

**From:** [Daniel Wilson](#)  
**To:** [Eve Lucinsky](#)  
**Subject:** FW: 2021 New Zealand Red Meat Report  
**Date:** Monday, 4 October 2021 2:11:57 PM  
**Attachments:** [image001.jpg](#)  
[image003.png](#)  
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[image005.png](#)  
[Red Meat Report\\_May 2021.pdf](#)  
[image006.jpg](#)  
[image007.jpg](#)

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Ngā mihi

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**From:** Sirma Karapeeva <xxxxx.xxxxxxxxx@xxx.xx.xx>  
**Sent:** Wednesday, 5 May 2021 6:14 AM  
**Subject:** FW: 2021 New Zealand Red Meat Report

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Tena koutou katoa

On behalf of Sam McIvor, CEO of Beef + Lamb New Zealand, and Sirma Karapeeva, CEO of the Meat Industry Association, the following is a link to the May 2021 edition of the New Zealand Red Meat Report.

[MIA/Publications/Meat Report May 2021](#)

This is a joint B+LNZ/MIA publication aimed at providing an overview of key priorities and initiatives within the New Zealand red meat sector in areas like trade, environment, innovation, research, and people and capability.

It has been a challenging year, but the sector is incredibly proud of the way it has successfully responded to COVID-19, while also managing drought issues across much of the country.

The collaboration across the sector has never been stronger. We have refreshed our sector strategy, which is providing a strong platform to successfully navigate the COVID-19 environment and maximising our contribution to the economic recovery for the benefit of all New Zealanders.

While markets are volatile, demand for red meat remains firm and in the wake of COVID-19 there

has been a growing increase in natural, grass-fed beef and lamb. The Taste Pure Nature origin brand is raising New Zealand red meat's profile and connecting with consumers.

The environment remains a high priority. There have been significant policy reforms over the last three years and we hope that over the next three years there will be some breathing space to allow for implementation of these new rules, and support for the great work farmers are already doing through catchment communities.

Significant progress is also being made across the portfolio of research and development the sector is investing in.

Finally, we're conscious of the importance of jobs to the New Zealand economy. Just over 90,000 jobs are already supported by the red meat sector and we are keen to work with the Government to help find employment for those who have lost jobs as a result of COVID-19.

