

Meat Messaging is a meat industry traceability portal operated for the benefit of the Australian meat industry.

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

Over 20 years of meat industry projects into traceability and supply chain management have resulted in the creation of the Meat Messaging industry portal.

Meat Messaging provides an industry solution to replace paper meat transfer certificates and a solution to missing and damaged shipping marks in export markets. The industry portal and related activities are supported by Australian Meat Notices as well as FSIS Directive 9900.5 for the use of the industry portal for carton/carcase verification and traceability underpinned by GS1 barcodes.

Why use an industry portal?

There are many and various Australian meat processing companies, 3rd party cold stores, domestic customers, non-packer exports, import inspection cold stores and export customers involved in meat supply chains. It's not practical nor cost effective to build individual electronic data interfaces with each companies' trading partners. An industry portal is a more cost-effective solution that all trading partners can use through one simple access point. An industry portal provides an easy way for many companies to utilise the huge benefits offered by ecommerce without the cost or technical complexity of a dedicated company portal.

Authorised export market trading partners can easily and reliably get Advance Shipping Notice details, traceability information and product verification data by simplify scanning a carton barcode.

What information does Meat Messaging hold and is it secure?

The industry portal acts as a secure online data warehouse where exporters place export messages and eMTCs. When an issue needs resolution, importers and Government accesses a single industry portal to verify

consignment and product information, right down to the individual carton barcodes.

Users must be registered and authorised to access Meat Messaging. All login events, message uploads and searches are logged to provide an audit trail. The information accessible on Meat Messaging is the same information available to someone authorised to physically access the carton or carcass and the logistics information that applies to that carton or carcass. No financial or commercially sensitive information is required to be uploaded to Meat Messaging.

When a user searches for details about a carton by scanning the bar code, the Meat Messaging portal displays the consignment history. This includes the health certificate number for that export consignment and carton and all companion cartons for that consignment.

What is the value to the red meat industry?

The combination of reduction in direct labour, fewer rejects and reduced product damage has been demonstrated through several projects utilising the industry portal. The use of the industry portal has directly lowered the cost of implementing and accessing export messaging and eMTC technology, as well as greatly improving product inventory and supply chain transparency. These saving collectively represent more than \$200 million annually to the Australian meat industry.

How do meat processors start using export Meat Messaging and eMTCs?

A small number of steps are involved with implementing export Meat Messaging and eMTCs. These include:

1. Working with IT system providers to be able to send relevant export messaging and eMTC data to the industry portal;
2. Updating the company's approved arrangements to ensure that DAWR records that the company is using the industry portal correctly; and
3. Updating training and QA activities to ensure all relevant company personnel understand and follow the requirements for using the industry portal. This includes a QA monitoring process to demonstrate to DAWR that barcoding and shipping processes are adequately controlled.