

Program




2022 MSA Excellence in Eating Quality series


Growing and grading the greatest meat on earth



Queensland

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.

 Roma Explorers Inn
44778 Warrego Hwy, Roma QLD 4455

 12:00–8:00pm
Thursday 10 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	Mark Samson, NH Foods
3:15pm	Break	
3:35pm	Australia's beef herd: eating quality trends and drivers	Chloe Gould, MSA Senior Business Development Officer
3:50pm	Putting the 'my' in myMSA	Laura Garland, MSA Producer Engagement Officer
4:10pm	Making MSA work for you	Harriet Bawden, Project Manager, Northern Beef Adoption
4:35pm	Putting it all into practice: a producer's take on creating the most valuable animal	Garth Christiansen, Christiansen Cattle Co.
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, MLA General Manager – Research, Development and Adoption
6:30pm	Chef demo and dinner	John Alexander, Hogs Breath Cafe
8:00pm	Event close	