



MEAT STANDARDS AUSTRALIA

Standards Manual

Section 9:
Brand owners

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1 Introduction

The Meat Standard Australia (MSA) Standards Manual is divided into a number of sections. Each section is a standalone document that is issued and amended independently of sections.

The Australian Meat Industry Language and Standards Committee (AMILSC) is the custodian of the MSA Standards.

All sections of the Meat Standard Australia (MSA) Standards Manual must be used collectively. Certain sections may not be applicable for a specific business, operation, facility or activity. It is the user's responsibility to determine which section is appropriate for their operation.

1.1 Instructions for control of this document

This Standards Manual, available online from MSA, is a controlled document.

Updates to this Standard will occur from time to time. All printed and/or saved copies are uncontrolled and may not be the latest version.

1.2 Owner confirmation

The owner or controller, as registered with the Authorised Authority, shall be informed of any updates relating to the information contained in this Standard. Attached to any updates regarding this Standard will be a form for notification of changes to the owner or controller of the Standard.

1.3 Amendments and updates

Amendments to this Standard will be issued by way of a formal amendment notification from time to time.

1.4 Document control confirmation

Change history

Date	Change description	Issue no:
03 May 2013	Initial draft	0.1
18 July 2013	Second draft	0.2
03 September 2013	Third draft	0.3
27 November 2013	Initial release	1.0
25 November 2015	Update to 10.1 MSA minimum requirements and responsibilities to update in line with trade mark Usage Guide and changes to brand licence terms and conditions (Feb 2015). Insert of new 10.2 for use of MSA trade mark in international markets Re-numbering of all existing sections of standard	2.0
March 2020	Updated to reflect the release of MSA Beef Model V2.0	3.0

9 Brand owners

9.1 MSA minimum requirements and responsibilities

Brand owners must adhere to the following minimum requirements and responsibilities:

- The Enterprise must use a MSA licensed Enterprise to process or value add product.
- Plant Boning Run information specific to the Brand owner must be supplied to the Processor and/or Independent boning room or portion cutting operation.
- All product marketed under the licensed brand trade marks must come from carcasses that have met the MSA minimum requirements as per the MSA Standards Manual; Section 7. Processors.
- Where the brand is applying the MSA trade marks on pre-printed packaging, such as cartons or primal packaging, all product marketed under the brand trade mark must be MSA Certified Product and identified in accordance with the MSA Standards manual including relevant eating quality labelling information.
- Where the brand carton or primal packaging does not include a pre-printed MSA trade mark but is being marketed/ on sold as MSA Certified Product, it must be identified in accordance with the MSA Standards manual, including relevant primal identification and eating quality labelling information.
- Where the MSA trade mark has been applied to eligible cuts under a licensed brand the product must be MSA Certified and identified accordingly. The same cut cannot be marketed as non-MSA under the licensed brand trade marks.
- Where a non-MSA eligible cut is marketed under the licensed brand trade mark, the MSA trade mark must not be applied to packaging in any way, including but not limited to cartons, pre-printed bags, inserts, and carton end panels.
- Use of the MSA trade mark within brand marketing material is to be in accordance with the MSA trade mark Usage Guide and approved by MLA prior to printing.

9.2 Use of MSA trade mark outside of Australia

MSA licensed brands with approved supply chains nominated as sub-licensees on the licence agreement, are granted permission to use the MSA trade mark only in conjunction with their brand trade marks on printed marketing and labelling materials in areas outside of Australia.

These materials must be submitted to MLA for approval prior to printing and are subject to approval of materials and brand licence agreement

9.3 Product receipt

Where the Brand owner purchases product to market under the brand trade mark, they must purchase MSA Certified Product only from Wholesalers or Processors licensed to use the trade mark.

The Brand owner must ensure that all MSA Certified Product received is accompanied by authenticating documentation identifying the eating quality outcomes of the MSA Certified Product. This may include, but not limited to, carton labels and cut by cook reports. In addition, the invoice must include the MSA licence number as required under these Standards.

Where the Brand owner is responsible for the sale and invoicing of MSA products, they must ensure authenticating documentation identifying the eating quality outcome accompanies the product.

If the Enterprise is not distinguishing between eating quality outcomes, for example MSA 3, 4 or 5, the authenticating documentation must still state MSA or MSA graded and product description.

The use of CMQ4 (eating quality scores) is not permitted on labelling or marketing claims.

Where authenticating documentation is lost or damaged, product must not be sold as MSA product.

Where MSA primals are sold to an MSA supplier, authenticating documentation must be supplied with the product together with details of the appropriate cook method for the eating quality grade and ageing requirements.

See MSA Standards Section 10. End users for examples of carton and primal labels, and invoices for MSA product.

9.4 Responsibility for Plant Boning Runs (PBR)

An MSA licensed brand may be responsible for the preparation, maintenance and issuing of Enterprise specific MSA PBR templates for beef grading. In this case, the Brand owner may be referred to as a MSA Operator.

The operational requirements of a MSA Operator are summarised as:

- The MSA PBR template format must include version and release date information.
- The MSA Operator is responsible for ensuring the Processor, whom is grading their carcasses, has the correct MSA PBR template.
- Where carcasses are supplied to a third party (such as to an End user or Independent boning room) on behalf of the MSA Operator, the MSA Operator shall ensure that the applicable PBR labelling information is supplied to the third party. This includes, but is not limited to the cut by cook reports that are generated from myMSA.