

Q: What is the Centre for Meat Information and Technology (CMIT)?

A: CMIT is the leading Canadian meat processing hub powering industry collaboration and innovation.

Q: What led to the establishment of CMIT?

A: Research done with farmers and meat processors identified several barriers to their growth. With assistance to address some of the key issues it was determined that there could be a 7:1 return to the industry and our economy. An investment of \$40 to \$50 million could generate between \$260 and \$320 million in return. CMIT was created to help address several key barriers so the industry can grow.

Q: Who created CMIT?

A: CMIT is founded and supported by Meat and Poultry Ontario to focus on advancing the meat and poultry processing industry.

Q: Who can I contact at CMIT?

A: Director Luis Garcia can be reached at luis@meatpoultryon.ca or 519-763-4558 x 228

Q: How will CMIT be funded?

A: CMIT is launching a fundraising campaign to raise \$1 million to cover operating costs for five years while it builds revenue streams and become self-sustaining. Revenue streams will be based on fees for service. CMIT does not charge for connecting experts, processors and industry.

Q: Where is CMIT located?

A: CMIT headquarters are in Guelph. The organization has an agreement to have access to the federally registered facilities at the University of Guelph, in Guelph for training, projects and small batch processing needs.

Q: Does CMIT only help Meat and Poultry Ontario members?

A: CMIT is open for business with anyone who wants to work with us and/or needs our support in Ontario, Canada and beyond.

Q: Does CMIT do custom slaughter?

A: Yes, you can find us on Processor Links. CMIT project processing will be done at the University of Guelph's federally licensed facility.

Q: What services does CMIT offer?

A: Our services include product and process development, shelf-life evaluation, innovation projects to solve technical challenges, leading-edge training, and business connections.



Q: How will CMIT sustain its operations?

A: We are embarking on a 5-year, \$1 Million fundraising campaign to ensure CMIT long-term viability while we build our fee for service revenue.

Q: How can I get involved?

A: **Consultants:**

- Offer your services through CMIT

Instructors:

- Work with us to offer training

Processors:

- New product development
- New process development
- New packaging testing/development
- Custom small batch processing
- Test equipment under consideration for your plant
- Bring us your ideas!