

## Kemin Food Technologies – North America Launches New Meat Optimization Digital Tool for Customers

**New resource helps manufacturers discover solutions for today's meat and poultry challenges**

**DES MOINES, Iowa (February 28, 2024)** – Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services, recently launched a new Meat Optimization Tool on its website to assist customers with identifying personalized solutions to protect meat and poultry products. The four-step quiz is a fast and user-friendly tool to assist in exploring product options and cost-savings for food manufacturers.

“Our new Meat Optimization Tool is a fun and engaging way to explore how the Kemin portfolio of ingredient solutions can help manufacturers overcome specific meat and poultry challenges,” said Courtney Schwartz, Marketing Director, Kemin Food Technologies – North America. “At Kemin, we can solve formulators’ most difficult oxidation challenges to keep the color of meat looking fresh while protecting the appealing taste that will drive consumers to choose the brands we support again and again. We offer food safety solutions, including several that address microbial spoilage and yield enhancement solutions such as Proteus® and InnoBLQ™, specifically for use in breaded and fried foods.”

The Kemin Meat Optimization Tool offers users a range of solutions to formulate superior meat products that resonate with consumers and keep meat and poultry products fresher and safer for longer. Manufacturers can discover how the Kemin portfolio of ingredient solutions can help overcome their most prevalent challenges, including:

- Color loss
- Flavor
- Microbial growth
- Yield and quality enhancement
- Fat reduction
- Breeding issues
- Cost optimization

“We are excited for website users to try our complimentary Meat Optimization Tool and discover personalized product offerings,” said Schwartz. “From simple one-ingredient solutions to more complex options, this new resource helps showcase our deep technical expertise and ongoing commitment to innovation. Our highly experienced technical team is available to help with dedicated support throughout all testing phases and help formulators achieve the label claims that will keep today’s consumers coming back for more.”

[Click here](#) to experience the new Meat Optimization tool. [Click here](#) to learn more about the Kemin portfolio of ingredient solutions for yield enhancement and moisture control, shelf-life extension, flavor, color retention, and food safety.

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### **About Kemin Industries**

**Kemin Industries** ([www.kemin.com](http://www.kemin.com)) is a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services. The company supplies over 500 specialty ingredients for human and animal health and nutrition, pet food, aquaculture, nutraceutical, food technologies, crop technologies, textile, biofuel, and animal vaccine industries.

For over half a century, Kemin has been dedicated to using applied science to address industry challenges and offer product solutions to customers in more than 120 countries. Kemin provides ingredients to feed a growing population with its commitment to the quality, safety, and efficacy of food, feed, and health-related products.

Established in 1961, Kemin is a privately held, family-owned-and-operated company with more than 3,000 global employees and operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, India, Italy, San Marino, Singapore, South Africa, and the United States.

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