

September 2008

scanpronews

U P D A T E S

New marketing assistant

Charlotte T. Nielsen has just joined the marketing team in BHJ. Charlotte recently graduated from a Danish Business Academy in marketing and communication.

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New contact person for Asia

Our former area sales manager for Asia has sought new challenges outside BHJ. Until further, Jens Grube Hansen will take over the responsibility for the sales of SCANPRO™ in Asia. Jens Grube Hansen has experience from the Asian, market and with his extensive technical know-how, we are certain you are in competent hands.

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Turkey protein - SCANPRO TP 75

By Annette Steen, area sales manager

There is no doubt that the demand for poultry products is increasing due to the fact that poultry products are considered to be healthy and lean meat products.

BHJ Protein Foods now offers a functional turkey protein, SCANPRO TP 75, that comes in two variants:

SCANPRO TP/SF for injected products and SCANPRO TP 75/R for ground and emulsified products.

SCANPRO TP 75/R

SCANPRO TP 75/R is an easy-to-use ingredient, which can be used in various poultry applications:

Emulsified products

Frankfurters, nuggets and vienna sausages based on poultry.

Ground products

Meat balls, chicken burger and hamburgers.

It is a fine powder with a water binding capacity of 1:8-10 and a mild turkey flavour. SCANPRO TP 75/R has no known allergens and is non-GMO.

Improving texture

The water binding capacity of SCANPRO TP 75/R helps improve the overall texture of the end product. In ground products it improves juiciness, and in emulsified products it improves firmness and sliceability.

The protein can be used as an alternative to other functional ingredients. In below recipe suggestion SCANPRO TP 75/R has been used in a reformed turkey product as a binding agent.

Please contact our area sales managers to discuss further application areas and to get more information on SCANPRO TP 75.

Recipe suggestion

For a complete application sheet, please visit www.bhj.com.

Any information given is subject to our disclaimer shown at our website.

Adding the product as a dry addition requires no further changes in the production process.

Turkey pizza topping with SCANPRO TP 75/R

Turkey meat	58.82%
Ice/water	35.98%
Nitrite salt	1.80%
Phosphate	0.35%
Dextrose	1.00%
Ascorbate	0.05%
Spices	0.50%
SCANPRO TP 75/R	1.50%
Total	100.00%



Add value - add SCANPRO™

C O N T A C T S



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Norwegian meat processors look to boost their competitive advantage

By Charlotte T. Nielsen, marketing assistant

Norwegian meat processors are used to a market with high prices, and with the current food price inflation they seek new ways to sustain their market position offering the right products at the right price.

In September, five meat manufacturers and our distributor from Norway visited BHJ Protein Foods to gain more knowledge on animal proteins. To some a new area - to some a known and acknowledged area.

“We had a very interesting seminar with relevant market discussions,” says Annette Steen, area sales manager. Rune Øystad from ABC confirms: “It was a rewarding seminar, and we returned

with a variety of useful recipe ideas. Ideas that I am sure our customers can implement in their local applications to boost their competitive power.”



Our guests from Fatland Sandefjord, Toma Mat, Smedstuen Gård, Finn Hunstad and H.O. Grindheim with our Norwegian distributor, Arne B. Corneliusen and Protein Foods area sales manager, Annette Steen.

Close relations - is what makes the wheels of our business turn every day

By Lise-Lotte M. Larsen, marketing manager

Building bridges and establishing close relationships is essential at BHJ. It is something we feel strongly about. This is the beginning of the definition of one of our core values at BHJ.

BHJ is leading within our core business areas – and not without reason. Our culture plays a major role in our identity and market position. Our values come from within and reflect what we stand for. They remind us of what we have to live up to and signals to our partners what to expect from us. To read more about our values, please visit www.bhj.com or order the BHJ Mission – Vision - Values folder.



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Updated technical product video

Now available with voice-over in English, Russian and Chinese. The product video gives an introduction to our range of SCANPRO™ functional animal proteins and provides detailed information on how to use SCANPRO™ in different meat applications.

The video works as an excellent tool for technical support and as a supplement to our seminars in Denmark and our trials at customer sites. Contact protein@bhj.dk to order the video.

