

The new **“PIC PACK”** carcass evaluation package from PIC will help measure the value of primals and products through UK plants.

Using PIC products, people, and technology, we offer a total solution for processors.

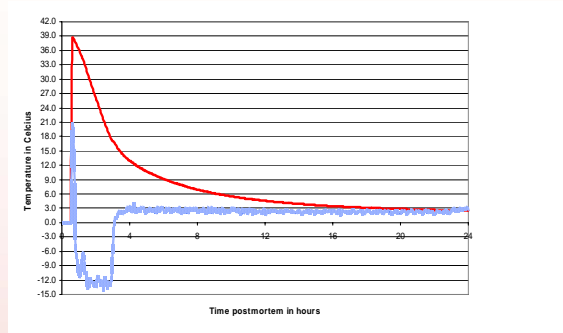


**Quality Pigs** that meet the needs of the farmer and the factory. PIC DNA technology delivering growth, yield and carcass quality traits.



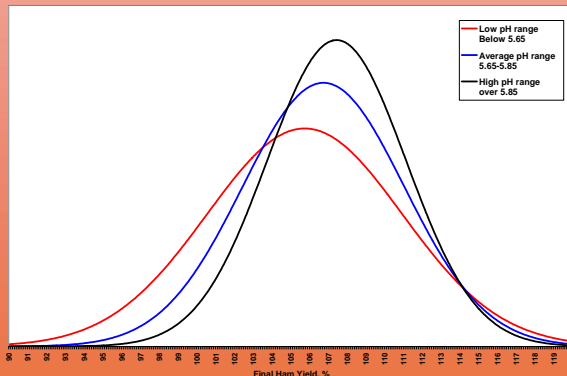
- All pigs UK factory average = **£74.62**
- PIC 408 LincPork Producer = **£76.10**
- PIC Added Value = **£1.48 per pig**

## Carcass Cooling Curve



**Factory Appraisal** will give you an Executive Summary of how your factory compares to consolidated data from other EU plants, and identifies areas of strength and possible weakness.

## Affect oh pHu on Yields



**Yield Analysis** at primal and sub primal level to quantify lean distribution throughout the carcass and steer development of customer bespoke lines.



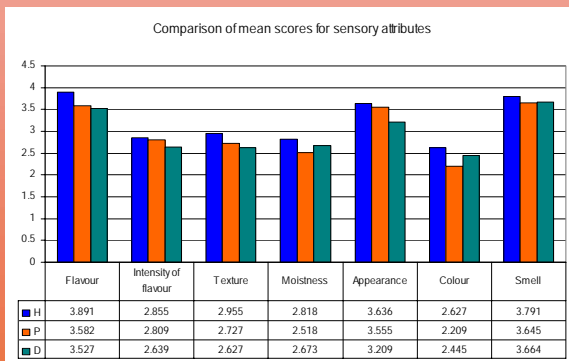
**Meat Quality** assessment through scientific organoleptic testing, pH Decline, Temperature Decline, Minolta Colour Scores, Sheer Force Evaluation and Drip Loss measurements.



**Consumer Research** with targeted analysis of fresh pork products, based on UK or retailer specific consumer opinion. Trends can be identified specific to customer requirements and PIC products.



**Presentation Material** that you can use with your staff and customers to chart improvements and benchmark.



*Its all in the name!*

# Pig Improvement Company

## Contact Details

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How to evaluate your pig? ...

**..PIC PACK**

**PIC's Total Carcass Package**



**PIC PACK**



Carcass Quality



Yield Analysis



Meat Quality



Consumer Work

PIC UK have developed a unique package that will allow you to benchmark the quality of your factory yields, processes, carcass quality and consumer evaluation of our pork.

