

Program



2021 MSA Excellence in Eating Quality series

Growing and grading the greatest meat on earth



South Australia

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.

📍 Robe Football Club Inc.
16 O'Halloran Street, Robe, SA, 5276

🕒 12:00–8:00pm
Tuesday 15 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	Thomas Foods International
3:15pm	Break	
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, Business Development Officer
4:10pm	Making MSA work for you	Simon Vogt, Pinion Advisory
4:35pm	Putting it all into practice: a producer's take on creating the most valuable animal	Beef producer, SA
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	Michael Crowley, General Manager – Research, Development and Adoption
6:30pm	Chef demo and dinner	
8:00pm	Event close	