

## MRG WIRE

# Meat Industry Insights

What's shaping the meat industry  
on the floor, on the shelf, and in the boardroom.

Welcome to the August 2025 edition of **Meat Industry Insights**. This month, we're looking past the powerful promise of automation to uncover the hidden risk that comes with every big bet. We'll explore the single, often overlooked factor that determines whether a multi million dollar gamble pays off or becomes an expensive mistake, and also look at what a passport has to do with the future of your value added products.

### Your Missing Ingredient

Picture this: gleaming new robotics on your processing floor, promising unprecedented efficiency. **Headlines in Meat+Poultry are buzzing** about the AI revolution in everything from slicing to packaging. It's the future, arriving right on schedule.

But here's the question quietly echoing in the background: who's actually going to make sure this future works?



The numbers paint a stark picture, one that transcends any single company. A **recent Deloitte study** on manufacturing growth flags a critical challenge: a widening gap between the skills needed for advanced manufacturing and the talent currently available. We're investing in the cutting edge, but are we equipped to handle it?

The Manufacturing Institute's 2024 Digital Skills Report, drills down on this, highlighting a significant shortage of the very people who can program, maintain, and optimize these sophisticated systems. It's not just about needing more hands. It's about needing different kinds of hands and minds.

Think about your last critical hire. Was the conversation focused solely on someone who "gets" the meat industry? That instinct to hire for "culture fit" is understandable; it's how things have always been done. But the Society for Human Resource Management (SHRM) is now challenging that very notion, suggesting it's time to think about "culture add" instead.



What if the key to unlocking the full potential of your automation isn't another industry veteran, but someone with a fresh perspective on data analytics from the tech sector? Or a maintenance technician with advanced robotics experience from the automotive world?

The most innovative plants won't just have the smartest machines. They'll have the smartest teams, built not on replicating the past, but on strategically adding the skills needed for the future. It's a subtle shift in mindset, but one that could be the difference between your automation delivering game changing results or becoming an incredibly expensive bottleneck.



## | Industry Insight

A new wave of consumers is looking for a passport in the meat aisle. With younger generations driving demand for authentic multicultural cuisine, the opportunity for processors is shifting toward value-added products that deliver global flavors. From Mexican al pastor to Korean bulgogi, the

cater global palates. From Mexican al pastor to Korean bulgogh, the brands that win will be the ones that cater to this growing appetite for convenient, adventurous home cooking.

[Read the full story →](#)



### | Expert Tip

Audit the role before you hire by asking your leadership team one simple question: "What problem will this person need to solve in 18 months?" That answer is more valuable than any previous job title.

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## Looking to Hire?

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