



5 October 2011

### **Red Meat Sector Strategy stocktake report available**

The first of the quarterly reports by the Red Meat Sector Strategy Coordination Group (SCG) has been issued to the red meat sector.

The Chairmen of the Meat Industry Association (MIA) and Beef + Lamb New Zealand (B+LNZ), Bill Falconer and Mike Petersen respectively, say the SCG will be using this method of reporting progress to sheep and beef farmers and meat processing companies.

This first report outlines the activity that aligns to the Red Meat Sector Strategy that is currently underway by B+LNZ and MIA.

It also identifies opportunities for further work.

The report can be downloaded from the B+LNZ website [www.beeflambnz.com](http://www.beeflambnz.com) and the MIA website [www.mia.co.nz](http://www.mia.co.nz) or a hard copy can be obtained by calling the B+LNZ freephone 0800 233 352.

**For more information please contact MIA Chairman, Bill Falconer 021 939 520 or B+LNZ Chairman, Mike Petersen 021 243 7344.**