

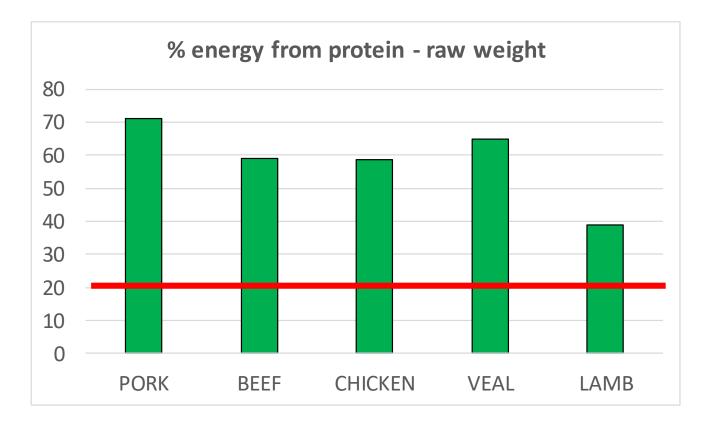
# Global winners produce healthy meat products

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# Meat is an important source of proteins





Also an excellent source of B vitamins, iron and zinc

"High protein content"

All types of meat qualify for EU claims on protein

# Protein and health





#### Increased protein needs in

- Satiety and weight management
- Healthy ageing
- Muscle building and recovery







### 28 g protein on each plate





Chicken breast 585 kJ



Pork chop without fat 600 kJ



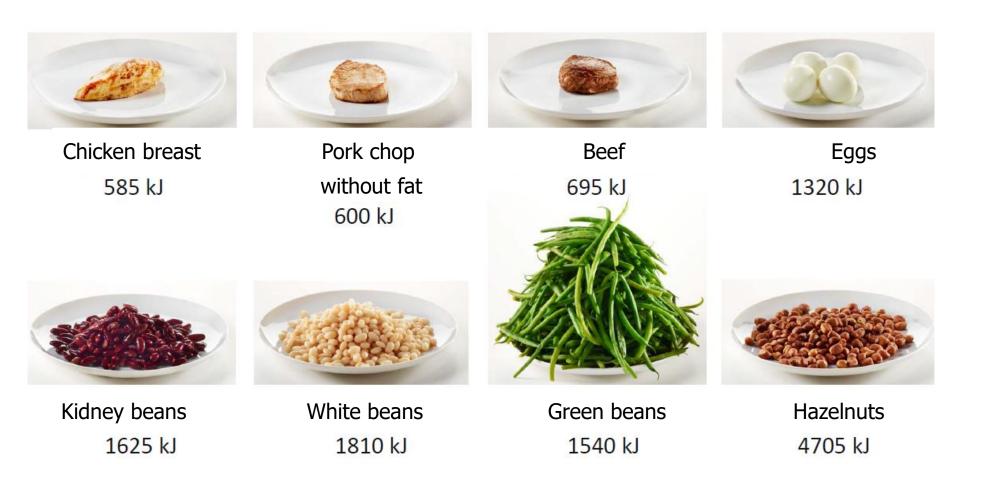
Beef 695 kJ



Eggs 1320 kJ

### 28 g protein on each plate

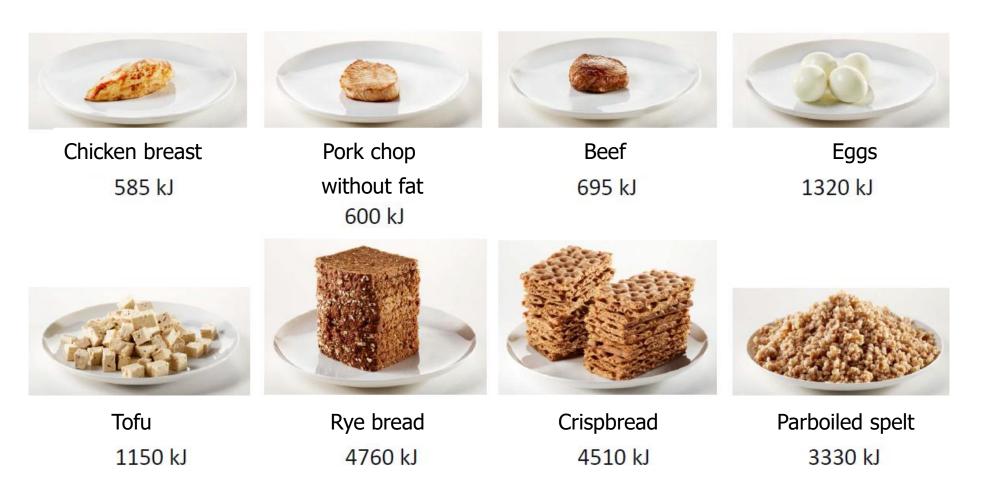




Danish Agriculture & Food Council

### 28 g protein on each plate

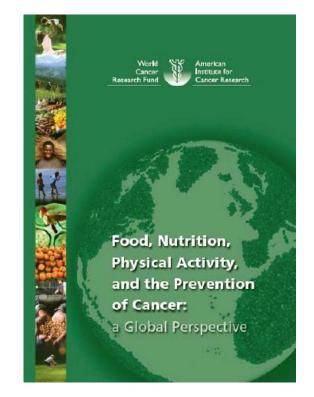




# Nutritional challenges when eating too much processed meat







# The new generation of meat products

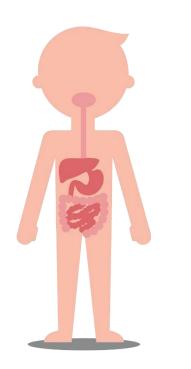




# Fibre ingredients



- Functionality
- Easy to use
- Keep production cost down
- Health benefits





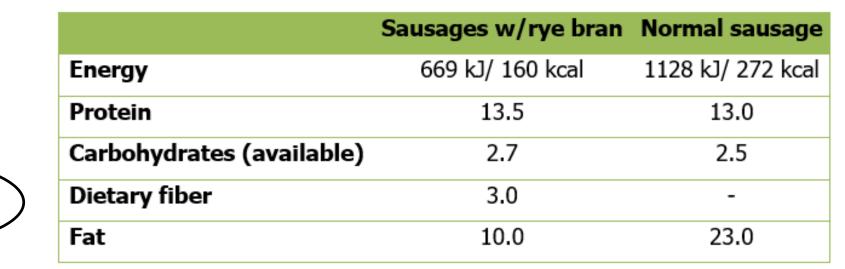
### Frankfurters with fibres

0

"Source of fibre"







per 100 gram

## Sensory quality



#### **Sensory quality**

↑ cereal odour
↑ grainy mouthfeel
↑ brown appearance
↑ pricked appearance
↑ coarse structure





#### Sensory quality 个 firmness 个 gritty texture 个 crumbly texture

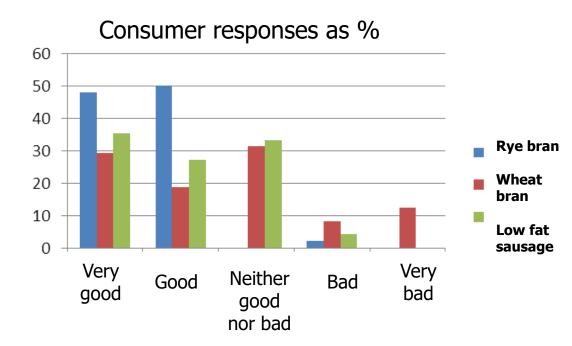


# Consumer attitudes towards fibre Frankfurters



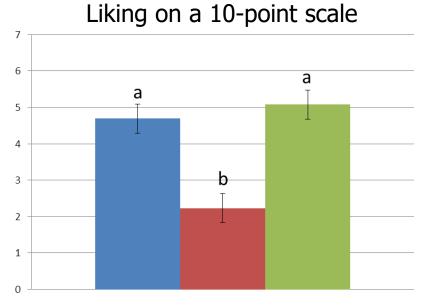
Children: 7-10 years old (n=49)





Adults: 34-52 years old (n=24)





Rye bran Wheat bran Low fat sausage

# Customers at the traditional Danish sausage wagon



#### 101 consumers

Two Frankfurters tested

- Rye bran (10% fat)
- Traditional (25% fat)

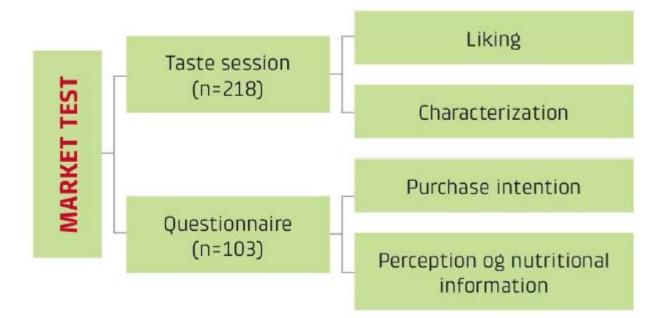
% of consumers



### Potential to be marketed to retail stores









#### Figur 3.

Characterization of healthy rye bran sausages evaluated by Danish customers (n=218). Words in green were described by  $\geq$ 60% of the consumers whereas words in red were seldom used to characterize the sausages.

# Today's market of processed meat products







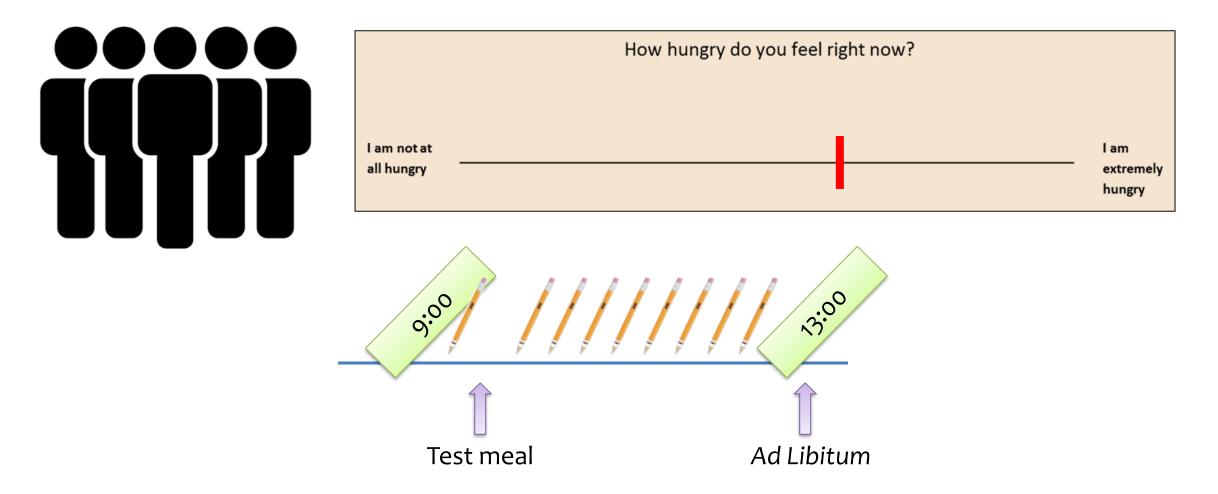
### Food that target appetite control is an important aspect of weight management



Meal tests

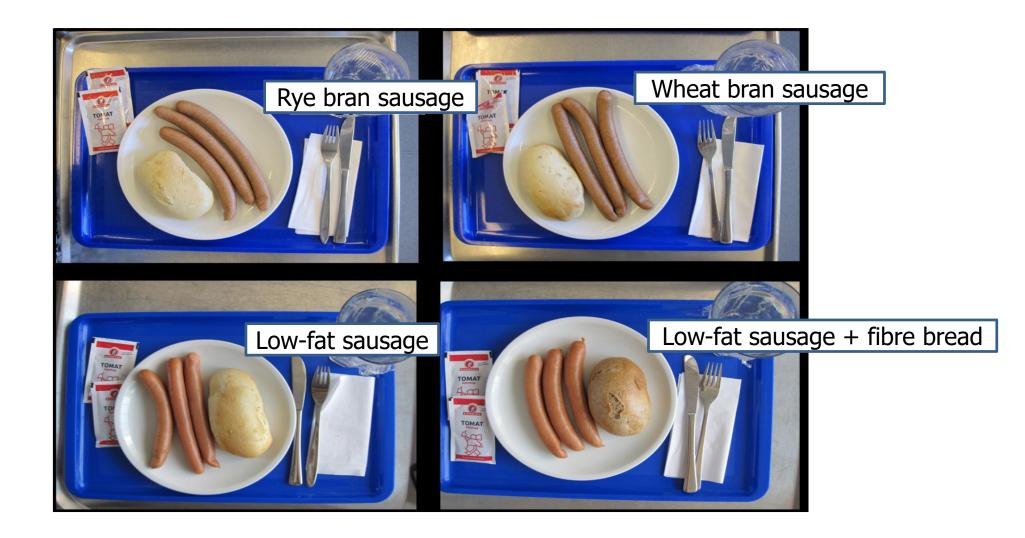


- to determine a food's impact on satiety



### Meal test with fibre sausages

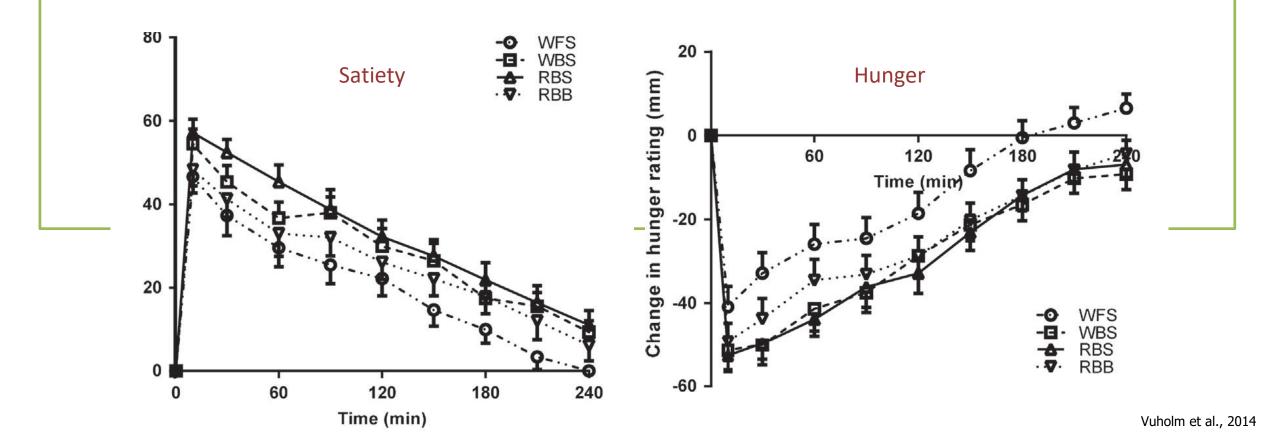




# Satiating rye bran sausages



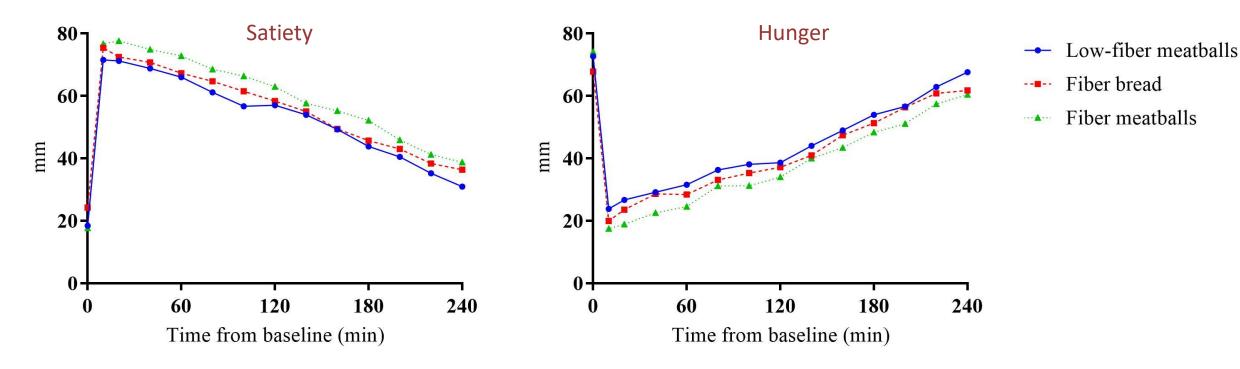
Addition of 3% fibre to sausages increased satiety and lowered hunger Fibres in meat were more satiating than fibres in bread



# Satiating fibre meatballs



3% fibre from pea fibre and rye bran to meatballs increased satiety and lowered hunger



# Take home messages



- Meat is an important source of high-quality proteins
- Fibre can be used in meat products without compromising consumer acceptability and at the same time improve the nutritional value and increase satiety
- The meat industry can contribute with nutritionally improved meat products to control appetite targeted consumers who want to maintain or loose weight

