

Meat Standards Australia™

MSA Standards manual for End-users



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Foreword

This document presents the MSA Standards for end users of Certified MSA products by MSA licensed enterprises.

These MSA Standards are designed to ensure:

- (a) the integrity of the MSA program;
- (b) the reputation of MSA; and
- (c) the correct presentation and use of the MSA trade marks.



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1. MSA stamps, inserts, licence numbers and POS material

MSA invoice stamps, inserts, licence numbers, point of sale (POS) Material issued by an Authorised Authority may only be applied at the Enterprise to which the stamps, inserts, licence numbers and POS Material were issued.

An Authorised Authority may withdraw from the Enterprise for the period determined by the Authorised Authority all MSA invoice stamps, inserts, licence numbers and POS Material issued by the Authorised Authority. Without limiting the circumstances in which this action may be taken, it may be taken where the Authorised Authority considers that the integrity of the MSA stamps, inserts, licence number and POS Material are at risk or have been incorrectly applied to invoices, primals, cuts or meals.

MSA invoice stamps, inserts, licence numbers and POS Material issued by an Authorised Authority remain the property of the Authorised Authority.

2. Ordering

The Enterprise must purchase MSA Product only from a Licensed MSA Supplier.

3. Receival

The Enterprise must ensure that all MSA Product received by it is accompanied by Authenticating Documentation being:

- Invoicing bearing the MSA supplier's MSA License number or stamped with an MSA Supplier stamp;
- MSA carton or plant carton labels that contain the required information; or clearly identified carcass stamp;
- MSA inserts, label or pre-printed vacuum packaging.

The Enterprise must ensure that all records of MSA Product are kept for three months.

4. Storage

MSA Product must at all times be stored in accordance with the MSA program requirements. If there is any failure to do so, product must not be sold as MSA Product.

MSA Product must be clearly identified and kept separate from other product.

MSA product can be sold and distributed prior to the ageing date being met as long as the customer receiving the MSA product has been made aware of the ageing requirements for the product purchased.

5. Cutting / fabrication / preparation

MSA Product must at all times be cut, fabricated and prepared in accordance with the MSA program requirements. If there is any failure to do so, product must not be sold as MSA Product.

For portion cutting operations:

If portions are cut and presented in the required cooking method/s, the cooking method/s does not have to be stated on the Authenticating Documentation, for example steaks for grill, strips for stir-fry and cubes for casserole.

Where the Enterprise prepares MSA Product for consumption, the Enterprise must ensure that the MSA Product is cooked using a cooking method for the grade in accordance with MSA program requirements.

6. Presentation

All MSA Product wholesaled as portions or primals must include MSA inserts in the packaging or printing on the packaging, for example, (heat printed vacuum bags) as approved by an Authorised Authority.

The seller must ensure that the required ageing period indicated in the Authenticating Documentation is met.

Cook Method	Cut Dimensions
GRL – Grill or Pan Fry	Not less than 21 mm thick
RST – Roast	Whole primal
SFR – Stir-fry	6 x 6 x 75mm
CASS – Casserole	20 x 20mm cube
SHB – Shabu Shabu (or Thin Slice)	2mm thin sliced
CRN – Corn	Whole primal

7. Sale/dispatch

Where MSA products are delivered and sold as MSA Product, Authenticating Documentation identifying the eating quality outcome must accompany the product.

If the enterprise is not distinguishing between eating quality outcomes, for example MSA 3, 4 or 5 star, the Authenticating Documentation must still state MSA and product description.

Without limiting this, MSA Carton Labels or MSA Plant Carton Labels must be attached to the cartons and all primals and portions must include MSA inserts or approved printing.

Where Authenticating Documentation is lost or damaged, product must not be sold as MSA Product.

Where **MSA primals** are sold to an MSA Supplier, Authenticating Documentation must be supplied with the product together with details of the appropriate cook method for the grade and ageing requirements.

Where MSA Product is sold to a Wholesaler, Processor or Retailer which is not an MSA Supplier, it must not be sold as MSA Product.

Where branded products are underpinned by MSA and the MSA Trade Mark is used, these products must contain only MSA product.

8. Training

The Enterprise must ensure all staff understand the requirements for handling MSA Product.

9. Auditing

An Enterprise may be audited at the discretion of and at the times determined by an Authorised Authority. The following material details the requirements of all parties.

MSA Audit checklist

The Audit checklists contained in this Appendix have been prepared as an example for approved Auditors to apply when conducting Audits of MSA Supply chains.

All Auditors will attend a training period specifically relating to the MSA requirements.

Performing the Audit

The Auditor will undertake the following steps where performing an Audit:

- Entry meeting – a brief meeting to outline the extent of the Audit and any assistance required. The approximate time of the exit meeting will also be arranged.
- Conduct the Audit using the prepared Audit checklist form as a guide.
- Record objective results on the Audit checklist, including specific details of any non-conformance.
- Expand the checklist if additional questions become necessary.
- Complete all documentation including Corrective Action Requests as required.
- Exit meeting – present Audit findings, initiate Corrective Action Requests where necessary and assign an appropriate integrity rating based on compliance as per table below.
- Immediately report serious deficiencies to the Quality Assurance Systems Administrator of MSA
- Provide a full report to the Quality Assurance coordinator of MSA within two working days of the Audit.

Integrity Rating	Performance Status	Audit frequency	Definition	Process and outcomes
Level 5	Critical Non-conformance as determined by an Auditor	Monthly or on request from Enterprise in order to reinstate License status until compliance is deemed Satisfactory or Minor as determined by Auditor.	Would cause loss of integrity to the MSA program or loss of integrity to eating quality. May be evidence that MSA program requirements have been compromised. Includes all incidences of misrepresentation of product. Where there are two or more major non-conformances in a given procedure or process step, the non-conformance will be assessed by the Auditor and may be upgraded to a critical non-conformance.	Immediate suspension of the MSA Licence until such time the Enterprise can demonstrate a corrective and preventative action process. MSA Training to be completed on site as a component of corrective action.
Level 4	Major Non-conformance as determined by an Auditor	Every 1 to 3 months as determined by the Auditor.	Has the potential to impinge on the integrity of the MSA program. If not addressed there would be potential for the non-conformity to further compromise the program. Where there are two or more minor non-conformances in a given procedure or process step, the non-conformance will be assessed by the Auditor and may be upgraded to a major non-conformance.	Corrective and preventative action must be demonstrated to an Authorised Authority within the time specified on the CAR. MSA Training to be completed on site as a component of corrective action.
Level 3	Minor Non-conformance as determined by an Auditor	Every 6 to 12 months as determined by Auditor.	Does not directly impinge on the integrity of the MSA program.	Corrective and preventative action must be demonstrated to an Authorised Authority within a specified timeframe.
Level 2	Observation as determined by an Auditor	Every 12 to 18 months as determined by Auditor.	A procedure that should be investigated by the Enterprise.	Investigation must be done to demonstrate to an Authorised Authority within the time specified on the corrective action.
Level 1	Satisfactory	Every 18 months or as determined by Auditor, see process and outcomes for those not using MSA TM.	No issues in the last 12 months, or Licensed but not selling MSA product as MSA.	Those typically not using MSA TM in any way are not targeted in audit schedule, but contact with Enterprise still maintained in case situation / program interest change.

Eating quality value and recommended cook methods after stated ageing period has been

Ageing requirements can be calculated from this date

BONELESS BEEF ANY MEAT WORKS Co **32301**
***YG* BLADE** Batch: 4487 **4 PC**
OVER 6.0kg **PRODUCT OF AUSTRALIA**
 IW/VAC



(01)99327 111031762(3101)000262(13)020417(21)41457354

MSA 3 Grl @ 5 days
 MSA 3 Rst @ 5 days, MSA 4 @ 34 days
 MSA 3 Sfr @ 5 days, MSA 4 @ 28 days
 MSA 3 Shabu @ 5 days, MSA 4 @ 14 days
 MSA 3 Cas @ 5 days, MSA 4 @ 14 days

PKD ON 17-APR-2004 17:26
BEST BEFORE 29-MAY-2004

26.2kg 57.8lb
 NET WEIGHT **KEEP REFRIGERATED** **EST. NO.9999**



This carton label is an example only

Example of Carton Label and MSA Insert supplied by MSA:

MSA **Striploin**
 Cook Method - Days are based from Production Date
Grill MSA 3 at 5 Days – MSA 4 at 28 Days
Roast MSA 3 at 5 Days – MSA 4 at 28 Days
Stir Fry MSA 3 at 5 Days – MSA 4 at 28 Days

Est No.:0000 Boning Group: **1**



Recommended cook methods after stated ageing period has been met.

Ageing requirements can be calculated from this date

BONE-IN LAMB ANY MEAT WORKS Co **32307**
PRODUCT OF AUSTRALIA LONG FLAT ROAD
***L - LEG* CHUMP ON** ANYTOWN NSW
OVER 3kg **KEEP CHILLED**
 IW/VAC



(01) 9 932711103176 6 (3101) 000262 (13) 050417 (21) 41457354

MSA Roast @ 5 days
PKD ON 17-APR-2005 17:26
BEST BEFORE 29-MAY-2005

26.2kg NET WEIGHT
 Batch: 4487 S/N 41457354 **EST. NO.9999**







This carton label is an example only



Approved cuts from eligible sheep carcasses

MSA sheep meat information is to be included onto AUS-MEAT approved carton

Labels e.g. MSA roast @ 5 days, MSA Grill @ 5 days.

CUTS AND COOKING METHODS					
		LAMB (L) ●	HOGGET (H) ●	MUTTON (M) ●	
CUT	HAM	GRILL	ROAST	STIR FRY	C/ROLE
					
Leg Chump / On	4800		●●		
Leg 'Easy Carve'	4821		●●		
Leg Chump / Off	4820		●●		
Chump	4790		●●		
Chop		●●●			
Hind Shank	5031				●●
Leg Chump / On (Boneless)	5060		●●		
Rolled / Tied			●●		
Topside	5073			●●	
Silverside	5071			●●●	
Thick Flank (Round)	5076	●●	●●	●●	
Chump (Rump)	5130	●●	●●	●●	●●
Topside (Den)	5077			●●	
Outside (Den)	5075			●●●	
Knuckle (Round)	5072	●●	●●	●●●	
Rump (Den)	5074	●●●	●●●	●●	●●
Loin	4860		●●●		
Shortloin	4880		●●●		
Rolled			●●●		
Noisettes		●●●	●●●		
Chop		●●●			
Eye of Shortloin	5150	●●●		●●●	
Rack	4932		●●●		
Rack Cap / On (Frenched)	4756		●●●		
Culet		●●●			
Rack Cap / Off (Frenched)	4764		●●●		
Culet		●●●			
Backstrap	5109	●●●		●●●	
Eye of Rack	5153	●●●		●●●	
Forequarter	4972		●●		
Square Cut Shoulder	4990		●●		
Chop		●●			
Shoulder Rack (Frenched)	4739		●●		
Culet		●●			
Fore Shank	5030				●
Oyster Cut Shoulder	4980		●●		
Shoulder (Easy Carve)	4994		●●		
Forequarter (Boneless)	5047		●●		
Shoulder Rolled/Netted	5050		●●		
Neck Fillet Roast	5059		●●		
Eye of Shoulder	5151		●●		
Tenderloin	5080	●●●			
Butt Tenderloin	5081	●●●			
Tenderloin / Butt Off	5082	●●●			
Breast & Flap	5010	No recommended cooking methods			
Neck	5020				
Spare Ribs	5015				



Audit guidance material

Wholesalers, Retailers and Foodservice

This Guidance Material provides a summary of key aspects that are required of an Enterprise when processing MSA approved meat for wholesale, retail and foodservice markets. It has been designed to be used as an audit tool for approved companies carrying out independent audits on behalf of MSA. This document references directly to the MSA Standards Manual and auditors must be familiar with MSA requirements outlined in this Manual.

MSA shall accredit Auditors as proficient to Audit MSA licensed outlets. All accredited Auditors shall be given a self-directed learning package, including reference material specifically relating to the requirements of MSA technology.

Specific Audit times and control is maintained by each Authorised Authority.

A summary of possible audit outcomes are listed in Section 5.4.5 of the MSA Standards Manual.

For further details regarding the Auditing of Licensed Outlets, please contact MSA Quality Assurance coordinator on 1800 111 672



Audit requirement	Audit item description
1.0 Documentation	
1.1 Current MSA Standards Manual sighted.	The enterprise must have a system in place for controlling updates to the Standards Manual. Updates shall be supplied to the Auditor by the Authorised Authority. If there is no evidence to show control of updates to the Standards Manual, a MINOR non-conformance is issued.
1.2 All MSA product is purchased from a MSA licensed supplier.	If the supplier is a Processor, the MSA license number must appear on the invoice or carton label supplied. If the supplier is an Outlet, the invoice must contain either the MSA Supplier Stamp or the licence number of the outlet. Failure to supply a MSA license number will incur a MAJOR non-conformance. If further investigation finds that the supplier of the MSA product is not licensed, the Auditor must inform MSA immediately. MSA and non-MSA product must be identified separately on the invoice. Failure to keep MSA product records for the defined period will incur a MINOR non-conformance.
1.3 MSA product records are kept for a minimum period of three months.	
1.4 Documentation must be available to show the cut by cook method and the eating quality grade and days aged information.	
1.5 The Enterprise, if using the MSA Trade Mark logo, must use it in accordance with MSA requirements for grades. The logo must only be used for certified MSA product.	<p>Grades are currently:</p> <ul style="list-style-type: none"> • MSA3 – “Tenderness Guaranteed”– identified with a Green and Yellow Trade Mark. • MSA4 – “Premium” – identified with a Purple and Gold Trade Mark. • MSA5 – “Supreme” – identified with a Gold and Black Trade Mark. • For MSA sheep meat refer to the category by cut by cook chart on page 9 within this manual. <p>Incorrect use of the Trade Mark logo incurs a MAJOR non-conformance.</p>



		Audit item description
2.0 Product integrity		
2.1	MSA product is clearly identified.	<p>All MSA product must be labelled as per MSA requirements (see section 3.9 of the MSA Standards Manual). Failure to correctly identify MSA product shall incur a MAJOR non-conformance.</p> <p>Retail outlets must identify MSA product on sale and identify the cooking method and grade. This requirement is excepted as long as the product is presented as described on MSA documentation and presented as should be cooked.</p>
2.2	MSA product is segregated and identifiable from non-MSA product.	Adequate systems must be in place, in-store and on display, to ensure that non-MSA product is not sold as MSA product. Failure to have an appropriate system in place for segregation and identification of MSA and non-MSA product incurs a CRITICAL non-conformance.
2.3	MSA ageing requirements are met by the outlet.	<p>Where product is sold directly to consumers or ready for use, the outlet must ensure that the required aging period has been met, as stipulated on the relevant MSA label.</p> <p>MSA product that has not reached its ageing date can be sold to a licensed MSA outlet as long as the customer receiving the MSA product has been made aware of the ageing requirements for the product purchased and the carton end panel is displaying the release dates, eating quality values and cook methods.</p> <p>Failure to meet these requirements will incur a MAJOR non-conformance.</p>
2.4	All MSA portion controlled products received or processed must have inserts or printing on the packaging identifying the product as MSA.	All MSA product wholesaled must include MSA inserts in the packaging or printing on the packaging as approved by an Authorised Authority. Retailers and foodservice outlets must ensure that portioned product received contains MSA inserts or adequate printing on the packaging. Wholesalers must ensure that packaged portion-cut meats contain inserts. Failure to meet these requirements incurs a MAJOR non-conformance.
2.5	All staff handling MSA product have been appropriately trained in the requirements for handling MSA product.	Failure to adequately train staff handling MSA product shall incur a MAJOR non-conformance. It is recommended that a training register be completed for staff trained in MSA requirements.

