



MEAT STANDARDS AUSTRALIA

# Standards Manual

Section 10:  
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 sections.

The Australian Meat Industry Language and Standards Committee (AMILSC) is the custodian of the MSA Standards.

All sections of the 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 which section is appropriate for their operation.

## 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 from time to time.

## 1.4 Document control confirmation

### Change history

Date	Change description	Issue no:
03 May 2013	Initial draft	0.1
18 July 2013	Second draft	0.2
03 September 2013	Third draft	0.3
27 November 2013	Initial release	1.0
23 April 2014	Draft update to section 11.1.1	1.1
04 June 2014	Release of update	2
20 March 2015	Version 3 updated to include tamper evident label requirements as approved by taskforce (Feb 15) and AMILSC (Mar 15).	3.0
March 2020	Updated to reflect changes associated with release of MSA beef model V2.0	4.0

## 10 End users

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

### 10.1 MSA minimum requirements

#### 10.1.1 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.

#### 10.1.2 MSA 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.

#### 10.1.3 MSA licence numbers

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

An Authorised Authority may withdraw from the Enterprise, for a period determined by the Authorised Authority, the MSA licence number issued. 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 or trade mark are at risk.

#### 10.1.4 Point of sale (POS) material

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.

MSA POS material issued by an Authorised Authority may be withdrawn from the Enterprise for the period determined 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.

### 10.2 Ordering/purchasing

The Enterprise must purchase MSA product only from a licensed MSA supplier, if intending to identify as MSA product at the point of sale.

### 10.3 Receival

The Enterprise must ensure that all MSA product received is accompanied by authenticating documentation being:

- a) Invoice bearing the MSA supplier's MSA licence number with MSA and non-MSA product identified separately
- b) MSA carton labels that contain the required information (MSA grade, cook method/s and required days ageing/release date)
- c) 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.

## 10.4 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.

## 10.5 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.

### 10.5.1 Portion cutting operations

For portion cutting operations:

- 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.
- 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.

### 10.5.2 Preparation for consumption

Where the Enterprise prepares MSA product for consumption:

- The Enterprise must ensure that the MSA Certified Product is cooked using a cooking method for the grade in accordance with MSA Standards.
- 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
Roast combi	RSC	RSC, Roast combi	Whole primal	Steam	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	
Roast thin slice cold	RC2	RC2mm	2mm thin slice	Dry	X	
Roast slice cold	RCT	RCT	10mm slice	Dry	X	
Slow cook	SC2	CASS, Cass, Casserole	20mm cube	Wet	X	X
Corn	CRN	CRN, Corn	Whole primal	Wet	X	
Sous vide dice	SVD	SVD	20mm cube	Wet	X	
Yakiniku	YAK	YAK, Yakiniku	4mm thin slice	Dry	X	
Shabu Shabu	SSB	SSB, Shabu Shabu	2mm thin slice	Wet	X	

### 10.5.3 Preparation for sale to consumers

- 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.
- Alternatively, the cook method can be indicated by product presentation (e.g. steaks for grilling).
- 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.

### 10.5.4 MSA beef product packaged in Modified Atmospheric Packaging (MAP)

Where the Enterprise prepares MSA product to be packaged in 80:20 oxygen:carbon dioxide MAP and intends to identify as such on product labelling, the Enterprise should prepare the MSA Certified Product as follows:

Cook method	Software descriptions	Alternate label descriptions	Recommended cut dimensions	Cook style
Grill	GRL	MAP GRL, MAP Grill	Beef – minimum 21 mm	Dry
Roast	RST	MAP RST, MAP Roast	Whole primal	Dry
Roast combi	RSC	MAP RSC, MAP Roast combi	Whole primal	Steam
Stir fry	SFR	MAP SFR, MAP Stir fry	10mm(W) x 10mm(H) x 75mm(L)	Dry
Thin slice	TSL	MAP TSL 2mm, thin slice 2mm	2mm thin slice	Dry
Roast thin slice cold	RC2	MAP RC2mm	Roast cold 2mm thin slice	Dry
Roast slice cold	RCT	MAP RCT	Roast cold 10mm slice	Dry
Slow cook	SC2	MAP CASS, MAP Cass, MAP Casserole	20mm cube	Wet
Sous vide dice	SVD	MAP SVD	20mm cube sous vide	Wet
Corn	CRN	MAP CRN, MAP Corn	Whole primal	Wet
Yakiniku	YAK	YAK, Yakiniku	4mm thin slice	Dry
Shabu Shabu	SSB	SSB, Shabu Shabu	2mm thin slice	Wet

The Enterprise must ensure that the product:

- Is identified as MAP eligible for the appropriate cook method on the carton end panel
- The cut by cook report is provided by the supplier
- Has been aged to the minimum days age for the relevant cut by cook and eating quality outcome prior to being packed into MAP.

### 10.5.5 Freezing of MSA beef and sheepmeat

Where MSA beef and/or sheepmeat is to be delivered and/or sold as frozen, the minimum ageing requirements for the cut to become MSA eligible must be met prior to freezing.

### 10.5.6 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 by cook table for MSA sheepmeat.

CUTS AND COOKING METHODS					
CUT	HAM	Lamb (L) ● Hoggett (H) ● Mutton (M) ●			
		GRILL	ROAST	STIR FRY	CASSEROLE
					
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 / Off (Frenched)	4756		● ● ● ●		
Cutlet		● ● ● ●			
Rack Cap / Off (Frenched)	4764		● ● ● ●		
Cutlet		● ● ● ●			
Backstrap	5109	● ● ● ●		● ● ● ●	
Eye of Rack	5153	● ● ● ●		● ● ● ●	
Forequarter	4972		● ●		
Square Cut Shoulder	4990		● ●		
Chop		● ●			
Shoulder Rack (Frenched)	4739		● ●		
Cutlet		● ●			
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 and Flap	5010	No recommended cooking methods			
Neck	5020				
Spare Ribs	5015				

## 10.6 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.

## 10.7 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.

The use of CMQ4 (eating quality scores) is not permitted on labelling or marketing claims.

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.

## 10.8 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 licence to use the MSA trade mark 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 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 licence or other sanctions for the entire group in the system.
- The central site and its management system will be audited, at 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 Authorised Authority depending on performance or lack thereof.
- All sub-sites must be available for external Audit by the Authorised Authority at any time.

## 10.9 Reference material

### 10.9.1 MSA generic insert



### 10.9.2 Example of an acceptable MSA tamper evident label



### 10.9.3 Examples of MSA descriptions on carton labels



10.9.4 MSA invoice examples

**Aussie Meat Trading Company**  
ABN: 11 222 333 444

Level 1, 40 Mount Street  
North Sydney NSW 2059  
Email: meatsales@meat.com.au

Meat Standards Australia  
Licensed supplier A123

Invoice number 287795

Johnny's Quality Meats  
PO Box 3  
Sydney NSW 2000

Ship To:  
64 Smith Road  
Sydney NSW 2000

Salesperson: ST		Transport: MAC		
Customer code	Date	Order number	Terms	Delivery
JQM	28/06/2018	119819	21 days	

Code	Description	No.	Weight (kg)	Unit price	Amount	
EQGBC	EQG beef carcase	2	480	\$7.50	\$3600	
YGBC	YG beef carcase	1	185	\$6.30	\$1165.5	
LCMSA	L lamb carcasses-MSA	5	110	\$6.00	\$660	
HC012	H hogget carcasses	3	75	\$5.00	\$750.00	
<b>Total</b>		<b>11</b>	<b>Total weight</b>	<b>850</b>	<b>Amount Ex. GST</b>	
Terms: Strictly as above					GST	0.00
					Freight	\$50.00
					<b>Total</b>	<b>\$6225.50</b>

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Salesperson: ST		Transport: MAC		
Customer code	Date	Order number	Terms	Delivery
JQM	28/06/2018	119819	21 days	

Code	Description	No. cartons	Weight (kg)	Unit price	Amount	
CUR610	YG MSA Cube roll 2.2kg+	5	122.5	\$20.50	\$2511.25	
RMP513	PR Rump	4	102.4	\$6.50	\$665.60	
OYST300	PR MSA Oyster blade	2	34.6	\$17.00	\$588.20	
LEG100	L Lamb leg chump on-MSA	3	48	\$10.00	\$480.00	
<b>Total cartons</b>		<b>14</b>	<b>Total weight</b>	<b>307.5</b>	<b>Amount Ex. GST</b>	
Terms: Strictly as above					GST	0.00
					Freight	\$50.00
					<b>Total</b>	<b>\$4295.05</b>