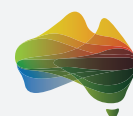


MEAT STANDARDS AUSTRALIA (MSA) BEEF



THE SYMBOL OF EXCELLENCE IN EATING QUALITY

MSA beef is Australian beef that has been underpinned by the world's leading consumer driven eating quality grading system.



TRUE
AUSSIE
BEEF



WHAT IS

MSA GRADED BEEF

The MSA program is an eating quality grading system developed by long term research and supported by extensive consumer testing. It is voluntary and only licensed beef processors that meet the MSA standards can apply the MSA grading system. Unique to the MSA grading program, the system has complete paddock to plate quality checks from livestock management and sustainability, through to product quality and integrity.

MSA calculates and differentiates the eating quality of each cut in a carcass in conjunction with recommended cooking techniques.

- Consumer taste panels held in 8 countries
- More than 86,000 diners
- Over 600,000 serves of beef
- Wide range of production and processing systems tested

Australian beef brands can choose to underpin the eating quality of their products by using the MSA standards and grading specifications. These brands may also have additional specifications which can be applied at grading.

HOW IS THE

MSA GRADE CALCULATED

MSA Certified Graders collate information provided from the producer, supervise processing standards and assess each individual carcass on a number of attributes known to influence eating quality. For beef, these include; breed, meat colour, marbling (intra muscular fat), fat depth, carcass weight, ossification and ultimate pH.

Cattle must be raised with good nutrition, minimal stress and be well managed during handling and transportation to ensure they arrive for processing in top condition.

WHAT CAN

MSA GRADED AUSTRALIAN BEEF DELIVER?

Consistent quality

MSA underpinned brands can offer a consistent eating quality experience taking the guesswork out of buying quality beef.

Utilise new cuts

MSA gives you the confidence to develop and promote new menu or retail items using underutilised cuts of beef for a range of cooking methods.

Underpinning beef brands

Most of Australia's leading beef brands are MSA licensed. The MSA 'graded' symbol together with provenance, breed and finishing claims provides a powerful brand 'story' to attract customers to your business.

End User confidence

Knowing customers will enjoy tender, juicy cuts every time, gives you and your staff the confidence to promote MSA graded products.

INTEGRITY

All participants in the MSA program are licensed to use the MSA trademark and certify products via an approved Quality Management System in accordance with the MSA Standards Manual. Licensees are subject to independent random audits for compliance to the Standards.

Only graders who are trained and certified and undergo regular assessment are eligible to grade carcasses that meet the MSA standard. MSA certified producers complete a Livestock Production Assurance National Vendor Declaration and an MSA vendor declaration prior to delivering cattle to processing.



HOW TO

IDENTIFY MSA PRODUCT

MSA certified beef is identified on the primal cut packaging or on the carton label. The carton label will display the eating quality grade, recommended cooking methods and ageing requirements. All MSA product requires a minimum ageing period of five days and up to a maximum of 35 days.



This information tells the buyer that the product can be sold as MSA 3 star or MSA Graded for roast and grill cook methods after 5 days ageing calculated from the packing date. With 14 days ageing, the product will increase in eating quality and can be sold as MSA 4 star for roast and grill cook methods

WANT TO KNOW MORE?

www.mla.com.au/msa

Phone: 1800 111 672

Email: msaenquiries@mla.com.au

*True Aussie
Meat & Livestock Australia
L1 40 Mount Street
North Sydney NSW 2059*

