



Healthy and Enhanced Meat Research Program

*Industry Day 2015
April 11, 2015*



WHY HEALTHY AND ENHANCED MEAT RESEARCH?

“The overwhelming majority of consumers are looking for products and services that complement and facilitate a healthier lifestyle.”

Health awareness is growing among all Canadians

By 2031, 25% of Canadians will be over 65 years old, compared to 14 % today

Health awareness is changing the type of products Canadians are purchasing

Source: Mapping your future growth: Five game changing consumer trends, October 2013, Business Development Bank of Canada (BDC).



WHY HEALTHY AND ENHANCED MEAT RESEARCH?

“The \$460 million Canadian gluten-free market will nearly double by 2017. Sales climbed from just \$178.9 million in 2008 to \$458.9 million in 2012.” Source: Gluten-Free Foods in Canada, August 2013, Packaged Facts

“The most popular claim amongst new processed meat products in the U.S. was “microwaveable,” followed by “no additives/preservatives,” Source: Processed Meats in the United States, Market Indicator Report, March 2012, Agriculture and Agri-Food Canada (AAFC)

“Increased awareness and acceptance of sodium-reduced products by consumers will generate more requests for these products.” Source: Sodium Reduction Efforts by the Canadian Food Industry February 2013, Food and Regulatory Issues Division, AAFC

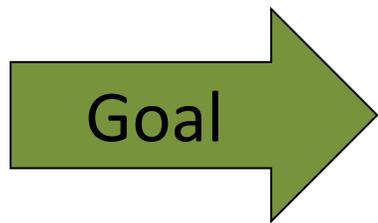


WHAT IS HEALTHY AND ENHANCED?

- For this program: Any meat product that is developed to be healthier or enhanced with the aim to address or meet provincial or national recommendations. This includes but is not limited to:
 - Sodium reduction;
 - Additive/preservative free;
 - Allergen free;
 - Fat reduction;
 - Gluten free;
 - Functional ingredients;
 - Etc.

PROGRAM AT A GLANCE

- Team of scientists and technologists working with industry to support the research, development, and production of healthy and enhanced meat products.



Provide industry with a resource for capitalizing on the opportunities presented by emerging consumer meat product purchasing drivers and trends.



New value-added products on the market

Reinforce competitiveness of Alberta industry



HEALTHY AND ENHANCED MEAT RESEARCH PROGRAM



Program is lead by scientists and technologists working out of the Food Processing Development Centre (FPDC) in Leduc, Alberta:

- Applied research;
- Product and process development;
- Interim production (federal registrations); and
- Technology/knowledge transfer (seminars, workshops and equipment demonstrations).

PROGRAM'S HOME IS THE FOOD PROCESSING DEVELOPMENT CENTER

- Fully equipped meat processing pilot plant
- Product development and culinary laboratories
- Sensory evaluation lab
- Federal registrations
 - Meat
 - Dairy
 - Processed products
- Organic certification
- Other certifications as required



WHO WE WORK WITH

- The program's research is often conducted in collaboration with:
 - Industry partners;
 - Other federal/provincial researchers;
 - Academic institutions; and
 - External funders.

HEALTHY AND ENHANCED MEAT RESEARCH PROGRAM

We can assist with:

- Reformulation to meet nutrition guidelines, consumer demand, or retail requests for healthier choices;
- Achieving enhanced food safety through reformulation and processes; and
- Using sensory evaluation as a tool to enhance the desirable qualities of your existing products.



OPPORTUNITIES FOR PROVINCIAL MEAT PROCESSORS

- Reduced-sodium products:
 - Salt replacers:
 - Our scientists have had success with both functionality and consumer acceptance in ready-to-eat (RTE) meat products;
 - Innovative approaches to salt-reduced meat products:
 - Investigating the use of salt gradients to produce “taste contrasts” that result in increased perceived saltiness.

OPPORTUNITIES FOR PROVINCIAL MEAT PROCESSORS

- Gluten- and allergen-free products:
 - Pulses as binders for meat products:
 - FPDC scientists are exploring the use of pulses as a non-allergenic, gluten-free alternative to wheat ingredients.
- Additive/preservative-free “clean label” products:
 - “Naturally Cured” meat products:
 - The challenge to overcome here is perfecting the re-formulation for a specific product.



OPPORTUNITIES FOR PROVINCIAL MEAT PROCESSORS

- Enhancement of meat with omega-3 fatty acids:
 - FPDC scientists have produced successful raw and RTE products with incorporated omega-3 fats;
- Enhanced safety of ready-to-eat meat products:
 - Listeria growth control ingredients:
 - “clean label” solutions are now available;
- Local products:
 - Consumers and restaurants are demanding locally sourced products.



MOVING FORWARD

- Contact the Food Processing Development Centre team
 - fpdcreasearch@gov.ab.ca
- Government of Alberta development officers
 - Can assist with applying for relevant funding
 - Go to www.agriculture.alberta.ca and search “industry development specialists”

MOVING FORWARD

- Program website (coming soon)
 - www.agric.gov.ab.ca/hemr
- Program needs assessment
 - A needs assessment in the form of a survey will help to determine how this program would best be suited to support the Alberta meat industry.

Thanks !

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