

AgResearch MIRINZ  
Presents

# Value From Quality

**Meat Industry Workshop Programme  
Tuesday 21st October 2008**

The McMeekan Centre AgResearch Ruakura, Hamilton

Increasing exports of high quality, high value products is essential for New Zealand's export-based economy. In the meat process industry, bulk beef and whole carcass meats are giving way to individual muscle cuts and consumer portions, as is frozen to chilled.

Then there is the increasingly well informed consumer. Electronic and paper media reports and comments present 'warts and all' coverage for the consumer, putting increasing importance on "Quality".

Quality refers to many things, such as food safety, visual appearance and consistency of eating experiences.

Our current (and past) research has been aimed directly at these aspects.

Come and see how we can help your business.

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## Value From Quality Workshop Programme

9.00 am - 9.45 am	<i>Arrival - coffee/tea/muffin served in Display Room, McMeekan Centre</i>	
9.45 am - 9.50 am	Introduction	Gavin Sheath
9.50 am - 10.05 am	Opening address Meat Industry	Tim Ritchie
10.05 am - 10.20 am	Opening address AgResearch	Jimmy Suttie
10.20 am - 10.45 am	A civil union: Dairy-beef integration	Alan McDermott
10.45 am - 11.00 am	It all begins down on the farm	Helen Withers
11.00 am - 11.30 am	The role of super-spreaders in the transmission of VTEC O157	Nigel French
11.30 am - 11.40 am	Impact-Quorum Sensing	Robyn Clemens
11.40 am - 11.50 am	Effectiveness of chemical and refrigeration hurdles in the control of E. coli O157:H7	John Mills
11.50 am - 12.00 pm	What's living in that drain	Katharine Adam
12.00 pm - 12.30 pm	Discussion	
<i>Walk over to MIRINZ Cafe</i>		
12.40 pm - 1.30 pm	<i>Lunch - posters etc. (MIRINZ Cafe)</i>	
1.30 pm - 2.30 pm	Sensors and imaging for automation	Shane Leath, Michelle Challies, Peter Cross and industry representatives
<i>Back to McMeekan Centre</i>		
2.40 pm - 3.05 pm	Colour display life of chilled lamb	Katja Rosenvold
3.05 pm - 3.30 pm	Seasonal variation in venison drip and tenderness	Eva Wiklund
3.30 pm - 3.50 pm	<i>Afternoon Tea - Tea/Coffee/biscuits</i>	
3.50 pm - 4.20 pm	Maximising the performance of NZ export beef	
	- pH survey in beef	Eva Wiklund
	- Water-binding in bull beef	Mustafa Farouk
4.20 pm - 5.00 pm	Summary, discussion and close of Workshop	Jimmy Suttie
5.00 pm	<i>Barbecue - Ruakura Campus Club</i>	