

THE MARKETING OF SHEEP MEAT IN THE MUCIPAITY OF POMBAL-PB

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Resumo - O município de Pombal - PB e região circunvizinha possui como uma das principais atividades econômicas a ovinocultura e com isso o comércio de carne ovina é amplo. Assim, objetivou-se com a realização deste trabalho acompanhar e descrever a comercialização da carne ovina no município de Pombal - PB. Foram realizadas entrevistas com os proprietários dos frigoríficos e mercados que comercializam a carne ovina no município. Podemos observar que estes ainda não apresentam rebanho ovino destinado para corte suficiente para atender à demanda local e os estabelecimentos que comercializam a carne ovina precisam melhorar as condições higiênico-sanitárias das suas instalações. Sugere-se um curso de boas práticas de manipulação de alimentos de origem animal para os comerciantes locais.

Palavras-chave: Carne Ovina, Comercialização, Sanidade.

Abstract - The municipality of Pombal - PB and the surrounding region possesses one of the main economic activities and thus the sheep industry trade in sheep meat is broad. Thus, the aim with this work, follow and describe the marketing of sheep meat in the municipality of Pombal - PB. Interviews were conducted with the owners of stores and markets selling meat sheep in the city. We can see that they still have not herd sheep for cutting enough to meet local demand and establishments that sell meat sheep need to improve the sanitary conditions of their facilities. It is suggested a course of good food handling practices of animal origin for local merchants.

Keywords: Sheep Meat, Supply, Sanitation.

INTRODUCTION

The industry of sheep cut has emerged as good choice of production to small, medium and large producers, determined by the increased demand and the high prices compared to the beef cattle (BENDAHAN, 2006). Paraíba has a flock of sheep heads and featuring 409,634 19,744 establishments' sheep producers (IBGE, 2007). In Pombal, in the backlands of Paraíba, the sheep ovine culture develops as the main economic activity in the region, with ever-increasing number of breeders and actions aimed at increasing the sector (Lins, 2007).

Due to the large expansion of the sheep industry, particularly the increase in the number of animals in the region polarized by Pombal - PB aimed to carry out this work to monitor and describe the marketing of sheep meat in the municipality.

MATERIALS AND METHODS

The study was conducted in the municipality of Pombal, located in the western state of Paraíba, Paraíba Meso-region Paraíba Hinterland Micro-Region of Sousa. This work was conducted through interviews with the owners of stores and markets selling meat sheep. It was applied a standard questionnaire to assess the marketing system, a total of 10 interviews, for the total number of points on that marketing period. The results were tabulated on Microsoft Excel to a descriptive statistical analysis.

RESULTS AND DISCUSSION

Among the products marketed in establish identified as points of sale of meat of sheep are found not

only the lamb (L) but also the meat goats (G), bovine (B), poultry (P) and swine (S). Where the sale is presented as follows: 10% of the establishments sell the meat L + B + P + P, 10% meat market The L+ B + G + P + S, 10% meat

market The + B + G+ S, 10 % working with meats L + B + P + S, 20% meat with the S + B +, 20% meat with the B +, 10% with L+ G and only 10% work only with mutton, as shown in Figure 1.

Produtos Comercializados

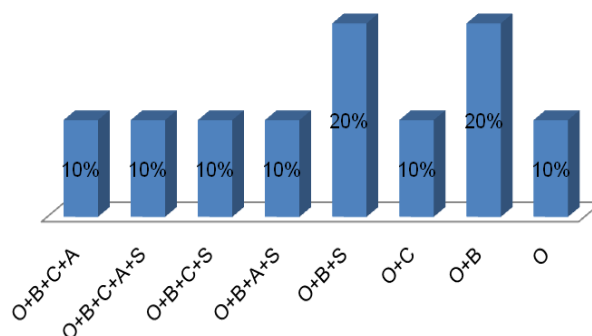


Figure 1. Products marketed in establishments of sheep meat in the municipality of Pombal - PB, 2009.

These results confirm that most businesses need additional income through the marketing of other meat products, since the profits achieved only with the marketing of sheep meat, which is still limited, are not sufficient to ensure a comfortable standard of living for family, traders said.

It was found on the vaccination in the control animals that are slaughtered in establishments that sell sheep meat, that 80% of respondents confirm that owners do not pay attention to the control animals and vaccination of only 20% say they have this concern. It was noted during interviews that the control vaccine conducted in the city for sheep intended for slaughter is restricted in that

the buyer has confidence in the supplier which is usually the creator of animals, but in some cases there are middlemen. Traders claim that there is no inspection for the lamb in the city that makes them free to opt for control of vaccination of animals.

As performed in fasting animals before slaughter showed that 60% practice this, 30% did not employ and 10% did not report, as shown in Figure 2. Among the merchants who held fast the animals before slaughter (Figure 3), 17% of respondents make less than 12h, 60% confirm that perform fasting for 12 hours and 17% confirm that leave the animals fasted for 24 hrs.

Jejum dos Animais

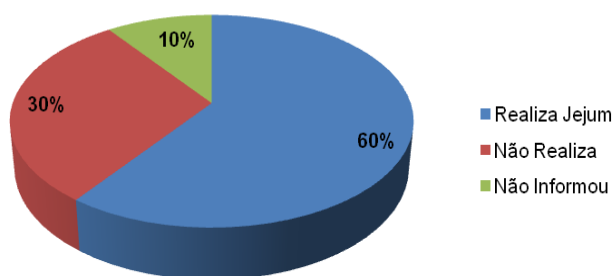


Figure 2. Fasting in animals held by the owners of sheep meat establishments in the municipality of Pombal - PB, 2009.

Tempo de Jejum dos Animais

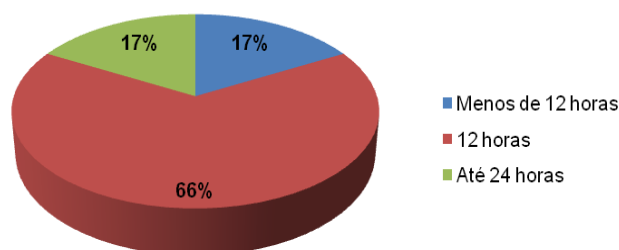


Figure 3. Time of fasting carried out on animals slaughtered in establishments of sheep meat in the city of Pombal - PB, 2009.

As stated by Cezar & Souza (2007) large amounts of content in the gastrointestinal tract, and underestimate the calculation of the yield of the carcass, removing difficult and increases the possibility of perforation of the stomach, inducing the accidental spillage of contents into the housing and can contaminate it during evisceration.

The correct time performed in fasting animals is of great importance as it ensures the safety of evisceration and prevents loss of weight of animals. For Cezar & Souza (2007), should leave the animals for a period of 16 to 24 hours before slaughter, in fast food and water, respectively. Pardi et al. (2001) adds that this time can be

reduced to six hours when the animals come from fairs and markets in more than 50 km away and transport is done by mechanical means. There is, therefore, that the duration of fasting carried out on animals before slaughter by most traders is not within the recommended limit.

According to the items sold from the sheep (Figure 4), we can analyze that 80% of the establishments sell all products from the lamb carcass being: Palette (PI), Costa (C) that corresponds to the side cut + saw, Leg (L), loin (L), Neck (Ne) and viscera (V), 10% market PI + L + L + Ne + V and only sell 10% PI + L + C + L.

Produtos Comercializados

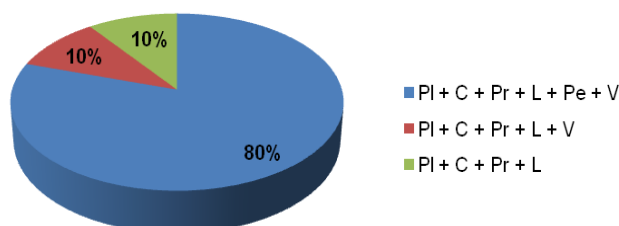


Figura 4. Sheep products commercialized in the establishments of sheep meat in the municipality of Pombal-PB.2009.

Taking into account that after slaughtered are utilized almost all parts of the animal can see that most establishments are following an optimal use of carcasses. It was also observed a resistance from the traders in retail sales and housing parts of the palette and the leg, this problem could be solved with the adoption of standardized secondary cuts, established in accordance with commercial interests. According to Carvalho and Perez (2004) are needed to describe the establishment of cutting

systems that enhance housing and valorize the carcass and sheep meat, according to the habits and customs of the place where the product will be consumed.

According to the form of animal slaughter 100% of respondents said that the killing is done through stunning blow to the skull with the use of sledgehammers and subsequent bleeding, then are done skinning, gutting and needed amputations. Cezar & Souza (2007) consider the method of stunning sledgehammer through common

unsafe for the first blow, requiring a second or third blow, causing the animal veiament excite and induce the skin and more suffering to the same, thus advise the performance of the methods permitted by the laws as eletronarcose, dart guns or exposure to CO₂, seeking maximum welfare.

When asked about the washing of the carcass and viscera, 90% of respondents said they perform the washing of the carcass after skinning and only 10% said they carried out the washing after evisceration. It would be interesting that the animals were washed before slaughter. Thus, the bath, sprinkler, and reduce contamination of the carcass cools and calms the animals, but it is necessary for the animals to dry for a few hours before slaughter, thus avoiding the overestimation of the

live weight of slaughter wet (CEZAR & SOUZA , 2007) and affirm the contamination of the carcass.

According to Simplicio (2001), sheep ovine culture production chain in the country is not yet sufficiently organized. This author states that 95% of the slaughter of these animals are made surreptitiously, not given the proper conditions of hygiene, which can jeopardize product quality and consumer health.

Has been identified in this interview that 90% of traders pack their products only in plastic bags and only 10% of plastic bags uses beyond the trays covered with plastic cling film, this restricted the marketing of the "buchada".

Regarding the time between slaughter and marketing found that 40% of respondents take less than 4 hours and 60% take 4 to 6 hours to take the carcasses of slaughtered after the marketing (Figure 5).

Tempo Entre o Abate e a Comercialização

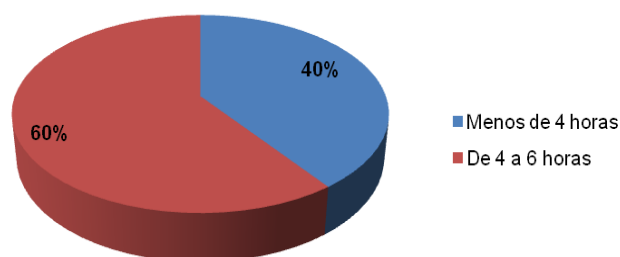


Figure 5. Time between slaughter and marketing of sheep meat in the establishments in the municipality of Pombal - PB, 2009.

The time between slaughter and marketing is very important because the carcasses remain exposed during that time no method of cooling, which may mean changing the meat supplied to the consumer.

As for the storage of all respondents said housing carrying out this practice, but it was visually observed that most of the establishments leave the carcasses on hooks exposed outdoors, only 10% put in counter refrigerator and 10% use both methods. Of the respondents who leave the carcasses fully exposed outdoor storage is not made until the end of the day where we can see in Figure 6. 80% cooler and use only 20% have a cold.



Figure 6 - Products exposed to air in a **refrigerator**, Pombal, UFCG, 2009.

Taking into account the products that are exposed a lot of time with no refrigeration, we find that traders claim that consumers prefer the products displayed in this way, relate to a fresh animal. 30% of respondents have to expose refrigerated products, but only 10% use it for sheep meat.

As for the packaging used for the storage of meat reported that 10% put the products in plastic trays, 70% use metal hooks, 10% use plastic bags tray + + metal hooks and 10% store the products released in the refrigerator (Figures 7 and 8).

Embalagens de Armazenamento

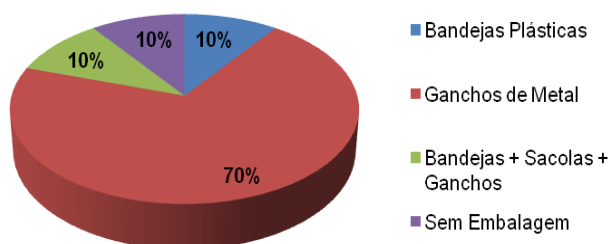


Figure 7. Packaging storage of sheep meat establishments in the municipality of Pombal - MO, 2009.



Figure 8 - Carcasses stored loose and metal hooks in the butcher, Pombal, 2009.

The containers used in storage are a factor for beef contamination and need cleaning and storage because we can properly analyze the metal hooks used for the storage of lamb carcass most often are in poor condition and cleaning establishments evaluated. as the bags and trays used.

We can consider, through visual observation, that most homeowners while working with the marketing of sheep meat to more than 10 years do not yet have the knowledge necessary to develop good food safety practices in your establishment, thus suggesting a course of good marketing practices of meat products.

CONCLUSION

Establishments that sell meat sheep in the municipality of Pombal need to improve the sanitary conditions of their installations.

The fasting period is carried out on animals before slaughter by most traders is not within the recommended limit, which is 16 to 24 hours.

Traders do not use standardized cuts of carcasses for sale, or use appropriate packaging for the packaging of the cuts.

It was observed that proper cooling is not used for the exposure of sheep products in shops.

It is suggested a course of good food handling practices of animal origin for local merchants.

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