

See the Change, Be the Change: Overcoming Roadblocks to Innovation in the New Zealand Beef Breed Industry

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Summary

This paper will analyse the challenges facing beef breeds and breed societies in New Zealand today and ways the industry can more effectively embrace innovation moving forward. The paper will also address New Zealand's unique position as a microcosm of industry issues worldwide and how New Zealand Breed Associations can help overcome roadblocks to industry innovation.

Caren Bailey, genomics, performance, beef, breed, society, collaboration, technology, infrastructure, commercialisation, phenotype, genotype, pedigree, purity.