

About the book

This highly practical book is written as a day-to-day guide for poultry meat processors, meat technologists, students and faculty members, house-wives and entrepreneurs willing to venture into meat products processing and all those concerned with making meat products. Poultry products are universally popular and in recent years the consumption of poultry meat has risen dramatically. To ensure the continued growth and competitiveness of this industry, it is essential that poultry meat quality and safety are maintained during production and processing and major portion of poultry meat goes into further processing in order to make value added, convenience chicken products available to consumers all the time in nearby places. Besides providing employment opportunities to large group of unemployed youths, value added chicken products processing will help to meet the nutritional requirements of people in India.

This book provides information on various value added chicken products which is simple, easy to read and understand. In most chapters, this book provides flow-charts for product preparation, basic recipes, cooking and storage instructions and photographs to enable the readers to prepare products by themselves. The details of imported and local machineries, their costs and the availability of ingredients and suppliers are also included. This book will also be of great value to students and research workers who need to know the methods used in meat product production and the scientific principles behind them.

This is an essential handbook both for experienced professionals and for relative newcomers to the meat products processing, and a handy reference for anyone who may need to brush up on a particular topic. Wide technical and research experience of the authors help to give clear descriptions of the science behind meat product technology and provides all the information needed to produce sound, safe and economic meat products.

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Value Added Chicken Products: An Entrepreneur Guide

VALUE ADDED CHICKEN PRODUCTS: AN ENTREPRENEUR GUIDE



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PREFACE

The potential employment opportunity in meat processing has been felt in India since few years. Meat processing and value addition especially value added chicken products is an emerging area many young and budding entrepreneurs willing to encash. The need has been evident for sometime for a short, simple and practical entrepreneurial guide/handbook written in the language and style suitable for unemployed youths, housewives, restaurant owners, students and other meat processors. The majorities of texts available on these topics are imported, costly and not easily available and mainly covers large scale meat processing using most modern technologies and equipments. Few texts written by some authors in India partially cover value added meat products and fail to give the practical understanding to make the best commercial use of valuable meat source. Present day meat processors/ entrepreneurs willing to venture into value added chicken products processing may not possess the required practical skills or experience to start his (or her) own business. Their skills are practice based and hence there is a need to understand the meat technology from that scientific basis.

Enormous growth in poultry sector and significant increase in consumption of poultry meat compared to meat produced from other species both in the world and in India is further fuelling the need for value added chicken products. Easy availability, convenience, healthier and cheaper poultry meat has already drawn the attention of thousands of meat processors especially as unorganized street-side petty vendors, small restaurants, curry-points and student messes. At the same time more and more unemployed youths, housewives and meat processors are planning to start small-scale business both for their livelihood and as an interesting enterprise.

This book is an attempt to meet the needs of thousands of interested and budding entrepreneurs, students and faculty members in meat science. The technologies mentioned in this book are the outcome of decades of research work by the authors both at National Research centre on Meat, Hyderabad and Division of Livestock Products Technology, Indian Veterinary Research Institute, Bareilly, Uttar Pradesh. After training more than 100 entrepreneurs from around the country, this book is prepared considering their actual needs to provide practical tips for successful entrepreneurship. The information or the data provided in this book are the outcomes of different research experiments conducted at NRC Meat. The book covers all the information starting from poultry meat, qualities, importance of value addition, various meat products, preparation methods, recipes, packaging, storage and quality and safety aspects. In addition, detailed information on ingredients and equipments required including low-cost locally available equipments, their costs and addresses, suppliers are provided. An estimate of approximate cost involved in starting a small-scale business is also included. All the information required for a beginner to start a small-scale business in "value added chicken products" is provided in this text.

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Authors wish to acknowledge the hard work and innovative ideas which led to the development of varieties of meat products by numerous post-graduate and doctoral students, faculty members of Department of Livestock Products Technology, Indian Veterinary Research Institute, Izatnagar, UP. We owe thanks also to a large number of visitors, trainees and entrepreneurs from different Institutes, industries, meat plants and slaughter houses for giving their valuable suggestions and feed-back and for reminding us about the need for a complete practical handbook in meat products processing. We also thank all the Indian meat scientists and technologists associated with various research institutes, universities and meat plants.

We have been much influenced by one book which is a standard work in the field of meat products processing: Pearson and Gillett's *Processed Meats*. We are very grateful for all that they have taught us. Finally, we thank all the other people whom we no longer properly remember who have contributed materials and ideas for writing this book.

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