

Meat Messaging US Training: Transcript

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Presenter: Des Bowler (Meat Messaging)



Des Bowler 2:23

One of the things I want to take us through this afternoon is to walk through the process. We'll be using an Americold shipment that got cleared and using one of the Americold user accounts. So that will be a lot of fun.



Des Bowler 3:07

Len, have you got some words or thoughts you would like to share?



Len 3:25

Since the last training we've had, there's been a lot of changes. There's been the overage-underage issue, which Meat Messaging works on with Australian product. Also, there's a number of new establishments and there's also Canada on the horizon, where Canada's going to be allowed to use Meat Messaging for Australian product.

I say in the near future, but that's up to CFIA and CMC, but hopefully will be in the near future. So, I thought it was time to have an update and do some training. And so that's why we got Des and woke him up so early in the morning. And he's joined today by Kurt. We'll drop it to you. Go ahead.



Des Bowler 4:32

So the way we'll do this training this morning, I'll give a short PowerPoint describing the FSIS directive and how we can utilise it.

I'll explain what the options are for correcting and resolving shipping mark issues are, and then we'll actually get into a live demo where we'll actually go through and search a shipment and actually go through the process on how this is resolved. So, let's see if technology is doing good things for us this morning.

So, my name is Des Bowler and I'll be showing you this, going through this training today. This is stuff Len and I have been working on for 20 years. So, we're pretty much across this process. We'll just walk through the process and that way you'll get an understanding of what it's all about. Okay.



Des Bowler 5:57

As I said, we're going to be looking at the refused entries, what the process is, the directives involved, using the portal and then what we're talking about with the barcodes and what that looks like when dealing with FSIS.

Okay, so when we talk about refused entries related to shipping marks, there's a few different types.

There's refused marks due to labels falling off, you know, damaged, incorrect, or partially not there. So, these are what's called the shipping mark not being there. So, the missing shipping mark, you will have all seen them. We talk about 'unders and overs' and this is something that Len alluded to.

This is where we specifically have an issue where the load has got two marks, 700 cases, 350 one mark, 350 the other. But when the mark was being applied by our exporters, they made a mistake. And when they make a mistake, we see the outcome that there might be 10 with an extra mark, 10 missing. So, when we talk about those things, we say that's an 'under and over'. So instead of 350 mark A, 350 mark B, we have 340 of mark A, 360 of mark B and that is a big issue, and I'll explain why in a minute. Then we've got the incorrect application due to system errors. Now, I don't know whether any of you have ever seen this, but we've had some facilities who use inkjet for the shipping mark, and one day the inkjet machine breaks, so they don't apply any shipping marks to the whole shipment. Not a good day.

But I have seen that happen.

Okay, so there are our shipping mark failures where their paper labels peel off. That's a photo I took in one of the facilities that was about to fall off. Several other cases already had it fallen off. And that's the problem due to the labels, bad adhesive putting on to ice boxes.

When they come out of the container and they sit in a cold store, the temperature, humidity variation can then just get them to peel and fall off. All of you will have seen that. All of them end up resulting in refused entries. And this is what we're fixing through this process.

When we see the unders and overs, as I described, we've got 350 with one mark, 350 with another. When presented, instead of being 350 and 350, it's 340 and 360.

Now this is a very tricky problem because if you release the unders, the one with 340, because it's only an under out of 350, you can't sort out the overs because what you actually have is both are incorrect. One is incorrect because it was under, one is incorrect because it was over. So, we have to fix it.

So, as we know, from those mark failures, we see the refused entry notice being issued. Now... the process we're going through today is how we correct that issue, how we correct the unders and overs, the incorrect and the missing. So, all three will be sorted out.

Okay, this is the directive, 9900.5, Section 7, Section E. It allows for the process of correcting marks – either through the official representative of a foreign country or the use of barcodes. And in our case, we're using barcodes on the shipping unit, on the case, and the supporting document is the meat messaging report. So, this is how this works. It complies with this requirement.

FSIS permits official import inspection establishment personnel to apply the shipping marks to shipping units without having an official representative of the foreign inspection system on site to approve and observe the activity, when FSIS IPP can verify the unique identifier within the barcode on the shipping unit supporting the document

from the foreign country. So, this is what we're talking about. So, as I said, unders and overs, important to understand. If this happens, you have to get both fixed, because it's not one wrong, both are wrong. If it's incorrect, we can just use it to fix it. If it's missing, it's even easier. So, this is the section of the directive that supports the ability to do this.

And, as I said, for correcting, the same process. So, incorrect, missing, or overs and unders, we go through the process, generate the report, which you're about to see, and work with the inspector to say, there you go, those cases match that. Now let's have a look at what that looks like.

So, what that looks like is you end up with this report – an All Cartons Report – and this is what we'll work through today. And this report is the evidence they need, showing where the cases in question match off this report. This report is a true and correct list, according to FSIS and the Australian Government, and you can match the cases in question – the barcodes – to it. And there's a couple of ways we do that, and that's what we're going to walk through today.

So, what they're matching is on the barcode. So, from the FSIS inspector point of view, they basically look at the last 10 digits, 6 digits, 8 digits, and work out and go, yep, they match, they match, they match. They don't sit there and try and line up every single number, because there's 48 of them and that's a bit tricky. So, they're basically looking at the last set of numbers, which are the serial numbers. So, they're the ones to keep an eye on, but the whole barcode, the whole 48 digits is what makes this globally unique. That's unique, never repeated anytime, anywhere in the world – but it's those last dozen, 10 or 8 digits that, when you have a shipment and you're checking, that's generally the part they look at. And that's directly copied out of the directive.

Okay, so what we're going to do, we'll go through the process and show you the usage. I'm using Sarah's login, and this is what you see. So, when you register with Meat Messaging – and all of you will have individually received or should have received your login details – you receive an e-mail like this, which will have your user code and a password. Now in this case, I've marked out the password so you can't see it, but you

receive this e-mail with your login details. You need that. Then what you have is a couple of links on it.

One link will take you directly to the Meat Messaging Portal, which we can do, and there's also a QR code that, if you were to scan with a phone or a barcode-scanning web-enabled device, it will take you to the app, where you can then also do the same job using the app or do it through the web portal.

So, when you do log into the portal, you then click the search. And then you search by something. In this case, we're going to search by shipping mark. When I do the search, it then comes up and shows me all the information about that shipment.

And the two parts we use here, we have two options. We can do option one, which is what some organisations do. They download the PDF, and when they do that, they go and find the cases on that PDF, and we'll highlight it. Option 2 is to make a scan file and upload – we'll do both this morning (or this afternoon).

Option one: manually prepare the report. You download that PDF report.

Then when you have that report, then you search on that report – and I'm using the last 10 digits of the barcode to search – and I find in the report and I highlight them. And then I present that to the IPP. That's the process, because that process is showing that the cases in question are on this report. If they match, then that matches. Okay, that's the process for doing it manually, literally that quick and easy.

The other way to do it, option two, is using your facility barcode scanning: create a simple text file of the barcodes. Once you've got a scan file of the barcodes in question you can, on that same screen we're on, go and click the "Create Upload Barcode Session", go into it, click the session. Choose and upload the scanned file.

It will show the barcodes on it and that they match. Then we do a verification, click the finalised verification. Then we can have a look at the report. And when we see the report, you'll see printed against the cases in question, the date and your facility identifier in Meat Messaging, and the person identifier of who did it. And again, we can use this to show the IPP and go 'look, these cases are on the report related to this

section, the shipping mark – these are the ones that have the incorrect, over, under, missing, damaged shipping mark, and they align’. That's the process. It is that simple.

On the end of the PowerPoint, we've got where all the links are for the instructions, so it's quite a simple process to do that. Now, what I'm going to do is stop sharing this one. And then we'll actually go through the process.

I've logged in as Sarah. In fact, why don't I log out, and we'll start from the very beginning. So, okay, so I'm logged out. I'm nobody now. So, I'm going to go through, and log in as Sarah.

So, we use our 8-digit user identifier, what's called an MMCID. And then we use our 8-digit password, and then when I log in... this is what you see. Now, on the PowerPoint, we saw the instruction of search. I'm clicking the search, and what I'm going to put in there is a shipping mark.

This is the shipping mark I'm looking for. AMH/89888603. I search for that shipment, and this was a shipment that had an issue about a month ago. Someone at Americold did a search for the shipment, because obviously there were issues with it. So, now that I've searched for that shipment, you can see all the information about it. We can see there were a set of different groups, with different number of cartons in each group, and we're saying I have 10 cases that are missing marks. Now, I'm not sure who they belong to, but I know that there's supposed to be that mark. So, let's go and do that step. I'm going to show the export report. So, I can see the report come out and I'm going to go searching. And I'm using the last 10 digits. Let me go find in this report.

I'm going to enter the last 10 digits of one of my barcodes. There's my last 10 digits. Oh, there it is. What I'm going to do is I'm highlighting that one and saying that's one of the ones I'm looking for. All right, yellow.

I'm looking for another one. There it is there. I'm going to highlight that one. I'll do that again, highlight in yellow. And I'm going to find another one. And there it is there. And

the process is just to save that, print it out, and show the inspector that these cases that have a missing, damaged, or incorrect shipping mark are, in fact, part of this group. And you can see here on the report it says that's the mark – that's the group it belongs to – but you can demonstrate that the cases in question belong to this shipment.

And that's all that's involved in the process. As the Directive says, once that's presented to the IPP and you're able to show these cases are on this section of the report, you've achieved the outcome. It's a very, very simple process.

So, let's go back and do it the other way. Now the other way to do it is to create a scan file. I'm just going to show you what that looks like.

Using some scanning software, I created a scan file, and you can see that's just a simple text file. I used the barcode scanner and created a text file. I am hoping that with your barcode scanners and your software, you can create a simple text scan file, nothing special, just the barcodes with a comma after each one in a simple text file.

Once you have that text file, what you can do is go into “upload barcode scan file”.

And then I'm going to find the scan file, look in my download files. There's my scan file. Open it, import the barcodes, and I can see the barcodes on my scan file.

I'm going to look at that and go, yep, that's what I wanted. That's what it should look like. When I finalise the scan file, it then closes it all off and says it's done and I can say, for the shipment, I can see the scans I brought in. I can then show my export report again. And now on the export report, you can see out of all of this report.

It's sitting right there. And it was done at that time. So, you can see it was done basically right now, and it was done at that location, which is that Americold facility, and it was done by that user, which is Sarah. And again, print this report out, work with the IPP, and say there are those cases in question. They belong to this shipment. As you can see on the report, it relates to this mark, this health certificate number. So, we know it is this shipment and it's in that group and there are the cases in question.

So, at this point, we've achieved everything we needed to satisfy the requirements under that directive. And that's the process.

There're other things you can do in this report. We can look at some issues on refused entries. There's a process for you to create a report – an issue with a shipment. If you do this, what happens is you can record what was wrong with the shipment. You could record a set of barcodes, or you can just record, say, what is the problem: “10 Cases missing marks”. It will send the e-mail to JBS, and they'll have a record of what happened. You could attach a copy of the FSIS refused entry and it'll send it to them saying this is the problem. Now, I won't do that because they'll go why did this shipment show up? Why did this message show up? But that's the process involved to do that step of recording that there's an issue with a shipment. Very, very useful because, by telling those people who packed it and sent it there was a problem, it allows them to understand what they're doing wrong, and they need to be fixed. The other process you can do with that shipment, is you can also send an advanced shipping notice.

This is the process of sending a record of this shipment, including a link to all the barcodes, so it can be downloaded as a file to a future party. So, I could send it to myself – “shipment has been cleared” – and that will create a record sending to me saying that shipment has been cleared. So, this is used by some import inspection establishments to pass information around. But Americold, you guys have got big, integrated computer systems and so you probably do that through your systems. But we do have a function in Meat Messaging to be able to send the advanced shipping notice as well. So, I'll stop sharing at that at this point and we'll open it for questions.

Does that make sense to everybody? Did all of that seem logical? Are there any issues or questions anybody has? Monica.



Monica Ramirez 27:39

No, I was just saying that everything made sense, so. And the scan file upload was pretty neat. That's new to me, so I like that.



Des Bowler 27:52

It's good, it's good. As long as you can make those scanned files, that makes it really quick and much, much easier to generate the report.

Does anyone else have any questions?

Well, one of the things we are doing, we're recording this, so there'll be a transcript and a recording that will be made available, so you'll be able to see all the steps involved. Make sure you have all got your logins. Now, if you don't have your logins, if you go to the website and you're not logged in, there's an e-mail address on it, which is info@meatmessaging.com and if you were to send that e-mail, then Stefanie, myself, or someone in our office will go through and ensure your registration is done correctly and you will receive your login details.

And once you've got that, you're into it. There are a few other little bits to remember that behind the scenes, every time you log in and every time you search, all of that is logged and recorded so that there is a record of everything you do. And that's very important for compliance with our FSIS, our government, our exporters and our importers. So, when you are using this, there are records of all those activities, and we use that to ensure we know who's using it and that everybody's using it correctly, and we're able to report to industry how much it's been used. And, at this point, I can say it's used every day by many, many facilities in the US. And to get an idea of that list, of the 205-odd US import inspection establishments, 77 are registered for using Meat Messaging, which is most of those that are handling Australian meat.

So, it's just under 40% of all the US import inspection facilities that are registered. And as I said, that's basically all those that receive Australian product. There's a lot of facilities that don't receive Australian product. But that's a good sign on the volume. And the uptake's quite strong, so we're very, very happy with the amount that's been used. All you guys need to do is keep doing it. When you see problems, as I said, use the report issues with a shipment, because that's important to identify to those facilities, 'Hey, you've made a mistake. Please fix it.' Sometimes those facilities in Australia don't get the feedback. They don't know they've made a mistake because it's being handled

by the US buyer and they don't necessarily give the information back. So, it is important to be able to let the organisations, the exporters know that something did go wrong.

Any other questions before we close off?

 **Nathan Cross** 30:54

Des, how do you get that initial login? I don't have one here at my site.

 **Des Bowler** 30:59

Okay, so there's two steps. If the site doesn't have a login at all, just send an e-mail to info@meatmessaging.com and we'll go through the process to register the site. But it's pretty simple. It's just a form. Fill out the form.

In fact, if I've got your e-mail address, I can send it through. And, once you fill out the form, we register each user that needs to use it, and then they receive those login emails. So, it's pretty simple.

 **Nathan Cross** 31:34

Okay, and there may be somebody here at the site that does, but I don't personally, so.

 **Des Bowler** 31:39

Okay, well, if the site's registered, just toss us in an e-mail and we'll make it happen.

 **Nathan Cross** 31:45

Thank you.

 **George Robidoux** 31:47

Will the PowerPoint that we show here be sent out to the team also?

 **Des Bowler** 31:51

There will be a link to be able to access that PowerPoint online. So yes, you will be able to get it, plus the transcript and the video.



George Robidoux 31:56

Yeah.

OK... nobody here is registered, so we need to also get login information...



Des Bowler 32:07

Okay, so yes, toss emails and we'll make it happen. I think Len also has a copy of the PDF or Word form to register it to make it easier, and he can circulate that to anybody that's got a question, right, Len?



L 32:24

Yeah, I'll send it out tomorrow or tonight, one or the other.



Des Bowler 32:29

Or this morning, depending on how we look at it.

Okay, so any other questions? Are we happy? Is this a good thing? Give me some thumbs up if you think it's all a good thing. And we will keep doing more training. Thank you, Rosie. Nathan, thank you. So, Len is on the ground in the US, so any time you've got a question, Len's in your same time zone. Any time you need help registering, using, got any issues, always toss us an e-mail. More than happy to help. This will be available probably in the next hour or so and we'll send out the link, so you've all got it. So, thank you again and enjoy the rest of your day. Thank you. Bye.