

# MEATING POINT

magazine

SUSTAINABLE TECHNOLOGY, PROCESSING & PACKAGING



**THE STRONG  
COMBINATION  
OF MAN AND  
TECHNOLOGY  
FOR PURE  
ENJOYMENT**

**OPTIMISING PRODUCTION HYGIENE  
WITH BACTERIAL BARCODES**

**SALT: TASTE &  
HEALTH CONSIDERATIONS**

**REAPING THE BENEFITS OF THE  
'DIGITAL SAUSAGE FACTORY'**





## Michael Bogdanski

CEO

Micvac AB



**Q. How would you evaluate IFFA 2019? What impressed you the most?**

We had a lot of good, quality leads. We were happy to see that many of them were German companies since that is one of our focus markets. There's a huge interest for fresh ready meals. Also impressed by the increased focus on sustainability amongst all exhibitors.

**Q. Sustainability has become a major factor in the decision making process of consumers. What kind of solutions, technologies and products did you present at IFFA? What sets you apart from your competitors?**

A solution to produce chilled ready meals in a better way. A sustainable process without

preservatives and a natural vacuum that offers possibilities to get better quality but at the same time prolong the shelf life and reduce food waste.

**Q. What's your understanding of circular economy and sustainability? What do you offer in terms of plastic and packaging reduction?**

Our packaging combined with the Micvac method of in-pack cooking and pasteurising prolongs the shelf life considerably. The result is a minimum of food waste which is a huge problem in this category. We always try to consider the different parts in the total value chain, i.e. how the packages work in production and transportation; how easy they are to handle in retail and also for the consumer.

The packaging material is 100% recyclable, according to the EU Framework Directive on Waste.

**Q. What's your company's greatest achievement in terms of sustainability? What are your future sustainability goals and the challenges your company & the meat packaging industry are facing?**

One of our challenges is to find an alternative to the plastic trays. This is because we have a package that is active in our process with functions that enables in-pack cooking and pasteurising with a long shelf life, up to 60 days even without preservatives. We need to find an alternative that performs without compromising on shelf life (and food waste). ●