

INDUSTRIEAUSGABE ENGLISCH/1 B 7647

JOURNAL OF MEAT PRODUCTION



SUPERLARGE
EXPORT
EDITION

Die Fleischerei

**INTERNATIONAL MAGAZINE
FOR MEAT PROCESSORS
IN TRADE AND INDUSTRY**

**SEPTEMBER
1995**



TRANSLATION

Cand. Dipl.-Ing. Andreas Schopf,
Kurt Herrmann and
Prof. Dr. Albert Fischer:
**On the use of liquid nitrogen
or carbon dioxide in the
tumbling of boiled hams** III

Dipl.-Ing. (Univ.) Jürgen Steinmaßl:
**Food for thought: Approaches for
steering successful meat businesses
into the next century (3)** IX

Dipl.-Ing. Werner Frey:
**The ABC of meat products
manufacturing (34)** XV

Translation between pages 80/81

FAIRS

Impulses from IFFA '95 4

**Packaging at IFFA '95: When
freshness and long keeping quality
become part of the package** 26

anuga: Food market of the world 46

**TOPICAL DISCUSSION
OF THE MONTH**

Dr. Ulrich Gerhardt:
**Antioxidants and synergetic
compounds as effective agents
against oxygen-caused food
spoilage** 55

TECHNOLOGY

**Specialties in aspic:
On the use of spray gelatin** 33

**RETAILING, MERCHANDISING
AND SALES PROMOTION**

'Fleischerei'-recipe:
Variations on mousse 39

'Fleischerei'-recipe:
TEX-MEX-specialties 75

BUTCHER BUSINESS SPECIAL

**Butchers against liberalisation
of opening hours** 63

Candlelight dinner 64

**Cheese assortments in
the meat store (7)** 66

**"Junk in the deep freeze" –
two years later** 68

Butchershop of the future (7) 72

MARKET

Market forecasts 43

**Market research: No kid's
fare without meat and sausage** 44

**Recent market study looks into
private household consumption
trends for meat and sausages** 77

Update on EU legislation 83

Patent review 86

CURRENT TOPICS

Event overview 47, 59, 67, 78, 82

Meat industry news 38, 81, 82

Product news 60

FOREIGN REPRESENTATION

Great Britain
Mr. D. Mark Carter, South Place, Derby Road,
Haslemere, Surrey GU 27 1 BP, England

Switzerland
EDIREP AG; V. Tottoli, Postfach
CH-8802 Kilchberg / ZH, Tel. 01/7 15 26 21
Telefax 01/7 15 20 59

France
N. M. Hellin, 6 rue de la Belle Feuille
F-92 100 Boulogne, Tel. (1) 6 05 63 77

The Benelux Countries
Gerhard Wouters, Postbus 132
NL-3800 AC-Amersfoort, Tel. 0 33/61 81 21

Scandinavia
wvn-Werbeagentur GmbH, Asmusstraße 27,
D-24143 Kiel, Tel. 04 31/7 70 07-8,
Telefax 04 31/7 70 09

Die Fleischerei

International Magazine for Meat Processors
in Trade and Industry

ingfulness of all such color measurements.

Controlling the temperature

When cryogenic gas is directly nozzled into the center of the tumbler drum, so that the gas jets are consequently directly targeted at the meat inside the drum as well, refrigerating efficiency is materially increased when compared to conventional tumbler jacket cooling systems. In addition, the substantial temperature differential across coolant and product to be cooled causes heat from the raw material to be carried off rapidly. This was demonstrated by the trials in which, as far as the LIN experiments were concerned, only about 70 minutes were required to lower the meat's core temperature from +8°C (46.4°F) to 0°C (32°F). What must be taken into consideration here is the low degree of capacity fill of the tumbler

of exercising positive temperature control. The high heat capacity of the coolant and individually adjustable cooling cycles give operators the option of maintaining the meat temperature within the desired target range or taking proactive steps to change it.

Summary

Every meat plant will have to look at its own specific conditions to decide whether the quality improvement of hams incidental to the use of liquid nitrogen or carbon dioxide, respectively, warrants the expense of changing over to such a process. In more concrete terms and reflecting the results obtained from the trials presented here, employment of the cryogenic gas process can be stated to produce approximately 2 to 3 per cent yield increase and roughly 10 per cent more ham slices of retail commens-

GADEA DE LOPEZ G., L. W. HAND: Temperature effects on protein extractability and expressible moisture of finely ground beef. *J. of Muscle Foods* 4 (1993) 225.

GARNREITER F.: Flüssiger Stickstoff als Kühlmedium im Kutter. *Fleischwirtschaft* 67 (1987) 895.

GILLET T. A., D.E. MEIBURG, C. L. BROWN, S. SIMON: Parameters affecting meat protein extraction and interpretation of model system data for meat emulsion formation. *J. Food Science* 42 (1977) 1606.

GILLET T. A., R. D. CASSIDY, S. SIMON: Ham massaging, effect of massaging cycle, environmental temperature and pump level on yield, bind and colour of intermittently massaged hams. *J. Food Science* 47 (1982) 1083.

IYIMEN S.: Die Zusammenfassung der Decompositionstheorie für die Praxis der hitzebehandelten Fleischwaren. *Fleischerei-Technik* 5 (1989) 11.

KATSARAS K., K. D. BUDRAS, W.-D. MÜLLER: Mikrostruktur von Kochschinken. *Mitteilungsblatt der BAFF Kulmbach* 108 (1990) 171.

KOLB H., G. HEINZ, H.-W. WIEGAND: Fleischfarbe. *Fleischwirtschaft* 70 (1990) 868.

Vacuum stuffer for use at butcher level

"Konti E80" is the designation given to a new vacuum stuffer developed by a south German engineering and meat industry supply company. It's a unit specifically designed for use by small or mid-size family meat processing businesses. Delivering top performance and made to resist wear and tear, the Konti E80 presents itself in a solid housing of hardened, high-grade stainless steel with precision-honed finish. A total of 16 fill chambers provided for the automatic sizing and linking unit guarantee gentle handling of the emulsified sausage mass material, and accurate stuffing for all sausage varieties made. The manufacturer emphasizes that LCD control is standard and that the ergonom-

Food for thought: Approaches for steering successful meat businesses into the next century

(Part 3)

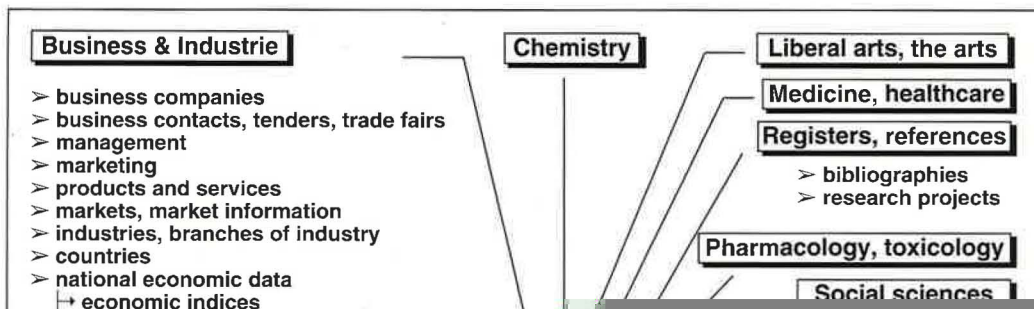
No doubt, the fat years are gone. Recession, saturated markets and increasing international competition – as exemplified by the European Union's Single Market for instance –, have all combined to intensify the struggle for market share. Under the present environment, the simple cause/effect principles have long ceased to sufficiently explain what today's markets are all about, meat markets included. Rather, in order to understand the market and the dynamics driving it, a more complex, networked thinking is what's needed. This in turn can only thrive on the food of optimum information input. In the first part of this article, an attempt was made to present a sober, unadorned stocktaking of the situation of the German meat industry. It was then laid down that, with the help of an efficient information management system, practically suitable marketing instruments for coping with the crisis can be identified and put to use by businesses involved in this field of industry. Part two took a

On-line data bases – what they are and what they mean

In this context, on-line means that at least two computers are directly connected with each other via a communications network as provided by the Telekom phonelines for instance, and that at least one computer has access to the other. In other words, on-line data bases constitute a data resource stored on a distant computer, the so-called host. This data host can be accessed from the home with a personal computer, or from a business computer, if a communications link via a network is established. If needed, all selected

selection possibilities offered. And the search for information which meets certain criteria, such as industry category, part category or sales volume, is possible in a computer-supported data base environment only by making data bases distinctly superior to the print media in this respect.

In view of a continuously expanding data volume, the possibility of linking historic data with current ones offers additional information research perspectives. Other benefits of on-line data bases include up-to-dateness, availability irrespective of time and location and convenience in further operating on the data obtained. Bearing in mind a



than 200 people, in Poland's meat industry.

– Search for information, as current as possible, about the Polish economy, with country report added.

► Which data base offers information relevant to the above questions? Having formulated this question, the searcher must

further by also including CD-ROMs, diskettes and magnetic tapes, so that the reader is provided with a comprehensive overview of all electronic information storage media and where to obtain them. To find the right marketer for satisfying one's own information need, this book is a great work of reference for both the newcomer as well as the routine-seasoned data base user.

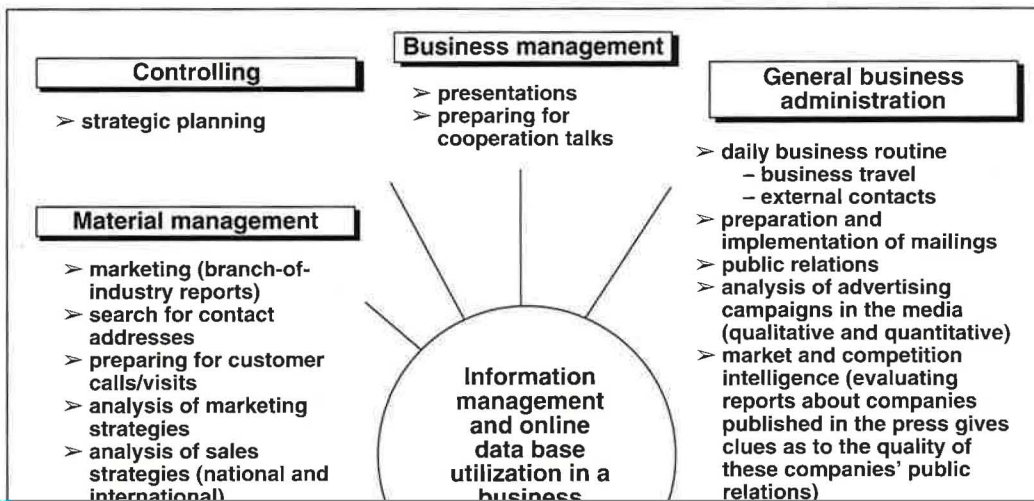
To continue with the search for the best source to tap, several data base providers will in any case remain as candidates for the final selection. In the end, a decision for or against a potential host should only be made after an initial contact and thorough examination of the commercial conditions. The Munich, Germany-based GBI (Gesellschaft für betriebswirtschaftliche Information mbH, a company specializing in business information) spontaneously offered assistance giving a member of Die Fleischerei's

Table 1: Major data base providers in Germany

Data base provider/organization	Brief description
GBI – Gesellschaft für betriebswirtschaftliche Information mbH, Freischützstraße 96, D-81927 München, Germany. phone: 0 89/9 57 00 64; fax: 0 89/95 42 29; approx. 100 data bases	<ul style="list-style-type: none"> – German and international business information – Eastern Europe – Market and product information – Management know-how – Business publications
FIZ-Technik – Fachinformationszentrum Technik e. V., Ostbahnhofstr. 13, D-60314 Frankfurt/Main, Germany. phone: 0 69/43 08-0; fax: 0 69/43 08-2 00; approx. 90 data bases	<ul style="list-style-type: none"> – Technical and scientific information – Technical business information
D & B – Schimmelpfeng GmbH, Hahnstraße 31–35, D-60258 Frankfurt/Main, Germany. phone: 0 69/6 63 03-0; fax: 0 69/6 63 09-1 75	<ul style="list-style-type: none"> – Business information from approx. 200 countries
DBI-LINK – Deutsches Bibliotheksinstitut, Bundesallee 184–185, D-10717 Berlin, Germany. phone: 0 30/85 05-1 99; fax: 0 30/85 05-1 00	<ul style="list-style-type: none"> – Supraregional library catalogues available as an on-line data base resource
DEUTSCHES PATENTAMT BIBLIOTHEK, Zweibrückenstraße 12,	<ul style="list-style-type: none"> – Check of patents, registered designs and taste patterns

Business Information Service of the Financial Times. To gain an overview, GBI also offers the possibility of making a cross search. This means that, if a certain search category or chain of search categories is entered, all data bases accessible will be searched for this particular heading. This feature makes searching for appropriate data bases easier, above all for those new to this type of information gathering. To give one important finding right upfront, conducting the cross research brought to light a veritable spate of documents about the topics meat and/or meat products. The CREFO data base alone, having in its storage possession profiles of some 660,000 businesses recorded in the German Register of Companies with addresses, product lines, sales and employee data etc., has 8,310 data files available on the companies involved in the meat indus-





as easily as personal communications can be sent to the Stör butcher shop. Also present on Datex-J is ZMP (Zentrale Markt- und Preisberichtsstelle = the central market and price reporting agency of Germany's agribusiness) which, among other items, offers current information about the beef cattle, veal and slaughter pig markets.

Concluding remarks

Quo vadis – whither are you going – German meat industry? No one can answer this question