

## Condensed Natural Smoked Food Safety Facts

Even as globalization transforms the tastes of American consumers, chemical additives, biotechnology and food recalls have heightened consumers' concerns over food safety. In 2007, just 15 percent of people said they were "very confident" in the safety of the United States food supply. Eight years later, that number stays constant. A poll of 2,236 Americans found that 73 percent said there should be more government oversight of food safety. Regarding food recalls, 58 percent of adults surveyed are somewhat concerned and 28 percent are seriously concerned.

Public concern falls into one of two categories: the fear of known dangers from foodborne diseases and anxiety about potential dangers from additives, genetically modified ingredients and the technological process.

The Centers for Disease Control and Prevention estimate approximately one in six Americans become sick from foodborne diseases each year. E. coli infections have dropped by 50% from 1997 to 2011, however, cases of Salmonella have not decreased. Each year, about 1 million people become infected with Salmonella. It is fortunate that preventative measures can be taken to decrease the number of infections.

Addressing consumer anxiety about food additives, preservatives and advanced technological processes is much more difficult. The growing demand for "organic" and "natural" products is a testament to consumer concerns that human intervention in the food chain can be bad, even though evidence points to the contrary.

Condensed Natural Smoke<sup>™</sup> is a good example of a manmade process that is actually better than traditional smoking. Condensed Natural Smoke<sup>™</sup> is natural smoke, generated from real wood chips, that is condensed in purified water through a strictly controlled process to maximize the smoke's flavoring and browning qualities.

The Condensed Natural Smoke<sup>™</sup> is then aged for several days in stainless steel tanks to filter out the resins, tars and the hydrocarbons fractions that are known health risks and found in the traditional methods of smoking. The process all but eliminates the hydrocarbon fraction of smoke which contains known carcinogens. According to the European Commission, "Because Condensed Natural Smokes<sup>™</sup> are produced from smoke which is subject to fractionalization and purification processes, the use of smoke flavorings is generally considered to be of less health concern than the traditional smoking process."

Condensed Natural Smoke<sup>™</sup> provides additional environmental and health benefits. Creating Condensed Natural Smoke<sup>™</sup> produces significantly less undesirable compounds than is produced by traditional smokehouse generators. This has made liquid smoke extremely popular in Scandinavia and other areas of Europe with strict air-quality regulations.

The Condensed Natural Smoke<sup>™</sup> process maintains the preservative qualities of the traditional smoking process. Studies have demonstrated that Condensed Natural Smoke<sup>™</sup> is effective at reducing or suppressing Listeria and other food-related bacteria associated with ready-to-eat foods.

Today's chef cannot ignore consumer concerns about food safety. These concerns should be turned into marketing opportunities that demonstrate how new processes and food ingredients can bring the same taste or new tastes as well as safer foods to the table. Condensed Natural Smoke<sup>™</sup> is a great opportunity to explore.

### References:

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