

MEAT NEWS

National Research Centre on Meat, Chengicherla, Hyderabad

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FROM THE DIRECTOR'S DESK



In the year 2012, India overtook Brazil as a top beef exporter with a record export of 1.10 million tones worth Rs. 17,400 crores according to APEDA. United States Department of Agriculture (USDA) has predicted that Indian buffalo meat exports could increase by 20% to 1.7 MT in 2013 because of competitive pricing and quality. Considering the huge export potential and rapid growth in domestic demand, NRC on Meat, Hyderabad has undertaken several research, extension and consultancy activities which can contribute to positive growth of the sector.

I am elated to inform that, during the period from January-June 2013, NRC on Meat has successfully organized the 5th Annual Conference and National Symposium of Indian Meat Science Association (IMSACON-V) on "Emerging technological changes to meet the demands of domestic and export meat sector" from February 7-9, 2013 which has received overwhelming response from academicians, scientists, students and meat industries. The Institute has bagged two contract research projects each from KANCOR Ingredients Ltd., Kerala and PrARAS Bio-Sciences, Bangalore. A nation-wide network project on "Study on state wise yield of meat and byproducts of cattle, buffalo, goat, sheep, pig and poultry" from Ministry of Statistics & Programme Implementation, Government of India, New Delhi has been initiated. The NRC on Meat has provided consultancy and technical inputs for establishing state-of-the-art modern emu slaughterhouse at Vijayawada by Krishna Emu Products Ltd. I am glad to mention that the Institute has signed three new MoU's with private entrepreneurs for consultancy and test marketing of NRC Meat products. NRC on Meat has also signed MoU with Sri Venkateswara Veterinary University, Tirupati. During the period the Institute has organized one entrepreneurship training program, one workshop and a unique faculty development program for faculty members from Institute of Hotel Management, Catering Technology and Applied Nutrition, Hyderabad. I am glad to mention that NRC on Meat has launched its new logo. The Institute has organized wide range of activities like starting Green initiatives, celebrating World environmental day, Republic day, Annual day and few scholarly monthly meeting presentations. The NRC on Meat will be organizing 10 day summer school on "Retort pouch processing" in July 2013 and I welcome all the participants. The Institute will work hard to reach to greater height in the coming years.

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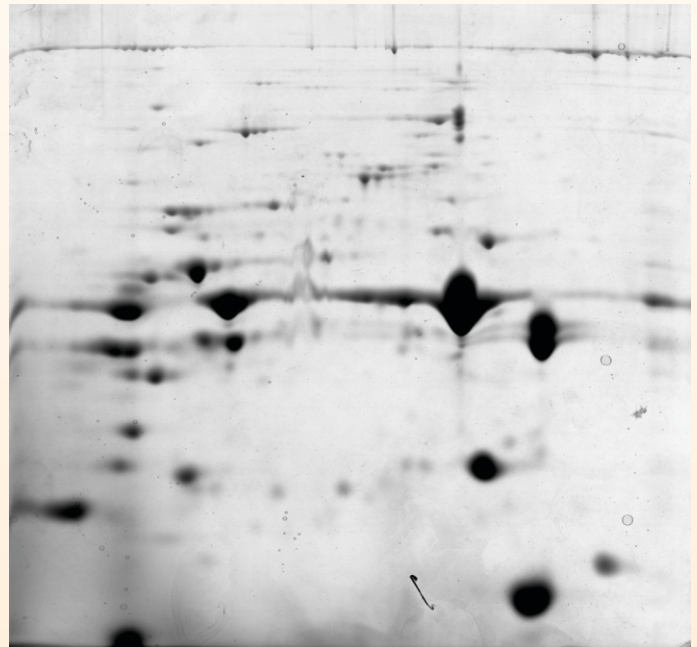
(V.V. Kulkarni)

RESEARCH HIGHLIGHTS

- A nation wide network project entitled “Study on state wise yield of meat and byproducts of cattle, buffalo, goat, sheep, pig and poultry” with a budget outlay of Rs. 29.80 lakhs sponsored by Ministry of Statistics & Programme Implementation, Government of India, New Delhi has been initiated at NRC on Meat, Hyderabad in collaboration with Veterinary College, Mathura, Veterinary College, Nagpur, National Reserch Centre on Pig, Guwahati and Dept. of LPT, Indian Veterinary Research Institute, Barielly.
- Microsatellite genotyping based meat traceability system was developed for 7 buffalo breeds viz, Mehasana, Jaffarbadi, Surti, Murrah, Bhadawari, Nagpuri & Pandharapuri: Eight microsatellite markers recommended by FAO viz., CSSM033, CSSM047, ETH003, CSSM061, DRB3, CSSM019, CSSM041 and HMM1R were used for genotyping.
- Mutton haleem, a Hyderabad delicacy was processed and standardized in retort flexible non foil pouches at a Fo Value of 6.5 and was acceptable even after 5 months at ambient temperature.



- Experiments were carried out to characterize emu meat proteome using 2-dimensional electrophoresis (2-DE) during ageing.



Emu skeletal muscle proteins separated on 2-DE gel

WORKSHOPS / TRAININGS CONDUCTED

I. NRC on Meat, Hyderabad Successfully Conducts National Symposium (IMSACON-V)

National Research Centre on Meat, Chengicherla, Hyderabad successfully organised the 5th Annual Conference and National Symposium of Indian Meat Science Association (IMSACON-V) on “Emerging technological changes to meet the demands of domestic and export meat sector” from February 7-9, 2013. The event was a grand success with around 210 participants from across the country.



Dr. R. Prabakaran, Vice Chancellor, TANUVAS lighting the lamp during IMSACON-V



Dr. Manmohan Singh, Principal Secretary, Govt. A.P. distributing the awards during valedictory function of IMSACON-V

II. Entrepreneurship Training Programme for Small and Medium Scale Meat Processors was Organised

The enthusiastic group of 17 entrepreneurs from different parts of Andhra Pradesh including two from Maharashtra have undergone three day paid entrepreneurial training program on “Chicken products processing for small and medium scale entrepreneurs” at National Research Centre on Meat, Hyderabad from March 6-8, 2013.



Entrepreneurship development program organised at NRC on Meat from March 6-8, 2013

III. Faculty Development Program was Organised at NRC on Meat

Faculty development program on “Hygienic meat processing, preservation and quality control” to 8 faculty members from Institute of Hotel Management, Catering Technology and Applied Nutrition, Hyderabad, Ministry of Tourism, Govt. India has been organised at National research Centre on Meat, Hyderabad from 17-27th June, 2013.



Participants of Faculty development program and Dr. B.S. Prakash, ADG (ANP) distributing certificates during valedictory program

IV. Workshop on Traceability of Meat was Organised at NRC on Meat

One day workshop on meat traceability was organized on 30th May, 2013 to Veterinarians from Municipal slaughterhouse, Chengicherla, Hyderabad, Allanasons Meat Exports Pvt. Ltd., Zaheerabad, Alkabeer Exports Pvt Ltd., Medak and Scientists of Veterinary Biological Research Institute, Hyderabad.



Participants of workshop on 'Meat traceability'

MEETINGS/EVENTS ORGANIZED

I. Institute Management Committee Meeting

Institute Management Committee meeting of NRC on Meat was held on 23rd January, 2013 in the seminar hall of NRC on Meat. Dr. V.V. Kulkarni, Director, NRC Meat acted as chairman, Dr. K. Sudhakar Reddy, Associate Dean, College of Veterinary Sciences, SVVU, Hyderabad, Dr. Jagannatham Challa, Principal Scientist (Retd.), NAARM, Mr. Ahmed Alam Khan, Private Entrepreneur, Dr. Srinivas Gopal, Director, Central Institute of Fisheries Technology, Cochin acted as members and AO, NRC on Meat acted as member secretary.

II. Research Advisory Council Meeting

The 6th Research Advisory Committee (RAC) meeting of NRC on Meat was held on 24th January, 2013 in the seminar hall of NRC on Meat. Dr. A.S. Bawa, Former Director, Defence Food Research Laboratory, Mysore acted as a chairman; Dr. V.V. Kulkarni, Director, NRC on Meat; Dr. B.S. Prakash, ADG (ANP), ICAR; Dr. J. Sahoo, Professor, Veterinary College, Ludhiana; Dr. S. Biswas, Professor & Head, Veterinary College, Kolkata; Dr. V. Kesava Rao, Professor & Head (Retd.), Rajiv Gandhi College of Veterinary Sciences, Pondichery, acted as members and Dr. S. Vaithyanathan, Principal Scientist acted as member secretary.



RAC meeting conducted at NRC on Meat

III. Republic Day Celebrations at NRC on Meat

Director and all the staff of NRC on Meat celebrated the Republic day on 26th January, 2013 at NRC Meat campus.

IV. 6th Foundation Day of NRC on Meat was Celebrated

The National Research Centre on Meat, Hyderabad celebrated its 6th Foundation day on 22nd February, 2013. Dr. T.R.K. Murthy, Former OSD, NRC on Meat, Mr. M.S. Nagaraju, Chairman, Hotel Association of AP gave felicitation address. Dr. J.V. Patil, Director, Directorate of Sorghum Research, Hyderabad acted as a chief guest and presented a paper on "Contribution of Animal Husbandry to Indian Agricultural Sector". Later, Mr. V.S. Sudhakar, Trainer & Coach, M/s. Three R, delivered a Foundation day lecture on "Interpersonal relationships".



Cake cutting by the chief guest during Foundation day celebration

V. Institute Research Council Meeting

8th Institute Research Council meeting was held on 22nd April, 2013. Dr. N. Zende, Director of Extension and Professor VPH, MAFSU, Nagpur acted as external expert.

VI. NRC on Meat Launched its Logo and Started "Green Initiative" Program

Dr. S.L Goswami, Director, NAARM, Hyderabad acted as chief-guest and released the newly developed logo of NRC on Meat and distributed the certificates for faculty members qualified in Hindi examination. Dr.C.K. Thota, Director, Allana Sons, Hyderabad, Dr.Sudhakar Reddy, Associate Dean, SVVU, Hyderabad, Dr. R.N. Chatterjee, Director, PDP, Hyderabad have also addressed during the occasion. NRC on Meat has also started a program on green initiatives in order to ensure green campus in the coming years.



Launching of NRC on Meat logo by Dr. S.L. Goswami, Director, NAARM, Hyderabad



VII. World Environment Day Celebrated at NRC on Meat

World Environment Day was observed on 5th June, 2013. Dr V.V. Kulkarni, Director, NRC on Meat welcomed the Guest and Prof. R. Purushotham Reddy, Environmental scientist delivered a talk on significance and importance of environment protection globally. To mark the event drawing/painting and Rangoli competitions were conducted. This was followed by a live show on “Handling of snakes and identification of venomous and non-venomous snakes” given by young volunteers of “Friends of Snakes Society” Hyderabad.



Prof. Purushotham Reddy delivering a talk and Snake show by Friends of Snakes Society, Hyderabad

TRANSFER OF TECHNOLOGY/ CONSULTANCY/ EXHIBITIONS

- a) NRC on Meat has showcased its technologies on 7/1/2013 at the event held at National Academy of Agricultural Research Management (NAARM), Hyderabad. Honourable Shri. Tariq Anwar, Union Minister of State for Agriculture and Food Processing Industries visited and enquired about NRC Meat activities and prospects of value addition, further processing and entrepreneurship development in India. He appreciated the role of NRC on Meat for developing organised meat sector in India.



Honourable Shri. Tariq Anwar, Union Minister of State for Agriculture and Food Processing Industries visited NRC on Meat stall

- b) In a formal function held on 21/03/2013 at Project Directorate on Poultry, Hyderabad Dr. V.V. Kulkarni, Director NRC on Meat and Dr. V. Prabhakar Rao, Vice Chancellor, SVVU signed the memorandum of understanding (MoU) between NRC on Meat and SVVU, Tirupati to facilitate the exchange of students and research facilities between the Institutes.



Dr. Prabhakar Rao, VC, SVVU exchanging MoU document with Director, NRC on Meat

- c) National Research Centre on Meat, Hyderabad has signed MoU with KANCOR Ingredients Limited, Ernakulam, Kerala on 26th April, 2013 to undertake second sponsored research project on “Characterization and evaluation of natural antioxidants extracted from different spices in ground chicken and pork” for 6 months costing Rs. 2.21 lakhs.



Director, NRC on Meat signing MoU for contract research with Kancor Ingredients Ltd., Kerala

- d) The contract research project “Effect of soy proteins and transglutaminase on the quality of value added

meat products” with PrARAS Bio-Sciences Pvt. Ltd., Bangalore was signed on 26th April, 2013 for a period of 6 months costing Rs. 1.71 lakhs was initiated.



Director, NRC on Meat signing MoU for contract research with PrARAS Biosciences Ltd., Bangalore

- e) Under NRC on Meat consultancy and technical help Krishna Emu Products Pvt. Ltd., Vijayawada has recently established a state-of-the art, modern slaughterhouse with a capacity to slaughter up to 100 birds per day. Dr. V.V. Kulkarni, Director, NRC on Meat inaugurated this facility on 5th May, 2013 in presence of Dr. Venkateswarlu, Director, Dept. Animal Husbandry, Andhra Pradesh State.



Modern emu slaughterhouse by Krishna Emu Products Pvt. Ltd., Vijayawada inaugurated by DR. V.V. Kulkarni, NRC on Meat, Hyderabad

- f) Anshi Emu Processing Pvt. Ltd., Vijayawada has signed MoU with NRC on Meat, Hyderabad on 15/05/2013 seeking consultancy for construction of emu/sheep and goat slaughter house, meat quality evaluation and packaging for better marketability.



Mr. Sreenivas Reddy exchanging MoU document with Director, NRC on Meat

- g) Mr. Praddeep Reddy, Chicken House (fresh chicken) and Maisa Fresh, Hyderabad signed an MoU with NRC on Meat on 10th May, 2013 for test marketing of NRC on Meat emulsion meat products.



Mr. Praddeep Reddy exchanging MoU document with Director, NRC on Meat

- h) Mr. Govardhan, signed an MoU with NRC on Meat on 19th June, 2013 for test marketing of NRC on Meat emulsion meat products.



Mr. Govardhan exchanging MoU document with Director, NRC on Meat

- i) Dr. B.S.Prakash, ADG (ANP), ICAR, New Delhi presented the final consultancy project report on 27/06/2013 to Mr. Purushottam Rao, KEPPL, Vijayawada on successful completion of state-of-the art modern emu slaughterhouse under consultancy and technical inputs from NRC on Meat. He has also launched the chicken products from Maisa Fresh, Hyderabad processed and packed at NRC on Meat through MoU for test marketing of emulsion meat products.



Dr. B.S. Prakash, ADG (ANP) presenting consultancy project report to Mr. Purushottam Rao, KEPPL, Vijayawada

AWARDS & HONOURS

- **NRC on Meat, Hyderabad was awarded with EPICURUS South India Award**

National Research Centre on Meat, Hyderabad has been awarded with prestigious EPICURUS South India Hospitality Award for “Best Research Centre in Meat Processing” during a function held at Hitex Exhibition Centre, Hyderabad on 2nd March, 2013. Dr. V.V. Kulkarni, Director, NRC on Meat received the award from Mr. M.S. Nagaraju, Managing Director, EPICURUS, Hyderabad. Hundreds of hoteliers, restaurant owners, participants from Hotel Management and Catering Technology Institutes and members from other hospitality Industries have witnessed the occasion.

IMPORTANT VISITORS

- Dr. Surendranath P. Suman, Associate Professor, Department of Animal and Food Sciences, University of Kentucky, USA has presented a paper on “Modified atmospheric packaging and antioxidant strategies to improve fresh meat colour” in the seminar hall of NRC on Meat on 10th January, 2013.



Dr. S.P. Suman, Associate Professor, University of Kentucky, USA presented a paper at NRC on Meat



Dr. K.M.L. Pathak, DDG (Animal Sciences) interacting with scientists of NRC on Meat

- Dr. K.M.L. Pathak, DDG (Animal Sciences) visited NRC on Meat on 18th January, 2013. He visited pilot plant, experimental slaughter house, retort pouch processing facility, and different laboratories of the Institute, interacted with scientists and enquired about their ongoing projects and different activities being conducted.
- 120 ARS probationers from 97th batch of FOCARS from NAARM visited NRC on Meat on 23rd March 2013.
- Dr. Kondal Rao, MD, Sheep and Goat Federation, Andhra Pradesh visited NRC on Meat on 30th April, 2013 for discussing the potential of sheep and goat slaughtering, processing, packaging and marketing of chilled meat. Possibilities of collaboration with NRC on Meat and technical inputs were also discussed.
- Two faculty members from National Institute of Food Technology, Entrepreneurship and Management (NIFTEM), Sonapet, Haryana Dr. Santanu Basu and Dr. Nitin Mehta visited NRC on Meat on 30th April, 2013 to know the technical inputs for construction of Meat products processing plant at their Institute.

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