

*Build customer loyalty 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 on the domestic market.
- 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 that MSA is a symbol of quality for Australian beef.<sup>1</sup>

## **WHY YOU SHOULD SELL AND PROMOTE MSA GRADED AUSTRALIAN BEEF**

- Meat Standards Australia (MSA) is a proven system designed to deliver excellence in eating quality that can assist in differentiating your business in a competitive market.
- MSA beef is graded to achieve a specific standard of quality that takes the guesswork out of buying and selling beef, saving you time and money.
- Customer satisfaction starts at the centre of the plate with the quality of the beef you sell. By offering a range of MSA graded beef you are reinforcing your reputation as a purveyor of excellent quality meats.

## **WHAT SHOULD I DO NEXT?**

- Make sure you are MSA licensed. MLA offers free licensing for all wholesalers.
- Make sure you receive MSA graded beef. All MSA graded primal cuts are individually identified by an MSA logo on or inside the vacuum sealed bag with eating quality information included on the carton end label. MSA beef carcasses are identified via a MSA carcass stamp.
- If you don't already carry MSA graded beef, consider adding a line to your range. MLA can provide you with a list of available MSA licensed brands and processors.
- Educate your staff about MSA so they can promote MSA graded beef to your customers maximising the benefits of this program to your business. MLA is offering program refresher and training courses that will help you get the most out of the MSA system. For existing licensed wholesalers, free training is available for all staff.
- Consider hosting a customer information session accompanied by MSA trainers for your major foodservice and retail accounts. This can help build customer relationships as well as increase demand for new products and under utilised cuts tested by the MSA system.

1. Galaxy Research 2012



*Excellence in eating quality always sells*



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](mailto:msaenquiries@mla.com.au)**

**[www.mla.com.au/msa](http://www.mla.com.au/msa)**



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