

# The way ahead

“What if the shelf life of NZ lamb could be extended by 10 days?”

Gale Brightwell  
Food, Metabolism & Microbiology



Farming, Food and Health. **First**

*Te Ahuwhenua, Te Kai me te Whai Ora. Tuatahi*

AgResearch



MIRINZ

# MIRINZ – The way ahead

**Build on current knowledge and partnerships**



**Our mission is to understand and control:**

- the transformation of muscle into high quality meat
- bacteria that cause food borne illness and meat spoilage
- the effects of production, processing, packaging and transport on meat quality and microbial growth
- **to use this understanding to increase the profitability of the New Zealand meat industry**



# MIRINZ – The way ahead

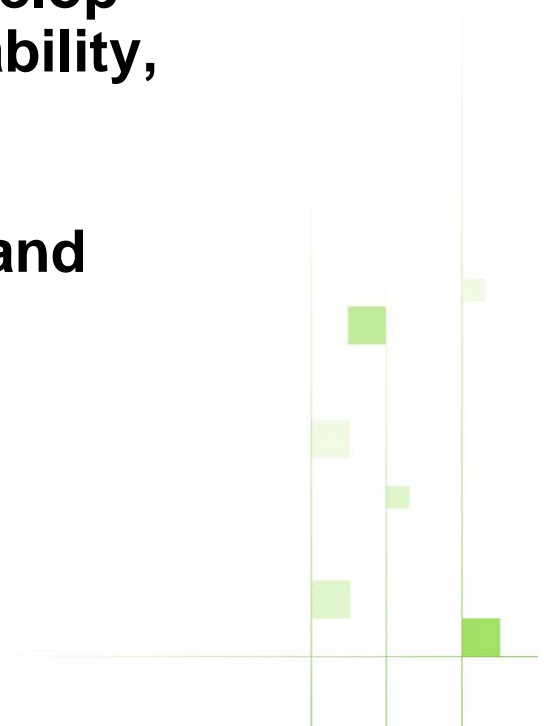
**Our vision is to make a difference  
to your business?**

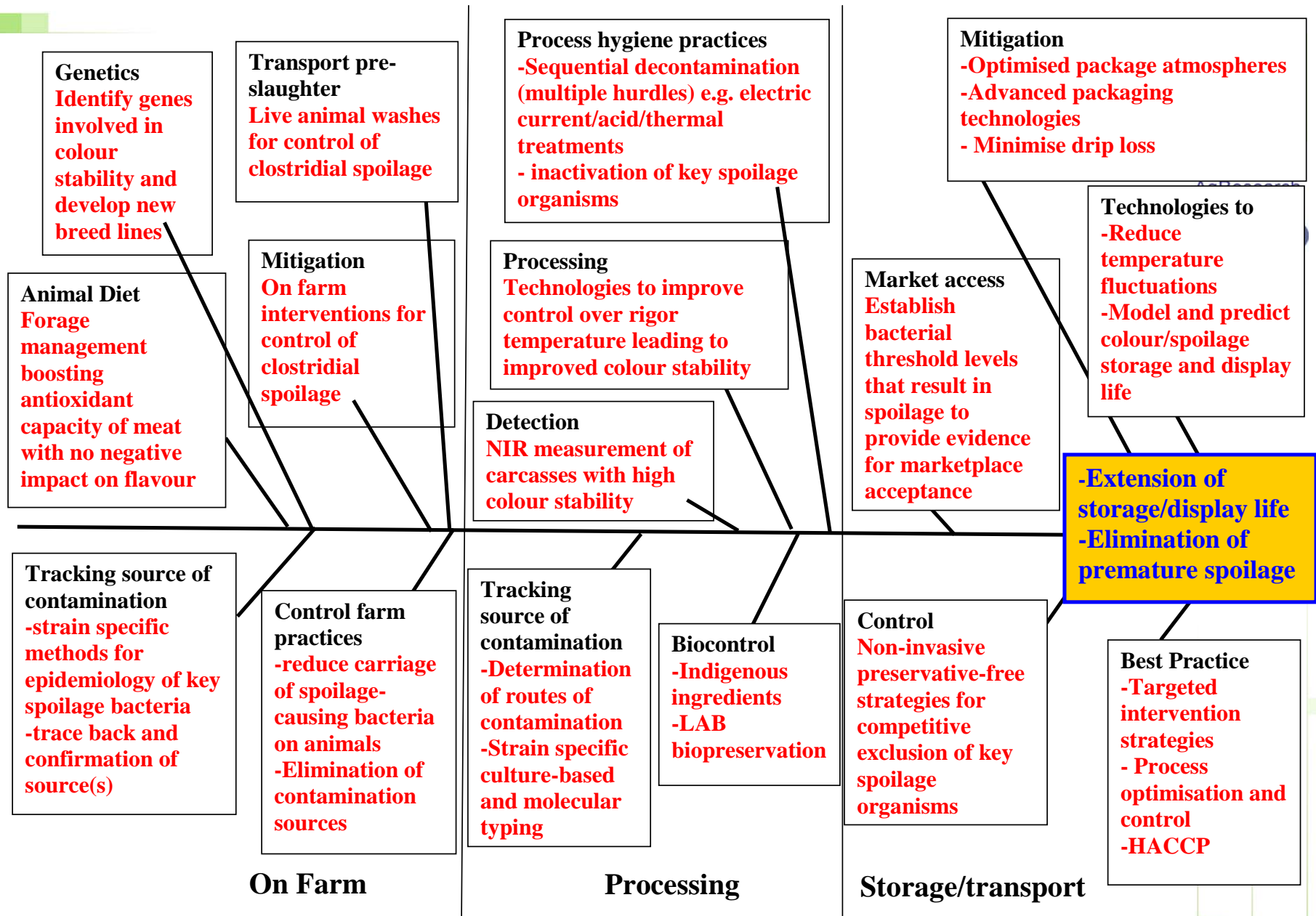


**But !!!!**

**“To achieve major outcomes we need to develop  
“over-arching” strategies that integrate capability,  
resources and funding revenues**

**Example – How can we extend the shelf life and  
colour stability of New Zealand lamb?**





# MIRINZ – The way ahead

## Other priorities????



- Further enhance NZ lamb's position as a high value World beating product
- Improve the quality and consistency of NZ beef to achieve an international high value status
- Develop and expand markets for meats from other species
- Maintain market access for the NZ meat industry
- Develop rapid non invasive tools for predicting meat quality attributes on farm and in plant



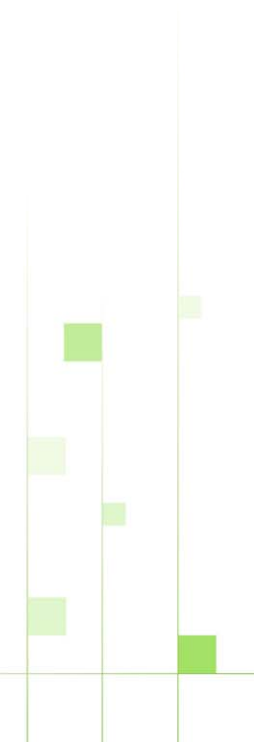
# What else should we be thinking about?

Labour shortages

Water

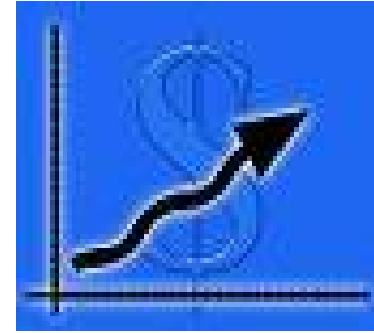
Food Safety

Emerging issues????



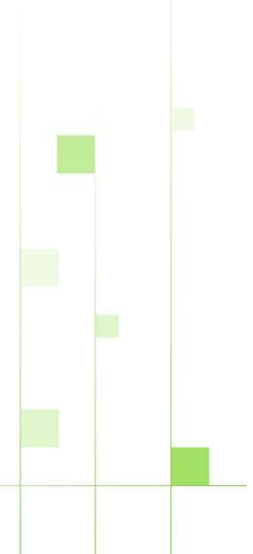
# MIRINZ – The way ahead

## to a successful future



### We need:

- To listen to your priorities
- Industry partners for R&D funding
- An integrated research focus across MIRINZ teams
- An integrated research focus across AgR R&D along the whole value chain
- Integrated research strategies to achieve major outcomes
- An Industry advisory board?





But what are  
your priorities?



We appreciate your  
feedback

Especially over a beer

