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Financial Impact of Value Added Poultry Strategies for Caribbean Producers

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Objectives

- Marination as a quick and simple strategy for Adding Value to Poultry.
- Examine the financial impact of Adding Value to Poultry.



Agenda

- Introduction
- Types of marinades
 - Flavoured marinades
 - Un-flavoured / Neutral marinades
- Marinade application
 - Vacuum tumbler
 - Injector system



Agenda

- Income and equipment payback analysis for a poultry producer processing
 - 10,000 birds / week
 - 20,000 birds / week
 - 80,000 + birds / week
- Conclusion



Introduction

- Value added has been largely responsible for the dramatic growth in the poultry industry in recent years.
- Value added has been more successful in the poultry industry than any other meat industry.



Introduction

Top 10 Finger Foods in the USA

- 1. Chicken strips**
2. Onion rings
- 3. Chicken wings**
4. Nachos
5. Chips & Salsa
6. Quesadillas
7. Breaded/Battered vegetables
8. Stuffed Jalapeño peppers
- 9. Chicken nuggets**
- 10. Cold vegetables**



Introduction

- Key benefits of value added to the consumer
 - Convenience / Ease of preparation
 - Taste / Added flavour
 - Variety of form



Types of marinades

- Marinade's primary function is imparting flavor and modifying texture
- Flavoured marinades
 - Add flavour
 - Increase tenderness
 - Increase yield
- Un-flavoured / neutral marinade
 - Increase tenderness
 - Increase yield
 - Increase shelf life
 - Reduce purge



Marinade application system

- Vacuum tumbler
 - Pick-up of 8% – 10%
 - Batch process
- Injector
 - Pick-up of 10% - 22%
 - Line / continuous process



Marinated products

- Bone-in chicken parts – 9 piece, quarters and halves
- Whole birds
- Boneless poultry – breast, thigh
- No limit to flavours of marinade – standard to custom flavours



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Income & Payback Analysis





Income & Payback Analysis

- 10,000 birds / week operation
- 20,000 birds / week operation
- 80,000 + birds / week operation



Conclusion

- Retail and food service seeking value added products
- Poultry processors need to work closely with retail and food service
- Food service may require custom made flavours and products
- Produce for the market



Conclusion

- Start simple or small and grow
- Neutral marinades will improve the tenderness and juiciness of your product while increasing yield
- Marination can be your first step in the value added poultry evolution



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THANK YOU!

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