



You're invited to

2021 MSA Excellence in Eating Quality series

Growing and grading the greatest meat on earth



Western Australia

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.

 Bunbury Entertainment Centre,
2 Blair Street, Bunbury, WA, 6230

 12:00–8:00pm
Thursday 17 March 2022

 Register at <https://bit.ly/3H2qJFI>

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	Jack Semini, Johnson Meats
3:15pm	Break	
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	Ed Riggall, AgPro Management
4:35pm	Putting it all into practice: a producer's take on creating the most valuable animal	Kim Lester, Lester Pastoral Company, Manypeaks, WA
5:00pm	Q&A Panel: an open discussion	The panel features program speakers and additional processors and brandowners Facilitator: Sarah Strachan, MLA Group Manager – Adoption and Commercialisation
6:00pm	Break	
6:10pm	EEQ awards ceremony	David Beatty, MLA Group Manager – Productivity & Animal Wellbeing
6:30pm	Chef demonstration and dinner	Rafael Ramirez, The Meat Specialist
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.