



You're invited to

2021 MSA Excellence in Eating Quality series

Growing and grading the greatest meat on earth



Tasmania

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.

 The Tramsheds Function Centre, 4 Invermay Road, Invermay, Tasmania, 7248

 12:00–8:00pm
Friday 4 March 2022

 Register at <https://bit.ly/3qhcKWY>

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 | Sarah Strachan, MLA Group Manager – Adoption and Commercialisation |
| 2:30pm | Driving value through the chain: from the carcase to the consumer | David Packer, MSA Program Manager |
| 2:50pm | Creating value through meeting customer expectations | Rob Ryan, JBS Southern Livestock |
| 3:15pm | Break | |
| 3:35pm | Creating value through meeting customer expectations continued | Jessica Loughland, Greenham |
| 4:00pm | Putting the 'my' in myMSA | MSA team |
| 4:15pm | Australia's beef herd: eating quality trends and drivers | MSA team |
| 4:35pm | Making MSA work for you | Basil Doonan, Pinion Advisory |
| 5:00pm | Putting it all into practice: a producer's take on creating the most valuable animal | Martin and Rosemary Walker, Marapana Grazing Pty Ltd, Memana, Tasmania |
| 5:25pm | Q&A Panel: an open discussion | The panel features program speakers and additional processors and brandowners Facilitator: Sarah Strachan, MLA Group Manager – Adoption and Commercialisation |
| 6:00pm | Break | |
| 6:10pm | EEQ awards ceremony | Sarah Strachan, MLA Group Manager – Adoption and Commercialisation |
| 6:30pm | Chef demonstration and dinner | Rob Smithson, Dnata Catering |
| 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@mla.com.au or call 1800 111 672.