

The Centre for Meat Innovation and Technology (CMIT)

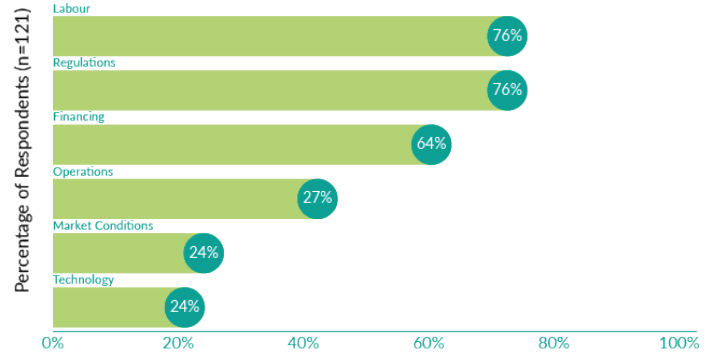
A global leader of innovation and technology in the meat and poultry processing sector

CMIT is the leading Canadian meat processing hub powering industry collaboration and innovation. It is dedicated to showcasing the world's leading meat processing technology to our industry in Canada, to help it become more competitive. CMIT is the only Canadian meat processing technology hub that encompasses skills development, training and sharing best practices, backed by world class training and education.

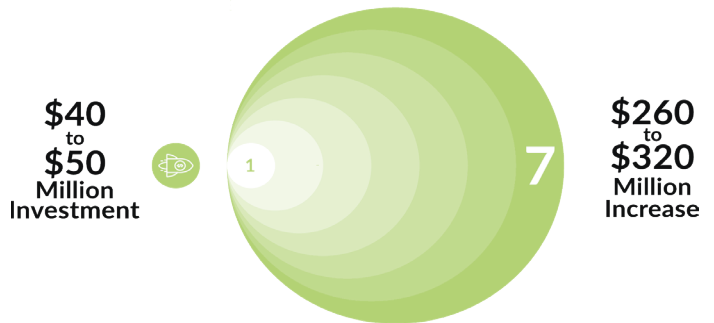
Why CMIT?

In 2020-2021, Meat and Poultry Ontario conducted surveys of both farmers and abattoirs to determine what barriers inhibit their growth.

Barriers to growth for Abattoirs



The research showed that a \$40-50 Million investment could generate a seven-fold increase in productivity of \$260-320 Million.



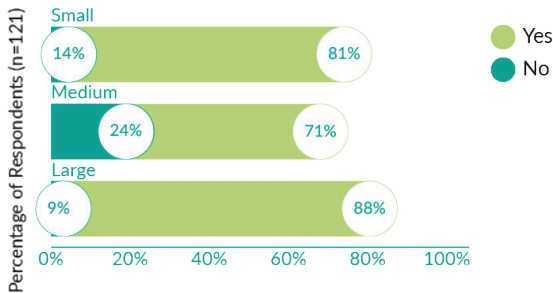
This would benefit farmers, our industry, our local and Ontario economies and prepare and position the industry to develop further export markets.

Finally, a roadmap for implementation of technology, training and resources that could spur this growth in our industry was developed, looking at short, medium and long-term needs.

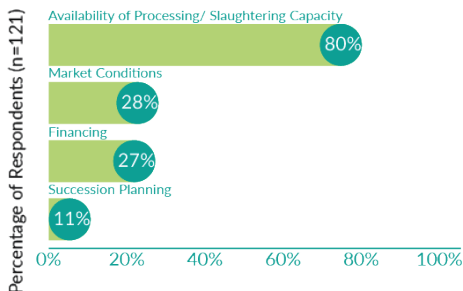
Driven to advance and strengthen the Canadian meat processing industry

Canada needs meat processors of all sizes to meet local and international demand. Plus, they help drive many local and rurally-based economies. CMIT can help processors position themselves to play an even more critical role in national and international market development. We will access the best technology and knowledge locally and globally, and share this with Canadian processors. We will also identify connections our processors need to advance our industry and facilitate collaboration.

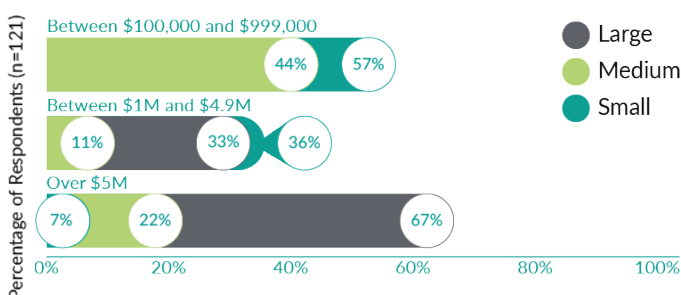
Percentage of farmers experiencing barriers to growth



What are the main barriers to growth for farmers?



Abattoir Growth Potential (\$) if Barriers removed





Education and research to help our industry grow and succeed

CMIT will act as a hub to bring new options and ideas to our industry, making it easier for Canadian meat processors to find and adopt innovations. We will also be a source for specialized training, equipment and software, that can be tested/provided through access to the University of Guelph federally licensed processing facility. We will find the experts, develop curriculum and deliver courses, and provide micro-credentials to help our industry develop workforce skills.



CMIT will make it easier for processors to research, find, learn about, access and test new technology and innovation to help them improve and grow their businesses.

Ways for processors to get involved with CMIT

CMIT can provide a range of opportunities to use the Centre's services:

- New product development
- New process development
- New packaging testing/development
- Specialized training
- Custom small batch processing
- Test equipment specific to your plant

A two-pronged approach to growth

First, CMIT will fundraise toward initial start-up costs and early operations. Founding Contributors will be recognized with a special plaque for their contributions at the following levels:

- \$200,000 to \$250,000 - Prime Contributor
- \$100,000 to \$200,000 - AAA Contributor
- \$50,000 to \$100,000 - AA Contributor

They will also be featured prominently on a display in CMIT offices. They will also benefit from special pricing when they work with CMIT.

Secondly, we will promote the organization and build our product and service revenue streams. Our goal is to raise \$1 Million in order to be self-sustaining within 5 years.

In order to reach that goal, we will build revenue streams through fees for services, company-specific projects, product and packaging development and other sources. Initial projects are already underway.

Other ways members can be involved:

- Provide equipment or software to demonstrate to processors
- Offer some time as an advisor on an area of expertise
- New product development, new process development, new packaging testing/development, custom small batch processing
- Other ideas – we are here to help!

Consultant or expert paid contribution opportunities

There are also other opportunities for members to contribute to CMIT growth:

- Offer services through CMIT
- Offer consulting through CMIT
- Offer instructor training through CMIT

Ontario Meat and Poultry sector:
Meat & Poultry is the single largest manufacturing employer in Ontario

Ontario's Meat & Poultry sector employs **25%** of Ontario's food & beverage processing industry

