



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 Ex Services Memorial Club,
37 Dumaresq St, Armidale NSW 2350

🕒 12:00–8:00pm
Thursday 10 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
3:15pm	Break	
3:35pm	Putting the 'my' in MSA	MSA team
3:50pm	Australia's beef herd: eating quality trends and drivers	MSA team
4:10pm	Making MSA work for you	Al Rayner, Rayner Ag
4:35pm	Putting it all into practice: a producer's take on creating the most valuable animal	Bill Mitchell, beef producer, Armidale, NSW
5:00pm	Q&A Panel	The panel features program speakers and additional processors and brandowners Facilitator: Sarah Strachan, MLAs Group Manager – Adoption and Commercialisation
6:00pm	Break	
6:10pm	EEQ awards ceremony	Michael Crowley, MLA General Manager – Research, Development and Adoption
6:30pm	Chef demo and dinner	John Alexander, Hogs Breath Cafe
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 or call 1800 111 672.