

Fact sheet

Changes coming to MSA MSA-registered cattle producers

MSA-registered cattle producers should be aware of three main changes to MSA, which will take effect from July to September 2019.

The changes relate to the MSA beef model, MSA Vendor Declaration Form and new features to myMSA.

It's important to note that producers don't need to do anything different now.

This factsheet only covers changes which MSA-registered cattle producers should be aware of.

1. The MSA beef model is getting upgraded

The MSA Pathways R&D Committee, MSA Beef Taskforce and the Australian Meat Industry Language and Standards Committee, consisting of leading Australian meat and animal researchers and red meat industry representatives, have endorsed an upgrade to the MSA model.

All changes are based on rigorous science and evidence.

These changes include new cooking methods, an expanded number of cuts and extended ageing predictions for MSA-graded cuts.

One of the key changes is that 'hump height' will be used as a direct predictor of eating quality. While hump height has always been measured as part of MSA, it will now be used as a direct predictor of eating quality rather than an estimate of tropical breed content.

MSA-licensed beef processors have from July to September 2019 to switch over to the new model and activate the new changes. As an MSA-registered cattle producer, you don't need to do anything different to access the new model.



What you need to know

You don't need to do anything different to access the new MSA beef model.

2. A new MSA Vendor Declaration Form will be available in paper and electronic formats from 1 October 2019.

You don't need to use the new MSA Vendor Declaration Form straight away. Earlier versions of the MSA Vendor Declaration will be accepted until you run out.

When you use the new form, you'll notice two changes:

(a) Tropical breed content is now simpler to record:

On the new MSA Vendor Declaration, you only need to declare whether your cattle contain tropical breed content by ticking either 'Yes' or 'No'. This change reflects a move to have the MSA model use hump height as a direct predictor of eating quality rather than a predictor of tropical breed content.

If you're using an old MSA Vendor Declaration Form and you specify a percentage of tropical breed content, MSA will automatically record it as 'Yes'.

If you don't know the tropical breed content of your cattle and you use the new Form, you'll need to tick 'Yes'.

(b) Owners of cattle who use agistment/custom feeding operations can receive MSA feedback.

This will happen if your vendor adds your PIC and MSA registration number to the new MSA Vendor Declaration Form, as the owner of the cattle. Make sure you provide these details to the agistment property or custom feeding operation you use.



What you need to know

A new version of the MSA Vendor Declaration Form will be available from 1 October 2019.

You don't need to use the new Form straight away. Earlier versions will be accepted until you run out.

Read the 'What's new on the new MSA Vendor Declaration Form?' factsheet on page 3.

3. You'll gain access to a range of new features in myMSA:

(a) Opportunity Index: The Opportunity Index helps you focus your attention on where financial gains can be made and to benchmark carcass attribute performance. It tells you what your Index would have been if non-compliant carcasses met the MSA minimum requirements. In 2017-18, this lost opportunity across Australia was estimated to be more than \$20 million.

(b) New look and feel: The myMSA portal has been refreshed and is easier to use. New features include:

- Easy navigation on the left-hand menu
- Help prompts on every page
- Accessible on any device.

(c) Refresher training: Now's a great time to complete refresher training on myMSA. Modules include:

- Why MSA? (What is MSA)
- Making the cut (factors that affect eating quality)
- Getting a handle on the herd (herd management)
- First consignment (filling out the MSA Vendor Declaration)
- Putting producers in control (MSA feedback)
- Sheep techniques (factors that affect sheepmeat eating quality)
- Preparing for transport (managing your flock)
- Attention to detail (filling out the MSA Vendor Declaration)



What you need to know

You'll start to see new features in [myMSA](#) once your processor has switched to the new MSA model between July and September 2019. At this time, you may choose to use the new features.

Read the 'What's the Opportunity Index?' factsheet on page 4.


Consider completing refresher training in [myMSA](#) or on the [MSA website](#).



It's important to remember that for now, you don't need to do anything different.

Just be aware that the MSA beef model is changing, and myMSA and the MSA Vendor Declaration Form will look different in coming months.

For more information

 1800 111 672

 msaenquiries@mla.com.au

- ▶ Watch a recording of a recent FutureBeef webinar: 'Changes coming to MSA: what cattle producers need to know' by clicking [here](#) or visiting mla.com.au/changes-to-msa.