

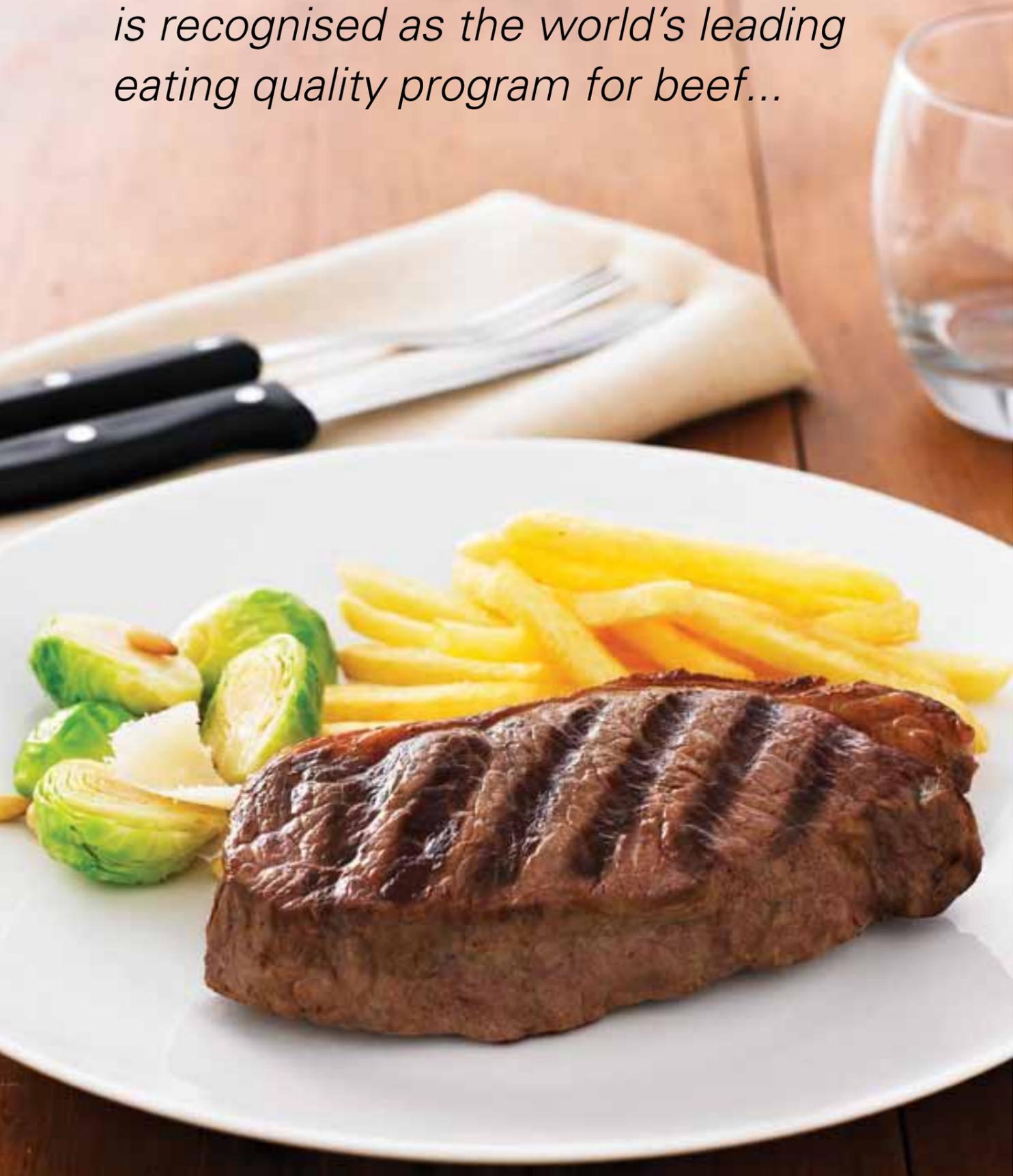
*Customer satisfaction starts
at the centre of the plate with*

MSA GRADED AUSTRALIAN BEEF



The symbol of excellence in eating quality

It's no coincidence that MSA is recognised as the world's leading eating quality program for beef...



- Meat Standards Australia (MSA) was developed by the Australian red meat industry to improve the eating quality consistency of Australian beef. The system is based on over 600,000 consumer taste tests and takes into account all factors that affect eating quality from the paddock to the plate.
- MSA has been in operation since 1999. In 2011/12 over 2 million cattle were graded, significantly increasing the volume of MSA graded beef available for the domestic foodservice sector.
- A recent refresh and relaunch of the MSA program with Australian retailers has been a major success with up to 50% of consumers now aware of the MSA symbol.¹

Customer satisfaction starts at the centre of the plate with the quality of the beef you serve. The Australian beef industry has developed the MSA grading system to consistently deliver excellence in eating quality for beef. If MSA graded beef is the missing ingredient on your menu, start a conversation with your wholesaler or contact Meat & Livestock Australia to find out how MSA graded product can help you achieve excellence in customer satisfaction at your restaurant.

HOW YOUR BUSINESS CAN BENEFIT FROM MSA GRADED BEEF

- MSA graded beef takes the guesswork out of buying and serving tender, juicy beef, reducing the number of customer complaints – your worst nightmare.
- Offering MSA graded beef is a commitment to excellence in eating quality that can help build customer loyalty underpinning the reputation of your restaurant.
- MSA gives you the confidence to develop new menu items based on underutilised cuts of graded beef.

DO I NEED TO USE THE MSA SYMBOL ON MY MENU ?

- Use of the MSA trade mark or the 'MSA' prefix is voluntary but highly recommended for licensed operators. The MSA trade mark is an independent endorsement of eating quality your customers know and trust. By using the MSA graded symbol or prefix on your menu you are communicating to customers your commitment to their dining experience by serving excellence in eating quality.

WHAT SHOULD I DO NEXT ?

Four easy steps to MSA compliance

1. Make sure you are MSA licensed. It is free to become an MSA licensed outlet and, subject to your acceptance of the MSA rules, this can occur immediately online at www.mla.com.au/msa or through an onsite visit from an MSA representative.
2. Make sure you receive MSA graded beef. All MSA graded primal or portion cuts are individually identified by an MSA logo on or inside the vacuum sealed bag. If you don't already use MSA graded beef, talk to your wholesaler about the range of MSA products they offer.
3. Educate your staff so they can maximise the benefits to your business by promoting MSA graded beef to your customers. MLA is offering free program refresher and training courses that will help you get the most out of MSA. An online training option is available for all staff.
4. Include MSA messages on your menu or table talkers to communicate that the beef you offer to customers has met an independent standard for quality.

¹ Galaxy Research 2012



Excellence in eating quality always sells



Your licenced wholesaler of MSA graded beef.

For more information on MSA, including how to become licensed, staff training options and MSA licensed suppliers please contact Meat & Livestock Australia (MLA) directly:

T: 1800 111 672

E: msaenquiries@mla.com.au

www.mla.com.au/msa



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