

Program





2022 MSA Excellence in Eating Quality series

Growing and grading the greatest meat on earth



Western Australia

Attendees will hear from Meat & Livestock Australia and industry speakers on how to maximise value using the MSA program, before recognising our top-performing MSA producers for the 2019-20 and 2020-21 financial years at the awards ceremony.

-  Bunbury Entertainment Centre
2 Blair Street, Bunbury, WA, 6230
-  12:00–8:00pm
Thursday 17 March 2022

Time	Item	Presenter
12:00pm	Registration opens/check your data sessions commence (optional)	MSA team
2:00pm	Welcome and introduction	Laura Garland, MSA Producer Engagement Officer
2:10pm	Connecting with consumer values: at home and globally	David Beatty, Group Manager – Productivity & Animal Wellbeing
2:30pm	Driving value for the supply chain: from on-farm to the consumer	David Packer, MSA Program Manager
2:50pm	Creating value through meeting customer expectations	Jack Semini, Johnson Meats
3:15pm	Break	
3:35pm	Australia's beef herd: eating quality trends and drivers	Laura Garland, MSA Producer Engagement Officer
3:50pm	Putting the 'my' in myMSA	Laura Garland, MSA Producer Engagement Officer
4:10pm	Making MSA work for you	Ed Riggall, AgPro Management
4:35pm	Putting it all into practice: a producer's take on creating the most valuable animal	Paul Reilly, Westside Cattle Co.
5:00pm	Q&A Panel: an open discussion	The panel features program speakers and additional processors and brandowners
6:00pm	Break	
6:10pm	EEQ awards ceremony	David Beatty, MLA Group Manager – Productivity & Animal Wellbeing
6:30pm	Food service experience and dinner	Rafael Ramirez, The Meat Specialist
8:00pm	Event close	