

Student 2: High Merit

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Meyer Cheese is a family owned cheese making business situated in the heart of the Waikato. Originating from modest roots in the south of the Netherlands back in 1976, it has grown into a thriving New Zealand business. The success of the Meyer Cheese company is a product of hard work and a focus on the future of the company by future proofing to ensure its sustainability in the long term.

Some of the major influences that Meyer Cheese think about when future proofing their business are economic, environmental, technological and ethical because they all affect the businesses viability in the long run.

Economic

Economic influences on a business include tax, interest rates, banks and stock markets. These factors all affect the business in different ways. Interest rates are a very important aspect to consider for any business when planning on taking out a loan with a bank.

Meyer Cheese only exports their Cheese to Australia, this is a choice the business has made to ensure economic viability. In the short term it is easier for them because when exporting goods to another country there are tariffs to pay. Also, there are extra conditions they have to abide by. It saves Meyer trouble in the short term because other larger markets such as USA or China would be difficult markets to gain access to because of the strict conditions. However, this could be impacting the business negatively because they are missing out on selling their products globally and not future proofing the viability of Meyer Cheese.

A long-term impact of exporting elsewhere is the extra cost of investing in larger factories and farms. Although it would be easy enough for them to take out huge loans on these things it may not be financially viable. This is a future proofing choice because they are not risking the success of their business in the long run by taking out a loan on an investment that is not guaranteed to be successful just to make more money now.

If the company was to export elsewhere it would have impacts beyond the business, like putting New Zealand Cheese on a global scale which would reap benefits for our export market as a whole, especially the agricultural sector. However, if Meyer Cheese were to export globally without considering how financially feasible it would be then they could end up not being able to pay off the debt for expanding all of their farms and factories. Ultimately this would not be viable and the business would be forced into bankruptcy.

Environmental

Environmental influences are huge on the Meyer Cheese business because it is their primary source for their main ingredient of milk. Meyer Cheese has a goal to be environmentally friendly from farm to the supermarket shelf. Environmental influences include what the company is doing to protect the environment and also external effects like the weather and natural disasters that can halt production and decrease viability. A major future proofing concern for Meyer Cheese is how rapidly the environment is changing around us. They must come up with ways on how to combat extreme weather conditions like droughts. One way they have decided to do this on their own farm is by planting more trees. This means that in the short term there is more shade for their cows and also less moisture loss resulting in milk still being able to be produced in harsh weather conditions. This decision also has long term impacts beyond the business because it is beneficial for the well-being of the environment. Planting trees helps to produce more oxygen and remove carbon dioxide from the air which will in turn help to lower the effect of greenhouse gases that are currently doing so much damage to our planet.

Planting more trees, especially streamside also helps to reduce runoff from farms and nitrate leaks into streams and waterways which helps to keep them clean and safe for people and wildlife to make

use of. In attempts to reach their long-term goal of being environmentally friendly all the way to the supermarket shelf, Meyer Cheese are also looking at ways of making sure their packaging is 100% recyclable so that it is not just going to rubbish dumps, it is able to be reused and recycled.

The environmental future proofing measures that the company are taking have great benefits beyond the business for New Zealand as a whole because it contributes to achieving New Zealand's sustainable development goals of protecting our environment. If these measures weren't taken by Meyer Cheese then they would lose a lot of customers because their ethics as a company would not be in line with what some consumers want for their country and planet, and losing these ethically minded customers could affect the sustainability and viability of the business.

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Biological

Biological influences are anything that affect the function and behaviour of the product, which in this case is both cheese and milk. Biological influences affect the food safety of the Meyer Cheese products making them the biggest threat to viability of the business. To future proof the business against the effects of biological influences Meyer Cheese has implemented good cleaning practices in order to prevent diseases like e-coli spreading to their cheese and milk. They have clear guidelines and procedures in case there is a breach of safety and they run bacterial tests on every batch of cheese produced.

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In the short term, if there is a disease detected in the product then everything on the shelves in supermarkets have to be recalled resulting in a huge loss in profit, stock and a health hazard to consumers. If Meyer Cheese were not to future proof against biological influences on their business people could get sick from eating their products which would cause legal issues for unsafe products. The business would lose credibility and maybe even lose its manufacturing license which would ultimately leave them with a bad reputation and render them bankrupt.

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The number one way that cheese can become contaminated is through human interaction with the cheese. Meyer Cheese has future proofed this by upgrading their technology like cheese cutting machines so that there is less handling of the product by humans. This is also an example of future proofing technological influences. Upgrading technology and having clear procedures to follow means that in the long-term Meyer Cheese is dealing with less cases of unusable cheese and milk batches that would create problems for the business, affecting its viability.

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Conclusion

Overall, Meyer Cheese keeps up with the latest news and trends in order to ensure their businesses viability for the future. As a business they accept that there are always going to be faults and things to work on but they always do their best to limit the impacts that will affect the business in the future and react to issues by putting policies and procedures in place in order to reduce the risk of it happening again.

References

- <http://meyer-cheese.co.nz/>
- Miel Meyer