

“Meat cut by Aggies for Aggies.” – Rosenthal Meat and Technology Center

## Lunch Break

Thousands of students walk through Texas A&M University’s west campus daily during the school year, walking right past the Rosenthal Meat and Technology Center. Unaware of the building without a class inside, students would never know there is a Meat market right on campus and open to anyone and everyone.

Lenoir-Rhyne University did a study in 2022 that analyzed college students’ nutrition practices, which uncovered the three largest barriers for students to eat healthy. These top three barriers were time, availability of food, and money.” With short gaps between classes and a need to save money for school expenses, it can be a challenge for students to find lunch in their busy schedules.

While these barriers also exist on Texas A&M’s campus, to offer a solution to this problem, the Rosenthal Meat and Technology Center opened its store, which sells meat processed by students who are passionate about this industry.

Dakota Lindemulder, a junior at Texas A&M University said, “I enjoy going to Rosenthal because it provides an environment where I can study while getting a quick and affordable meal.”

While many butcher shops sell at the standard pricing, Rosenthal offers specials to help make quality meat affordable to students and staff. One special targeted at students is a sausage wrap and a large drink for only \$5.25, one of the cheapest meals on the University campus.

Sam's Club, a bulk grocery warehouse, sells a beef chuck roast for \$5.98 per pound, while Rosenthal August's special charges only \$3.49 per pound. That saves a customer almost \$2.50 per pound.

## History

The Rosenthal Meat Science and Technology Center has been making an impact on agriculture across the United States for decades. This building is much more than the average classroom meat lab, but a space for students to get hands-on experience.

Texas A&M Foundation said research done in this facility has impacted “more than 70% of beef, lamb, and pork consumers in the United States today.” This University sets precedent for agriculture as the first land-grant institution in Texas and continues to exceed.

This center was built in 1983 and four years later, dedicated to E.M “Manny” Rosenthal 42'. Army Veteran, Rosenthal went on to generously give back to the meat science program at Texas A&M before creating the United States' meat science chair at the University.

The Rosenthal Meat and Technology Center is the prime example of what Texas A&M strives to do for its students while performing extension to the public, supporting Texas farmers and ranchers.

Rosenthal Center employee, Kyla Beck, Junior said, “Everything that we have in the windows is sourced from Texas, from 4-H and FFA projects, and we bring it in. It is student harvested, it is student processed and incorporated into classes that everyone is taking.”

## Giving Back

The Rosenthal Center not only gives back to the agricultural industry but to our society as well. Before Rosenthal was built, Texas A&M students and supervisors processed and sold over 9,000 head of livestock, which as a result, raised \$300,000 to be given to soldiers during World War II.

The idea of this department being charitable is not anything new, as the store does more than help feed college students. The agricultural industry takes more than textbook knowledge to learn a field, and the Rosenthal Center provides this opportunity.

Here, students, the future of agriculture, are given the chance to learn how to process and package meat. This store sells these products throughout the school year while providing on-campus jobs for students. By hiring students, these young adults are taught vital skills that will be influential in their future careers in and out of the meat industry.

“What I really enjoy is when people come in and ask questions, and then I am able to say ‘yes, it comes from this part of the carcass’... What other university can you walk into and learn something about meat science when maybe you are a finance or Biomedical Science major.”

Students planning to obtain a career in the meat industry are leaving college with knowledge and experience unlike anywhere else.

The meat market slogan, “Meat cut by Aggies for Aggies,” depicts just how the Rosenthal Meat and Technology Center helps students in multiple ways, whether it’s with quality, affordable meals, experience, and knowledge, or just a place to study.