



THE Main INGREDIENT

July/August 2019

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TRADITION MET HIGH TECH IN FRANKFURT



Every three years, Frankfurt, Germany hosts IFFA, the oldest-running trade fair for the global meat industry. Its origins go back to 1949 when, as part of a conference of the Butchers' Association of the US Zone in Frankfurt, a butchers' exhibition was organized for the first time. The team at Malabar has been attending this trade show for over 30 years and this year was no exception. If you've never been, it's worth a visit.

Over 1,000 exhibitors from 49 countries provided a range of products, equipment and services, all focused on the meat industry. More than 70% of the trade visitors came from outside Germany. The top themes for this year's exhibition (and the industry!) were:

The IFFA exhibition extended across seven exhibition halls, covering a total of 120,000 square meters of exhibition space.

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| Hall 8.0 | Processing Equipment (injectors, stuffers, mixers, smokehouses, ovens, etc.). |
| Hall 9.0 and Hall 9.1 | Slaughtering, transport and storage systems, refrigeration, automation, cleaning equipment, hygiene, IT solutions. |
| Hall 11.0 and Hall 11.1 | Packaging materials and weighing equipment. |
| Hall 12.0 | Processing and Butcher Shop ideas/supplies. |
| Hall 12.1 | Ingredients, spices, casings. |



OPTIMIZED PRODUCTION:

Saving time, resources and costs through optimally coordinated production processes.



FOOD SAFETY:

Protecting consumers by meeting their expectations of quality and shelf life through optimum product protection.



EFFICIENCY OF RESOURCES:

Using energy, water and raw materials more efficiently.



DIGITAL SOLUTIONS:

The smart factory of the future will handle all processes perfectly, resistant to breakdown times and able to react at any time to changes in the production process.

Who's Making the Cut?

The Rise of the Robot Butcher

One common challenge evident at IFFA was the shortage of skilled personnel, worldwide. This has created increased interest and investment in digitalization, automation and robot technology. As facilities are upgraded, industrial robots used in animal slaughtering production lines and robotic palletizing and container loading are trending as viable options.

Key factors for consideration were the availability of skilled workers, wage structures, ergonomics and slaughter hygiene. At IFFA, two companies with a focus on robotics were Frontmatec from Kolding, Denmark (www.frontmatec.com) and Scott Automation and Robotics from Dunedin, New Zealand (www.scottautomation.com). Learn more about how these companies are using deep learning Artificial Intelligence in this issue's 'Did you know' section.

THE COMPETITIVE SPIRIT IS ALIVE AND WELL!

One of the most popular highlights of IFFA are the German Butcher's Association (DFV) international quality competitions, which include the competition for young butchers, the International Quality Competition for Ham and the Best Sausage Grand Prix (which had 445 entries!). This year, non-EU countries were not permitted to enter because of fears of African Swine Fever (ASF).

Some of the more unusual entries included ham sausage with a rice cake filling, red ginseng meat loaf and baked blood sausage with chestnuts.

Trainee butchers were featured in a team demonstration that required the prep and presentation of 20 canapés, together with a barbecue platter and a ready-to-cook product. The imagination and attention to detail was outstanding – here is a picture of the final displays.



THE RISE OF THE HYBRID

Food ingredients were presented in hall 12.1, featuring functional ingredients, protein blends, fat and meat replacers, shelf-life extenders, clean-label solutions, fibers and culinary seasonings. A key theme for ingredients was the traditional meat sector's response to the growing demand for vegetarian and flexitarian options. Hybrid products that combine meat and non-meat proteins offer interesting options for both flexitarians and consumers looking to cut back on meat consumption.

RENEWABLE RAW AND PAPER

Sustainable packaging solutions were showcased by numerous packaging manufacturers in Hall 11.0 and Hall 11.1. Barrier films made from renewable raw materials and paper-based trays were on display promoting high performance with economical use of materials.



The global outlook for the meat industry is positive with worldwide meat production expected to rise by 5% per annum until 2027. Mark your calendars for the next IFFA Exhibition – May 14-19, 2022 in Frankfurt, Germany.

For more information on this year's IFFA, visit their website: www.iffa.messefrankfurt.com

DID YOU KNOW?

“ Automated meat production isn't a new concept but the sophistication of the Scott Technology robots is unheard of. The machines actually use x-ray vision to look at the carcasses before making cuts, and all that data is then evaluated with deep learning algorithms such that the robots actually get better over time.

Watch the video of a robot in action and learn more here:

<https://www.nanalyze.com/2017/04/robot-butchers/>

Learn more about Scott automation here:

<https://www.scottautomation.com/>

IN THE NEWS

The 24/7 Butcher

Meat and sausage vending machines can now be found in many public locations across Europe and around the world. In Germany alone, there are over 500 meat vending machines dispensing bacon wrapped sausage, wieners, steaks, sauerkraut and even dumplings, any time of day.



Pork Market Update

African Swine Fever (ASF) is derived originally from infection in the wild between soft ticks and wild pigs, bush pigs and warthogs. ASF is fatal to pigs, but not harmful to humans. Currently, in China, it has spread to all provinces on the mainland. Some major pork-producing provinces in China have reported a significant 20 to 40% decline in their sow herd. China is now increasing its demand for pork imports, resulting in a market price increase for pork and its byproducts, including hog casings.

http://www.fao.org/ag/againfo/programmes/en/empres/ASF/situation_update.html

DID YOU KNOW?

Perfectly consistent primal cuts?
Automatic loin pullers? Belly trimmers?
Accurate shoulder and ham cuts?

Several thousand hi-tech 3D images of pork carcasses were used to train the system and perfect the vision algorithms' detection level.

Learn more here:

<https://www.frontmatec.com/en/news/inconsistent-primal-cuts-are-now-a-thing-of-the-past>



The Latest in Flavour from Malabar!

LAK TOP Brine Seasonings

From our visit to IFFA, we bring you LAK TOP seasonings, manufactured by our German partner, RAPS. These concentrated powdered seasonings are specifically formulated to add unique taste to your injected meat products. Highly soluble with intensive flavours, they will enhance the flavour of bacon, ham, poultry and beef products.

#RA1710209 LAK-TOP BBQ

Smoky, meaty flavour.

#RA1710336 LAK-TOP Butter

Natural butter flavour.

#RA1710112 LAK-TOP Juniper

A hint of juniper for a piney flavour with sweet citrus undertones.

#RA1710210 LAK-TOP Mediterranean

A beautiful blend of basil, rosemary and thyme extracts.

#RA1710212 LAK-TOP Asparagus

A natural flavour that complements the meat flavour.

#RA1711001 LAK-TOP Coffee

Its acidic tones pair well with meat's savoury flavour.

Give them a try!



Image Credit:
https://www.raps.de/media/presse/en/Raps_foodbeverageasia.com_PR_IFFA_Preview_Mar19.pdf

Call Tammy at Malabar for more details on LAK TOP seasonings:
1-888-456-6252 or email tammy@malabarsuperspice.com

Next issue: Fall 2019



upcoming 2019 events

August 16, 2019

Canadian Meat Council Annual Sheepshead Fishing Derby,
Port Credit, Ontario

<https://cmc-cvc.com/event/25th-annual-cmc-sheeps-head-fishing-derby/>

September 6, 2019

Canadian Meat Council 28th Annual Canadian Meat
Invitational Golf Tournament, Deer Creek Golf Course,
Ajax, Ontario

<https://cmc-cvc.com/event/28th-annual-golf-tournament/>

September 12 - 14, 2019

Canadian Snack Food Association 63rd Annual Conference,
Ottawa, Ontario

www.canadiansnack.com

October 5 - 9, 2019

Anuga Food Fair, Cologne, Germany

<https://www.anuga.com/>

October 8 - 11, 2019

Process Expo, Chicago, IL, USA

<https://www.myprocessexpo.com/>

October 22 - 23, 2019

Grocery Innovations Canada, Toronto Congress Centre

<https://groceryinnovations.cfig.ca/>

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<https://ca.linkedin.com/company/malabar-super-spice-co-ltd->



Look for our next edition in Fall 2019

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For more information on any of the subjects covered in this newsletter, or to suggest topics you'd like to see covered in future editions, please contact Tammy Raspberry at orders@malabarsuperspice.com

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