

Taking Europe forward – Goals and vision for the Foundation

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The Foundation is a collaborative, independent, not-for-profit international eating quality research platform linked to the United Nations Economic Commission for Europe Specialized Section on Meat.



The aim of the Foundation is to improve consumer satisfaction of meat products through fostering (facilitating) the application of global collaborative meat research knowledge throughout supply chains



The Foundation achieves this aim through:

- Collaborative international research linked to United Nations Economic Commission for Europe standards applied to commercial description and trading of beef³.
- Collaborative international research linked to United Nations Economic Commission for Europe standards for consumer sensory evaluation applied for continuous improvement in beef grading systems based on consumer prediction modeling.



The Foundation achieves this aim through:

- Facilitating the availability of eating quality tools, protocols and software to underpin collaborative projects and knowledge transfer.
- Oversight through a Scientific Reference Group, a global research DATAbank of meat research data from participating countries to foster continuous improvement in eating quality prediction.



INTERNATIONAL MEAT RESEARCH 3G FOUNDATION

UNECE Specialised Section on
Standardization of Meat – Rapporteur
Group
Recommendations to UNECE

FOUNDATION COUNCIL

BUSINESS FUNCTIONS

MANAGEMENT BOARD

ADMINISTRATION

- Finance
- Membership
- Marketing
- IT function incl
DATAbank

SERVICES

- Contract R&D
- Consulting
- Training
- Data collection
- Analysis
- Technical Q&A

TECHNICAL WORKING GROUPS (Issue specific)

- Not yet determined

SCIENTIFIC & EVIDENCE BASED FUNCTIONS

SCIENTIFIC REFERENCE GROUP

DATA OWNERS / OTHER MEMBERS

- Oversight of R&D and peer review
- 3G model initiatives
- Ontology & data standards
- Global scientific liaison
- R&D strategy
- Recommendations to Council
- Recommendations to UNECE (via Council)

TECHNICAL WORKING GROUPS (Issue specific)

- DATAbank IT
- Ontology (data standards)
- Statistical analysis & modelling
- Flavour
- Additional issues (not yet determined)



Business Principles / Practices

The Council has developed an initial set of business principles /practices with the aim of encouraging and incentivising behaviours that facilitate the improvement in consumer satisfaction of meat products through the agreed objectives of achieving:

- standardisation of research tools, language and ontology
- sharing of data, intellectual property (IP) & intellectual capital (IC)
- growth in research projects undertaken & membership of the Scientific Reference Group (SRG)
- separation of the R&D functions from the business functions
- financial sustainability for core Foundation activities
- which will then facilitate commercial adoption of the R&D.



- The Council acknowledges that these business principles and associated processes are based largely on experience gained from the collaborative spirit demonstrated by the initial members of the SRG which are to be maintained as activities expand with the introduction of additional partners.



- The Council also recognises the initial leadership and IP in this area provided by the Meat Standards Australia scheme developed by Meat & Livestock Australia (MLA) and its predecessor bodies as well as the long term development of IP and critical IC by Dr Rod Polkinghorne (Birkenwood PL).



- The Council understands and supports the notion that success in achieving the Foundation's aims will be dependent on the development of a truly global partnership where the importance of the initial inputs and partners diminishes over time while the importance of new inputs and partners will expand over time. Likewise, leadership of Foundation activities will evolve over time from those with the initial inputs to all partners equally.



- The Council is committed to ensuring that the success of the Foundation is not seen as an end in itself. The Council firmly believes that it is the aims of the Foundation that are important, and all Foundation activities are to facilitate achievement of these aims not just to promote the viability of the Foundation.





INTERNATIONAL
MEAT RESEARCH
3G FOUNDATION



Guaranteed Global Grading

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