FREQUENTLY ASKED QUESTIONS (FAQs)

Q. How does Meat Messaging work?

A. Meat exporters send electronic **'messages'** about each consignment of meat that moves through the supply chain. When an Australian export establishment ships a consignment, its IT system sends a digital message containing information about that shipment, such as carton, pallet and consignment details, to the Meat Messaging portal. The Meat Messaging industry portal is accessed by supply-chain participants and regulatory authorities to determine the authenticity, verification and traceability of meat products. (Refer to the Department of Agriculture, Fisheries and Forestry [DAFF] Meat Notices for more details Link: Available here.) The uploaded message information can be accessed by the client, or import inspection facility, in advance through the Health Certificate or carton/case/pallet barcode information. The Meat-Messaging-registered Australian exporting establishment's IT management system sends a Meat Messaging message to the portal for **EVERY** shipment leaving the establishment. The industry program then holds the meat consignment information in a secure, standards-based industry cloud portal. The Meat Messaging message information that is uploaded to the Meat Messaging portal is the same information that can be accessed on the physical carton/case/carcass.

Q. Does Meat Messaging replace our current IT system?

A. The short answer is *no*. Meat Messaging does not replace your current production management system, warehouse management system, export document management system or load management system.

The system acts as an attachment **NOT** a replacement. The Meat Messaging team works with you to implement the Meat Messaging system within your current systems.

Q. Do we need to be GS1 compliant?

A. Yes, you do. The Meat Messaging program is based on the use of GS1 barcoding standards and GS1 EANCOM electronic message standards. These GS1 standards do not replace existing regulatory requirements – they assist and supplement them. For more details on the GS1 standards, as they apply to the meat industry, click to refer to the RMSCC website.

Q. What does it cost to use Meat Messaging?

A. To create a message, you will be charged based on the level of integration of Meat Messaging within your business. Currently there are two (2) structured levels:

1. Integrated - $1.70 per message
2. Non-integrated (US only) - $17.00 per message.

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Q. What does ‘integrated’ mean?

A. For the purposes of Meat Messaging, ‘integrated’ means that all products traded by a registered exporter (both domestic and export) are moved through the Meat Messaging system.

Q. Does Meat Messaging reduce the number of product rejections for products going to the US?

A. Currently, for the U.S. market, Meat Messaging is used for remarking damaged or missing shipping marks. This immediately allows the lot to move as a unit. Establishments that have implemented Meat Messaging have seen U.S. rejections reduced by up to 50%. This has been achieved through both improved loadout workflows and better management of resolving missing and damaged shipping marks at the time of inspection (including rectification of a single carton in a load). In other countries, where remarking with barcodes requires the back-and-forth exchange of emails, it can take days or weeks for the product to be approved for remarking.

Q. Who is responsible for Meat Messaging?

A. AUS-MEAT, as the industry service provider, is responsible for the management of the Meat Messaging program. This is done through the Australian Meat Industry Language and Standards Committee (AMILSC).

Q. Who pays for meat messages to be uploaded?

A. Meat Messaging is funded on a cost-recovery basis, with messages paid for by the export establishment that uploads the information. An organization is only charged when they receive their approved arrangements from the FSIS *OR* when they have demonstrated their ability to upload all their consignment information through the message system. If the establishment sends all their messages through Meat Messaging, they will be charged $1.70 per message. If the establishment sends U.S.-only messages, they will be charged $17 per message. When you consider that a meat consignment can be worth hundreds of thousands of dollars, even a very small reduction in inspection delays, remarking costs, disputes, or rejected product can create a significant return on the cost of a message.

Q. Can a slaughter establishment send a meat message on behalf of an export establishment – as an interim measure – until the exporter's system meets the requirements to use Meat Messaging?

A. No, they cannot. FSIS-approved packing establishments must be registered with Meat Messaging and must be able to upload messages. This means for non-packer exporters (NPEs) and cold-store establishments where the exporter/processor knows the carton barcodes, the exporter/processor uploads the message.

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Q. Where can we get the FSIS-approved list of Meat Messaging users?

A. There is a link in the header on the Meat Messaging home page. It can also be found by clicking on this link: Australian export establishments that are endorsed to use Meat Messaging.

Q. At what stage do we add RFP/Health Certificate and transport details to a message?

A. All the information for an export message should be added to the processor system before uploading the message. The exception to this is for NPEs and freight forwarders, where the Health Certificate is added after the message is uploaded.

Q. Who should import establishments approach to find out about using Meat Messaging?

A. All registrations for Meat Messaging need to be completed on the Meat Messaging website here: Register for Meat Messaging. Information and training materials will be sent to the user once their registration has been finalized. For technical assistance and user access, contact the Meat Messaging support team.

For U.S. and Canadian import inspection houses and import establishments specifically, Meat Messaging provides a **U.S. registration form** and dedicated training resources for U.S. and Canadian import inspection establishments and meat buyers.

Q. Is Meat Messaging integrated with other industry traceability and compliance systems (LPA, eNVD etc.)?

A. No. Meat Messaging references information such as processing establishments and kill dates. However, as cartons of meat do not directly connect to live animal movement, the system does not connect with livestock movement systems. Meat Messaging does have a traceability feature that allows a carton barcode to be searched to find the farm of consignment, NVD serial numbers and specific carcasses (including RFIDs if applicable) that make up the boning run for the product.

Q. If we use Meat Messaging, do we need apply shipping marks for products going to the USA?

A. Meat Messaging can be used for compliance to the FSIS protocol for *sending cartons without needing to apply shipping marks to individual cartons* entering the U.S. market. The pallet protocol gives you the ability to apply the shipping mark to placards (pallet labels) on the outside of the pallet, with the carton/case information accessible through a scan. The pallet must move to the end user intact. If selected for port-of-entry testing, FSIS sample the individual cartons. *The pallet protocol has delivered massive labor savings and a large reduction in transport damage.*

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Q. How does Meat Messaging work for non-packer exporters (NPEs)?

A. The following examples show the processes involved for utilizing Meat Messaging as an NPE.

- Sea-freight container: Establishment loads, validates and forwards the request for permit (RFP) to the NPE.
- Air-freight shipments: Establishment utilizes the services of a freight forwarder to load air cargo AV (shipment details), then validates and forwards the RFP to the NPE.

As a result of these processes, Meat Messaging is utilized by the NPE to upload the Health Certificate number to the consignment information. For more information go to: Using Meat Messaging as a non-packer exporter.

Q. Are there instructions on how to use Meat Messaging that we can send to importers?

A. Instructions for U.S. Importers can be found here: USA Import Facility - Resolving a Shipping Mark issue.

Q. Can we use Meat Messaging for other export markets?

A. Yes, meat messages should have all exports, eMTC and domestic consignments uploaded. Other importing markets can use Meat Messaging for product verification and advance shipping notices (ASNs).

Q. Are we charged separately for creating eMTCs?

A. Meat Messaging users are charged the same price for eMTCs as they are for export messages. The amount charged per message depends on whether the establishment is sending all their consignments through the Meat Messaging system, or U.S.-only messages. If the establishment sends all their messages through Meat Messaging, they will be charged $1.70 per message. If they send U.S.-only messages, they will be charged $17 per message.

Q. Can an establishment modify an eMTC after the load has reached another establishment?

A. Once the status of an eMTC is set to **'SENT'** it cannot be altered. If an official change is required, the current eMTC must be cancelled and a new eMTC issued.

Q. Can we use Meat Messaging for the trade of any meat products?

A. Yes, you can. Meat Messaging is a cloud-based system that is ONLY used for uploading consignment information. As no commercially sensitive information is uploaded or stored, no transactional exchange can be made between one establishment and another. The information that is uploaded to the system can be used as evidence for product information.

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Q. Is considerable change required to an establishment's approved arrangement (AA) to facilitate use of eMTCs?

A. The AA should already include details about electronic systems. Difficulties will be encountered where an establishment has no computerization – such establishments will have to upgrade their AA and systems to demonstrate altered workflows from computerized warehousing systems.

Additional Meat Messaging Information.

The Meat Messaging website has an abundance of information on how to use Meat Messaging.
The information can be found using the links below:
Meat Messaging website
Meat Messaging help and documentation
Meat Messaging support request.

If you have any issues or questions, please contact Meat Messaging support:

https://meatmessaging.org/
+617 30739234
info@meatmessaging.com