

# You're invited to



# 2017 MSA Excellence in Eating Quality Awards

Following the 'What makes the perfect MSA Index?' forum



**Gympie Civic Centre, Friday 15 September 2017**

## VENUE

Prospectors Hall Gympie Civic Centre,  
32 – 34 Mellor Street, Gympie QLD

## TIME

2:00pm – 8:00pm

## PROGRAM

Welcome and introduction

Sarah Strachan, MSA Program Manager

What is MSA benchmarking and how do I use it to improve my MSA Index?

Jarrold Lees, MSA Producer Engagement Officer

The role genetics plays in achieving the perfect MSA Index

Tim Emery, TBTS Beef Extension Officer

The future of MSA: A conversation with the Research & Development team

Janine Lau, MSA Research and Development Integrity Manager

How MSA carcasses are utilised: A product demonstration showcasing MSA principles

Kelly Payne, MSA Retail Training Facilitator

LPA update: How changes to the program will affect you

Dr Jane Weatherley, Integrity Systems Company Chief Executive Officer

The driving strategy behind MLA's Producer Consultation and Adoption team, followed by an update on the National Livestock Genetics Consortium

Michael Crowley, MLA Producer Consultation and Adoption General Manager

The value of big data and transparency

Richard Norton, MLA Managing Director

Register at [www.msaqueensland.eventbrite.com.au](http://www.msaqueensland.eventbrite.com.au) or phone 07 3620 5200

Followed by the MSA Excellence in Eating Quality Awards, recognising Queensland's top performing MSA producers for the 2015-16 and 2016-17 financial years.

Event is free. Doors open at 1pm. Afternoon tea and a light dinner and drinks reception will be provided.

Registration is essential for catering and venue purposes. Numbers are limited.

Program is subject to change.