

# Program



# 2021 MSA Excellence in Eating Quality series

Growing and grading the greatest meat on earth



## New South Wales

Please join us at the Meat Standards Australia (MSA) Excellence in Eating Quality Awards series in 2022. 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.

📍 Armidale City Bowling Club  
92 Dumaresq St, Armidale NSW 2350

🕒 12:00–8:00pm  
Tuesday 8 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 consumers: at home and globally	Michael Crowley, MLA General Manager – Research, Development and Adoption
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	Bindaree Food Group
<b>3:15pm</b>	<b>Break</b>	
3:35pm	Putting the 'my' in MSA	Laura Garland, MSA Producer Engagement Officer
3:50pm	Australia's beef herd: eating quality trends and drivers	Will Atkinson, MSA Business Development Officer
4:10pm	Making MSA work for you	Al Rayner, Rayner Ag
4:35pm	Putting it all into practice: a producer's take on creating the most valuable animal	Bill Mitchell, beef producer, Armidale, NSW
5:00pm	Q&A Panel	The panel features program speakers and additional processors and brandowners
<b>6:00pm</b>	<b>Break</b>	
6:10pm	EEQ awards ceremony	Michael Crowley, MLA General Manager – Research, Development and Adoption
<b>6:30pm</b>	<b>Chef demo and dinner</b>	<b>John Alexander, Hogs Breath Cafe</b>
8:00pm	Event close	