

Program



2021 MSA Excellence in Eating Quality series

Growing and grading the greatest meat on earth



Victoria

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.

- The Cube Wodonga
118 Hovell St, Wodonga, VIC 3690
- 12:00–8:00pm
Tuesday 1 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, 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	Rob Ryan, JBS Southern Livestock
3:15pm	Break	
3:35pm	Creating value through meeting customer expectations: learnings from the sheep industry	Will Barton, Gundagai Meat Processing
4:00pm	Putting the 'my' in MSA	Laura Garland, MSA Producer Engagement Officer
4:15pm	Australia's beef herd: eating quality trends and drivers	Chloe Gould, Senior Business Development Officer
4:35pm	Making MSA work for you	Tim Hollier, Senior Specialist Beef and Sheep, Agriculture Victoria
5:00pm	Putting it all into practice: a producer's take on creating the most valuable animal	Trent Osborne, beef producer, Staghorn Flat, Vic
5:25pm	Q&A Panel: an open discussion	The panel features program speakers and additional processors and brandowners Facilitator: Kate Neath, MSA Business Development Manager
6:00pm	Break	
6:10pm	EEQ awards ceremony	Michael Crowley, General Manager – Research, Development and Adoption
6:30pm	Chef demo and dinner	Rob Smithson, Dnata Catering
8:00pm	Event close	