



## Do you want 50 days of shelf life for your fresh meat?

Optimizing processes, hygiene and risk  
management can increase shelf life.

### BEST PRACTICE TO INCREASED SHELF LIFE

It is the responsibility of the meat producer to determine the use-by date. At the same time, producers have to meet the still increasing demand from retail for longer shelf life. The DMRI tools for optimizing processes and hygiene can be your short cut to achieve longer shelf life. We can help you to gain the maximum shelf life of fresh meat and meat products produced at your plant.

"The shelf life of your fresh meat can be the conclusive factor that determines whether you get the order or not. Therefore, long shelf life is of high value"

*Annelie Lundell, Vice President, Quality and Environment, HK Scan, Sweden.*

### DMRI COMPETENCES

- Process optimization incl. buffer storage
- Optimization of chilling
- Hygiene optimization
- Risk management and shelf life prediction







"DMRI's shelf life models for fresh meat are very applicable tools. At Tican Fresh Meat, the shelf life models are used for adjusting shelf life according to temperature conditions or for evaluating customers' demands for shelf life"

*Manager, Food Safety & Laboratory, Gitte Pedersen, Tican Fresh Meat, Denmark*

#### HOW WE WORK

OBSERVATION AND DIALOG



IDENTIFICATION OF NEEDS



PRESENTATION OF PRIORITIZED ACTION PLAN  
SEMINAR IN RISK MANAGEMENT (SHELF LIFE)



IMPLEMENTATION OF SELECTED FACTORS



EVALUATION AND FOLLOW UP



#### ABOUT DMRI

**DMRI is focusing** our attention on methods and technologies for efficient production of safe meat products of a high quality at competitive prices. At the same time, DMRI is committed to enhancing the working environment and animal welfare as well as demonstrating due care to the external environment.

#### CONTACT

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