

Standardisation of meat raw material for industrial production of food



WEST FLEISCH
FROM FARMERS. DIRECTLY.



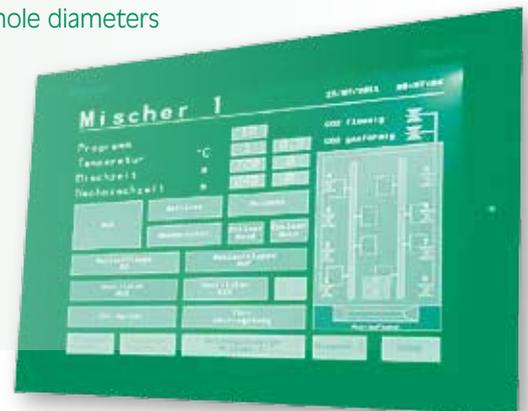
Always at a high level with standardised meat

Standardised meat is the industrially produced raw material for food production. The most important field of use for standardised meat is the production of fresh-, boiled-, and cooked sausages, of meat balls, patties, minced steaks and minced meat according to European legislation. Plus the wide range of convenience food and ready meals.

Standardised meat compositions are consistent raw material solutions that can be immediately processed, requiring no further refining processes.

The standardisation refers to the:

- animal species (pork/beef)
- grade of mincing (dicing)
- Baader process (meat degristled and desinewed) at various drum hole diameters
- meat/fat ratio
- protein content
- BEFFE content
- water content
- micro-biological properties
- processing temperature





Industrial production provides advantages for meat processing companies

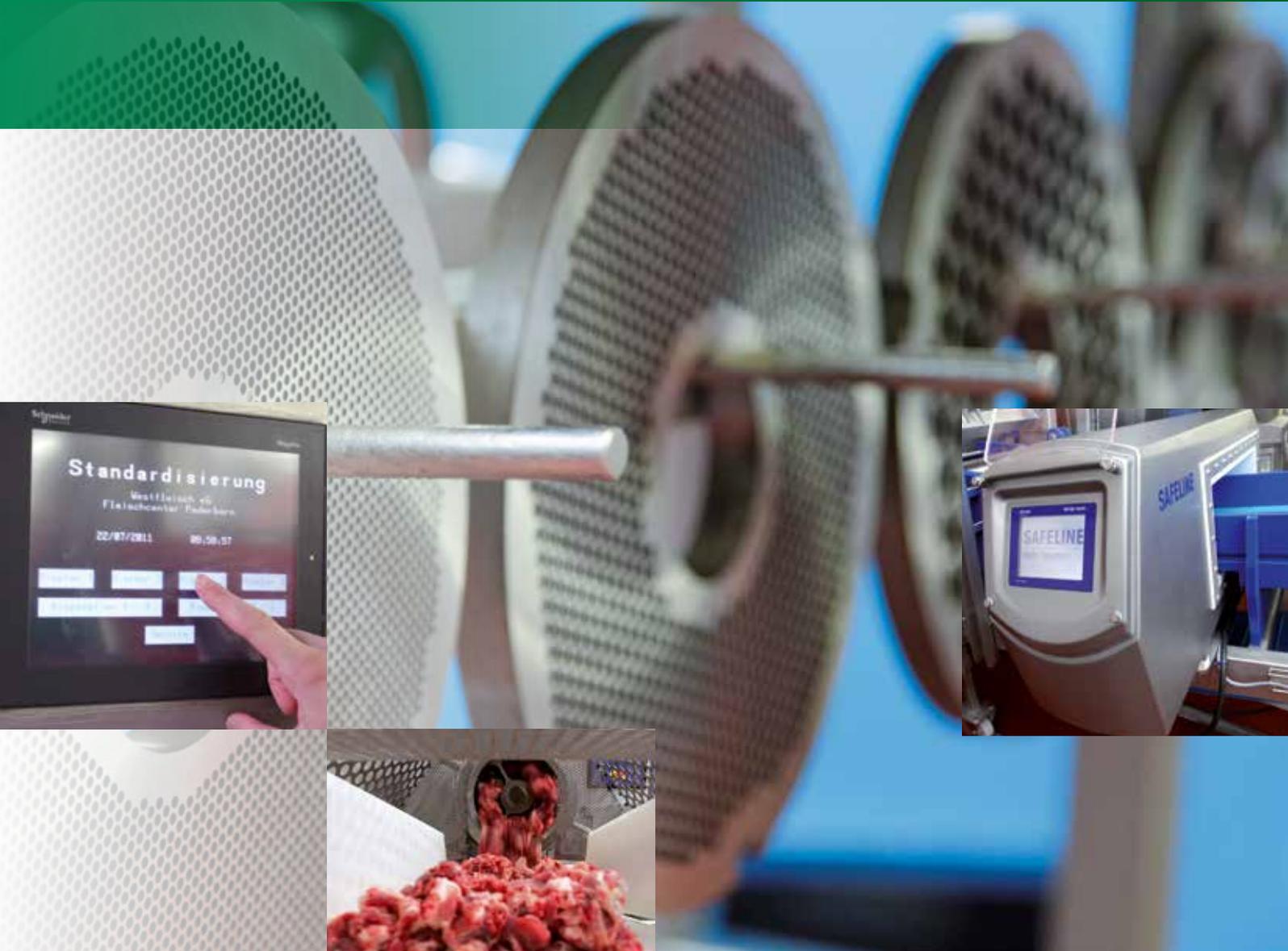
The consequent cost reduction is of highest importance for the improvement of a company's operating results.

It is no coincidence that market leadership and cost leadership are often maintained by the same corporations. Based on the factors „division of work“, „specialisation“ and „concentration on the main business“ companies in the food industry can delegate a lot of activities, e.g. the production of recipe components, to external service providers

With Westfleisch as supplier and partner, meat processing companies can benefit from a multitude of tailor-made basic recipes and compounds. The demand for individual raw material solutions is covered as required for the customer's individual production, standardised and always at the same high quality level

Your benefit:

- The cost price provides a solid calculation basis for the „cost free bowl chopper“.
- No surplus or shortage of goods. We deliver exactly the amount needed for the recipe – no more, no less.
- No storage costs, no frozen goods in stock. We deliver just in time.
- No investment and maintenance costs for machines and equipment. The delivered products are ready for being processed
- Reduction of labour costs.



Standards – Options and variations

Pork

Description	Ratio meat/fat
S 12	50/50
S 11	55/45
S 10	58/42
S 9	60/40
S 8	65/35
S 7	68/32
S 6	70/30
S 5	75/25
S 4	78/22
S 3	80/20
S 2	85/15
S 1	90/10

Beef

Description	Ratio meat/fat
R 12	50/50
R 11	55/45
R 10	58/42
R 9	60/40
R 8	65/35
R 7	68/32
R 6	70/30
R 5	75/25
R 4	78/22
R 3	80/20
R 2	85/15
R 1	90/10

Blend of beef and pork

Description	Ratio meat/fat	Ratio meat/fat
RS 3	50/50	80/20
RS 5	50/50	75/25
RS 6	70/30	70/30

Fresh sausage mixtures

Example S3:

- 80/20 meat/fat ratio
- minced to 19 mm, standardised
- desinewed, degristled 3/5/8 mm

Quality characteristics:

- low content of connective tissue, use of hard fat
- without bone, gristle, rind and sinew

Cooked sausage mixtures

Example S12:

- 50/50 meat/fat ratio
- diameter 10 mm

Quality characteristics:

- Selected fats

Boiled sausage mixtures

Example S3:

- 80/20 meat/fat ratio
- minced to 6mm

Quality characteristics:

- content of protein and connective tissue referring to the final product to be manufactured
- percentage of protein and connective tissue higher than in fresh sausage mixtures
- low percentage of soft fats, where applicable

Standards – a few examples

Compounds for beef ready meals

Example R3:

- 80/20 meat/fat ratio
- minced to 19 mm, standardised
- desinewed, deghosted 3/5/8 mm

Quality characteristics:

- low percentage of connective tissue
- low percentage of soft fats

Compounds for minced steaks and patties

Example S5:

- 75/25 meat/fat ratio
- diameter 20 mm

Quality characteristics:

- no use of soft fats
- low percentage of connective tissue



SN 80/20 3mm desinewed, deghosted



SN 55/45 20 mm



SN 70/30 Pre-cut



SN 80/20 Pre-cut



R3 80/20 Pre-cut

Product safety by quality management

- Certification of our complete process chain according to International Featured Standards (IFS)
- Approval of our production plants according to the regulations for minced meat and European processing regulations (DE-EV 211-EG)
- Measurement using close infra-red spectroscopy/ Foss-Food-Scan / Omega-Analyzer
- Obligation to follow the chemical and physical parameters advised by the customer, fulfilment of the recipe requirements
- Order processing according to specified mixture percentages with advice how to optimise the recipe

This means for you:

No loss of freshness due to unnecessary raw material procurement as the delivery always provides:

- the right material
- in the correct quantity
- just in time



International Featured Standards

Traceability

Our internal labelling system ensures the traceability of the origin of any delivery with regard to:

- use of raw materials
- analysis
- proof of origin
- time of production
- exact weight specification per packing unit



Westfleisch provides innovative packaging concepts

All products available fresh or plate frozen!

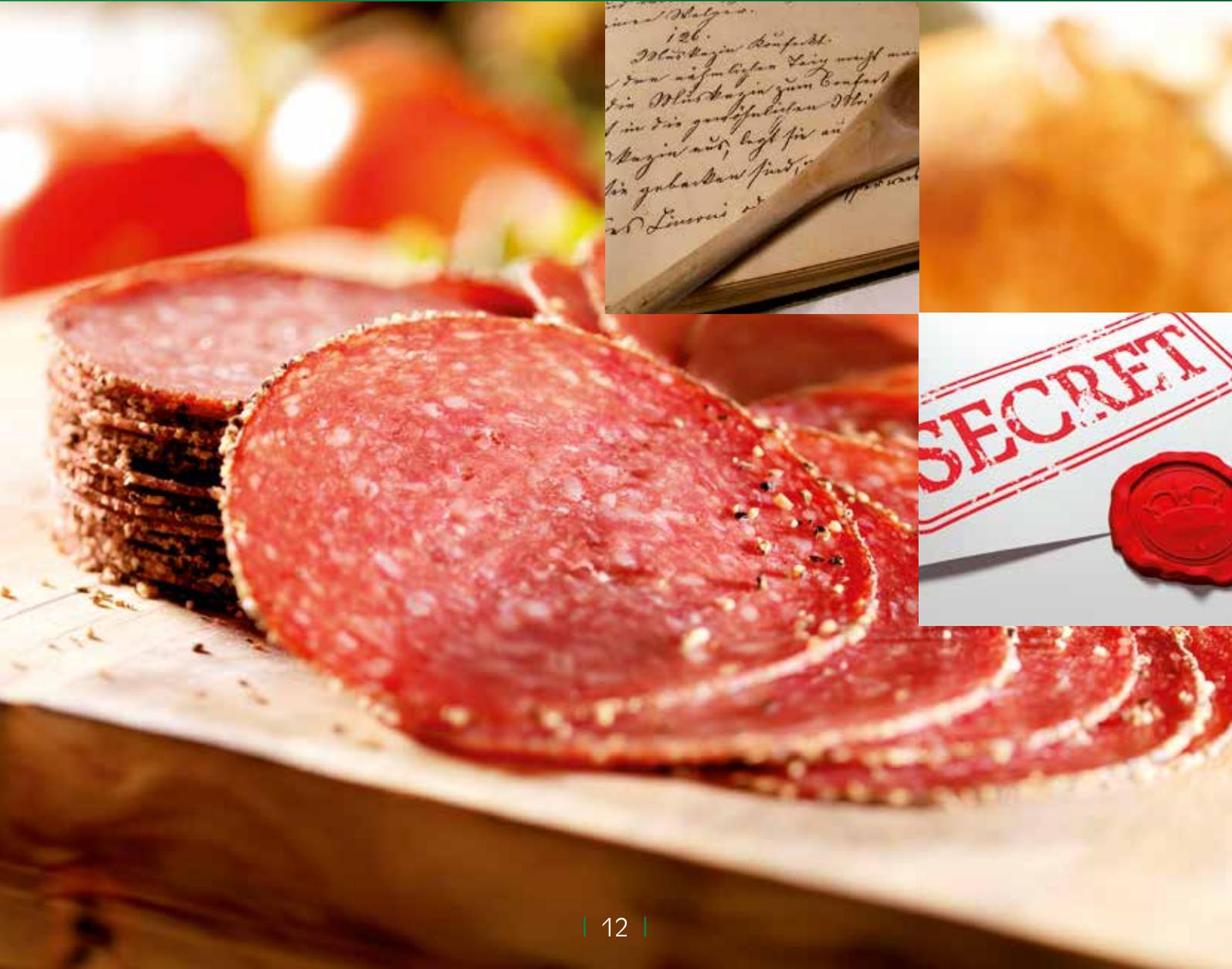
Packaging of fresh products

- 20 kg in E2-boxes, 32 boxes per pallet, shrink wrapped in stretch foil
- PE-Bigbox/Dolavs
- customer's own boxes

Packaging of frozen products

- in plates à 14, 21 or 42 kg
- palletised to customer specification on plastic pallets
- sealed with PE foil
- pallets strapped for secure loading
- up to 1 ton per pallet





Confidence is good ...

... Safety is better! We much appreciate your confidence in our company, allowing us to produce according to your recipes. And you can be sure that no confidential information „goes astray“.

For the standardisation of products and services we have developed an internal security system, assuring strictly confidential treatment of customer data:

- All information is only entrusted to a small group of dependable staff on management level.
- All employees of the department are bound through sanctioned supplementary agreements in their work contracts.
- Recipes are coded, decoding only possible by managing directors.



Not only the compliance with your instructions is an integral part of the agreement in our business relationship, but it also implies confidentiality and secrecy.

Conclusion:

Standardised meat from WESTFLEISCH is a reliable offer for the future-oriented meat industry!

Please contact us!

Standards from Westfleisch pay off

„Better bought at a good price than (too) expensively made on one’s own“ – that is the slogan which applies to our standards.

We are sure, not only the quality of our service will convince you but also the economic efficiency. Our professional primary products pay off.

We shall be pleased to inform you personally about the advantages for your production..



Michael Schulze Kalthoff

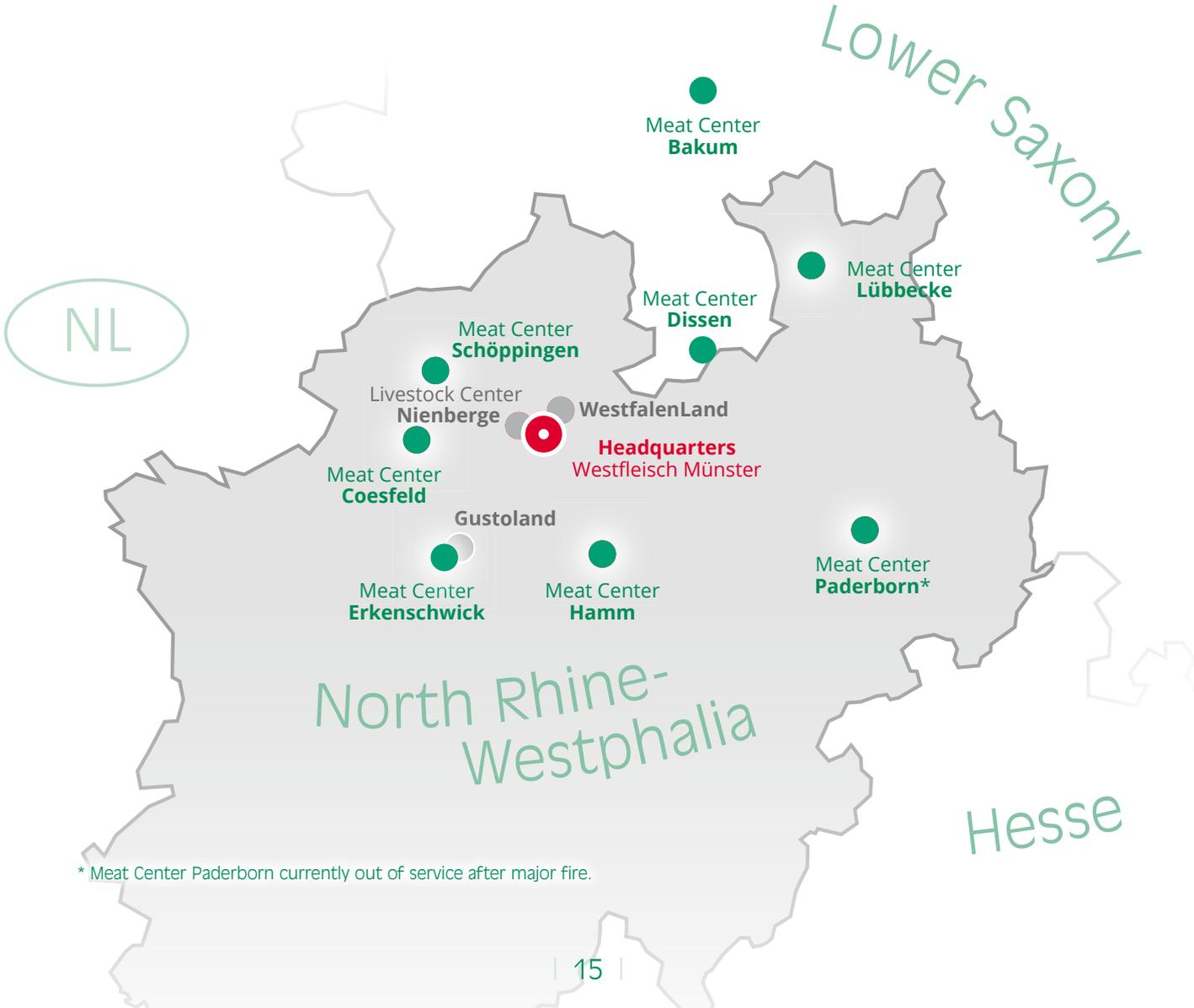
Sales Manager
Meatplant Coesfeld

Tel.: (02541) 807-22 67

Fax: (02541) 807-22 79

eMail: michael.schulze-kalthoff@westfleisch.de

Our locations



* Meat Center Paderborn currently out of service after major fire.



WEST FLEISCH
FROM FARMERS. DIRECTLY.

Westfleisch SCE mbH · Fleischcenter Coesfeld · Stockum 2 · 48653 Coesfeld
Tel.: +49(0)2541 807-2267 · Fax: +49(0)2541 807-2279 · eMail: coesfeld@westfleisch.de

www.westfleisch.de