

Meat Industry Association R&D initiatives

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New area of focus

- ▶ ***Recognising the need for both***
 - *Collaboration*
 - *Co-ordination*

- ▶ ***Opportunity to secure crown funding***
 - *FRST*
 - *PGP*

Current Initiatives Include

- *Meat Industry Initiatives Fund*
- *MIRINZ Inc*
- *Meat Research Fund*
- *Facilitating large scale collaborative projects*

Meat Industry Initiatives Fund (MIIF)

Industry funds in conjunction with NZFSA a range of mutually agreed projects in Food Safety and Market Access

- ▶ ***Current range of projects include***
 - *Bacteriophage Decontamination for hides including assessment of Ghost Phages*
 - *EU carton handling*



Meat Industry Initiatives Fund (MIIF) con't

- ▶ *Efficacy of Antimicrobial interventions*
- ▶ *Addressing E.coli0157:h7 false positives*
- ▶ *Evaluation of E.coli0157:h7 as related to non-0157 STEC contamination*
- ▶ *Post mortem inspection of un-split yearling carcasses*
- ▶ *Validation of alternative cleaning frequency*

- ***Industry-good funding body
(Incorporated society)***
- ***Key drivers – Increasing product
value, reducing processing costs***
 - ▶ ***Areas of current investment include***
 - Ovine Automation Ltd
 - New value proposition for NZ lamb Pelts

- MQST meat quality model
- MQST Nuclear Magnetic Resonance
- MQST Super tenderisation
- Sock splitting
- ***A number of these programmes are co-funded by the MLA***
- ***MIA – Governance role***
- ***M&WNZ – hold management contract***
 - ***Chanel Partridge, Programme Manager***



Meat Industry Research Fund (MRF)

New MIA Initiative

▶ *Purpose*

- *To protect and enhance the profitability of MRF members by commissioning research into and commercialisation of technologies that address*

- ***Food Safety***
- ***Meat Quality***
- ***Regulatory Compliance***
- ***Worker Welfare***

that are of broad interest to MRF members and considered 'industry-good'.



Meat Industry Research Fund (MRF) con't

- **Underlying Principles** – likely to be
 - Non compulsory participation
 - Industry participants choose which projects they wish to participate in
- **Process to date**
 - Called for expressions of interest
 - 32 received
 - Industry have had an initial review meeting
 - 2nd meeting 21st October
- ▶ **Objective**
 - Finalise the make up of inaugural programme, its funding (leveraged) and participants
 - Resulting syndicates will govern and fund individual projects

Facilitating Large Scale collaborative projects

Ovine Automation Ltd

- Official start date 1-April-2009
- 5/6 year programme
- 9 shareholders
- Signed contract with FRST
- Research advancing well



Facilitating Large Scale collaborative projects

- **Future - Beef Automation Consortium ?**
 - Currently working with both Industry and potential providers to develop a proposal for a Beef Automation programme
 - Potential candidate for a PGP funding application

‘Coalition of the Willing’