

# Red Meat Report

Issue 11

## *Introduction from Alan Thomson and Sirma Karapeeva*

The past six months have brought a welcome change for New Zealand's red meat sector after two very tough seasons.

While some farmers are facing significant challenges on-farm – from dry conditions on the east coast of both islands to the recovery after extreme weather events in regions such as Southland – global markets have remained strong, providing renewed confidence and optimism for the sector.

There has also been the welcome boost from the recent US Government's decision to remove the extra 15 per cent beef tariff.

With US beef production at record lows and consumption high, our beef is more important than ever in keeping their shelves stocked and food prices stable.

Against this backdrop, we've kept pushing hard for policy grounded in science and evidence – none more so than in the emissions space.

A major step was B+LNZ leadership in securing a global joint statement backed by more than 30 agricultural organisations from 14 countries, calling for split-gas reporting of emissions at an international level.

Climate scientists are clear that methane behaves differently to long-lived gases like CO<sub>2</sub>, and we've consistently said that climate policy must reflect the actual warming impact of different gases.

That work is finally gaining real traction, with the New Zealand Government committing to new methane targets aligned with no additional warming.

These wins matter. They provide more certainty, fairness and more recognition for the emissions reductions farmers have already achieved.

Since 1990, the sector has reduced its gross emissions by more than 32 per cent – an achievement that often goes unrecognised.

The Government has taken some first steps to restrict wholesale conversions based on land-use class. However, the latest measures may not be enough to meaningfully slow the rate of land-use change, particularly for Land Class 6 – home to many of our breeding farms.

While we continue to advocate for the protection of productive land, the red meat sector is also investing in strengthening our position in key global markets.

Earlier this month, the sector hosted the first in-market activation of the refreshed Taste Pure Nature country-of-origin brand in Shanghai, with an exclusive pop-up restaurant showcasing the premium quality of New Zealand beef and lamb.

Despite its weaker economy, China remains one of New Zealand's most strategically important markets and the country's second largest for beef and lamb.

We know Chinese consumers care about quality, health and trust. Taste Pure Nature speaks to all of these, delivering not just great beef and lamb, but a compelling story from our farms to the table.

Our focus next year will be on supporting farmers and processors/exporters to run their businesses with confidence, advocating for enduring, science-based policy settings and helping exporters capture the full value of opportunities in our global markets.

With strong demand overseas and positive pricing, there is genuine reason for optimism.

Our exporters are benefiting from major market dynamics that play to New Zealand's strengths.

New Zealand beef and lamb continue to enjoy exceptional popularity in global markets, driven by our reputation for safe, natural, grass-fed production.

Whether it's premium restaurants in China, discerning retail shoppers in the US, or high-end food service customers in Europe, we're seeing strong demand across multiple markets.

New Zealand lamb continues to gain ground in Asia and North America, particularly for premium cuts and branded products that highlight our farming systems and sustainability credentials.

We want to thank our farmers and processors/exporters for their hard work over the past six months.

Their commitment to producing outstanding food, raising livestock with care, looking after the environment and contributing to rural and regional communities is at the heart of our sector's strength.



Alan Thomson  
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# GENERAL SECTOR UPDATE

## TASTE PURE NATURE COMES TO LIFE IN SHANGHAI WITH FIRST IN-MARKET ACTIVATION

The first in-market activation of the refreshed Taste Pure Nature country-of-origin brand took place last month with an exclusive pop-up restaurant experience in Shanghai, designed to showcase the premium quality of New Zealand beef and lamb.

Hosted by acclaimed New Zealand chef Ben Bayly, the event on Wednesday 5 November brought together 82 guests, including representatives from New Zealand's red meat processing and exporting companies, business partners, government officials and key industry stakeholders.

Guests experienced a six-course menu celebrating the diversity, taste and provenance of New Zealand beef and lamb, featuring dishes from Alliance Group (Lumina Lamb) and ANZCO.

Over the next 12 months, the campaign will undertake in-market research and analysis to guide marketing activities, evaluate label claims and traceability and develop channels that best reach and resonate with targeted consumer segments.

The Red Meat Country of Origin programme, which includes the Taste Pure Nature campaign, is co-funded by MIA, B+LNZ and the Government. The total investment is \$9.4 million over three years.

The campaign is designed to raise awareness and drive preference for New Zealand grass-fed beef and lamb in China, an important market worth \$2.6 billion a year.



## PLANS UNDERWAY FOR NATIONAL LAMB DAY 2026

Initial planning is underway for National lamb Day 2026, with Principal Partners Rabobank and FMG confirming they will be onboard once again.

In 2026, the focal point of activations will be at Southern Field Days, with a National Lamb Day 'takeover' planned for Friday 13 February 2026, featuring a radio broadcast, prominent signage and on-site activities.



## NEW MIA MEMBERSHIP CLASS FOR RENDERERS

At the MIA Annual General Meeting in September 2025, members voted to adopt a new constitution for MIA, including the introduction of a dedicated membership class for Renderers.

Under the Animal Products Act 1999, a renderer is any person or company involved in rendering as a secondary processor, without their own processing operations. This new membership category formally recognises the important role renderers play within the wider red meat sector.

Renderers make a significant contribution to sector value by transforming parts of the animal that would otherwise become waste or low-value material into high-quality products used in petfood, pharmaceuticals, cosmetics, and industrial applications. Their expertise helps improve resource efficiency, environmental outcomes, and overall product value.

Every year, MIA and the New Zealand rendering committee hosts a workshop specifically for the rendering community. These workshops aim to build sector capability, share best practice, and deepen technical knowledge across all aspects of rendering operations.

The 2025 workshop, held in Wellington, focused on the fundamentals of processing raw material and featured technical sessions covering:

- trade and market access
- environmental considerations
- food safety
- evaporator technology
- odour control
- health and safety

A key component of each workshop is a facilitated group problem-solving session, where participants share common challenges and explore practical solutions and opportunities.

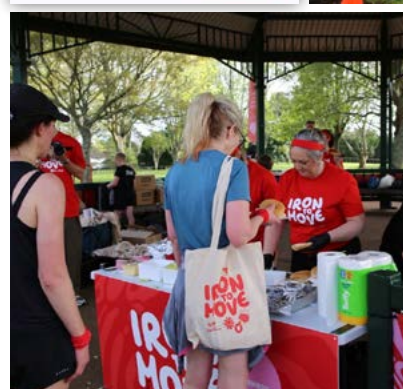
## SUPPORT GROWS FOR WORLD IRON AWARENESS WEEK

Beef + Lamb New Zealand Inc coordinated this year's World Iron Awareness Week (WIAW), which ran from 13 – 19 October, driving strong national and international engagement with support from the Global Meat Alliance. WIAW content was shared widely by food industry members, processors, retailers, health professionals, and partners across New Zealand, the UK, Uruguay, Scotland, Wales, Ireland, Australia, and beyond.

Support is growing every year – with over 100 organisations and individuals getting behind the campaign, two-thirds of them right here in New Zealand, where supporter numbers more than doubled. Together, they shared iron-rich inspiration through social media, recipes, activations, and newsletters.

This year, Beef + Lamb New Zealand continued with the Iron to Move theme for our activation, highlighting iron's essential role in carrying oxygen to our muscles to help us move, whether that's staying active or simply keeping up with everyday life.

To celebrate the theme, we teamed up with parkrun at Cornwall Park on Saturday, where more than 500 runners took part in the morning run. Afterwards, we hosted a family-friendly event with live music, games, giveaways and over 300 beef burgers served hot off the barbecue. Beef + Lamb Ambassador and rugby superstar Stacey Waaka also joined the celebrations, sharing in the fun and connecting with the community.



## WOMEN'S RUGBY WORLD CUP

The Women's Rugby World Cup took place in September this year. Beef + Lamb New Zealand Inc partnered with Sky as a broadcast sponsor for the 2025 tournament, achieving outstanding exposure and engagement. The partnership reinforced the strong connection between New Zealand beef and lamb, sport, performance, and national pride in Aotearoa.

Across Sky Sport, Sky Open, Sky Go and Sky Sport Now, the tournament reached a combined audience of more than 1.5 million New Zealanders, with over 1.1 million linear viewers and more than 1.1 million digital streams, with our brand associated on all broadcast assets. The semi-final between the Black Ferns and Canada drew the largest viewership, with over 500,000 Kiwis tuning in across all platforms. This was also the day we dropped off lamb cutlets in-studio to appear on the table in front of the presenters.

The partnership delivered exceptional value through 8,981 broadcast and digital assets, surpassing planned outputs by nearly threefold. The estimated media value exceeded 16 times the initial investment.

A highlight of the campaign was the Stacey Waaka content series, showcasing her connection to the land and her animals. Filmed both on her Tauranga farm and in England during the tournament, these stories connected New Zealand Beef + Lamb to her performance on the field and nourishment for her family.



# ENVIRONMENT

*The right policy settings in areas such as climate change and freshwater are critical for our sector.*

The Government has made positive steps towards getting environment policy settings right, although there's still work to do in this area.

## CLIMATE CHANGE

### ***Agricultural emissions pricing and NZ's methane targets***

We welcomed the Government's announcement in October that farmers will not face a price on agricultural emissions.

The threat of pricing had been draining confidence from the sector and B+LNZ had long argued pricing was unnecessary as our emissions are already coming down.

The majority of our trading partners don't intend to price agricultural emissions but are instead looking to incentivise through carbon credits or the market. The Government's decision was therefore in line with what other countries are doing.

The Government also announced revised methane targets of a 14 to 24 percent reduction by 2050 from 2017 levels (previously a 24 to 47 percent range) with a review of progress to targets scheduled for 2040.

The revised targets better reflect the science around the different warming impact of short- and long-lived gases. Methane should only be asked to do what is expected of other gases – unlike long-lived gases like carbon dioxide which need to be reduced to net zero to not add any more new warming, methane only needs to decline by a modest amount to not add additional warming.

The revised targets are science-based, but they will still be a stretch for our sector.

The Government's independent review showed a 14 percent reduction in methane would see agriculture add no additional warming by 2050, if all other countries do what they said they were going to do. Our view is that end of the range is the most appropriate to be aiming for.

The announcement was the culmination of many years of work by B+LNZ and others arguing that there is no need for a price on emissions and making the case for a science-based approach to emissions reduction targets.

The result is by no means perfect but it is a big improvement. It provides much needed certainty by

removing the threat of emissions pricing and means farmers can focus on doing what we do best – producing quality protein for the world's most discerning customers.

The Government also committed to investigating amending New Zealand's Nationally Determined Contribution (NDC) to take a split-gas approach. This is significant progress following years of advocacy.

A split-gas approach is more in line with the Paris Agreement's recognition of the important role of food production and safeguarding food security. In 2022, a paper signed by many of the world's leading climate scientists supported a split-gas approach to NDCs. Uruguay has already set a precedent by including a split-gas approach in its NDC, and we're encouraging others to follow.

B+LNZ led the development of an unprecedented joint statement by global agricultural organisations calling for countries to take a split-gas approach when reporting GHG emissions. More than 30 organisations across 14 countries, as well as several multi-national organisations, joined the call.

### ***Carbon farming***

There has been some progress in limiting farm sales for forestry entered into the ETS, but we remain concerned by reports of whole farm sales and the effects these have on rural communities and our sector's ability to increase export revenues.

The Government passed legislation in September that put a moratorium on whole farm conversions on land classes 1-5 being entered into the ETS, introduced a quota of 15,000 ha on land class 6, but was unlimited on land classes 7 and 8.

During the process, more than 400 farmers used B+LNZ's prewritten submission template to tell Parliament's Environment Committee that the legislation placing restrictions on farm sales into carbon farming was a good start but didn't go far enough. Despite this, the legislation was passed largely unchanged.

After this, B+LNZ was asked by the Environment Select Committee to respond to the Parliamentary Commissioner for the Environment's report *Alt F Reset - Examining the Drivers of Forestry*. We agreed with the



majority of the report's recommendations for improving current forestry settings, apart from one that advocated for a biogenic methane trading market.

We continue to advocate to all political parties that further action is needed on land use change.

We will continue to monitor closely how many farms are being sold into forestry and will continue to push for greater restrictions.

While the new legislation is a step in the right direction, our analysis indicates that one million hectares of productive farmland will still be sold and converted into forestry for entry into the ETS by 2050. We believe the moratorium needs to be extended to all land classes.

Landowners have a right to do what they wish on their land, but the long-standing policy settings encourage offset planting instead of carbon emissions reduction, at the expense of food production. These policy settings have created a massive distortion in the land and carbon market and led to blanket afforestation.

We are not anti-forestry – we strongly support the integration of trees within farms as a better solution.

## **RMA REFORM AND FRESHWATER MANAGEMENT**

B+LNZ and MIA support the intent of the Government's proposed reform of the resource management system but the devil will be in the detail.

The replacement for the RMA and the freshwater rules that sit under it are arguably the most important pieces of legislation for the farming sector as this framework determines the use of productive resources.

Over time, the RMA has impacted more and more day-to-day operations on farms and become overly complex.

B+LNZ and MIA therefore strongly support the Government's intent to make the legislation more streamlined and practical and to fix the costly plan making and consenting processes.

While we welcome the overall intent, this is an extremely complex and highly technical piece of legislation.

It will take some time to thoroughly analyse the proposed new framework which has only just been released and ensure it doesn't create perverse outcomes.

While the reduced reliance on consents is positive, most sheep and beef farmers generally don't need consents and are currently permitted.

We therefore need to ensure the proposed farm planning process that will replace consents does not inadvertently lead to more red tape for our farmers.

There is still a reliance on limit setting in the new framework, and greater powers to regional councils to set eco-system health limits.

B+LNZ and MIA are keen to work with the Government on ensuring we get the guard rails right and councils can't just pick up the plans that were put on hold under the previous system.

Past experience of limit setting and water quality standards has shown how problematic they can be if set wrong.

Independent research B+LNZ commissioned on the suspended fine sediment targets in the Freshwater NPS 2020 showed they would have required the retirement of 40 per cent of sheep and beef land and still would not have achieved the limits.

Another key area we will be closely examining includes the potential allocation of tradeable rights to individual farms, or cap and trade systems, as a way of addressing water quality or water quantity issues.

While in theory this can allow the efficient allocation of resources, in practice we can't see it working for diffuse contaminants.

There are numerous examples overseas where nutrient and water allocation have led to perverse outcomes and unintended consequences for communities.

More generally, there's still significant uncertainty around decision-making, with local government reform underway and no detail around the freshwater policies that will sit beneath the overarching legislation. We'll be seeking more detail on these points and working to ensure there is adequate rural representation in decision-making.







# GLOBAL TRADE

New Zealand's red meat sector is finishing the year on a strong footing, supported by firm pricing and sustained global demand. The **United States** continues to underpin export performance, with shipments valued at \$2.5 billion in the year to September.

This demand has held up despite the imposition of reciprocal tariffs by the US Government earlier in the year. Introduced at 10 per cent in April and lifted to 15 per cent in August, the tariffs have cost the sector an estimated \$150 million so far.

The removal of tariffs on beef last month is therefore a welcome development. Beef had accounted for around \$90 million of those costs, so the decision delivers meaningful relief for exporters. Tariffs on sheepmeat and fifth-quarter products, however, remain in place and continue to weigh on returns.

Even with these headwinds, the US market continues to demonstrate its scale, resilience and strategic importance to New Zealand's red meat sector.

In **China**, the market has been steady but more subdued, with overall demand softening compared to previous cycles.

Beef volumes have held relatively stable, but pricing has been under pressure as China continues to work through higher domestic inventories and increased competition from other countries.

Despite these conditions, New Zealand product continues to perform well in higher-value channels, supported by our strong reputation for consistency and food safety.

Attention has centred on the safeguard investigation launched by the Ministry of Commerce (MOFCOM) at the end of 2024 in response to claims that rising beef imports were harming domestic producers.

Throughout 2025, MIA and B+LNZ have been working closely with officials to explain New Zealand's position: that our beef exports have been stable, consistent and not injurious to China's industry.

This work aims to ensure New Zealand is excluded from any safeguard measures that may result from the investigation.

MOFCOM is expected to publish its findings early next year, and the outcome will influence trading conditions in 2026.

Against this backdrop, the United Kingdom and European Union have emerged as bright spots.

The **UK** in particular has become a standout market for New Zealand beef. Exports have surged to 12,438 tonnes worth \$164 million in the year to September - an extraordinary increase of 256 per cent in volume and 290 per cent in value compared to the same period in 2024.

Much of this growth reflects the opportunities created by the NZ-UK Free Trade Agreement, which entered into force in 2023 and grants New Zealand a substantial tariff-free beef quota.

At the same time, lower UK domestic production has created a gap that New Zealand is well placed to fill.

The **EU** has delivered similarly strong results, especially for sheepmeat. Export volumes to the region are up 15 per cent to 52,464 tonnes, while export values climbed 46 per cent to reach \$1 billion in the year to September.

This performance reflects firm demand, declining European production, and tight supplies worldwide, all of which have supported higher prices.

Progress has also been made in markets where access has historically been more difficult.

In October, New Zealand and Malaysia agreed to a new arrangement governing the processing and export of Halal-certified meat.

Malaysia has long been a challenging market to enter, with only seven New Zealand premises currently approved for export.

Despite this, exports have reached \$66 million in the year to date. The updated arrangement will allow Malaysian authorities to conduct audits in New Zealand, enabling more premises to seek listing and creating a pathway for increased trade.

Overall, while global conditions remain mixed, 2025 has seen important market access gains, strong performance in key destinations, and renewed confidence across the sector. These trends provide a solid platform for continued recovery and growth into 2026.





## EUDR

The EU Deforestation-free Supply Chains Regulation (EUDR), has once again been delayed for 12 months and will apply from 30 December 2026. The EUDR affects around \$200 million of New Zealand beef, hides and skins exports to the EU.

The scale and complexity of the regulation have created significant pressure across Europe, prompting the EU Commissioner for the Environment to signal in September that further simplification, potentially including a delay, might be necessary.

While the Commission subsequently tabled amendments in October aimed at reducing reporting burdens and easing the load on the EU's IT systems, as well as minimising compliance demands on European primary producers, these changes did not include any delay to implementation.

The amendments are now moving through the EU legislative process, with political parties and Member States also proposing changes of their own. Any final adjustments will need approval from both the European Parliament and Member States.

In the meantime, New Zealand exporters are getting on with the practical work of compliance.

Companies are rolling out the MIA-Prism due diligence system and have begun testing the submission of due diligence statements with importers and customers to ensure they are ready once the regulation takes effect.

Bilateral engagement with the EU also remains active. Following the FTA Trade Committee meeting in October, New Zealand and EU Ministers issued a joint statement committing to work together to avoid undue impacts on New Zealand producers and exporters from the implementation of the EUDR.

While the statement is high-level and does not bind either party to specific actions, it is an important acknowledgement that New Zealand's agricultural and forestry systems support sustainability outcomes and do not contribute to global deforestation.

## INDIA FTA TALKS

Alongside this work, MIA and B+LNZ continue to support New Zealand negotiators in advancing the sector's interests in the India FTA.

Progress is being made in several important areas, particularly in chapters that facilitate trade such as customs processes, helping ensure the sector's priorities are well understood as negotiations continue.





# INNOVATION AND RESEARCH

## FACIAL ECZEMA (FE)

Farmers have now contributed more than 7,300 hours to tackling FE through the Eliminating Facial Eczema Impacts programme, including 3,300 hours in the past year. This commitment is shaping science-based solutions that reflect real farm conditions.

### *Sheep Poo Study – Season 2 complete*

Thanks to nearly 280 farms nationwide over the past two seasons, we now know:

- FE is a nationwide challenge, not just a North Island issue, with toxic spores being found as far south as Otago.
- Local conditions matter:
  - higher elevation = fewer spores
  - short pasture = more spores
  - neighbouring farms with high spores = higher risk for your farm.

This information goes a long way in helping us understand FE better and come up with practical on-farm solutions.

Season 3 is underway, with Awanui carrying out spore counts and B+LNZ analysing results. This strengthens the national spore risk map and risk prediction tool, giving farmers sharper tools to track seasonal threats.



### *FE risk prediction tool*

Using data from the poo studies and weather information, veterinary data science company Ingenium are developing a predictive model to provide timely alerts.

Farmer input through the B+LNZ Farmer Research Advisory Group is shaping how alerts will be delivered, with farm testing expected in the 2026/27 season. We'll keep farmers updated on this.



## PARASITE MANAGEMENT

To improve parasite management decision-making, a new diagnostic test is being developed with Awanui Veterinary that could cut turnaround for larval culture from two weeks to just three days, helping farmers make faster drenching decisions. More details will be shared early in the new year.



## RESILIENT PASTURES PROGRAMME

This newly announced seven-year project, led by DairyNZ with support from MPI and B+LNZ, is focused on improving pasture persistence and performance in the upper North Island. Farmers are working alongside scientists to identify species and management practices that withstand droughts and floods while remaining profitable. The programme will kick off with looking to understand and communicate what climate pastoral farming must adapt to and when.



## DRIVING GENETIC PROGRESS IN BEEF

The second mating under B+LNZ's refreshed Dairy Beef Progeny Test (DBPT) was completed this quarter.

Last year, the DBPT moved to five new host farms across three regions. This year's cohort includes 17 sires representing seven breeds.

Mating at the across-breed Beef Progeny Test site in Southland wraps up this month, and involves Angus and Hereford cows run side-by-side with crosses undertaken both ways.

Progeny tests are a key part of B+LNZ's beef genetics programme.

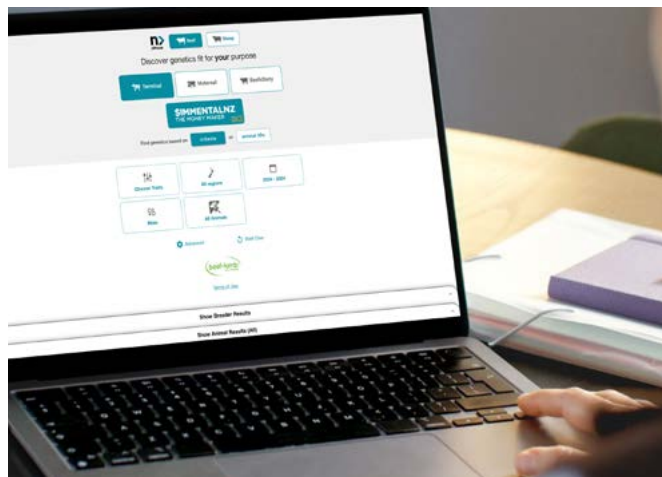
In 2025, around 70 bulls have been assessed across eight progeny test host farms.

The tests compare how the progeny of these bulls perform under commercial conditions and provide robust, New Zealand-based data across breeds and production systems, driving genetic improvement, hybrid vigour, and added value at every stage of the supply chain.

Meanwhile, user engagement with nProve, a free, easy-to-use online genetics tool, has grown significantly since the launch of the tool in March 2025.

From March to September, there were 14,266 sessions - up 43 per cent from the same period in 2024.

nProve Beef alone contributed 4,762 sessions (33 per cent of total traffic). Usage peaked during the bull sale season (April-May), dipped in winter (June-July), and rose again in August ahead of yearling bull sales.



## NEW ZEALAND SHEEP INDUSTRY: A 30-YEAR REPORT CARD

Since 1995, B+LNZ has been recording the sheep industry's genetic progress through its national genetic evaluation (the NZGE) and results highlight how impressive this progress has been.

Despite declining ewe numbers, carcase weight per ewe has doubled, and lambing performance (lambs per adult ewe mated) has lifted from 100 percent to 137 percent.

While some gains can be attributed to improvements in forage quality, half of these are efficiency gains driven by genetic progress, with the balance achieved through improved on-farm management practices that help realise these genetics.

## COOL SHEEP® PROGRAMME

An exciting new genomics project is underway to help future-proof New Zealand's sheep industry. The project aims to genotype up to 3,500 influential rams from over 300 stud breeders across multiple breeds.

Genotyping uses a small tissue sample (ear notch) to read DNA and assess genetic potential. Samples will be analysed using two technologies, including low-pass sequencing - a next-generation method being trialled by Bioeconomy Science Institute's AgResearch group. Led by B+LNZ's Cool Sheep® programme, it aims to improve prediction accuracy for traits important to farmers, such as health, productivity, and resilience. It will also help minority breeds and less-connected flocks tap into genomic tools, supporting their access to breeding values and opportunities to make real genetic gains.

Supported by the Ministry for Primary Industries through the Climate Emergency Response Fund (CERF) and B+LNZ, the Cool Sheep® programme aims to provide New Zealand sheep farmers with access to low methane genetics, helping to reduce emissions across the national flock. It also supports the wider use of genomic information in the national breeding flock. By genotyping more sires used across the industry, breeders can generate breeding values for methane and other traits, providing additional benefits for national genetic gain.







# PEOPLE AND CAPABILITY

## MEAT PROCESSING INSPECTION PROPOSALS

The Ministry for Primary Industries (MPI) is reviewing New Zealand's inspection and examination requirements for exported meat including cattle, sheep and deer. The goal of the revision is to ensure these requirements remain effective while continuing to safeguard food safety and support market access for New Zealand meat exports.

New Zealand's meat processors and exporters are committed to maintaining world-leading standards for both food quality and food safety.

New Zealand's reputation as a producer of high quality and safe food is paramount. No processor would risk compromising the safety or reputation of New Zealand red meat, or jeopardising market access by failing to manage these risks.

Under all options, the final food safety determination will remain the responsibility of government-employed inspectors to meet market access requirements, as they are today.

Without this final step, MPI cannot provide an export certificate and meat cannot be exported.

Over the past 25 years, the world and our operational environment has changed. Meat inspections must evolve to meet our current operating model. Other food producers in New Zealand and those overseas have moved to a similar model.

This programme is about giving meat processors and exporters responsibility and ownership of their own risks.

Importantly, if a new model proceeds, the two inspections – food safety and food quality – will not be able to be carried out by the same agency.

This programme is an opportunity to explore and consider other meat inspection options to achieve the crucial food safety and market access requirements, while also building a more resilient and higher-skilled workforce, with roles that offer greater responsibility, development, and career progression for the thousands of staff employed by red meat processors.

Any proposed regulatory changes must maintain market confidence and uphold the integrity of New Zealand's export assurance system.

## NEW SEASONAL WORK VISAS STRENGTHEN RED MEAT PROCESSING WORKFORCE

In August Minister for Immigration, Hon Erica Stanford, announced two new seasonal work visas which will go a long way to strengthen the red meat processing workforce: Global Workforce Seasonal Visa and Peak Seasonal Visa.

Migrant workers play a vital role in supporting the sector's workforce and ensuring jobs for New Zealanders. While MIA members prioritise employing New Zealanders, the reality is that during peak processing months the demand for labour is higher than the available domestic workforce.

These two seasonal visas will provide greater flexibility to employ migrant workers, meaning processors can run shifts at full capacity more consistently. This supports more sustainable employment and stable incomes for the thousands of New Zealanders who work in the sector.

Running plants at full capacity also enables companies to process the entire carcass and capture maximum value, resulting in stronger export returns that benefit farmers, regional communities, and the wider economy.

The sector is strongly committed to providing high-quality pastoral care and wraparound support for migrant workers. Companies work closely with their people to help them settle into local communities and enjoy life in New Zealand while they are here.

## VOCATIONAL ADVOCACY

B+LNZ fought hard for a fit -for -purpose vocational training system. Alongside others, we successfully pushed back against proposals that would have removed Agribusiness and Agricultural/Horticultural Science as standalone NCEA subjects. Multiple submissions to Government stressed the need for a system that delivers skilled people to the sheep and beef sector and supports ongoing learning.





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