MEAT MESSAGING – 12 KEY BENEFITS

Twelve key reasons to use Meat Messaging.

Meat Messaging is primarily an industry tool that is used to achieve a range of industry and commercial objectives. These objectives are summarised below as "12 key reasons to use Meat Messaging":

1. Ability to remark damaged or missing shipping marks to the U.S.

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. Export establishments that have implemented Meat Messaging have seen a reduction in U.S. rejections of up to 50% by resolving missing and damaged shipping marks at the time of inspection, including rectifying a single carton in a load.

Other countries remarking with barcodes require the back-and-forth exchange of emails. This can take days, or even weeks, for the product to be approved for remarking.

2. Send cartons to the U.S. without shipping marks.

For the U.S. market, Meat Messaging can be used for compliance to the FSIS protocol for sending cartons without needing to apply shipping marks to individual cartons, by using the pallet protocol. The shipping mark is applied to placards (pallet labels) on the outside of the pallet, with the carton/case information accessible through a scan of the placard. The pallet must move to the end user intact. If selected for port-of-entry testing, FSIS will sample the individual cartons in the usual manner.

The ability to not have to apply shipping marks has demonstrated massive labour savings and a large reduction in transport damage.

3. Government-recognised traceability validation tool can be used to respond to issues raised by Government agencies.

Meat Messaging is a government-recognised traceability validation tool from the export establishment that can provide product authenticity for individual cartons all the way along the supply chain to the end user. It can be used to respond to, and define, issues raised by the Department of Agriculture, Forestry and Fisheries (DAFF) where the product has been sold to third parties and the third parties have failed to correctly manage the product through to the importing country.

Without Meat Messaging, the export establishment is held accountable for the actions of the third party, because the product has the production export establishment details recorded on the carton. In addition, it can be used to respond to issues raised by all government agencies where the product has been identified as needing to be held.

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4. Carries product provenance claims.

Meat Messaging greatly increases end-user visibility of supply-chain movements, improves traceability and product provenance validation. Meat Messaging provides the ability to scan a carton barcode and be able to validate the source and the supply-chain history of the carton. With strong regulations surrounding the authenticity of product claims, businesses need to ensure their product has the traceability procedures in place to validate their claims.

Meat Messaging can carry provenance, raising claims (e.g. certified organic, grassfed, EU, etc.), production claims (e.g. Halal), and growing-region claims (e.g. grown on King Island) from time of production through to the end user.

5. End users can access shipment information before it arrives.

Meat Messaging provides a simple solution for supply-chain visibility, as it allows the end-users to be able to access all the production data for a shipment before the shipment arrives. This is used by the end users for such things as chemical-lean (CL) selection management, as the CL value for each carton can be included in Meat Messaging.

6. Acts as a product translation tool for foreign speaking countries.

Meat Messaging is used as a product translation tool for countries that don't speak English. The Meat Messaging tool was developed using the GS1 standards for barcoding. When a product is transferred from one system to another using the GS1 barcoding standards, the information is translated into the foreign establishment's language through numbering standards.

7. Time taken on MTCs drastically reduced.

Export establishments that have started using electronic Meat Transfer Certificates (eMTCs), through integration with the export establishment systems, have seen the time taken related to MTC management drop from hours per day to no time at all.

This has been achieved through the export establishment system creating, sending and automatically managing the attestation completed by the receiving export establishment. The only time someone is involved is when there is an issue with a load identified at the receiving export establishment.

8. Time taken on manual paper recording drastically reduced.

Where export establishments have fully implemented Meat Messaging through integration with the export establishment systems, the time taken at loadout related to manual paper recording activities for export loads, eMTCs and domestication has all but vanished.

The export establishment systems create all the necessary records from barcode scanning data and the existing computerised order-management processes. The export establishment's system-generated data is automatically sent to Meat Messaging, with no human intervention.

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9. Provides real-time assurances on product safety and integrity.

Meat Messaging provides the ability to move to annual DAFF audits, with real-time assurances on product safety and integrity. Meat Messaging provides this high level of traceability for free, as a by-product of using Meat Messaging as a supply-chain management tool.

10. Ensure market eligibility on a carton level.

Meat Messaging ensures and demonstrates market eligibility at a carton level through the export supply chain, from the processor through to importing country inspection.

The system can be expanded to incorporate other information such as fat/lean, COA, and label information (approvals that may be asked for at the time of USDA inspection).

11. Provides all the information that is on a paper or electronic certificate.

Importers and end users still rely on paper certificates or the data from eCert. The system provides all the information that is on a paper or electronic certificate. This information is available before the container/product arrives in the importing country.

This allows the importer to incorporate the data into their system and make decisions regarding the shipment-handling issues at the time of entry.

12. Allows for the future possibility of regulatory changes for lab sampling.

The system allows for further possible regulatory changes (next steps) to sampling and inspection (e.g. selection and holding at import establishments of specific, barcoded product for lab sampling, or selection of examination samples, prior to the shipment leaving Australia, by allowing a random selection of barcodes to be identified).

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

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