

CREATIVE  
SCIENCE  
INSPIRATION  
INNOVATION  
TECHNOLOGY **IDEAS**  
TRANSFORMATIONAL



# MIA Dragons Den 2025 @Meat Innovation Workshop

**Tuesday 11th and Wednesday 12th March 2025**

The New Zealand Red Meat Processing Industry has a proud history of innovation and has led the world in the understanding of meat science, food safety and technology developments.

In 2025 the Meat Industry Association is seeking transformational ideas for meat industry research and development that will help the sector support the Government's aspirational goal to double the value of exports. The idea can be across any discipline and be any development to do with meat, co-products and processing and can come from any organisation or individual.

**This is not business as usual.**

## DRAGONS DEN

The MIA invite researchers, industry experts and anyone with a bright idea to submit a one-two page summary of their idea to the MIA by 14 February 2025.

The most promising ideas will then be selected to participate in the Dragons Den, making a 5-minute pitch to a panel of industry experts at the joint AgResearch-MIA Meat Innovation workshop in Palmerston North on 11th March 2025.

The best idea will be awarded a grant of up to \$10,000 to develop a business case to progress the idea to a research project<sup>1</sup>.

## To participate

1. Applicants should prepare a one-two page description of their idea; please include a short title
2. Submit your idea to [info@mia.co.nz](mailto:info@mia.co.nz) by COB **Friday 14th February 2025**
3. Successful applicants will be asked to participate in the Dragons Den and present their idea to the industry expert panel at Meat Industry Workshop on the 11 March, in person, in Palmerston North.

*Applicants chosen to participate in the Dragons Den will be notified by Friday 21 February 2025*

4. The expert panel will select the best idea at the Dragons Den on Tuesday 11th March and the prize winner announced during the Workshop

<sup>1</sup> No correspondence will be entered into and MIA reserve the right to not award the prize should a suitable idea not be found.