

# Year 10

## Business enterprise activities

### Content explored in the activities

#### Content linked to challenges and opportunities in the future

##### Innovation

Continuing innovation in production and marketing processes and product innovation enables the RMI to compete with other meat producing countries.

##### Globalisation

The integration of world markets. The global marketplace provides opportunities and challenges for the RMI.

#### Inquiry focus:

- What is innovation and why is it critical for RMI's success in the global marketplace?
- What strategies do the RMI and its members need to consider to remain competitive and economically sustainable in the next 5–10 years?

### Activity 1: Exploring innovation in the Red Meat Industry

The Meat Industry Research and Innovation Fund (MIRIF) has identified four objectives to increase the profitability of the RMI.

1. Increased quality and shelf life
2. Improved processing productivity
3. New and higher value products
4. Safer food.

Have the students in groups investigate an area of innovation that meets one of these objectives. Students should focus on how this research or innovation will add value to the RMI. Suggested topics for investigation include:

#### Robotics for Sheep meat processing

##### Resources

- Ovine Automation
- Meat Industry Association Future Technologies

#### Genetics research in the RMI

##### Resources

- Beef and Lamb Genetics Progeny Tests
- Golden Times for Genetics Firm
- \$15m Sheep, Beef Genetics Research Boost

#### The Deer Industry

##### Resource

- The NZ Deer Industry

#### Food Safety

##### Resources

- Red Meat Industry Committed to Food Safety
- Food Safety Partnership to Protect \$50b Industry



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## Activity 2: Investigating future foods

Have the students explore innovative projects that endeavour to produce meat or meat substitutes from cell culture and plant protein.

These websites [www.culturedbeef.org](http://www.culturedbeef.org) and [cultured meat](http://culturedmeat.com) introduce students to the concept of meat produced by cell culture.

These websites [www.impossiblefoods.com](http://www.impossiblefoods.com) and [beyondmeat.com](http://beyondmeat.com) explain how new businesses are producing meat substitutes from plant protein.

Have students in groups explore the potential benefits of these future foods. Allocate each group a specific context for their investigation. Contexts explored should include:

- Environment
- Animal welfare
- Feeding the world's population
- Human health.

Have the groups present their findings to the class through oral presentations or an infographic.

Complete this activity by organising a class debate on the topic *Future foods are a major threat to New Zealand's Red Meat Industry.*





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## Activity 3: Globalisation and local markets

The world is becoming increasingly interconnected as a result of communication technologies and expanding transport systems. Multinational corporations with subsidiaries in many countries have taken the place of national companies. New Zealand's economy is now part of a huge global economy based on international trade.

This global market presents many challenges to the RMI with increased competition from other countries, particularly those in South America.

The growth of international trade and the transport of food products around the world has resulted in the growth of the Local Food Movement. This movement is concerned with the environmental costs of **food miles** and the disadvantages faced by local farmers when they have to compete with international conglomerates, which have large scale operations.

Separate the students into two groups. Have one group investigate the effects of globalisation on New Zealand's exports while the other investigates the issues that have led to the growth of the Local Food Movement.

Questions students consider might include:

- Is globalisation a gift to New Zealand farmers?
- What are the advantages of buying local food?
- Is the Local Food Movement a threat to New Zealand exporters, given that New Zealand is isolated from its markets?
- How can New Zealand farmers offset the environmental costs of food miles?
- How do traceability systems allow farmers to produce products for more high-end or niche markets?

Have each group present their findings to the class. Compile a class list of the opportunities and challenges presented by these two movements.

### Resources

- Ministry of Agriculture and Fisheries, **Meat: The future** (pp. 49–55 *Mega-trends affecting the future*)
- Local Food Movement
- Food Miles
- Meat product traceability – There's big value in it
- British chain to stop selling NZ lamb
- UK supermarkets urged to stock more British lamb