



Advice- 4/03

14 February 2003

(re issued April 2008)

**TO: ALL LICENCED MEAT EXPORTERS  
MANAGEMENT OF ALL AUS-MEAT ACCREDITED ENTERPRISES**

***ATTENTION: Officer in Charge AUS-MEAT Standards:***

### **INTEGRATION OF MSA DESCRIPTIONS INTO THE AUS-MEAT LANGUAGE**

Meat Standards Australia (MSA) is a Beef Grading Program that determines Eating Quality by grade and cooking method to ensure the eating quality of beef. Meat and Livestock Australia (MLA) administer the program by licensing participants in the program to use the MSA registered trade marks and identify product using MSA Grades and Cooking Methods.

Over the last 2 years MSA and AUS-MEAT Limited have been working collaboratively to integrate the MSA Descriptions into the AUS-MEAT Language. The Australian Meat Industry Language and Standards Committee has now reached an agreement with MSA to integrate MSA Descriptions into the AUS-MEAT Language and for AUS-MEAT to audit the use of these symbols as part of the product description at MSA licensed Accredited Enterprises through the routine AUS-MEAT Accreditation auditing process. This agreement not only provides significant cost saving benefits to Industry but also provides a comprehensive Beef Classification and Grading system catering for all Industry stakeholders from paddock to plate.

### **TRADE DESCRIPTION INFORMATION**

AUS-MEAT Accredited Enterprises licensed in the MSA program will be able to include the MSA grade and cooking method within the carton label or carton panel trade description information. The MSA information will be additional to existing mandatory and optional trade description information and will be subject to the same verification process used during routine AUS-MEAT audits. Prior label approval will be required from AUS-MEAT before MSA information can be included in any trade description. Eligible Accredited Enterprises must ensure that procedures for use of the MSA descriptions as part of the product description are integrated into their approved Quality System before label approval will be given by AUS-MEAT. 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 next page include sample labels showing how MSA information can be included in carton labels. Enterprises should contact MSA if they have difficulty in meeting the MSA Trade Mark labelling requirements.

### **EXPORT PRODUCT**

Whilst the initial thrust of the MSA program has been predominantly towards the Domestic Market there may be instances where MSA labelled product is diverted to an Export destination and the packer / exporter does not wish to remove the MSA information. Due to existing labelling arrangements with some overseas countries, port of entry inspection procedures, and the fact the MSA program is widely unknown outside of Australia, export of MSA labelled product is at the packers / exporters own commercial risk. AUS-MEAT recommends the following:

1. MSA labelled product is NOT exported to USA or Canada;

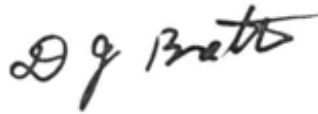
2. Exporters / packers seek written confirmation from importer accepting all risks / costs with regard to relabelling, rejection or delays at port of entry;
3. MSA / MLA assistance be requested before export of product has occurred.

#### **FURTHER INFORMATION**

AUS-MEAT Limited and Meat Standards Australia are keen to ensure the implementation phase of the MSA program into the AUS-MEAT Accreditation program progresses smoothly. Enterprises with concerns about the MSA Standards requirements should contact:


MSA Management - ph 07 3620 5200 or e-mail [enquiries@msagrading.com](mailto:enquiries@msagrading.com).

AUS-MEAT Limited – ph 07 3361 9200 or e-mail [ausmeat@ausmeat.com.au](mailto:ausmeat@ausmeat.com.au)



**Denis Brett**  
**GENERAL MANAGER**  
**STANDARDS & TECHNICAL OPERATIONS**

## LABEL EXAMPLES

<p><b>AUS-MEAT CATEGORY CIPHER OPTION</b></p> <p>NOTE: An AUS-MEAT <u>Category cipher</u> or <u>In Clear category description</u> MUST be included in the Trade description. Use of the Common Code Cipher shown</p>	
<p><b>AUS-MEAT IN CLEAR OPTION</b> Product Description in Clear</p>	
<p><b>AUS-MEAT IN CLEAR CATEGORY OPTION</b></p> <p>NOTE: This is a combination of the AUS-MEAT Category shown in clear in conjunction with the Generic Description.</p> <p>(NOTE: If sending product to the US it is a requirement that <b>Product of Australia</b> is shown <u>directly under</u> the Generic Description – <b>Bone In Beef</b>)</p>	
<p><b>GRAIN FED YOUNG BEEF</b></p> <p>NOTE: All requirements of the GFYG Minimum Standards for Grain Fed Young Beef MUST be met before this option can be used.</p> <p>(NOTE: If sending product to the US it is a requirement that <b>Product of Australia</b> is shown <u>directly under</u> the Generic Description – <b>Bone In Beef</b>)</p>	