

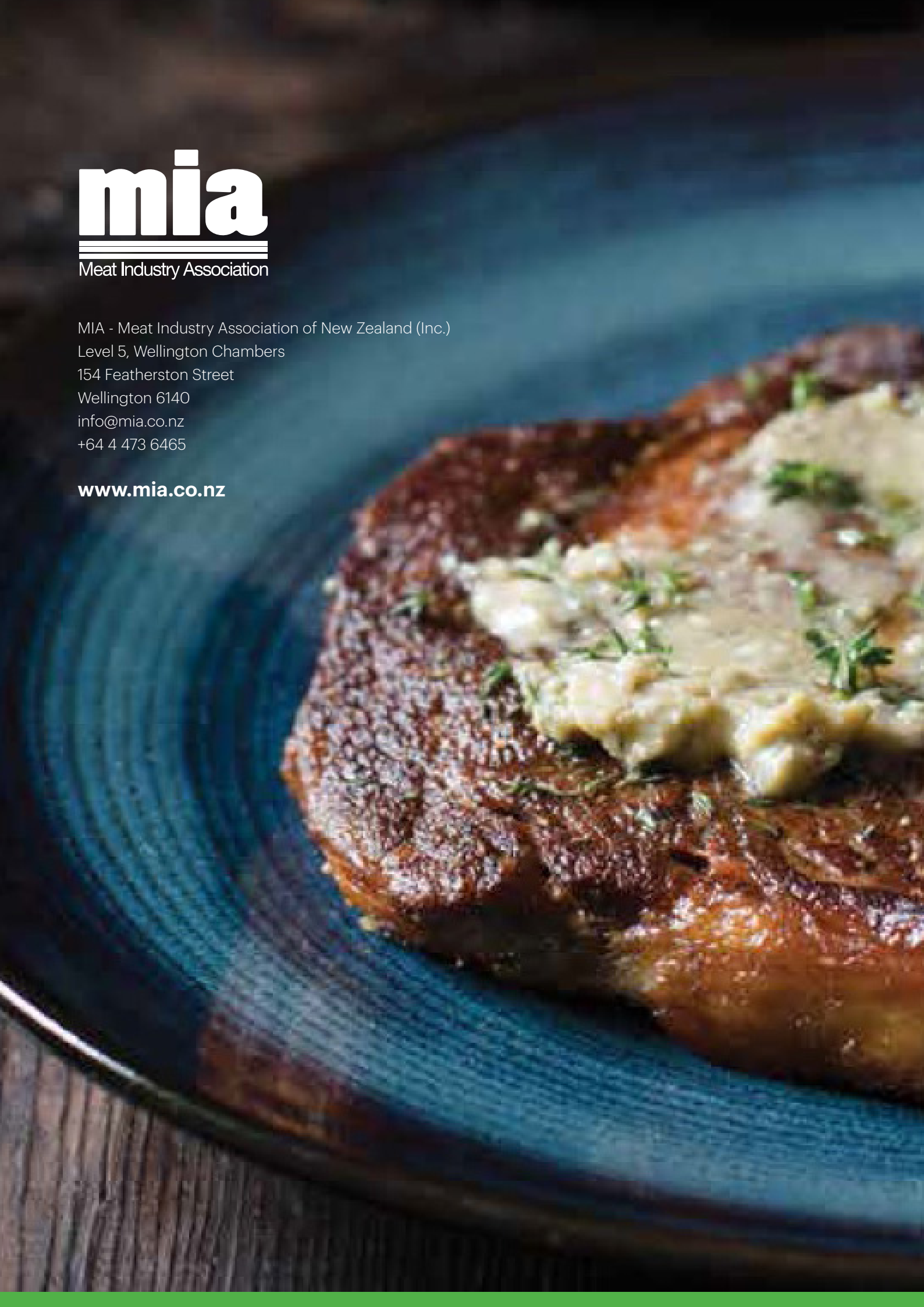


ANNUAL REPORT 2023



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Chair and CEO Foreword

New Zealand's agricultural sector has a well-deserved reputation for resilience and adaptability. These traits have seen us weather the withdrawal of agricultural subsidies in the 1980s, navigate international markets over the past three decades, evolve how and what we produce to meet customer demand, and thrive in the face of economic headwinds and biosecurity incursions.

The red meat processing and exporting industry, alongside our dairy and horticulture colleagues, has stood at the forefront of this change. Since 1990, red meat export values have doubled while the number of animals needing to be farmed has halved. Red meat processing is now New Zealand's largest manufacturing industry, and second largest goods exporter, generating 15 percent of our country's goods export revenue.

It is worth recalling this track record, because over the past 12 months our resilience and adaptability have been called on as we've sought to deliver on the top three priorities set out in the Red Meat Strategy. These priorities are: growing the sector's profitability and value add; improving our sustainability credentials and environmental standing; and working closely together in order to deliver for our sector and the communities we serve.

Our work programme is structured to deliver on these priorities and has been endorsed as on-target and on-track by the MIA Council at a strategic review in April this year.

Growing profitability and value

A key focus for our industry over the past 12 months has been navigating the emergence into the new economic normal, a move made more challenging by the uncertainty of what normal is. At this time last year, China - the biggest export market for New Zealand-produced red meat - was still under strict Covid-19 eradication lockdowns. While this made engaging with the market challenging, it supported high demand for New Zealand red meat as home-bound Chinese customers turned to dining as entertainment.

China has since lifted its Zero Covid policy, but its post-pandemic emergence has taken place at a time of global economic weakness, with consumers in most markets keeping a tight hold on their spending amid

high interest rates. The flow-on effect saw New Zealand red meat export earnings drop by 11 percent (or around \$350 million) in the first quarter of this year. In noting this decline, at this stage prices appear to be moderating to more normalised levels after the record high levels seen over the Covid years, but we are closely monitoring this.

It is during challenging times that relationships with key markets matter most, and a key focus for the MIA over the past year has been to ensure we are re-connecting with them. Our early visits to China post re-opening highlighted just how dynamic the retail and consumer environment is in this market of 1.4 billion people, and why we need to keep close to it. As a result, we are planning an extensive programme of in-country trips, which will include visits to China, India and the United States.

On the policy front we have been strongly advocating for a shift in New Zealand trade strategy for the past year.

Our hard-earned network of Free Trade Agreements has been extremely successful at reducing the level of red meat tariffs from \$366 million in 2010 to \$198 million in 2022 (a reduction of \$168 million). However, with the UK FTA now in place and the EU FTA soon to be ratified, three quarters of New Zealand's trade is now covered by an FTA. Because the most sought-after agreements with the United States and India are unlikely to eventuate within the next decade, our view is that it is time also to ensure we are extracting maximum value from those deals we already have in place. Our Barriers to International Trade report, which was launched in June, underscores the importance of doing so in the face of choppy geopolitical waters, marked by rising protectionism, so-called friend-shoring, and the ongoing economic correction.

Indeed, we have gone one step further by successively urging politicians and decision makers to lift their focus to the post-border red tape that New Zealand's red meat products face. Our Non-Tariff Measures research, which we commissioned Sense Partners to undertake for us, shows that not only does New Zealand face 2.3 times more non-tariff measures than the world average, but some of the technical barriers to trade impose \$340 million in administrative costs that provide little consumer benefit - and are around 70 percent higher than the border tariffs faced by red meat processors every year.

Onshore, one of the significant achievements of the year has been to work with the Ministry for Primary Industries (MPI) to restructure the Industry Initiative Fund to resource innovation projects that benefit the whole processing sector more flexibly and efficiently. Given the emerging science, artificial intelligence, automation and big data technologies knocking on our door, it comes at an opportune time. Fostering the next generation of red meat sector leaders has also been an ongoing focus, and MIA is again proud to help support rising talent through our Scholarship Programme as well as the Agribusiness in Schools initiative, which recently celebrated its 10th anniversary.

Sustainability and environmental standing

A central pillar of our sector's business model is the ability to export to multiple markets simultaneously (112 during the year), and to generate the highest returns by shifting product volumes as prices rise and fall in these markets. An often-unappreciated aspect of this is the requirement to effectively meet the highest animal welfare, food safety, as well as sustainability and environmental standards on the global stage. In effect, the highest market standards become the baseline for New Zealand's export products.

This latter category is increasingly a focus in developed markets. We anticipate that demands for greater visibility of our sector's environmental credentials is only going to grow in future in response to consumer concerns about climate change. That's why MIA has been highly active in the He Waka Eke Noa partnership, and various other policy processes that are underway to help us meet these standards and our sector's own aspirations in this space.

Our consistent position in these engagements is that sustainability is a journey, and we can only make progress by carefully phasing in new environmental regulations over the long term, particularly when prices are falling and on-farm and in-plant costs are rising. Furthermore, we firmly believe that reform has to start by recognising that New Zealand's red meat producers are among the most environmentally sustainable in the world (noting that there is always room to improve in this critical area).

Over the past 12 months we have been unequivocal in holding this line with politicians and officials, and it has been challenging at times to have this recognised. As we've seen with the freshwater reforms, the current Government's approach to regulation is to set the bar unnecessarily high and then walk back those parts that are impractical, prohibitive and ineffective. While others may argue that this gets you to the right level of regulation eventually, we believe it is inefficient and builds an adversarial culture between regulators and the regulated. This is a lesson to the incoming Government - long-term partnerships achieve much better outcomes.

Working closely together

As processors and exporters, we recognise that we are part of the red meat supply chain that spans from the pasture to the consumer plate, and for our industry to succeed, sheep and beef farmers must be enabled to thrive as well. That's why we continue to work closely with Beef+Lamb New Zealand (B+LNZ) on a range of policy and advocacy initiatives over the year. Our work has included the launch of our Manifesto in January, the highly successful Red Meat Sector Conference in August, as well as coordinating efforts to support farmers, processors and communities ravaged by cyclone Gabrielle at the start of the year.

The value of this partnership was recently re-endorsed by the governance of both organisations, with Pete Conley joining the B+LNZ's board as the MIA nominee while Nicky Hyslop represents sheep and beef farmers on the MIA Council. This reflects the respective expertise and strengths that each side of the farm gate brings to the table, and that when combined and directed, ensure we continue to be welcomed as an important voice that is respected both onshore and farther abroad.

To further assure alignment between our two organisations, MIA and B+LNZ will from now on hold two joint board meetings each year to focus on joint priority issues and further strengthen the relationship at the governance level.



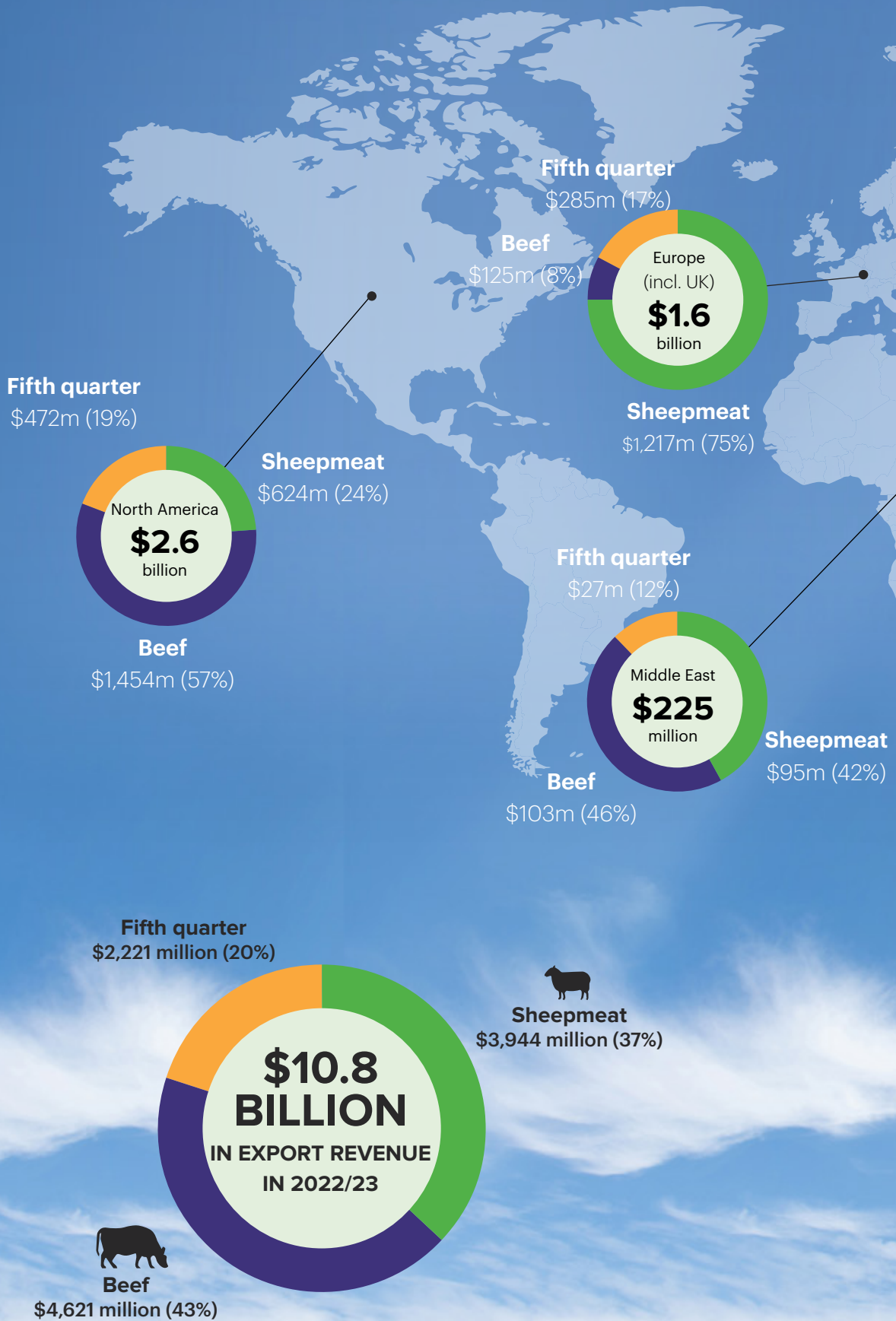
Nathan Guy, Chair



Sirma Karapeeva, CEO

YEAR IN REVIEW

TRADE OVERVIEW

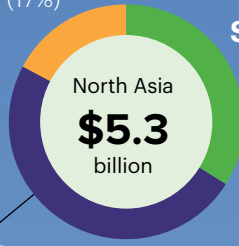




Fifth quarter

\$912m (17%)

Beef
\$2,631m (49%)



Sheepmeat

\$1,803m
(34%)

North Asia

\$5.3
billion

Fifth quarter

\$216m (56%)

Beef
\$129m (34%)



Sheepmeat

\$38m (10%)

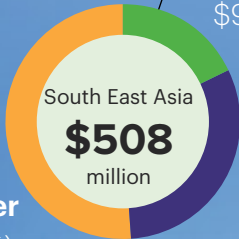
Pacific

\$383
million

Sheepmeat

\$91m (18%)

Beef
\$160m (31%)



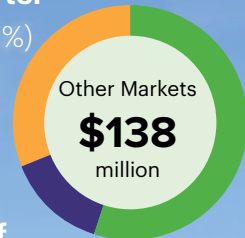
South East Asia

\$508
million

Fifth quarter

\$43m (31%)

Beef
\$19m (14%)



Sheepmeat

\$76m (55%)

Other Markets

\$138
million

Fifth quarter

\$257m (51%)



Export overview

In 2022/23¹, red meat sector exports were worth \$10.8 billion.

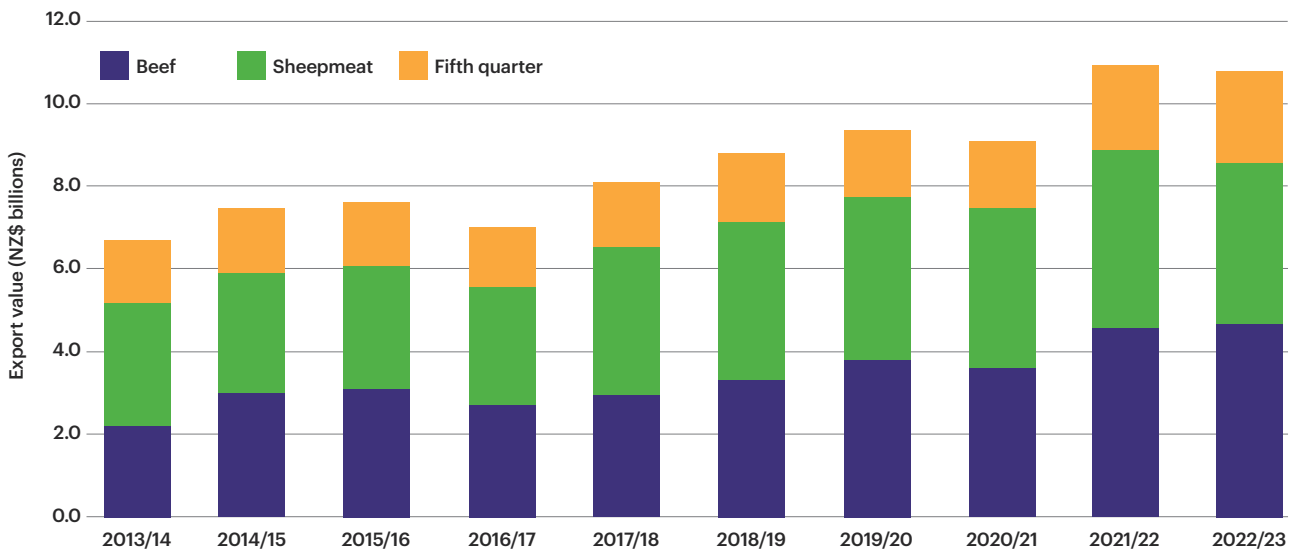
While this was one percent less than the record level of the previous year, it was still a very good result in the face of tougher economic conditions in many of the sector's major markets during the year.

In some ways, it was a 'year of two halves', with high export values in third and fourth quarters of 2022 giving way to lower values in early 2023 as tougher global economic conditions and higher inflation had an impact on consumer confidence and spending.

In July to December the average Free on Board (FoB) value² of beef exports was \$9.90 per kg, but this dropped to \$8.80 per kg over the first half of 2023. Similarly, the average FoB value of sheepmeat was \$11.09 per kg in the second half of 2022 but dropped to \$9.93 per kg in the first half of this year.

While export values declined in 2022/23, they remain higher than pre-Covid levels, as shown in the chart below.

Red meat and fifth quarter exports, 2013/14 - 2022/23



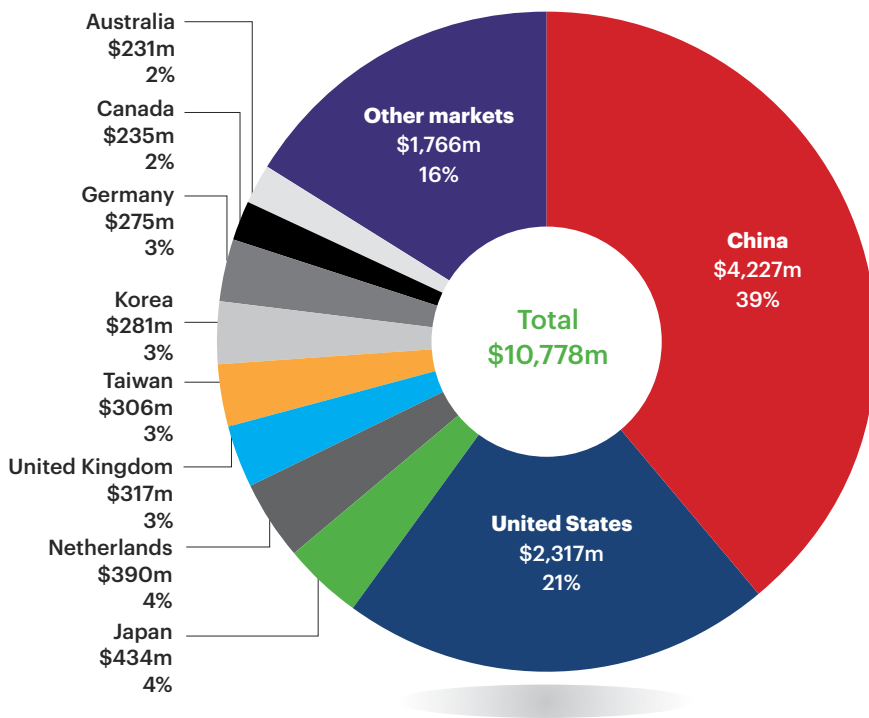
¹ Unless otherwise stated, all statistics are for the 12-month period ended 30 June 2023.

² FoB value is the current market value of goods in the country of origin, including all costs necessary to get them on board the ship.



Despite some easing of logistics issues, companies still faced challenges in getting shipments of chilled meat to key markets, particularly of chilled sheepmeat which has a shorter shelf life than chilled beef and a lower margin of error if there are delays. This is covered in more detail in the sheepmeat section below.

The sector's top five markets for the year were the same as in 2021/22, with a slight change in the order as the Netherlands moved ahead of the United Kingdom (UK), where inflation and high food costs had an impact on the sector's exports over the year.



Change from 2021/22	
China	4%
United States	-3%
Japan	-19%
Netherlands	20%
United Kingdom	-37%
Taiwan	6%
Korea	-10%
Germany	-2%
Canada	-7%
Australia	18%



Beef

Beef remained the sector's largest export category in 2022/23. Despite the tougher economic conditions during the second half of the year, the value of beef exports increased by one percent to \$4.6 billion.

There was also a three percent increase in export volume with a new record for a June year of 497,511 tonnes.

China continued to be the sector's major beef market, with exports of 224,072 tonnes worth \$2.0 billion.

This is an increase of seven percent by volume and five percent by value on 2021/22. However, this growth was more subdued than last year and most of the growth occurred in the third and fourth quarters of 2022. The slowdown of the volume and value of beef exports to China in the first and second quarter of this year reflect the impact of challenging economic conditions on consumer confidence and spending.

The United States (US) is the sector's other major beef market. The volume of exports in 2022/23 was up by six percent to 149,249 tonnes, but value was down by two percent to \$1.4 billion.

Beef exports to the US followed a different pattern from China during the year. The US has been experiencing a significant drought over the last few years, which has increased domestic production and reduced the demand for imported meat through much of 2022/23.

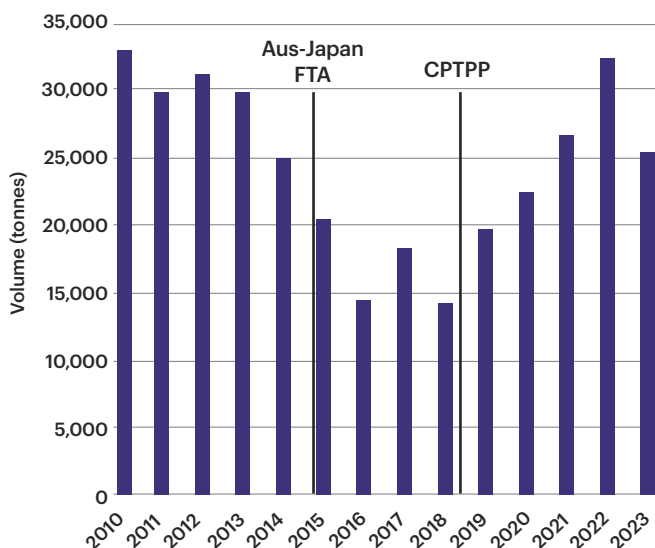
However, in recent months the drought has been easing, with a resulting reduction in domestic production and a tightening of supply. Exports to the US therefore recovered significantly in the second quarter of 2023.

Economic conditions during the year had an impact on beef exports to two of the sector's other important North Asian markets, Japan and Korea.

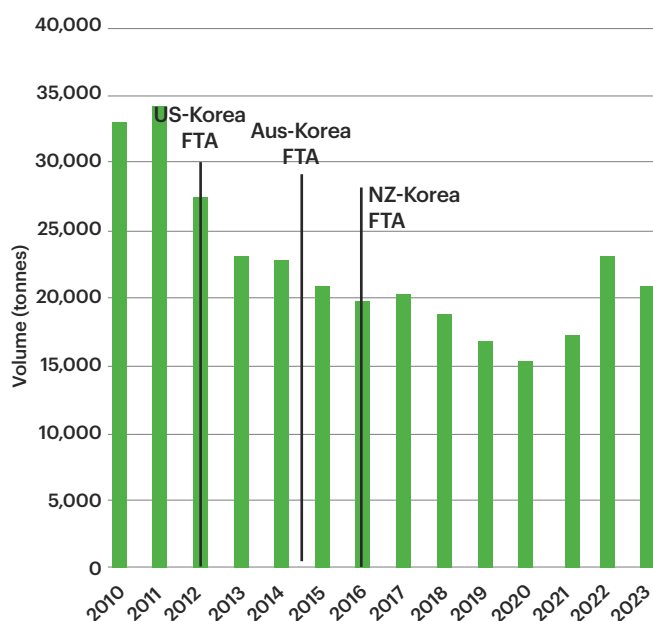
Beef exports to Japan declined 22 percent by volume and 20 percent by value to 25,305 tonnes worth \$259 million. Exports to Korea dropped nine percent by volume and 13 percent by value to 20,847 tonnes worth \$175 million.

Exports to these two markets have been growing in recent years under the respective FTAs with last year setting a record for both markets. Despite the drop in 2022/23, exports were still historically very good.

Beef exports to Japan (by volume)



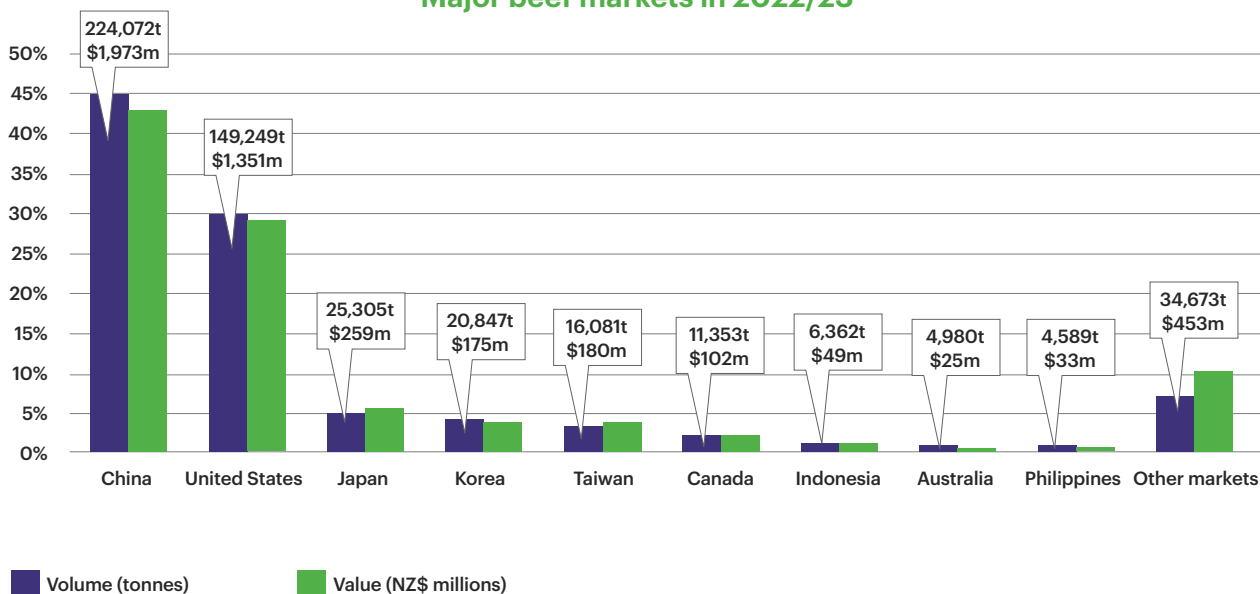
Beef exports to Korea (by volume)



The above charts illustrate the impact of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Korea-New Zealand FTA on beef exports to Japan and Korea. Prior to the signing of the CPTPP, New Zealand exports to Japan were being adversely affected by a growth in exports from the US after the US partially regained access to the market in 2006 and were further impacted by the entry into force of the Japan-Australia FTA at the beginning of 2015. The CPTPP put New Zealand on an equal footing with Australia and ahead of the US, and this has seen a steady recovery in exports.

In Korea, as the US and Australia both signed FTAs before New Zealand they were benefiting from increasing tariff reductions which was reducing the demand for New Zealand beef. The Korea-FTA stabilised the tariff differential and has helped to reduce any further loss of market share. The drop in exports in 2019 and 2020 was largely due to the African Swine Fever-driven demand for protein in China which diverted exports from a number of other markets.

Major beef markets in 2022/23



²FoB value is the current market value of goods in the country of origin, including all costs necessary to get them on board the ship.



Sheepmeat

Sheepmeat exports in 2022/23 were mixed. While the volume of exports increased by four percent from the previous year to 378,515 tonnes, the value of exports declined by eight percent to \$3.9 billion.

In many markets, sheepmeat is significantly higher priced than other proteins and high food prices during the year saw consumers in some markets switch to cheaper cuts and cheaper meats during the year.

China has been the sector's major market for sheepmeat for a number of years and this remained the case in 2022/23, with exports of 220,218 tonnes worth \$1.6 billion. While the volume increased by 16 percent compared to the previous year, the value of exports was down by five percent.

Exports to the US declined from the record levels recorded last year, down 25 percent by volume to 24,325 tonnes and 15 percent by value to \$511 million. Despite this, the US was still a high-value market in 2022/23, with the average FoB value of exports increasing to \$21 per kg.

The UK continued to be a challenging market for sheepmeat in 2022/23, due to high inflation and food

prices having an impact on consumer spending on sheepmeat and the ongoing logistics challenges in getting chilled products into the market.

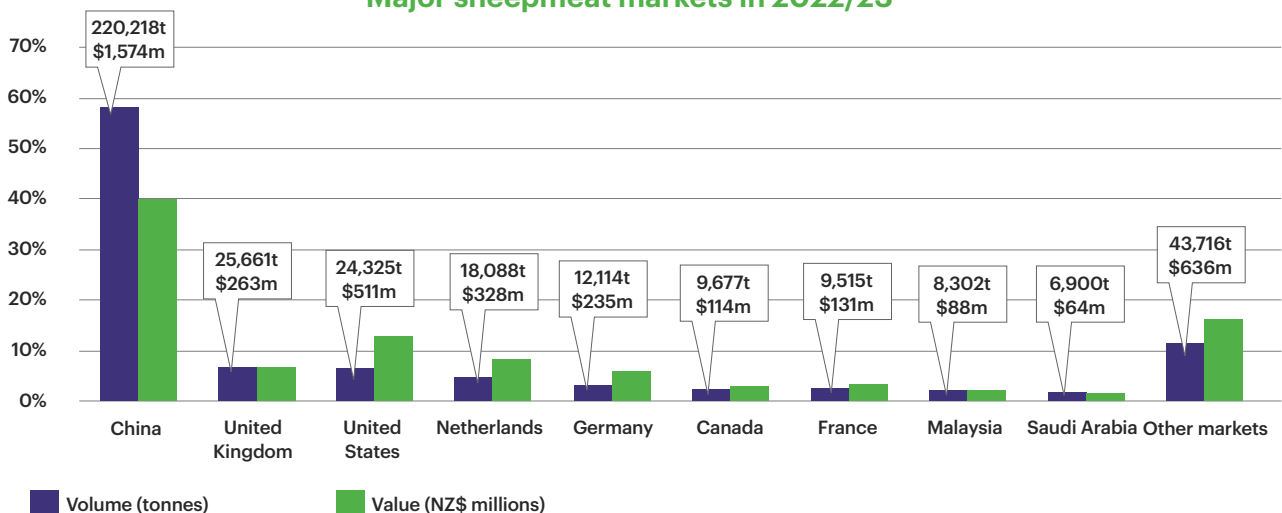
Compared to 2021/22, sheepmeat exports to the UK dropped 26 percent by volume to 25,661 tonnes and 41 percent by value to \$263 million.

In contrast to the UK, exports to the European Union (EU) actually increased 16 percent by volume to 55,720 tonnes and 15 percent by value to \$954 million compared to the previous year. While there was a drop in chilled exports this was more than made up for by an increase in frozen exports, and overall exports recovered to pre-Covid 19 levels.

As noted above, logistics issues continued to have an impact on chilled sheepmeat exports to most markets in 2022/23.

Both the volume and value of chilled exports declined 20 percent from 2021/22 to 33,683 tonnes worth \$631 million. This was the lowest volume of chilled sheepmeat exports since 1999/2000 and the lowest value since 2006/2007.

Major sheepmeat markets in 2022/23



The fifth quarter

The fifth quarter refers to all the parts of animal that are not meat. These products range from bulk rendered products such as tallow and meat and bone meal through to edible offals and high-value ingredients such as blood products and glands for pharmaceutical use.

Fifth-quarter exports generate significant revenue, which has been growing in recent years. **In 2022/23 fifth-quarter exports were worth \$2.2 billion, up by eight percent from the previous year.** These exports accounted for 21 percent of overall sector exports during the year.

Casings and tripe

This category covers casings, which are mostly made from sheep intestines and are exported frozen or salted, and tripe, which is the stomach lining of sheep or cattle. Overall exports were worth \$436 million, which was a 17 percent increase on the previous year.

China is the major market for both casings and tripe, with exports worth \$324 million in 2022/23. The next two largest markets were Japan (\$15 million) and Italy (\$14 million).

Edible offal

Edible offal, including livers, hearts and kidneys, is one of the most important fifth-quarter categories with exports worth \$345 million for the year. Offal is generally more widely consumed outside of the sector's traditional markets and these markets provide good revenue for products that might otherwise be sent to be rendered.

China was the largest market for the year, with exports of \$76 million. Japan was the second largest with exports worth \$69 million and is a market where certain offal products, like beef tongues have a significant premium. While the average FoB value for overall offal exports was \$6.46/kg in 2022/23, the value of exports to Japan was nearly double that, at \$12.81/kg for the year. Other important offal markets in 2022/23 were Korea (\$40 million), the US (\$37 million), the UK (\$27 million) and Indonesia (\$23 million).

Prepared meat products

This category covers meat that has undergone some form of processing before being exported. This can range from raw meat patties that have had ingredients added through to corned beef and other ready-to-eat products such as cooked lamb shanks.

Overall exports in 2022/23 were worth \$254 million, largely unchanged from the previous year, and the two major markets were Australia (\$111m) and the US (\$72 million). The majority of exports to these two markets were prepared beef products such as corned beef.

Hides and skins

Exports of hides and skins have been recovering from 2020/21 when the value of exports dropped to a historical low of \$193 million for the year. This was the result of a combination of reduced demand in China due to stricter environmental requirements for processing facilities, and the impact of Covid-19 on demand for beef hides in the EU.

Exports have recovered since then, and in 2022/23 were worth \$293 million. Beef hides accounted for 83 percent of revenue in 202/23, and the main market was Italy (\$113 million). China took the majority of sheep skin exports (\$32 million) for the year.

Blood products and glands

Exports of blood products and glands are a relatively small but important product category for the sector. These products have a variety of uses, including in vaccines, diagnostic kits, and laboratory media. New Zealand blood products are highly valued due to New Zealand's disease-free status.

Exports were worth \$264 million in 2022/23, an increase of 24 percent on the previous year. The major markets for the year were the US (\$81 million), China (\$72 million), Australia (\$37 million) and Denmark (\$13 million).

Petfood

After a period of strong growth, meat-based petfood exports have been relatively stable at just over \$100 million annually over the last three years and were worth \$124 million in 2022/23. The major market was China (\$77 million), but there were also good markets in the US (\$18 million) and Australia (\$9 million).

Rendered products

Any parts of a carcass that are not sold individually are sent to be rendered where they are turned into meat and bone meal (MBM) or tallow.

MBM is used mostly as a feed ingredient for non-ruminant animals, and with the global demand for feed ingredients the value of exports increased by 18 percent to \$228 million in 2022/23.

The major market for bovine meal was Indonesia (\$104 million), where it is primarily used as an ingredient in aquafeed. Other important markets were China (\$35 million), the EU (\$26 million) and the US (\$20 million). The EU and the US are primarily markets for ovine meals, which are used as ingredients for petfood.

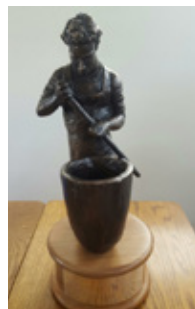
Tallow has a variety of uses, but in recent years the bulk of New Zealand's tallow exports have been going into biodiesel manufacturing. Overall tallow exports were worth \$267 million for the year, largely unchanged from the previous year.

Over the last two years New Zealand tallow exporters have been increasing trade with the US where returns have been higher due to increased demand for biofuels. In 2022/23, tallow exports to the US were worth \$215 million, a 54 percent increase on the previous year. Singapore remained the next largest market with exports worth \$38 million, with smaller exports to Malaysia (\$6 million) and the Philippines (\$3 million).

2023 Renderers Workshop 2023

After a 4-year hiatus the annual rendering workshop returned in August 2023, bringing together experienced rendering operators, supervisors, MPI verifiers and engineering suppliers together in Napier. A record attendance of 57 delegates gathered to gain insights and knowledge of technical and regulatory content specific to the industry. An opportunity to visit Hawkes Bay Proteins and Napier Port, gave the audience additional opportunity to view operations and connect to the transport and logistic challenges of getting the product to market.

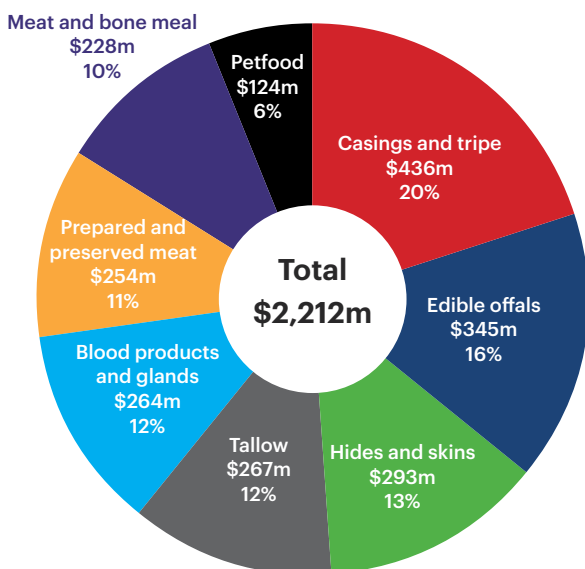
The workshop included an award for innovation excellence in resolving a rendering issue and was won by **Mark Dass from Hawke Bay Proteins**. The New Zealand rendering industry has a close relationship with Australian Renderers Association and Mark will be sponsored to travel to their next symposium. Given the success of the 2023 workshop, it is highly likely that the workshop will once again become an annual event.



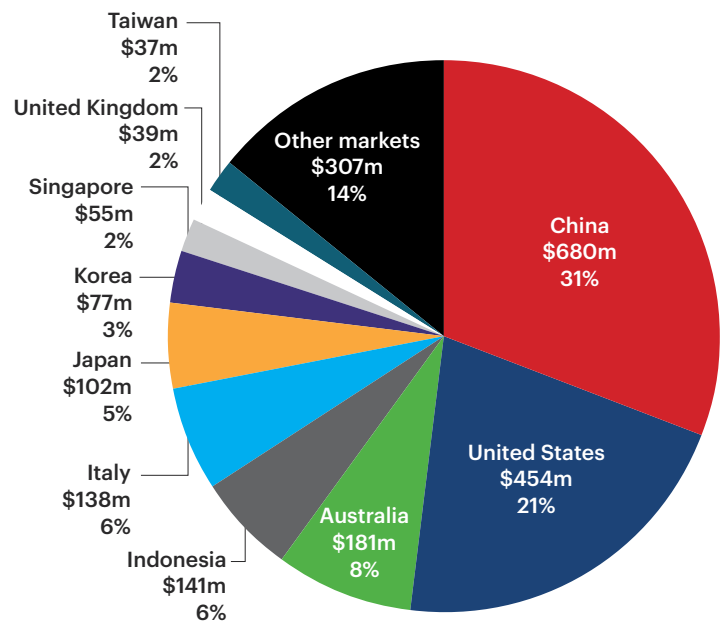
A special mention must go to our sponsors and in particular Rendertech for their generous support as well as the members of MIA Rendering Group.

Rendertech-Wallace Trophy

Fifth-quarter exports by value in 2022/23



Top 10 markets for fifth-quarter exports in 2022/23



Advocacy

A critical aspect of our industry that is often overlooked by outsiders is just how regulated processors and exporters are. MIA members have to comply with a range of domestic regulations, ranging from food hygiene to animal welfare and immigration, as well as international ones such as export standards. That's why it is critical for us to work closely with the Government and other industry bodies to ensure that these are right-sized, practicable and ultimately deliver value.

Our advocacy and policy workstreams are critical avenues through which we achieve this. Principally this means working with the Government of the day, but as a non-partisan organisation we engage and build relationships with all parties, as well as a range of key stakeholders. We work so closely in partnership with B+LNZ because we are invested in policy matters that affect the entirety of our supply chain. For processors to thrive sheep and beef farmers need an enabling policy environment.

This positioning has steered how MIA has engaged in a range of advocacy and policy activities over the past 12 months.

A major focus has been He Waka Eke Noa (HWEN), and MIA's policy team has been heavily involved in developing the agriculture sector's response to the Government 2025 agricultural emissions challenge. A huge amount of work has been put in behind the scenes, and the sector has come a long way since inception.

After months of silence the Government has announced its plan to introduce farm-level pricing, and moved the deadline for entry into the ETS to 2027. We support the deferral because it gives us time to work through the complicated outstanding issues such as price setting and sequestration. However, emissions price collection obligations on animal processors will come into force in 2025 and remain in place until a permanent on-farm alternative is introduced, which is a suboptimal outcome for our industry.

Our advocacy efforts extended beyond HWEN. Amid a rising wave of environmental regulation, MIA and B+LNZ developed the Red Meat Manifesto. This comprehensive package of policy recommendations was aimed at

providing a paint-by-numbers plan to grow red meat exports and increase the economic and environmental sustainability of sheep and beef farmers. It also called out those policies that drag on our competitiveness, add unnecessary costs, and achieve little beyond adding complexity to the regulatory system. Launched in late January as Hon. Chris Hipkins took on the new role of Prime Minister, it meant we were the only industry with a formal wish list ready to hand.

We also took the opportunity to promote the manifesto at the MIA Parliamentary BBQ, where attending politicians, senior officials, and key stakeholders were served the finest beef, lamb, and our policy positions. Pleasingly we've seen some progress in key areas, but there is room to speed this up and broaden the scope.

The ratification of the UK FTA provided a platform for us to again press our view that New Zealand needs to update and refine its trade strategy. This was supported by the release of the biennial Barriers to International Trade report and the Non-Tariff Measures report. We look forward to the swift ratification of the EU FTA to add further resilience to New Zealand's trade strategy.

Combined, this work shows that while FTAs have been hugely effective at lowering border costs for New Zealand exports over the last decade, post-border costs remain a substantial drag on red meat exports.

We have also made significant progress in advancing changes to the immigration processes, which include the addition of halal butchers to the green list and the signing of a sector agreement with Government. This will remain a policy focus for MIA, as there is still more than needs to be done, but it is worth acknowledging what we have achieved in this area.

Lastly, we have put a significant effort into strengthening an already strong relationship with MPI. We have for a long time been engaged in a number of strategic and technical workstreams, but recently wrapped these into a joint strategic work plan that will increase visibility and measurability of their progress.

Communicating with our members

A central pillar of MIA's advocacy is the depth of talent and expertise in our industry that we can call on as policy matters arise. That's why over the past six months we have increased regular communications with the industry to ensure our members are being kept up to date on our work programme and various policy initiatives. These include:

- *Word from the Chair*, an update directly from Nathan Guy following each MIA Council meeting that keeps senior leaders up to date on the latest government strategic developments and decisions that relate to the Association.
- *News Cuts* is a quarterly newsletter penned by Sirma Karapeeva that keeps the broader membership informed of the work MIA does on their behalf, as well as upcoming events and policy engagements.
- The inaugural *Membership Survey* will shortly be launched to ensure that MIA is directing its time and resources to the issues that matter to the industry.

These new additions complement the existing circulars which are distributed on a regular basis to member sub-audiences interested in general red meat industry topics, as well as more specialist processor and exporter matters and trade enquiries.





Red Meat Sector Conference

2023

In early August over three hundred delegates attended the Red Meat Sector Conference 2023 in Auckland. Co-hosted by MIA and B+LNZ, and expertly MCed by the sector's own Mike Petersen, this year's Conference was the the most well attended of these annual events to date, and registrations had to be closed early after we hit capacity. Interest was clearly linked to the theme of the conference, "**Driving Sustainability, Value and Growth**", all critical factors that red meat farmers, producers and exporters were eager to delve into.

Government policy plays a critical role in the sector's future success, and with the 2023 general election looming, the Conference opened on the Sunday with a strong political focus. Attendees got to hear directly from Minister of Agriculture and Trade, Hon. Damien O'Connor, and National Party Spokesperson for the same portfolios, Hon. Todd McClay, about how they plan to supercharge the red meat sector. It made for an entertaining and spicy debate, and certainly foreshadows an exciting couple of months ahead of the 14 October election.

The annual Meat Business Women lunch and Scholars' Workshop were held ahead of the main Conference on the Sunday as well. Celebrated businesswoman and glass ceiling breaker Theresa Gattung was the guest speaker at the lunch. The Scholars' Workshop was again a great opportunity for the 15 bright minds supported by the MIA Scholarship Programme to network, build relationships and problem solve.

On the Monday, a packed programme of celebrated speakers kicked off with internationally acclaimed futurist and trend spotter Michael McQueen providing insights into how the world is changing, underscoring how we need to change if we are to remain relevant in it.

Just how much the world has changed since Covid was highlighted by MFAT Deputy Secretary Vangelis Vitalis amid rising geopolitical tensions, greater protectionism and friend-shoring. He stressed the need for New Zealand to develop a new trade strategy to steer increasingly turbulent international waters.

These insights provided a framework for a panel discussion with leading red meat producers and exporters. Expertly moderated by renowned business journalist Fran O'Sullivan, attendees heard how important it is for New Zealand to track rising food, animal welfare, and environmental standards around the globe to ensure we maximise returns on our exports.

It is widely accepted that innovation and technology are key to increasing value, which was why two sessions focused on this important topic at the Conference. Chris



Taylor, CEO of Australian Meat Processor Corporation, was on hand to provide an Australian perspective, and the following breakout session saw speakers from Scott Technology and the University of Auckland share their insights on local developments.

The nutrient quality of New Zealand red meat and its role in supporting global nutrition, and efforts to rear sheep and beef in a more environmentally sustainable manner were the focus of two packed breakout sessions, which featured speakers from the Riddet Institute, Pakihiroa Farms, EY, and AgFirst,

Rounding out the breakouts was a focus on the consumer, with China Skinny CEO Mark Tanner sharing just how quickly the consumer environment in China has evolved. New Zealand Trade and Enterprise's Sarah Morgan broadened this perspective to include insights into our next four largest export markets.

Celebrity chef, entrepreneur, and now sheep and beef farmer Nadia Lim, and adventurer and performance coach Jamie Fitzgerald, shared their perspectives on the farming sector and how to remain resilient in challenging times. And rounding out the Conference at the gala dinner was National Party Leader Christopher Luxon.

All-in-all it made for an engaging and informative time, and all that concentration built up a good appetite, which attendees were able to satisfy at the gala dinner, where the amazing beef and lamb that our sector produces was on display at its finest.




The Red Meat Sector Strategy

An updated Red Meat Sector Strategy was launched in December 2020, refreshing our goals for a vibrant and profitable New Zealand sheep and beef sector that excels for our people, animals and the environment. The sector's 2025 strategic priorities are set under three pillars.

- 1. Strategic Priority One: Market Position:** continue to grow the recognition of, and value from, our New Zealand pasture-based farm systems and the sustainable nutrition they create, all backed by robust assurance systems and evidence.
- 2. Strategic Priority Two: Innovation:** continue to invest, in partnership with the Government, in strategic projects to position the sector for the future. Investment in data and digital technology will be high priority.
- 3. Strategic Priority Three: Sustainability:** continue to invest in improving our environmental footprint and communicating progress to our consumers and the public.

The following sections in the report highlight the range of work and initiatives that we have been progressing to deliver on the Red Meat Sector Strategy under these three strategic priorities.

Growing sustainable value together

OUTCOMES	Greater profitability, sustainability and resilience	Increased value for our customers and consumers	Greater social and economic benefits for Aotearoa	Enhanced integrity and reputation of the sector
2030 GOALS	Sustainably profitable Lift innovation, performance and productivity	Premium value Build a platform to create and capture value	Vibrant communities Provide economic growth and employment	Trusted guardians Guardianship of reputation, animals, water and land
2025 PRIORITIES	 Market position New market access Assurance Differentiation Product benefits and attributes	 Innovation Future processing plants Future farms Future products Data integration Traceability	 Sustainability People Reputation Environment Biosecurity Animal care	



MARKET POSITION

Maintaining and improving market access

A significant component of MIA's work relates to trade and market access, as the red meat sector is highly export-focused and relies on having meaningful and dependable access to a wide range of markets.

China

China is the world's largest meat importer. Our access to over 100 markets around the globe means New Zealand is not as reliant on China as some other meat exporters but it was still our largest market in 2022/23, with exports of \$4.2 billion, or 39 percent of the sector's exports for the year.

China not only has a high demand for meat but it is also commercially important as it pays more than other markets for certain cuts and products. For example, tripe commands a significant premium in China compared to other markets. The average FoB value of tripe exports to China was \$14.64/kg in 2022/23, which was more than three times the average FoB value of exports to all other markets during the year (\$4.35/kg).

Given the importance of China for the sector, it continued to be a major area of work for MIA, but with a significant change in focus halfway through the year.

During the second half of 2022 much of this work, in conjunction with MPI and companies, related to ensuring that meat exported to China complied with its strict 'zero-Covid' requirements even while New Zealand's Covid policies were being relaxed.

The efforts of everyone involved helped to ensure that New Zealand meat processors did not experience significant disruptions to trade to our largest market, something which impacted other sectors and other exporters around the world.

Following China's rapid removal of its zero-Covid policies in December 2022, focus shifted to re-engagement with the market.

A first step in this re-engagement was a joint technical seminar with the China Meat Association (CMA) in April, which continued previous co-operation on standards setting and regulatory systems developments. This hybrid online/offline seminar was a success and attracted a large number of attendees. It was an important step in re-invigorating a joint work programme with the CMA.

In May, the MIA CEO travelled to China for the first time in four years as part of the China-New Zealand Business Council delegation. The visit was a useful opportunity to gain on-the-ground understanding of China in the post-zero-Covid policy era. The key take-out from the visit was that China has not stood still during the last four years and there was evidence of change and development across a number of areas.

MIA continues to plan subsequent engagement with CMA in the form of a technical delegation to China in September, and the MIA Chair will lead a senior delegation to China in November. Both these visits will provide opportunities to meet and re-engage with Chinese officials, industry counterparts, retailers and distributors of New Zealand red meat.

MIA also undertook other activities, such as a regular CEO contact with New Zealand Ambassador to China, and engagement with the China Embassy in Wellington to ensure stronger relationships and depth of understanding of issues.

Another significant area of China-related work during the year has been in relation to new registration requirements for food exporters under the China Import Food Enterprise Registration (CIFER) system.

CIFER is the new China Customs (GACC) online registration platform for all food exporters to China. The CIFER system requires exporters to submit a large amount of detailed information within some relatively tight timeframes. As it is a new system, navigating processes and understanding the necessary documentation required has been challenging. Despite this, MIA is optimistic that once these processes are ironed out, this new system will provide greater opportunity and certainty for New Zealand exporters. To that effect, MIA would like to acknowledge the considerable time and resources that MPI has put into assisting exporters to renew their registrations within the GACC deadlines.

The next phase of the CIFER process focuses on modification applications, which is the avenue for seeking access for new products, such as chilled beef and frozen tripe.

Free Trade Agreements

Following the finalisation of Free Trade Agreements (FTAs) with the UK and EU last year, 2022/23 was relatively quiet on the trade negotiation front but work in relation to trade agreements continued.

The UK-NZ FTA entered into force on 31 May 2023. While the access gained under the UK agreement will open the doors to considerable opportunities for the sector, especially in beef exports, a key hurdle that needs to be addressed is trade into Northern Ireland. Access to the UK quotas (WTO and new FTA quotas) for trade to Northern Ireland is restricted due to current implementation of the Northern Ireland Protocol agreed between the UK and the EU in the aftermath of Brexit. The Windsor Framework, agreed in March 2023, makes some changes to the Northern Ireland Protocol but does not address the quota issue affecting New Zealand. In addition, the Windsor Framework may introduce further complications for onwards health certification for products entering Great Britain and destined for further processing in Northern Ireland. MIA is working with B+LNZ and the Meat Board, and engaging with officials to get a resolution as soon as possible.

The UK-NZ FTA has only been operating one month of the 2022/23 year, but it is already providing benefits. In June, New Zealand exported just over 240 tonnes of beef worth \$3.3 million to the UK in June. Previously, beef exports would have likely been under one of the quotas with a tariff rate of 20 percent, so we have already seen tariff savings of approximately \$650,000 in the first month of the FTA.

The EU-NZ FTA was concluded in mid-2022 and signed in July 2023, with entry into force expect in mid-2024. While the outcome for beef under the FTA was disappointing, it provides some limited new access. Once implemented, this will be of value as exports of beef to the EU have been recovering over the last 18 months following a decline during the Covid-19 pandemic. EU is a high-value beef market and the per kg value of the small volume of beef exports increased to \$23.66 per kg with a total of \$109 million in 2022/23. This was more than double the average value of overall beef exports during the year, making the EU one of the most valuable beef markets.

Based on 2022 beef exports, the reduction in tariffs will save the industry almost \$12 million in the first year of the FTA once implemented.

Of particular interest to the sector is the Indo Pacific Economic Framework for Prosperity (IPEF) currently under negotiation. IPEF comprises four pillars – trade, supply chains, fair economy, and green economy – and is not a ‘traditional’ FTA as it excludes goods market access (i.e. tariff reductions). However, it offers the opportunity to enhance access into the US, which is one of the sector’s largest markets with which we do not have an FTA. Of particular interest to the industry is the opportunity IPEF could provide to tackle non-tariff barriers and add resilience of supply chains.

India is also a part of IPEF but is not part of the Trade pillar, which limits the ability of using IPEF to enhance access into that market. New Zealand has FTAs in place with all other IPEF economies. MIA is working with officials to ensure that there are some meaningful outcomes for the industry despite no tariff reductions being on the table.

Tariffs

Due to the steady reduction of tariffs under New Zealand’s network of FTAs, the tariff costs imposed on the red meat sector’s exports have generally been declining over the last decade.

However, in 2022 the sector’s tariff costs increased 22 percent from the previous year to \$198 million. More than 70 percent of these tariff costs were incurred on exports to Japan and Korea, mostly on exports of beef and beef offals.

While the tariff rates in both these markets are being reduced through FTAs, there was a significant increase in the value of beef exports to both markets in 2022, therefore increasing the sector’s tariff costs.

The markets where the sector incurred the highest tariff costs in 2022 were Japan (\$88 million), Korea (\$52 million), the EU (\$19 million), and the US (\$11 million).

More detailed information about the sector’s tariff costs is available in the Barriers to International Trade report, which is available on the MIA [website](#).

Other markets

When the EU FTA enters into force, around 75 percent of the sector's trade will be to markets that are covered by FTAs. This is a significant achievement and is a testament to the hard work of successive New Zealand governments and officials over the last two decades.

While there has been significant focus on the EU and UK FTAs in recent years and on the sector's apparent reliance on China, the sector has been growing its exports to other markets that are covered by the network of FTAs. For example, in 2022/23 there were record exports to the Philippines (\$46 million) and Vietnam (\$33 million). They are still relatively small markets and may never grow to match markets like China, but the improved access through FTAs provides the sector with more options for expanding trade and therefore more resilience to weather any trade shocks.

However, as global tariffs have reduced and New Zealand's network of FTAs has grown, FTAs are no longer the silver bullet to significantly grow trade in the near future. Focus

and resources need to be on resolving trade barriers and achieving commercially meaningful outcomes by fully implementing our existing trade agreements, and approaching trade relationships in a holistic and creative way.

India is an example of a market which presents significant potential, but where FTA negotiations have been very difficult to progress. It is a complex market which requires a well-ordinated long-term strategy to build relationships and trust before trade issues can be addressed.

MIA contributed to the NZIBF India engagement strategy that has been tabled with Ministers and officials. The strategy lays out what New Zealand government can do to improve and bolster the relationship with India, with a view to ultimately engage in a trade dialogue. MIA also contributed to the discussion paper "India & New Zealand, a relationship ready for its next phase" prepared by the New Zealand India Business Council, which was also sent to Government this year.

Non-Tariff Barriers

As tariffs have dropped, Non-Tariff Barriers (NTBs) have become one of the most significant challenges for the red meat sector. These impose significant costs in production and administration, as well as causing delays and commercial uncertainty.

However, quantifying the costs imposed by NTBs has always been difficult to do. Over the past year MIA and B+LNZ commissioned Sense Partners to undertake an analysis of the costs of NTBs on the red meat sector.

The Sense Partners analysis has found that these costs are substantial, at \$1.5 billion a year. The bulk (\$800 million) of these costs are imposed by sanitary and phytosanitary (SPS) measures; the rest (\$340 million) are technical barriers to trade (TBT) measures, as well as quantity and border measures.

The Sense Partners analysis also categorised non-tariff measures as Questionable, Inefficient, or Efficient depending on the cost that they impose on trade.

Addressing NTBs, therefore, could have a significant impact on fully realising market potential, and should make up a critical part of New Zealand's trade strategy.

The Sense Partners report will help to guide this work as it puts a dollar figure on the costs of NTBs. It also identifies the types of NTBs that impose the highest costs on the sector and the markets where these measures are most prevalent.




NTMs that are **QUESTIONABLE** have a negative effect on the volume of trade: they do not promote consumer confidence and have questionable value. The relative small number does not reflect the opportunity costs of these NTMs; the trade avoided due to NTMs. Potentially, these are non-tariff barriers to trade and should be targets for reform and scrutiny.



NTMs that are **INEFFICIENT** have potential trade-facilitating effects but impose high costs. These are ones that require further scrutiny for cost-effectiveness, especially where these costs are higher in some markets rather than others.



NTMs that are **EFFICIENT** have large trade-facilitating effects or they impose a small cost on trade. These are ones that may promote consumer confidence and would be at a lower priority for scrutiny or reform.



In 2022/23, halal exports accounted for 47 percent of red meat and edible co-product exports by volume and were worth approximately \$4 billion.

Halal processing and exports

Halal processing is a cornerstone of the sector's business model, and nearly all of New Zealand's export processing premises are approved by MPI to undertake halal processing.

Halal processing is supported by a robust halal regulatory framework administered by MPI. This regulatory assurance enables companies to provide a wide range of products to Muslim countries and Muslim customers in other markets.

While New Zealand has a halal regulatory framework there is no international standard for halal production and trade, which means that halal requirements can vary significantly from country to country and can often change with very little notice.

MIA and the processing companies therefore work closely with MPI and the halal certifiers (the Approved Halal Organisations or AHOs) to resolve halal issues when they arise and to respond to concerns by overseas halal authorities.

A trend in recent years has been for more overseas halal authorities to require New Zealand AHOs to be accredited to their own standards. As well as creating complications where these standards differ from the New Zealand halal framework, many of the overseas authorities will grant accreditations only after an audit visit to New Zealand.

Following the re-opening of the New Zealand borders in October 2022, the last nine months has seen accreditation visits by halal authorities from Indonesia, Malaysia, Saudi Arabia, and the UAE. These visits can be challenging and costly to organise and MIA would like to acknowledge the efforts of AHOs and processing companies in hosting these visits to ensure that accreditation to these key markets is maintained.



Differentiation

Food Safety Science Research

The New Zealand Food Safety Science and Research Centre (NZFSSRC) is a virtual centre of excellence for Food Safety research in New Zealand. MIA has been a member of the Centre since 2015 and both MIA and its members have access to co-funding for research projects, and a seat on the NZFSSRC Industry Advisory Group. Alongside acting as a focal point for research coordination, the Centre is held in high regard for its scientific credibility and integrity, and has provided a platform for effective communication, networking and relationship building across the food sector.

In the past year the focus of work for the red meat sector with the NZFSSRC has been development of the Emerging Risk Identification System (ERIS).

ERIS was established as a two-year trial in 2021 and is designed to provide intelligence to the New Zealand food industry on emerging food safety risks. The trial period has been completed and the system is well-established and providing regular feedback to ERIS members regarding emerging or recurring food safety related risks across all sectors. ERIS is complementary to and operates alongside horizon scanning systems run by New Zealand Food Safety (NZFS, MPI) and Food Standards Australia and New Zealand (FSANZ).

The ERIS process begins with food safety risks being triaged by experts to identify issues of relevance for food producers in New Zealand. For issues that are considered relevant, confidential briefing notes that provide a preliminary assessment of risk are prepared for the industry-based ERIS funders action group to review and decide on next steps. To date, ERIS has identified over 440 emerging risks, with only 125 of these considered potentially significant for New Zealand, and 21 requiring follow-up actions. In identifying these potential risks the system has provided a focal point for industry to discuss emerging issues from a pan-sector perspective, increasing the depth of discussion about issues and widening the scientific knowledge base amongst the participants.

The original ERIS trial has now been extended for an additional year until June 2024, and plans are in place to make ERIS a part of core services provided by the NZFSSRC.

Updates from the ERIS are available to members on the [MIA website](#)³



³ <https://www.mia.co.nz/resources/r-and-d-library/nzfssrc/>

Digital Contamination Management System (MIA Innovation Limited)

The management of bacterial contamination on carcasses is a concern for industry, from both a food safety and market access point of view. The BluLine Scanner, developed by Veritide, is proprietary technology for the identification of faecal contamination on carcasses. Increasingly, the hand-held BluLine Scanner is being used by meat processors throughout Australasia as a process control tool to verify hygienic processing on the production line. This innovative technology can detect contamination invisible to the naked eye, allowing operators to intervene and remove problem areas from the carcass before further processing. The BluLine detects chlorophyll, a plant metabolite which is commonly found associated with skin, hair, ingesta and faeces; this metabolite fluoresces when exposed to specific light.

MIA Innovation has been working with Veritide to develop a larger scale Digital Contamination Management System (DCMS) utilising the next generation of scanner, the BluMax. The modular BluMax Scanners enable processors to scan a single carcass in one pass and generates a map of the contamination locations; this can be displayed on a screen in real time for the operator to trim or steam-vac with precision. The DCMS integrates the BluMax technology with a robotic arm that has been trained to pinpoint the contamination locations and then deploy an intervention to the carcass. That intervention could be any of the existing treatments currently used on plant, such as trimming, steam-vac or chemical treatment. A proof-of-concept pilot trial at ANZCO Foods Marlborough in July 2023 demonstrated that the technology works, and now, the next phase of development is to improve the image capture and the basic layout of the system to ensure maximum coverage of the carcass for scanning and treatment so that the system can be considered for commercial deployment.





Nutritional Science - Pasture Raised Advantage



www.youtube.com/watch?v=2ZODPwDOz0&t=20s

The Pasture Raised Advantage (PRA) is a \$2 million research programme exploring the health and nutritional benefits of New Zealand pasture-raised beef and lamb, compared to grain-finished beef and plant-based alternatives, when eaten as part of a balanced diet. The aim of the research was to provide robust scientific data about the benefits of including pasture-raised meat in the diet and provide a counterpoint to data in the scientific literature focussed on grain-raised production systems. The research team included experts from the University of Auckland, AgResearch, Massey University, Riddet Institute and the University of Otago.

The research was made up of 4 unique stages, including both laboratory-based studies and human clinical trials. A range of outcomes has been gathered from the study, but they all have a common theme. ***Pasture-raised or Grass-fed red meat is highly nutritious and can be included as part of a balanced healthy diet that will be good for you.*** Following on from results for stage 3 published in 2022 about the significant differences between the amino acids in red meat and alternative proteins ("[Current Developments in Nutrition](#)⁴"), which demonstrated the benefits of red meat as a source of amino acids, the research team has now published results from stage 2 and stage 4 of the study, looking at digestibility and participant experience while participating in the trial.

In stage 2, researchers used static digestion models in the laboratory to compare pasture-raised and grain-fed beef. The results, published in the peer-reviewed journal *Foods*, ([Foods, Lovdeep Kaur et.al.](#)) showed that while there

were no major differences in protein digestibility between the two types of beef, that there was a difference in the fats. Pasture-raised beef had higher amounts of healthier omega-3 fatty acids and fewer saturated fats compared to the grain-finished beef. Good fats such as omega-3 fatty acids (found in fish) are linked with potential health benefits including better heart health, while saturated fats are generally thought of as 'bad fat'. High consumption of some saturated fatty acids has been linked with adverse health outcomes. The research shows that what an animal eats impacts the nutritional properties of the meat and that our New Zealand pasture-based husbandry practices are having a positive impact on our meat.

Stage 4 of the study was a 10-week clinical trial with 80 participants comparing the outcomes of eating a flexitarian diet containing moderate amounts of red meat vs a vegetarian diet that included various plant-based alternatives. Over the course of the trial, a range of blood-based, physical and well-being measurements were taken as well as a dietary app used to collect food diaries and monitor the impact of the diets on physical responses in the body to understand the full impact of the diet on an individuals' health.

In the first two publications from the trial, researchers have described the effectiveness of the study design for encouraging participation and engagement with the study ([Journal of Nutrition, Education and Behaviour; Anna Worthington](#)) and reported results on adherence ([Frontiers in Nutrition](#), Nicola Gillies et.al.).

Results indicate that the design of the study was robust and achieved a high level of engagement with a very low dropout rate, while adherence results reveal some interesting insights into human behaviour. While participants might have been motivated to try a vegetarian diet, those on the vegetarian regime reported struggling to maintain the diet in the long term and the single drop-out from the cohort of participants was a vegetarian. However it is noted that both vegetarians and red-meat eaters were struggling with the lack of variety in the diet by the end of 10-week period, showing variety is an important factor in sustaining a dietary pattern.

⁴ <https://pubmed.ncbi.nlm.nih.gov/35669048/>



The research shows that what an animal eats impacts the nutritional properties of the meat and that our New Zealand pasture-based husbandry practices are having a positive impact on our meat.

Publication of results from the trial is ongoing with papers on well-being and clinical measures in preparation.

This work was jointly funded by MIA Innovation Ltd and B+LNZ Ltd, with support from High-Value Nutrition National Science Challenge, and the Ministry of Business, Innovation and Employment.

Further information is available on the [MIA⁵](#) and [BLNZ websites⁶](#).

High-Value Nutrition – He Rourou Whai painga

Complementing the work of the Pasture-Raised Advantage (PRA) nutrition study is industry involvement in He Rourou Whai Painga (HRWP). HRWP is a nationwide dietary intervention study, funded by the High-Value Nutrition (HVN) National Science Challenge, and led by researchers at the University of Otago, to explore the effects of eating a whole diet that includes predominantly high-quality New Zealand food and beverage products on the health and well-being of participants.

The aim of the study is to investigate if choosing this diet improves metabolic, cardiovascular, and well-being profiles in people at risk of cardiometabolic disease and their families.

Over the course of 2022 to 2023, 200 participants and their whanau, were supplied with high-quality New Zealand foods that encouraged a ‘Mediterranean’ diet, high in fruit and vegetables, oils and nuts, a moderate amount of dairy, seafood and small servings of red meat. Similar to the PRA, participants were given access to a range of resources to support their time on the clinical trial, while being monitored by the research team. It is the first time such a study, focussed on a whole diet that includes family members, has been conducted in New Zealand. New Zealand meat processors supplied over 1 tonne of red meat for HRWP, which was included in the grocery packs sent to participants over their three months on the dietary pattern.

MIA was pleased to see red meat included in the dietary pattern, as we know recent data collected on New Zealand grass-fed red meat suggests that it is possible to include red meat at recommended daily levels and maintain a balanced diet, with the potential to have a positive influence on health.

Outcomes from HRWP will be published later in 2023-2024 when this ambitious study draws to a close.

⁵ <https://www.mia.co.nz/nutrition/research/the-pasture-raised-advantage-nutrition-study/>

⁶ <https://www.beeflambnz.co.nz/pasture-raised>

INNOVATION



Innovation is a key pillar of MIA's work programme as we believe that science and technology has the power to unlock value for consumers, grow our reputation as providers of safe foods and improve the sustainability and profitability of the work we do. The meat industry has a consistent record of investment in science and technology over many years, and this research has produced many innovative approaches and methods to maintain the sector's competitive edge in global markets.

These collaborative programmes of work are supported with funding and in-kind contributions from industry, and have often been undertaken in partnership with Government, increasing the reach of our investment beyond that which is achievable by individual processors alone. Research and development has added value in many areas of processing, including product safety and integrity, the development of new products, increasing automation and processing efficiencies and improving compliance and animal welfare.

MIA Innovation Limited

MIA Innovation Limited is the research arm of MIA. The wholly owned subsidiary was established in 2015 to oversee the MIA's 50:50 research partnership with the Ministry of Business, Innovation and Employment (MBIE).

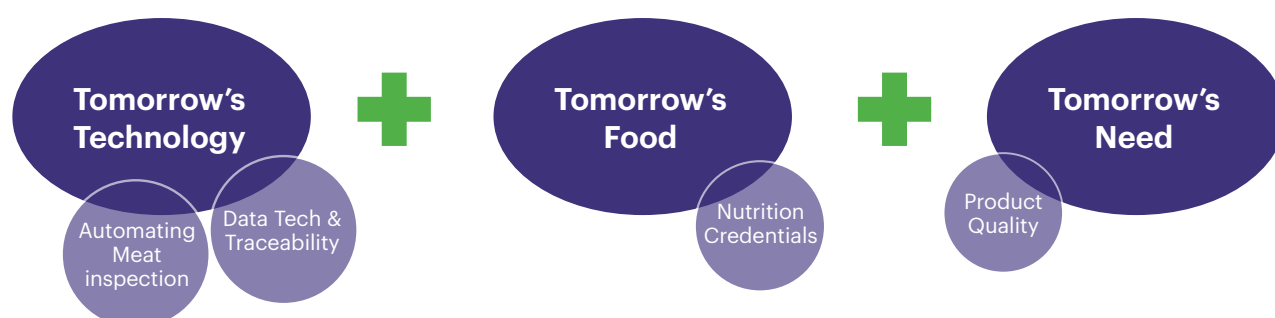
The Meat Industry Research and Innovation Fund (MIRIF), was a coordinated programme of investment in collaborative R&D to drive sector growth and invested \$8.4 million in research and development over an eight-year period from 2015. That programme of research ended on 30 June 2023, having supported a number of successful projects, including the Pasture Raised Advantage (PRA) and DCMS projects - both reported on in this update.

The next portfolio of scientific work for MIA is the Tomorrow Programme. The programme has been designed to underpin achievement of goals set forth in the 2020 Red Meat Sector Strategy and builds on and incorporates learnings from the MIRIF.

The Tomorrow Programme is a seven-year investment plan that seeks to position industry so that all processors can capture the benefits of incorporating new red meat science and emerging technologies into their businesses, raising the overall position of the sector, while providing a platform from which individual companies can customise and build technology solutions upon.

The plan was approved by Industry in 2022 and while some parts, such as food safety initiatives, are underway, MIA is currently securing funding for some of the major initiatives in the plan around technology and nutrition and does not anticipate that work will start in these projects until 2024.

Tomorrow Programme



Research and Development Workshop

The annual MIA-AgResearch Red Meat Research and Development Workshop was held in Palmerston North in March 2023. The event was attended by over 100 delegates, with visitors from as far afield as the UK and Switzerland. In recent years the workshop has grown from a small gathering in a meeting room to a larger, more conference like industry event, well attended by both industry and academic researchers. This year's event included international speakers from the Food and Agricultural Organisation of the United Nations (FAO), Meat and Livestock Australia and Sainsbury/ABP/Dunbia supermarket chain in the UK.

In 2023 the workshop covered a wide range of topics:

- Food safety science, providing an overview of smart biopackaging and drought and food safety.
- Sustainability and the environment, including the use of anaerobic digestion for management of waste.
- Interaction with our communities, including engagement with Maori in research.
- Benefits of meat, looking at meat nutrition and the influence of pasture on meat.
- New Technologies, with a virtual reality demonstration held in the break times.



Artificial Intelligence

MIA Innovation continues to investigate the use of artificial intelligence to enhance processing capability.

ElementX (ex Spark64), a New Zealand-based emerging technology company, has built and trained a first-generation AI model that recognises up to five specific cuts of lamb on a conveyor belt. The model is designed to integrate with existing systems in plants and works using low-cost camera technology. At the completion of the project, the accuracy of the AI was greater than 80 percent when meat was free flowing on a conveyor, with lower accuracy when meat was in piles.

MIA Innovation is now planning further development of the model by training it using a real-life use-case - box label verification. The model will be used to identify cuts in a box and verify that the correct label has been attached to that box. While a small task, providing automated checking of boxes at this point in the production line will ensure integrity of supply and prevent loss of income from incorrectly labelled boxes reaching market. Training the AI to work at this job will also enhance cut recognition by the AI model which is a required step in assisting in more complex AI tasks, such as automatic sorting, visual inspection, quality control, disease and defect detection and traceability.

Laser Texturing

When studying the natural world, there are several examples of surfaces that have natural antibacterial properties, for example the wings of dragonflies and cicadas. When you look at the wings under high-powered microscopes (down at the nano-scale) the surface of the wing is covered by an array of blunt spikes that affect the bacteria sticking to the surface, effectively killing them off.

Researchers now have nano-lasers that can replicate these patterns onto materials such as plastic and stainless steel. Imparting antibacterial properties to surfaces in

processing areas, particularly the boning room, has potential to improve hygienic outcomes and reduce cleaning requirements. In small-scale trials carried out for MIA Innovation by Callaghan Innovation and AgResearch Limited, researchers have found that laser textured patterns can be generated on stainless steel to reduce adhesion of E.coli and other meat spoilage bacteria. However, the patterns found to date are highly specific to individual bacteria and their efficacy is low. Further work is unlikely to be done unless patterns can be identified with an impact on a wider range of bacteria.



SUSTAINABILITY

People

Workforce development

Workforce Development Plan

MIA invests in and supports growing, training and retaining people across meat processing in New Zealand, as a way to embed resilience for the future. Collaboratively, MIA works with government agencies, education and training providers to attract, train and retain talented people who are working for meat processors, renderers and exporters across New Zealand communities.

The most common challenge faced across all New Zealand sectors today is access to a workforce with the right skill set. New Zealand's increasing urban and aging population, partnered with changing attitudes towards work, are all contributing factors to the challenges seen in attracting and retaining talent. Changing consumer demands, emphasis on value-added products and a higher degree of automation and general advances in technology are all increasing the demand for higher skill or specialist skill sets.

Competition for labour is intense and the unemployment rate is 3.4 percent. The closed borders, immigration reset and Covid recovery, all culminate in the chronic workforce shortage evident today. Individual businesses have done a lot to address workforce challenges. We are continuing to build on this momentum and together we will achieve greater outcomes in partnership with government agencies.

MIA has developed a Workforce Development Plan (WDP) as the first step in demonstrating industry-wide commitment to the 2020 Red Meat Sector Strategy goal to become “**sustainably profitable by lifting innovation, performance and productivity**”. The WDP aims to focus our collective efforts on growing meaningful employment opportunities; increasing diversity; enhancing the capability, skills and qualifications of our people; and promoting their health and wellness.

More specifically, the key priorities are to:

1. Understand and articulate the workforce needs and trends.
2. Attract a diverse workforce.
3. Develop capabilities and increase access to training for all employees.
4. Transition the sector to become more agile in adopting modern workplace practices to increase retention and diversity.
5. Increase the sector's ability to adopt workforce innovations and tools of tomorrow.

This will be a collaborative journey, an adaptive response to the current and emerging industry workforce needs. The vision for a sustainable and skilled workforce will inspire and empower our people, who in turn will create returns in productivity value for individual companies, the sector as a whole and our communities.



2030 GOAL: SUSTAINABLY PROFITABLE BY LIFTING INNOVATION, PERFORMANCE, AND PRODUCTIVITY

RED MEAT SECTOR STRATEGY 2020

GOALS				
 <p>KNOWLEDGE</p>	 <p>ATTRACTION & RETENTION</p>	<p>PRIORITY</p>  <p>EDUCATION & TRAINING</p>	 <p>TRANSFORMATION</p>	 <p>INNOVATION</p>
TARGET WORKFORCE NEEDS	ATTRACT AND RETAIN A DIVERSE WORKFORCE	SUPPORT THE DEVELOPMENT OF SKILLS, KNOWLEDGE AND COMPETENCIES	EMPOWER	CAPTURE BENEFITS OF SCIENCE AND TECHNOLOGY
<ol style="list-style-type: none"> 1. Know the workforce for better decision making 2. Social Licence to operate <ul style="list-style-type: none"> Sustainability of people, communities and environment 2.1 Trust and Reputation 2.2 Immigration advocacy 2.2.1 Industry pastoral care guidelines 2.3 Health and Safety 	<ol style="list-style-type: none"> 3. Partner and collaborate on career pathway initiatives <ul style="list-style-type: none"> 3.1.1 Meat Your Career website 3.1.2 Agribusiness in Schools 4. Support sector scholarship programmes to attract talent into the sector <ul style="list-style-type: none"> 4.1.1 MIA Scholarship is valued and sustainable 5. Accelerate gender and ethnic diversity initiatives in the sector <ul style="list-style-type: none"> 5.1 Support Meat Business Women 5.2 Support ethnic diversity 	<ol style="list-style-type: none"> 6.1 Proactively engage with Hanga-Aro-Rau and Te Pukenga to ensure industry voice and needs are actioned 6.2 Partner with education network to develop training capability and capacity 6.3 Build awareness and support for high-volume training delivery methods, to reduce time to competence and ROI 	<ol style="list-style-type: none"> 7.1 Embed the skill needs for Plants of the future, into qualifications (robotics, AI, computing, data collection) 7.2 Assist employers to reach a stable and consistent employee experience fit for modern workforce 	<ol style="list-style-type: none"> 8.1 Research the application of AI for meat inspection functions 8.2 Data technology and Traceability 8.3 New Products and Innovative Materials
METRICS				
<ul style="list-style-type: none"> • Consistent data use across Immigration, Industrial Relations, and Education 	<ul style="list-style-type: none"> • Reduce recruitment costs • Diverse representation (Ethnicity and gender) in middle and upper management positions 	<ul style="list-style-type: none"> • Increased uptake of training and apprenticeships returning to 2019 volumes • Stable exit rate of 15% of enrolments 	<ul style="list-style-type: none"> • Improve retention rates of workers 	<ul style="list-style-type: none"> • Improved productivity and create opportunities for new skills for workforce

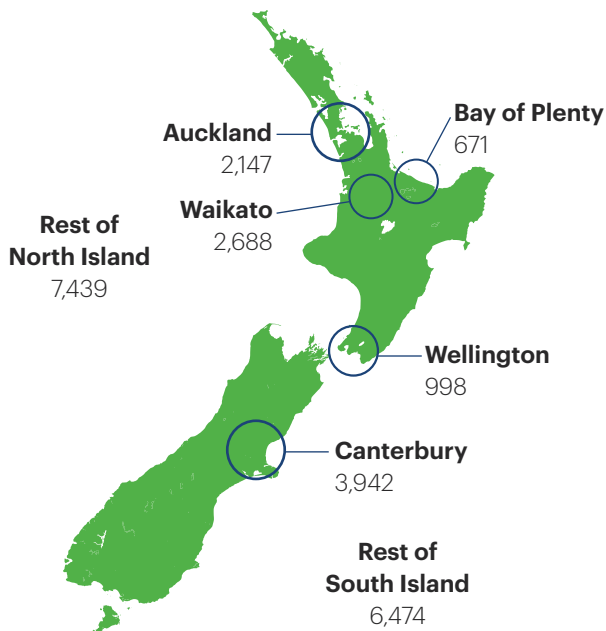


To understand and articulate workforce needs and trends, MIA has been working with the MPI as it compiles comprehensive information about the food and fibre sector's workforce needs. The [Workforce insights website](#) is fast becoming the go-to source of information about New Zealand's food and fibre sector workforce.

The data shows that in 2021, the meat processing workforce count was 24,600 spread across New Zealand. Looking back over the past 20 years, this baseline count has been very stable with an average one percent growth

rate annually. The challenge however is that the industry's productivity growth rate has been slow to increase. This is a key challenge the industry is focused on addressing through a variety of means, including the adoption of automation and technology, ensuring workers have the necessary skills for tomorrow's jobs, creating work environments that meet the needs and values of a more diverse workforce and improving health and safety practices.

What regions do people work in?



What were the top 5 occupations in 2022?

15,069 jobs: top 5 occupations

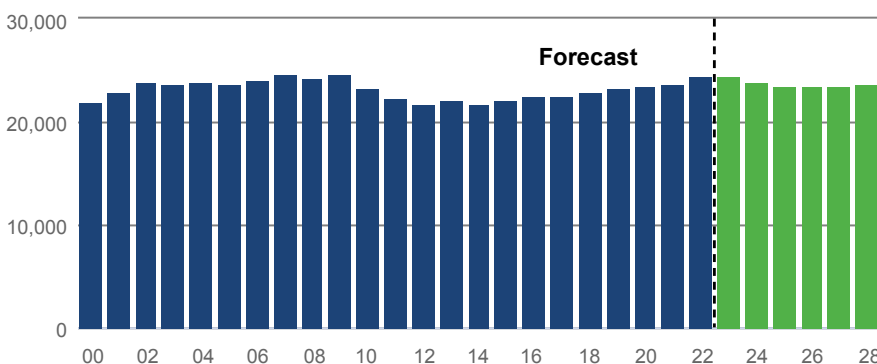
61.9% of total Meat Processing in New Zealand

Occupation	Level 2022	Change	
		17-22	23-28 (F)
Meat Process Worker	6,174	1.7%	-0.4%
Slaughterer	3,548	-0.1%	-2.2%
Meat Boner and Slicer	1,989	1.3%	-0.8%
Labourers nec	1,898	2.2%	-0.4%
Butcher or Smallgoods Maker	1,459	3.1%	0.5%

How many people worked in the sector in 2022?

24,360 filled jobs

0.9% of 2,693,301 in New Zealand



Change P.A	2017-2022	2023-2028
Meat Processing	1.6%	-0.7%
Total NZ	2.1%	1.0%

In order to attract and retain a diverse workforce, MIA is continuing its funding support (\$60,000) for Agribusiness in Schools programme that recently celebrated its 10-year anniversary. Since its inception as a subject in New Zealand schools, at least 49,000 senior students have been exposed to or have been offered the opportunity to study aspects of the new Agribusiness curriculum. In addition to positive flow-on benefits to universities with Agribusiness courses, the programme is also having a positive impact on diversity within the industry and is helping change the shape of our workforce.

Along with the MIA Scholarship programme (discussed in a separate section of the report), we are starting to see diversity in the next generation of leaders coming through.

There are plans to further develop and evolve the MIA Meat Your Career website to better represent the opportunities across the industry and help positively position the industry in the minds of prospective job seekers.

Given the increasing number of women and the growing ethnic diversity of the meat industry workforce, MIA is continuing to support the Meat Business Women network and its initiatives. This year, the Meat Business Women hosted the following successful events:

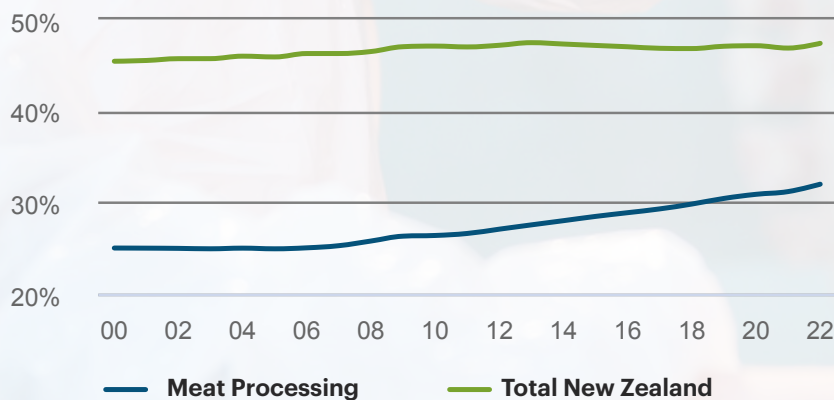
1. International Women's Day Panel with Australian counterparts;
2. Breakfast in the margins of E Tipu Conference in Christchurch;
3. A political panel in Wellington; and
4. A lunch in the margins of the 2023 Red Meat Sector Conference in Auckland.

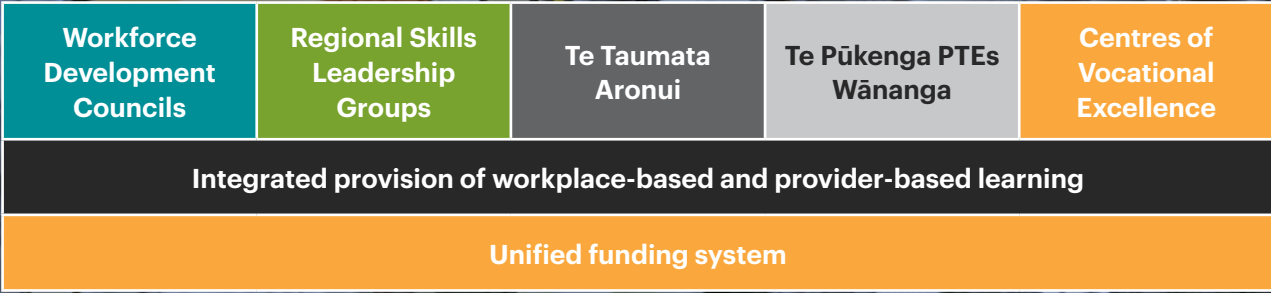
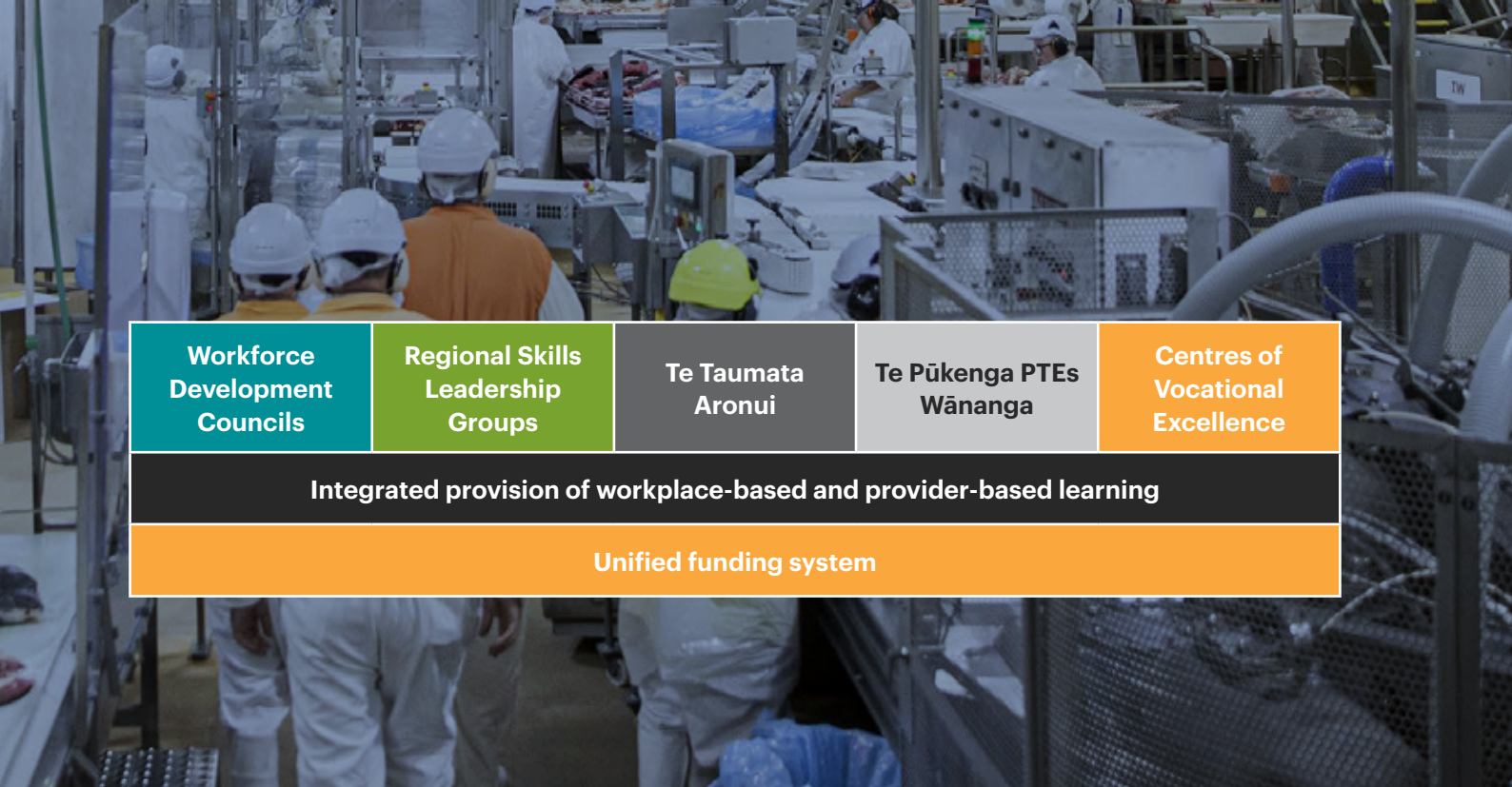
As the popularity of these events is growing, MIA, Beef and Lamb Ltd and Beef and Lamb Inc, as territory partners, are looking at opportunities to add further value to our female workforce through this network.

How many workers were female in 2022?

32.0% female

Total New Zealand: 47.4%





Training

All the major structural changes are now in place under the Review of Vocational Education, an ambitious reform programme. This establishes an integrated provision of workplace- and provider- based learning system and a unified funding model.

In October 2022, Primary ITO joined Te Pūkenga Work-Based Learning, making it the country's largest on-the-job-training organisation.

On 1 January 2023, the Unified Funding Model came into effect and saw Meat Processing recognised as delivering 'work based' type of training. This attracts a higher funding rate than previous 'Assessment and Verification' criteria which will help individual companies to further evolve their on-the-job training programmes.

In addition, Hanga Aro Rau, Manufacturing, Logistics and Engineering Workforce Development Council was established to lead the development of industry qualifications; review current qualifications; set industry standards; and ensure there are quality assure training provision against industry standards.

In 2022/23 the industry collaborated and contributed to the review of the following qualifications:

- *Meat Retail Butchery Qualifications at Level 3 – 5:* Halal butchers are unable to complete their butchery qualification without handling pork products. A lack of qualified halal butchers impacts production lines, our ability to service global markets, and has an

overall impact on New Zealand's economic Covid-19 recovery. This review will look at the structure of the qualification and unit standard content to resolve this issue.

- *Animal Product Examination Qualifications at Level 3 – 5:* Wider adoption of Company Meat Inspection will be enabled following the reviews and alignment of the APE qualifications and unit standards.

A review of Meat Processing Qualifications at Level 3 – 5 is scheduled to being in September 2023. Please contact info@mia.co.nz if you wish to contribute.

Following a significant drop due to Covid-19, enrolment and credit completions data shows some improvements in the uptake of training in 2023. Enrolments in training are on the rise with mid-year data showing:

- 564 new enrolments in May 2023 (1729 in training) in comparison to 830 (1860 in training) new enrolments in 2022
- Level 2 learners with very high 204% credit achievement
- Level 3 learners with 55% credit achievement
- Level 4 learners with 92% credit achievement

This is a reflection of some individual companies undertaking training themselves while others understanding what is on offer and being able to manage the logistics of training people while still having fully staffed chains.

MIA Scholarship Programme

The MIA Scholarship programme is a highlight for the MIA, supporting a community of university students and graduates who are seeking to build their career in the red meat sector.

The programme was established in 2017 by MIA with a grant from the Food Industry Training Trust (FITT) but is now funded directly by processors. In 2023, 16 scholars are on the programme, with four new undergraduates enrolled in January 2023 and 12 existing scholars rolling over from previous years. The group also includes one PhD student jointly funded by MIA and the New Zealand Food Safety Science Research Centre, studying food safety science. In the wider group the students cover a range of disciplines that are necessary skills in the sector, including commercial and marketing degrees, law, agricultural science and food technology.

Scholars receive a package of benefits that includes both financial support and a mentoring programme. The key to the growing success of the programme is the mentoring strategy introduced in 2019, which assists scholars into industry employment, provides one-on-one support for individuals and gathers the group together for industry events and workshops through the academic year. Via mentoring, students engage with executives and influencers in the industry and often, through these encounters, students are finding inspiration and new career opportunities that encourage them to stay in the sector.

In 2023 MIA hosted the students at the Annual Red Meat Sector Conference in Auckland, providing opportunity for engaging not only with each other, but also with industry leaders and other experts across the two days of the event.

New in 2023, MIA also gathered the scholars in Wellington for an informal awards ceremony celebrating their inclusion in the scholarship programme. The students were hosted at Parliament in the Labour Caucus Room. Through the day they were introduced to a range of government-centred red meat sector careers, toured parliament and attended question time in the House. The final event was a Q&A session with the Minister for Agriculture, Damien O'Connor and the awards ceremony where the scholars received their MIA scholarship award certificate, and a formal handshake and photograph with the Minister.

Testimonials from both past and present students are available on the MIA website, highlighting the value of the scheme for supporting the introduction of talent into the industry.



Immigration

The red meat processing and exporting sector's sustained labour shortage is hampering some of New Zealand's best-known companies from reaching their full potential and has resulted in an estimated reduced export revenue of approximately \$600 million (2021). It also has knock-on implications for training and development opportunities for staff and innovation. Businesses need certainty and a stable business environment to effectively plan for the future and invest in growth.

In December 2022, MIA issued a paper on the role immigration can play in unlocking value in New Zealand's red meat sector. The paper sets out a strong case for why the industry wants to partner with Government to ensure we have predictable access to the workers we need to maintain production, grow value from our products and maximise export revenue for New Zealand.

Immigration can play a part in addressing labour shortages. The Government's new Accredited Employer Work Visa (AEWV) that commenced in July 2022 and grants migrants a three-year visa if they are paid at least the median wage, provides a pathway for migrants. From November 2023, the term of the AEWV is being extended to five years, and anyone is who not on a pathway to residence will need to leave New Zealand after five years for 12 months.

The shortage of domestic halal butchers has eased slightly for the meat industry, due to AEWV. In the last financial year, halal processing added approximately \$4 billion of value and halal-certified products made up 47 percent of



exports by volume. The Government has recognised the importance of halal butchers by adding the occupation to the Green List in March 2023, which means that after two years working as a halal butcher, an application for residency can be made. The meat industry will continue to lobby for a specific visa for halal butchers, given their importance to the whole meat industry.

As part of the industry efforts to recruit halal butchers, in July 2022 MIA organised recruitment and training of suitable candidates in Fiji to take up roles in New Zealand. This visit was very successful, identifying around 90 suitable candidates for employment as halal butchers in New Zealand.

MIA continues to lobby the Government and make submissions on consultations, such as additions to the Green List and changes proposed to the Skilled Migrant Category to re-introduce a stand-down period after three years.

Industry Sector Agreement

In August 2022, the Government announced the new industry sector agreement to access up to 320 migrant workers for 2022 and 2023 for entry-level red meat processing roles at \$24.00 per hour. The Industry Sector Agreement does not apply to halal butchers. The allocation was over-subscribed. It is likely that this will be replaced with a Pacific labour mobility programme from October 2024.

Migrants taking up these places receive seven-month visas and this year the wage threshold was updated to \$25.51 to reflect changes in the median wage to maintain its relative value (that is, 86 percent of the median wage). Migrants need to leave New Zealand for four months before they can be issued another visa that pays less than the median wage.

MIA designed and implemented the allocation system for the places, in conjunction with MBIE and MPI. Allocations will be made in August 2023 for the 2023/2024 processing season.

However, there are several shortcomings. The industry's season is typically 10-11 months per year so the seven-month term is too short, along with the effect of the stand-down provisions. The small number of migrant workers is insufficient to meet industry demands of another 2,000 workers. MIA is working with officials to highlight these issues and try to resolve them.

The industry is already committed to training and employing New Zealanders first and works closely with the Ministry for Social Development and regional agencies to recruit people from local communities to work in plants.



Health and Safety

Health and Safety has been identified as a critical whole of industry issue that must be tackled in a well co-ordinated and committed way. Company CEOs gathered in June to begin this work, stressing that this is an important non-competitive area that is relevant to all of us and we need to work together to shift our performance.

There is a clear commitment that we need to work together with our partners and workers to lead a significant change to improve the wellbeing and safety of everyone working in the red meat processing industry so our people will thrive. To take this commitment forward, work is near completion on a “strategy on a page” setting out what we want to see improved, how success will be measured and what we will do to achieve that success. Sitting alongside this strategy, a public facing pledge is being developed to make our commitment know to all our stakeholders and hold us accountable.

At a more operational level, MIA facilitates a Health and Safety Forum, which includes company health and safety managers and representatives from MPI, AsureQuality and the New Zealand Meat Workers Union.

The Forum meets twice per year with a key goal of lifting health and safety outcomes across industry by sharing knowledge and experience across MIA members as well as engaging with third parties to understand how other industries are engaging on health and safety. The major priority for the forum is the development of a tool to enable members to benchmark their health and safety outcomes against industry.

Other areas that continue to be advanced include:

- Traffic management
- Musculoskeletal Harm Reduction Strategies Discussion
- Overlapping duties of MPI and AsureQuality on meat premises

In addition to these initiatives, meat companies are supporting the Farm without Harm initiative and have signed the pledge to improve Health and Safety on farms. Farm Without Harm is the first time there is a whole of sector and whole of systems approach that seeks to curb the human cost in producing food and fibre.

For more information visit
www.farmwithoutharm.org.nz

Reputation

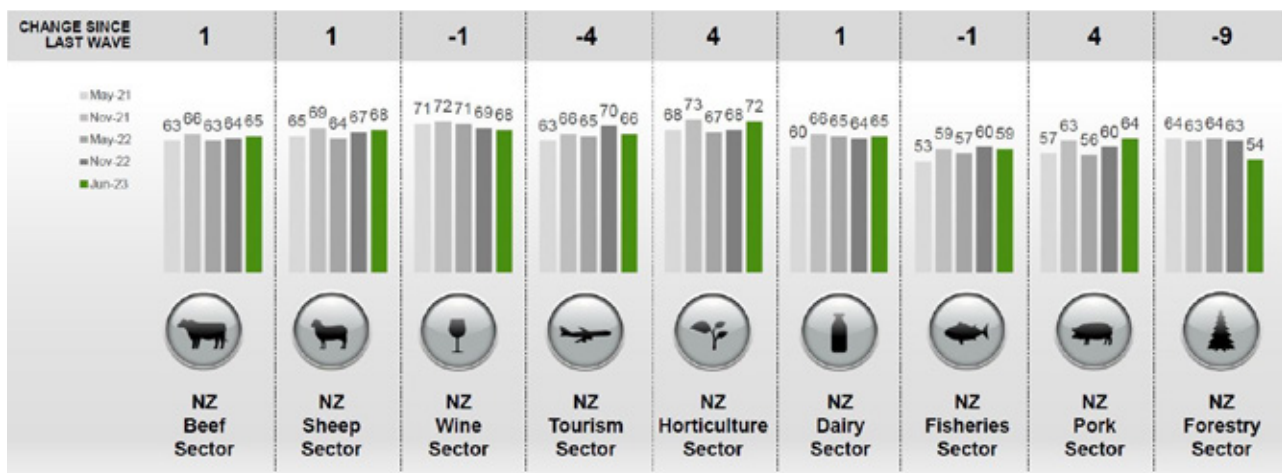
The newly devised consumer campaign from Beef + Lamb New Zealand Inc, with the support of B+LNZ Ltd and MIA, was launched in April, achieving dynamic media flighting across television, print, and digital media.

Resonating well with consumers, it has celebrated our superior products, underscoring their role in nurturing Kiwi families and promoting an active, healthy lifestyle through Stacey Waaka, the Black Ferns' rugby icon.

The campaign extends beyond increasing consumption, aiming to foster national pride and encourage dialogue on environmental impact, animal welfare, and nutrition. Consumption trends have remained steady, with retailers noting an uptick in sales. There has been a positive shift in pride for the sheep sector, meeting our target score of five (out of seven), while the beef sector maintained 4.8.

Kantar's RepZ score – which gauges attributes like trust, leadership, fairness, and responsibility – revealed a boost for beef and sheep sectors to 65 and 68 respectively, equalling the wine industry in reputation.

This uplift mirrors a growth in perceptions about red meat's health, nutrition, and value for money, reflecting the campaign's success in communicating the multifaceted benefits of beef and sheep products amidst the financial pressures facing many Kiwi households.





ENVIRONMENT

He Waka Eke Noa

Since the release of the He Waka Eke Noa (HWEN) - the Primary Sector Climate Action Partnership's recommendations to Government on agriculture emissions pricing work has continued to refine the policy settings but ultimately the sector awaits Government's decisions. In October 2022, Government responded to HWEN's proposals, which kept the farm-level, split-gas levy approach but fell short of HWEN expectations including on-farm sequestration, a capped initial price, and governance structures.

Work began to bridge some of the gaps between HWEN's recommendations and Government's response, culminating in a Government report (required by section 215 of the Climate Change Response Act) that would form the basis of advice to Cabinet to make decisions on agriculture emissions pricing.

According to the Climate Change Response Act a system to price agriculture emissions must be in place by 1 January 2025. Should that deadline be missed then emissions will be priced through the Emissions Trading Scheme (ETS) unless a legislative change is made.

MIA remains committed to HWEN and is working constructively with all partners to make progress on areas that are still outstanding. MIA's objectives are to ensure that the right policy settings are in place to get the best returns for the sector and demonstrates to New Zealanders and global customers our commitment to producing environmentally sustainable red meat.

A key role that MIA members have played in this policy area is contributing to meeting the deadlines for farmers to know and understand their emissions profile, and be able to reduce them.

By 31 December 2022, 96 percent (8,843) of commercial sheep and beef farms knew their emissions number through an approved tool; and 56 percent (5,132) had a plan to manage emissions.

The sector more or less met the 2022 milestone for numbers and is on-track to meet the milestone for written plans. These efforts were enormously helped by online and in-person extension activities that members have undertaken with B+LNZ.

Life-cycle Analysis of New Zealand Sheepmeat and Beef

MIA and B+LNZ commissioned AgResearch to undertake comparative research on New Zealand's beef and sheepmeat carbon footprint. The report was released in November 2022, and showed that New Zealand is among the most carbon efficient producer of sheepmeat and beef in the world. **A kilo of New Zealand sheepmeat has a cradle-to-grave carbon footprint of just under 15kgs of CO₂e/kg, while beef is just under 22kgs of CO₂e/kg. These are well under the average in other countries, which vary from 16kgs CO₂e/kgs to just under 20kg CO₂e/kgs of sheepmeat, and from 21kgs of CO₂e/kg to 35kgs of CO₂e/kg of beef.** The majority (90-95 percent) of emissions are on-farm, and the research shows that when New Zealand beef or sheepmeat is exported, the total carbon footprint is lower or very similar to domestically produced red meat in those markets. MIA will continue to use these findings in advocacy efforts to demonstrate the sustainability credentials of New Zealand red meat.

Other areas of work to enhance the sector's environmental position in New Zealand and globally.

Industry energy use and impact of 2037 ban on coal-fueled boilers

MIA continues to advocate for support through the Government Investment in Decarbonising Industry (GDI) fund for meat processors to enable the transition away from fossil fuels ahead of the 2037 deadline. In addition, MIA is working with EECA on a benchmarking project to enable the industry to understand their energy use and consumption. This will enable the industry to make changes in a cost-effective and efficient way as it progresses towards decarbonisation. The benchmarking will build on previous work (in 2001 and in 2010) that was commissioned by MIA and EECA.



Biosecurity

Foot and Mouth Disease Preparedness

Foot and Mouth Disease (FMD) is caused by a virus that only infects cloven-hooved animals. While FMD has no significant health impacts on humans it causes significant production losses among infected animals.

FMD spreads quickly and before infected animals show symptoms. As such, many farms could be infected by FMD before we find the first case in New Zealand. An outbreak of FMD would have a major impact on red meat sector and the wider economy because:

- It reduces agricultural productivity.
- It can be very painful for infected animals.
- All trade in animal products would be stopped and rural businesses would be affected.
- It would severely impact meat exports months or even years after the outbreak, as we would no longer be regarded as FMD-free by trading countries.

New Zealand is uniquely vulnerable to FMD due to a heavy reliance on exports of animal products. While the risk of an incursion is considered low, the impact would be severe. MPI estimates that an FMD incursion could cost the economy \$16 billion over four to five years with significant impacts on regional economies, employment and agriculture-related services.

The outbreak of FMD in Indonesia in early 2022 spurred an increased focus to ensure New Zealand is well prepared and taking every practical step possible to prevent FMD entering the country.

MPI stood up an FMD task force through 2022 and embarked on a significant number of workstreams to ensure we are in the best place to handle an FMD incursion. While significant progress was made during this period, since January 2023 the taskforce has been stood down with FMD preparedness now being treated as BAU, albeit with a dedicated team.

However there remain a number of significant outstanding issues, including;

- Livestock stand still.
- Compensation for both the economic and social impacts of an outbreak
- Market access if there is an FMD incursion.

MIA along with other GIA partners and the Crown has been working to finalise an operational agreement (OA). Unfortunately, due to delays by the Crown in providing information on areas such as economic modelling and cost shares, an OA is yet to be finalised.

MIA has reviewed and updated our own industry biosecurity emergency plan to ensure we are well prepared for any eventuality. MIA is also working with B+LNZ to keep farmers updated and to provide advice to farmers on what they can be doing as part of a response.





Biosecurity Business Pledge

The Biosecurity Business Pledge was launched in 2019, with the purpose of making biosecurity a core part of BAU activity for all New Zealand businesses regardless of whether they are in the primary sector or not. This recognises that everyone has a role to play in good biosecurity and it should be embedded in the business risk management of each organisation. In joining the Pledge, companies commit to building awareness of biosecurity and proactively promoting good biosecurity in their operations and with their suppliers, customers and stakeholders.

As of July 2023, the Pledge membership has also grown to over 350 companies, largely due to a broader understanding of the value of the work it is doing. MIA continues to support the Pledge and is represented on

the Steering Group. The Pledge is looking to transition to an incorporated society with a tiered membership-based model. Work is underway in developing the legal requirements and terms of reference for this transition. The new governance structure is expected to be stood up by the end of the year.

Over the last year, the Pledge has provided a number of opportunities for peer-based learning and development of biosecurity systems and processes for its members. It has also held events such as airport tours for members to look at the biosecurity system first-hand.

Animal Welfare

New Zealand takes animal welfare seriously and the New Zealand system for ensuring high animal welfare standards is well regarded internationally. MIA works closely with other organisations in the primary sector to ensure that we maintain this reputation.

MIA members have recognised that due to labour constraints and staff turnover, we need to develop a training programme for animal welfare to ensure that our workforce has the highest understanding of animal welfare regulations and practical delivery of high-quality animal welfare outcomes. This programme has been developed and is being rolled out to our members.



Bobby calves

The industry has a goal of ensuring that the welfare of bobby calves is safeguarded during transportation and lairage prior to processing. 1.9 million bobby calves were processed in the 2022 season, with a calf mortality rate of just 0.05 percent.

While it is slightly up on the 2021 year it still represents a very good outcome and is consistent with our desire of repeatability in outcomes, noting that the mortality rate in 2008 was 0.68 percent.

Since 2016, the implementation of the animal welfare regulations has provided an increased focus on fitness of calves for transport, safe loading and unloading facilities, safe transport, including shelter and hours of transport, and time off feed before processing.

With the changes to Fonterra's supply agreements effectively banning on farm euthanasia of viable calves, as well as the banning of live animal exports by sea there is an expectation that this will lead to a considerable lift in calf numbers in 2023.

MIA has been working with processors and sector bodies to ensure that there has been consistent messaging to suppliers and that all members in the supply chain understand their obligations.

Processors have been planning for a lift in numbers to ensure that we can effectively process the increased volume while maintaining the current high level of animal welfare standards.





Ovis Management Limited

Ovis Management Ltd (OML), a wholly owned subsidiary of MIA, provides a minimal cost programme promoting the control of *Cysticercus ovis* (Ovis, or sheep measles) among sheep farmers and dog owners in rural areas. OML is operated out of Halcombe, Manawatu, by project manager Michelle Simpson.

The current low levels of Ovis in New Zealand, less than 0.5 percent, reflect the commitment from sheep farmers to maintain on-farm control.

The OML strategy aims to generate a nationwide conversation amongst target groups, reiterating the importance of action on the part of farmers, the value of having a plan in place and the role that all dog owners should play.

This is achieved by regular farm and meat company visits, field days and shows, traditional and digital media, collaboration with the rural and veterinary sector, leveraging partners and stakeholders (i.e. B+LNZ e-diaries), working with government agencies (i.e. AsureQuality), tailored communications to various target groups (i.e. duck hunters), and providing numerous resources.

A key goal is reinforcing the idea that OML is a partner supporting farmers in the fight against sheep measles. Every New Zealand farmer should understand the importance of taking the proper action to prevent sheep measles from having an impact on their farming business.

There are challenges. Some farmers and dog owners do not recognise the importance of preventing sheep measles and for the programme to be a success, there needs to be a change in mindset.

Farmers and dog owners are encouraged to visit the [OML website](#), utilise the available resources and get in touch with OML for support.



FINANCIAL REPORTS

Special Purpose Financial Statements
for the year ended 30 June 2023



Independent Auditor's Report

To the members of Meat Industry Association of New Zealand (Inc)

Report on the audit of the special purpose incorporated society and group financial statements

Opinion

In our opinion, the special purpose incorporated society and group financial statements of Meat Industry Association of New Zealand (Inc) (the incorporated society) and its subsidiaries (the group) on pages 48 to 56:

- i. present in all material respects the incorporated society's and group's financial position as at 30 June 2023 and their financial performance for the year ended on that date, in compliance with the incorporated society's rules.

We have audited the accompanying special purpose incorporated society and group financial statements which comprise:

- the incorporated society and group balance sheet as at 30 June 2023;
- the incorporated society and group statements of comprehensive income and changes in equity for the year then ended; and
- notes, including a summary of significant accounting policies.



Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) ('ISAs (NZ)'). We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

We are independent of the incorporated society and group in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (Including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board and the International Ethics Standards Board for Accountants' *International Code of Ethics for Professional Accountants (including International Independence Standards)* ('IESBA Code'), and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code.

Our responsibilities under ISAs (NZ) are further described in the *Auditor's responsibilities for the audit of the special purpose incorporated society and group financial statements* section of our report.

Our firm has also provided other services to the incorporated society and group in relation to tax compliance services. This matter has not impaired our independence as auditor of the incorporated society and group. The firm has no other relationship with, or interest in, the incorporated society and group.



Emphasis of matter – Basis of Accounting

Without modifying our opinion, we draw attention to the accounting policies to the incorporated society and group special purpose financial statements, which describes the basis of accounting. The incorporated society and group special purpose financial statements are prepared to meet the requirements of the incorporated society's rules. As a result, the incorporated society and group special purpose financial statements may not be suitable for another purpose.



Other information

The Councillors, on behalf of the incorporated society and group, are responsible for the other information included in the entity's Annual Report. Our opinion on the incorporated society and group special purpose financial statements does not cover any other information and we do not express any form of assurance conclusion thereon.



In connection with our audit of the incorporated society and group special purpose financial statements our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the incorporated society and group special purpose financial statements or our knowledge obtained in the audit or otherwise appears materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.



Use of this independent auditor's report

This independent auditor's report is made solely to the members as a body. Our audit work has been undertaken so that we might state to the members those matters we are required to state to them in the independent auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the members as a body for our audit work, this independent auditor's report, or any of the opinions we have formed.



Responsibilities of the Councillors for the incorporated society and group special purpose financial statements

The Councillors, on behalf of the incorporated society, are responsible for:

- the preparation of the incorporated society and group special purpose financial statements in accordance with the incorporated society's rules;
 - implementing necessary internal control to enable the preparation of an incorporated society and group special purpose set of financial statements that is free from material misstatement, whether due to fraud or error; and
 - assessing the ability to continue as a going concern. This includes disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless they either intend to liquidate or to cease operations or have no realistic alternative but to do so.
-



Auditor's responsibilities for the audit of the incorporated society and group special purpose financial statements

Our objective is:

- to obtain reasonable assurance about whether the incorporated society and group special purpose financial statements as a whole are free from material misstatement, whether due to fraud or error; and
- to issue an independent auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs NZ will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error. They are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these incorporated society and group special purpose financial statements.

A further description of our responsibilities for the audit of these incorporated society and group special purpose financial statements is located at the External Reporting Board (XRB) website at:

<http://www.xrb.govt.nz/standards-for-assurance-practitioners/auditors-responsibilities/audit-report-7/>

This description forms part of our independent auditor's report.

KPMG
Wellington

8 September 2023

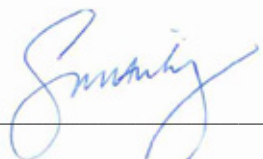
Councillors' Report

for the year ended 30 June 2023

Introduction

The Councillors have pleasure in submitting the Annual Report of the Meat Industry Association of New Zealand (Inc) incorporating the special purpose financial statements and auditors report, for the year ended 30 June 2023.

On behalf of the Council these special purpose financial statements were approved for issue on 8 September 2023.



Councillor

8 September 2023



Councillor

8 September 2023

Statement of Comprehensive Income

for the year ended 30 June 2023

	Note	Group		Association	
		2023 \$	2022 \$	2023 \$	2022 \$
Operating revenue		3,664,339	2,948,121	2,458,290	1,956,725
Operating expenditure	1	3,692,053	3,036,471	2,499,988	2,024,232
Operating surplus/(deficit) before other income		(27,714)	(88,350)	(41,698)	(67,507)
Other Income/(expense)		491,793	128,247	480,793	119,722
Operating surplus/(deficit) before financing income		464,079	39,897	439,095	52,215
Financial income		31,235	2,057	23,208	1,169
Financial expenses		-	-	-	-
Net financing income	2	31,235	2,057	23,208	1,169
Operating surplus/(deficit) before tax		495,314	41,954	462,303	53,384
Income tax expense/(benefit)	3	-	-	-	-
Net surplus/(deficit) for the year		495,314	41,954	462,303	53,384
Other comprehensive income		-	-	-	-
Total comprehensive income for the year		495,314	41,954	462,303	53,384

Statement of Changes in Equity

for the year ended 30 June 2023

	Group		Association	
	2023	2022	2023	2022
	\$	\$	\$	\$
Opening Balance	1,065,012	1,023,058	704,517	651,133
Total comprehensive income for the year	495,314	41,954	462,303	53,384
Closing Balance	1,560,326	1,065,012	1,166,820	704,517

Balance Sheet

as at 30 June 2023

	Note	Group		Association	
		2023	2022	2023	2022
		\$	\$	\$	\$
Equity					
Accumulated funds		1,560,326	1,065,012	1,166,820	704,517
Total equity		1,560,326	1,065,012	1,166,820	704,517
Represented by:					
Current assets					
Cash and cash equivalents	4	2,176,589	2,929,844	1,680,848	1,677,493
Trade and other receivables	5	1,189,687	512,636	1,144,524	472,262
Total current assets		3,366,276	3,442,480	2,825,372	2,149,755
Current liabilities					
Trade and other payables	6	1,326,926	1,265,763	1,329,413	1,195,983
Employee benefits	7	93,925	99,285	87,367	93,452
Income in advance		472,617	1,009,263	301,334	115,147
Total current liabilities		1,893,468	2,374,311	1,718,114	1,404,582
Working capital		1,472,808	1,068,169	1,107,258	745,173
Non current assets					
Property, plant and equipment	8	65,331	56,272	37,375	18,773
Intangibles (software)	9	22,187	5,886	22,187	5,886
Total non current assets		87,518	62,158	59,562	24,659
Non current liability					
Lease reinstatement provision	11	-	65,315	-	65,315
Total non current liability		-	65,315	-	65,315
Net assets		1,560,326	1,065,012	1,166,820	704,517

Notes to the Special Purpose Financial Statements

Statement of significant accounting policies

(i) Basis of reporting

The special purpose financial statements presented are for the reporting entity of the Meat Industry Association of New Zealand (Inc) and the consolidated financial statements of the group consisting of the following organisations; Meat Industry Association of New Zealand (Inc) ("Association"), MIA Holdings Limited, MIA Innovation Limited and Ovis Management Limited (collectively "the Group").

The purpose of the Association is to act as a trade association formed for the benefit of New Zealand meat processors, exporters and marketers.

The special purpose financial statements of the Association and Group are for the year ended 30 June 2023. The financial statements were authorised for issue by the directors on the 8 September 2023.

(ii) Statement of compliance and basis of preparation

The special purpose financial statements have been prepared in accordance with the accounting policies outlined in (iii) below.

The special purpose financial statements are presented in New Zealand Dollars (NZD). The financial statements are prepared on the historical cost basis except for accounts receivable which are at cost less impairment.

The accounting policies set out below have been applied consistently to all periods presented in these special purpose financial statements.

(iii) Particular accounting policies

Principles of consolidation

The consolidated special purpose financial statements include the financial performance and position of Meat Industry Association of New Zealand (Inc) and its subsidiaries, Ovis Management Limited and MIA Innovation Limited. The subsidiaries are accounted for using the purchase method. All inter-company balances and unrealised profit and losses on transactions between group entities are eliminated.

Property, plant and equipment

Property, plant and equipment are stated at cost, less accumulated depreciation and impairment losses.

Depreciation of property, plant and equipment is calculated on a straight-line basis over their useful lives. Gains and losses on disposal of assets are taken into account in determining the operating results for the year. The rates are as follows:

Furniture and fittings	8 - 20%
Leasehold improvements	8.4%
Motor vehicles	21%
Computer systems	10 - 67%
Office equipment	17.5 - 36%

Intangible assets

Intangible assets are stated at cost less any accumulated amortisation.

Amortisation is recognised in the Income statement on a straight line basis over the estimated useful life of the intangible asset.

Computer software	36 - 40%
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Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call deposits.

Trade and other receivables

Accounts receivable are stated at cost less impairment losses.

Trade and other payables

Trade and other payables are stated at cost.

Goods and Services Tax

The special purpose financial statements are prepared so that all components are stated exclusive of Goods and Services Tax (GST), with the exception of receivables and payables, which include GST.

Taxation

The tax expense recognised in the Statement of Comprehensive Income is the estimated income tax payable in the current year, adjusted for any differences between the estimated and actual income tax payable in prior periods.

No account is taken of deferred income tax.

Revenue

- a Revenue represents amounts received and receivable from members including subscriptions and non-members for services provided during the year. No revenue is recognised if there are significant uncertainties regarding recovery of the consideration due. Subscriptions in advance are subscriptions invoiced in June, and included in Accounts Receivable, which relate to the following financial year and hence not included as revenue for the current financial year.

Revenue amounts received and receivable from MBIE, Industry Initiative Fund (collected by the MPI) and direct from industry partners is recognised in profit and loss on a systematic basis in the same periods as expenses are recognised with the balance recorded as income in advance.

- b Revenue from services is recognised in the accounting period in which the services are rendered by reference to the stage of completion of the service contract.
- c Net financing income comprises of interest received on call deposits is recognised in the Statement of Comprehensive Income.

Scholarships revenue and expense

MIA applies for grants from the Food Innovations Training Trust (the "Trust") to fund the MIA Scholarship programme and teaching agribusiness to students. These grants are recognised as revenue to the extent that the scholarships/teaching grants have been expensed in the period. MIA expects any remaining funds to be paid out in future periods or returned to the Trust and recognises a liability for this amount. The scholarships cover multiple years of study, however future payments are contingent on scholars passing their current year of study.

Expenses

Expenses represents amounts paid and payable to suppliers for services received during the year..

Employee Benefits

Long Service leave

The Association's net obligation in respect of long service leave is the amount of future benefit that employees have earned in return for their service in the current and prior periods.

1 Operating expenditure

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Amortisation of Intangibles (software)	5,656	92	5,656	92
Audit remuneration	40,000	40,071	24,000	23,976
Other professional services	8,145	6,650	3,505	3,500
Contracts/consultants/projects	1,138,724	778,802	441,240	268,147
Depreciation	17,933	16,045	7,347	7,086
Director's fees - Chairman	73,333	75,000	73,333	75,000
Director's fees - Subsidiary's Chairman	20,000	20,000	-	-
Director's fees - Subsidiary	15,000	18,750	-	-
Personnel expenses	1,730,612	1,589,356	1,486,892	1,297,121
Rental & leasing costs	67,564	65,843	67,564	65,843
Other operating expenses	575,086	425,862	390,451	283,467
Total operating expenditure	3,692,053	3,036,471	2,499,988	2,024,232

2 Net financing income

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Interest income	31,235	2,057	23,208	1,169
Interest expense	-	-	-	-
Net financing income	31,235	2,057	23,208	1,169

3 Taxation

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Reconciliation of effective tax rate				
Operating surplus/(deficit) before tax	495,314	41,954	462,303	53,384
Income tax using Company tax rate	138,688	11,747	129,445	14,948
Non-assessable income/non-deductible expenses at company tax rate	(122,642)	(24,688)	(122,845)	(15,226)
Losses offset against subsidiary	-	-	4,388	325
Losses brought forward and utilised at Company tax rate	-	-	-	-
Tax @ 28%	16,046	(12,941)	10,987	47
Tax benefit of losses not recognised	(16,046)	12,941	(10,987)	47
Income tax expense/(benefit) per income statement	-	-	-	-

The Group has \$500,797 of tax losses to carry forward (2022: \$540,038). The availability of losses to carry forward is subject to the Association continuing to meet the requirements of the Income Tax Act, and agreement of tax losses by the Inland Revenue Department.

4 Cash and cash equivalents

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Bank balances	246,483	307,077	47,358	89,435
Call deposits	1,930,106	2,622,767	1,633,490	1,588,058
Balance as at 30 June	2,176,589	2,929,844	1,680,848	1,677,493

5 Trade and other receivables

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Trade Receivables	820,498	450,472	795,869	410,376
GST Receivable	18,202	-	-	-
Other Receivables and Prepayments	350,987	62,164	348,655	61,886
Balance as at 30 June	1,189,687	512,636	1,144,524	472,262
Impairment loss deducted/(recovered)	-	-	-	-

6 Trade and other payables

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Trade Payables	1,232,724	1,167,447	1,224,032	1,118,396
GST Payable	-	30,446	14,299	24,643
Halal Certification	46,119	21,872	46,119	21,872
PAYE Payable	48,083	45,998	44,963	31,072
Balance as at 30 June	1,326,926	1,265,763	1,329,413	1,195,983

In addition to the Scholarship funding liability of \$346,098 at 30 June 2023, MIA has committed \$100,000 for scholarships in future years for current scholars which is contingent on passing the current year of study.

7 Employee benefits

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Liability for Annual Leave	93,925	99,285	87,367	93,452
Liability for Retirement Leave	-	-	-	-
Balance as at 30 June	93,925	99,285	87,367	93,452

8 Property, plant and equipment

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Furniture and fittings				
At cost	23,971	23,971	23,971	26,555
Accumulated depreciation	19,318	18,442	19,318	21,026
	4,653	5,529	4,653	5,529
Current year depreciation	876	876	876	876
Leasehold improvements				
At cost	-	73,499	-	73,499
Accumulated depreciation	-	73,499	-	73,499
	-	-	-	-
Current year depreciation	-	4,042	-	4,042
Motor vehicles				
At cost	40,506	40,506	-	-
Accumulated depreciation	15,595	7,089	-	-
	24,911	33,417	-	-
Current year depreciation	8,506	7,089	-	-
Computer hardware				
At cost	40,199	36,620	27,503	31,063
Accumulated depreciation	19,557	21,598	8,246	17,819
	20,642	15,022	19,257	13,244
Current year depreciation	6,181	3,112	4,745	2,083
Office equipment				
At cost	88,763	73,571	22,424	11,822
Accumulated depreciation	73,637	71,267	8,958	11,822
	15,126	2,304	13,466	-
Current year depreciation	2,370	926	1,726	85
Total property, plant and equipment				
At cost	193,439	248,167	73,898	129,669
Accumulated depreciation	128,107	191,895	36,522	110,896
	65,332	56,272	37,376	18,773
Current year depreciation	17,933	16,045	7,347	7,086

There is no impairment loss recognised during the year (2022: nil)

9 Intangible Assets - Software

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
At cost	60,730	38,773	53,735	47,030
Accumulated amortisation	38,543	32,887	31,548	41,144
	22,187	5,886	22,187	5,886
Current year amortisation	5,656	92	5,656	92

10 Investments in subsidiaries

Name of entity	Principal activity	% Interest held	
		2023	2022
MIA Holdings Limited	General Partner of Limited Partnerships undertaking applied industry research	100	100
MIA Innovation Limited	Research & development	100	100
Ovis Management Limited	Control of C. Ovis Cyst.	100	100

The companies are incorporated in New Zealand and have balance dates of 30 June.

11 Lease reinstatement provision

Under the termination of its sublease, the Association is required to reinstate the premises to the condition prevailing upon the commencement of the sublease.

12 Operating leases

Non-cancellable operating lease rentals are payable as follows:

	Group		Association	
	2023 \$	2022 \$	2023 \$	2022 \$
Operating leases				
Not later than one year	114,081	56,127	114,081	56,127
Later than one year and not later than five years	650,541	-	650,541	-
Later than five years	422,852	-	422,852	-
Total	1,187,474	56,127	1,187,474	56,127

13 Capital commitments

There are no capital commitments as at 30 June 2023 (2022: nil).

14 Contingent liabilities

There are no contingent liabilities outstanding as at 30 June 2023 (2022: nil).

15 Related party information

(i) Identity of related parties

The immediate parent entity is Meat Industry Association of New Zealand (Inc). All members of the group are considered to be related parties of Meat Industry Association of New Zealand (Inc). This includes the subsidiaries defined in note 10.

In presenting the special purpose financial statements of the group, the effect of transactions and balances between the subsidiaries and the parent entity have been eliminated.

The Association is a voting member of MIRINZ Food Technology and Research Incorporated ("MIRINZ"), over which the Association is deemed to have significant influence. The interest in MIRINZ is not equity accounted as the Association shall not be called upon for contributions nor is it eligible for any distributions.

(ii) Related party transactions

Ovis Management Limited pays service fees of \$21,200 (2022: \$20,000) to Meat Industry Association of New Zealand (Inc) for administration services provided. As at year end, the Association has recognised \$6,464 as receivable from Ovis Management Limited (2022: \$5,750). This relates to service fees and office expenses paid by Meat Industry Association on Ovis Management Limited's behalf.

MIA Innovation Limited pays service fees of \$56,250 (2022: \$56,250) to Meat Industry Association of New Zealand (Inc) for administration services provided. As at year end, the Association has recognised a receivable from MIA Innovation Limited for the amount of \$20,283 (2022: \$24,871). This relates to service fees and travel expenses paid by Meat Industry Association on MIA Innovation Limited's behalf.

During the year ended 30 June 2023, the Group received \$4,406,888 (2022: \$3,544,349) from companies related to the nine Council members which was included in operating revenue, the \$212,048 amount includes the Halal certification revenue which is offset off by expenses within the Profit and Loss statement, and has recognised a receivable of \$409,633 (2022: \$253,041) from these companies. In addition, included within the Halal certification payable, there is \$46,733 (2022: \$27,496) payable by the Group to the companies relating to the nine Council members.

(iii) Remuneration

Total remuneration is included in personnel expenses (see note 1).

The Chairman is paid an annual fee; (see note 1).

16 Subsequent events

There are no events subsequent to balance date that would materially effect these special purpose financial statements (2022: nil).



PEOPLE

MIA Council



Nathan Guy

Nathan was appointed as the Association's Independent Chair in June 2022 and formally took over the role at the Red Meat Sector Conference in August 2022. He served in Parliament for 15 years and was Minister for Primary Industries for five years. Nathan is also Independent Chair of Apiculture New Zealand.



Peter Conley

Peter Conley is the Chief Executive of ANZCO Foods Limited and has been a Council member since April 2017. Peter has worked in various roles at ANZCO Foods since 1991.



Tony Egan

Tony is the Chief Executive of Greenlea Premier Meats Ltd and has been a Council member since December 2011.



Simon Gatenby

Simon is the Chief Executive of Taylor Preston Ltd. Simon was a Council member from September 2008 to September 2022.



Tim Harrison

Tim is the Managing Director of Advance Marketing Ltd. Tim was a Council member from September 2011 to September 2022.



Fred Hellaby

Fred is Chairman of Auckland Meat Processors Ltd, Managing Director of Wilson Hellaby Ltd and a Director of Mathias International Ltd. Fred has been a Council member since February 2009.



Gerard Hickey

Gerard is Managing Director of First Light Foods and joined the Council in September 2022.



Arron Hoyle

Arron is a shareholder in the BX Foods group of companies and a Blue Sky Pastures Director since 2017. He has been a Council member since February 2021.



Simon Limmer

Simon is the Chief Executive of Silver Fern Farms Ltd and has been a Council member since April 2018.



Willem Sandberg

Willem is Managing Director of Ovation New Zealand and joined the Council in September 2022.



Nigel Stevens

Nigel is Chief Executive of AFFCO New Zealand Limited, part of Talley's Group Ltd group of food companies. Nigel has been an MIA Council member since February 2019.



David Surveyor

David was a Council member from February 2015 until February 2023, after stepping down as the Chief Executive of Alliance Group Ltd.



Willie Wiese

Willie is Chief Executive of Alliance Group Ltd and joined the Council in February 2023.



George Tatham

George is a Director of B+LNZ Ltd and was an observer on the MIA Council in February 2022 until April 2023.



Nicky Hyslop

Nicky is a Director of B+LNZ Ltd and joined the MIA Council as an observer in April 2023.

MIA Council Meetings

The MIA Council held five ordinary meetings in the year ended 30 June 2023, in addition to the Annual General Meeting in September 2022.

* = Present	12 September 2022	7 December 2022	16 February 2022	27 April 2022	20 June 2022
N Guy	*	*	*	*	*
P Conley	*	*	*	* (via Teams)	*
T Egan	*	(via Teams)	*		*
S Gatenby	*	Not on Council			
T Harrison	*	Not on Council			
F Hellaby	*	* (via Teams)	* (via Teams)	* (via Teams)	Proxy R Hellaby
G Hickey	Not on council	*	Apologies	Apologies	*
A Hoyle	*	* (via Teams)	Apologies	* (via Teams)	* (via Teams)
S Limmer	*	*	* (via Teams)	*	* (via Teams)
W Sandberg	Not on council	Proxy S Gatenby	Apologies	Proxy S Gatenby	*
N Stevens	*	*	Apologies	*	*
D Surveyor	*	Apologies	Not on Council		
W Wiese	Not on Council		* (via Teams)	Proxy C Selbie	Proxy C Selbie
G Tatham	*	Apologies	* (via Teams)	Not on Council	
N Hyslop	Not on Council			Apologies	*

Annual General Meeting

The Association's 38th Annual General Meeting (AGM) was held in Wellington on 12 September 2022. Proceedings saw the unanimous adoption of the 2021 AGM minutes and the 2022 Annual Report, and the changes to the MIA rules. The motion to reappoint KPMG as the Association's auditor for the year ending 30 June 2023, and the election and confirmation of the MIA Council for the 2022/2023 year were adopted.



Network

The Association is fortunate to be able to draw on considerable expertise within the membership, and there are a number of formal and informal groups that assist the Association on specific industry issues.

Directorships, Memberships and Trusteeships

American Chamber of Commerce in New Zealand Incorporated

Sirma Karapeeva – Director

Beef + Lamb New Zealand Limited / Meat and Wool Trust Limited / NZ Meat Board

David Surveyor - Director (until 10 February 2023)

Peter Conley – Director (from 13 February 2023)

Beef + Lamb New Zealand Inc

Chair: Fred Hellaby

Board: Sirma Karapeeva (MIA), Sam McIvor and Kate Acland (B+LNZ Ltd), Jason Trewern (Retail Meat NZ), Brigit Corson (Foodstuffs NZ), Nikhil Sawant (Woolworths NZ Ltd)

Food Innovations Training Trust

Nathan Guy, Sirma Karapeeva – Trustees. (Trust being wound up)

MIRINZ Inc

Tony Egan, Sirma Karapeeva – Members

Wholly owned subsidiary Ovis Management Limited

Board: Roger Barton (Chair), Gregory McSkimming, Andrew Morrison, Sirma Karapeeva, Jason Griffins (Associate Director)

Staff: Michelle Simpson

Wholly owned subsidiary Meat Industry Association Innovation Limited

Chair: Margot Buick (until 30 June 2023)

Board: Nathan Guy, Owen Young (until 30 June 2023), Sirma Karapeeva (from 01 July 2023)

Staff: Kaylene Larking

Wholly owned subsidiary Meat Industry Association Holdings Limited

Board: William Falconer

Strategic Directions Group

Industry: Richard McColl (Co-Chair), Sirma Karapeeva, Willie Wiese, Karsten Wishnowsky, Gary Lindsay, Kellie Jamison, Neil Smith,

MPI: Vincent Arbuckle (Co-Chair), Alan Cook, Allan Kinsella, Steve Ainsworth, Paul Dansted, Roger Cook

Sub-Groups and Committees

Meat Industry Health and Safety Forum

Members: Andrew Mitchell, Shane Fletcher, Ross Smith, Bruce Ramsey, Darren Vercoe, Stacey Marsh, Gary Andrews, Richard McColl, Sean Hand, Kass Saimoni, Jason Farrow, Amanda Stephens (New Zealand Meatworkers' Union) Cushla Beale (Asure Quality)

HR Leaders' Group

Members: Stephanie Manning (from May 2023) Chris Selbie (until May 2023), Matt Carter (from February 2023), Matt Ballard (until February 2023), Dane Gerrard, Craig Coburn (from November 2022), Darryl Tones (until Nov 2022) Aaron Craig, Sirma Karapeeva

Attendees: Richard Hellaby, Carolyn Thomson, Sian Williams

Renderers' Group

Jan Paton, Amanda Bignell, Gordon Henderson, Dave King, Tom Macleod, Matthew Spence, Richard McColl

Staff



Sirma Karapeeva
Chief Executive Officer



Kaylene Larking
Partnership Manager



Esther Guy-Meakin
Senior Manager Strategy, Trade Policy and Advocacy (until November 2022)



Beverley Dixon
Executive Assistant (until December 2022)



Jason Krupp
Manager Strategy & Advocacy (from January 2023)

Lisa Bain
Executive Assistant (from December 2022)



Matt Conway
Policy Analyst



Natasha Watzdorf
Specialist Advisor: Technical and Regulatory



Christopher Guy
In-house Legal Counsel



Tatyana Protsenko
Industry Training and Workforce Development Senior Advisor



Michael Pran
Accountant



Ashlin Chand
Manager – Policy and Trade



Richard McColl
Industrial Operations and Innovations Manager



Michelle Simpson
Project Manager
Ovis Management Ltd

Members

Contact details for MIA Members and Affiliate Members can be found on the [MIA website](#).

Members	Affiliate members
Advance Marketing Limited	Abattoirs Association of NZ
AFFCO New Zealand Limited	AgResearch Limited
Alliance Group Limited	Alfa Laval New Zealand Limited
Ample Group Limited	Americold NZ Limited
ANZCO Foods Limited	Aon New Zealand
Ashburton Meat Processors Limited	AusPac Ingredients NZ Limited
Auckland Meat Processors Limited	Bellmor Engineering Limited
Bakels Edible Oils (NZ) Limited	Centreport Limited
Ballande New Zealand Limited	CMA CGM Group Agencies (New Zealand) Limited
Black Origin Meat Processors (Gore) Limited	CoolTranz 2014 Limited
Blue Sky Meats (N.Z.) Limited	Global Life Sciences Solutions New Zealand
Columbia Exports Limited	Haarslev Industries Limited
Crusader Meats New Zealand Limited	Hapag-Lloyd (New Zealand) Limited
Davmet (New Zealand) Limited	Intralox New Zealand
Fern Ridge Limited	Kemin Industries (NZ) Limited
Firstlight Foods Limited	Liquistore (H B) Limited
Garra International Limited	Maersk New Zealand Limited
GrainCorp Commodity Management (NZ) Limited	MJI Universal Pte Ltd
Greenlea Premier Meats Limited	Moda Systems NZ Ltd
Harrier Exports Limited	Oceanic Navigation Limited
Integrated Foods Limited	Port of Napier Limited
Kereru Foods Limited	PrimeXConnect Pty Ltd
Kintyre Meats Limited	Pyramid Trucking Limited
Lean Meats Oamaru Limited	Rendertech Limited
Low Corporation Limited	Rockwell Automation (N.Z.) Limited
Mathias International Limited	SCL Products Limited
Ovation New Zealand Limited	SHICO Limited
Peak Commodities Limited	Scott Technology Limited
Prime Range Meats Limited	Sealed Air (New Zealand)
Progressive Meats Limited	Suncorp New Zealand Services Limited
PVL Proteins Limited	Visy Industries Australia Pty Ltd
SBT Marketing (2009) Limited	Wiley New Zealand Limited
Silver Fern Farms Limited	Wiley New Zealand Limited
Standard Commodities Group Pty Ltd	
Taylor Preston Limited	
Te Kuiti Meat Processors Limited	
UBP Limited	
Value Proteins Limited	
Waimarie Meats Limited Partnership	
Wallace Group LP	
Wilbur-Ellis (New Zealand) Limited	
Wilmar Trading (Australia) Pty Ltd	





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