



AgResearch Meat Industry Workshop 2016

How and why future meat
research is important

Main Workshop Themes

- Added value products with credible points of differentiation for health and nutrition
- Value from quality – generate increased demand for high quality products
- All exports should be safe, of superior quality and attractive to consumers with defensible provenance

Key research types

- Blue sky
- Industry good
- Commercial outcome based
- Extension

Meat industry history

- First shipment in 1882
- Britain's off shore farm
- Removal of subsidies
- Collapse of wool prices
- Technical developments and progress
- Areas of shortfall

What is added value?

- Product which adds value by further processing into a finished product or ingredient which can:
 - Earn more than it costs to produce
 - Command a genuine premium over an existing product.

Adding value to our flock



Consumer wishes and market needs

- The majority of the world's consumers don't want or can't afford to buy from NZ
- Sheepmeat is NOT a mainstream product
- Beef is propped up by fast food industry
- High quality, smaller scale, niche vs. mass market commodities
- Study success stories

Future needs

- Meat industry's responsibility to farmers
- Industry's requirement to maximise value for benefit of shareholders
- Role of research and technical development

Future Areas of Research

- Engagement with meat companies on PGP projects and all new initiatives
- Pathogen research
- Real time measurement of meat quality
- Genetic sheep and beef research
- Medical and pharmaceutical end uses
- Reduction of production seasonality.