

The Manufacture of Smoked RTE Poultry Products

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POULTRY IN T & T

- **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

- **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

- **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.