



Media Release

Meat Industry Association of New Zealand (Inc)

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Meat Industry Association welcomes innovation initiative

The Meat Industry Association is excited to be involved as a principal supporter in “New Zealand Fast Forward,” the major innovation initiative launched today by the government.

Government has announced that it will make available a significant sum of money over the next 10 to 15 years which, when combined with funding from the food and pastoral industry, will be invested in innovation. The MIA and its members, New Zealand’s meat processing and export companies, are committed to working with government to develop and prioritise the available investment opportunities.

Bill Falconer, Chairman of the MIA said, “New Zealand’s pastoral sector has a long history of world-leading innovation and the scale of the investment announced today will be critical to ensuring that this continues. At stake is the ongoing international competitiveness of our pastoral sector. This is a true display of collaboration between government and the private sector, and the meat processing and exporting industry looks forward to working constructively on this initiative in the period ahead”.

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Further information on the Meat Industry Association is available from www.mia.co.nz