

MEATING POINT magazine

SUSTAINABLE TECHNOLOGY, PROCESSING & PACKAGING



IFFA 2016 SETS NEW RECORDS:

MORE EXHIBITORS, MORE VISITORS AND A HIGHER LEVEL OF INTERNATIONALITY AT AROUND 66 PERCENT



ARE NATURAL AND ORGANIC FOODS ENVIRONMENTALLY SUSTAINABLE?

STABILITY OF PORK DURING FROZEN STORAGE

CHP - A GREAT WAY TO MEAT ENERGY DEMANDS



Christina Frohm Kramer,
Regional Sales & Marketing
Director, Micvac AB



What kind of innovations did you showcase at IFFA?

We showcased our new two-compartment tray, which works with only one valve, compared to the former method where we had one valve per compartment. This is a big advantage for both customer and customer. Now being able to use only one is cost saving for producer and facilitates the handling.

What makes your solutions unique and what differentiates you from your competitors?

The patented Micvac methods: in-pack cooking and pasteurisation with the use of a reclosable valve, a reclosable Micvac valve, and the patented Micvac Flextray which ensures a controlled deformation in the bottom of the tray are unique and have no direct competitors on the market. Micvac also constructs its own microwave tunnel to ensure that the pasteurisation is even for each portion, while considering maximum safety of the product.

Since some of the top trends addressed at this year's IFFA were resource and cost - efficiency, as well as sustainability, what is your contribution to these topics?

I would say that, Micvac promotes sustainable development by using methods and practices

that minimise any negative environmental impact from manufacturing, distribution and consumption of our products and processes. For example, to reduce the amount of plastic put on the market, we have added 15% chalk to our trays. On the other hand, our packaging partners work hard to improve their environmental performance. In most food products the environmental impact of the packaging pales in comparison with the impact of the food content. Therefore the strongest environmental effect of the package is to preserve the food in the best way possible. The Micvac method creates a natural vacuum that makes all use of synthetic preservatives superfluous. The ingredients are put raw or semi cooked into the tray and cooked and pasteurised inside the package. And our in-pack cooking leaves all the flavour, juices and nutrition in the tray - so no need for flavour enhancers or other E number additives. This results in very little waste in the production. The Micvac method also proves to be also very cost - efficient method in terms of production.

“Our in-pack cooking leaves all the flavour, juices and nutrition in the tray - so no need for flavour enhancers or other E number additives.”

Additionally, the method gives an extended shelf life which also means reduced waste for the retail and the consumer. Micvac also uses suppliers with objectives to make packaging material with as little carbon footprint as possible. A recent study from a food institute in Germany says that our method stands for a 1/3 compared to retort processing, for example.

What would be your future challenges in terms of innovative solutions that would meet your customers requirements?

Our aim is always to be on top of innovation. We have also developed a fibre tray which responds to customers request for an even more environmentally adapted packaging.

www.micvac.com



Mirjam van Veldhuizen,
Marketing Manager at Frutarom
Savory Solutions



What kind of innovations did you showcase at IFFA?

At IFFA, our objective was to create an inviting networking platform for industry professionals to discuss the sector's challenges and solutions in a comfortable, relaxing atmosphere. Of course, our product samples supported the concept. They were all suitable for the BBQ and included both examples of the established butcher portfolio, as well as some more innovative items.

“ Our capabilities in terms of know - how, high-quality ingredients and technologies enable us to react quickly and flexible to customer requests.”

This way, we demonstrated the scope of available solutions from our comprehensive portfolio. As an unconventional product