



Meat Industry Association of New Zealand (Incorporated)

Submission to:

The Plan's Governance Group

on:

Bovine TB Plan Review 2025

10 October 2025

1. Introduction

- 1) The Meat Industry Association (MIA) is a voluntary, membership-based organisation representing processors, marketers, and exporters of New Zealand red meat, rendered products, and hides and skins. MIA represents 99 percent of domestic red meat production and exports.
- 2) New Zealand's red meat sector is the country's second largest goods exporter, earning \$10.8 billion in export revenue in 2024/25. While volume was down, strong demand drove increased value leading to the increase in revenue.
- 3) The meat processing sector is New Zealand's largest manufacturing sector that employs over 25,000 people in about 60 processing plants, located mainly in the regions. The sector is a significant employer in many of New Zealand's rural communities and contributes over \$4 billion in household income.
- 4) A list of members is appended (Appendix 1). Individual members may have also made their own submissions.

2. Overview

- 6) MIA welcomes the opportunity to comment on the TB Plan Review 2025.
- 7) Despite the red meat processing industry not being a direct beneficiary, meat processors play a pivotal yet often under-recognised role in the implementation of New Zealand's TB Plan. Through the post-mortem inspection of all commercially slaughtered animals, processors fund and facilitate the backbone of national TB surveillance, enabling the detection and tracing of infection. Owing to its scale and consistency, this surveillance also provides statistically robust evidence of absence, supporting demonstrations of area freedom and measures of programme success.
- 8) Meat processors also collect TB Plan levies on all adult cattle slaughtered, enabling TB Free to secure funding from farmer beneficiaries. No fee is recoverable for performing this service. MIA considers this to be inconsistent with other levy orders.¹
- 9) Through the MIA, meat processors are currently investing in research into AI-assisted imaging technology to enhance meat inspection. Given that the Plan envisages an increasingly important role for slaughter surveillance as on-farm testing becomes more targeted, MIA would welcome engagement with TBfree on opportunities to collaborate or co-invest in this area. Strengthening this link would ensure that post-mortem surveillance continues to meet the Plan's technical and statistical requirements while delivering operational efficiencies for both the industry and the programme.

3. Answers to the questions in the Consultation Document

Q1. Do you support the aim of eradicating bovine TB from herds and possums in New Zealand?

MIA supports the eradication of bovine tuberculosis as a means of protecting the productivity of cattle farming in New Zealand.

Q2. Do you support the 'Proposed Approach' of prioritising the elimination of the disease from the possum population?

From a technical standpoint this option is preferable.

However, MIA considers the success of the proposed approach to be entirely dependent upon achieving access to land for aerial 1080 drops where previously this has not been agreed by the landowners. This dependency, which represents a strategic risk to the Plan should have been made clear within the consultation summary, rather than being briefly described in the lengthy 'Technical Document'.

¹ For example: the Biosecurity (Readiness and Response—Meat Levy) Order 2019 and the Commodity Levies (Meat) Order 2021).

Noting it has been several years since the outbreak in Hawke's Bay, there has been ample opportunity for TBfree to develop and refine the approaches proposed for engaging with landowners. MIA suggests that some quantification or commentary on the effectiveness of these approaches in the consultation material is desirable.

Considering the above, MIA recommends that the first phase of the new Plan (to the five-year funding review) operate as a trial to test and evaluate the effectiveness of the engagement-focused approach to obtaining landowner agreement for aerial control where this is needed but not yet secured. At that point, decisions may be required regarding alternative approaches to securing access to land or consideration be given to changing the strategic intent of the Plan. This should be clearly communicated to stakeholders from the commencement of the new Plan.

Q3. Do you support the proposed milestone of achieving freedom in both possums and livestock by 2040?

MIA supports the milestone as proposed.

Q4. Do you support the proposed approach to defining livestock freedom?

MIA supports the approach to defining TB freedom in livestock and aligning it with the 95% confidence used for Vector Risk Area freedom determinations.

Q5. Do you support the proposed approach to confirming funding set out in the document, that is, a review within five years?

MIA neither supports nor opposes this approach, as it is a matter for the funders of the Plan.

Q6. Do you have any comment on the proposed technical clarification to clause 5A Principal measures to implement plan?

No.

Q7. Do you have any comment on the proposed technical clarification to clause 12D Retention of declarations?

No.

Q8. Do you have any comment on the proposed technical clarification to clause 15 Obligation of laboratories to provide results?

No.

Q9. Do you have any comment on the proposed technical clarification to clause 17A Release of pigs into wild state?

No.

Q10. Do you have any comment on the proposed operational changes for more targeted testing?

MIA supports targeted / risk-based testing as a means to maximising Plan efficiency.

It has been reassuring to learn that changes to TB surveillance are unlikely to subsequently lead to increased administrative overheads or operational complications for meat processing companies, where post-mortem inspection and surveillance is undertaken.

Q11. Do you have any comment on the proposed operational changes to herd status classifications?

No.

Other Comments

10) Following the large outbreak of TB centred in Hawke's Bay, MIA is surprised that no analysis of the suitability of the compensation settings of the proposed Plan is included in the discussion document.

11) MIA notes the potential for gene technology to be a transformative innovation for the TB Plan. In particular, the successful development and application of gene drive technologies for possums (and potentially mustelids) could enable the permanent eradication of bovine TB wildlife vectors from New Zealand.

MIA understands that, if the Plan proceeds as intended, then TB will be largely eradicated before landscape level pest eradication using gene drives is achievable (assuming more enabling legislative settings are introduced). However, this represents a potential alternative approach should a major risk to the current Plan materialise, and it is recommended that TBfree take this into account in its strategic planning.

MIA Contact

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Meat Industry Association of New Zealand

Appendix 1

MIA members and affiliate members as at 17 February 2025

Members	
Advance Marketing Limited Exporter Membership	Waimarie Meats Partnership
AFFCO NZ Ltd - Membership Levy	Wallace Group LP
Alliance Group Limited	Wilbur Ellis NZ Ltd
Ample Group Limited	Wilmar Trading (Australia) Pty Ltd
ANZCO Foods Ltd	
Ashburton Meat Processors Limited	
Auckland Meat Processors	Affiliate Members
Bakels Edible Oils (NZ) Ltd	Abattoirs Association of NZ
Ballande NZ Ltd	AgResearch
Black Origin Meat Processors	Alfa Laval New Zealand Ltd
Blue Sky Meats (NZ) Limited	Americold NZ Ltd
Columbia Exports Ltd	Aon New Zealand Ltd
Crusader Meats	AsureQuality NZ Ltd
Davmet NZ Limited	AusPac Ingredients NZ Ltd
Fern Ridge Ltd	Beca Ltd
Firstlight Foods Limited	Centreport Wellington
Garra International Limited	CMA CGM Group Agencies (NZ) Ltd
GrainCorp Commodity Management	CoolTranz 2014 Ltd
Greenlea Premier Meats	G-Tech Separation - Bellmor Engineering
Harrier Exports Ltd	Global Life Sciences Solutions New Zealand
Intergrated Foods Consortium	Haarslev Industries New Zealand
Kintyre Meats Ltd	Hapag-Lloyd (New Zealand) Ltd
Lean Meats Oamaru	IBEX Industries Limited
Lowe Corporation Ltd	Intralox LLC
Mathias NZ Limited	Kemin Industries Ltd
Ovation NZ Ltd	Liquistore
Peak Commodities Limited	Maersk A/S
Prime Range Meats	MJI Universal Pte Ltd
Progressive Meats Limited	Oceanic Navigation Ltd
PVL Proteins Ltd	Port of Napier
SBT Marketing (2009) Ltd	Port of Otago Ltd
Silver Fern Farms Ltd	Pyramid Trucking Ltd
Standard Commodities NZ Limited	Rendertech
Taylor Preston Limited	SCL Products Limited
Te Kuiti Meat Processors Limited	Scott Technology Ltd
UBP Limited	Sealed Air - Cryovac
Value Proteins Ltd	Suncorp New Zealand Services Limited