



Developing new red meat products

What: Meat product development

Who: MLA Donor Company (MDC), Australian Meat Processing Corporation (AMPC), industry and technology partners

Why: Grow red meat demand with innovative products, process and business model and capability development to create and capture value along the red meat value chain

Food for the future

Increasing sales of red meat around the globe is no longer as simple as promoting steaks and chops; it's about providing innovations that deliver value and choices. This means developing new value-added beef, goat and lamb products that are demand driven opportunities that consider:

- novel science and technology platforms and tools
- increasing the value of secondary cuts and carcass utilisation
- insights for new red meat occasions and usages
- New value chain / business model design.

Trending now

The face of the food industry is rapidly changing. Impacts are being felt as a result of:

- increasing globalisation
- an ageing population
- a move away from traditional meals eaten in the home to snacking and dining out
- the growth of the foodservice sector, including conference and convention catering, airlines, retirement and medical facilities and quick service restaurants
- economic growth and the westernisation of China and Indonesia and their interest in consuming more protein
- Advancements in technologies

Value chain benefits

Greater use of secondary cuts and increased value of these cuts, and the development of new markets for Australian red meat.

Underpinning these factors is the need to identify trends and insights for these growth opportunities and to develop capabilities in new product and process developments and business model solutions. Recent consumer attitudinal research confirms more red meat would be consumed if it met purchaser requirements of convenience, enjoyable eating experiences, value for money and nutrition.

Investment has been in creating products for developing markets, new meat processing technologies, developing capability within the industry (by educating butchers, foodservice and processing partners) and researching the forces impacting the market.

Serving it up

Here are examples of product innovation outcomes from the investment:

- **High pressure processing (HPP):** This process uses pressure and water to surround the sealed meat product to significantly extend shelf life and when used in combination with high temperature, is ideal for secondary cuts to produce a tender dish similar to sous vide / slow-cooked dishes (but in 15 minutes rather than 6 hours). Benefits are increased shelf life, reduced waste, less reliance of preservatives, greater use of secondary cuts and increased value.
- **High moisture extrusion cooked (HMEC):** Using an extrusion process already applied to pasta and snack foods, this involves



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'creating' a meat product with great texture and fibres made from lean trimmings, ideal for pizza toppings, sandwiches and rolls and a range of foodservice uses. Benefits are increased versatility for products created from secondary cuts that traditionally are minced to create more opportunities for use of red meat.

- **Commercial partnerships:** MLA has supported the development of products for particular markets including Sizzle steak (using Thin Slice Technology), Sausages (using very fast chilled NuMeat technology), Sous Vide cooked Rib fillet (using SmartShape™ technology), Pulled meats (using cook-shredding processes) and a range of meat based toddler and baby food products.

Further information

For more information contact
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View YouTube Videos

HPP: <https://www.youtube.com/watch?v=xkwrcHt2AXU>

HMEC:

<https://www.youtube.com/watch?v=H8iXyYJuxIk&feature=youtu.be>

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