

You're invited to



2017 MSA Excellence in Eating Quality Awards

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



River Arms Hotel, Ulverstone, Thursday 21 September 2017

VENUE

KGs Room River Arms Hotel, 1 Crescent Street,
Ulverstone, Tasmania

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?	Jarrood Lees, MSA Producer Engagement Officer
Impacts of seasonable variability on your MSA performance	Dr Peter McGilchrist, University of New England Senior Meat Science Lecturer
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.msatasmania.eventbrite.com.au or phone 07 3620 5200

Followed by the MSA Excellence in Eating Quality Awards, recognising Tasmania'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.