



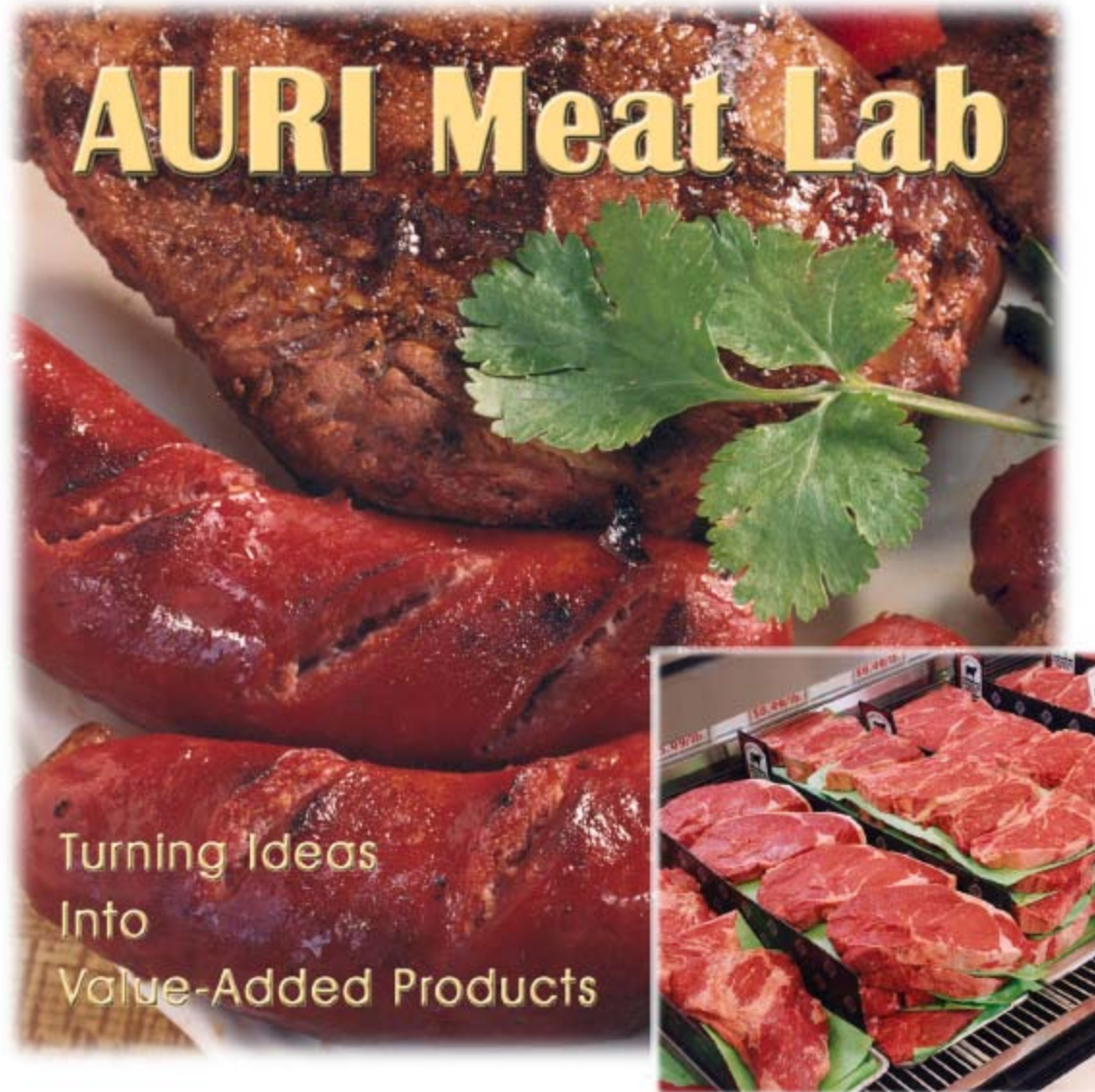
## **AURI Meat Lab**

**1501 State Street**

**Marshall, MN 56258**

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**[www.auri.org](http://www.auri.org)**



# **AURI Meat Lab**

Turning Ideas  
Into  
Value-Added Products

**Agricultural Utilization Research Institute**

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# Product Development

## Today's competitive marketplace

Businesses today face no shortage of challenges or competition. That holds true for Minnesota's meat industry. Low prices and a constantly changing marketplace lead to an uncertain future for many businesses. The Agricultural Utilization Research Institute (AURI) is here to assist you.

AURI works with Minnesota companies to develop new uses for agricultural products, including value-added meat items. The development of new and unique meat products that are differentiated in the marketplace can result in higher profits and stable demand for those consumer goods.

## Assistance from AURI

AURI is unlike any other organization. Our services, facilities and expertise are unique, with the single purpose of helping you become more profitable. Our available services to Minnesota businesses may include:

- ✧ Product and process development
- ✧ Nutritional information
- ✧ Shelf life analysis
- ✧ Regulation assistance
- ✧ Business and market evaluations
- ✧ Training through biennial short courses



## Meat Lab Capabilities

The AURI Meat Lab, located in Marshall, Minnesota, is designed for formulation, processing and analytical assessment of animal products, as well as the development and testing of new product concepts. This 2,000 square foot, USDA-inspected facility is available to Minnesota businesses, grower groups, processors and rural business start-ups.



The AURI Meat Lab is complete with the necessary equipment to formulate new meat products. This equipment includes:

- ✧ Smokehouse
- ✧ Vacuum tumblers
- ✧ Multi-needle injectors
- ✧ Emulsifier and vacuum bowl chopper
- ✧ Linker and vacuum stuffer
- ✧ Packaging equipment
- ✧ Much more

Our facility is equipped to handle animal products from carcass to finished product.

## Reaching Markets

Combined, the AURI Meat Lab and accompanying staff expertise can help businesses develop new products that reach traditional markets for animal and poultry products. We're equally adept in helping you reach non-traditional markets for innovative niche products like reduced fat products, no nitrite-added bacon and more. Developing innovative new products may help processors increase their profitability and stay competitive.

# Technical Assistance

## Areas of Support

In addition to assisting in developing new meat products, AURI programs are also designed to help support their success in the marketplace. This assistance includes:

- ✧ Technology development and validation
- ✧ Packaging feasibility and design
- ✧ Prototyping
- ✧ Market feasibility
- ✧ Networking with AURI partners

## Market Assistance

Having a good product isn't good enough. Knowing the market you are entering can make all the difference between a successful entry into the marketplace and one that doesn't fare as well. For that reason, AURI offers help in understanding the market to increase the chances that a new product will find a warm reception from consumers.

AURI also assists with nutritional information, nutritional labeling, label and box design. These components are both necessary and key to marketing traditional and niche products.

## Technical Assistance

Meat processors don't have the luxury of closing down busy production lines to test new value-added meat products. With access to AURI expertise and facilities, Minnesota meat processors have access to their own research and development department. The assistance offered at the AURI meat lab is the roll-up-your-sleeves kind of help not often found. Examples include new product formulation, shelf life testing and process assessment. This assistance can take place on-site or at the AURI lab.



## Technology Validation

No meat processor wants to be part of a recall or fall under scrutiny because of food safety. For that reason, AURI staff informally advises clients on HACCP regulations, GMPs, good sanitation practices and techniques that help assure consumers that they are getting safe, healthy products.

AURI staff can assist in validating technology used in food and non-food applications. AURI also offers color and visual shelf life, tenderness, and sensory evaluations. These evaluations aid processors in understanding what consumers may like or dislike about their products. This information can also be invaluable for helping processors gain a competitive advantage over others in the marketplace.