

Meat Strip Alignment Technology

Meeting market needs



Recent research conducted by Meat & Livestock Australia has shown consumers are ready for new value added red meat products! Two surveys have recently been completed: the first established consumer attitudes to and requirements from value added red meat products; the second gauged consumer acceptance of MSAT specifically. The combined results demonstrate a gap in the value added red meat market that MSAT is ready to fill.

Market attitudes to value added red meat

The results of the *Consumer attitudes to value added red meat products* survey reveal that trends in meal preparation make value added red meat products an attractive meal solution.

Consumers: Household grocery purchase decision-makers and meal preparers recognised the role of value added red meat products in meeting the four broad streams of meal preparation needs:

- quick and economical
- acceptable to household
- economical and filling
- quality and enjoyment

Semi-prepared foods are seen to be useful for a variety of situations, such as the meal preparer arriving home late to a poorly stocked pantry. A high quality value added red meat product is seen as an enjoyable meal alternative for less confident food preparers, with semi-prepared products allowing some ownership of the cooking process and offering a nutritious meal solution.

Foodservice industry: Continuing labour and time pressures in the catering industry are driving wider demand for semi-prepared meal options. Semi-prepared red meat products such as cocktail and finger foods were found to be the strong areas of growth within the industry.

The survey revealed an eagerness amongst the foodservice industry and the grocery-buying public for innovative value added red meat products that meet their demands of high quality, consistency, freshness, hygiene, visual appeal and easy storage.

Consumer acceptance of MSAT

Following the consumer attitudes survey, MLA conducted qualitative and sensory *Consumer acceptance research* to ascertain the acceptability of MSAT products as a value added red meat meal solution for consumers.

Consumers demonstrated satisfaction with the eating experience of value added red meat products produced using MSAT technology. Some of the benefits perceived were consistency of texture, reliability of the cooking process and an 'easy eat' in terms of both shape and tenderness.

Parents among the research participants saw the MSAT product as a suitable meal solution for their children, being easy to eat, nutritious and easy to prepare. Elderly participants saw MSAT as an opportunity for them to enjoy meat more often, with the consistent tenderness negating their chewing difficulties.

The product performed particularly well in the sensory research for the key drivers of liking – flavour and mouth-feel – as well as for aroma and appearance. This indicates that MSAT products meet the consumer requirements established in the attitudinal survey for value added red meat products.

MSAT - meeting market needs

MSAT technology has improved the texture of restructured meat products by aligning meat strips to create a product similar in texture to whole tissue meat when cooked, and offering a visually appealing meal solution to consumers.

MSAT products are designed to simulate the appearance and eating quality of high value cuts and retain a consistent and authentic bite.

The recent market research outlined above reveals a change in consumer needs that MSAT products are ready to meet. Household consumers are looking for meals that are quick, economical and enjoyable. MSAT products offer red meat meal options that meet the demand for convenience and quality.

MSAT products are ideally suited to meet the growing needs of the foodservice industry for semi-prepared products, cocktail and finger foods. This sector will also benefit from the reduced preparation time and ease of portion cost control offered through using MSAT products.

MSAT technology can be used for a wide range of products suitable for both household consumers and the foodservice industry, just two significant players in a much wider market. There are countless opportunities to tailor MSAT products to meet changing market needs.



How to get involved

MLA is currently commercialising Meat Strip Alignment Technology and invites you to be at the forefront of this successful innovation. If you would like more information, or are interested in taking up this opportunity, contact Andrew Harris at MLA.

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