

# Program



# 2022 MSA Excellence in Eating Quality series

Growing and grading the greatest meat on earth



## New South Wales

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        | Australia's beef herd: eating quality trends and drivers                             | Will Atkinson, MSA Business Development Officer                               |
| 3:50pm        | Putting the 'my' in myMSA  | Laura Garland, MSA Producer Engagement 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, Glenbrook Pastoral Company                                     |
| 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>Food service experience and dinner</b>  | <b>John Alexander, Hogs Breath Cafe</b>                                       |
| 8:00pm        | Event close  |   |