

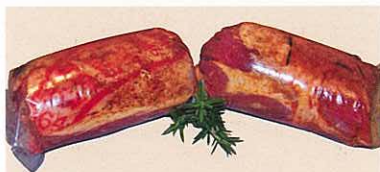
# Australian lamb product rolled out in China

Chinese consumers will be the first to try Australian manufactured lamb hot pot rolls, produced using new SmartShape meat value-adding processing technology.

SmartShape technology creates lamb and beef portions of uniform size and shape for ease of cooking and saleability, for the foodservice sector and retail meat marketers.

MLA has identified China as a significant and growing market for a totally Australian made SmartShape lamb hot pot roll.

MLA Product Development project manager, David Carew, said China already consumed about 6,000 tonnes of hot pot meat per annum.



*Lamb hot pot roll meat similar to that being trialled in BHG supermarkets in Beijing this summer.*

He said although China used Australian and New Zealand lamb, it made the meat rolls domestically.

"We believe we can supply Chinese importers with a superior rolled product using SmartShape

***"We can supply Chinese importers with a superior rolled product that has significant yield, tenderness, and colour retention advantages."***

that has significant yield, tenderness, and colour retention advantages," he said.

"There are also considerable microbial advantages that will increase meat longevity, taste and quality."

## **Australian made**

Mr Carew said origin identity was important in the Chinese market. He said the SmartShape lamb hot pot rolls being trialled in BHG supermarkets in Beijing were expected to attract strong demand from consumers seeking totally Australian made products.

Development of SmartShape has been a joint project between Meat & Livestock Australia and Meat & Wool New Zealand and the first two prototype machines will be used for large scale commercial trials this summer.

The small SmartShape machines can be housed in most boning or meat preparation rooms and are able to shape cold and hot-boned primal

meat cuts and deposit them into a casing.

## **Commercial trials**

MLA Innovation, Adoption and Commercialisation manager, George Waldthausen, said in addition

to the China project, two Brisbane-based meat processors would soon start large scale commercial trials of SmartShape machines and meat products locally.

He said the major benefit of the technology for processors and value-adding companies was the ability to better shape, portion control and pack red meat to create new products and markets.

Mr Waldthausen said full commercialisation of the SmartShape technology was expected to occur during 2010.

## **MORE INFORMATION**

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