

In the News

IFFA 2007 – More exhibitors and 61,500 visitors!

IFFA is the world's leading trade fair for the meat processing industry, held every 3 years in Frankfurt, Germany. Equipment, supplies and services are offered for all meat sectors, from slaughtering, cutting-up and processing, to packing and sales presentation.

This year, IFFA was held from May 5-10th, with 913 companies exhibiting and 61,478 trade visitors from 100 countries. This year's trade fair was the largest in many years, with many citing the improved economic situation in many countries (including most European countries), with this strength reflected in the buying interest of meat processors

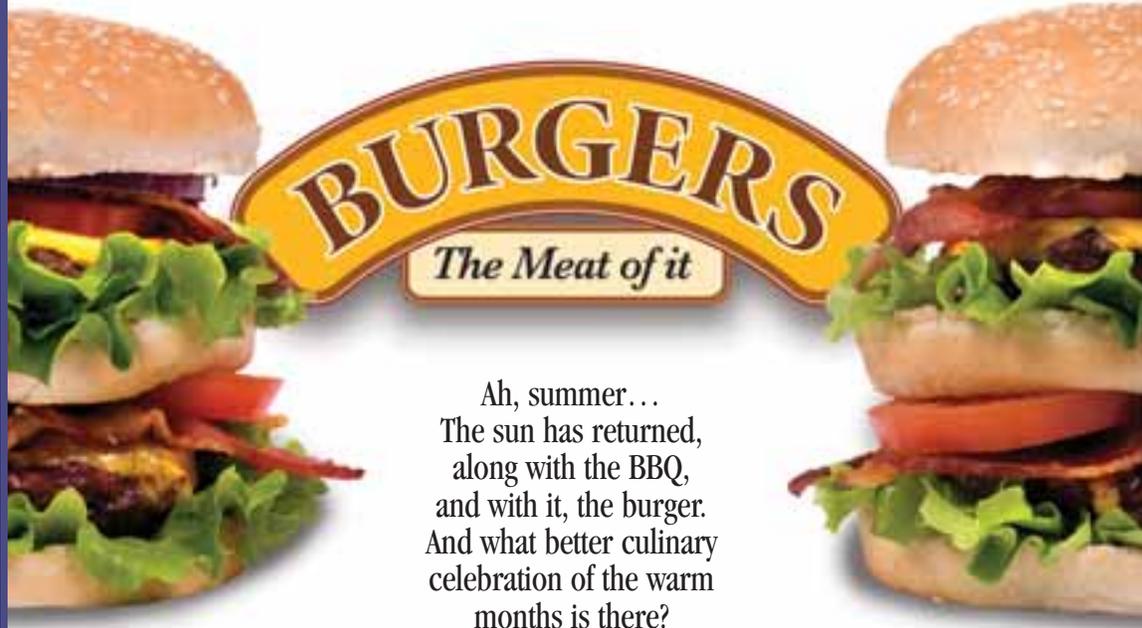
The next IFFA will be held in Frankfurt am Main in May 2010.

Malabar Receives Full HACCP Accreditation

Malabar has completed the last phase of the Audit process, which occurred on April 19th and 20th in the form of a lengthy and very in-depth audit of Malabar's HACCP Plan and Documentation by auditors from the Guelph Food Technology Centre (GFTC) and the American Institute of Baking (AIB).

The two auditing organizations were "particularly impressed" with the programs and speed with which AIB recommendations were implemented, described by one of the auditors as "Best of the Best". Prior to the HACCP Plan Audit was our Plant audit, for which Malabar received an "Excellent" rating.

Important Notice: Malabar Super Spice Co. Ltd. and Modern Butcher Supply will have a summer shutdown for 1 week from August 6-10th, 2007. Please note and place your orders in advance. Thank you!



Ah, summer . . .
The sun has returned,
along with the BBQ,
and with it, the burger.
And what better culinary
celebration of the warm
months is there?

History of the Burger

In the thirteenth century, Genghis Khan's Mongol Army ate patties of dried, raw lamb scraps that they would place under their saddles in order to soften the patties up. Because the "Golden Horde" needed to be mobile, and would ride for days on end, they needed a convenient, "fast food" that could be eaten with one hand.

When the Mongols invaded Russia, they brought this unique "meal" with them. The Russians adopted it into their own cuisine, referring to it as "Steak Tartar" (Tartar being Russian for "Mongol"). It was refined over the following centuries to include other ingredients such as onion and egg. This dish is believed to have found itself in Germany as a result of the increased shipping trade between Germany and Russia in the 1500's.

By the early 1800's, "Hamburg Steaks" could be found in American ports, in restaurants hoping to entice the many German Sailors that could be found there. In the Hamburg area, fried beef patties containing egg and onion are still a mainstay of the local diet, referred to as "Frikadelle". Once in North America, adding bread, or a bun, was just a matter of time, with many locations claiming to have sold the first "Hamburger".

Today's Burger

Today there is a vast array of different ground and formed meat products. These can be defined by their meat block, salt level, flavour profile, protein level, and even size. By far the most popular burger is the traditional burger, made of freshly ground beef.

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IN MEMORY

Malabar publishes this newsletter in memory of BJ Jenson, who worked in Malabar's Ontario sales team, and who passed away in February after a courageous battle with cancer. BJ will be sorely missed by his friends, his family and his colleagues.

FROM THE LAB

Burgers and Patties: Regulations and Processing Tips

With the variety of Burger and Patty products that exist, Malabar's lab reviews some important terminology, government guidelines and some best practice for production.



Terminology and Guidelines

There are three categories under which ground formed meat products typically referred to as “burgers” or “patties” fall. These are listed below, along with allowed ingredients and minimum protein levels for each.

Patty (All-Beef Patty, Pure Pork Patty, Chicken Patty)

Ingredients Allowed: Fresh Boneless Ground Meat and Seasoning. (No binders may be used.)

Protein Levels: Min Meat Protein: 15%, Total Protein: 16%

Raw Burgers, Steakettes, Cutlettes, Chopettes, Croquette, Meatballs

Ingredients Allowed: Fresh Boneless Ground Meat, and/or Mechanically Separated Meat (MSM) (product must be frozen if it contains MSM), fillers, water/ice. Products must be formed.

Protein Levels: Min Meat Protein: 11.5%, Total Protein: 13%

Cooked Burgers, Steakettes, Cutlettes, Chopettes, Croquette, Meatballs

Ingredients Allowed: Fresh Boneless Ground Meat, and/or MSM, fillers, water/ice. Products must be formed and cooked. Protein Levels: Min Meat Protein: 13.5%, Total Protein: 15%



Processing Tips

The lab at Malabar has received numerous inquiries regarding two very common problems faced by processors who are producing burgers. Problem one is that they are not happy with the colour of the finished product, and problem two is that the mixture is too sticky to allow proper forming. Use the two tips below, and you should be able to eliminate both of these common issues.

1. **MAINTAIN LOW TEMPERATURE.** It is very important to keep your grinding, mixing and forming temperature as low as possible. Ground meat has a very large surface area, making it very susceptible to bacteria as well as oxidization. If you are experiencing shelf life issues, or off colour, higher than ideal temperature during any of your processing steps may be the culprit.

Generally speaking, - 4° to - 2° C is ideal, as it is warm enough to allow proper grinding of the meat, and mixing with additional ingredients. Keep in mind that both grinding, mixing and even forming will increase the temperature of the meat, so these are best done in a cold environment. It is best to use ice instead of water to aid in keeping the mixture's temperature low.

2. **PROCESS FROM START TO FINISH AS QUICKLY AS POSSIBLE, AND DO NOT OVERMIX.** This will help to reduce many of the temperature concerns noted above. Additionally, a common problem that can occur in a burger product is an off-grayish colour. This can result from added salt denaturing the protein in the meat. The longer this is allowed to happen prior to the product being frozen, the worse the colour will become.

If you “over mix” the meat with additional salt and binders, you accelerate the denaturing of the meat protein, and create a mushy product that will be difficult to form. Because you are using ground meat (with that large surface area) it is unnecessary to mix for excessively long periods of time in order to ensure even distribution of ingredients.

Rapid freezing of the formed product (Blast-Freezing, for example) will reduce the formation of ice crystals. Ice crystals will tear apart the meat protein, leading to a mushy product when thawed out.

For more information, contact Chris, our technical specialist, at 1-888-456-6252, or via email at lab@malabarspices.com.

The information provided is accurate and reliable to the best of our knowledge, but is offered solely for consideration and assistance, without warranty or guarantee.



A key factor in burger flavour is fat content. According to Canadian government regulations all ground meats are defined by fat content, as follows:

- extra lean - no more than 10% fat
- lean - no more than 17% fat
- medium - no more than 23% fat
- regular - no more than 30% fat.

Making a Great Burger

A great burger starts with fresh, ground, well-marbled meat (ground chuck or rib-eye steak), usually with a standard lean-to-fat ratio of 80% to 20%. Dry ingredients play a major role in creating a fantastic product. These can aid in the flavouring of the patty, the binding of fat and water, and 'texturization'. Processors may either add these ingredients separately, or purchase complete units that include the toasted wheat crumb, salt and spice.

Salt: At retail level, typical salt levels range from 0.65% to 1% for patties and burgers sold fresh, whereas when frozen salt levels typically range from 1.2% to 1.6%. Salt levels tend to be higher in burgers and steakettes to increase bind and reduce "fry-away". Overly high salt levels will extract too much soluble protein resulting in a rubbery product and salty taste.

Crumb: Wheat Crumb, Cracker Crumb, and Textured Soy Protein are commonly used binders, since their structure allows for rapid absorption of water during mixing, and of fat during cooking. Toasted wheat crumbs and cracker rusk may be added to improve flavour and water absorption. Crumbs may be added at levels of 4-6% in the finished product, depending on the amount of extension desired.

Starches: Modified starches may also be considered, to reduce fry-away. In the cold stage, starches will only absorb 1-2 times their weight in water, but the absorption level increases to 9-10 times, when cooked. Any juices that cook out are partially absorbed by the starch or crumb ingredients. Modified starches are used at levels of 1-2% in burgers. All sugars caramelize on cooking at high temperatures on the grill, causing burning and blackening, and are therefore not recommended for burger formulations.

For variety, burgers may be made from chicken, fish or vegetarian fillings other than a beef patty – even buffalo or ostrich meat! Hamburgers, the traditional and the more esoteric, have become huge business in restaurants and fast-food outlets around the world. In 2001, 8.2 billion hamburgers and/or cheeseburgers were served in commercial restaurants in the US, and accounted for 60% of all burger sales.

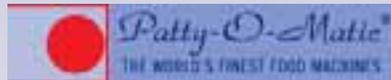
We hope you enjoy creating your own, unique and delicious burgers this summer!

In our "From the Lab" section, you will find information regarding ground, formed patties, burgers, steakettes, etc., along with minimum protein counts, and ingredient restrictions governing each type.

Equipment Review

from **Modern Butcher Supply:**

Modern Butcher Supply is a wholly owned subsidiary of Malabar. In this issue, we feature an indispensable piece of equipment for anyone making their own burgers: The Automatic Patty Forming Machine, by Patty-O-Matic.



Patty-O-Matic's Model 330A

The 330A is counter-top ready, and features a simple design for easy use, re-loading of paper and product, and disassembly when it's time to clean up. The 330A allows for quick mold plate changes, for both mold plate and spacer, with numerous available mold shapes, including square, round, oval, chop, homestyle and even meatballs!



The machine is constructed with a heavy-duty durable cast feeder and solid steel plate frame and is available with four separate options for feed containers, varying in size, shape and fabricated in stainless steel or polyethylene.

Patty-O-Matic's Protégé

The Protégé is a more compact design than the 330A, and features an exclusively patented feed system. Designed to form juicy, homestyle patties, the Protégé portions exact shapes, interleaves paper and automatically stacks patties to save food, time and labour. The convenient attachment of the connecting arm allows for quick and easy mold plate changes, while the single shaft molding drive (with no chains, sprockets, ratchets or timing belts) and durable construction combine for maximum longevity and return on investment.



This popular patty-forming machine is available in Canada through Modern Butcher Supply. For more information, contact Doug toll free at 1-866-634-7151, or via email at doug@modernbutchersupply.com.



Modern Butcher Supply is a wholly owned subsidiary of Malabar Super Spice Co. Ltd.

BLENDS of the Summer



There are any number of seasoning blends that will add a little 'spice' to your burgers, for a unique and flavourful product. Whether you use a seasoning only, or a seasoning/binder unit, we have a variety of timely suggestions, including:

- Beefy Burger Seasoning (MALBBS-061)
- Hickory BBQ Seasoning (MALBBQH-012)
- Texas Burger Seasoning (MALTBS-001)

With binders:

- Cajun Burger Binder (MALRPSB-001)
- Cheddar & Onion Burger Binder (MALCOB-002)
- Jalapeno Cheddar Burger Binder (MALJCB-001)
- Turkey Burger Binder (MALTBUR-002)
- Steakette Binder (MALSTBDR-001)
- Honey Garlic Steakette Binder (MALHGSTB-025)

To ORDER A SAMPLE, of any of the above, or if you have a new flavour you'd like to try, contact Chris at **1-888-456-6252**, or email **lab@malabarsuperspice.com**.



Check out
our
**NEW
CATALOGUE**



OUR PRESIDENT'S Choice

IFFA

Frankfurt am Main
May 2010

I always look forward to visiting the IFFA Trade Fair, in Frankfurt Germany. I had 3 days from May 7-9, to visit the 7 halls that featured products and equipment for slaughtering, processing, packaging, ingredients/spices and butcher supplies.

There is no other Trade Fair in the world that compares to the size and quality of IFFA. This is not a social event, but instead an opportunity to gain technical understanding, and to discuss business partnerships and confirm equipment purchases. The overall energy was very positive and business was brisk.

I also had the opportunity to travel to some of the cities in Germany. As always, I was impressed with the number of small butcher shops, and especially the variety of traditional top quality sausage products. A small butcher in Germany will have 10 types of liversausage, 3-4 types of headcheese, as well as bloodsausage and cold cuts that are fresh made the day before. (Of course the coffee and cakes to follow add the finishing touch to a great meal!)

I look forward to sharing with you the products Malabar has chosen to add to our product line as a result of my visit to IFFA, and hope to see you there in 2010!

All the best!

Doris Valade

President

Malabar Super Spice Co. Ltd.



We've been busy putting the finishing touches on our first ever full-colour, national catalogue. And we'd like YOU to have a copy.

Our catalogue features over 100 pages of products and over 50 pages of reference material full of useful information and tips for processors.

To request a copy, call Malabar at 1-888-456-6252, or visit our website www.malabarsuperspice.com.

Make it With Malabar!



For more information on any of the subjects covered in Malabar's newsletter, or to suggest topics you'd like to see covered in future editions, please contact Sara Alexander at marketing@malabarsuperspice.com.

Look for our next edition in July/August 2007.

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