

# The Manufacture of Smoked RTE Poultry Products

*Desmond A. Ali, Ph.D.*

# POULTRY IN T & T

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- **Four integrators serving 1.3 million people**
- **Four primary processing plants**
- **Processing of beef and pork products (other processors)**
- **Plethora of imported products**
- **Plural society**

# MEAT MARKET IN T&T

- **Consumption:**

**Broiler : 36 kg/capita**

**Pork : 2.8 “**

**Beef : 1.5 “**

- **Local Production: 44,627 tonnes**

- **Imports : 1,639 tonnes**

# PRICE VARIATIONS

- In 2002

**Wholesale live:**

**Low : USD 0.66/kg**

**High : USD 1.28/kg**

# DRIVERS OF FURTHER PROCESSING

- **Insulation from primary price variability**
- **Add value & convenience**
- **Satisfy niche markets:**
  - Halaal*
  - Non-pork/beef*
- **Product innovation & differentiation**

# SMOKED POULTRY PRODUCTS

- **Commenced product development in 1996**
- **Production in a pilot operation**
- **Manufactured own MDM**
- **Experimented with both smoke generation and liquid smoke**

# SMOKE GENERATION PROCESS

- Lengthy residence times
- Inconsistency with equipment in use
- Good products were very good
- Poor products were unsaleable

# USE OF LIQUID SMOKE

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- **Manageable process**
- **Product consistency**
- **Cost effective**

# THE LIQUID SMOKE PROCESS-1

- **Prepare product**
- **Apply liquid smoke**
  - Immersion**
  - Spraying**
  - Atomisation**
  - Incorporation**
- **Cook product (Core temp of  $>75^{\circ}\text{C}$ )**

# THE LIQUID SMOKE PROCESS - 2

- Shower Cycle to arrest cooking
- Chilling to 0 - 4°C
- Packaging
- Storage
- Distribution

# CHALLENGES

- R & D is expensive business
- Difficulties with poultry meat
- Easy acceptability of emulsified and chopped meat products
- Uphill battle with whole meat products
- Oven clean-up and sanitation
- Food Safety

# THE FUTURE

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- **Growth of convenience market**
- **Growing acceptability of smoked poultry meats**
- **Now widening the range of products**
- **Demand by new market sectors**
- **Working with novel flavours**
- **Food Safety**

*Thank you for your attention*

End.