

You're invited to



2017 MSA Excellence in Eating Quality Awards

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



Lardner Park, Tuesday 19 September 2017

VENUE

Lardner Park, 155 Burnt Store Road, Lardner VIC

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.msavic.eventbrite.com.au or phone 07 3620 5200

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