



About MIA

Meat Industry Association of New Zealand (MIA) is the voluntary trade association representing New Zealand's red meat processors, marketers, and exporters.



Our industry is New Zealand's second largest goods exporter and largest manufacturer. The New Zealand red meat sector is also one of the country's biggest employers, representing 4.7 percent of national employment.

The success of our members matters to New Zealand and New Zealanders. We're passionate about ensuring our members have the tools they need to succeed.

MIA:

- Provides a collective voice for New Zealand's red meat processors, marketers, and exporters
- Acts as an interface between industry, government and industry stakeholders
- Builds strong relationships with international and national counterparts to support constructive and open relationships with the New Zealand Government
- Coordinates industry-good services, including innovation as well as research and development
- Coordinates the national recruitment of halal butchers, as well as organisations with industry halal certification contracts
- Facilitates policy development on trade, market access, industrial relations, compliance costs, environmental, animal welfare, technical, and regulatory issues.

RECENT SUCCESSES

Advocacy:

- Developing and supporting the implementation of industry-wide Covid-19 safety protocols
- Successfully lobbying the Government for additional migrant workers and a sector agreement to ease labour shortages
- Securing 650 border exceptions to allow migrant workers to enter New Zealand
- Raising awareness of the importance of halal butchers
- Developing a workforce development plan to support a future sustainable workforce
- Participating in the He Waka Eke Noa Primary Sector Climate Action Partnership and the development of recommendations to Government
- Advising on legislative changes particularly in relation to industrial relations
- Leveraging Government investment for research into the nutritional benefits of pasture-raised red meat by way of a leading edge multi-year research project
- Trade advocacy relating to the UK-NZ FTA and other key markets
- Continued investment in food safety science research to maintain New Zealand's reputation for outstanding food safety and meat quality
- Annual red meat sector conference and related programme.



- 41 MIA members represent 99 percent of red meat production and exports
- MIA represents New Zealand's second largest goods export sector
- Our members operate some 60 processing plants and employ 25,000 people nationwide
- 35 affiliate members covering a range of services such as shipping, insurance, research and development

MIA

VISION, MISSION, AND STRATEGIC FOCUS



VISION:

A productive, innovative, and value-adding red meat industry that continues to thrive and prosper in a dynamic environment.

MISSION:

To provide leadership, tools, and a strong, credible voice to help ensure a vibrant and profitable red meat industry.

AREAS OF STRATEGIC FOCUS

- Trade and market access – ensuring members maximise returns from global markets by opening doors, protecting and improving market access conditions
- Government policy and regulation – ensuring these are fit for purpose, facilitative, cost effective and avoids negative consequences that could impact the future of the industry
- Communication and advocacy – ensuring New Zealanders understand and appreciate the valuable and positive role the sector plays in our economy and society
- People and skills – ensure the industry has access to the right people, training, and health and safety
- practices so it can continue to operate more efficiently and safely at optimum levels
- Innovation – ensuring the industry has access to the best R&D and science innovations to achieve its aspirations and potential
- Biosecurity – ensuring New Zealand's biosecurity readiness and response settings are robust and able to protect against and/or manage an incursion
- Business administration – ensuring MIA continues to have the systems, people and capability to efficiently deliver on its vision and mission.

FURTHER INFORMATION

If you have any questions, please contact:



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