



# Exporter Database How-to

P O W E R E D B Y

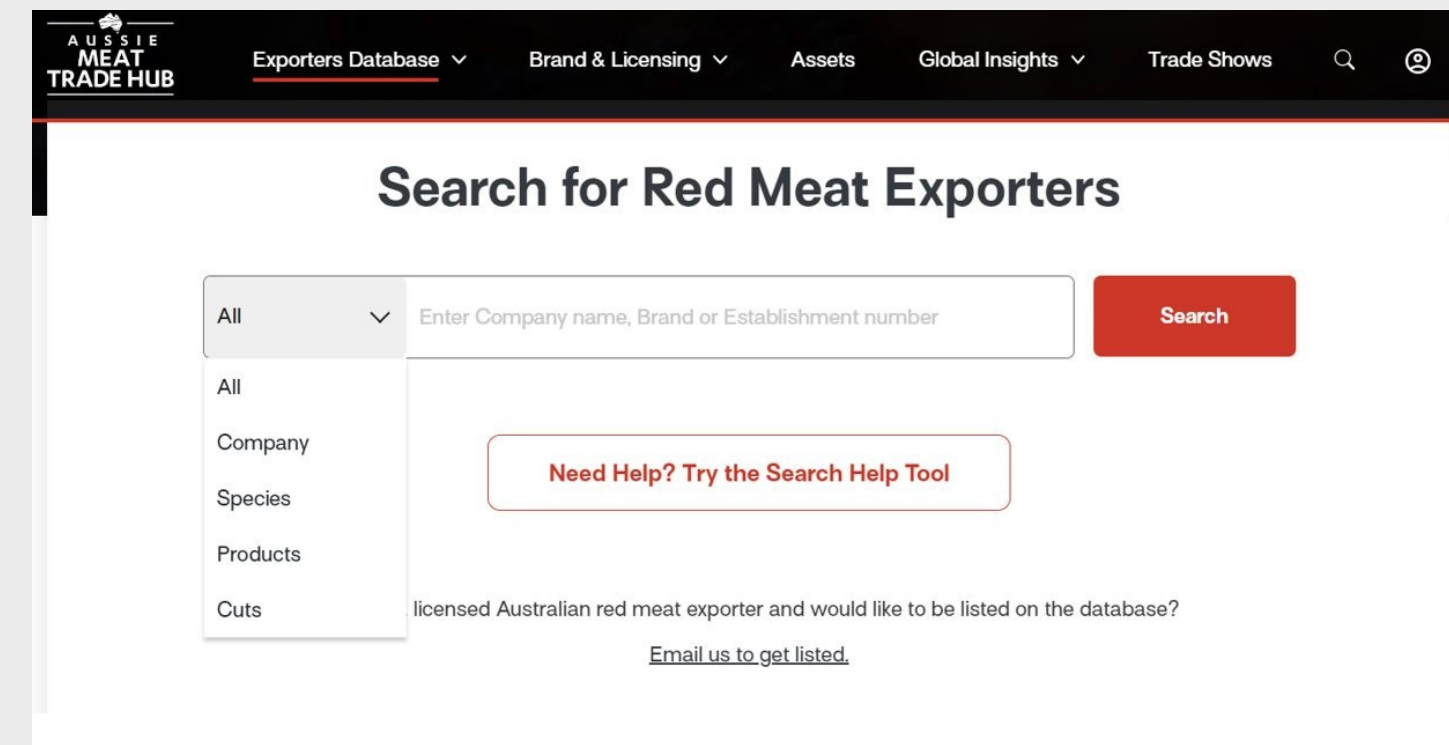
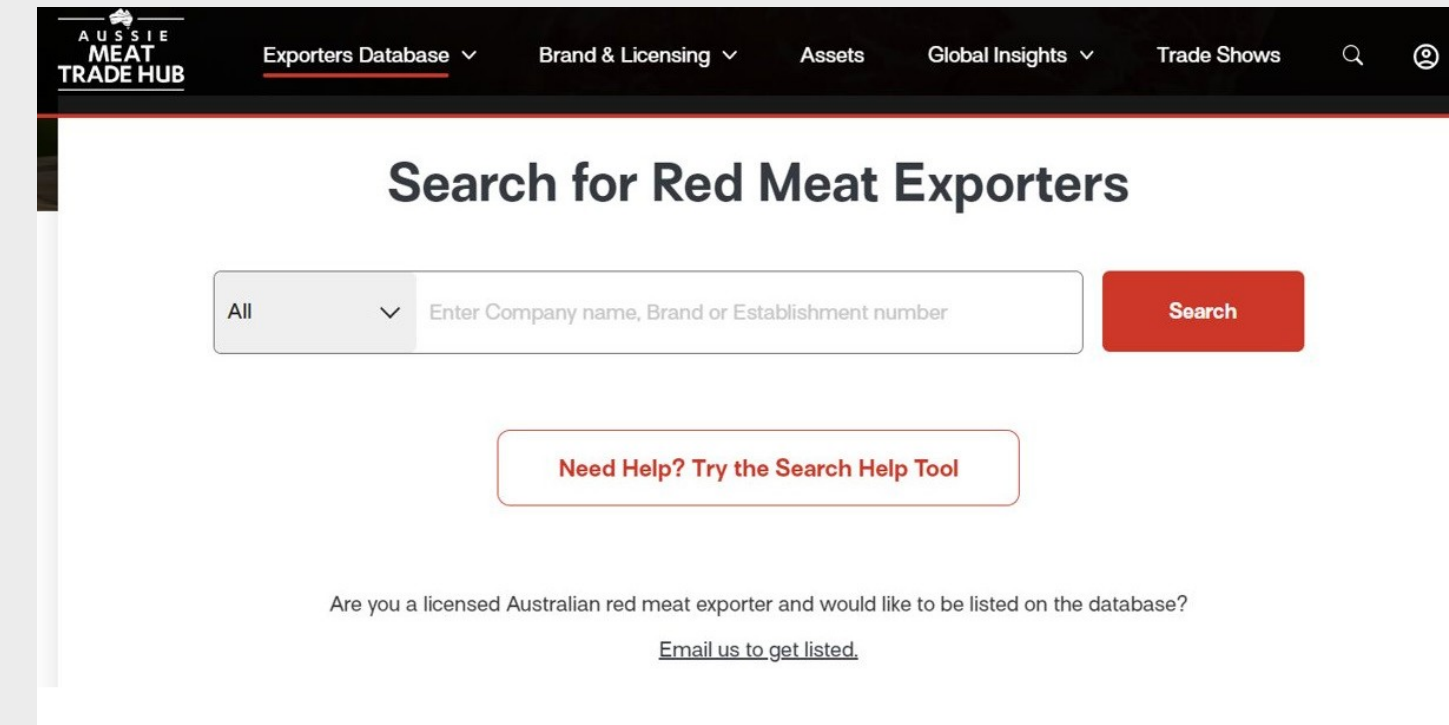


[aussiemeattradehub.com.au](http://aussiemeattradehub.com.au)

ALL USERS

# Search for exporter

1. Go to **Exporters database** home page
2. Enter the search term and click on **'Search'**
3. Use the **drop down on the search bar** to search by key criteria



# Search for exporter - Advanced

1. Go to Exporters database home page
2. Open Search help tool
3. Filter through the list of options on the help tool to refine your search
4. Click on 'Begin search' to see the search results

The screenshot displays the 'Aussie Meat Trade Hub' website interface. At the top, the navigation bar includes 'Exporters Database', 'Brand & Licensing', 'Assets', 'Global Insights', and 'Trade Shows'. The main heading is 'Search for Red Meat Exporters'. Below this, there is a search bar with a dropdown menu set to 'All' and a text input field for 'Enter Company name, Brand or Establishment number', followed by a red 'Search' button. A green box highlights a button that says 'Need Help? Try the Search Help Tool'. Below the search bar, there is a question: 'Are you a licensed Australian red meat exporter and would like to be listed on the database?' with a link to 'Email us to get listed.'

The 'Search Help Tool' is shown in two steps:

- Step 1 of 2:** '1. Select country you are looking to import to.' This step features a list of countries with dropdown arrows: Middle East/North Africa, Europe, Pacific, South/Latin America, International, Australia, North America, Southern Asia, Greater China, Japan, Korea, and Caribbean. A red 'Next' button is at the bottom.
- Step 2 of 2:** '2. Select species and product' with a 'Select Species' dropdown. '3. Select product certifications required (optional)' includes buttons for 'Certified Pasturefed', 'Grainfed', 'Halal', 'MSA', 'Organic', and 'Other 3rd Party Audited Verified'. '4. Choose the required country specific country export eligibility (optional)' includes buttons for 'China', 'Egypt', 'EU', 'Indonesia', 'Malaysia', and 'Russia'. A red 'Begin search' button and a 'Back' button are at the bottom.

# Filter results

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1. Go to **Exporters database home page**
2. Enter the search term and click on **'Search'**
3. **Search results page** will be displayed
4. Use the **filters on the left side** to refine your search results.
5. Click on **an exporter to re-direct** yourself to the details page of that exporter

The search results can be re-set by clicking **'Clear Filter'**

The screenshot displays the 'List of Exporters' interface. On the left, a 'Filters' sidebar includes a 'Country' dropdown menu with a 'Clear Filter' button, a list of regions (Middle East/North Africa, Europe, Pacific, South/Latin America, International, Australia, North America, Southern Asia, Greater China, Japan, Korea, Caribbean), and three other filter sections: 'By Species', 'Specific Country Export Eligibility', and 'Certification', each with a 'None Selected' dropdown. A red 'Filter search' button is at the bottom of the sidebar. The main content area shows 'List of Exporters' with 'Showing 2 of 2 results' and a 'All: Jbs' filter. Two results are listed: 'JBS AUSTRALIA PTY LIMITED' and 'JBS Australia Pty Ltd - CLOSED', each with a globe icon. The page indicates '1 of 1 pages'.

# Send enquiry

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1. Login to the website and go to **Exporters database home page**
2. Enter the search term and click on **'Search'**
3. **Search results page** will be displayed
4. Use the **filters on the left side** to refine your search results.
5. Click on **an exporter to re-direct** yourself to the detail page of the exporter
6. **Fill in the enquiry form** to submit an enquiry to the exporter
7. No further action is required. Exporter will contact you using the details given.

**JBS AUSTRALIA PTY LIMITED**

JBS Australia is Australia's largest meat packer, marketer and exporter, supplying grain-fed and grass-fed meats to export and domestic customers for more than 20 years. Approximately 8,500 employees Exports to more than 50 countries. Michael Finucan is the contact for levy notice and AGM pack

**Contact Details**

**Website**  
<http://www.jbssa.com.au/>

**Address**  
1 Lock Way Riverview QLD 4303

**ABN**  
14011062338

**Exporter Type**  
Processor

**Licence number**  
514

**Accreditations**  
China  
EU  
Malaysia  
Indonesia

**Certifications**  
Certified Pasturefed  
Grainfed  
Halal  
MSA  
Organic

**Enquiry Form**

**First Name**

**Last Name**

**Phone Number**

**Email Id**  
bozlinakx

**Country**  
Select a country

**Product** (Select minimum one)

**Expected export quantity** (Tonnage annually)

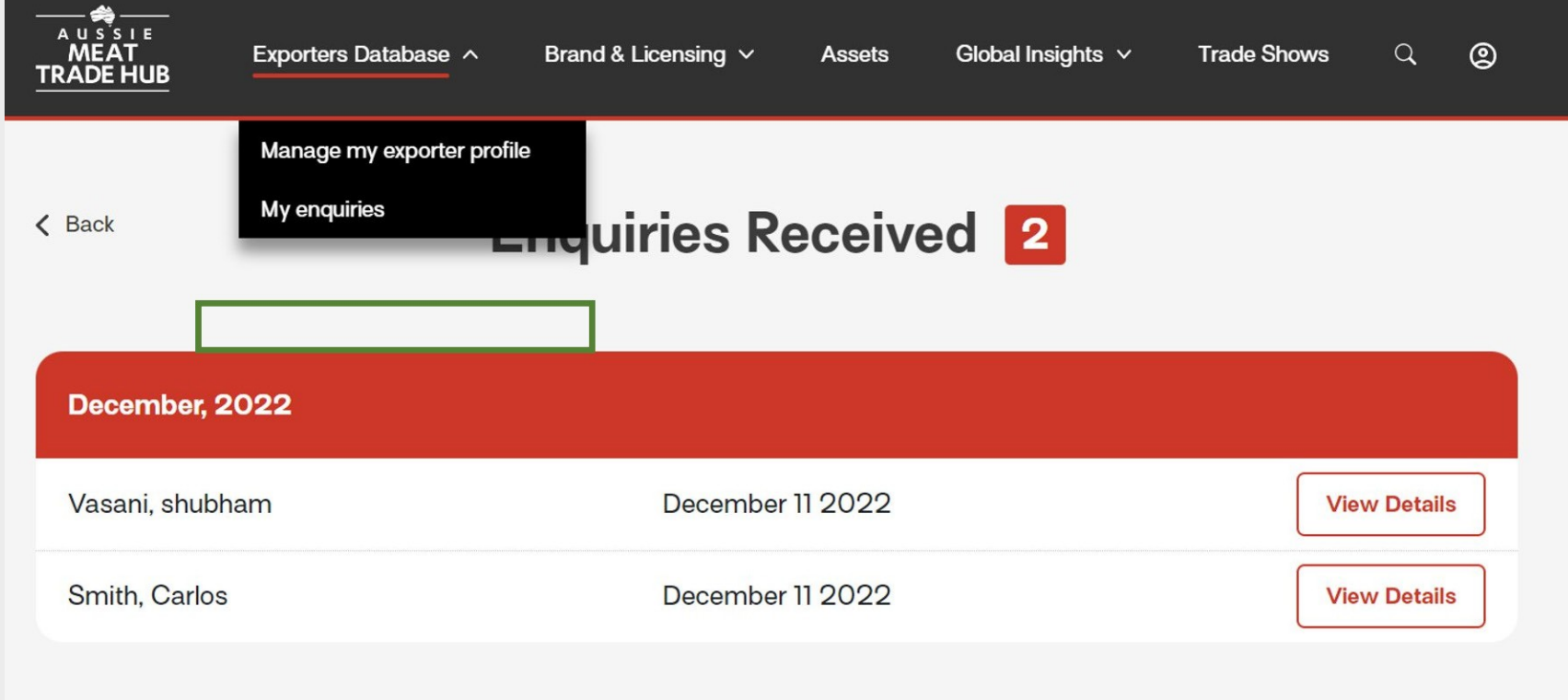
Please type your enquiry to this exporter below

I agree to the Privacy Consent.

# View your enquiries

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1. Go to **Exporters database home page**
2. Under the main navigation menu, click on **'My enquiries'**
3. You will be redirected to a page where you can see all the **enquiries that you have sent/received.**



The screenshot shows the 'Aussie Meat Trade Hub' website interface. The top navigation bar includes 'Exporters Database', 'Brand & Licensing', 'Assets', 'Global Insights', and 'Trade Shows'. A dropdown menu is open under 'Exporters Database', showing 'Manage my exporter profile' and 'My enquiries'. The main content area is titled 'Enquiries Received' with a red badge indicating 2 enquiries. Below this, a red header bar indicates the month 'December, 2022'. A table lists the enquiries:

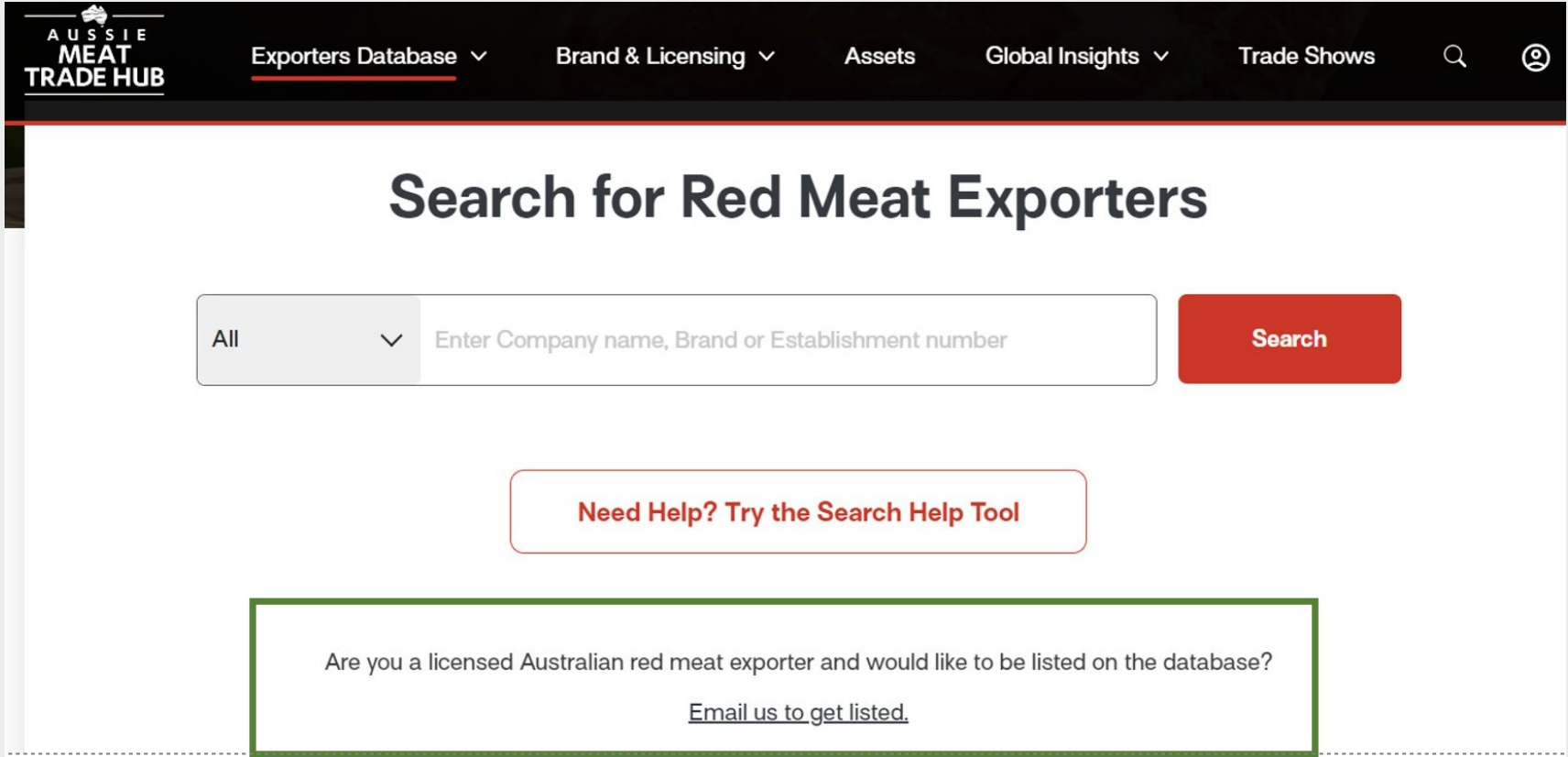
December, 2022		
Vasani, shubham	December 11 2022	<a href="#">View Details</a>
Smith, Carlos	December 11 2022	<a href="#">View Details</a>

# EXPORTER ROLES ONLY



# Apply for registration

1. Login to the website and go to **Exporters database home page**
2. If you are **not a registered exporter with MLA**, use the email link to send an email to MLA and **request for exporter access**.
3. If you are a **registered exporter with MLA**, there will be a section in this page with your **current status** and a button to start a new application.



The screenshot shows the 'Aussie Meat Trade Hub' website. The navigation bar includes 'Exporters Database', 'Brand & Licensing', 'Assets', 'Global Insights', and 'Trade Shows'. The main heading is 'Search for Red Meat Exporters'. Below this is a search bar with a dropdown menu set to 'All' and a text input field for 'Enter Company name, Brand or Establishment number'. A red 'Search' button is to the right. Below the search bar is a button that says 'Need Help? Try the Search Help Tool'. A green box highlights a section that asks 'Are you a licensed Australian red meat exporter and would like to be listed on the database?' with a link 'Email us to get listed.' Below this is another section titled 'Join the Red Meat Exporters Database' with a red 'Apply Online' button. To the right of this section is an image of red meat with a sprig of rosemary.

# Apply for registration (Contd.)

In Step 1: **Enter your company information** including Trading Name and Address among other details

Note: All fields are mandatory unless it is marked as optional

The screenshot displays the 'Australian Red Meat Exporters Directory Registration Form' with a progress bar at the top showing five steps: 1. Company Information (active), 2. Sale Enquiries, 3. Products, 4. Exports, and 5. Primary Account. The 'Company Information' section includes the following fields and options:

- Company Name:** Text input field containing 'Meat Co'.
- Company Logo:** A red and white logo of a meat cut, with a 'Delete' button below it.
- Short Information:** A text area containing placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tempor incididunt ut labore et dolore magna aliquam erat, sed diam voluptus. At vero eos et accusam et justo duo dolores et ea rebum. Sed clita kasd gubergren, no sea takim'.
- Trading Name (Optional):** Text input field containing 'Meat Co'.
- ABN:** Text input field containing '1234'.
- Address Line 1:** Text input field containing '123'.
- Address Line 2 (Optional):** Text input field containing 'Line 2'.
- Postcode Selector:** Text input field containing '1100'.
- Suburb:** Dropdown menu with 'SYDNEY' selected.
- Postcode:** Text input field containing '1100'.
- Country:** Dropdown menu with 'Australia' selected.

A red 'Next' button is located at the bottom right of the form.

# Apply for registration (Contd.)

In Step 2: **Add additional information** including:

- Sales enquiries details
- Your accreditations and certifications
- Your license number and establishment numbers

Note: All fields are mandatory unless it is marked as optional

The screenshot displays the 'Australian Red Meat Exporters Directory Registration Form' at Step 2, 'Sales Enquiries'. The form is part of a five-step process: 1. Company Information, 2. Sales Enquiries, 3. Products, 4. Exports, and 5. Primary Account. The current step includes a 'Back' link and a 'Sales Enquiries' section with input fields for 'Enter Phone Number', 'Email', and 'Company Website (Optional)'. Below this is the 'Exporter Type' section, asking 'What type of exporter are you?' with radio buttons for 'Non-Exporter/Packer' and 'Processor'. It also includes a 'Meat Export License Number' field with a description and an 'Establishment Numbers (Optional)' section with a description and an 'Add Number' button. The 'Accreditation (Optional)' section asks to tick market export accreditations, with checkboxes for China, Egypt, EU, Indonesia, Malaysia, and Russia. The 'Certifications (Optional)' section asks to select certifications, with checkboxes for Certified Pastured, Certified, Halal, MSA, Organic, and Other 3rd Party Audited/Verified. A red 'Next' button is at the bottom.

# Apply for registration (Contd.)

In Step 3: Add **details of the products that you sell** and the brands that you own.

For product selection, you can choose between different proteins (Beef, Lamb, and Goat) and in each protein you will see a list of available products and cuts

You can also add your brand details in here including the name, short description and logo. You can add as many brands as you like

Note: All fields are mandatory unless it is marked as optional

The screenshot displays the 'Australian Red Meat Exporters Directory Registration Form' at Step 3, 'Products'. A progress bar at the top shows five steps: 1. Company Information, 2. Sale Enquires, 3. Products (current step), 4. Exports, and 5. Primary Account. The 'Products' section is titled 'Beef' and asks 'Are you selling beef products?' with 'Yes' and 'No' buttons. Below this, a section titled 'Please select the beef product types you sell' contains six buttons: 'Beef Offal', 'Grainfed Beef', 'Grassfed Beef', 'Value added beef products', 'Veal Beef', and 'Wagyu Beef'. Another section titled 'Select the beef cuts you would like to prioritise to sell (select a maximum of 10 cuts)' contains six buttons: 'Beef Blade', 'Beef Brisket', 'Beef Chuck', 'Beef Chuck Roll', 'Beef Cube Roll', and 'Beef Eye Round'. The 'Brands (Optional)' section includes a 'Brand Name' field with 'Brand 1', a 'Description' field with 'Lorem ipsum', and a 'Brand Logo' field with a red and white meat logo. A 'Delete' button and upload instructions are also present. At the bottom, there is an 'Add Another Brand' button and a red 'Next' button.

# Apply for registration (Contd.)

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In Step 4: Select your **export destinations** (you can select up to 10 destinations)

Note: All fields are mandatory unless it is marked as optional

The screenshot displays the 'Australian Red Meat Exporters Directory Registration Form' at Step 4, 'Exports'. A progress bar at the top shows five steps: 1. Company Information, 2. Sale Enquires, 3. Products, 4. Exports (current step), and 5. Primary Account. The 'Exports' section is titled 'Exports' and asks 'What are your priority export destinations? (select up to 10 countries)'. Below this, there are two dropdown menus. The first dropdown menu contains 'Middle East/North Africa', 'Europe', and 'Pacific'. The second dropdown menu contains 'Korea' and 'Caribbean'. A red 'Next' button is located at the bottom of the form.

# Apply for registration (Contd.)

In Step 5: Add details of the **primary account contact**

Agree to the Terms of Use and Privacy Consent

Submit your application by clicking on the Submit Listing button.

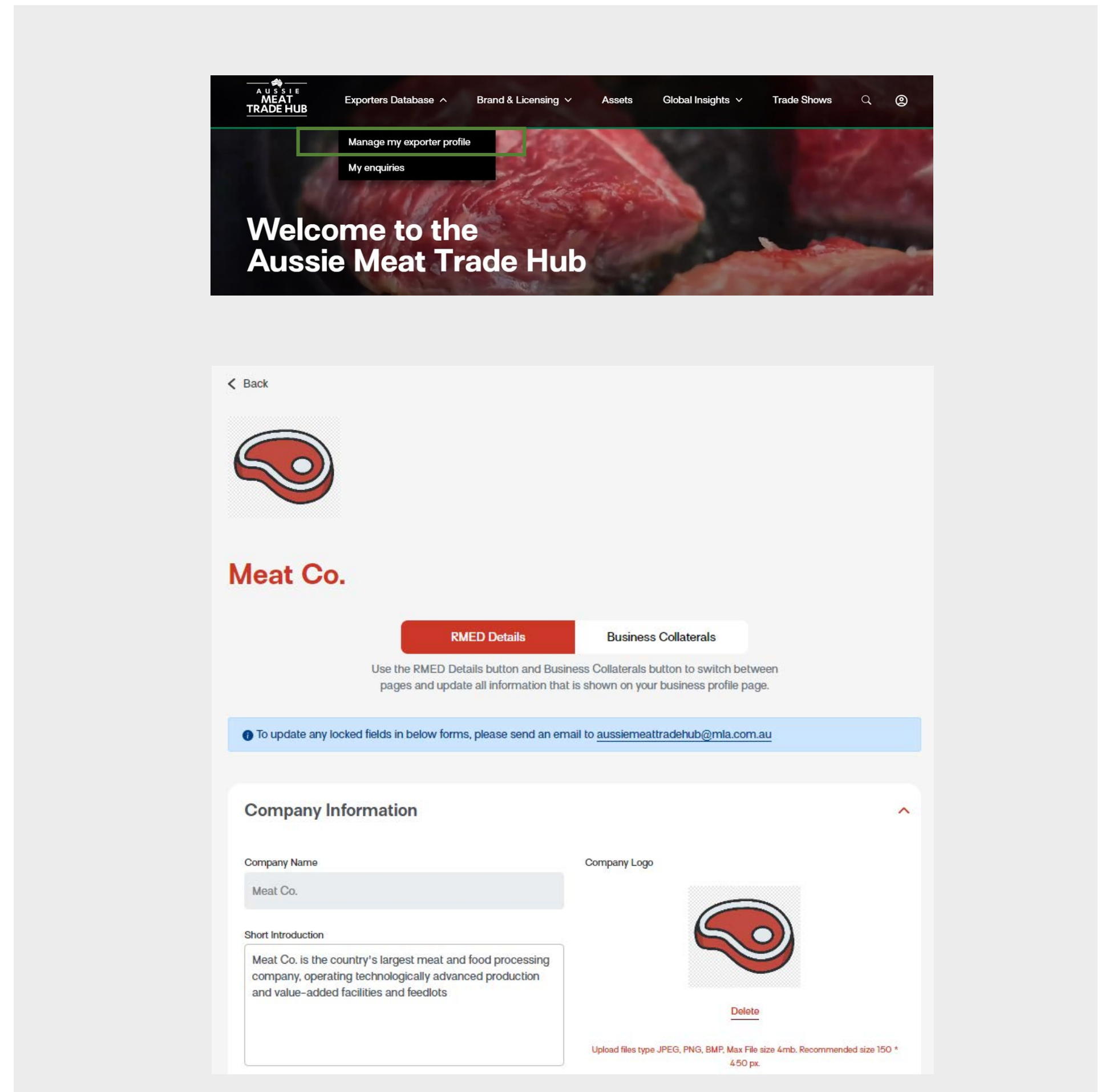
Your application will be sent to MLA for approval.

Note: All fields are mandatory unless it is marked as optional

The screenshot shows the 'Australian Red Meat Exporters Directory Registration Form' at Step 5, 'Primary Account Contact'. A progress bar at the top indicates five steps: 1. Company Information, 2. Sale Enquires, 3. Products, 4. Exports, and 5. Primary Account (current step). The form includes a 'Back' link, a 'Contact Email' field, a 'Title' dropdown menu with options 'Mr', 'Mrs', 'Miss', and 'Ms', and text input fields for 'First Name', 'Last Name', and 'Phone Number'. Below the form are sections for 'Terms Of Use' and 'Privacy consent'. The 'Terms Of Use' section has three checked checkboxes: 'I have completed this form on behalf of a registered Australian company with a valid Australian Business Number (ABN)', 'I have read and understood the Terms of Use', and 'All information that I have provided in the Red Meat Exporters Database listing application is true and accurate'. The 'Privacy consent' section includes a paragraph of text and a checked checkbox: 'By ticking this box, I agree to the above Privacy Consent'. A red 'Submit Listing' button is located at the bottom right of the form.

# Edit / update your profile


1. Go to **Exporters database home page**
2. Under the main navigation menu, click on **'Manage my exporter profile'**
3. You will be redirected to your profile page where you will have **options to edit your profile.**
4. In Profile Edit, you will see 2 tabs, **RMED Details** and **Business Collaterals**



# Edit / update your profile (Contd.)

1. **RMED Details** relates to the company information that was entered via the application form. These details can be edited here.
2. Once you edited the details, you will have to accept the Terms of Use and Privacy Consent before submitting the changes.

< Back



**Meat Co.**


RMED Details Business Collaterals

Use the RMED Details button and Business Collaterals button to switch between pages and update all information that is shown on your business profile page.

To update any locked fields in below forms, please send an email to [aussiemeatradehub@mla.com.au](mailto:aussiemeatradehub@mla.com.au)

### Company Information

Company Name  
Meat Co.

Company Logo  
  
Delete  
Upload files type JPEG, PNG, BMP, Max File size 4mb, Recommended size 150 \* 450 px.

Short Introduction  
Meat Co. is the country's largest meat and food processing company, operating technologically advanced production and value-added facilities and feedlots

### Primary Account Contact

#### Terms Of Use

- I have completed this form on behalf of a registered Australian company with a valid Australian Business Number (ABN)
- I have read and understood the [Terms of Use](#).
- All information that I have provided in the Red Meat Exporters Database listing application is true and accurate

#### Privacy consent

Meat & Livestock Australia Limited (MLA) are requesting this information from you to maintain a publicly searchable Australian red meat exporter database. Information you provide will be available on a public website and we may also use the information for keeping you informed about market news, industry information, other communications from MLA, market research, and internal reporting and analysis purposes.

By providing MLA with your personal information, you consent to the collection and handling of your personal information in accordance with [MLA's privacy policy](#). You may access and correct any personal information held by MLA by contacting us at [privacy@mla.com.au](mailto:privacy@mla.com.au).

Providing us with the requested information is not required by law. If you choose not to provide us with your information, MLA may not be able to provide you with the requested services.

- By ticking this box, I agree to the above Privacy Consent.

Update



# Edit / update your profile (Contd.)

1. **Business Collaterals** relates to the value-adding information that you can attach to your image. This includes: header image, profile video and documents such as product catalogues and brochures.
2. Once you edited the details, you will have to accept the Terms of Use and Privacy Consent before submitting the edits.

The screenshot shows a user interface for editing a business profile. At the top, there is a 'Back' button and a profile picture of a red meat cut. Below the picture is the business name 'Meat Co.' and two buttons: 'RMED Details' and 'Business Collaterals'. A note below the buttons states: 'Use the RMED Details button and Business Collaterals button to switch between pages and update all information that is shown on your business profile page.'

The 'Business Collaterals' section is expanded, showing three fields:

- Header Image:** Includes instructions: 'Upload file type: JPEG, PNG, TIFF, BMP; Max file size 4mb; Minimum Recommended size 1600 \* 300 px.' and an 'Add a file' button.
- Video Link:** Includes the instruction: 'Include a link to one video that you would like potential customers to view.' and a text input field. A note below the field says: 'ensure the link you insert here is the 'embed' link for your YouTube or Vimeo video.'
- Terms Of Use:** Contains three checked checkboxes:
  - I have completed this form on behalf of a registered Australian company with a valid Australian Business Number (ABN)
  - I have read and understood the [Terms of Use](#).
  - All information that I have provided in the Red Meat Exporters Database listing application is true and accurate
- Privacy consent:** Contains a paragraph of text explaining the purpose of data collection and a checked checkbox:  By ticking this box, I agree to the above Privacy Consent.

At the bottom of the form is a red 'Update' button.

# Example of a Profile

A good profile will have:

- A descriptive one to **two paragraph overview** of the company
- List only the **products and cuts** that the company deals with
- **Header image** that is representative of the company/brands/products
- **A video or ppt link** where users can gain more information
- Logo and brief intro to **brands that the company owns**
- **Additional collateral such as, sell sheets, presentation or brochures** that users can download.

A good profile helps users to **narrow down their options to the closest fit**, which in turn helps the exporters get qualified leads.

The information provided in the profile can help pre-sell your company / products so that users have a familiarity with your range of products, exporter type, scale of operations etc, prior to engaging in a conversation.

**Meat Co.**

Meat Co. is the country's largest meat and food processing company, operating technologically advanced production and value-added facilities and feedlots, whilst also owning Australia's largest smallgoods manufacturer, and operating a leading high-quality meat cutting and case ready production facility.

**Contact Details**

Website: <http://www.swifttrade.com.au>

Address: SPRING HILL 400

ABN: 123456

Licence number: 100

**Products**

Beef: Beef Offal, Wagyu Beef

Goatmeat: Goat Offal

Sheepmeat: Lamb

**Enquiry Form**

First Name: Alex

Last Name: Beslin

Phone Number: [Input field]

Email Id: alex@communionme.com

Country: [Select a country]

Product: [Select minimum one]

Expected export quantity (Tonnes annually): [Input field]

**Business Colateral**

Meat & Livestock Australia look to Transform their Indu... [Share]

Watch on YouTube

**Brochures**

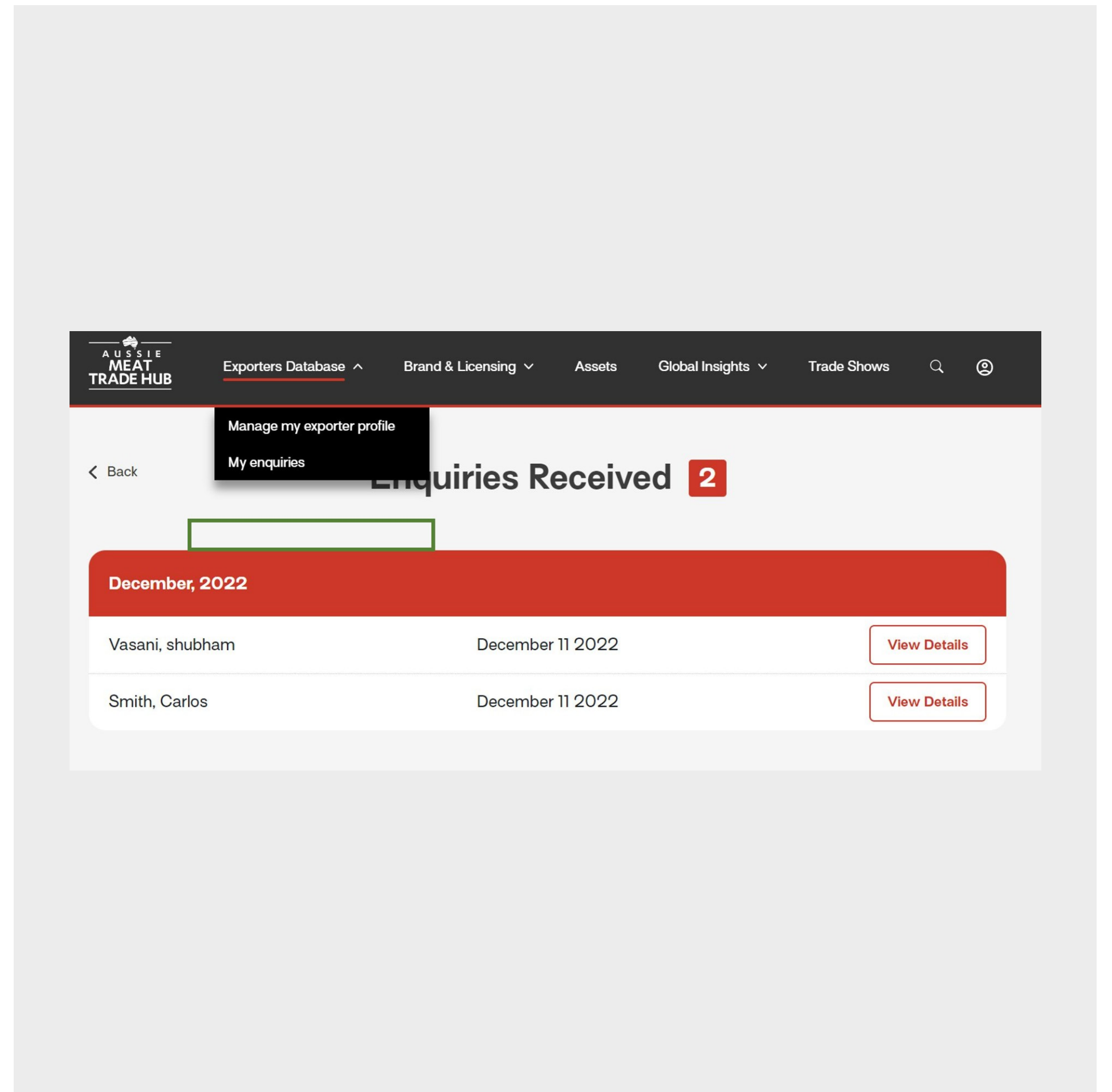
Product Catalogue [Download]

# View your enquiries

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1. Go to **Exporters database home page**
2. Under the main navigation menu, click on **'My enquiries'**
3. You will be redirected to a page where you can see **all the enquiries that you have received.**

The enquiries form has been formatted to maximize the quality of inquiries. The form guides the users through a process that forces the user to think about their specific requirements (product type, quantity, and country of import etc) so the exporter has more upfront information to make a decision on whether to follow up on the inquiry or not, thus maximizing the return on the time invested in pursuing the inquiry. .



# Receiving an enquiry

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1. When a user sends an enquiry to an exporter, **the exporter will receive an email** outlining the key information in the enquiry.
2. In the email, the exporter has **2 options; to accept the enquiry or reject.**

**Clicking on ‘Yes, I am interested’** button will forward the exporter to a web page to see the details of the enquiry. This page will provide the additional details of the enquirer, including their contact information.

**Clicking on ‘Not Interested’** will notify the enquirer, enabling them to look for an alternative exporter. MLA will also receive a notification that the enquiry was rejected so that they can then forward the inquiry with other exporters who may be interested

meat & livestock australia | AUSSIE BEEF, LAMB & GOAT

Hello Meat Co.

You have received a new enquiry from a potential customer. The details of this enquiry are below.

- Country of export: UAE
- Product(s) interested in: Lamb, Value added lamb/mutton products
- Expected export quantity annually: 67 Tonnes
- Enquiry: NA

[Yes, I am interested](#) [Not interested](#)

Submitted to:  
Meat Co.  
Submitted date:  
19/01/2023  
Name:  
Alex Beslin  
Phone Number:  
1234567890  
Email:  
alex@communionme.com  
Export Quantity  
67 tonnes  
Country Name:  
UAE  
Species Name:  
Sheepmeat  
Product:  
Lamb, Value added lamb/mutton products  
Enquiry Text:  
NA

[See all enquiries](#)



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