

Improving poultry meat quality

Recent years have seen a rise in the number of consumers wishing to know more about the journey their food takes from farm to fork. Consumer expectations of the sensory and nutritional qualities of food products have increased as a result. Poultry producers and processors must balance these quality parameters with other requirements such as yield and animal welfare. Improving poultry meat quality addresses the wealth of recent research on the genetic and environmental factors affecting the development of quality traits in poultry meat and their potential implications for breeding, husbandry and postharvest processing. This collection also reviews recent advances in understanding colour, texture and flavour development in poultry meat. A particular focus is coverage of key poultry myopathies associated with modern broiler production such as white striping, wooden breast and pale soft exudative meat. The book considers their causes, impacts on meat quality and how these defects can be prevented or overcome.

"Two of the world's recognised experts in the field have edited an excellent book summarising recent research on the factors affecting the development of quality traits in poultry meat and their implications for breeding, husbandry and processing. This book promises to be an important reference book both for poultry scientists and poultry producers, including geneticists, nutritionists and technologists working in major poultry companies worldwide." (Professor Peter Surai, Vitagene and Health Research Centre, UK)

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258,10 €

241,21 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781801461030

Medium: Buch

ISBN: 978-1-80146-103-0

Verlag: Burleigh Dodds Science Publishing

Erscheinungstermin: 06.12.2022

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2022

Serie: Burleigh Dodds Series in Agricultural Science

Produktform: Gebunden

Gewicht: 752 g

Seiten: 414

Format (B x H): 157 x 235 mm

