

**P.33** MEAT THEFT  
ON THE RISE

**P.51** FOODSERVICE'S  
NEW NORMAL

**P.76** ANIMAL WELFARE'S  
LEGAL EAGLE

08.23 [meatingplace.com](http://meatingplace.com)

# meatingplace<sup>®</sup>

**STX Beef Co.** is rebuilding  
a South Texas supply chain,  
while positioning for a place  
on the world stage



*Higher  
ground*

Photo by Getty



## PRODUCT

Country Archer  
Smoked Sausages –  
Zero Sugar

## PRICE

\$8.99/4-oz. package

## PLUS

Natural ingredients,  
excellent texture

## PROBLEM

Higher price point



Country Archer offers a new, appealing meat snack to consumers.

# Bullseye

**O**ur most recent Taste Test item features Country Archer Provisions Zero Sugar Original Smoked Sausages. These snack sausages are made from grass-fed beef and 100% natural pork, feature 9 grams of protein per serving, and have zero sugar. Because the trend toward “zero sugar” continues to be messaged across all food and beverage

categories, we were intrigued to find how that might be executed in a meat snack. We purchased ours at local convenience stores where they are prominently displayed with a plethora of jerky products. Here’s what our tasters had to say.

### DEMOGRAPHICS

Tasters ranged in age from 15 and up, with about half being regular snackers of jerky.

### FIRST IMPRESSIONS AND APPEARANCE

A number of our tasters appreciated the product’s see-through/resealable packaging, and that Country Archer clearly labeled the food as a snack. There was some confusion, though, about whether the meat was “jerky” or “sausage,” and a couple tasters were unsure about the “zero sugar” claim — one did not know why it was “such a big deal,” given “They

do nothing to explain it,” while the other said it “doesn’t sway me either way. If anything, I want to see the protein amount bigger.”

Regarding the sausage itself, one taster remarked, “It smells better than I thought it would – more like pepperoni,” while another taster appreciated “the fact that they aren’t messy/greasy.” One taster, though, did have some criticisms:



## TASTE *test*

“*The texture was better than others I’ve had. Some brands I find too chewy or gritty, but these were just right.*”

“I did think it looked a bit odd,” they said. “Some looked like dried peppers, and personally I’m not a fan of the little string on the ends.”

### TASTE, TEXTURE AND MORE

Overall, our tasters were quite positive about the Country

Archer sausages.

“Our family really liked these,” one taster shared. “The flavor was great — seasoned just right, and loved that smoky flavor. The texture was better than others I’ve had. Some brands I find too chewy or gritty, but these were just right.”

More than one tast-

er appreciated that the sausages are only 50 calories a stick (while providing 9 grams of protein), with one reflecting on the food’s “zero sugar” claim.

“The ZERO Sugar is a nice touch,” they said. “Due to the low fat/no sugar, the product does eat drier than other jerky, but

it is a tradeoff for the calories and no sugar.”

A different taster appreciated the sausage’s clean ingredients:

“Since we have allergies in our household, I’m also happy they are dairy/egg/nut-free as many other beef/pork snacks do contain those allergens. I especially like

that the ingredients are all natural. Most sausages like these are filled with preservatives/unrecognizable ingredients.”

Other compliments included: “I’d eat the whole thing”; “it’s better than a lot of other jerky or sausages I’ve had”; and “the texture, as you chew, was juicier

# Your Best Defense Against Metal Contamination

## ERIEZ Metal Detectors and Super Strength Magnets

provide the Best Defense against ALL metals... steel, aluminum, stainless steels, copper and more. Our equipment is designed for any process whether it’s wet, dry, gravity, pneumatic or conveyed. Don’t leave yourself exposed with only half of a solution. Install Eriez and know you’re protected.

### Metal Detectors for All Flows

### Powerful Magnetic Separators



Eriez.com | 814.835.6000

# ERIEZ

# TASTE *test*

than I was expecting, which was nice.”

The critiques that existed were modest. One taster thought the product did not match regular beef jerky, another experienced a “tangy aftertaste” they did not love, and a third remarked the zero sugar claim does not do “anything for me as I wouldn’t even think there would be sugar in something like this to begin with.”

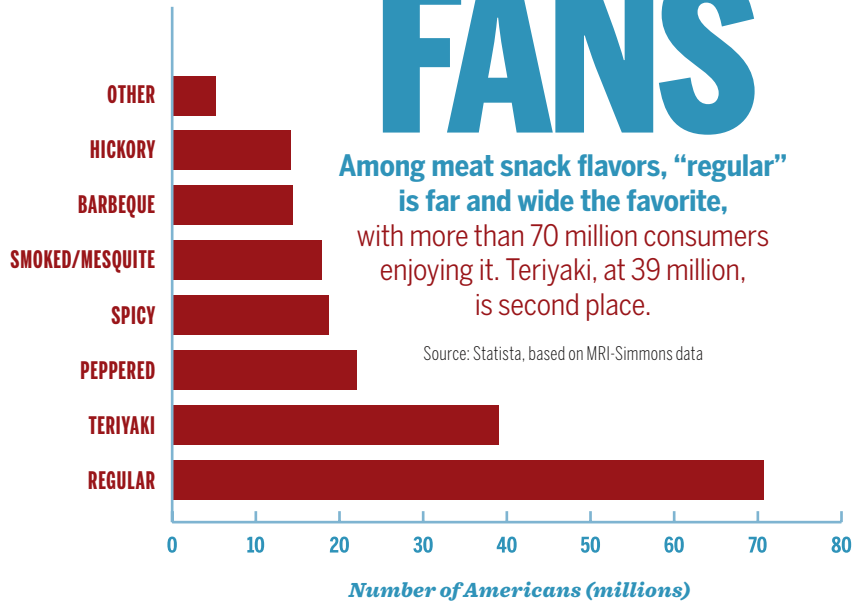
## UPSHOT

Aside from one taster who balked at the \$8.99 price point, all our participants reported they would return to Country Archer’s smoked sausages.

“I would buy these again,” a taster said. “They didn’t last long in my household, since everyone liked them and they were a nice easy snack to grab.”

A longtime jerky fan described the sau-

# ‘Regular’ FANS



## The Elite 360®

### The Future of Food Safety is Now

Featuring electrostatic technology that improves efficiencies and food safety while dramatically reducing chemical and water use, the Elite 360® is revolutionizing the way beef, pork, and poultry processors protect brands, products, and the food chain.

Join Birko, a Diversey company, at the leading edge of food safety.

- Reduces Salmonella and Campylobacter by over 2.0 log
- Reduces amount of chemicals applied and wasted
- Reduces water use by up to 95%
- Reduces wastewater treatment costs
- Reduces downtime
- Increases food safety (protects from outbreaks, recalls, fines)
- Satisfies all current best practices in hygiene design



Contact us about what the Elite 360® can do for your plant today.  
(800) 444-8360 | [birkocorp.com/elite360](http://birkocorp.com/elite360)

©2021 Diversey, Inc. All Rights Reserved.

# TASTE *test*

sages as “a reasonable alternative to some of the other jerkies,” while another stated, “I could see me grabbing this for a road trip. They’re good. I like them.”

Among other tasters, one remarked

they would “100% buy them,” and another reflected on the price point.

“I think \$8.99 is a little pricey but fair comparatively, especially since it’s all natural,” they shared. “I would purchase

at that price for my family.”

## CONCLUSION

As many consumers are more attentive to mindful snacking, Country Archer Zero Sugar Smoked Sausages have a lot going

for them. They’re convenient, easy to eat on-the-go, a good source of protein and contain zero sugar. The resealable package call-outs provide cues to purchase, including that magic 100 calories per serving number.

But in our challenging economy, \$8.99 for 8 sausages may not be the right pricing strategy — except maybe in C-stores where it’s competitively priced with the abundance of other protein-forward meat snacks available.

by **Jacqueline Beckley, The Understanding & Insight Group, and Anna Marie Cesario and Jennifer Vahalik, U&I Collaboration LLC.**

Food product development and consumer research veterans, Jacqueline Beckley, Anna Marie Cesario and Jennifer Vahalik, join Meatingplace Magazine as regular contributors to MeatingTaste, a consumer sampling of new products featured in our monthly Taste Test column. Here’s how the program works: The meat item is distributed to consumers, including the core demographic, for preparation in their own houses. No instructions are provided to the consumer, other than to write their overall impressions of the product, as well as to evaluate the flavor, texture, packaging and ease of use. Beckley, Cesario and Vahalik look for common threads by using Getting It!®, a system developed to listen to consumers about products. The sample of people is not intended to be a “taste test” in a controlled setting, nor is it intended to simulate a focus group. Others are doing both. Rather, the intent is to interpret the response of the people who might purchase a product like this and use it, simply based on their encounters with the product in their individual, unique home environment. That is how U&I has been developing cutting-edge product and people understanding since 1999.

## MAXIMIZE YOUR OUTPUT AND SAVE ENERGY

Rely on our industry-leading vacuum solutions



Visit us at:



**LAS VEGAS**  
BOOTH# 6258



Discover how Busch vacuum experts can help you reduce energy consumption and cut costs by up to 50% with our powerful vacuum solutions. Together, we’re building a brighter future for our planet. Explore and find the perfect solution for your needs today.



Scan QR Code for more information.

Busch LLC  
1-800-USA-PUMP | info@buschusa.com | buschusa.com

**U**  
**BUSCH**  
VACUUM SOLUTIONS