

TÍTULO: WHOLE MILK QUALITY MARKETING IN THE METROPOLITAN MESO-REGION OF RECIFE-PE

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ABSTRACT:

The increase of both Ultra High Temperature (UHT) milk consumption in Brazil and price has encouraged the occurrence of irregularities in this product. Therefore, there is a greater commercialization and valorization of the product that makes it the target of chemical alterations, contaminations by microorganisms and adulterations. In this context, the objective of this work is to evaluate the physical-chemical and microbiological quality of whole UHT milk marketed in the Metropolitan Meso-region of Recife - PE. Four (4) UHT whole milk brands (A, B, C and D) were evaluated in commercial establishments of Municipalities of the Metropolitan Mesoregion of Recife - PE and analyzed lots / brand (10 samples/ lot) summing up 90 samples. Physical-chemical and microbiological parameters were examined following specific legislation. Total of 45 samples were evaluated after the purchase, without incubation in a greenhouse at 35 / 37°C, concerning titratable acidity, density at 15°C, lipids, total and defatted dry extract, alcohol stability at 68% v / v research of aerobic mesophiles ; and 45 samples after seven days of incubation, in a greenhouse at 35 / 37°C, for titratable acidity, 68% alcohol stability and aerobic mesophilic research. It was verified that 90/90 (100%) samples were within the physical-chemical standards and 55/90 (61.11%) had an aerobic mesophyll count above that allowed. It is very importance to carry out integrating immediate actions involving the competent inspection bodies and the dairy industries, in order to adapt the product to the quality standards established in the legislation, respecting the rights and health of consumers.

Keywords: Food safety, milk quality, sterilized milk