US AT IPPE Hall C, BOOTH C131



Listeria monocytogenes: tácticas y estrategias para su control en plantas de procesamiento

Por Christine Alvarado, PhD, professor, Animal Science Department, Texas A&M University



Natural Solutions For...
Color, Flavor & Microbial Protection

DESTACADAS

Tendencias de consumo e innovaciones de envases para productos cárnicos

Prácticas de bioseguridad en granjas de pavos con resultados negativos y positivos de Campylobacter

Fagocitos: una alternativa natural para antibióticos en salud animal

Intervenciones antimicrobianas para prevenir la contaminación de patógenos en canales bovinas

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NOVEDADES

“La calidad y la consistencia son, y seguirán siendo, importantes para nuestras operaciones diarias”

— Rick Martins, vicepresidente de Silva Sausage



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CARNETEC E-NEWSLETTERS

TENDÊNCIAS PARA O P&D (PORTUGUESE)

Science and tech for next-level ingredient and product quality solutions

Tendências para o P&D (Portuguese) newsletter covers a range of quality assurance topics that are relevant in Brazil's meat industry, always with a science-and-technology edge. Articles help meat processors stay up-to-date on the latest trends and research in such areas as clean label, shelf life extension, quality audits and packaging.

Audience: Targeted to R&D titles in Brazil, including senior management and sales and marketing personnel on the new product development team.

TENDÊNCIAS PARA O P&D (PORTUGUESE) 2025 SCHEDULE

Wednesday, February 19, 2025

High quality and safety in chicken wing segmentation

Wednesday, March 19, 2025

A new study with practical application for today's meat industry

Wednesday, April 16, 2025

Regional Analysis into Brazil

Wednesday, June 18, 2025

How bacterial cultures contribute to meat product bioprotection and stability

Wednesday, July 16, 2025

Regional Analysis into Brazil

Wednesday, September 17, 2025

Flavor enhancers in value-added meat products

Wednesday, October 15, 2025

Roasted turkey

Wednesday, November 19, 2025

Processes and technologies behind meat dry-curing operations

Wednesday, December 17, 2025

A new study with practical application for today's meat industry

Carnetec | Tendências para o P&D

Nova newsletter: Um radar sobre os principais desenvolvimentos e estudos científicos pelo mundo

PALAVRA DO PATROCINADOR



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Listeria monocytogenes: táticas y estrategias para su control en plantas de procesamiento

Por Christine Alvarado, PhD, professor, Animal Science Department, Texas A&M University



Natural Solutions For...
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DESTAQUES

Aplicação de revestimentos em presuntos curados para evitar infestações de ácaros e preservar propriedades sensoriais

Uso de vinagre tamponado para inibir crescimento de Listeria em peito de frango cozido e marinado

Desempenho e rendimento de carcaça de frangos de corte alimentados com probiótico

Proteoma e características qualitativas de peito de frango com aspecto de endurecimento

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NOVIDADES

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CARNETEC E-NEWSLETTERS

SEGURIDAD DE ALIMENTOS EN PERSPECTIVA (SPANISH)

Delivering practical science and tech news to improve food safety programs

Seguridad de Alimentos en Perspectiva helps keep Latin American meat and poultry processors ahead of the curve with in-depth science and technology content designed to strengthen processing plant's food safety systems and know-how. Regional research, studies and trends about allergen control, sanitary practices and microbiological testing are central topics.

Audience: Targeted to Food Safety personnel in Spanish-speaking Latin America including senior management, QA/QC, Plant Supervisors and Sanitation on the HACCP team.

SEGURIDAD DE ALIMENTOS EN PERSPECTIVA (SPANISH) 2025 SCHEDULE

Wednesday, February 12, 2025

Microbiological and contamination controls in beef slaughter processing plants

Wednesday, March 12, 2025

Innovations in refrigerated storage for meat preservation

Wednesday, June 11, 2025

Good uses of meat extenders in sausage formulations

Wednesday, August 13, 2025

Carcass scalding, splitting and cutting in pork slaughter processes

Wednesday, September 10, 2025

Benefits and advances in meat processing foreign object detection

Wednesday, October 8, 2025

A new study with practical application for today's meat industry

Wednesday, November 12, 2025

Meat additives: food safety, benefits and regulations

Wednesday, December 10, 2025

Flexible packaging options for today's meat products

CarneTec | Seguridad de Alimentos en **PERSPECTIVA**

A través de este boletín, entérese paso a paso como fortalecer la inocuidad de sus productos cárnicos

MENSAJE DEL ANUNCIANTE

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 **Listeria monocytogenes: tácticas y estrategias para su control en plantas de procesamiento**

Por Christine Alvarado, PhD, professor, Animal Science Department, Texas A&M University

 **Natural Solutions For... Color, Flavor & Microbial Protection** 

DESTACADAS

[Tendencias de consumo e innovaciones de envases para productos cárnicos](#)

[Prácticas de bioseguridad en granjas de pavos con resultados negativos y positivos de Campylobacter](#)

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CARNETEC E-NEWSLETTERS

SEGURANÇA DOS ALIMENTOS EM ANÁLISE (PORTUGUESE)

Delivering practical science and tech news to improve food safety programs

Segurança dos Alimentos em Análise helps keep Brazilian meat and poultry processors ahead of the curve with in-depth science and technology content designed to strengthen processing plant's food safety systems and know-how. Regional research, studies and trends about allergen control, sanitary practices and microbiological testing are central topics.

Audience: Targeted to Food Safety personnel in Brazil including senior management, QA/QC, Plant Supervisors and Sanitation on the HACCP team.

SEGURANÇA DOS ALIMENTOS EM ANÁLISE (PORTUGUESE) 2025 SCHEDULE

Wednesday February 12, 2025

Microbiological and contamination controls in beef slaughter processing plants

Wednesday, March 12, 2025

Innovations in refrigerated storage for meat preservation

Wednesday, April 9, 2025

Flank steak

Wednesday, May 14, 2025

Cooking effects on ready-to-eat meat products' shelf life

Wednesday, June 11, 2025

Colorimetry technology and its impact on final meat quality

Wednesday, July 9, 2025

Specialty poultry sausages

Wednesday, August 13, 2025

Carcass scalding, splitting and cutting in pork slaughter processes

Wednesday, September 10, 2025

Benefits and advances in meat processing foreign object detection

Wednesday, October 8, 2025

A new study with practical application for today's meat industry

Wednesday, November 12, 2025

Meat additives: food safety, benefits and regulations

Wednesday, December 10, 2025

Flexible packaging options for today's meat products

CarneTec | Segurança dos Alimentos em ANÁLISE

Saiba passo a passo como fortalecer o nível de inocuidade de seus produtos cárneos por meio desta newsletter

PALAVRA DO PATROCINADOR



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[Listeria monocytogenes: táticas y estrategias para su control en plantas de procesamiento](#)

Por Christine Alvarado, PhD, professor, Animal Science Department, Texas A&M University



Natural Solutions For...
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DESTAQUES

[Aplicação de revestimentos em presuntos curados para evitar infestações de ácaros e preservar propriedades sensoriais](#)

[Uso de vinagre tamponado para inibir crescimento de Listeria em peito de frango cozido e marinado](#)

[Desempenho e rendimento de carcaça de frangos de corte alimentados com probiótico](#)

[Proteoma e características qualitativas de peito de frango com aspecto de endurecimento](#)

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CARNETEC E-NEWSLETTERS

PROCESOS Y OPERACIONES (SPANISH)

Science-based information to drive production efficiencies in meat plants

Procesos y Operaciones (Spanish) newsletter deliver science and technology-based strategies to improve production efficiencies in beef, pork and poultry plant operations all across Spanish-speaking Latin America. Readers will find information to improve their processing methods and technologies, optimize machine and equipment usage and design efficient packaging lines.

Distribution: Targeted to Plant Operations in Spanish-speaking Latin America, including senior management, operations, production, engineering and maintenance.

PROCESOS Y OPERACIONES (SPANISH) 2025 SCHEDULE

Wednesday, February 26, 2025

High quality and safety in chicken wing segmentation

Wednesday, March 26, 2025

Case study of one Latin American meat processing company

Wednesday, May 28, 2025

A new study with practical application for today's meat industry

Wednesday, August 27, 2025

Optimizing chicken defeathering operations at the processing plant

Wednesday, September 24, 2025

Regional Analysis of Latin America

Wednesday, October 22, 2025

Case study of one Latin American meat processing company

Wednesday, November 26, 2025

Best practices in poultry offal processing

Wednesday, December 24, 2025

Case study of one Latin American meat processing company

CarneTec | PROCESOS Y OPERACIONES

Mejoramiento de líneas de producción por medio de estrategias e inversiones rentables

MENSAJE DEL ANUNCIANTE



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Listeria monocytogenes: tácticas y estrategias para su control en plantas de procesamiento

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DESTACADAS

[Tendencias de consumo e innovaciones de envases para productos cárnicos](#)

[Prácticas de bioseguridad en granjas de pavos con resultados negativos y positivos de Campylobacter](#)

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CARNETEC E-NEWSLETTERS

PROCESSOS E OPERAÇÕES (PORTUGUESE)

Science-based information to drive production efficiencies in meat plants

Processos e Operações (Portuguese) newsletter deliver science and technology-based strategies to improve production efficiencies in beef, pork and poultry plant operations in Brazil. Readers will find information to improve their processing methods and technologies, optimize machine and equipment usage and design efficient packaging lines.

Distribution: Targeted to Plant Operations in Brazil, including senior management, operations, production, engineering and maintenance.

PROCESSOS E OPERAÇÕES (PORTUGUESE) 2025 SCHEDULE

Wednesday February 26, 2025

Good uses of meat extenders in sausage formulations

Wednesday, March 26, 2025

Case study of one Latin American meat processing company

Wednesday, April 23, 2025

Uses of machine learning algorithms and its prediction of chicken carcass water absorption

Wednesday, May 28, 2025

Advantages of natural antioxidants in meat products

Wednesday, June 25, 2025

Case study of one Latin American meat processing company

Wednesday, August 27, 2025

Optimizing chicken defeathering operations at the processing plant

Wednesday, September 24, 2025

Regional Analysis into Brazil

Wednesday, October 22, 2025

Case study of one Latin American meat processing company

Wednesday, November 26, 2025

Best practices in poultry offal processing

Wednesday, December 24, 2025

Case study of one Latin American meat processing company

CarneTec | PROCESSOS E OPERAÇÕES

**Estratégias, estrutura, investimentos: tudo para
turbinar suas linhas de produção**

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**Listeria monocytogenes: táticas
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plantas de procesamiento**

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DESTAQUES

**Aplicação de revestimentos em presuntos curados para evitar
infestações de ácaros e preservar propriedades sensoriais**

**Uso de vinagre tamponado para inibir crescimento de Listeria
em peito de frango cozido e marinado**

**Desempenho e rendimento de carcaça de frangos de corte
alimentados com probiótico**

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CARNETEC E-NEWSLETTERS

CARNETIPS (SPANISH)

News and innovation from industry suppliers

New products are the lifeblood of the Latin American meat and poultry industry and the CarneTips newsletter showcases them, along with supplier news and sponsored content. A mix of paid and non-paid coverage ensures Spanish-speaking Latin American processors keep up-to-date on the latest developments and innovations.

CARNETIPS (SPANISH)

Frequency: Monthly

Distribution: 3,000

CarneTec CarneTips

VITRINA TECNOLÓGICA NOTICIAS DE PROVEEDORES

VITRINA

TIPPER TIE® RS4204: desarrollando engrapadoras automáticas



Ahorro de costos: las máquinas con imágenes reflejadas permiten que un solo operador ejecute dos líneas simultáneamente. [Lea más.](#)

 TIPPER TIE

Grandes beneficios de tecnologías avanzadas de inspección



La empresa norteamericana Eagle Product Inspection anuncia el lanzamiento de una tecnología de inspección avanzada. [Lea más.](#)

 eagle
QUALITY ASSURANCE

Colombia y su innovadora industria avícola

Micvac hace su debut en el mercado de Sudáfrica

CONTENIDO PATROCINADO

Proteínas plasmáticas: usos y beneficios



Las pérdidas por cocción, los rendimientos de rebanados y la vida útil están entre los criterios más importantes... [Lea más.](#)

 PROTENA

NOMBRAMIENTOS Y CONTRATACIONES

Diamond V amplía su presencia en Sudamérica



La empresa norteamericana Diamond V anunció que nombró a Paulo Raffi al cargo de Especialista Técnico en Avicultura, para su división en... [Lea más.](#)

 Diamond V

José A. Erazo se une a Cantrell como ingeniero de ventas

NOTICIAS DE PROVEEDORES

Sistema automatizado de desinfección de manos y botas



ProTech XV de Meritech es un nuevo sistema automatizado de desinfección de manos y botas con una capacidad de hasta 15 empleados por minuto. [Lea más.](#)

Ingredientes naturales y sus notables ventajas

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CARNETEC E-NEWSLETTERS

CARNEDICAS PORTUGUESE

News and innovation from industry suppliers

New products are the lifeblood of the Latin American meat and poultry industry and the CarneDicas newsletter showcases them, along with supplier news and sponsored content. A mix of paid and non-paid coverage ensures Brazilian processors keep up-to-date on the latest developments and innovations.

CARNEDICAS (PORTUGUESE)

Frequency: Monthly

Distribution: 1,900

CarneTec

CarneDicas

VITRINE TECNOLÓGICA

NOTÍCIAS DE FORNECEDORES

VITRINE

Lançamento da Allpax reduz contaminação de alimentos



A Allpax, uma marca da ProMach, apresenta seu novo sistema de rastreamento de cargas... [Mais](#)

ALLPAX

Inovação da Marel facilita porções de carne desossada



As empresas que querem fazer porções de carne de frango com peso fixo agora têm uma boa opção. [Mais](#)

marel

Novas soluções para refrigeração industrial

Biogénesis Bagó e GlobalGen anunciam nova colaboração

CONTEÚDO PATROCINADO

O setor de carnes na América do Sul



A produção mundial de carnes deverá crescer a 357 milhões de toneladas métricas anuais em 2025... [Mais](#)

Corbion

CONTRATAÇÕES E NOMEAÇÕES

Tobias Weber: o novo diretor executivo da Weber



Tobias Weber é o novo diretor executivo da empresa alemã Weber Maschinenbau desde o dia primeiro de janeiro. [Mais](#)

weber

Novo gerente de mercado da Diamond V no Brasil

NOTÍCIAS DE FORNECEDORES

Multivac abre centro de produção na Alemanha



MULTIVAC Marking & Inspection inaugurou um centro de produção e administração na cidade alemã de Enger, com um investimento de 3 milhões de euros. [Mais](#)

Paletização robotizada para o processamento de alimentos

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CARNETEC WEBINARS

CAPACITACIÓN VIRTUAL (SPANISH ONLY)

Sponsorship of CarneTec's Capacitación Virtual educational series can help you reach a targeted audience of Latin American meat processors who are ready to improve their operations and view your company as a solution-provider and thought-leader.

Audience: Webinars typically generate 200-300 participants

SPONSOR BENEFITS:

Logo and sponsor identification in a minimum of two email blasts prior to the event

- Logo and sponsor identification in web ads on CarneTec.com
- Logo and sponsor identification in two CarneTec newsletters prior to the event
- Logo and sponsor identification at the beginning and end of virtual event
- Verbal thank you to sponsor at beginning and end of virtual event
- 30-second sponsor messaging mid-event
- Custom question included in post-survey question
- List of all participants—attendees and registrants, names companies, titles and contact info.

Topics:

- Additives: characteristics, qualities and advantages
- Choosing and using the best casings for sausages
- What you need to know about meat mixing and grinding
- Packaging innovations for the meat industry
- Best practices in sausage clipping operations
- Optimizing in-plant slicing processes for cold cuts
- Useful in-plant techniques for ham smokers
- Chilling and freezing: cold management in meat production



CarneTec

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