

Fresh ideas for fresh meat - Summary

The future holds a lot for us and starts here
so we must make it happen

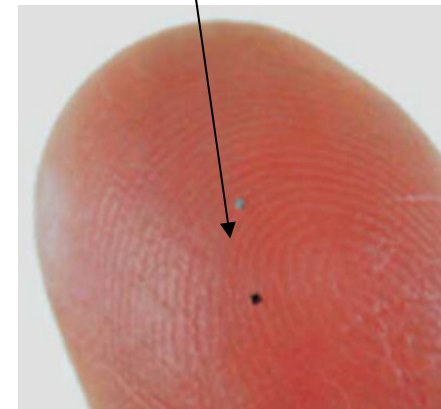
Summary of future directions?

The talks today showed what we could do – in summary:

- colour, shelf life, measurement and tune processing
- our industry will be quality based not commodity based
- we are now developing measurement systems to do it
- we will be more technologically literate, incorporate new technologies, data bases - ID of product from farm to consumer, and optimise processing for markets.
- today we haven't addressed production aspects other than flavour, but improvements here are important and vital to meet market expectations
- the issue is when will it happen?
- will it be the New Zealand industry that does it?
- will we merely adapt to what others do?

- **Changes will happen- whether we like it or not!**
- **First in best dressed must be us and it must be our way**
- **Will our successors be at a meeting like this?**
- **A long time in the meat industry must be greater than 6 months in order for developments to proceed!**
- **We need to do it together**

Microdots on packs –
will it have your product
quality on it?



If we can do it for one activity we can do it with another

- We do well in sport
- We are pretty cost effective
- Lets do well in one of our other major industries
- We need to invest
- Now

