



ANIMAL RAISING CLAIMS		
Previous Reference(s)	Date of Issue 30/10/2017	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 Notice is to inform Accredited Enterprises and Exporters that the Australian Meat Industry Language and Standards Committee (AMILSC) has been working on a number of Animal Raising Claims¹ (ARC) to assist Industry develop programs that comply with the *National Accreditation Standards – Appendix 16*.

BACKGROUND

Previous notices relevant to ARC's included *Meat Notice 2001/16 - Joint Certification Responsibility*. This notice was recently removed and through consultation at the Export Meat Industry Advisory Committee (EMIAC), the Department of Agriculture and Water Resources (the Department) is now working to develop a consistent framework for the assessment and approval of Animal Raising Claims (ARC) when used in the Trade Description for export.

GUIDANCE DOCUMENTS

A guidance document for beef production has been approved by the AMILSC. The [Animal Raising Claim Framework for Beef Production Systems in Australia](#) will now form the basis for current Industry Approved Raising Claim definitions.

This Industry agreed framework describes a range of existing ARC's and includes reference to new programs currently under development.

IMPLEMENTATION

Whilst a number of the ARC's are currently well established and already underpinned by Certification programs / Industry Standards, the Standards for the new *Fodder Fed* (Certified and Non-Certified) Program are in the process of being finalised.

Similarly, the implementation plan for the new Grain Fed Finished (GFF) Standard is currently still under development by the Australian Lot Feeders' Association (ALFA) with a current projected implementation date of approximately mid-2018.

RESPONSIBILITY

Whilst AUS-MEAT's role is to approve an individual Establishment' ARC program, the regulations for Trade Description are the responsibility of the Department under the *Export Control Act 1982* and the *Export Control (Meat and Meat Products) Orders 2005*.

¹ *Animal Raising Claims relate to claims made in the trade description or export documentation about the animal or supply chain specifically relating to animal husbandry conditions, feeding, handling, drug treatments and /or geographical reference which is specifically required by an importing country.*

Requirements of Trade Descriptions under the Orders are to ensure meat and meat products intended for export for food:

- Are wholesome or are identified for export for further processing for food; and
- Meet requirements to have an accurate trade description; and
- Meet the importing country requirements necessary to maintain market eligibility; and
- Are traceable, can be recalled if required and their integrity is assured.

Details of these responsibilities are provided in Meat Notice [MN 2016/02](#) and summarised herewith:

- The regulations for trade description are the responsibility of the Department
- Changes to trade description remain the responsibility of the Department
- Exemptions to any requirement in the Orders are the responsibility of the Department
- The *Australian Meat Industry Classification System Manual 1* (AUS-MEAT Language) is the responsibility of the AMILSC.

The development of the additional Industry agreed Standards will provide clear production pathways for 'Truth in Labelling' with the capability to have 'Marketing Claims' traced back and matched to production systems.

It is the responsibility the Enterprises (Packer) and/or Exporter to ensure all importing country requirements are adequately covered (e.g. Label Approval, Approved Supplier Evaluation programs and any required verification / certification processes).

FURTHER INFORMATION

If you have any queries on the Animal Raising Claim(s) Framework please contact AUS-MEAT Tel (07) 3361 9200 or Email: ausmeat@ausmeat.com.au



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