

Clean Up Your Meat Label

Why clean label? Consumers want easy to understand, label-friendly ingredients. The shorter the ingredient list, the better! And if you can deliver on “natural”, even better still! Meat and poultry processors and seasoning manufacturers face a balancing act, however, as they must maintain economic efficiency and food safety, without sacrificing food quality and eating experience. Meat products must be juicy and tender, without a texture that’s too firm or too soft (“mushy”). In addition, products have to maintain product quality and food safety through extended shelf lives. Several traditional meat and poultry ingredients deliver these functional benefits and they are not always easy to replace.

Phosphates have historically been used to bind water cost-effectively, resulting in increased cook yield and improved moistness / juiciness. And better water-binding means less syneresis – that is unsightly water purge in the package. Phosphate-containing meat products also have a desirable texture and superior sliceability. There are many “phosphate replacement” products on the market today, but few can mimic all of the functionality of phosphates

Hawkins Chemical’s Aqua Hawk GFS provides excellent water-binding. Meat and poultry products using Aqua Hawk GFS are juicy and tender – never mushy or rubbery – so consumers love them! And processors love working with Aqua Hawk GFS because products have similar post-cook yield and sliceability to

And Aqua Hawk GFS is considered a processing aid by the USDA, so it is not necessary to declare it on your label.

However, you still need a proven antimicrobial to protect your consumers and your brand. Consumers expect the foods they buy to be safe over a long shelf life. Vinegar is a clean label

antimicrobial and has been proven to control pathogens and extend shelf life. Hawkins offers e(Lm)inate® V, labeled simply as “Vinegar”.

Third Wave Bioactives has developed proVONTAGE 463™ for use in raw marinated meats or other meat products, where a combination of food safety and extended shelf life

is required. This product is labeled as “Vinegar, Cultured Dextrose”, so it has a very pantry-friendly ingredient declaration. Beyond just pathogen control, meat and poultry processors often struggle with spoilage organisms (such as lactic acid bacteria, spore formers as well as yeast and molds). The cultured dextrose in proVONTAGE 463™ or bioVONTAGE® 5117 shines, offering protection against a wide array of organisms, while its sensorial attributes correspond nicely to meat. The bioVONTAGE® and proVONTAGE™ solutions utilize natural and controlled fermentations, undergo minimal processing, and are manufactured with high-quality ingredients that contain no allergens or genetically modified (GMO) materials.

When it comes to “clean label” meat and poultry products, TLC has partnered with top food ingredient manufacturers.

Consumers Want:

- Short ingredient list
- Familiar ingredients
- Appealing products (no purge)
- “Natural” label

Consumers will not sacrifice:

- Juicy & tender meat & poultry
- Good Texture (i.e. not mushy)

Meat Processors Need:

- High Yield & Sliceability
- Longer Shelf Life / Food Safety



THIRD WAVE
BIOACTIVES™

TLC Ingredient's Third-Party Audited Food Safety program ensures the highest levels of Food Safety and Security.