

## Browned beef in a bag: No grease, no grief

Convenience in both processing and packaging is the byword for a recent cooked-meat product from Farmland Industries: Ground & Browned Beef.

Available in 12-ounce packages—which hold the equivalent of one pound of ground beef before cooking—the varieties include original, Mexican and Italian flavors. The product is meant, in the words of Farmland CEO Bob Honse, “to help consumers get their fill of nutritious beef products, yet eliminate splattering of grease and clean-up hassles.” The per-pound price is \$5.99, which is about double the price of raw ground beef.

Ground & Browned Beef is packaged in a formed pouch with a heavy-gauge front panel and a more flexible back. A

zipper closure from Minigrip/Zip Pak provides resealability (the pouch holds six half-cup servings). The front panel is reverse-printed, while the rear panel has a pressure-sensitive label bearing consumer information and the Nutrition Facts panel.

The product is refrigerated with a storage life of 30 days after opening. To extend shelf life, Farmland uses modified atmosphere packaging. This initially caused problems due to the airflow trapping particulates in the zipper, but Farmland has overcome that barrier (the company declines to say how).

A Farmland spokesperson says the company is in the process of changing packaging for the product, which recently was shifted from the Farmland Beef to the Farmland Foods division.



Farmland's Ground & Browned Beef offers cooked ground beef in a refrigerated, gas-flushed pouch.

Minigrip/Zip-Pak  
815-468-6500; [www.zippak.com](http://www.zippak.com)

## New workflow standards simplify package development

One of the goals of the package development process in the food, beverage, pharmaceutical and personal care products industries is to develop packages quickly, efficiently and cost-effectively that are attractive to consumers and provide differentiation in the marketplace.

The American National Standards Institute (ANSI) has approved a new technical report developed by the Committee for Graphic Arts Technologies Standards (CGATS).

The report, “CGATS TR 011, Graphic Technology—Package Development Workflow—Design Concept Through Approved Production File” helps companies establish a manageable, predictable flow of information and material among partner firms participating in

the package development and manufacturing process.

The CGATS TR 011 serves as a reference model for developing workflow procedures in the packaging development process from start to finish. It recommends roles and responsibilities of participants and provides default specifications for the information and materials exchange at each step of the workflow.

The procedures in the CGATS TR 011 are flexible to allow for product and organizational variation.

Copies of CGATS TR 011 are available from NPES—The Association for Suppliers of Printing, Publishing and Converting Technologies in digital and hard copy formats for \$20.00.

NPES  
703-264-7200; [orders@npes.org](mailto:orders@npes.org)

## Plant recycles bottle-to-bottle

A new recycling facility in Rostock, Germany, is introducing “bottle-to-bottle” technology that manufactures finished plastic bottle for export to Scandinavia entirely from waste plastic.

The \$8.8 million dollar facility, with a recycling capacity of 15,000 tons of polyethylene terephthalate (PET) bottles, belongs to PET Recycling International GmbH, a subsidiary of England's Cleanaway. It opened at the beginning of March.

Germany manufactures about 5 billion PET bottles a year and will collect about 600,000 tons of plastic packaging for recycling. By contrast, the U.S. collected about 775,000 tons of plastic bottles for recycling in 2000, the latest year for which figures were available from the American Plastics Council. That figure does not include other forms of plastic packaging besides bottles.