



www.beeflambnz.com



www.mia.co.nz

Red Meat Report



Issue
10

Introduction from Alan Thomson and Sirma Karapeeva

We have seen a strong start to 2025 with export prices bouncing back. As we enter the halfway point, we can take a breath and reflect on the year so far.

2025 exports have started off strongly. Export revenue for the first quarter of this year increased twenty-eight per cent on the first quarter of 2024, despite volumes being down. We have seen growth in most major markets, and the Chinese economy is beginning to recover.

Strong demand and low supply is expected to continue so the outlook for our sector should remain positive over the coming year.

Despite this, there are still global policy shifts to navigate.

In April, the US Government announced a flat ten per cent tariff on all imported goods, including New Zealand's red meat products. With only a few months of trade data available, it is too early to see the full impact of this tariff, but we are continuing to see strong demand from that market.

While this is encouraging and good for the economy, the reduction in livestock is a factor in these current high export prices. This creates more domestic competition for livestock, in turn impacting the return to regional economies and New Zealander's pockets.

This is an unsustainable position, and both B+LNZ and MIA are working hard to create regulatory headroom, remove non-tariff barriers and influence policy decisions to create value for the sector.

New Zealand has a good reputation as a trusted and reliable trading partner. In a world where changing geopolitical tensions coupled with increasing demand for high quality and nutritious protein, we are in a solid position but we cannot rest on our laurels.

With a small population base in New Zealand, a high proportion of our production is exported. This leaves us vulnerable to the peaks and troughs of the global meat market and it is important to have a diverse export strategy.

New Zealand meat exporters have just that and export product to well over 100 markets each and every day. Increasingly, our focus must be on added value product such as premium cuts, the fifth quarter and innovation -- both on and off farm.

New Zealand will never be able to compete with other high volume export countries and therefore must focus on maximising the value from each carcass.

New Zealand's meat processors are incredibly innovative and have great business judgement. But some policy settings are creating unnecessary obstacles and MIA and B+LNZ are working to create regulatory headroom to enable businesses to thrive and focus on what they do best - raising healthy animals and producing high quality product.

On farm, things are improving. Prices for farm inputs fell by 0.6 percent in the year to March 2025, primarily due to lower interest rates, while there were also modest decreases in some other input prices such as weed and pest control, fuel and fertiliser, lime and seeds.

This is a welcome respite for farmers after a 30 percent increase in prices since 2020.

In June, MIA revealed the refreshed Taste Pure Nature brand. Alongside the Prime Minister, at a stakeholder event in Shanghai, New Zealand's biggest customers in China were specifically authorised as TPN retailers.

In a market with increasing competition for red meat, this is a significant step for the sector. In China, the New Zealand brand is synonymous with healthy, safe food from happy, healthy and naturally grass-fed livestock. With strong processor support, this gives us an edge in China by keeping this image of New Zealand at the forefront of consumers' minds when they are making their protein purchases.

MIA provided more detail on this approach at a panel discussion during the Red Meat Sector Conference this month. See the following page for more information on this highly successful conference.



Alan Thomson
CEO,
B+LNZ



Sirma Karapeeva
CEO,
MIA

SECTOR-WIDE UPDATE

SUCCESSFUL RED MEAT SECTOR CONFERENCE 2025 HELD

The annual Red Meat Sector Conference, hosted by MIA with B+LNZ as partnership sponsor, was held at Christchurch's Te Pae Convention Centre on 21-22 July.

The conference brought together leaders from processing and exporting companies, policymakers, and representatives from associated industries.

With this year being the 40th anniversary of MIA, it provided a great opportunity for celebration and to look back at the waves the sector has had to ride over this time.

Along with MIA Chair Nathan Guy and B+LNZ Chair Kate Acland, the conference also featured Brett Stuart and Simon Quilty from AgriTrends, Nicky Solomon from the Bioresource Processing Alliance and Food Innovation Network, Matt Lythe from Linker, and Julia Sekula from B+LNZ Inc.



At the conference, MIA and B+LNZ launched:

- the biennial *Barriers to International Trade* report, which showed non-tariff trade barriers are costing the industry an estimated \$1.5 billion every year
- a joint value-growth strategy, *The Pathway to Growing Value*, to boost export returns.

The two documents clearly show the opportunity to unlock significant economic value through trade policy and improved market access.

[Find the *Barriers to International Trade* report here.](#)
[Find the *Pathway to Growing Value* action plan here.](#)

MUST-WATCH VIDEO FROM THE CONFERENCE

Watch global meat market expert Simon Quilty's conference presentation, which provides a comprehensive assessment of global market dynamics and the New Zealand red meat sector's positive outlook.



www.youtube.com/watch?v=I4Qdtst9J3w

SUBMISSION ON GENE TECHNOLOGY REGULATORY REFORMS

Parliament's Health Select Committee is currently considering proposed reforms on how New Zealand regulates gene technology.

The red meat sector pushed the Government to provide more time so we could properly consult with farmers and other stakeholders, however this request was refused.

Advances in gene technology have the potential to transform our food and fibre sector, helping tackle some of the biggest challenges facing agriculture.

From reducing ruminant greenhouse gas emissions to improving plant and animal health and strengthening pest and disease control, these innovations could deliver real benefits.

However, for a country that relies so heavily on its export reputation, it's critical we get the settings right and that any regulatory changes consider the implications for the red meat and dairy industries.

B+LNZ and the MIA are seeking the following changes to the legislation, which we believe are critical to ensuring the right balance in the legislation is struck between realising the opportunities and managing the risks.

We have made a number of recommendations to the parliamentary Select Committee including:

- Ensuring potential risks to market access are considered and managed within the regulatory framework to safeguard New Zealand's global trade position
- Strengthening decision-making by the regulator when considering issues relevant to the primary sector by requiring these to be informed by expert advice
- Providing options to enable co-existence of different farming systems and visibility across supply chains.

There is a range of views among the farming community about gene technology. Some are supportive, while others are very concerned and do not want to use them.

We need to ensure that non-GMO farmers can have the choice and can continue to co-exist alongside the use of new technologies, and that gene technology is able to be traced through the supply chain to meet customer requirements.

Maintaining this trust is paramount, and ensuring a robust, risk-based regulatory framework will support both market confidence and economic resilience.

NATIONAL LAMB DAY

National Lamb Day was celebrated on 15 February, marking the date of the first frozen lamb shipment from New Zealand to the United Kingdom in 1882.

Kiwis were encouraged to register their barbecues on the National Lamb Day website and enter a draw to win a lamb BBQ pack, with almost 1,200 barbecues registered. A dining guide was also launched online, with 25 restaurants joining.

Minister of Agriculture Todd McClay hosted a parliamentary lamb barbecue for 200 people, including Prime Minister Christopher Luxon and more than 80 MPs. The PM's Lamb Day T shirt was auctioned off on TradeMe for the KidsCan charity, raising \$1,620.

A big thank you to our principal partners FMG and Rabobank, and product partners Alliance Group, ANZCO Foods, Greenlea Butcher Shop, Ovation, and Silver Fern Farms for their generous support.

There was extensive media coverage and engagement on B+LNZ's digital channels increased by 300% with nearly 1,000 new Instagram followers.

Totara Estate, the historic departure point of that shipment, also held a family day with 250 attendees, with plans to expand the event in 2026.

With Southern Field Days returning next year, momentum is already building to take National Lamb Day to the next level.



TASTE PURE NATURE RELAUNCH

MIA, in partnership with the New Zealand Government, launched the next phase of the Taste Pure Nature campaign in Shanghai, China, in June 2025.

The campaign is designed to raise awareness and drive preference for New Zealand grass-fed beef and lamb in China, an important market worth \$2.5 billion a year.

The Red Meat Country of Origin programme, which includes the Taste Pure Nature campaign, is co-funded by MIA, Beef + Lamb New Zealand and the government. The total investment is \$8 million over three years.

'Taste Pure Nature' is not just a logo or a label – it's a promise of naturally raised, hormone-free, nutritious grass-fed red meat that is produced with care by our farmers and processors in one of the world's most pristine environments.

Launching the next phase of this campaign with a refreshed logo telling the story of 'Taste Pure Nature' alongside the Prime Minister and our exporters reaffirms the continuing importance of China as a significant market for our beef and lamb.

In an increasingly competitive and claims-saturated market, 'Taste Pure Nature' helps to protect New Zealand's place in market—right through to consumers at the point of sale.

While China is currently the sector's second largest market, it remains of strategic importance for a wide variety of products.

The MIA team is working with processors on the implementation of the new brand.

ENVIRONMENT

Farmers remain concerned about key policy areas like climate change and freshwater.

Farmers recognise they need to farm in an environmentally responsible way, and that some improvements are needed, but the previous environmental policy settings went too far and needed recalibration.

The Government has made a range of changes to environment policy settings and we look forward to working with them to resolve remaining issues.

CLIMATE CHANGE

Methane targets

It's more important than ever that the Government amends the domestic methane targets, which are currently a reduction of 24-47 percent by 2050 from 2017 levels. These targets are asking for methane-emitting sectors to do more than their fair share and, if unchanged, will accelerate already concerning stock losses across our sector.

The Government's announcement at the end of January of its revised international commitment (Nationally Determined Contribution, or NDC) to a 51-55 percent reduction in overall emissions by 2035, was not received well by farmers. Because it's a bundled all-gas target, it is unclear what methane needs to do to achieve it.

Our position is clear: any international targets or commitments should be based on the principle of no additional warming, using a split gas approach that recognises the different role of methane in warming, and the importance of food production.

The Government commissioned an independent review of New Zealand's domestic methane targets and this report, released in December last year, confirmed that the current targets are too high.

We are strongly encouraging the Government to amend the targets based on the principle of no additional warming, to provide certainty to farmers about what they need to do.

Farmers are willing to play their part to address emissions but it's important that targets recognise the short-lived nature of methane and do not put our economy and rural communities at risk.

Visit of Dr Frank Mitloehner

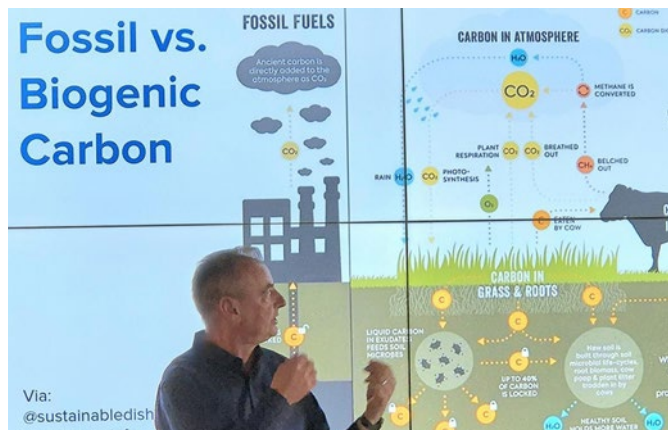
In May, B+LNZ and AgResearch hosted a seminar by world-renowned methane expert Dr Frank Mitloehner, Director of the CLEAR Center at the University of California Davis, at Lincoln University.

He shared the value he sees in working with farmers to reduce agricultural emissions, advocating for a 'carrot' rather than 'club' approach to manage emissions and control warming.

Mitloehner emphasised that methane should be treated differently from carbon dioxide - that includes using the best metrics that we have (such as GWP*) to accurately measure the warming impacts of our emissions.

He said the principle of incentivising farmers through technology adoption and support is universally effective. He advocated for policies that focus on encouraging farmers to implement emission-reduction technologies, rather than using pricing or regulatory penalties.

During his visit, which was added to his existing trip to Australia where he was being hosted by Cattle Australia, he also met with MPs, officials, scientists, rural professionals and farmers, discussing both the science of methane and the importance of supporting New Zealand's efficient food production systems.



Emissions pricing

The Government is still talking about putting a price on agricultural emissions by 2030.

The prospect of pricing is undermining farmer confidence and is unnecessary. We have been arguing strongly that there should be no price on agricultural emissions because we don't need a 'stick' to meet our current methane targets.

The latest GHG inventory figures show that our sector has made significant progress towards the 2030 targets, driven by the conversion of sheep and beef farms into forestry. If agriculture is making progress towards the targets then there is no need to price.

Carbon farming

Last year the Government announced restrictions on whole-farm forestry conversions being entered into the ETS. It put a three-year moratorium on land classes 1-5 being entered into the ETS, a limit of 15,000ha on land class 6 with no limits on land classes 7 and 8. This was welcome progress to address the loss of sheep and beef farmland.

At the time it said the new rules would apply from 4 December 2024, unless there was a clear intent for conversion before that date. Anecdotally we are still hearing of a significant number of farms being sold in 2025, despite this announcement.

Legislation to implement these rules is currently being considered by the House. While B+LNZ strongly supports the intent of the legislation, we are concerned it does not go far enough and are seeking two critical changes.

First, the temporary exemptions for sales after 4 December 2024 on the basis of 'intent' to purchase are too broad. The purchase of seedlings and third party assessments need to be removed from the exemptions criteria.

Second, we are urging the Government to extend the moratorium on whole farm conversions being entered into the ETS to all farm classes. Our analysis indicates that 89 percent of farm sales into forestry in the last seven years have been in land classes 6-8 and the proposed restrictions will do little to restrict how many sales have been happening.

In particular, Land Class 6 is the foundation of our breeding farms and 15,000 hectares every year coming out of this will add up over time.

In June B+LNZ released updated independent research by Orme & Associates showing a further 38,921 hectares of whole sheep and beef farms were confirmed as sold since the last report in September 2024. The total amount of whole sheep and beef farms sold since 1 January 2017 is now more than 300,000 hectares.

B+LNZ's conservative estimate is that more than two million stock units have been lost to afforestation since 2017.

The research also highlighted a worrying trend of land traditionally well-suited for pastoral farming being increasingly purchased for conversion.

B+LNZ is not anti-forestry. In particular, we strongly support the integration of trees within farms, which we believe is a better approach. Farmers know their land and can plant the right trees in the right places, without affecting overall levels of production.



FRESHWATER MANAGEMENT

B+LNZ strongly supports the Government prioritising amendment of the National Policy Statement for Freshwater Management (NPS-FM) this year.

Last year's B+LNZ-commissioned independent report, by leading consultants Torlesse Environmental, highlighted fundamental flaws in the sediment and *E. coli* attributes and national bottom lines.

We want the revised NPS-FM to be less focused on 'paint by numbers' targets and instead focused on how to achieve outcomes such as ecosystem health and swimmability.

It's vital that the sediment national bottom line is removed as the Torlesse report showed this was completely flawed and would have required over 40 percent of all sheep and beef farmland to be retired to even come close to meeting it.

Many councils are well advanced in developing new freshwater plans based on the old rules. When the new rules come in, there needs to be some direction provided for councils on how to start again, as we're concerned they will simply restart from where they got to under the old rules.

RMA REFORM

B+LNZ agrees with the Government that the RMA needs reform, especially to make processes more efficient. However we have highlighted some potential issues with proposals to date, including the massive increase in fines, Section 70 matters (which could mean most farmers in most catchments cannot be a permitted activity) and some of the changes around consenting.

We want any replacement to the RMA to be a risk-based system centred around allowing farmers to manage relevant issues on their individual farms in a simple and tailored way. While we support the intent of simplifying systems and relying less on consenting, we are concerned the emphasis is going to be on increased compliance and monitoring and enforcement.

We are strongly opposed to using mechanisms such as allocation of tradeable rights to individual farms, or cap and trade systems, as a way of addressing water quality issues.

In June, the Government released for consultation proposals to change and inform development of a range of national direction instruments under the resource management system. B+LNZ said it was positive to see what the Government's options were for addressing some of the RMA regulations that are hugely problematic for sheep and beef farmers.

We will make a submission informed by farmer input. Because the consultation is wide-ranging and highly technical in places, we'll focus our efforts on the topics that will have the greatest impact on farmer profitability and productivity (the NPS-FM/NES-FM, the stock exclusion and wetland regulations and the NPS for Highly Productive Land). Our submission will highlight where proposals need to go further to make the regulations fit for purpose and it will push back on other proposals as required.

We will also ask the Government to consider changes to the NPS for Indigenous Biodiversity, and in particular amending the definition of Significant Natural Areas so that it only captures truly significant biodiversity. This is not part of the Government's current consultation package.



GLOBAL TRADE



US TARIFFS

The New Zealand red meat sector is disappointed at the United States' decision to impose tariffs on New Zealand exports but expects continuing strong US demand for NZ beef.

Our global markets are inter-connected and we need to take the time to fully assess the implications of any disruption to trade flows.

However, New Zealand exporters are highly responsive to global market dynamics and maintain strong commercial relationships that enable us to adapt and remain flexible. Our exporters can also continue to trade into the US.

It is too early to tell what the ultimate impact of this will be on farm-gate prices. What is positive is that we have strong demand globally at present for red meat.

Our sector is resilient, and our exporters are working hard to find solutions, but trade barriers like this make it tougher for farmers to get a fair price for the high-quality meat they produce.

As the US is a key importer and exporter of beef, the tariffs are likely to impact the global beef market and exporting countries may re-direct their products to markets where New Zealand also operates.

However, with the US beef herd at historically low levels and record domestic beef consumption, we are still expecting high demand from the US for beef, despite the tariff measures.

SECTOR WELCOMES NEGOTIATIONS FOR COMPREHENSIVE FREE TRADE AGREEMENT WITH INDIA

B+LNZ and MIA welcomed the launch of formal negotiations for a Comprehensive Free Trade Agreement between New Zealand and India.

MIA independent chair Nathan Guy was part of the Prime Minister's business delegation to India during March,

alongside representatives from three red meat processing and exporting companies.

India is a rapidly growing economy and Mr Guy says a robust and productive trade relationship would provide many opportunities.

New Zealand has a great reputation as a trusted, reliable, and responsible trading partner. Like many developing countries around the world, India has experienced significant economic growth over recent decades and has a growing middle class with a focus on health and wellness, who are seeking high quality and nutritious animal protein options.

As well as sheepmeat products, the fifth quarter provides significant opportunities for New Zealand, with offal exports boosted through the rise of the petfood industry and the strengthening demand for serum exports.

India plays a key role in the pharmaceutical industry, manufacturing and exporting products such as vaccines to other countries. New Zealand's fifth quarter products are sought after because of our disease-free status.

CHINA SAFEGUARD INVESTIGATION INTO BEEF IMPORTS

China's Ministry of Commerce is undertaking a safeguard investigation into imported beef, after domestic industry bodies argued they were being impacted by a significant increase in imports.

This investigation is not specific to New Zealand and China has welcomed New Zealand's participation in the investigation.

Safeguard investigations are initiated by countries periodically and follow established World Trade Organisation procedures.

MIA and B+LNZ are working closely with New Zealand's Ministry of Foreign Affairs and Trade and the New Zealand Government on the matter.

China's safeguard investigation into beef imports is not directed specifically at New Zealand. New Zealand's red meat exports to China have decreased significantly in the last couple of years as demand in China slowed and we have therefore not been the cause of harm to Chinese producers. This is in contrast to some other exporting nations who have increased their exports. New Zealand's red meat sector has a strong, collaborative, and mutually beneficial relationship with China.

We remain confident that New Zealand beef exports to China do not pose a risk to China's domestic beef sector.

INNOVATION AND RESEARCH

INAUGURAL MIA DRAGON'S DEN

An innovative idea for transforming mechanically deboned meat (MDM) into meat flake for seasoning took top honours in the MIA's first-ever Dragon's Den competition.

Renyu Zhang, a senior scientist with AgResearch, was named winner of the contest, which challenged Kiwis to develop ground-breaking ideas to advance New Zealand's red meat processing industry.

Forty two entries were received, with Zhang beating four other finalists to secure a prize of up to \$10,000 to develop a business case and progress the idea into a research project.

Zhang's proposed a novel unamification process to transform lower-value MDM into a meat flake with high unami — savoury flavour — which would be stable at room temperature and have uses as a protein enhancer and snack food.

MIA sought bold, innovative concepts in meat industry research and development that align with the Government's ambitious goal of doubling export value.

Renyu Zhang's idea stood out both for the innovative process proposed and the opportunities for global interest in such a product.

Zhang said: "We have exciting opportunities to turn low-value streams from the meat industry into high-value, uniquely Kiwi products that can strengthen our global presence and add to our unique Kiwi taste profile. I look forward to working with industry partners to bring this vision to life."



TEN MORE COMMERCIAL FARMERS JOIN INZB PROGRAMME

Ten more commercial beef farmers have been selected to take part in the INZB programme.

"With a further 10 farm businesses from across the North and South islands, we now have 47 farms in the programme," says Sonya Shaw, project lead, commercial herds, for the programme.

"Commercial farms are an important part of the programme, as they provide increased linkages throughout the beef industry and contribute to genetic evaluations through recording data and incorporation of data into breeding value prediction.

"Ultimately this will increase the accuracy with which breeding values, or genetic merit, can be estimated.

"The INZB programme is helping commercial farmers understand the value of better genetics and offering them the opportunity to easily select the right genetics for their system to drive greater profitability on their farms."

The 10 new farmers are from Marlborough, Otago, Manawatu-Wanganui, Hawke's Bay, Wellington, Waikato and Northland.

The herds represented include Angus, South Devon, Angus x Charolais x Simmental and composite cattle.

B+LNZ LAUNCHES NPROVE BEEF ONLINE GENETICS TOOL

Farmers now have a powerful tool to help select the best bulls for their farm business, with B+LNZ's launch of nProve Beef, a free, easy-to-use online genetics tool.

The tool is a key component of the Informing New Zealand Beef (INZB) programme, which is designed to put genetics insights into the hands of commercial farmers.

Dan Brier, B+LNZ's General Manager Farming Excellence, says it has been built in collaboration with commercial farmers for use by commercial farmers.

"nProve Beef has been designed to enable farmers quickly and easily refine their bull selection based on their specific needs.

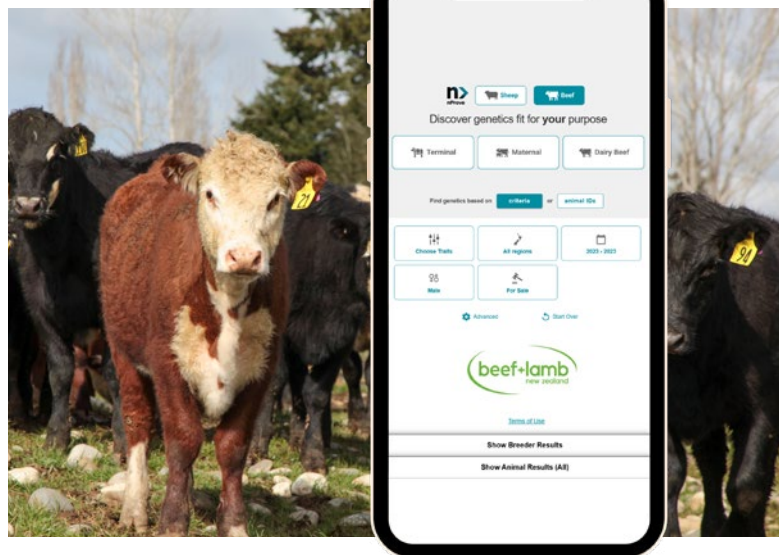
"By using simple sliders and filters, farmers can customise what they are looking for in their bull team. With the click of a button, nProve generates a tailored list of stud breeders offering bulls that best match their breeding objectives."

The launch of nProve Beef was accompanied by the introduction of NZ-designed beef breeding indexes.

The Maternal (NZ\$Maternal), Terminal (NZ\$Terminal), and Beef-on-Dairy (NZ\$BeefxDairy) indexes provide an economic value for key genetic traits, tailored to New Zealand's unique farming systems.

These help farmers select bulls that align with their specific breeding objectives, whether they are breeding replacements, finishing cattle, or supplying beef genetics to the dairy industry.

The tool was launched at B+LNZ's Beef Breeders Forum in Christchurch in March, where the focus was on the need to drive genetic gain in New Zealand's beef industry.



Speakers covered a range of topics over the one-day forum, including the use of AI and precision farming in beef production and cutting-edge technologies in artificial breeding.

B+LNZ's General Manager Farming Excellence Dan Brier said: "One of the highlights was seeing the level of engagement between stud and commercial breeders representing a range of breeds and breed organisations.

We are a small industry, so it is important we all work together to help drive genetic improvement and ensure NZ's beef industry is well placed to capture future opportunities."

Jason Archer, B+LNZ's Head of Genetics, outlined the drivers behind the development of NZ-specific Selection Indexes.

He said bull buying can be highly complex but the indexes help buyers understand what a particular bull is good at and include calving ease, maternal cow traits, finishing and carcase attributes.

Keynote speaker Simon Kenny, Head of Impact and Communications for McDonald's restaurants in New Zealand, discussed the company's commitment to being net zero by 2050 and goal of a 16% absolute reduction in farm emissions from its global suppliers.

COOL SHEEP® PROGRAMME

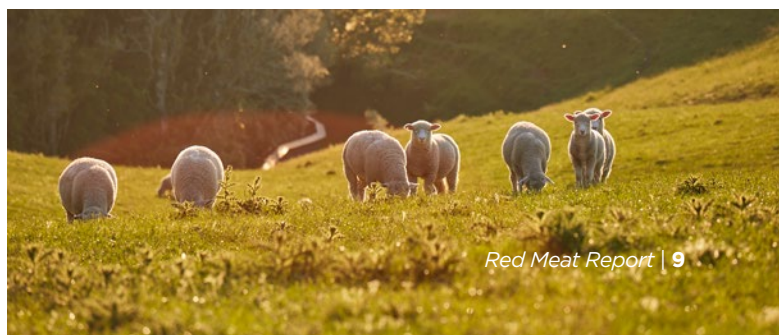
Supported by the Ministry for Primary Industries through the Climate Emergency Response Fund (CERF) and B+LNZ, the Cool Sheep® programme aims to provide New Zealand sheep farmers with access to low methane genetics, helping to reduce emissions across the national flock.

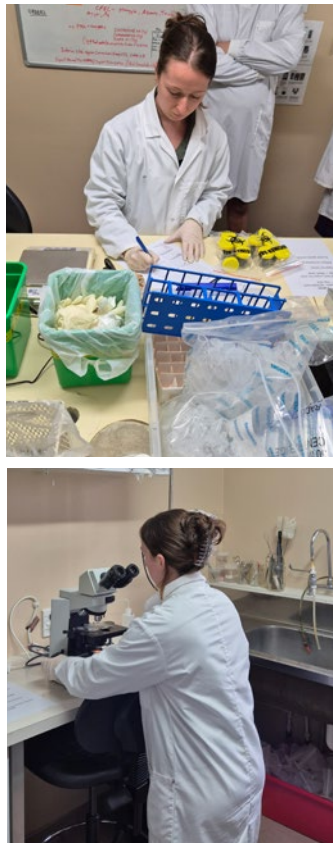
The programme was invited to present at the NZ Agriculture and Climate Change conference in Wellington in December. This particular session featured farmers implementing practical, on-farm changes to improve environmental outcomes and farm business sustainability, including reducing methane emissions. Programme Manager Cynthia Lawrence showcased how low methane sheep genetics offer a proven and readily available solution for reducing emissions, without compromising productivity or disease resistance.

To support greater industry understanding, work is underway to produce a series of short, educational videos - due for release mid-2025. These will cover topics such as

the power of genetics, step-by-step how-to guides for using nProve, and how to select rams using the interim methane selection index.

Throughout 2025, the programme continues to prioritise awareness and delivering educational initiatives focused on the role of genetics in methane reduction. A key focus for the next steps of the programme is understanding more about the link between feed conversion efficiency and low methane traits. Early indications show they are correlated. If proven, farmers will be able to select for improved farm performance through better feed conversion and they'll get lower methane genetics as an added bonus.





ELIMINATING FACIAL ECZEMA IMPACTS PROGRAMME

The Eliminating Facial Eczema Impacts (EFEI) programme continues to make strong progress in tackling one of New Zealand's most damaging livestock diseases.

This year, we completed both a social and economic impact survey, marking a significant step in understanding how Facial Eczema (FE) affects farmers, their animals, and their livelihoods.

The Social Impacts Survey concludes this initial phase of research to understand the true impact of FE and is supported by ongoing projects like the Sheep Poo Study, now entering its third and final season. This study has proven highly successful in tracking the spread and severity of FE across the country.

Farmer involvement has been outstanding. A total of 287 farms are participating in the Sheep Poo Study, with 32 contributing at a deeper level. Since October 1, farmers have submitted 1,869 FE spore count results. Over 130 farmers completed the economics survey, and collectively, farmers have contributed more than 2,400 hours to this programme.

A major breakthrough has also been made; researchers have identified a new fungus, *Pseudopithomyces toxicarius*, as the main producer of the toxin sporidesmin, shifting our understanding of the fungus involved in FE. This finding offers a clearer path toward effective control strategies, helping protect farmers, animals, and rural communities from the disease's \$332 million annual impact.

NON-REPLACEMENT DAIRY CALVES OPPORTUNITIES

B+LNZ, DairyNZ, MIA, DCANZ and MPI continue to collaborate on looking at opportunities for non-replacement dairy calves.

The partnership is focused on enhancing the value of these calves through enhanced genetics, rearing practices, information transfer and farm systems tools, reducing the number of calves less suited to beef production and creating new market opportunities for dairy-beef systems.

This work aims to directly support farm productivity and profitability, aligns with the government's targets of doubling exports, and mitigates the impacts of perception around calf pathways.

Any ongoing programmes in this space will prioritise strong cross- industry collaboration, the development of practical new tools for farmers, and continued evolution of initiatives already driven by farmers and industry bodies. The shared goal is to strengthen the integration of dairy and livestock systems, recognising and building on the good work already underway across the sector.

ANNUAL MIA-AGRESEARCH MEAT INNOVATION WORKSHOP

The annual MIA-AgResearch Meat Innovation Workshop was held in Palmerston North on 11-12 March 2025.

There were 100 delegates who attended over the two days and feedback from the event was very positive.

Speakers included Edwina Toohey, CEO of AMPC, who spoke about the breadth of work AMPC is undertaking in innovation - ranging from advanced manufacturing, to environmental projects and student development programmes to encourage more young people to take up a career in the sector.

There were also discussions about R&D and market strategies for leather, an update on meat inspection, marketing and trading of venison, advances in plastics for packaging, breeding and the use of Artificial intelligence for meat quality.

The next workshop is scheduled for March 2026 in Palmerston North.



PEOPLE AND CAPABILITY



MIA SCHOLARSHIP PROGRAMME

Five young New Zealanders have been selected for the MIA scholarship programme for 2025.

Every year, the MIA provides scholarships of \$5,000 per annum for undergraduates and \$10,000pa for post-graduate students. All are tertiary students, studying a subject relevant to the red meat processing industry and planning a career in the sector beyond the farm gate.

The new intake join returning scholars including undergraduate students in subjects ranging from mechanical engineering to finance and a post graduate scholar undertaking research into foodborne pathogens.

Scholars also benefit from a mentoring programme and participation in a range of industry events and networking opportunities. Assistance may also be provided to help them to secure vacation or part-time work in the meat processing industry.

The new scholars for 2025 are:

- Georgia Te Raki, from Dunedin, Bachelor of Commerce majoring in marketing, University of Otago
- Riley King, from Blenheim, Bachelor of Science majoring in environmental science, Lincoln University
- Katie Hollands, from Cambridge, Bachelor of Agribusiness and Food Marketing, Lincoln University
- Nicole Petersen, from Opotiki, Bachelor of Agribusiness and Food Marketing, Lincoln University
- Zoe McElrea, from Milton, Bachelor of Laws and Bachelor of Arts, majoring in politics and minoring in economics with an emphasis on international and trade politics, University of Otago.

B+LNZ BOARD APPOINTMENTS AND KĀHUI UPDATE

Beef + Lamb New Zealand (B+LNZ) is pleased to announce the appointment of Hazel Cairns-Willemsen as an Associate Director, starting 4 November 2024. Hazel brings over 10 years of governance experience in Māori agribusiness and a strong connection to farming, having been raised on a sheep and beef farm. Her work as a trustee of Hurakia Trust and Te Tarata Trust has focused on enhancing farm profitability, environmental sustainability, and financial management. Hazel looks forward to using her skills to support the sector's resilience and growth.



B+LNZ also welcomes Warrick Tauwhare-George as a new Independent Director. Warrick's deep governance experience and Te Ao Māori worldview bring invaluable insights into the opportunities and challenges facing Māori agribusiness. His pragmatic and strategic approach will contribute to B+LNZ's mission of ensuring sustainable outcomes for the sector.



In addition, B+LNZ has launched its first Kāhui (Māori agribusiness advisory group), designed to represent the needs of Whenua Māori entities. The Kāhui will offer advice and feedback on B+LNZ's policies and extension work, ensuring Māori sheep, beef, and dairy farmers' perspectives are well-represented.



Red Meat Report



Beef + Lamb New Zealand Ltd
Level 4, Wellington Chambers
154 Featherston Street
Wellington 6011
enquiries@beeflambnz.com
+64 4 473 9150 or 0800 BEEFLAMB
(0800 233 352)

www.beeflambnz.com



MIA - Meat Industry Association
of New Zealand (Inc.)
Level 5, Wellington Chambers
154 Featherston Street
Wellington 6011
info@mia.co.nz
+64 4 473 6465

www.mia.co.nz