

The Main Ingredient

MALABAR

A Bi-Monthly Newsletter from Malabar Super Spice Co. Ltd. March/April 2014

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MALABAR's full catalogue is available online.

malabarsuperspice.com

In The News

As of January 1, 2014, in Ontario, a restaurant that generates more than half of its business from preparing and serving food, including processing meat (e.g. fermentation, smoking, curing) will not be licensed as a meat plant. It will fall under the sole jurisdiction of the public health unit.

Visit www.restaurantcanada.org for more information.

Upcoming Events

May 7 – 9th, 2014

Canadian Meat Council Annual Convention

www.crfca.ca/tradeshows/crfashow

June 15 – 17th, 2014

Canadian Poultry & Egg Processors 2014 Convention

Westin Harbour Castle, Toronto

www.cpepc.ca/

Did You Know?

In 2012, Canada produced poultry products worth \$3.8 billion, and Canada's commercial chicken and turkey meat production totaled 1.2 billion kilograms.



THE MEAT OF IT:

IT'S ALL ABOUT CHICKEN

For many of us, when we talk about meat, it's beef and pork that comes to mind. However, chicken is the world's most popular meat choice – it's more economical than other meats, provides a variety of menu options (fresh, roasted, barbecued, grilled, breaded, fried), and is good source of high-quality protein (with an average of 24 grams of protein per 3oz portion, including eight essential amino acids). Chicken is low in fat and cholesterol, and it has fewer calories than beef, pork or lamb. Chicken is also more receptive to spices and seasonings that can provide an endless variety of flavour options.

Options with MSM Chicken

Chicken sausages, burgers, wieners, and bologna can easily be made from lean chicken and chicken skin (to replace the fat). Mechanically separated poultry meat (MSM) will include poultry skin, but only pieces which have naturally adhering skin can be used to make MSM. When using MSM poultry meat, the chopping/cutter time is reduced to prevent over-chopping. Mechanically separated poultry also has a high moisture content so less added water or ice may be required when dissolving added ingredients.



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FROM THE LAB:

Pink Discolouration of White and Uncured Meat Products

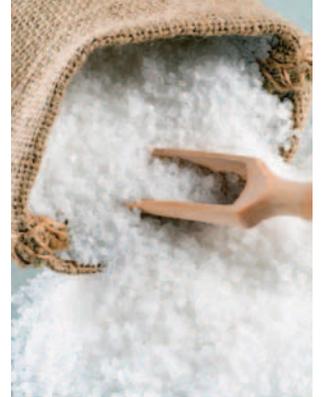
Cooked white meat products can have problems with pink discolouration (as well as other uncured processed meats) as a result of nitrite contamination.

It only takes a small amount of nitrates or nitrites to affect the colour, with as little as 2-5ppm for chicken and turkey products (and 4ppm for pork meat and 14 ppm for beef). Possible sources for consideration include from the water used in the plant, from gases discharged from the truck hauling the live birds, from gas-fired ovens or smokehouses, and from added ingredients.

Agricultural areas where nitrogen fertilizers are used can result in residual nitrites flowing into the ground water and well water, especially after heavy rains or a rapid snowmelt. Regular water testing is required.

With the growing interest in natural ingredients, be aware that some sea salts may also contain nitrates (not enough to fully cure the meat, but enough to provide a pink colour).

(Poultry Products Processing: An Industry Guide, Shai Barbut, CRC Press, 2002, pg. 454-455)



Did You Know?

Myoglobin content; white chicken meat has less than 0.05% myoglobin; pork has 0.1–0.3% myoglobin; and beef has 1.5–2.0% myoglobin.

Approximately 49 billion chickens are consumed worldwide every year - that's 134 million every day.

In Canada, per capita chicken consumption has increased to more than 30kg/year, from 17kg per year in 1980. Meanwhile both beef & pork consumption has declined between 25% & 33% respectively over the same period.

Experts predict that by 2050 nearly twice as much meat will be produced as today.



IT'S ALL ABOUT CHICKEN

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Making Fresh Chicken Sausage

In the manufacturing of fresh chicken sausage, consideration is required for the higher pH and high aw (and higher risk of microbial growth), and the deboned meat is also highly susceptible to lipid oxidation.

Oxidative rancidity can be reduced by vacuum packaging (to lower available oxygen levels) and by including antioxidants, i.e. rosemary extract to the ingredients.

Maintaining cold processing temperatures is essential and the addition of antimicrobials is recommended. Chicken fat contains more water and less collagen structure than other fats. Its low melting point can also result in oily pockets in the sausage after heat treatment. Fresh garlic (30g/kg) and garlic powder (9g/kg) have been tested in raw chicken sausage and results confirm both antioxidant and antimicrobial benefits, as well as shelf-life extension. (Lemenson Wiss Technol. Dec 2004; 37(8): 849-844)



White Meat, or Dark?

The muscles found in animals, and then used for meat products, contain molecules called myoglobin (or muscle hemoglobin), which are responsible for transporting oxygen to the muscle. The higher the activity level of the muscle, the higher the level of myoglobin, and the darker the muscle meat. Chickens provide both dark and white cuts of meat. In chickens, the active muscle fibers in their legs require a greater supply of oxygen, increasing the myoglobin levels, which results in dark leg meat.

Both white and dark chicken meat offers a lot of taste, value, variety and nutrition. Use with Gourmet Liquid Marinades to create gorgeous deli options & dishes.



Call today for more information, or visit our website at www.malabarspices.com.

Gourmet Liquid Marinade Recipes for Chicken

Between 2009 and late 2011, the amount of marinated chicken consumed in the United States soared by 39 percent, as marinated meats continue to capture consumer's attention. (Source: FreshLook Marketing).

Gourmet Liquid Marinades are perfect for chicken. Easy to use, with mouth watering flavours.



Chilli Willy: Spicy oil-based marinade with suspended herbs and bright orange colour.

Flavour Profile: Chilli & herbs.



Stuffed Chicken Cushions ✓

You'll need:

- 1 boneless skinless chicken breast
- RAPS Chilli Willy Marinade
- Sausage meat
- 1 slice Bacon
- Trussing Bands



To Prepare: Cut breast in half width-wise. Rub RAPS Spiced Oil Mushroom on the top. Make up sausage meat stuffing & roll into balls. Form the chicken around the stuffing. Wrap in bacon & use the trussing bands to create a cushion.

Spiced Oil Magic: Spicy BBQ flavour with pepper, paprika caraway & suspended herbs for great visual appeal.

Flavour Profile: BBQ, paprika & chilli.



Chicken Thighs ✓

You'll need:

- 6 chicken thighs
- Spiced Oil Magic Marinade
- Decorative Chilli Rolls
- Parsley



Bone and skin chicken thighs. Coat in Spiced Oil Magic. Stretch by skewering into x-shape with 2 skewers. Top with decorative Chilli Rolls and a sprinkle of parsley. Ready to BBQ. Quick, easy and flavourful.

Also try Chipotle Marinade or Marincox Teriyaki.

For more recipe ideas for chicken, see www.malabarspices.com/GourmetLiquidMarinades-Recipes.htm

Marinades & Seasonings for Chicken

We've brought together some of our best seasonings and marinades for chicken! Be sure to check out our website for recipes too!



BBQ Chicken Seasoning

MALCBBQ-002

For rotisserie/BBQ chicken, this seasoning adds colour and flavour to whole and cut up chicken.

Lemon Herb Fresh Sausage Seasoning (with salt)

MALLHS-201

Tangy lemon flavour blended with salt, sage, marjoram, onion and garlic.

Maple Sausage Seasoning (w/o salt)

MALMAPS-005

Sweet sugar and maple flavour blended together for a flavourful sausage blend. Try our Maple & Cranberry and Maple & Blueberry too.

Spiced Oil Mango Chilli

RA1695343

A unique blend of mango, chilli and pepper creates a sweet and hot combination. Bright yellow/orange colour. Heat level 2/5.

Spiced Oil Magic Rosemary

RA1037025

Spiced oil based marinade with a fine rosemary profile.

Spiced Oil Ginger, Chilli & Lime Marinade

RA1001838

Spiced oil based marinade with a fine blend of ginger and chilli combined with juicy lime, with flakes of lime and chilli. Hint of heat only. Light lime green colour. Great for stir fries too!

Grill Magic Tex Mex Marinade

RA1693444

A medium thick, orange brown blend of mild chili, cumin, tomato and smoke flavour. Includes coarse pepper, garlic and onions. Heat level 2/5.

For more recipes see www.malabarsuperspice.com/GourmetLiquidMarinades.htm

For more information, call us at **1-888-456-6252 (MALA)** or visit our website at www.malabarsuperspice.com



Look for our next edition in May/June 2014.

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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.

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OUR PRESIDENT'S Message

I fully understand and support the value in food safety programs and regulations. I am however concerned about the misinformation that I often read in the media, see on the internet, and hear from consumers - about food ingredients, food processing and the enforcement of food regulations. It sometimes makes me wonder: Whatever happened to common sense?



So, it is interesting to learn that the former president of Trader Joe's (American specialty grocery store chain with over 400 stores), Doug Rauch, will be launching a new grocery store and restaurant this May in Dorchester, Mass., called "the Daily Table". What will be unique about this store is that it will offer inexpensive food considered 'unsellable' by regular grocery stores. This store will collect and sell food that has reached or past its "sell-by" date, rendering it unsellable in other supermarkets.

Here is a common sense solution to provide food for the working poor, and reduce the more than \$165 billion worth of food in the U.S. that goes into the trash each year! Did you know that 40 percent of the food produced in the U.S. each year is wasted?

A recent report from the Natural Resources Defence Council and Harvard Law School's Food Law and Policy Clinic says Americans are throwing out food because of confusion over what expiration dates really mean. Food does not suddenly become inedible overnight as the expiry date arrives, and the labelling requirement for expiration dates is just one labelling regulation that is misleading, misunderstood, and clearly, such a waste.

To find out more about food waste:

<http://www.nrdc.org/food/files/wasted-food-ip.pdf>

All the best, from Malabar!

Doris Valade
President
Malabar Super Spice Co. Ltd.



Malabar is certified to provide Halal products, and is proud to be HACCP accredited.



Malabar Super Spice is a proud supporter of Jeremy Hughes and Team Hughes Racing.
www.10hughesracing.com