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MALABAR's full catalogue is available online.

www.malabarsuperspice.com

Upcoming Events

April 13 – 16, 2011

AMI International Meat, Poultry & Seafood Industry Convention & Exposition

McCormick Place, Chicago, IL

www.amiexpo.com

May 4 – 6, 2011

Canadian Meat Council 91st Annual Conference

Halifax, NS

www.cmc-cvc.com

In The News

BMO Bank of Montreal recognized an important milestone Canadian consumers reached on Feb. 12 – Food Freedom Day 2011. According to the Canadian Federation of Agriculture, this day was the calendar date by which the average Canadian will have earned enough money to pay for groceries for the entire year.

Canadians spend an average of just more than \$7,000 (US\$6,997) on food annually, which is approximately 10% of household expenditures. That compares to \$5,700 (US\$5,698) (11.4% of household expenditures) in 1997.



THE MEAT OF IT:



see our Special 2-Page Overview on Fermented Sausage INSIDE!

Malabar Brings the World to You

Thank you for meeting us at both the Meat & Food Processing Expo 2011 AND at the Canadian Restaurant & Foodservice Association 2011 Tradeshow! We were thrilled to see you there and for those of you who weren't able to attend, we bring you a 'taste' of what you missed!

Something Different in the Deli Case

We received much interest in the deli case at both shows – highlighted in the case were value-added meats featuring RAPS marinades, seasonings & RAPS Gourmet Butcher recipes, now available on our website.

Taste (& Smell) the Difference!

Seeing may be believing, but we've found smelling to be a real eye-opener! Visitors to our booth were invited to 'Taste (& Smell!) the Difference' between our PureSpice and standard spices commonly available on the market. As we expected, the difference was persuasive. For details, visit our website, or call 1-888-456-6252.

Sodium Reduction without Compromise

The Potato Chip Taste Test Challenge was very popular, as hundreds of exhibition visitors tried to tell which chip was made with our Low-So Salt Replacer™, and which with traditional salt. The vast majority of testers could not tell the difference, with over half of those who've tried them preferring the Low-So potato chips over the traditional variety.

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FROM THE LAB

Hurdles in the Production of Dry Fermented Sausages

Producing fermented sausage requires an understanding of several factors that can inhibit the growth of undesirable microorganisms, and will determine whether your product will be a success. These include:

1. **Nitrite** – Very important at the beginning of the fermentation process as other hurdles are not yet set up, and is especially important for inhibiting the growth of salmonella.
2. **Redox Potential** (oxidation reduction) – Oxygen from the air is mixed in with the raw sausage batter during grinding and mixing. The addition of sodium ascorbate or sodium erythorbate and sugar lowers the oxygen levels which then stabilizes the product and allows the nitrite to become more effective. This lowered Redox potential also improves the conditions for growth of the lactic acid bacteria.
3. **Competitive Flora** – These are lactic acid bacteria which inhibit the growth of undesired microorganisms (e.g. *Listeria*, *Salmonella*) by lowering pH.
4. **pH Value** – An important hurdle is the pH of the meat - a pH of 5.7 -5.9 is optimum. How quickly and how far the pH in a raw sausage drops is influenced by the type and amount of starter cultures, sugar (type and amount) and the ripening temperature.
5. **a_w Value** (water activity) – Water activity (a_w) is very important for a slow fermentation process. This hurdle continues to increase in importance over the duration of the process, and is influenced by the composition of the meat/fat, the humidity in the ripening chamber, along with the ripening time.

Understanding these hurdles and how they influence the microbiological stability of raw sausage will result in the production of a safe and flavourful product.

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



Malabar was pleased to sponsor the Fermented Sausage Category for the Ontario's Finest Meat Competition, the winners of which were announced at the Gala Dinner following the Meat & Food Processing Expo on Saturday March 5th.

The winners were **Bona Foods** (www.bonafoods.com) & **Halenda's Fine Foods** (www.halendasmeats.com), who shared the honours in this category, as follows:

Platinum Award: Bona Foods – Paisanella Hot Salami and Halenda's Fine Foods – Suduk

Gold Award: Halenda's Fine Foods – Csabai Hot

Silver Award: Bona Foods – Casalingo Sausage Hot

Fermented Sausage: Start with the Right Culture

We were pleased to feature samples of several types of salami in our booth; each made with Danisco's Starter Cultures by local processors. Response was overwhelming, and many of you had questions on fermented sausages, how to make them, and what starter cultures to use. As a result, in this issue, we cover Fermented Sausage in depth.

Dry fermented sausages include a wide variety of traditional meat products produced around the world. Salami, summer sausage, chorizo, cacciatore and pepperoni are some examples of naturally fermented, cured meat products. Historically fermented sausages were fermented by the microorganisms naturally present in the meat. In fact, fermented sausages were prepared & consumed by the ancient Babylonians and the people of ancient China as far back as 1500 BC. Dry fermented sausage, as it is known today, is relatively new and early versions appear to have been made in Italy in 1730.



The art of dry fermented sausage making then spread across continental Europe, first to Germany, and later to Hungary and other countries, with the original formula regionally adapted to take advantage of local foods and to please local palates. The basic concept of processing involves combining muscle and fat tissue with salt, nitrate and/or nitrite and spices including sugar, starter cultures and other additives such as non-meat proteins. After stuffing the mixture into a casing, the sausage is fermented and dried.

In General

Fermented sausage varies between Europe and the United States. American methods rely on rapid acidification to lower pH through faster fermentation to stabilize the meat against spoilage bacteria. European methods use lower temperatures, and drying, rather than acidity as the main hurdle against spoilage bacteria, which is thought to result in better flavour development.

Fermented sausages are made using 'friendly bacteria' manipulated to become microscopic labourers performing specific tasks to create the final product that is both flavourful and safe, by:

- Preventing the growth of spoilage bacteria
- Preventing the growth of dangerous bacteria
- Creating favourable conditions for growth of beneficial bacteria

Starter Cultures = 'Friendly' Bacteria

These 'friendly bacteria' were, in the past, proprietary cultures that were the 'natural' flora of the establishment making the fermented sausage. Today commercial producers rely on the consistent quality and effectiveness of lactic acid starter cultures, formulated with a variety of bacteria strains including *Lactobacillus* and *Pediococcus*, which metabolize sugar into lactic acid, dropping the pH - essential for protein coagulation, texture development and homogeneous drying. *Staphylococcus* bacteria function to initiate colour development by reducing nitrate into nitrite. Yeast, which may also be included in starter cultures, actively contributes to the development of flavour and aroma in the meat products.

Using different combinations of these selected microorganisms allows the meat processor to control and adjust the parameters of the fermentation process to achieve specific conditions that affect acidification speed and strength, texture development rates, colour intensities, flavour profiles, contamination flora inhibition, and product and process regularity (which equates to cost reduction).



Did You Know?

Canada launches 'Food Processing Action Plan'

Canada launched the Industry-Government Food Processing Action Plan on Jan. 24 and kicked off a pilot project to actively promote the high-quality foods that Canadian farmers and food processors produce.

The "Growing the Canadian Food Processing Sector – An Industry-Government Action Plan" was developed jointly by government and

industry through roundtables with the processing industry held in 2009 and 2010 to identify the challenges facing the sector and find solutions to enable it to grow and strengthen its competitive capacity. The actions in the plan target four key areas: economics, market access, innovation and the regulatory environment.

For a copy of the Action Plan, see

<http://www.ats-sea.agr.gc.ca/rt-tr/5708-eng.htm>

Starter Cultures from Danisco



Maturation Starter Cultures from Danisco

Danisco is world renowned for excellence in maturation starter cultures that are key to fermented sausage production. We are the exclusive distributor of Danisco's starter cultures in Canada, and have the following approved cultures available:

TEXEL® SP-Elite

A unique blend of over 4 different bacteria together with yeast for a mild acid taste, enhanced colour and full flavor and aroma. (Available in a 20 g pouch for 200 kg meat batch.)

TEXEL® SA-306

For faster processing due to fast acidification with appealing colour and perfect texture. (Available in a 20 g pouch.)

TEXEL® SA-241

Provides excellent and stable colour with a moderate acidifying power ideal for small to medium caliber dry sausages (e.g. Chorizo). (Available in a 20 g pouch.)

HOLDBAC 131

With outstanding natural ability to inhibit specific contamination flora (Listeria), combined with enhanced nitrate/nitrite reduction. (Available in a 50 g pouch for 100 kg meat batch.)

For more information on any of the above, or to order, contact us at **1-888-456-6252**, or email lab@malabarspices.com



OUR PRESIDENT'S Message

I met with many of you at both the OIMP's Meat & Food Processing Expo, and at the CRFA show earlier this month. Many of you showed tremendous interest in preparing value-added meats for your customers, who show an increasing tendency, according to recent surveys, to want to eat at home in what many still feel are tight economic times.

Eating at home doesn't mean eating plain foods, or the same-old, same-old. In fact, a survey from late 2010 on Consumer Trends by Packaged Facts of Rockville, MD indicates while they are dining out less, over 20% of consumers seek out gourmet products and 30% are willing to pay more for gourmet products. The opportunity for processors lies in developing appealing, restaurant-quality products that allow consumers to replicate the restaurant experience at home. The market for these gourmet products reached \$67 billion in the US last year alone, and is expected to grow by 5% (CAGR) through 2014.

So bring the restaurant home to your customers – they're willing to pay for the experience and will look to you for ideas! (We're here to help!)

All the best to you!

Yours in 2011,

Doris Valade
President
Malabar Super Spice Co. Ltd.

Are you a Winner?

At the Meat & Food Processing Expo, Malabar sponsored the opportunity to win a professional quality espresso machine from DeLonghi.

The winner is Willem Vergeer of Delft Blue.

Congratulations Willem!



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@malabarspices.com. Look for our next edition in May/June 2011.

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



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