Changes coming to MSA

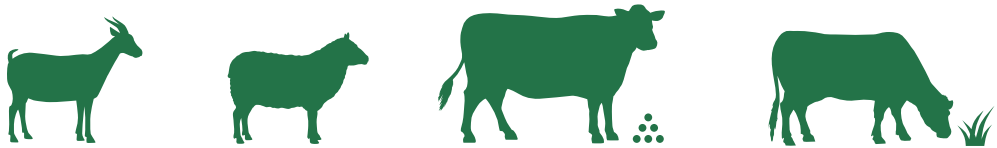
– what do they mean for cattle producers?

Laura Garland
Producer Engagement Officer, MSA

MEAT & LIVESTOCK AUSTRALIA

About MLA

Working in collaboration with the Australian Government and the red meat industry, MLA invests in initiatives that contribute to **producer profitability, sustainability** and **global competitiveness**.



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MLA’s remit

- Research, development and adoption
- Marketing

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Changes coming to MSA

1. Solid foundations

2. Changes affecting cattle producers

3. Next steps

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MSA changes

MSA Vendor Declaration Form

- simplified reporting of tropical breed content
- custom feeding/agistment

Model

- new cooking methods
- new and emerging cuts
- extended ageing predictions suitable for export markets
- hump height as direct predictor

myMSA

- enhanced feedback
- refreshed look

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1. Solid foundations

- Strong science
- Strong industry endorsement

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Strong science

Changes to the MSA model have been underpinned by rigorous science and evidence:

- Hump height/*Bos indicus*/eating quality research
- Mixing and stress trial
- Meat colour and packaging trial
- Packaging trial
- Limited cut x cook trial
- Cuts from BIN cattle
- Brisket and rib trial
- Extended ageing project

Changes to the MSA model are underpinned by strong science.

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Strong industry endorsement

Changes to MSA have been endorsed by leading Australian meat and animal researchers and red meat industry representatives:

- MSA Pathways R&D Committee
- MSA Beef Taskforce
- Australian Meat Industry Language and Standards Committee

MSA has not made these changes in isolation. They have been made with strong industry endorsement.

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1. Solid foundations

Changes are underpinned by strong science and strong industry endorsement.

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2. Changes affecting cattle producers

- MSA Vendor Declaration Form
- Model change: hump height
- myMSA

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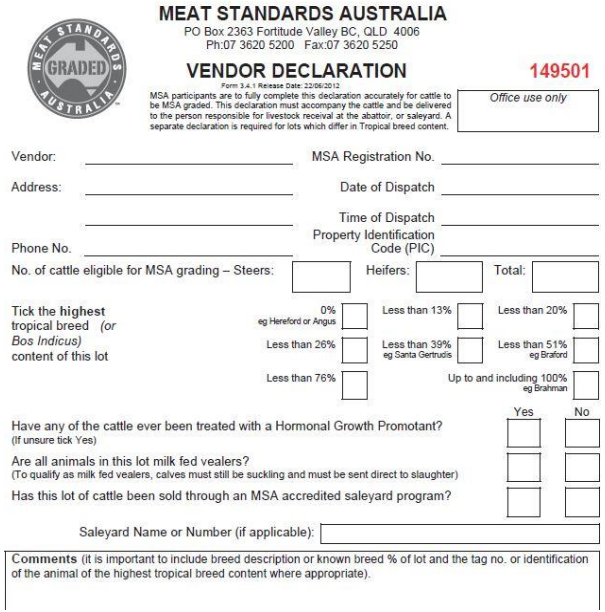
MSA Vendor Declaration Form

Current



MEAT STANDARDS AUSTRALIA
PO Box 2363 Fortitude Valley BC, QLD 4006
Ph:07 3620 5200 Fax:07 3620 5250

VENDOR DECLARATION 149501

Form 3.4.1 Release Date: 22/06/2012

MSA participants are to fully complete this declaration accurately for cattle to be MSA graded. This declaration must accompany the cattle and be delivered to the person responsible for livestock receival at the abattoir, or saleyard. A separate declaration is required for lots which differ in Tropical breed content.

Office use only

Vendor: _____ MSA Registration No. _____

Address: _____ Date of Dispatch _____

_____ Time of Dispatch _____

Phone No. _____ Property Identification Code (PIC) _____

No. of cattle eligible for MSA grading – Steers: ☐ Heifers: ☐ Total: ☐

Tick the **highest** tropical breed *(or Bos Indicus)* content of this lot

0% eg Hereford or Angus ☐ Less than 13% ☐ Less than 20% ☐

Less than 26% ☐ Less than 39% eg Santa Gertrudis ☐ Less than 51% eg Braford ☐

Less than 76% ☐ Up to and including 100% eg Brahman ☐

	Yes	No
Have any of the cattle ever been treated with a Hormonal Growth Promotant? (If unsure tick Yes)	☐	☐
Are all animals in this lot milk fed vealers? (To qualify as milk fed vealers, calves must still be suckling and must be sent direct to slaughter)	☐	☐
Has this lot of cattle been sold through an MSA accredited saleyard program?	☐	☐

Saleyard Name or Number (if applicable): _____

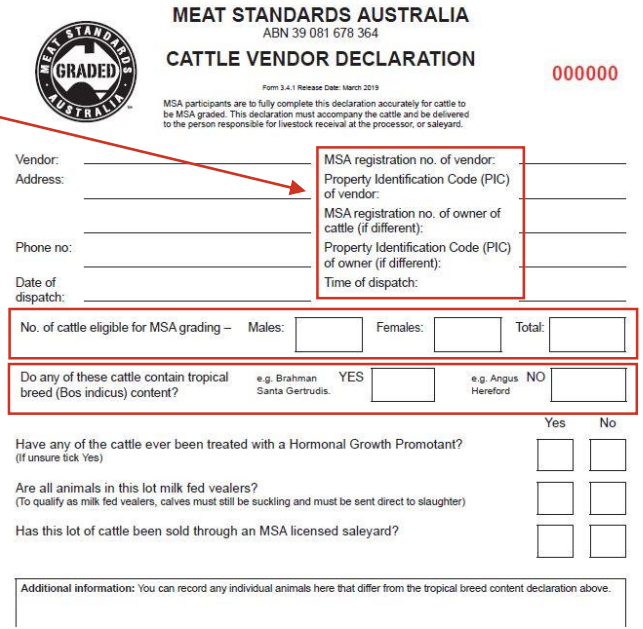
Comments (it is important to include breed description or known breed % of lot and the tag no. or identification of the animal of the highest tropical breed content where appropriate).

A. Receive MSA feedback if you use agistment/custom feeding

B. Simplified reporting of males/females

C. Simplified reporting of tropical breed content

New



MEAT STANDARDS AUSTRALIA
ABN 39 081 678 364

CATTLE VENDOR DECLARATION 000000

Form 3.4.1 Release Date: March 2019

MSA participants are to fully complete this declaration accurately for cattle to be MSA graded. This declaration must accompany the cattle and be delivered to the person responsible for livestock receival at the processor, or saleyard.

Vendor: _____ MSA registration no. of vendor: _____

Address: _____ Property Identification Code (PIC) of vendor: _____

_____ MSA registration no. of owner of cattle (if different): _____

Phone no: _____ Property Identification Code (PIC) of owner (if different): _____

Date of dispatch: _____ Time of dispatch: _____

No. of cattle eligible for MSA grading – Males: ☐ Females: ☐ Total: ☐

Do any of these cattle contain tropical breed (Bos indicus) content? e.g. Brahman Santa Gertrudis. YES ☐ e.g. Angus Hereford NO ☐

	Yes	No
Have any of the cattle ever been treated with a Hormonal Growth Promotant? (If unsure tick Yes)	☐	☐
Are all animals in this lot milk fed vealers? (To qualify as milk fed vealers, calves must still be suckling and must be sent direct to slaughter)	☐	☐
Has this lot of cattle been sold through an MSA licensed saleyard?	☐	☐

Additional information: You can record any individual animals here that differ from the tropical breed content declaration above.

The new MSA Vendor Dec will be available in September. You won't have to use it then but you'll need to use it once your current forms run out.

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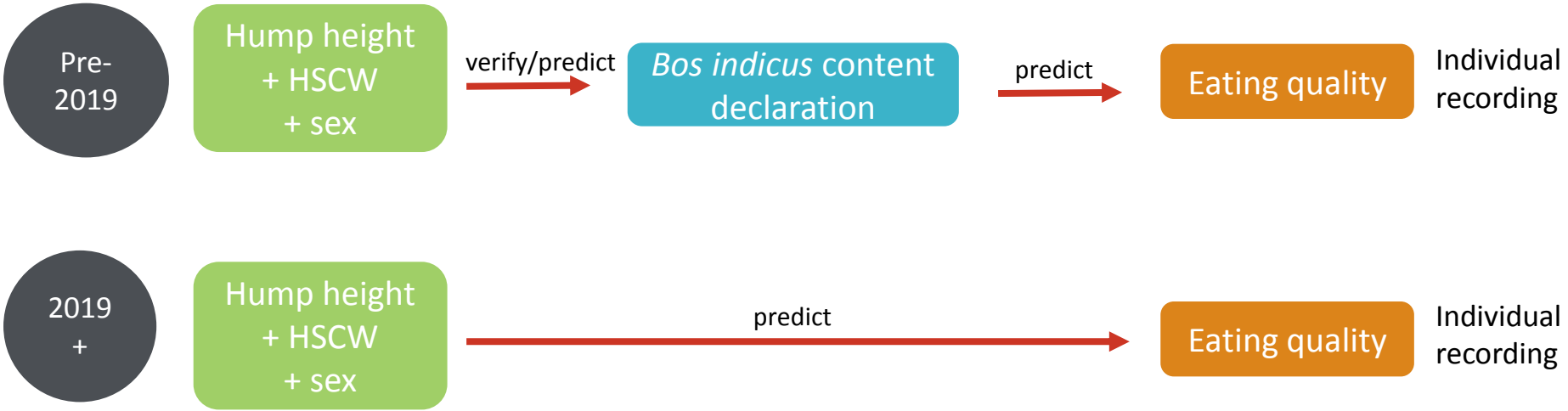
Hump height – the evolution



2014 consumer sensory research clearly showed that hump height has a direct relationship with eating quality

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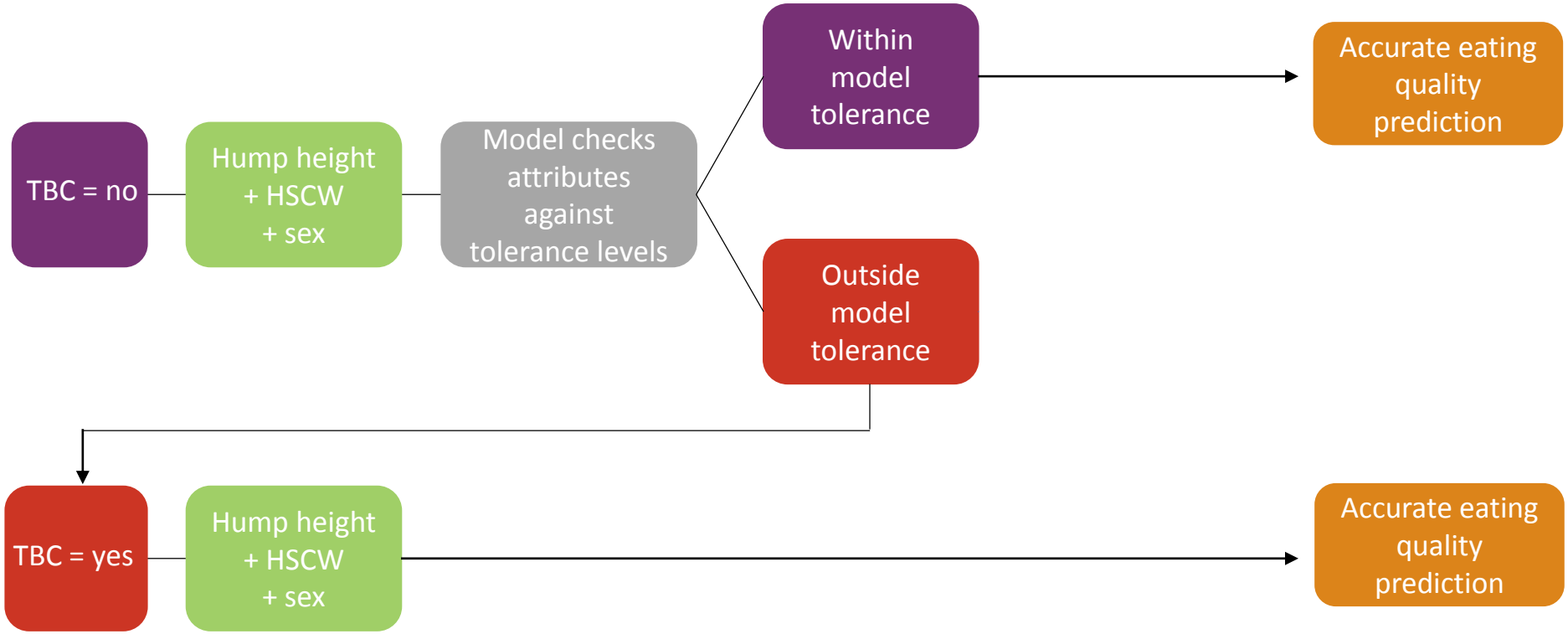
Hump height and tropical breed content



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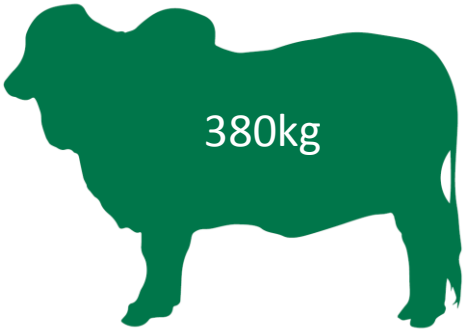
Hump height

Steer A

- The hump to weight ratio is large
- This exacerbates “the hump effect”

The MSA model will regard Steer A as having a more negative effect on eating quality, negatively impacting the MSA Index (all other things being equal).

Steer B

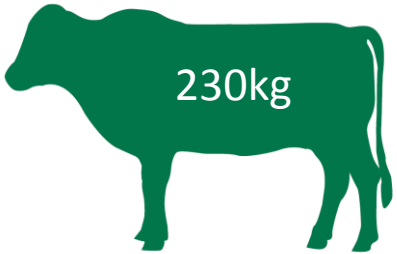


- The hump to weight ratio is small
- This reduces some of “the hump effect”

The MSA model will regard Steer B as having a more positive impact on eating quality, positively impacting the MSA Index (all other things being equal).

Hump height

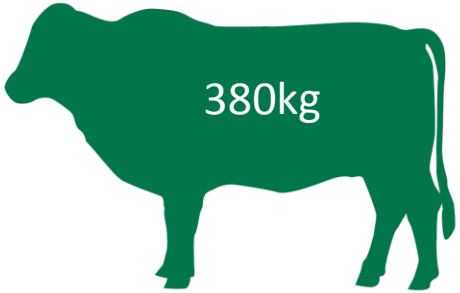
Steer C



- The hump to weight ratio is large
- The ratio falls outside the model's tolerance for cattle declared as TBC = no

The MSA model will regard Steer C as having a more negative impact on eating quality, regardless of his breed, negatively impacting the MSA Index (all other things being equal).

Steer D



- The hump to weight ratio is small
- The ratio is within the model's tolerance for cattle declared as TBC = no

The MSA model will regard Steer D as having a more positive impact on eating quality, positively impacting the MSA Index (all other things being equal).

Home

Welcome to the new-look myMSA

myMSA is now easier to use.
Check out some of the new features:

1. **Easy navigation** with the left-hand menu

2. **Mobile responsive** use myMSA on any device

3. **Help with this page** get help with every page in myMSA

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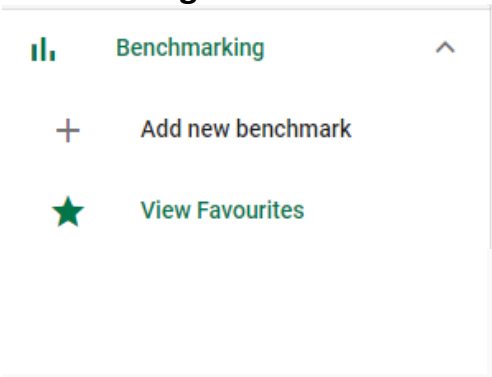
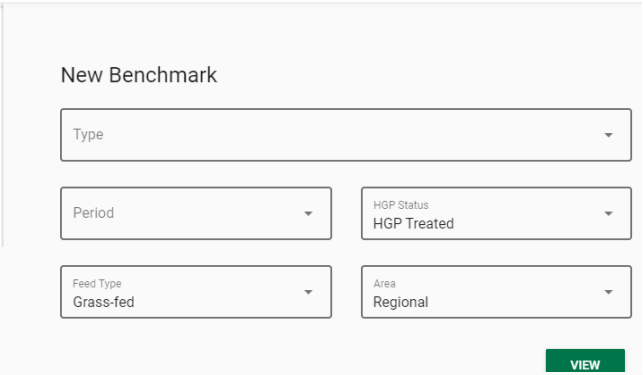
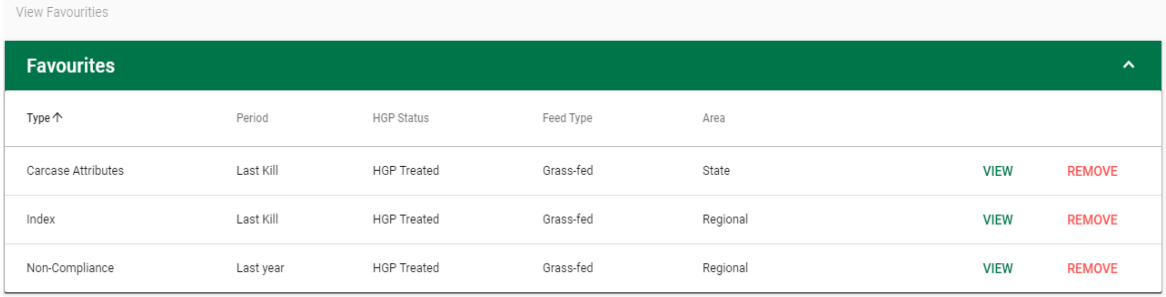
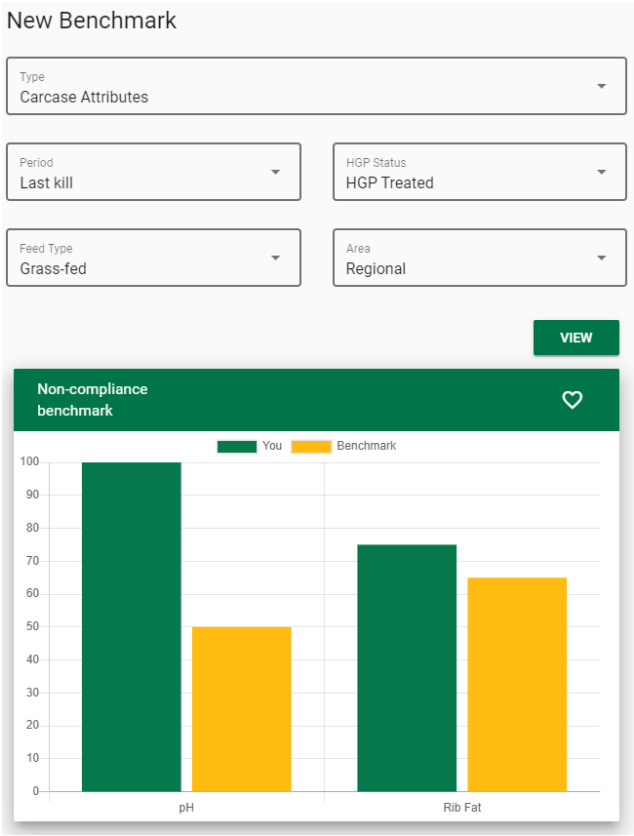
myMSA

Menu Navigation









Producers will see the new-look myMSA once their processor has switched over to the new MSA model. This will be between June and September.

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myMSA

- Kill data and feedback sheets
- Benchmarking and tools (MSA Index, non-compliance, carcase attributes, index calculator)
- Reports and resources (consignment data, reports over time, create customised reports)
- Access e-Dec, order Beef Vendor Dec (hardcopy books) or download order form.

All your favourite things still in the one place.

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myMSA – the Opportunity Index

RF	EMA	pHu	Temp	Fat Dist	Hide PD	Fail Misc	Opp Index
20	80	5.80	6.5	N	N	N	58.02
2	75	5.61	6.1	N	N	N	61.43
22	*77*	*5.71*	*6.3*				

myMSA report: MSA carcase feedback – Producer

Meets MSA minimum requirements, fails company specifications

Body	RFID	NLIS	MFV	SY	HGP	Rinse	Hang	Sex	HSCW	TBC	Hump	OSS	MSAMB	AUSMB	MC	FC	RF	EMA	pHu	Temp	Fat Dist	Hide PD	Fail Misc	MSA Index
3666	982 000159047008	QFPA0026XBF01298	N	N	Y	N	AT	M	434	0	65	150	120	0	1C	1	20	80	5.45	6.5	N	N	Y	61.00
3667	982 000159046804	NB410935XBF00337	N	N	Y	N	AT	M	410	0	65	160	220	0	3	1	25	75	5.54	6.1	N	Y	N	59.03
								Average	*422*	*0*	*65*	*160*	*170*	*0*	*3*	*1*	*22*	*77*	*5.50*	*6.3*		*Average*		*60.02*
																						Group total		2

MSA non-compliant (Fail MSA minimum requirements)

Body	RFID	NLIS	MFV	SY	HGP	Rinse	Hang	Sex	HSCW	TBC	Hump	OSS	MSAMB	AUSMB	MC	FC	RF	EMA	pHu	Temp	Fat Dist	Hide PD	Fail Misc	Opp Index
3666	982 000159047008	QFPA0026XBF01298	N	N	Y	N	AT	M	434	0	65	150	520	3	1C	1	20	80	5.80	6.5	N	N	N	58.02
3667	982 000159046804	NB410935XBF00337	N	N	Y	N	AT	M	410	0	65	160	620	4	3	1	2	75	5.61	6.1	N	N	N	61.43
								Average	*422*	*0*	*65*	*160*	*570*	*3*	*3*	*1*	*22*	*77*	*5.71*	*6.3*				
																						Group total		4
																						Grand total		10

Average values presented for each attribute have been rounded as per MSA grading standards to reflect the most appropriate measurement score.

Producers will see the new-look myMSA once their processor has switched over to the new MSA model. This will be between June and September.

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2. Changes affecting cattle producers

Producers don’t have to do anything different, just be aware that:

- a new MSA Vendor Dec Form is coming – you’ll need to move to the new Form once your current ones run out
- the MSA model is changing
- myMSA is being modernised with some enhanced features

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3. Next steps

- Timelines
- Further communications

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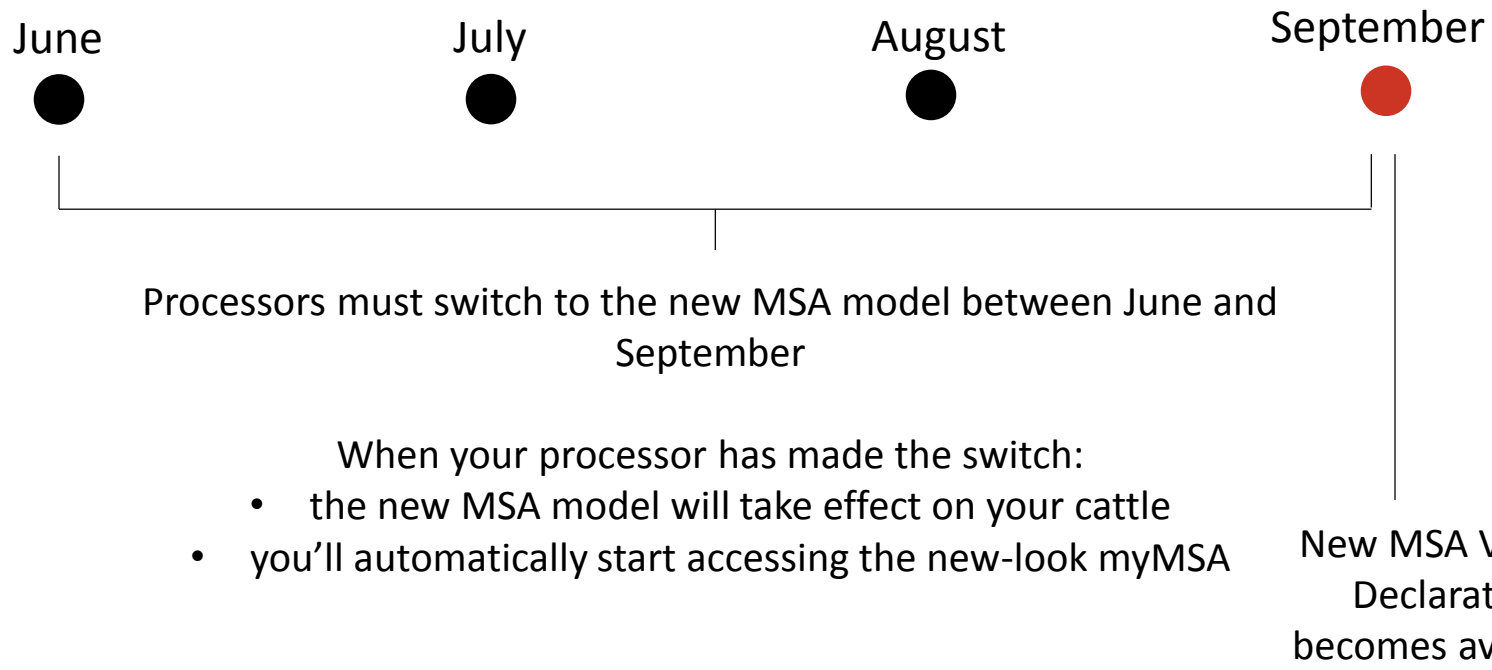
Timelines



Changes will be phased in between June and September 2019

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Further communications

MSA will contact all MSA-registered cattle producers next month with more information.

This recording will be available to re-watch on the FutureBeef website.

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Questions?

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