



MSA Standards Manual

Licence and trade mark

Section



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1 Introduction

The Meat Standard Australia (MSA) Standards Manual is divided into a number of sections. Each section is a standalone document that is issued and amended independently of sections.

Australian Meat Industry Language and Standards Committee (AMILSC) is the custodian of the MSA Standards.

All sections of the MSA Standards Manual must be used collectively. Certain sections may not be applicable for a specific business, operation, facility or activity. It is the user's responsibility to determine which section is appropriate for their operation.

1.1 Instructions for control of this document

This Standards Manual, available online from MSA, is a controlled document.

Updates to this Standard will occur from time to time. All printed and/or saved copies are uncontrolled and may not be the latest version.

1.2 Owner confirmation

The owner or controller, as registered with the Authorised Authority, shall be informed of any updates relating to the information contained in this Standard. Attached to any updates regarding this Standard will be a form for notification of changes to the owner or controller of the Standard.

1.3 Amendments and updates

Amendments to this Standard will be issued by way of a formal amendment notification where required.

1.4 Document control confirmation

Change history

Date	Change description	Issue no.
03 May 2013	Initial draft	0.1
18 July 2013	Second draft	0.2
03 September 2013	Third draft	0.3
27 November 2013	Initial release	1.0
March 2020	Updated to reflect release of MSA beef model V2.0	2.0
July 2025	Updated to design and minor wording	3.0

3 Licence

3.1 Application for licence to use the MSA Trade Mark

Prior to use of the MSA Trade Mark the Enterprise must;

- a. Apply for and enter into an appropriate MSA licence agreement
- b. Satisfy an Authorised Authority that the Enterprise will comply with these Standards.

3.2 Compliance with application/variation

The Enterprise must comply with all matters and operate in the manner specified in its application.

If the scope of the Enterprise's operations changes from that detailed in its application, the Enterprise must give written notice to an Authorised Authority a minimum of 7 days prior to the changes taking effect. The Enterprise must ensure that its Quality Management System is amended to reflect these changes. These changes must be approved by an Authorised Authority prior to them taking effect.

3.3 Notification of changes

All updates and new installations of the MSA grading software need to be approved by the Authorised Authority prior to use.

3.4 General

An Authorised Authority may notify the customers of a MSA licensee of any non-conformance by that MSA licensee.

The MSA licensee shall use only approved descriptors of MSA Certified Product to identify eating quality on product labels and/ or promotional material. The terms MSA Index, MSA Sheepmeat Index, MSA Processor Index, MSA Sheepmeat Processor Index, MSA Opportunity Index, MSA Sheepmeat Opportunity Index, boning group and/or boning run are not approved for use for the purposes of marketing or promoting MSA product.

3.5 Reference material

The MSA licensee is required at all times to make available the following documents for reference by all relevant staff:

- a. The applicable sections of the MSA Standards and all amendments to them
- b. All notifications which an Authorised Authority advises must be retained by the MSA licensee
- c. The Enterprise's Quality Management System Manual and related records (if applicable)
- d. All MSA development specifications (if applicable)
- e. All appendix documents to this Standards Manual
- f. All other documents which an Authorised Authority advises must be made available for reference.

3.6 Licence categories

The following categories of supply chain participants are required to hold an MSA Licence with MLA for the purpose of using the MSA program.

3.6.1 Saleyards

Saleyards wishing to sell livestock eligible for MSA grading.

3.6.2 Software development

Third party software developers and processors wishing to incorporate the MSA grading software into on-plant software systems.

3.6.3 Processors

Processors wishing to process and supply MSA Certified Product, use MSA technology and the MSA Trade Mark.

3.6.4 Independent boning rooms/portion cutting operations

Independent boning rooms and portion cutting operations wishing to supply MSA Certified Product and utilise the MSA Trade Mark.

3.6.5 Brand owners

Brand owners wishing to supply MSA Certified Product, use MSA technology and utilise the MSA Trade Mark.

3.6.6 End users

End users wishing to identify MSA Certified Product, with the MSA Trade Mark, or supply MSA Certified Product to other MSA end users.

3.7 Trade Mark requirements

All use or intended use of the MSA Trade Mark and Standards, in relation to the identification of MSA Certified Product, must be in accordance with this MSA Standards Manual, the MSA Trade Mark Usage Guide and the MSA Licence Agreement.