

March 31, 2009

Kazakhstan



USAPEEC PR articles in Kazakhstan

During February 11-16, 2009 several articles appeared in Kazakh newspapers disgracing the image and high quality of US poultry meats. All these articles were saying that one of the US poultry importers in Kazakhstan was selling 30 year old chicken leg quarters.

USAPEEC CA&EE Consultant has contacted all chief editors of those newspapers and the editors of those internet news agencies that have published false information and according to her request the respond article was published by all the involved news agencies.

Moreover USAPEEC CA&EE Consultant have placed an article under the title "The truth about US chicken leg quarters" in one of the major newspapers of Kazakhstan - "Express-K". The article appeared in the most popular Friday issue of the newspaper on March 6, 2009 and was also re-published by kazakh-zerno.kz website.

The truth about US chicken leg quarters

The false information about a lot of CLQs that has recently appeared at home market and as they say was frozen 30 years ago - at the distant 70th - is tenaciously spreading all over the country. USA Poultry and Egg Export Council and USAPEEC Central Asia Consultant are deeply indignant at somebody's obvious dishonest attempts to slander the quality of US poultry products, to discredit reputation of US poultry producing industry, that has gained a trust in the whole world, and companies that are selling US CLQs in Kazakhstan.

During the last 10 years chicken leg quarters became one of the most favorite dishes of Kazakhs. Possibly not a single feast is held without traditional roasted CLQs. Every hostess has her special recipe, and the famous «Bush's legs» usually disappear from a table first. Different soups, main course dishes and salads are made from the CLQs in Kazakhstan; moreover, chicken broth is used as a treatment and precaution from cold sores and other "winter" diseases.

Fashionable women who are keeping to various diets, people suffering from different gastric diseases, sportsmen and gourmets, who like to eat substantially, tasty and healthy prefer chicken meat.

CLQs have gained a market and in a short time became the product of an increased demand.

The detailed information about production, freezing and storage of products in US poultry plants has repeatedly appeared in local and foreign mass-media. Journalists in their publications were saying about strict USDA requirements to each stage of the process of poultry meat production. More than 7 thousand highly skilled specialists work in the USDA system. Minimum 1-3 inspectors that provide quality control of poultry production are located directly in each poultry processing plant. In strict accordance with the current legislation every bird should be inspected four times: when it is alive, during slaughter, during processing and during packaging.

All poultry meats produced for local market and export are strictly controlled by Food Safety Inspection Service. An inspection consists of three stages. During the first stage every bird passes sanitary-technical control, after that the product is inspected on observance of all details of processing and in conclusion specialists conduct an analysis on presence of pathogenic bacteria.

All US poultry producing companies are taking care of their perfect reputation and always send for exports only products of high quality. Moreover a stamp “U.S. Department of Agriculture inspected for wholesomeness” means that product was processed in full accordance with state standards of USA and a hundred-per-cent quality and safety of product is guaranteed.

Meanwhile, rumors started by a deputy of Pavlodar city administration Askar Bakhralinov saying that this valuable product was produced many decades ago are spreading all over the country.

Thus, according to him, CLQs kept in storage facility of one of the companies, “were produced more than 30 years ago and they were taken from former reserves of US Armed Forces”. This is not just an absurd lie, but an example of an obvious usage of methods of dishonest competition for achievement of understandable and unequivocal goals.

He also noted that a regional headquarters assigned Sanitary – Epidemiological Services to inspect the storage facility where CLQs have been revealed. “Sanitary – Epidemiological Services have found nothing”, - Bakhralinov informed.

A certain part of the population listens to this intentional deception that their favorite chicken leg quarters belong to birds that lived 30 years ago, others are discussing on well-grounded reasons that all these talks are of use only for the rival companies that are trying to cast a shadow on a high-quality production,

explaining it by the fact that a lot of analogical products have appeared in market.

“I do not understand who is to gain from disgracing of our products and of spoiling the reputation of US CLQs, - USA Poultry and Egg Export Council Central Asia Consultant Bella Ablaeva is deeply concerned. – Terms of storing of frozen CLQs in compliance with US standards does not exceed one year! Production volumes of this product that is in high demand in many countries of the world are planned depending on volumes of orders. Not a single sane producer will ever makes 30-years-old stocks”.

Correspondent of «EK» went to the Department of Committee of Sanitary – Epidemiological Services in Almaty in order to try to understand this situation that has arisen around CLQs. Perhaps, independent specialists that work at the Department who are absolutely not interested in defending foreign products will be able to clarify this question and place everything on their places.

“US CLQs have actually gained people’s favor. People from different social groups are buying this product and there were no registered complaints that somebody have felt bad or fallen ill as a result of eating CLQs in our report for the last year, - Head of Epidemiological Department Olga Asaeva says. – Besides poultry meats are carefully checked in the USA they are also passing through obligatory control in Kazakhstan”.

There were no cases of origin of salmonella or other infectious diseases due to eating US CLQs. The US CLQs are of high-quality and there are no causes for troubles. Trust to your voice of reason and do not listen to the gossips and rumors.

Buy US CLQs and prepare you favorite dishes for your beloved families.

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