



Meat Industry Association of New Zealand (MIA)

Meat Industry Association of New Zealand (MIA) is the voluntary trade association representing New Zealand's red meat processors, marketers, and exporters, and MIA Innovation the organisations Innovation company.

Compelling need for the project

With the accelerating pace of technological development in the industrial sector, MIA Innovation recognised an opportunity to harness the potential of these changes for the sector. What was lacking was a collective vision of what the future might look like, so the concept for this project was to create a roadmap to a sustainable future for red meat processors, capturing the value of emerging technologies to create a roadmap to 2040.

MIA Red Meat Facilities 2040 Future Concept New Zealand

Wiley provided an innovation analysis project to assist MIA with curating a vision and roadmap for the 2040 red meat facility of the future.

Business value created for the client

Wiley and the MIA Innovation worked together to imagine and describe the Red Meat Processing Facility of 2040. This innovation analysis project sought to look at in-industry and adjacent-industry innovations and trends that would add value over the 20-year horizon.

The vision details milestones along the 20-year innovation journey, to allow MIA Innovation and the NZ meat industry to work together to plan their investment and progress. This plan will provide confidence that come 2040, they will be on track to ensure the sector is operating the red meat facilities of the future.

The challenging scope Wiley delivered

Wiley conducted comprehensive research, culminating in a report for MIA and their members to share a curated, collective vision for the red meat processing facility of 2040.

Interviews, research, and in-house expertise were all inputs into the formation of the report's insights. Industry, academic and innovation experts were broadly consulted, with more than 50 subject manager experts interviewed. Existing research and relevant studies from across the globe were collected and distilled, and Wiley's 100 years of expertise was leveraged to formulate the significant innovations expected to enhance the industry by 2040.

MIA Innovation will use this report to support the creation of a roadmap aimed at ensuring New Zealand red meat processors meet its goals and remain innovative and competitive in the market.

The team at Wiley and this comprehensive report have provided some valuable insights for assessing the role of emerging technology in the New Zealand processing sector.