Kemin Releases New Video Highlighting How Processors can Retain Fresh Color in Meat Products

Des Moines, Iowa (April 17, 2017) – The Food Technologies division of Kemin Industries, a leading provider of shelf life extension and food safety solutions for food and beverage industries, recently released a new video: "Color Challenge." The video demonstrates how meat and poultry processors can better retain fresh color in meat products with the addition of Kemin color protection solutions.

"A majority of consumers base their purchase decisions on the visual attributes of the meat and correlate its bright red color with quality and freshness," said Courtney Schwartz, Senior Marketing Communications Manager for Kemin Food Technologies. "We developed this video to showcase how effective Kemin FORTIUM® A is at delaying the color degradation in meat products that is caused by oxidation."

FORTIUM A is a line of acerola extract-based antioxidants designed for maximum effectiveness against color degradation. Acerola cherry powder from Kemin is an extract high in the natural form of ascorbic acid, which helps protect the color of a variety of food and beverage products. Acerola extract is also well known in the meat and poultry industry for its cure-accelerating abilities in conjunction with a source of nitrite.

"Not only does acerola extract protect the organoleptic qualities of products over the long term, as a single ingredient solution it is an excellent consumer-friendly option, acerola extract benefits meat manufacturers by keeping fresh meat color (myoglobin) in its reduced state, extending color-life," said Schwartz. "FORTIUM A can be used in natural meat products and is available in both liquid and dry forms."

The meat and poultry markets grow more competitive every day, especially as consumers become savvier and have an abundance of available information regarding their food choices. Kemin offers manufacturers the technical expertise and protein knowledge to answer production challenges while providing customized shelf-life solutions.

Visit www.kemin.com/en/north-america/products/fortium-a for more information or to access a full research report showing how acerola extract can help extend color shelf-life in fresh, ground beef.

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About Kemin Industries

Kemin (www.kemin.com) has been dedicated to using applied science to improve the quality of life for over half a century. As a global company touching 3.4 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products to feed a growing population and be a resource for others in need.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

A privately held, family-owned and operated company, Kemin has more than 2,000 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

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