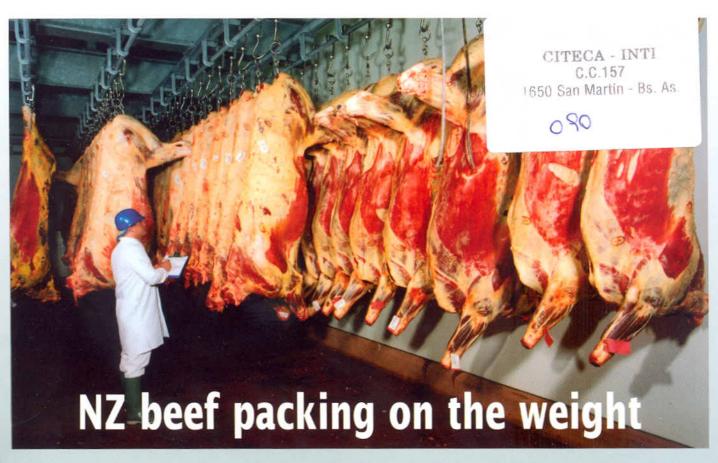
The worldwide magazine on meat trade and technology are trade and technology and technology are trade are trade and technology are trade are trade and technology are trade are









Hygienic packaging

12 NZ beef packing on weight

Better feed conditions this year will see New Zealand steer, heifer and bull pack on the weight, with expectations of 3% increases across the board to an average of 265 kg per head.



04 World Update

News from the worldwide meat industry, including Editorial, Outlook from North America, European Union, and upcoming events

08 Golden Microscope Award

Flavour challenges of sodium reduction

12 Regional focus

NZ beef packing on the weight

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Hygienic packaging helps

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EU moving towards COOL

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Zhongpin expands its success in Chinese meat market

24 Supplier news

News from suppliers to the meat industry, including newly launched products.

26 Food safety

A radical approach to the war on micro-organisms

14 Hygienic packaging helps

Krekenavos has grown to become the second largest meat processor in Lithuania. It recently added state-of-the-art processing and packaging lines for fresh meat cuts, semi and finished meat products.



16 Eurocarne 2009

Eurocarne 2009, in spite of the world's current economic difficulties, showed the Italian spirit and the excellence of its machinery. The meat industry is a key segment of the Italian economy, with over 65% of slaughtering and processing equipment exported.



20 EU moving towards COOL

As the EU continues to expand, now 27 member states and growing, it is Brussels' intention to simplify food labelling rules in order to best manage concerns from producers to retailers and end buyers.



