

MEAT STANDARDS AUSTRALIA
Amendment Advice 5/2015 – 26th November 2015

TO: All Meat Standards Australia (MSA) licensed brands

ATTENTION: Authorised person in charge of MSA Standards.

It is a requirement of a Meat Standards Australia (MSA) licensed brand owner to adhere to the relevant sections of the current MSA Standards Manual for the production and labelling of MSA certified beef and sheepmeat as a licensed MSA brand.

MSA advises an amendment relevant to your business has been made to the MSA Standards, Section 10 – Brand Owners

SUMMARY OF MAJOR AMENDMENTS

Section	Amendment
Section 10 – Brand Owners	
10.1 – MSA minimum requirements and responsibilities	Updated in line with Trademark Usage Guide and changes to brand License terms and conditions (Refer to MSA Brand license agreement version 3.0 -24/11/15).
10.2 – Use of MSA trade mark in international markets	New section added outlining requirements for the use of MSA trade mark outside of Australia.

MSA brand owners will have immediate access to the revised documents via [myMSA](#) the [Meat Standards Australia website](#).

MSA licensed brands should note the changes to relevant sections of this publication and update any electronic or printed copies maintained on file. The revised Standards will be effective immediately.

If you have any queries on the amendment information contained in this advice or wish to update your contact details, please contact Meat Standards Australia on 1800 111 672 or email msaenquiries@mla.com.au.

Kind regards,



Michael Crowley
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 Meat & Livestock Australia

