



# You're invited to

# 2021 MSA Excellence in Eating Quality series

Growing and grading the greatest meat on earth



## New South Wales

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.

📍 Armidale City Bowling Club  
92 Dumaresq St, Armidale NSW 2350

🕒 12:00–8:00pm  
Tuesday 8 March 2022

🔗 Register at <https://bit.ly/3o8Alkd>

### 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	Michael Crowley, MLA General Manager – Research, Development and Adoption
2:30pm	Driving value through the chain: from the carcass to the consumer	David Packer, MSA Program Manager
2:50pm	Creating value through meeting customer expectations	Bindaree Food Group
<b>3:15pm</b>	<b>Break</b>	
3:35pm	Putting the 'my' in myMSA	MSA team
3:50pm	Australia's beef herd: eating quality trends and drivers	MSA team
4:10pm	Making MSA work for you	Al Rayner, RaynerAg
4:35pm	Putting it all into practice: a producer's take on creating the most valuable animal	Bill Mitchell, Glenbrook Pastoral Company, Aberfoyle, NSW
5:00pm	Q&A Panel	The panel features program speakers and additional processors and brandowners Facilitator: Sarah Strachan, MLA Group Manager – Adoption and Commercialisation
<b>6:00pm</b>	<b>Break</b>	
6:10pm	EEQ awards ceremony	Michael Crowley, MLA General Manager – Research, Development and Adoption
<b>6:30pm</b>	<b>Chef demonstration and dinner</b>	<b>John Alexander, Hog's Breath Cafe</b>
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@mia.com.au](mailto:MSAEvents@mia.com.au) or call 1800 111 672.