

# MEAT

The worldwide magazine on meat trade and technology

# international

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## NZ beef packing on the weight

Eurocarne  
2009



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.



## 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.



## 04 World Update

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

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Flavour challenges of sodium reduction

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