



## **Media Release**

Meat Industry Association of New Zealand (Inc)

9 November 2007

### **Chief Executive Appointment**

The Meat Industry Association (MIA) Chairman, Bill Falconer, announced today that the Association has appointed Tim Ritchie as Chief Executive Officer to replace Dr Caryll Shailer, who is leaving in December.

"Tim Ritchie has a long association with the industry" said Mr Falconer, "and has worked in New Zealand and overseas for some of its major companies, and for the MIA, the former Meat Producers Board and Meat and Wool New Zealand. He brings a wealth of experience to the position, which will be valuable as the industry faces new challenges in procurement and processing in New Zealand, and in marketing product in new as well as established markets overseas. He is well versed in government decision-making processes, and will be an excellent leader of MIA's executive team."

Mr Falconer said Caryll Shailer has made a significant contribution to the Association over the past four and half years as regards its management and, in particular, the access issues New Zealand meat exporters are facing in both established and emerging markets. "We wish her well in her new endeavour," said Mr Falconer "and look forward to the time when her skill and experience will again be available to the meat industry."

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### **Contact for Enquiries**

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Tim Ritchie, Chief Executive Officer - Designate, 027 576 0036

Further information on the Meat Industry Association, including its 2007 Annual Report is available from [www.mia.co.nz](http://www.mia.co.nz)