



# 2017

## MSA Excellence in

## Eating Quality

## Awards



# Making your perfect MSA Index

Striving for excellence in eating quality

Sarah Strachan – Manager, Meat Standards Australia



# Making the perfect MSA Index

Striving for excellence in eating quality can yield rewards for you

- Why we should be interested in improving eating quality
- Current state of play
- The reinvigoration of MSA



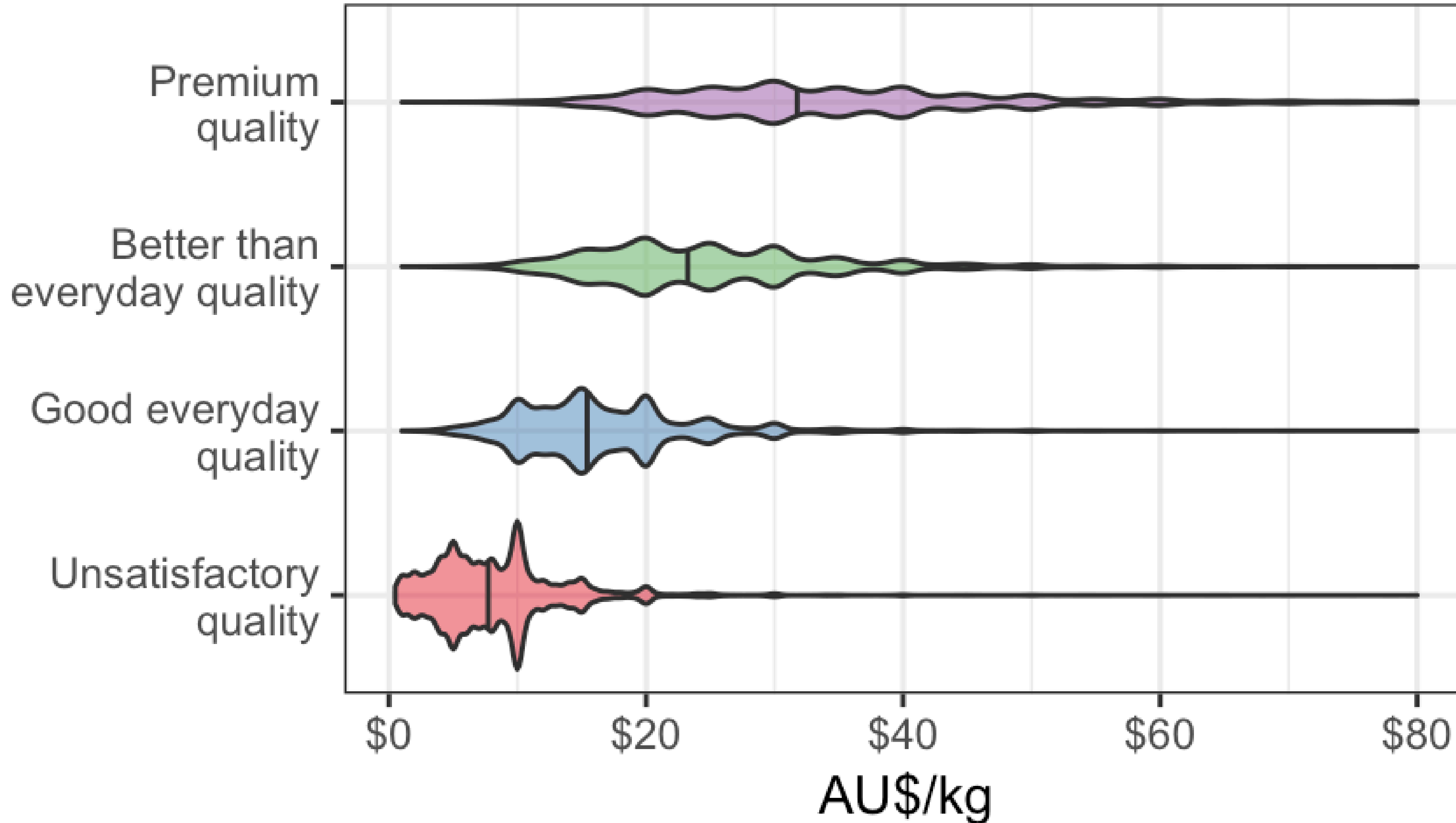
# Why should we be interested in the eating quality of our beef?

- Consumers are only point where money enters the supply chain
- When they are paying more for beef than ever before.....we cannot let them down



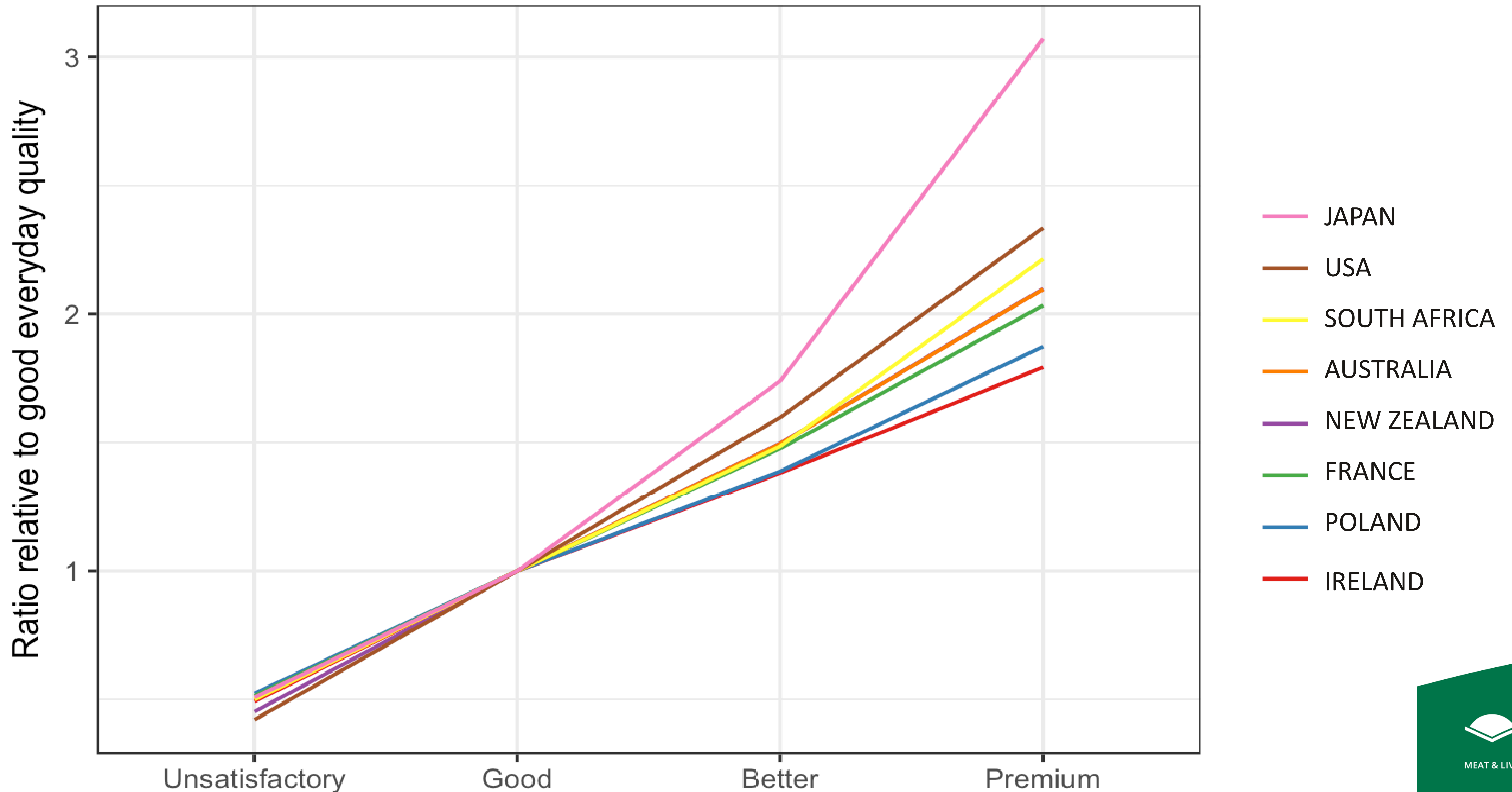
# How much are they willing to pay?

38,000 consumers

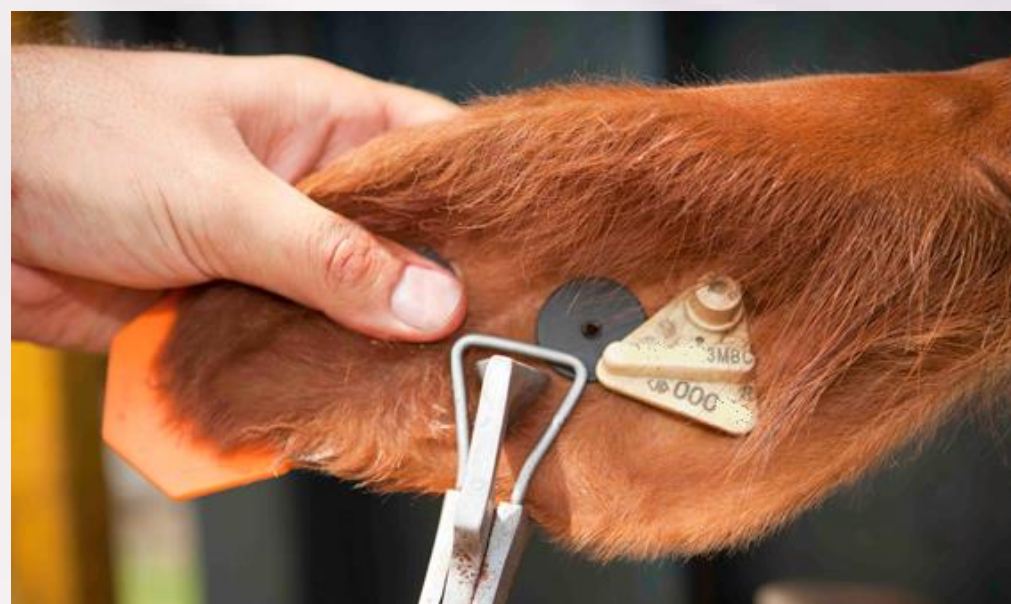
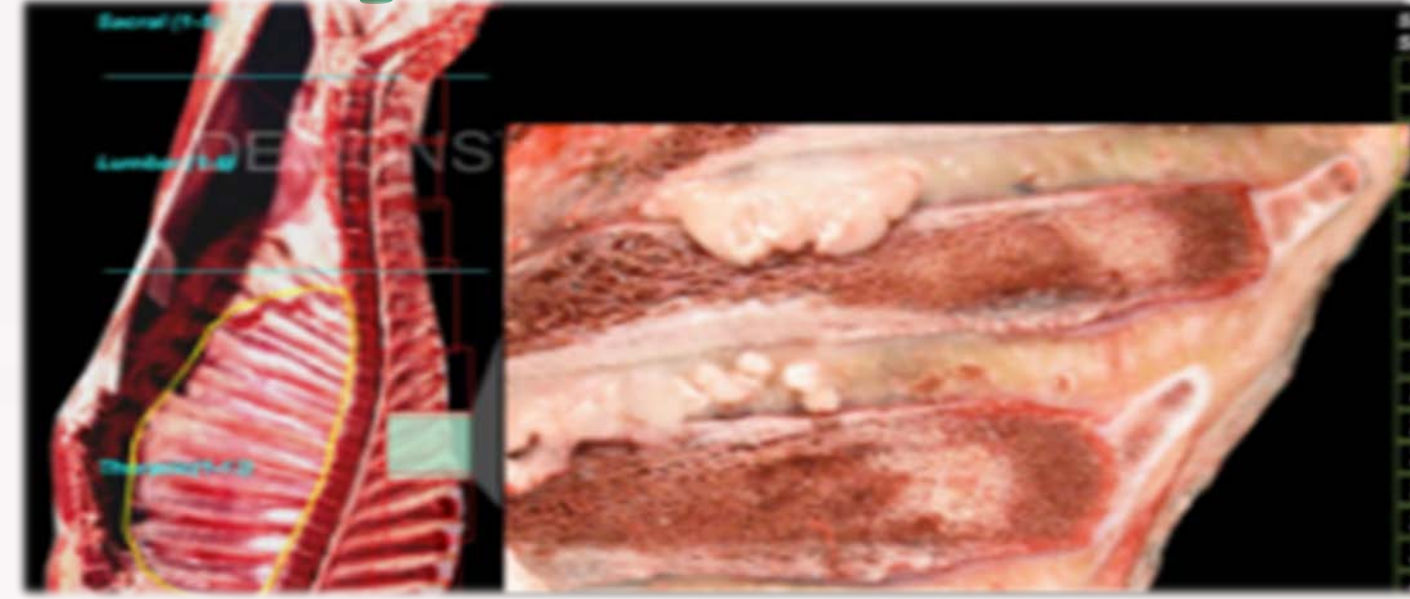


Example prices	Ratio
\$32/kg	2.1
\$24/kg	1.6
\$15/kg	1
\$8/kg	0.5

# What will they pay in other countries?



# The impacts on eating quality



# The MSA Index can provide simple feedback on your eating quality performance

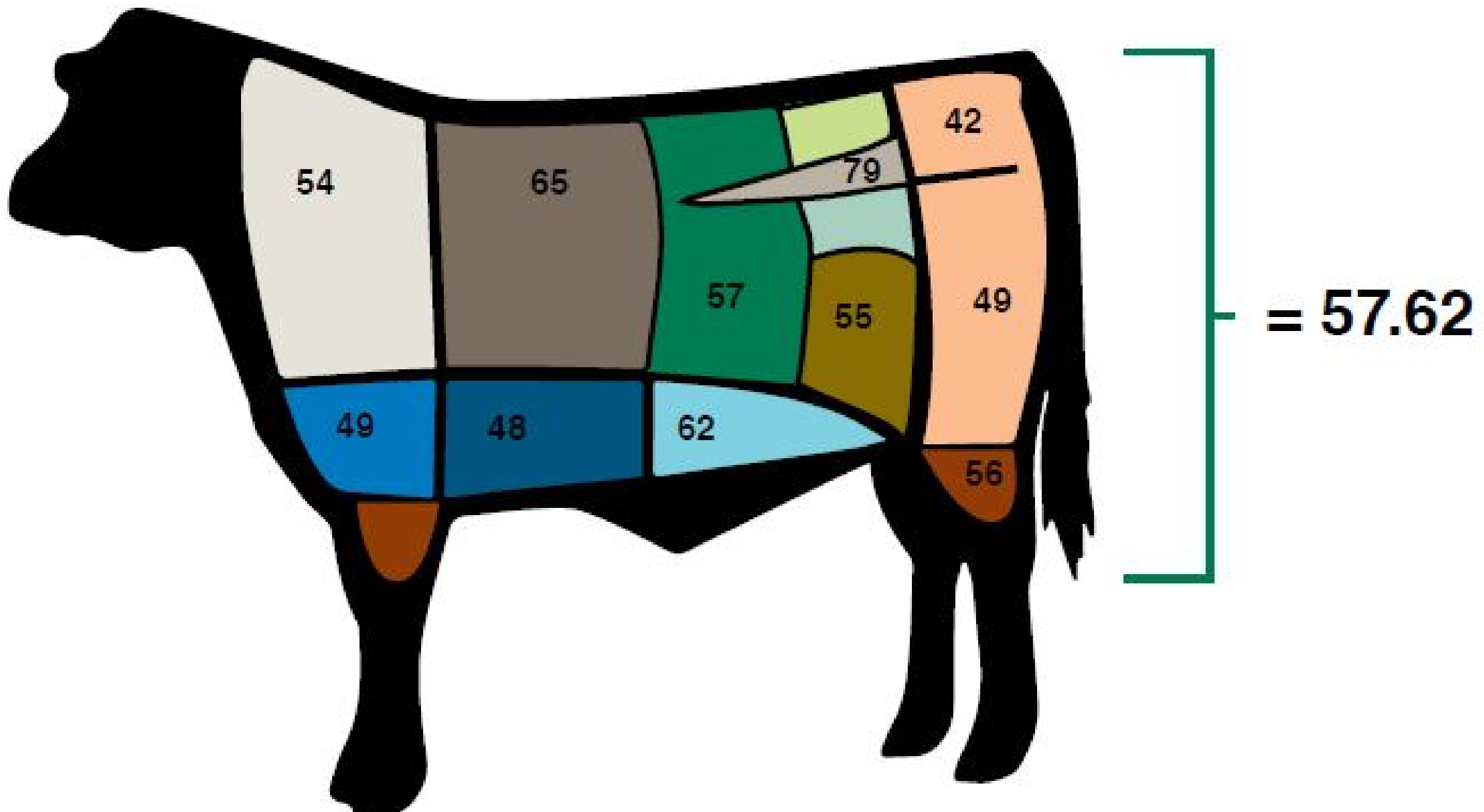
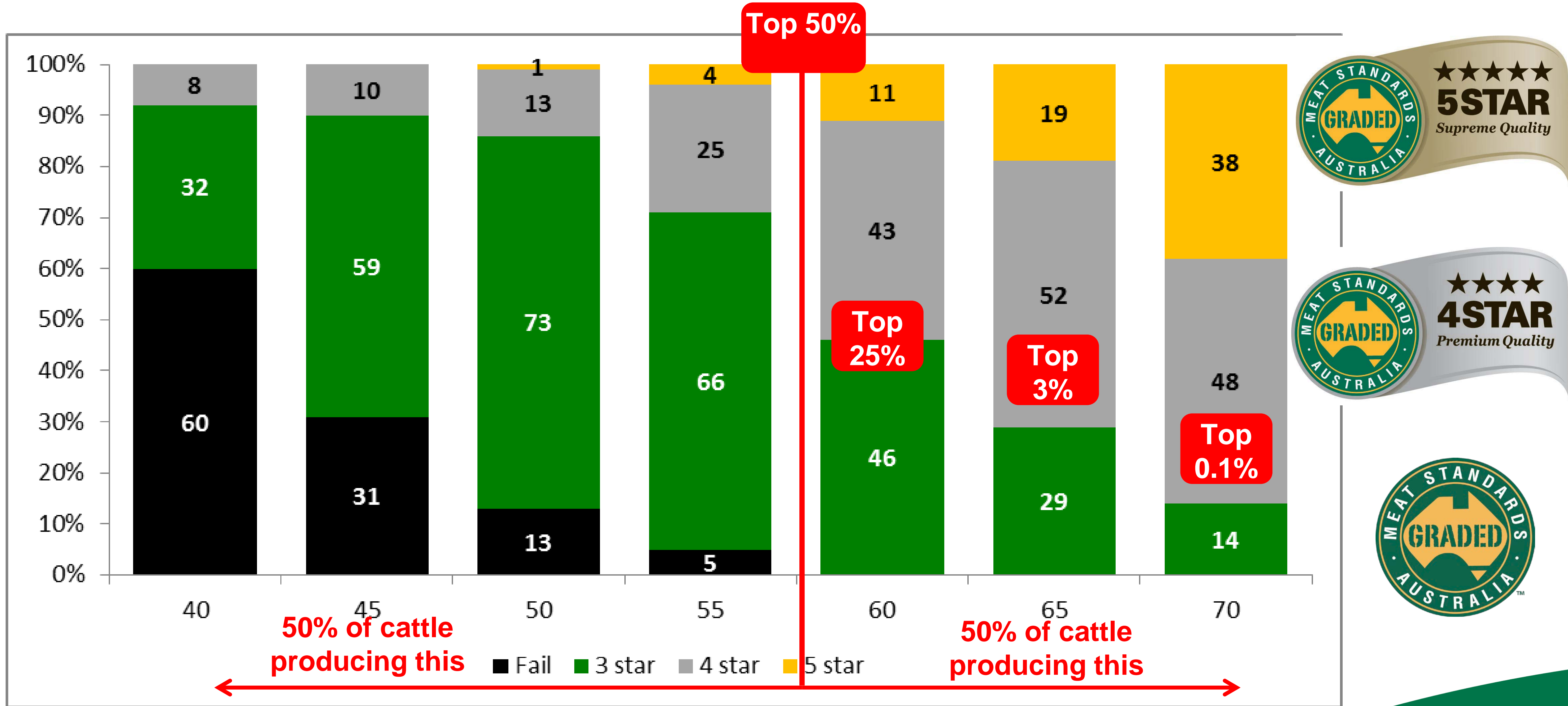


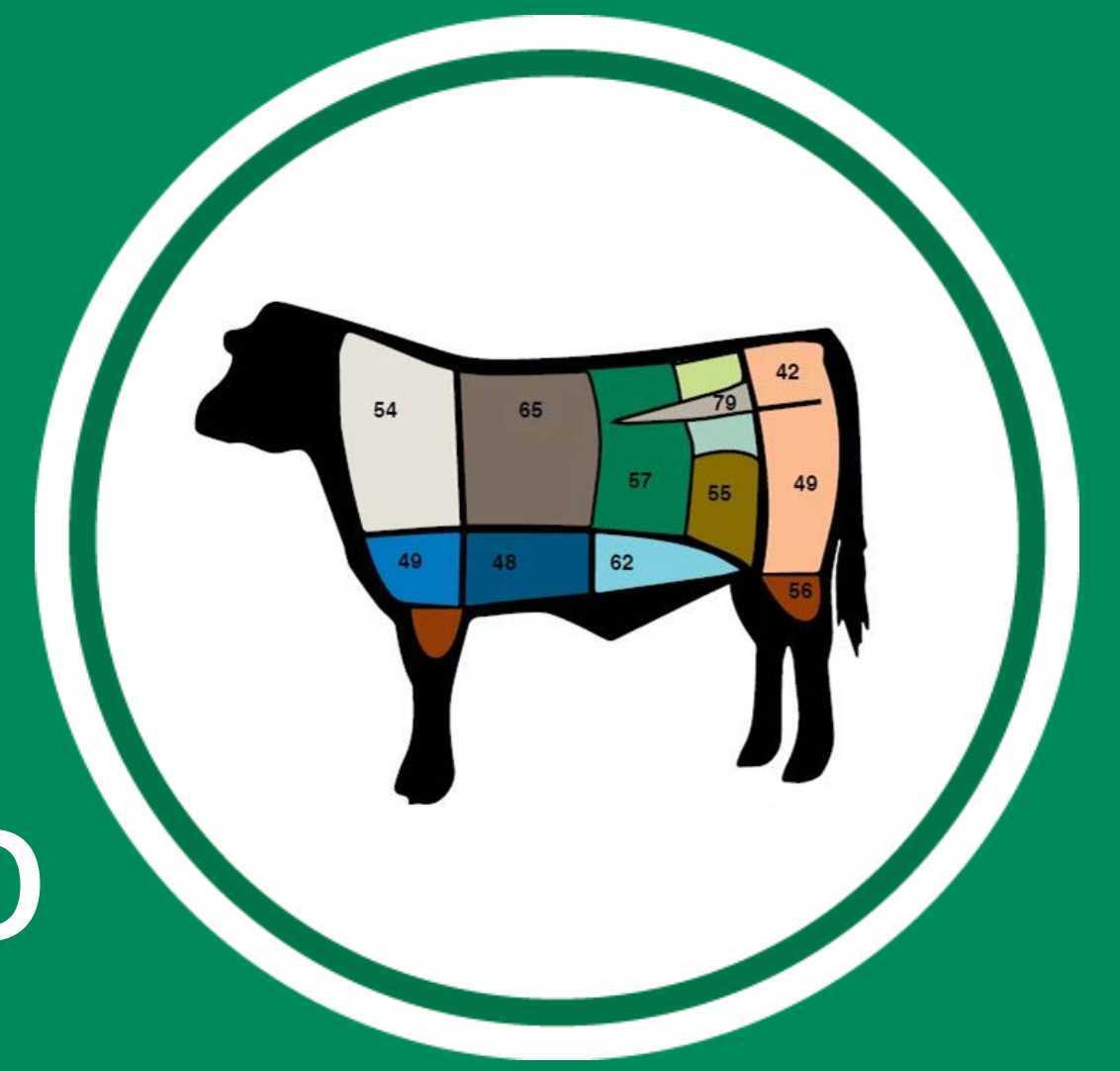
Illustration for example purposes only



# Focus on MSA index to improve eating quality



Based on 39 key primals at optimal cook methods

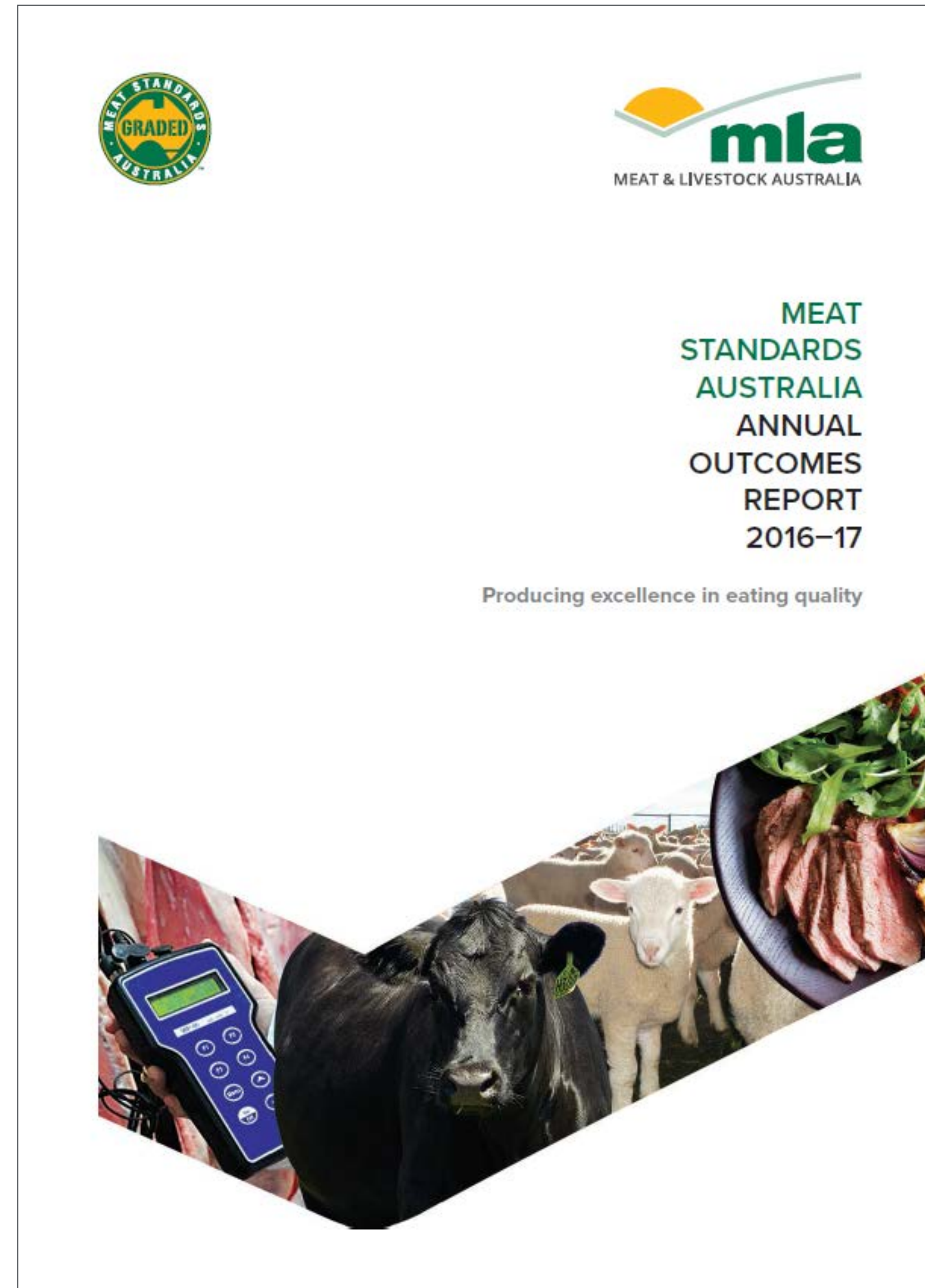


The MSA Index can be a tool to use to achieve excellence in eating quality

And this will better help consumer satisfaction

# Current state of play

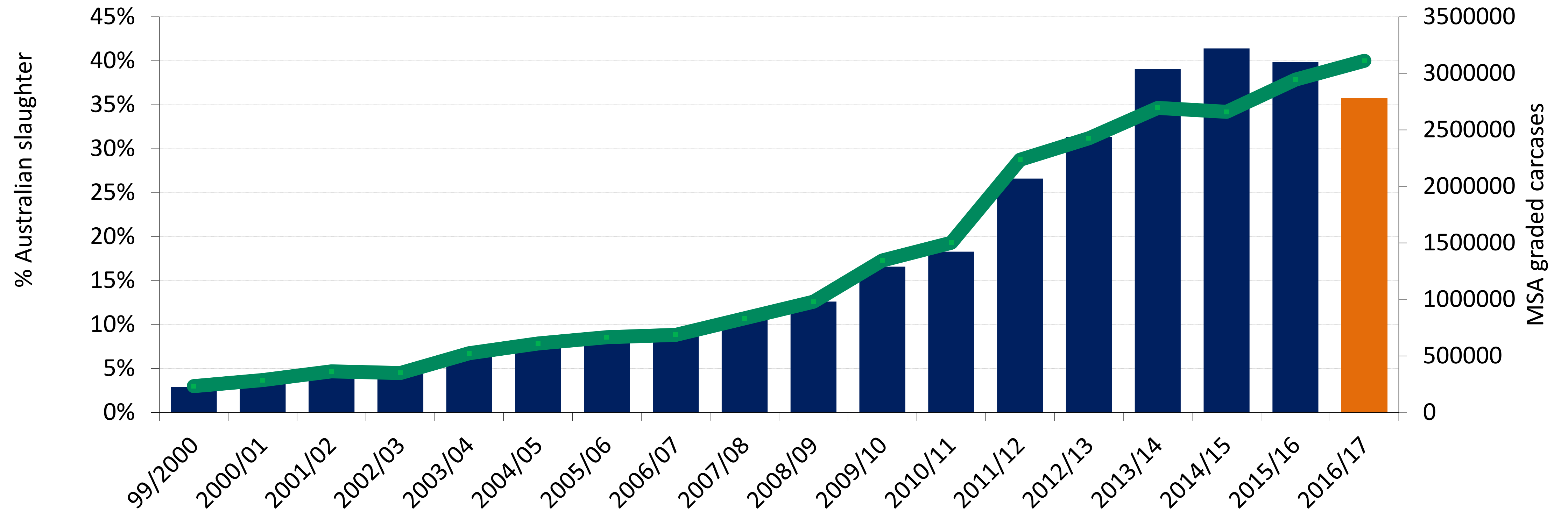
- Establishing the baseline so we can measure improvements



# 40% of Australian cattle slaughter is MSA graded

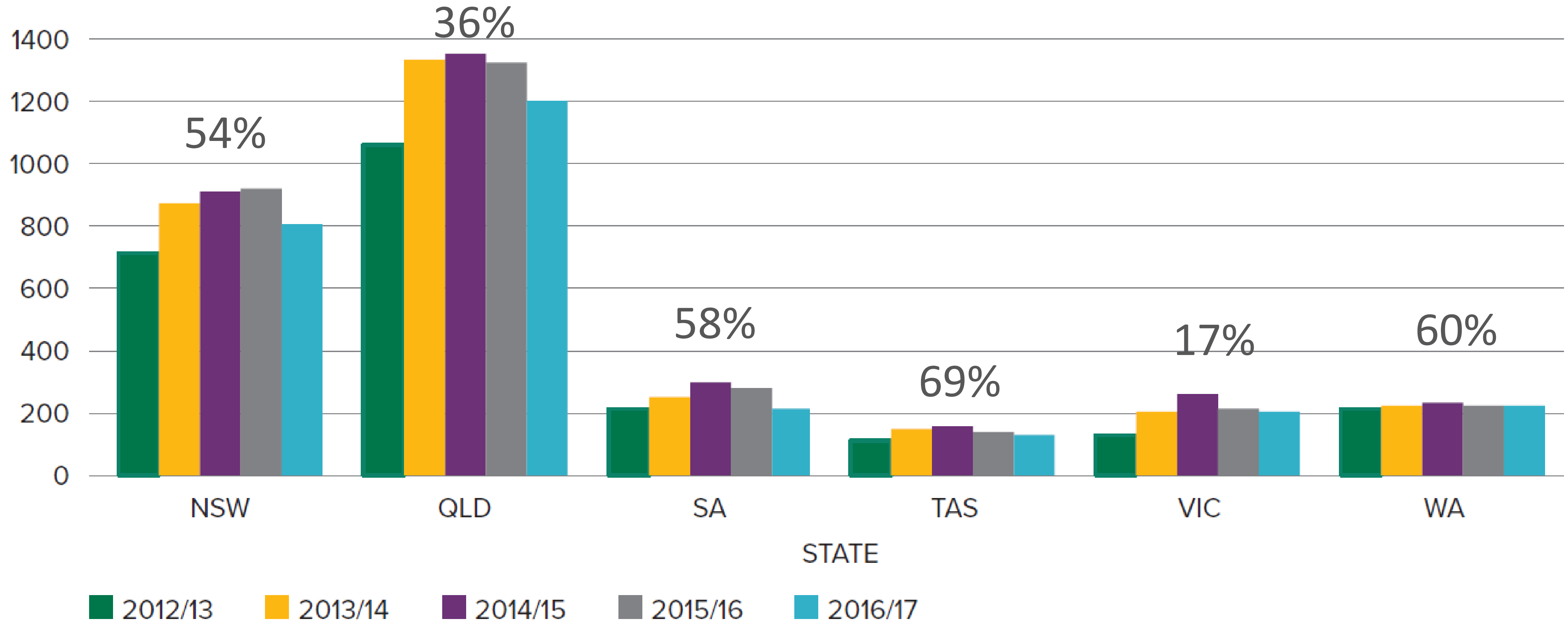
2.8 million cattle graded in 2016-17 through 42 MSA licensed processors

National MSA beef grading numbers



# Nation wide adoption

MSA GRADED CARCASSES (000's)



# Benefits for producing MSA cattle

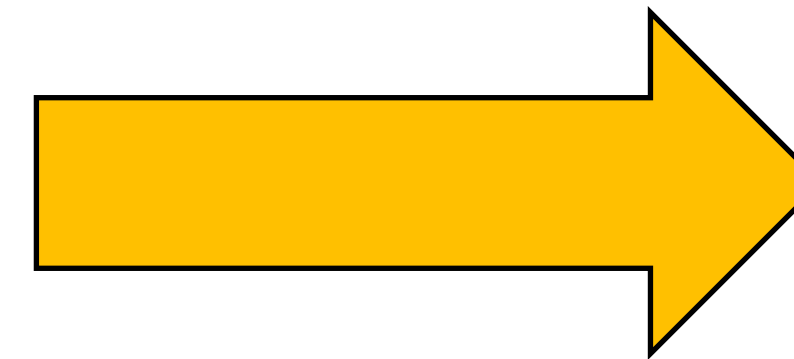
- MSA young non-feedlot cattle = \$0.23/kg = additional \$65/head
- Grainfed cattle = \$0.11/kg = additional \$34/head

=

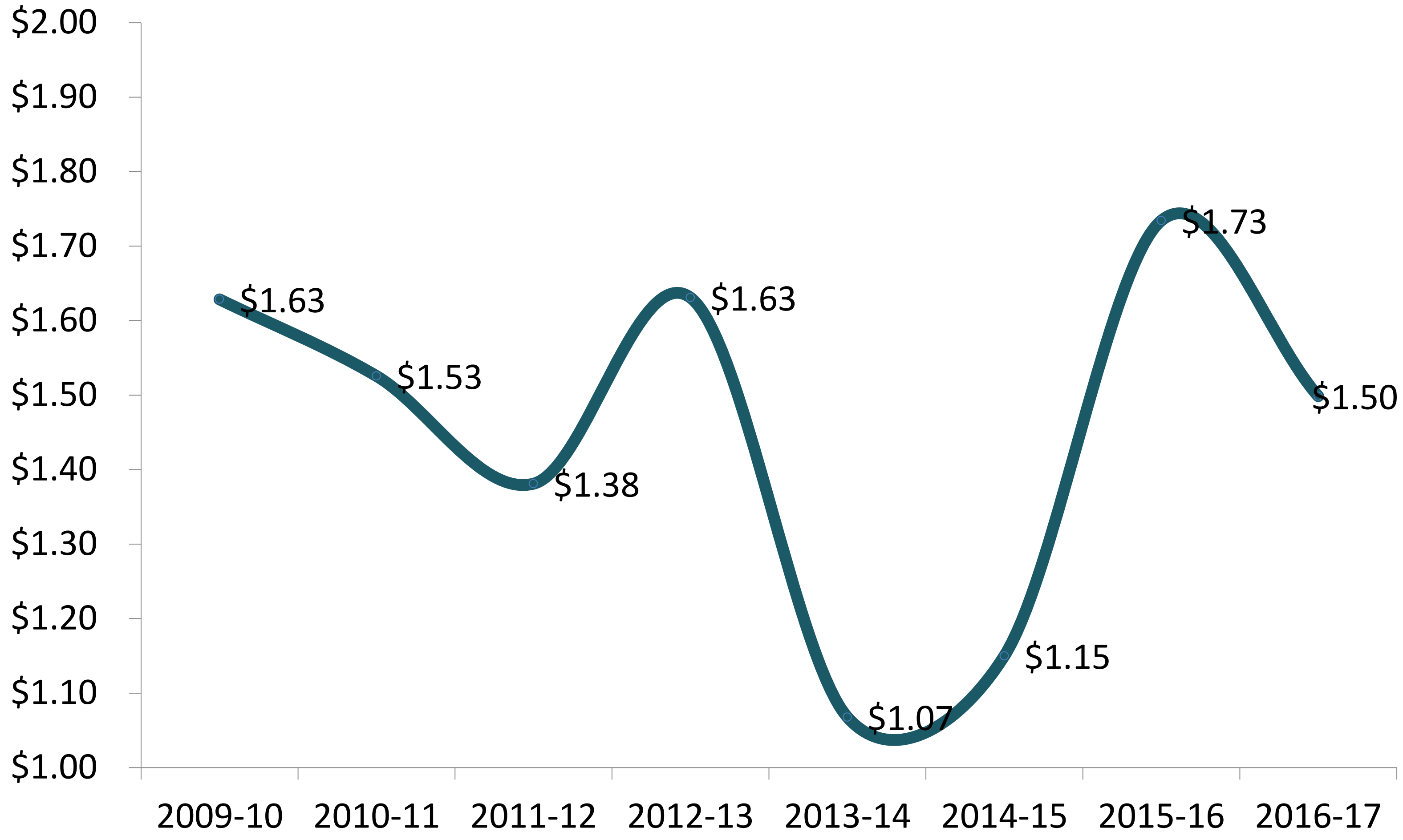
\$130million in additional returns delivered back to the farm gate



# MSA underpins 156 Australian brands



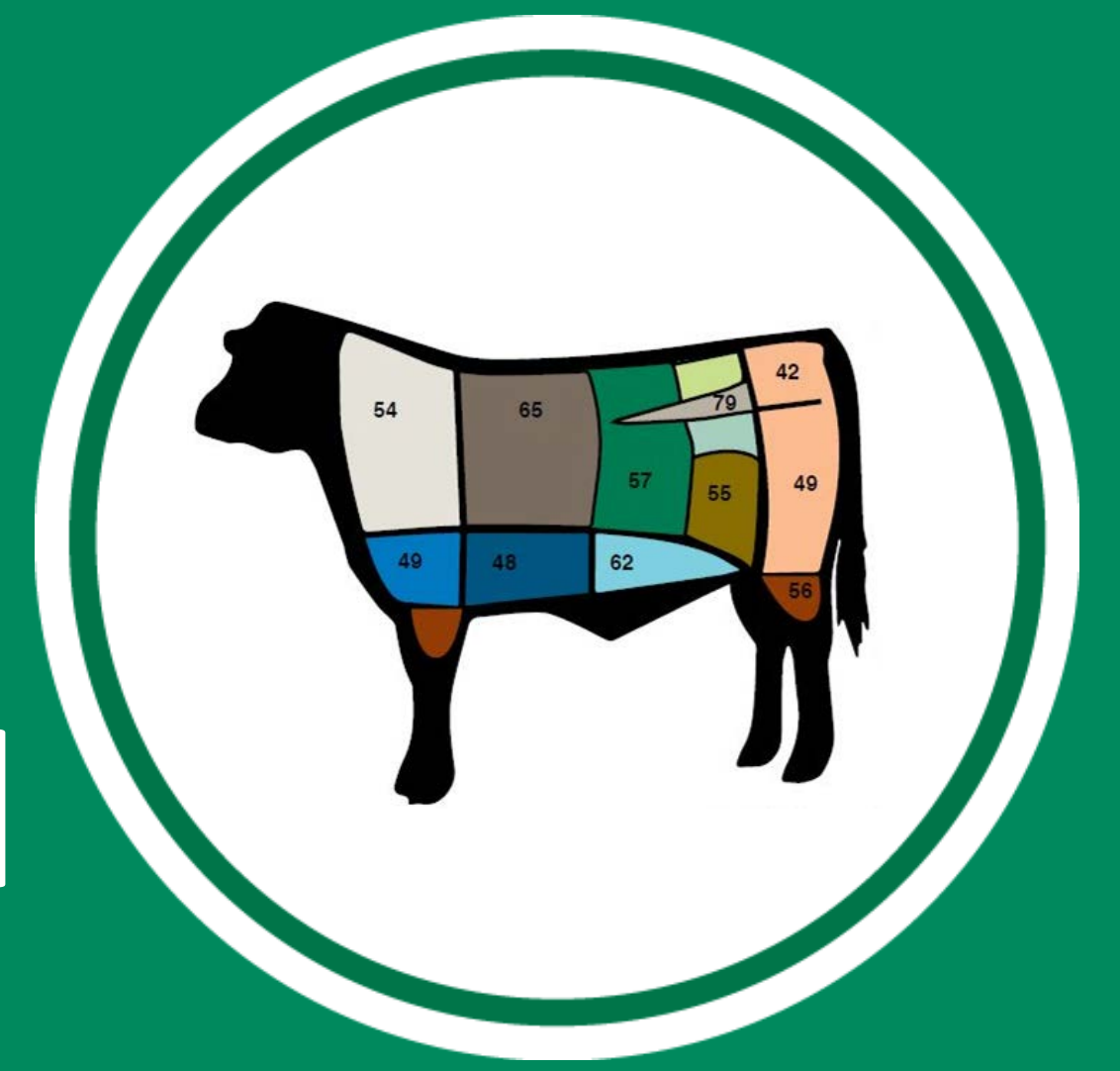
# Benefits for selling a consumer outcome, not just a cut of beef



Source: Millward Brown







- The adoption of MSA has continued in 2016-17
- The benefits and rewards are evident
- There is always room for improvement to continue to be the world leaders in eating quality

# Reinvigoration of MSA - Taking MSA to the next level



# A clear 2020 vision for MSA

- All cattle in Australia will be eligible for MSA
- 50% of the national cattle slaughter will be MSA graded
- Accurately predict the fitness for purpose for every cut in the carcass
- Identify on-farm practices that improve eating quality
- The MSA Index will continue to improve
- Brand owners will drive the success of MSA and consumer understanding
- MSA will be positioned as a quality mark
- Australia will be the leader in global eating quality standards
- Quality and yield technologies will deliver greater accuracy and transparency

# Transition to an outcomes based language



# Delivering 'game-changers'

BONE IN BEEF  
PRODUCT OF AUSTRALIA

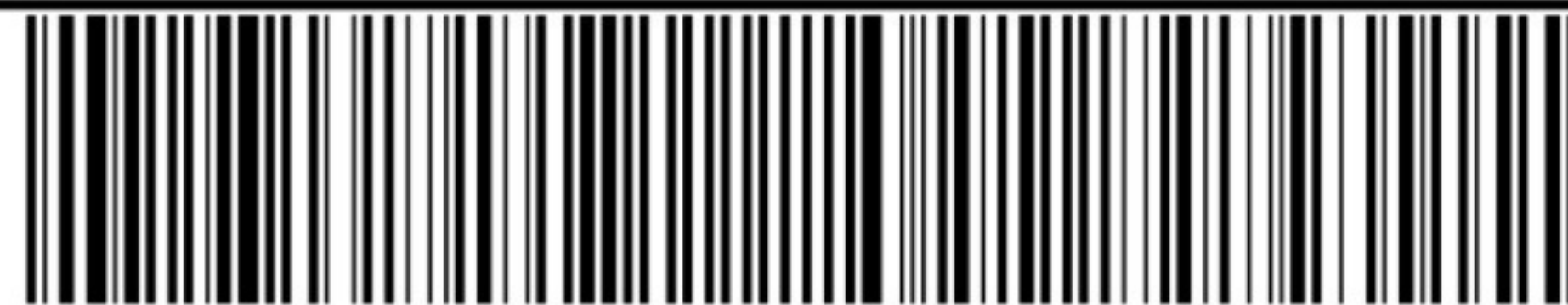
ANY MEAT WORKS Co  
LONG FLAT ROAD  
ANYTOWN NSW

**\*EQG\* SHORTLOIN**

**32307**

IW/VAC

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

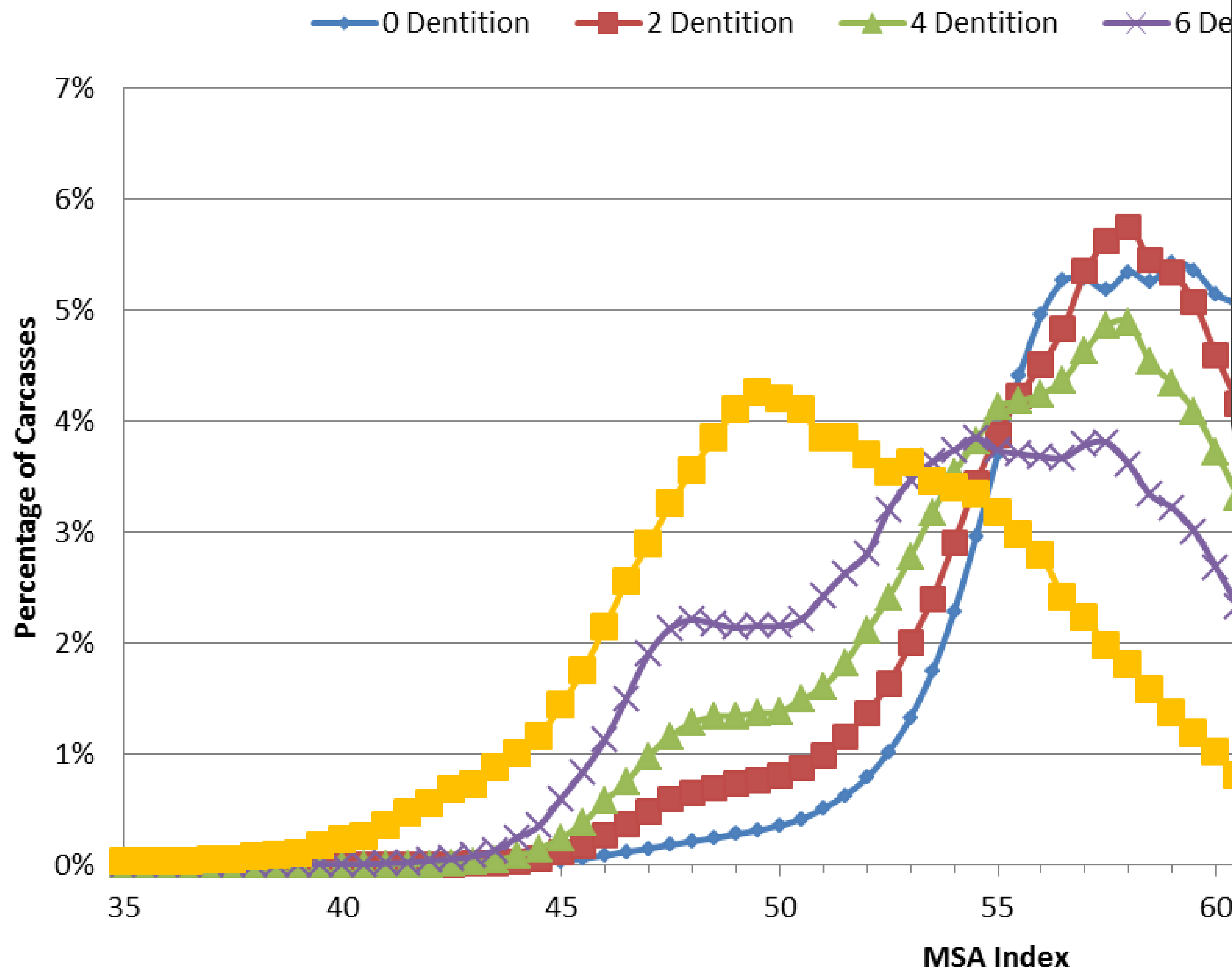
TSL MSA 4 @ 5 days

**26.2kg 57.8lb** NET WEIGHT

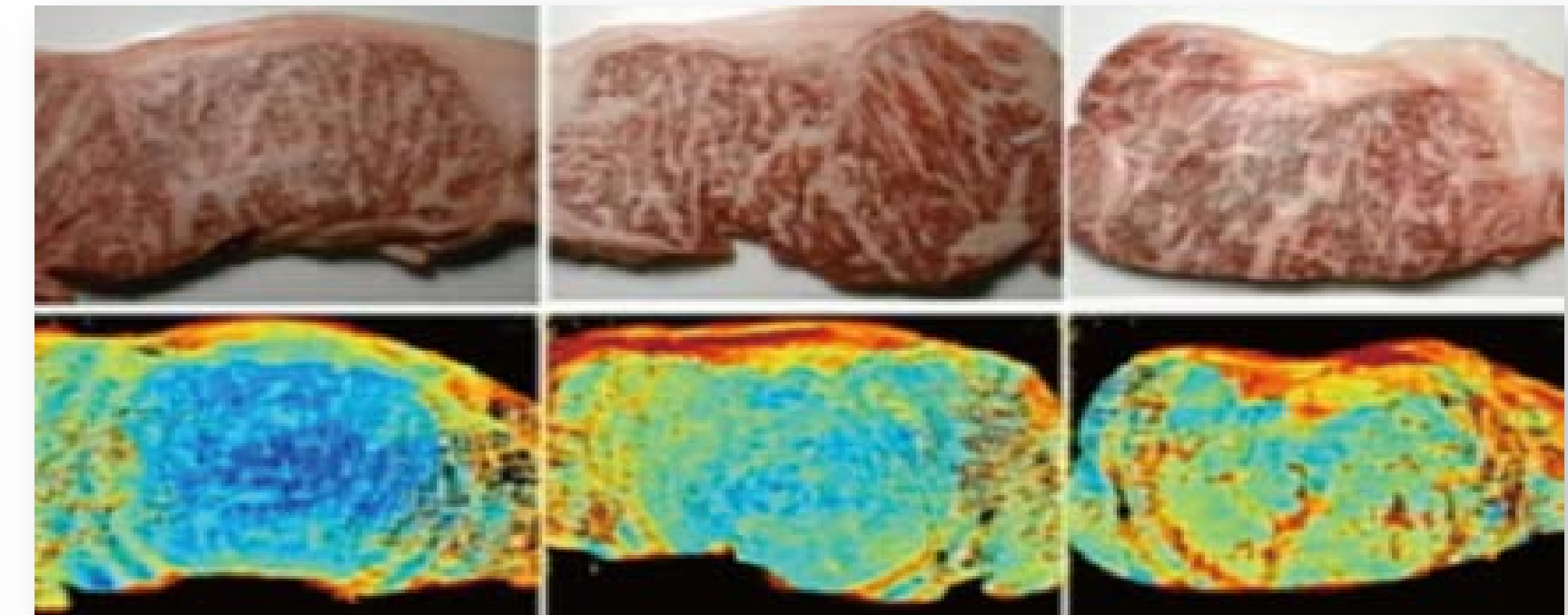
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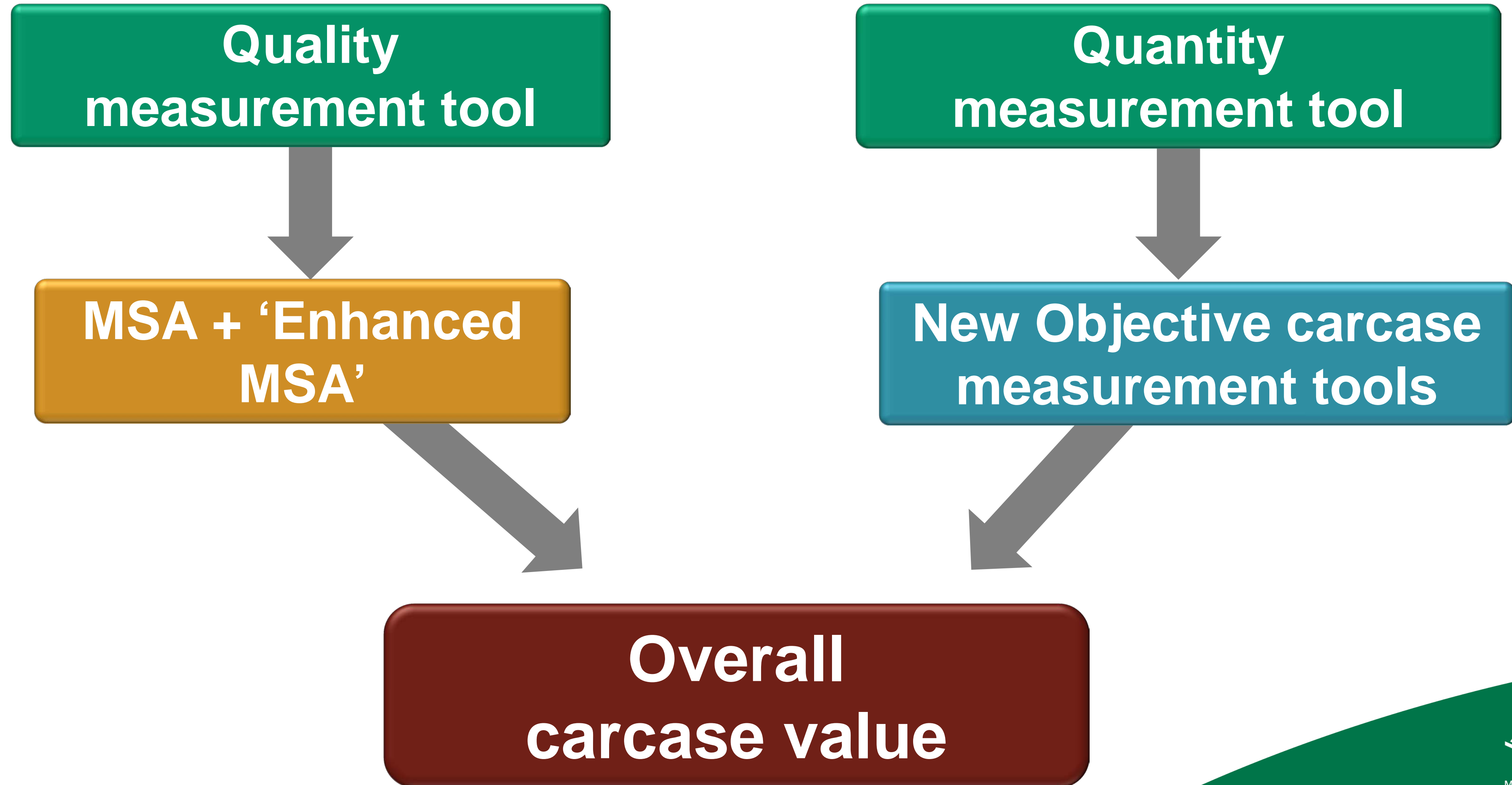
EST. NO.9999

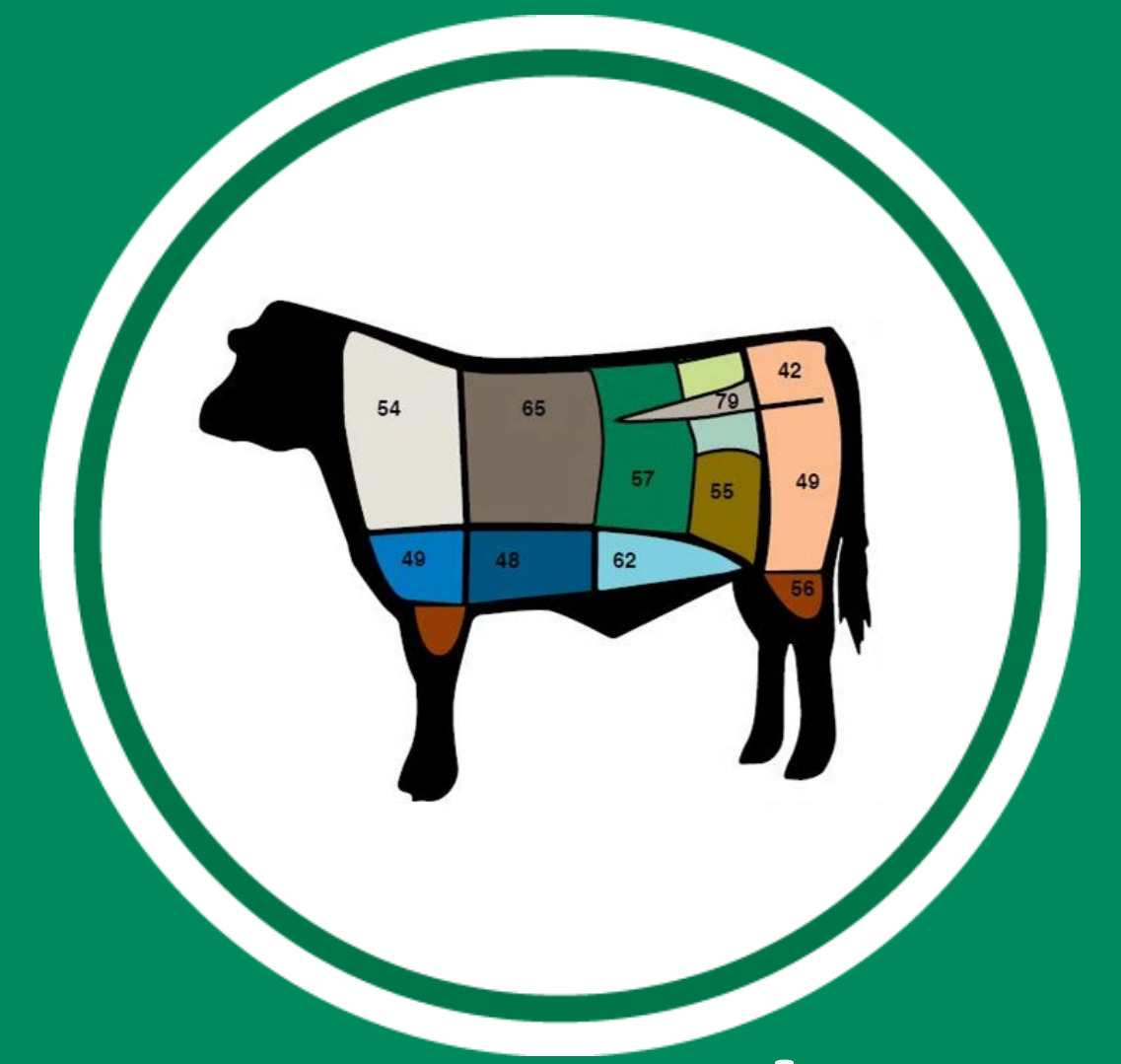


# Grading technologies - QUALITY



# What the new technologies could deliver





- The 2020 vision is clear
- We are committed to driving the continued success of MSA
- And this includes more support and tools for MSA producers to achieve excellence in eating quality





# Making your perfect MSA Index

Striving for excellence in  
eating quality can yield  
rewards for producers

