



PRESS RELEASE

5 RULES FOR PRESERVING MEAT BETTER AND FOR LONGER

The Carni Sostenibili guidelines for the world day against food waste have arrived

Rome, 4 February – Don't waste meat! And if a lot still needs to be done to sensitise in terms of food waste – in Italy alone around 15 billion euros worth of food is thrown away and in the world around a third of total production, worth 2 thousand billion euros, ends up in the waste bin – things are different for meat. Indeed, according to a Nielsen¹ survey, this supply chain is the most virtuous and takes up only 5% of overall waste.

This is why, during the world day against food waste, the guidelines for helping to preserve meat for longer and better have arrived. Carni Sostenibili, the project that unites the main category associations (Assocarni, Assica and Unaitalia) and which was created to give clear and accessible information about the world of meat, wants to share them with you.

Carni Sostenibili's 5 golden anti-waste rules

1) Keep it fresh! Never interrupt the cold chain.

If you buy meat, keep it in a cool bag while shopping. Then, when at home, put it straight into the fridge! And if you are not sure you will eat it during the next few days, put it in the freezer. Be careful about the temperature: the fridge temperature must not be above 4°C, while the freezer temperature must stay below -18°C.

2) Keep it comfortable. Here's where it is best preserved

If you buy fresh unpackaged meat, put it on the lowest - which is also the freshest - shelf of your fridge and in an area that is not too crowded by other food, so the air can circulate better. This will help keep the meat fresher for longer and maintain its original fragrance. In all cases, before putting it in the fridge, place the meat on a plate or tray, then cover it with plastic film to avoid contact with the other food that is present. Eat meat that has been packaged in a modified atmosphere (MAP) or vacuum packed or skin packed before the sell by date.

¹ Survey available from Garrone P. and others, "Dar da mangiare agli affamati" (Feed the hungry), Milan 2012.

3) Don't be distracted. Store carefully

Red meat can generally be kept for 3-5 days if cut into large pieces, and 24, or at most 48, hours if minced. White meat is also perishable, and should be kept in the fridge for no more than 2 days. Salami and cold meats can be kept for longer. Sealed trays of sliced meat, if preserved well, are a safe system for keeping a small stock of them at home. Both red and white meat can be kept in the freezer from 3 to 6 months, according to the type, size and efficiency of the fridge. Even in this case it is advisable to use sealed containers or freezer bags to protect the meat from dehydration when freezing.

4) Big or small. Fat or lean. Choose the right cut

As a rule of thumb, whole pieces of meat such as roast beef or fillet can be kept for up to 3-4 days. Meat that has been sliced presents a larger exposed surface, which makes it more perishable from a microbiological and oxidative point of view. In this case do not store it for more than 2 days. For the same reason, hamburgers and minced meat should be cooked within 24 hours.

5) Freeze well, defrost better. Some pieces of advice for safety

It is a good idea to divide meat into portions before freezing it. If it cannot be vacuum packed, be careful not to allow air to enter when placing the portion in freezer bags. Do not leave meat at room temperature to defrost it; only use a microwave if the meat is to be eaten immediately. The simplest and safest method is to defrost it in the fridge. Once defrosted, the meat should be cooked on the same day.

***Carni Sostenibili** is the project promoted by three category associations - Assocarni, Assica and Unaitalia that represent all the meat supply chains in Italy (beef, pork and poultry). Its objective is to discuss all the matters related to the world of meat in a transversal manner: an unprecedented project in Italy which, by using a training approach, will contribute to balanced information on health, nutrition and sustainability. www.carnisostenibili.it*

Delia Ciccarelli
Burson-Marsteller
Tel. 0272143590
e-mail: delia.ciccarelli@bm.com

Giulia Da Col
Burson-Marsteller
Tel. 0272143521
e-mail: giulia.dacol.ce@bm.com