

Media Release

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MIA Pleased with Re-Commitment to Primary Sector Innovation

Responding to the budget announcement of the “Primary Growth Partnership” (PGP) Meat Industry Association (MIA) CEO Tim Ritchie said today that the Association and its members are very pleased that government has re-committed to new and significant investment in primary sector innovation. Ritchie said that the PGP was good news for the meat industry and the primary sector in general.

“We are pleased that Government has recognised the value of investment in innovation in the primary sector – especially in the current economic environment. We also fully support the high-level principles that government has described for PGP – including that innovation will be industry-lead and that the focus is on step-wise productivity and profitability improvement.”

Ritchie said that MIA would be working hard to make the most of the PGP. “We will be discussing a number of potential projects with our members and how best we might drive significant results from the additional, leveraged investment in R&D that the PGP will offer”.

“Potential projects exist right across the value chain including process automation and extracting very high value components from meat products. There is also great potential to work in collaboration with the on-farm people and other industries to create value from cross-over between our products and processes and theirs.”

“Our sector’s exports already earn New Zealand nearly \$7bn every year, so even a small boost to productivity or the value of products would have a quite significant impact on the country’s balance of trade and GDP.”

Ritchie said the MIA would be seeking to work with officials to understand the finer details of the PGP as quickly as possible.

Contact for Enquiries

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