



Meat Industry Association



Dragon's Den 2026 @Meat Innovation Workshop

Wednesday 11 and Thursday 12 March 2026.

The New Zealand red meat processing industry has a proud history of innovation and has led the world in the understanding of meat science, food safety and technology developments.

The Meat Industry Association is seeking transformational ideas for meat industry research and development that will help the sector to double the value of exports.

The idea can be across any discipline and be any development to do with meat, co-products and processing and can come from any organisation or individual.

This is not business as usual.

**CREATIVE
SCIENCE
INSPIRATION
INNOVATION
TECHNOLOGY IDEAS
TRANSFORMATIONAL**

DRAGON'S DEN

The MIA invites researchers, industry experts and anyone with a bright idea to submit a one-two page summary of their idea by 30 January 2026.

The most promising ideas will be selected to participate in the Dragon's Den, making a 5-minute pitch to a panel of industry experts at the Meat Innovation workshop, jointly run by Meat Industry Association and Bioeconomy Science Institute, in Palmerston North on Wednesday 11 March 2026.

The best idea will be awarded a grant of up to \$10,000 to develop a business case to progress the idea to a research project¹.

To participate

1. Applicants should prepare a one-two page description of their idea; please include a short title
2. Submit your idea to info@mia.co.nz by COB Wednesday 11 February 2026
3. Successful applicants will be asked to participate in the Dragon's Den and present their idea to the industry expert panel at Meat Industry workshop on the 11 March, in person, in Palmerston North

Applicants chosen to participate in the Dragon's Den will be notified by Monday 23 February 2026

4. The expert panel will select the best idea at the Dragon's Den on Wednesday 11 March 2026 and the prize winner announced during the Workshop

¹ No correspondence will be entered into and MIA reserves the right to (1) award multiple prizes or (2) not award the prize should a suitable idea not be found