





2021 MSA Excellence in Eating Quality series Growing and grading the greatest meat on earth



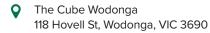


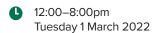




Victoria

Please join us at the Meat Standards Australia (MSA) Excellence in Eating Quality Awards series in 2022. 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.







Draft program

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 consumer values: at home and globally	David Beatty, MLA Group Manager – Productivity & Animal Wellbeing
2:30pm	Driving value through the chain: from the carcase to the consumer	David Packer, MSA Program Manager
2:50pm	Creating value through meeting customer expectations	Rob Ryan, JBS Southern Livestock
3:15pm	Break	
3:35pm	Creating value through meeting customer expectations: learnings from the sheep industry	Will Barton, Gundagai Meat Processing
4:00pm	Putting the 'my' in myMSA	MSA team
4:15pm	Australia's beef herd: eating quality trends and drivers	MSA team
4:35pm	Making MSA work for you	Tim Hollier, Senior Specialist Beef and Sheep, Agriculture Victoria
5:00pm	Putting it all into practice: a producer's take on creating the most valuable animal	Trent Osborne, Two Rivers Pastoral, Staghorn Flat, VIC
5:25pm	Q&A Panel: an open discussion	The panel features program speakers and additional processors and brandowners
		Facilitator: David Packer, MSA Program Manager
6:00pm	Break	
6:10pm	EEQ awards ceremony	David Beatty, MLA Group Manager – Productivity & Animal Wellbeing
6:30pm	Chef demonstration and dinner	Rob Smithson, Dnata Catering
8:00pm	Event close	

It is free to attend this event. Doors open at 12pm. 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. For further information, please contact MSAEvents@mla.com.au or call 1800 111 672.