



Meat Messaging Industry Circular

Meat Messaging Passes the 20 million Carton Mark



Over 40,000 consignments made up of more than 20 million cartons have been processed through Meat Messaging.

The uptake by industry of Meat Messaging is continuing to grow with more exporters, non-packer exporters, cold stores, freight forwarders and US importers registering and participating in online training and making it operational before the deadline.

The uptake of eMTC by using Meat Messaging is the latest push with the release by the Department of Agriculture, Water and the Environment of the [Meat Notice](#) for Electronic Meat Transfer Certificates.

The notice outlines how to use Meat Messaging to satisfy the requirements of transferring meat using eMTCs.

Export legislation requires the transfer of meat and meat products between establishments to be accompanied by a Meat Transfer Certificate (MTC), which can be either manual or electronic.

The department recognises the benefit to industry both in terms of improved efficiency and integrity that an integrated, digital approach brings to the export supply chain. As a result of this notice, JBS Australia have fully integrated Meat Messaging into their current production and loadout systems.

JBS Australia are now using Meat Messaging for the uploading of eMTC's, export messages and domestic messages from all of their establishments.

JBS Australia are encouraging their trading partners to register with Meat Messaging so they can complete Attestations for received consignments as well as to implement Meat Messaging into their systems.

Meat Messaging is administered by AUS-MEAT with program management through a committee comprising of industry representatives including AUS-MEAT, DAWE, AMPC, AMIC and MLA.

The "Meat Messaging" system is an online tool for providing supply chain verification of consignment details, barcode number, attestation and compliance declarations of meat products (carton, carcasses, carcass portions, pallets, bulk packs and containers) through the utilisation of GS1 EANCOM messages.

Meat Messaging is a government recognised program that can be integrated into any establishment's systems to securely upload consignment information to the Meat Messaging industry portal.

These messages assist regulatory authorities with the authenticity, verification and traceability of meat products. The GS1 bar coding standards and GS1 EANCOM electronic message standards do not replace existing regulatory requirements, they assist and supplement these requirements.

Meat Messaging does not require and strongly advises, not to include commercially sensitive data.

Meat Messaging has developed a multitude of different training sessions to assist with the adaptation of the system.

This includes both using the Meat Messaging website as well as the Meat Message App to scan a carton barcode to search for consignment details, through to completing an Attestation for an eMTC.

To access these training sessions, go to <https://meatmessaging.org/>

Alternatively, if you would like to start implementing Meat Messaging into your current IT systems, download the implementation guide from here: https://www.meatmessaging.info/docs/MM_Implementation_Guide.pdf

If you would like more information about Meat Messaging, please go to our website: <https://meatmessaging.com/>

Or view our documentation at: <https://www.meatmessaging.com/docs.asp>

To find out more go to: <https://meatmessaging.info> or email: info@meatmessaging.com