

Clean Label and the Consumer

Meat Products



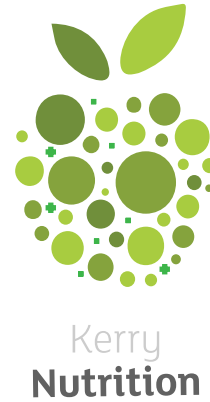
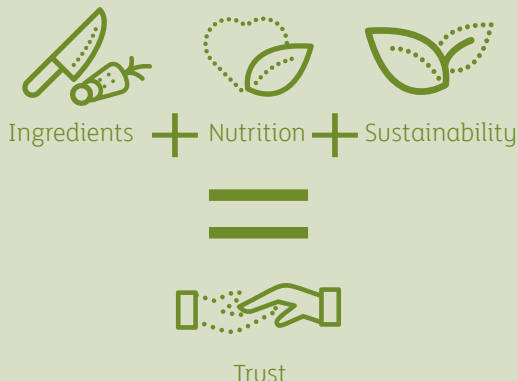
Leading to Better





About

In the “O Consumidor e o rótulo limpo” [The Consumer and Clean Label], which is a study in Latin America carried out by Kerry, we assessed the increasing interest and expectations of consumers towards products with better ingredients, the best nutritional value and that ensure sustainability in different categories of food products.



Panorama in the meat industry

The meat industry has been currently facing several challenges that modify the consumption standards of its products.

Regarding health-related issues, several organizations, such as the Worldwide Forum of Researches on Cancer and the World Health Organization, recommend decreasing red meat and processed meat consumption^{1 2}.

Sustainability- and environment care-related issues, however, increased the trend to vegan, vegetarian and flexitarian diets, in which the consumption of animal origin products is limited.

Due to the easy access and sharing of information among people on the Internet, with more than 65% of people in Latin America that has access to it³, the consumer's search and demand for products that provide trust and transparency in all the processes conducted before the acquisition of a finished product have been promoted.

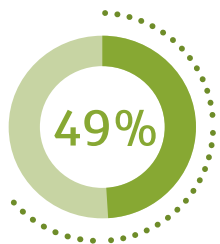
Meat products



Reading of labels and consumption of meat products

Currently, 8 in every 10 Latin Americans read the labels of their consumed products. The most frequent verified elements include information of nutritional tables, total sugar content, and list of ingredients.

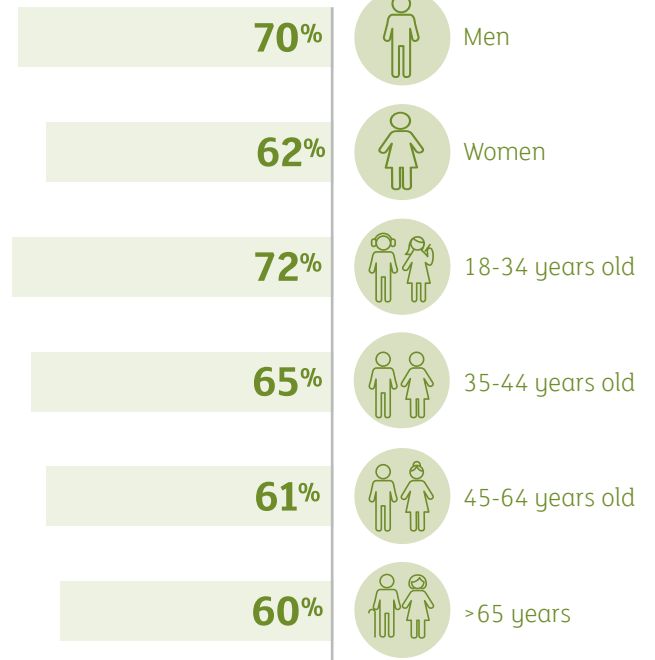
According to respondents, the meat category is the third most consumed category by Latin Americans followed by dairy and bakery products. 88% of them reported consuming these products at least once in the last month with higher consumption frequency of males and people aged 18 to 34 years.



49% of the respondents who read the nutritional information check the **sodium content** of the products.



Consumption of meat products in the last week



Source: Kerry Intelligence – "O consumidor e o rótulo limpo" [The Consumer and clean label]

Only **2 in every 10** consumers understand the product ingredients.





90% of the Latin Americans believe it is important that meat products be made with acceptable ingredients.

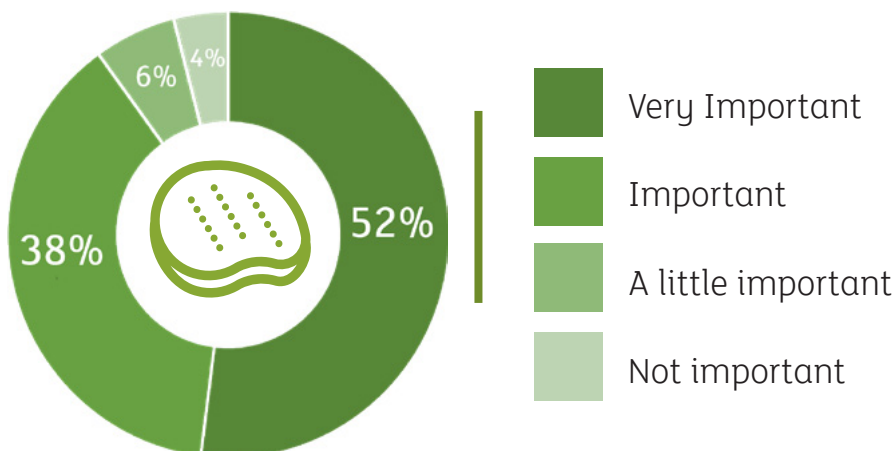
Source: Kerry Intelligence – “O consumidor e o rótulo limpo” [The Consumer and clean label]

Meat preparation with acceptable ingredients

For meat consumers, ingredients used for manufacturing the products are highly relevant, because this is the food category **where the content of ingredients is more important**. According to the respondents, the natural origin ingredients are considered acceptable.







In countries like Guatemala, Mexico, Colombia and Costa Rica, more than 92% of the meat consumers consider important that these products be made with acceptable ingredients, and more than 60% of them in Latin America consider it has a strong impact on their choice.

Consumers believe that natural ingredients, fruits and vegetables, organic ingredients, among others, are acceptable ingredients. Their use has been associated with healthier and more nutritional products.



Source: Kerry Intelligence – “O consumidor e o rótulo limpo” [The Consumer and clean label]

Main non-acceptable ingredients in meat products per country, 2018

	Smoke aroma	Nitrates/Nitrites	Caramel Colorant	Monosodium glutamate	Colorants
	Nitrates/Nitrites	Sodium diacetate	Monosodium glutamate	Sodium metabisulfite	Corn syrup with high fructose content
	Nitrates/Nitrites	Monosodium glutamate	Sodium diacetate	Sodium metabisulfite	Phosphates
	Nitrates/Nitrites	Sodium diacetate	Monosodium glutamate	Sodium metabisulfite	Modified Starch
	Nitrates/Nitrites	Monosodium glutamate	Sodium diacetate	Smoke Flavor	Sodium metabisulfite
	Nitrates/Nitrites	Sodium diacetate	Monosodium glutamate	Sodium metabisulfite	Corn syrup with high fructose content

Non-acceptable ingredients in meat products

Source: Kerry Intelligence – “O consumidor e o rótulo limpo” [The Consumer and clean label]

In addition to the inclusion of acceptable ingredients, there has been currently an aversion to ingredients that the consumer believes being unacceptable and avoids when buying a meat product. The mains ingredients include nitrates and nitrites, monosodium glutamate, sodium diacetate, and sodium metabisulfite.

Clean label trend in the Latin American market

The consumer's perception regarding certain ingredients has created, as a response, an increase in the number of product releases in the market with claims as “Additive-free/artificial preservative-free”, “100% natural”, “No added nitrite”, “Decreased/Low sodium content”, “Free of monosodium glutamate”, among others⁴.

The industry has to respond and provide products with attributes of clean labels that satisfy the consumers' needs; nevertheless, the consumer must comprehend that food safety and innocuity are a priority, even when the ingredients are replaced, in a way to ensure balance in the provision of innocuous, safe, more natural products with lower inclusion of artificial ingredients, thus providing food products that strengthen the trust between the consumer and the industry.



Nitrates and nitrites are the main **Non-acceptable** ingredients in meat products



Kerry Solutions for meat
products with clean
label

Kerry Solutions for meat products with clean label



We have recognized that today's consumers seek trustful products, more natural food with higher nutritional value. Clients from all categories and channels are innovating and evolving to stay up-to-date as to the consumers' changing needs.

At Kerry, we balance the consumer's demands with functional, safe and sustainable solutions that do not compromise the flavor and nutrition of products by helping our clients to solve the challenges of clean labels in several manners, varying from reducing or simplifying lists of ingredients to replacing a complete brand.

Check out the different ways we can help you to satisfy your consumer's needs:

Accel™

Celery in fermented powder – involved in the cure process and meat preservation.

Advantages:

- It replaces sodium nitrites
- Declared as powdered celery fermented extract

Durafresh™

Línea de conservadores naturales derivados de procesos de fermentación.

Advantages:

- It replaces sodium and potassium sorbates, benzoates and lactate
- Clean Statement



Antimicrobial Solutions

Solutions with high concentration of antimicrobial compounds to preserve fresh and processed meat products.

Advantages:

It replaces: Artificial preservatives

- It does not provide flavor or a smoke characteristic color
- Declared as aroma

TasteSense™

Modulators that contribute to sodium reduction, increasing the perception of salty flavors.

Advantages:

- It reduces: Sodium content – Clean Statement
- It masks metallic notes of other salts
- Declared as natural aroma

Taste
Sense™



Natural Aromas

Portfolio of natural aromas and extracts.

Advantages:

- It replaces: Artificial aromas
- Natural origin statement

Authentic
Savoury™
Simply Nature

Inclusion of positives

Consumers have been increasingly seeking products that offer positive functionality or nutrients, and Kerry has several solutions for them:

- Dairy and vegetable proteins
- Fibers
- Probiotics
- Powdered fruits and vegetables
- Ingredients for the immunological system support
- Others


wellmune®



For more information on the study and/or portfolio of solutions, contact us at
<http://kerry.com/latam-es/>

References:

1. World Health Organization (WHO); 2015; Carcinogenicity of consumption of red and processed meat. Disponible en: <https://www.who.int/features/qa/cancer-red-meat/es/>.
2. Bouvard V; Loomis D; Guyton KZ; Grosse Y, Ghissassi FE, Benbrahim-Tallaa L, Guha N, Mattock H, Straif K, International Agency for Research on Cancer Monograph Working Group. Carcinogenicity of consumption of red and processed meat. Lancet Oncol. 2015;16(16):1599-600.+
3. Internet World Stats; 2018; Latin American Internet Usage Statistics. Disponible en: <https://www.internetworldstats.com/stats10.htm>
4. Mintel GNPD, Processed Fish and meat products, Latin America, 2014-2019.
5. Kerry Intelligence; El consumidor y la etiqueta limpia: Un estudio hecho en Latinoamérica; 2019.

