

Meat Standards Australia™

Standards Manual

Section 11: End Users



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1 Introduction

The Meat Standard Australia (MSA) Standards Manual is divided into a number of sections. Each section is a standalone document that is issued and amended independently of each other section.

Australian Meat Industry Language and Standards Committee (AMILSC) are custodians of the Meat Standards Australia (MSA) Standards (refer to Section 1: Foreword and Introduction, page 3).

This section outlines the End User requirements for MSA.

All sections of the Meat Standard Australia (MSA) Standards Manual must be used collectively. Certain sections may not be applicable for a specific business, operation, facility or activity. It is the user's responsibility to determine and justify why a sections does not apply.

1.1 Instructions for control of this document

This Standards Manual, available online from MSA, is a controlled document.

Updates to this Standard will occur from time to time. All printed and/or saved copies are uncontrolled and may not be the latest version.

1.2 Owner confirmation

The owner or controller, as registered with the Authorised Authority, shall be informed of any updates relating to the information contained in this Standard. Attached to any updates regarding this Standard will be a form for notification of changes to the owner or controller of the Standard.

1.3 Amendments and updates

Amendments to this standard will be issued by way of a formal amendment notification where required.

1.4 Document control confirmation

CHANGE HISTORY

Date	Change Description	Author	Issue No:
3 rd May 2013	Initial Draft	Janine Lau	0.1
18 th July 2013	Second Draft	Janine Lau	0.2
03 rd September 2013	Third Draft	Alana McEwan Brown	0.3
27 th November 2013	Initial Release	Janine Lau	1.0
23 rd April 2014	Draft update to section 11.1.1	Alana McEwan Brown	1.1
04 th June 2014	Release of update	Alana McEwan Brown	2
20 th March 2015	Version 3 updated to include tamper evident label requirements as approved by Taskforce (Feb 15) & AMILSC (Mar 15).	Alana McEwan Brown	3.0

11 End Users

End users, including wholesalers, retailers, supermarkets and foodservice operators, must be licensed with MLA for the MSA program.

11.1 MSA minimum requirements

11.1.1 Training

The Enterprise must ensure all appropriate staff understand the requirements for handling MSA Product and must have **a staff member trained in MSA End User training employed at all times**. At least one person from the Enterprise is required to have completed MSA End User training prior to becoming MSA Licensed.

11.1.2 Inserts

MSA inserts issued by an Authorised Authority may only be applied at the Enterprise with which the inserts were issued.

An Authorised Authority may withdraw from the Enterprise, for a period determined by the Authorised Authority, all MSA inserts and/or other approved identification issued by the Authorised Authority. Without limiting the circumstances in which this action may be taken, it may be taken where the Authorised Authority considers that the MSA integrity of the product is at risk.

11.1.3 MSA licence numbers

MSA licence numbers issued by an Authorised Authority may only be applied at the Enterprise with which the licence number was issued.

An Authorised Authority may withdraw from the Enterprise, for a period determined by the Authorised Authority and the MSA licence number issued by the Authorised Authority. Without limiting the circumstances in which this action may be taken, it may be taken where the Authorised Authority considers that the integrity of the product, MSA licence numbers are at risk or have been incorrectly applied to invoices Trade Mark.

11.1.4 Point Of Sale Material (POS)

MSA point of sale (POS) material issued by an Authorised Authority may only be applied at the Enterprise to which the POS Material was issued.

An Authorised Authority may withdraw from the Enterprise for the period determined by the Authorised Authority and all MSA POS material issued by the Authorised Authority. Without limiting the circumstances in which this action may be taken, it may be taken where the Authorised Authority considers that the integrity of the product, MSA POS Material are at risk or have been incorrectly applied to primals, cuts or meals.

11.2 Ordering/Purchasing

The Enterprise must purchase MSA Product only from a Licensed MSA Supplier.

11.3 Receiving

The Enterprise must ensure that all MSA Product received is accompanied by Authenticating Documentation being;

- a) Invoicing bearing the MSA supplier's MSA Licence number with MSA and nonMSA product identified separately;
- b) MSA carton labels that contain the required information; MSA grade, cook method/s and required days ageing/release date
- c) or a legible carcass stamp indicating the Plant Boning Run Value (beef) or MSA identification (sheep);
- d) MSA issued or approved inserts, label or pre-printed vacuum packaging.

The Enterprise must ensure that all records of MSA Product are kept for three months, or as indicated in their approved Quality Management System.

11.4 Cold Storage

MSA Product must at all times be stored in accordance with the MSA standards. If there is failure to do so, product must not be sold as MSA Product.

MSA Product must be clearly identified and where possible kept separate from other product.

It is recommended MSA product is not sold and distributed prior to the ageing date being met provided the customer receiving the MSA product has been made aware of the ageing requirements for the product purchased.

MSA product cannot be sold to the final consumer as MSA until ageing requirements have been met.

11.5 Cutting / fabrication / preparation

MSA Product must at all times be cut, fabricated and prepared in accordance with the MSA standards. If there is failure to do so, product must not be sold as MSA Product.

11.5.1 Portion cutting operations

For portion cutting operations:

- a) If portions are cut and presented in the required cook method/s, the cook method/s does not have to be stated on the Authenticating Documentation. For example, steaks for grill, strips for stir-fry and cubes for casserole.
- b) Where portions have met the required ageing requirements to meet a MSA eating quality trade, ageing information does not have to be stated on the Authenticating Documentation

11.5.2 Preparation for consumption

Where the Enterprise prepares MSA Product for consumption:

- a) The Enterprise must ensure that the MSA Certified Product is cooked using a cooking method for the grade in accordance with MSA Standards.
- b) The Enterprise should use the recommended cut dimensions as listed below

Cook method	Software descriptions	Alternate label descriptions	Recommended cut dimensions	Cook Style	Beef	Sheepmeat
Grill	GRL	GRL, Grill	Beef – minimum 21 mm Sheepmeat – minimum 15 mm	Dry	X	X
Roast	RST	RST, Roast	Whole primal	Dry	X	X
Stir Fry	SFR	SFR, Stir Fry	10mm(W) x 10mm(H) x 75mm(L)	Dry	X	X
Thin Slice	TSL	TSL 2mm, Thin Slice 2mm	2mm thin slice	Dry	X	
Slow Cook	SC	CASS, Cass, Casserole	20mm cube	Wet	X	X
Corn	CN	CRN, Corn	Whole primal	Wet	X	
Yakiniku	YAK	YAK, Yakiniku	4mm thin slice	Dry	X	
Shabu Shabu	SSB	SSB, Shabu Shabu	2mm thin slice	Wet	X	

11.5.3 Preparation for sale to consumers


- a) Where uncooked MSA product is presented for sale to consumers ready for use, including in vacuum packaging, it must have a least one recommended cook method identified and corresponding eating quality grade specified.
- b) Alternatively, the cook method can be indicated by product presentation. For example, steaks for grilling.
- c) Ageing requirements for the specified eating quality grade must have been met before selling to a consumer ready for use.

If the enterprise is not distinguishing between eating quality outcomes, for example MSA 3, 4 or 5, the product labelling must still state MSA or MSA Graded.

11.5.4 Preparation of MSA carcasses

Where the Enterprise purchases MSA carcasses, the Enterprise will require access to accurate and current labelling specifications related to the carcasses as identified.

MSA eligible cuts from MSA carcasses should be prepared in accordance with the current labelling specifications for the Plant Boning Run Value identified (beef carcase) and/or the cut x cook table for MSA sheepmeat.

CUTS AND COOKING METHODS					
		LAMB (L) ●	HOGGET (H) ●	MUTTON (M) ●	
CUT	HAM	GRILL 	ROAST 	STIR FRY 	C/ROLE 
Leg Chump / On	4800		● ●		
Leg 'Easy Carve'	4821		● ●		
Leg Chump / Off	4820		● ●		
Chump	4790		● ●		
Chop		● ● ●			
Hind Shank	5031				● ●
Leg Chump / On (Boneless)	5060		● ●		
Rolled / Tied			● ●		
Topside	5073			● ●	
Silverside	5071			● ● ●	
Thick Flank (Round)	5076	● ●	● ●	● ●	
Chump (Rump)	5130	● ●	● ●	● ●	● ●
Topside (Den)	5077			● ●	
Outside (Den)	5075			● ● ●	
Knuckle (Round)	5072	● ●	● ●	● ● ●	
Rump (Den)	5074	● ● ●	● ● ●	● ●	● ●
Loin	4860		● ● ●		
Shortloin	4880		● ● ●		
Rolled			● ● ●		
Noisettes		● ● ●	● ● ●		
Chop		● ● ●			
Eye of Shortloin	5150	● ● ●		● ● ●	
Rack	4932		● ● ●		
Rack Cap / On (Frenched)	4756		● ● ●		
Outlet		● ● ●			
Rack Cap / Off (Frenched)	4764		● ● ●		
Outlet		● ● ●			
Backstrap	5109	● ● ●		● ● ●	
Eye of Rack	5153	● ● ●		● ● ●	
Forequarter	4972		● ●		
Square Cut Shoulder	4990		● ●		
Chop		● ●			
Shoulder Rack (Frenched)	4739		● ●		
Outlet		● ●			
Fore Shank	5030				●
Oyster Cut Shoulder	4980		● ●		
Shoulder (Easy Carve)	4994		● ●		
Forequarter (Boneless)	5047		● ●		
Shoulder Rolled/Netted	5050		● ●		
Neck Fillet Roast	5059		● ●		
Eye of Shoulder	5151		● ●		
Tenderloin	5080	● ● ●			
Butt Tenderloin	5081	● ● ●			
Tenderloin / Butt Off	5082	● ● ●			
Breast & Flap	5010	No recommended cooking methods			
Neck	5020				
Spare Ribs	5015				

11 679 Fax: 1800 999 679

11.6 Portion cutting

All MSA Product wholesaled as portions or primals must include MSA Trade Mark inserts in the packaging or printing on the packaging. For example, heat printed vacuum bags as approved by an Authorised Authority.

11.7 Dispatch / sale

Where MSA products are delivered and sold as MSA Product, Authenticating Documentation identifying the eating quality outcome must accompany the product.

If the enterprise is not distinguishing between eating quality outcomes, for example MSA 3, 4 or 5 star, the Authenticating Documentation must still state MSA and product description.

Without limiting this, MSA Carton Labels or MSA Plant Carton Labels must be attached to the cartons and all primals and portions must include MSA inserts, approved tamper evident label or approved printing on the packaging.

Where Authenticating Documentation is lost or damaged, product must not be sold as MSA Product.

Where MSA primals are sold to an MSA Supplier, Authenticating Documentation must be supplied with the product together with details of the appropriate cook method/s for the grade and ageing requirements.

Where MSA Product is sold to a Wholesaler, Processor or Retailer which is not an MSA Supplier, it must not be sold as MSA Product.

Where branded products are underpinned by MSA and the MSA Trade Mark is used, these products must contain only MSA product.

11.8 Multi-site Enterprise

In addition to the requirements set out in these Standards, a Multi-site enterprise must comply with the following:

- A quality manual must be submitted to and approved by the approved authority prior to licensing
- A license to use the MSA Trademark will be issued by the Authorised Authority to the Central Site. Individual sub-sites must not supply MSA product outside their system.
- Documented procedures as set out in the approved Quality Management System are to be followed by the Central Site and all member sub-sites
- A comprehensive internal audit system is to be implemented by the Central Site of all sub-sites (minimum annual)
- Internal audits are to be conducted by suitably qualified internal auditors and the internal audit reports be made available during Audits of the central site
- Comprehensive corrective action and sanction systems applying to how the Central Site deals with the individual sub-sites.
- A failure found at a sub-site which has not been effectively prevented, detected or dealt with by the Central Site may be deemed to indicate a failure of the Central Site's system and can risk loss of License or other sanctions for the entire group in the system.
- The Central Site and its management system will be audited as a minimum annually.

An annual sample of sub-sites will be audited at a minimum of the square root of the number of sub-sites (or a multiple thereof).

- The sample will be able to be increased at the discretion of Authorized Authority depending on performance or lack thereof.
- All sub-sites must be available for external audit by the Authorized Authority at any time.

11.9 Reference material

11.9.1 MSA invoice examples

CARCASE INVOICE

Account number	Total items	Date	Invoice No.	Terms	Order No	MSA License No
No. 123456	10	24-09-09	987654	7 Days	3	9999
Number	Details		Weight (kg)	Price	Amount	
2	*YG* beef carcass - MSA		430.00	\$5.00	\$2150.00	
1	*YG* beef carcass		185.00	\$4.00	\$740.00	
5	*L* lamb carcasses - MSA		95.60	\$6.20	\$592.72	
2	*H* hogget carcass		46.30	\$4.80	\$222.24	
TOTAL					\$3,704.98	

CARTON INVOICE

Account number	Total items	Date	Invoice No.	Terms	Order No	MSA License No
No. 654321	7	24-09-09	987655	7 Days	4	9999
Number	Details		Weight (kg)	Price	Amount	
2	*YG* rump MSA		33.30	\$10.00	\$333.00	
2	*YG* Cube roll		36.00	\$16.00	\$576.00	
3	*L* Lamb Leg Chump on – MSA		48.00	\$8.00	\$384.00	
TOTAL					\$1,293.00	

