

NEW APPLICATIONS FOR BEEF

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The application of beef changes from traditional use to processed meat and/or snacks in packed consumer portions. The retail share of the total processed meat sales increases and is now around 70 %. Due to the fact that the market is changing, the beef industry has to develop new policies such as product renewal, logistics and market concepts.

Consumers want more convenience, have more eating moments (grazing), are mobile, want to spend little time on preparing their meals, want to be surprised and react on price actions.

The retailers are interested in new concepts and innovative products. The application of meat binding with Fibrimex in combination with, for instance, marinades is a new way to satisfy consumer needs.

Research is being done on several new applications.

Small pieces of beef muscle of high quality can be bound such that bigger pieces of the same size are formed and portion control becomes very simple. A more constant product with a better consistency and an attractive price is the result.

Labour intensive, handcraft products are processed to 'steak' products which can be pre-grilled or pre-baked. Also marinades can be used. The result is a product with a very short preparation time for the consumer.

Less current pieces of beef such as the neck and the forequarter can be used in the development of a 'fast food beef product' like rounds, strips or rolled products.

In our studies attention is given to fresh products, frozen products and specially packed products. All newly developed products are tested on external appearance, colour, flavour, taste and consistency. Attention is also given to the price / quality ratio which must be attractive to the industry.