



Advice- 03/17

INTEGRATION OF *EQG* CATEGORY CIPHER FOR MSA GRADED PRODUCT		
Previous Reference(s) Advice 01/11	Date of Issue 24 August 2017	Date of Effect Immediate
Contact Officer(s)	Distribution	
Glenn Barker AUS-MEAT Standards	<input checked="" type="checkbox"/> LICENCED MEAT EXPORTERS <input checked="" type="checkbox"/> MANAGEMENT ACCREDITED ENTERPRISES	

PURPOSE

The purpose of this advice is to notify industry of the introduction of the *EQG* category cipher for MSA graded carcasses. The Eating Quality Graded cipher will be able to be used in the Trade Description to identify product that has been Meat Standards Australia (MSA) graded and met the minimum requirements to be eligible for MSA.

The *EQG* cipher may replace the need to use an AUS-MEAT alternative category cipher and can be used on a voluntary basis. AUS-MEAT Accredited Enterprises licensed in the MSA program can include the *EQG* cipher in conjunction with the eating quality grade and cooking method within the carton label or carton panel trade description information. Eating quality statements for the product will remain and will be described as 'MSA'. This addition to the Beef Language will not delete any other established Language.

BACKGROUND

Over the last few years MSA and AUS-MEAT Limited (AUS-MEAT) have been working collaboratively to integrate the MSA descriptions into the AUS-MEAT Language. One of the recommendations from the [Australian Beef Language White Paper](#) is for the introduction of an Eating Quality Grade cipher that can be used in the Trade Description to identify product that has been MSA graded.

The Australian Meat Industry Language and Standards Committee (AMILSC) has reiterated the importance of ensuring correct use of MSA information as part of the carton trade description layout. AUS-MEAT will continue to audit the use of MSA information as part of the trade description at MSA licensed Accredited Enterprises through the routine AUS-MEAT Accreditation auditing process.

TRADE DESCRIPTION INFORMATION

AUS-MEAT Accredited Enterprises licensed in the MSA program can include the *EQG* cipher in conjunction with the MSA grade, cooking method and days ageing within the carton label or carton panel trade description information. The MSA information is additional to existing mandatory and optional trade description information and subject to the same verification process used during routine AUS-MEAT audits. Eligible Accredited Enterprises must ensure that procedures for use of the *EQG* cipher and MSA descriptions as part of the product description are integrated into their approved Quality Management System before implementing the new *EQG* cipher.

All MSA licensed Enterprises must continue to meet all other relevant MSA licensing requirements as notified by MSA.

Whilst it is understood that labelling systems are different, the tables shown on the attached pages include **sample labels** showing how the *EQG* cipher and MSA information may be included on carton labels.

EXPORT PRODUCT

Due to existing labelling arrangements with some overseas countries and port of entry inspection procedures, the following is recommended:

1. MSA product is labelled to ensure compliance with importing country requirements;
2. Exporters / packers seek written confirmation from their Importer accepting all risks / costs with regard to relabelling, rejection or delays at port of entry;
3. MSA / MLA assistance be requested where necessary.

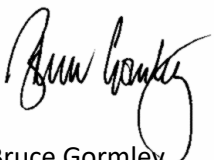
Note: Existing Labelling requirements for importing countries where Animal Age requirements exist will remain in place e.g. EU Quotas, Switzerland, Japan, Canada etc.

FURTHER INFORMATION

AUS-MEAT and MSA are keen to ensure the MSA program continues compliance with the trade description requirements under the Approved Arrangement.

Enterprises with concerns about the requirements of the MSA Standards should contact MSA Management, Tel: (07) 3620 5200 or Email: msaenquiries@mla.com.au

Any questions regarding this Advice should be directed to AUS-MEAT.



Bruce Gormley
General Manager
AUS-MEAT & Industry Standards

This advice has been prepared in consultation with the [AMILSC](#)


Appendix 1. Application of EQG for MSA products in Beef Language

CIPHER / IN CLEAR DESCRIPTION


Option 1

The Alternative Category *PR* is shown in cipher form and the product description cut name (Tenderloin) is shown in clear with MSA included on product description line.

BONELESS BEEF		ANY MEAT WORKS Co
PRODUCT OF AUSTRALIA		LONG FLAT ROAD
PR TENDERLOIN MSA		ANYTOWN NSW
IW/VAC		32307
		KEEP REFRIGERATED




(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

PACKED ON	22 - SEP - 2017	GRL MSA 5 @ 5 days	
BEST BEFORE	30 - NOV - 2017	SFR MSA 4 @ 5 days	
26.2kg 57.8lb			
NET WEIGHT			
BATCH: 448 CARTON ID: 41457354			EST. NO.9999


Option 2

The Alternative Category *EQG* is shown in cipher form and the product description cut name (Shortloin) is shown in clear with MSA included on product description line.

BONE IN BEEF		ANY MEAT WORKS Co
PRODUCT OF AUSTRALIA		LONG FLAT ROAD
EQG SHORTLOIN MSA		ANYTOWN NSW
IW/VAC		32307
		KEEP REFRIGERATED




(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

PACKED ON	22 - SEP - 2017	GRL MSA 3 @ 5 days MSA 4 @ 14 days	
BEST BEFORE	30 - NOV - 2017	RST MSA 3 @ 5 days MSA 4 @ 14 days	
26.2kg 57.8lb			
NET WEIGHT			
BATCH: 448 CARTON ID: 41457354			EST. NO.9999


Option 3

The Alternative Category *EQG* is shown in cipher form and the product description cut name (Shortloin) is shown in clear. MSA does not need to be included on product description line.

BONE IN BEEF		ANY MEAT WORKS Co
PRODUCT OF AUSTRALIA		LONG FLAT ROAD
EQG SHORTLOIN		ANYTOWN NSW
IW/VAC		32307
		KEEP REFRIGERATED



(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

PACKED ON	22 - SEP - 2017	GRL MSA 3 @ 5 days MSA 4 @ 14 days	
BEST BEFORE	30 - NOV - 2017	RST MSA 3 @ 5 days MSA 4 @ 14 days	
26.2kg 57.8lb			
NET WEIGHT			
BATCH: 448 CARTON ID: 41457354			EST. NO.9999

Option 4

CIPHER AND PRODUCT DESCRIPTION ARE IN CIPHER FORM

The Alternative Category and product description cut name are both shown in cipher form.

**BONELESS BEEF
PRODUCT OF AUSTRALIA**

***PR - TDR* MSA**

ANY MEAT WORKS Co
LONG FLAT ROAD
ANYTOWN NSW

32307

KEEP REFRIGERATED

IW/VAC



(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

PACKED ON 22 - SEP - 2017
BEST BEFORE 30 - NOV - 2017

GRL MSA 5 @ 5 days
SFR MSA 4 @ 5 days

26.2kg 57.8lb NET WEIGHT

BATCH: 448 CARTON ID: 41457354



EST. NO.9999

**BONELESS BEEF
PRODUCT OF AUSTRALIA**

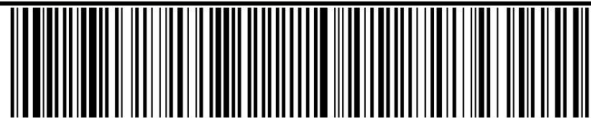
***EQG - TDR* MSA**

ANY MEAT WORKS Co
LONG FLAT ROAD
ANYTOWN NSW

32307

KEEP REFRIGERATED

IW/VAC



(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

PACKED ON 22 - SEP - 2017
BEST BEFORE 30 - NOV - 2017

GRL MSA 5 @ 5 days
SFR MSA 4 @ 5 days

26.2kg 57.8lb NET WEIGHT

BATCH: 448 CARTON ID: 41457354



EST. NO.9999

Option 5

GENERIC DESCRIPTION

This is a combination of MSA being used in conjunction with the Generic description and product name (BONE IN BEEF). The MSA symbol should be shown after the product description cut name.

NOTE: MSA is not a Category and should not be positioned in front of the product description cut name.

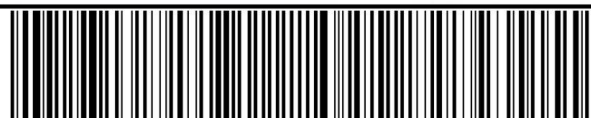
**BONE IN BEEF
PRODUCT OF AUSTRALIA
SHORTLOIN MSA**

ANY MEAT WORKS Co
LONG FLAT ROAD
ANYTOWN NSW

32307

KEEP REFRIGERATED

IW/VAC



(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

PACKED ON 22 - SEP - 2017
BEST BEFORE 30 - NOV - 2017

GRL MSA 3 @ 5 days MSA 4 @ 14 days
RST MSA 3 @ 5 days MSA 4 @ 14 days
TSL MSA 4 @ 5 days

26.2kg 57.8lb NET WEIGHT

BATCH: 448 CARTON ID: 41457354



EST. NO.9999

Option 6

GRAIN FED BEEF

Grain Fed Young Beef (GFYG)

EQG cipher cannot be used in conjunction with GFYG. MSA may be used in eating quality statement for GFYG products

All requirements of the GFYG *Minimum Standards for Grain Fed Young Beef* MUST be met before this option can be used.

Grain Fed Beef (GF)

EQG cipher can be used for GF products

All requirements of the GF *Minimum Standards for Grain Fed Beef* MUST be met before this option can be used.

**BONE IN BEEF
PRODUCT OF AUSTRALIA**

***YG* SHORTLOIN**

IW/VAC

GFYG

**ANY MEAT WORKS Co
LONG FLAT ROAD
ANYTOWN NSW**

32307

KEEP REFRIGERATED



(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

PACKED ON 22 - SEP - 2017

GRL MSA 3 @ 5 days MSA 4 @ 14 days

BEST BEFORE 30 - NOV - 2017

RST MSA 3 @ 5 days MSA 4 @ 14 days

TSL MSA 4 @ 5 days

26.2kg 57.8lb NET WEIGHT

BATCH: 448 CARTON ID: 41457354



EST. NO.9999

**BONE IN BEEF
PRODUCT OF AUSTRALIA**

***EQG* SHORTLOIN**

IW/VAC

GRAIN FED

**ANY MEAT WORKS Co
LONG FLAT ROAD
ANYTOWN NSW**

32307

KEEP REFRIGERATED



(01) 9 931671012345 3 (3101) 000262 (13) 140110 (21) 41457354

PACKED ON 22 - SEP - 2017

GRL MSA 3 @ 5 days MSA 4 @ 14 days

BEST BEFORE 30 - NOV - 2017

RST MSA 3 @ 5 days MSA 4 @ 14 days

TSL MSA 4 @ 5 days

26.2kg 57.8lb NET WEIGHT

BATCH: 448 CARTON ID: 41457354



EST. NO.9999