

# FINAL REPORT

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## 1.0 EXECUTIVE SUMMARY

This project involved controlled demonstration consignments to the US leading to the acceptance of a pilot program. This project demonstrated the concept of utilisation of palletisation and GS1 pallet labels as a method for identification for import inspection and commercial product handling through logistics.

Three US workshops were conducted in September 2018 for the purpose of demonstrating how to use the records in Meat Messaging to rectify missing or illegible shipping marks, as well as how to link cartons on pallets to the pallet labels.

The pilot's relationship between shipping mark (pallet label), identification mark on cartons/product (carton label), and eCERT will demonstrate regulatory compliance. This includes Government to Government (eCERT), that generates data into the Public Health Information System (PHIS).

Approved pilot is to demonstrate the concept of utilisation of palletisation and GS1 pallet labels as a method for identification for import inspection and commercial product handling through logistics. The pilot's relationship between shipping mark (pallet label), Identification mark on cartons/product (Carton label), and e-cert will demonstrate regulatory compliance. (Government to Government (eCERT), into the Public Health Information System (PHIS)).

The pilot has specific protocols and supply chain participants defined and approved.

The operational requirements for the pilot are summarised as:

1. Palletisation of cartons of meat into a secure and identified pallet group.
2. The pallet labelling (placard) with a SSCC for the pallet group and a SSCC for the consignment which will act as a 'shipping mark' (13 Letters/Numbers – 3 Letters acting as establishment identifier with 10 numbers preceding) for the collective group of pallets.
3. The 10 numbers identify the last 10 digits of the Message SSCC number and is unique per consignment (for the pilot consignments this will be a single shipping container).
4. The use of Meat Messaging for maintaining and generating detailed reporting, documenting all cartons GS1 GTIN serialised barcodes, pallet group SSCC and cartons and consignment (shipment) SSCC (shipping mark). The use of Meat Messaging as well as PHIS for traceback of inspected shipments.
5. The use of eCERT to include the SSCC for the consignment as the shipping mark.
6. The use of SSCCs (consignment and pallet) and meat messaging to determine the movement and confirmation of USDA FSIS Import Inspection.

At the logistics level the supply chain participants will have ongoing reviews and approval for inclusion in the pilot.

## 2.0 INTRODUCTION

United States regulations allow a shipping mark to be applied to a container. That container could be a pallet of cartons as well as a carton. It is common practice in Australia to palletise similar cartons and then apply a pallet label to identify the assembled group. The product is then tracked through the processing establishment and logistics using the pallet label.

Adding additional information to the pallet label can allow the pallet label to become a container or large carton label. The label on the pallet can also contain a Serial Shipping Container Code (GS1 nomenclature) and the shipping mark. This SSCC identifier is then uploaded to the Meat Messaging web portal along with its associated detail for each carton. This correlation can be used to identify the remaining cartons on a pallet in the event one carton is removed for reasons such as carton damage or selection for testing by the import regulator at the port of entry. The pallet label can be applied at the point of product sorting or product marshalling.

This pallet label can then be used to hold the shipping mark, therefore, eliminating the need for a manually applied shipping mark and all the mistakes brought with it. The pallet will need to be kept together up to the end user in the US (e.g. grinder). This will promote logistics efficiencies.

The US industry needs ongoing training in the use of the GS1 system for SSCC pallet labels as well as Meat Messaging web portal throughout the pilot.

## 3.0 PROJECT OBJECTIVES

There were a number of deliverables from this project, these included:

1. Demonstration of the effectiveness of pallet labels as a method of shipping mark.
2. FSIS verification that the method of shipping mark application is acceptable FSIS and then amend their relevant Notice (FSIS Directive 9900.1) to make it clear this is allowed. FSIS may also re-issue their notice 81-16 to clearly indicate this method is allowed.
3. DAWR will also be approached to amend the US MICOR entry to show that pallet labelling is permissible. This may be announced through the issue of a Market Access Advice.

### 3.1 Demonstrated project outcomes

The project had the following demonstrated project outcomes:

1. Test the FSIS acceptance of a pallet label carrying the shipping mark as opposed to the cartons carrying the shipping mark:
2. Demonstrate to FSIS the ways in which the removal of a carton at the port of entry can be dealt with. Re-mark all remaining cartons (likely), or produce secondary label showing what has been removed and why (unlikely).
3. Run three workshops for the US importers and I-houses (Philadelphia, Houston, Long Beach).
4. Development and agreement with FSIS of a pilot protocol for conducting a 12 month pilot.

## 4.0 METHODOLOGY

Palletised, packaged and labelled products are presented with the shipping mark and shipping container label applied to the outside of the pallet, rather than to individual cartons. The US Official Inspection Legend can be applied to the same pallet label to show the cartons on the pallet have passed import inspection when that happens.

The Meat Messaging web portal shows the link between cartons, pallets, container lots and health certificate. The Meat Messaging web portal can also show any change to the pallet lots (e.g. removal of damaged cartons or cartons that have been selected for testing).

### 4.1 Pre-inspection

#### 4.1.1 Process detail – Normal load

1. When products are exported in this manner:
  - i) Only one product type for further processing (grinding) is presented on a pallet; for example, boneless beef – \*C-F\*.
2. Fully labelled packaged products are placed on pallets and secured (e.g. shrink wrapped).
3. A pallet label (see attachment) can be considered the immediate container label and will be applied to the pallet shrink wrap containing:
  - i) the name of the country of origin, preceded by "Product of";
  - ii) the establishment number assigned by the foreign inspection system;
  - iii) the name of the product - Generic description (boneless beef) and cypher, or in clear description e.g. C-FH or Beef - Fore Meat;
  - iv) a shipping mark - used to link the product to the health certificate;
  - v) sufficient space on the pallet label for the USDA mark of import inspection;
  - vi) handling statement (keep frozen);
  - vii) address of producing establishment;
  - viii) Australian Legend (mark of inspection);
  - ix) production dates present on the pallet;
  - x) Serial Shipping Container Code (SSCC) number (GS1); and
  - xi) the pallet label will be applied to at least two sides of the pallet in case one becomes damaged.
  - xii) Note – The safe handling Instructions are printed on each individual carton on each pallet.
4. The Meat Messaging web portal is used for each lot of meat:

- i) Contains the individual carton identification barcodes correlated with the pallet numbers, and all are referenced to load identifiers such as Health Certificate Number, container numbers and container seal numbers.

#### **4.1.2 USDA FSIS Inspection**

1. If there are missing or illegible marks or labels identified by USDA FSIS (i.e. caused by damage, missing pallet label) the portal is still used to establish the status of the cartons within a load and that pallet.
2. Once the pallets have passed import inspection, they move intact to the end user inside the US for further processing (grinding).
3. The US Official Inspection legend is applied to the pallet label once the lot has been accepted for entry into the US.
4. When the lot is loaded into a truck for transfer within the US, it will have a company seal applied to it along with a letter or Bill of Lading indicating the USDA Processing establishment where the product is destined.

#### **4.1.3 Process detail – Carton(s) removed from load**

When a carton has to be removed that is not allowed entry or is selected for testing by FSIS:

1. Carton being removed is scanned or number manually entered (if label too badly damaged).
2. Scanned carton number is uploaded to the portal and the reason for the removal entered into the portal.
3. Remaining cartons on the pallet are scanned and using the portal are verified as being part of the load (verified carton report – [http://www.meatmessaging.info/docs/Shipping\\_Mark\\_Protocol.pdf](http://www.meatmessaging.info/docs/Shipping_Mark_Protocol.pdf)).
4. The shipping mark is then applied under general FSIS supervision as well as the USDA import inspection stamp.

If it is a USDA-selected sample, the carton can be individually stamped “US Inspected” and passed if not placed back with the lot.

#### **4.1.4 Trial demonstration consignments**

Initially there were the export of two containers of meat, palletised and labelled as per the process described above to demonstrate the process.

The containers were met at an I-house in Mullica Hill Pedricktown New Jersey (USDA FSIS I-182669 Import Inspection) and the load supervised. At that time, how the individual cartons could be related to the cartons on the pallet and the remainder of the load was demonstrated using the Meat Messaging website ([www.meatmessaging.com](http://www.meatmessaging.com)). Other reporting aspects of the portal were also demonstrated as required by FSIS to get a sense of its broader applications.

## 5.0 MILESTONE SUMMARY

The completed Milestone one, milestone two and milestone three activities are defined in the following section.

### 5.1 Milestone one - Set up trial with FSIS

The meeting and demonstration with FSIS representatives was scheduled and confirmed for 17<sup>th</sup> September 2018, at US inspection store I669, Mullica Hill-Agro, 3 Gateway Blvd, Pedricktown, NJ 08067, USA. That meeting was organised through the US-based consultant Mr Leonard Lang (<http://www.williamjamesandassociates.com/associates/>). The meeting and demonstration were attended by Australian representatives from the Embassy and MLA. The Australian Department of Agriculture and Water Resources Export Standards Branch have been kept informed of the planning and progress.

### 5.2 Milestone one - Assemble and export loads

The first trial shipment was packed and sent on Friday 3<sup>rd</sup> of August 2018. Refer to the Appendix for details.

A second trial shipment was packed and sent on Tuesday 7<sup>th</sup> of August 2018. This second trial shipment was put in place as a redundancy in case there was some operational or logistics issue with the first shipment.

The information for each load was updated to the Meat Messaging web portal. A summary of this information is shown in the Appendix.

### 5.3 Milestone two - Receive loads in the US

Confirmation was received on the 13<sup>th</sup> of September that the consignment had arrived at the port of Philadelphia and taken to an inspection house.

There were a number of operational errors that occurred by chance that were less than ideal. These included:

- The shipment was sent to the wrong inspection house. The reason for this is still unclear.
- The inspection house removed the shrink wrap and pallet label.
- The FSIS inspector rejected the load as the shipping marks were missing for all cartons.

Discussions were entered into with FSIS and through the support by FSIS of the project the consignment was moved under seal to the correct inspection house.

The consignment was reviewed on site at the inspection house on Saturday 15<sup>th</sup> of September to determine the possible action that could be taken to get the project back on track.

Under FSIS supervision each of the 696 cartons were scanned into the Meat Messaging portal and each of the 24 pallets were reassembled with the corresponding pallet labels reapplied. This demonstrated to the FSIS inspectors that every carton was individually and uniquely identified through the GS1 barcode and could be readily linked to their original consignment pallet label through the Meat



Messaging portal. This was a real life demonstration of the power of the GS1 system and the Meat Messaging portal to provide product traceability and consignment detail verification.

There was evidence of a number of cartons damaged through handling. This was mostly due to nail damage caused by the use of wooden pallets with protruding nails. Wooden pallets are in common use in the US for meat product logistics. The management of the inspection facility commented that on average there are two (2) cartons per consignment damaged and/or rejected through either transport damage or missing / damaged / incorrect shipping marks. The use of wooden pallet and the current work practice of manually unloading and palletising cartons onto wooden pallet, will always result in some level of damage. This is considered a normal acceptable part of meat logistics.

A meeting was held with representatives of FSIS on Monday 17<sup>th</sup> of September to review the proposed model for use of a pallet label as the representation of the collective cartons on pallet for the function of inspection and stamping. The FSIS representatives reviewed the demonstration consignment.

FSIS Import Inspection was performed on the demonstration shipment. The shipment was identified as US Inspected and Passed and the pallet labels stamped, as is shown below. There were conditions placed on this stamping as it was only a demonstration load. The second container arrived Thursday 20<sup>th</sup> of September at the same FSIS inspection location. FSIS performed import inspection on this consignment. The consignment was cleared, the pallet labels were stamped US Inspected and Passed following the same process as the first consignment.



The meeting concluded with FSIS willing to consider a pilot proposal. The purpose of a pilot would be



to demonstrate a wide range of operational examples and to identify potential issues that may arise through a pilot.

A draft pilot proposal was prepared and submitted to FSIS on the 25<sup>th</sup> of September 2018. Subsequent sections of this report address the results of the FSIS pilot protocol submission.

#### **5.4 Milestone three – US workshops**

The three US workshops were conducted:

1. 18<sup>th</sup> September at US inspection store I669, Mullica Hill-Agro, 3 Gateway Blvd, Pedricktown, NJ 08067, USA.
2. 19<sup>th</sup> September at Bayport Container Terminal, the Wheelhouse Conference Room 12619 Port Dr, Seabrook, TX 77586, USA.
3. 21<sup>st</sup> September at Port of Long Beach Conference Room, 4801 Airport Plaza Drive, Long Beach, CA 90815, USA.

The workshop details are shown in the Appendix.

The workshop attendees included; FSIS representation, meat importers, inspection houses, representatives of the ports and import brokers.

The first workshop had more than 30 attendees. The other two workshops were also well attended. In total more than 55 people attended the workshops.

The workshop presentation has been placed on the Meat Messaging portal and is available at: [https://www.meatmessaging.info/docs/Presentation\\_MeatMessaging\\_V180920.pdf](https://www.meatmessaging.info/docs/Presentation_MeatMessaging_V180920.pdf)

Below is an email extract from one of the attendees providing comment about the workshop:

I was wondering if you have access to the presentation given by Des Bowler in Philadelphia yesterday? I would like to open and distribute it to our domestic and foreign offices, along with my input and comments. I was in attendance in Pedricktown NJ yesterday, and was very impressed with both Des and the content of the presentation.

Thank you, appreciated. Although we are carriers and not owners of the product, it is important that we remain current with the policies and practices that our customers must contend. We are also trying to remain current, with remote containers letting customers know the temperatures of each, and if a controlled or modified atmosphere is being maintained. We now control the ripening process of produce, instead of simply refrigerating a product. So we also are very interested in product specifics, and not simply referring to refrigerated products as "meat, seafood or fruit". Those days of identification are gone (thankfully).

Thanks again, await yours.  
Regards-Billy

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## 5.5 Pilot Protocol Development

The result of the demonstration trial was the acceptance by FSIS to consider a pilot. A pilot protocol was developed and presented to FSIS representatives on the 27<sup>th</sup> of November 2018 in Washington. Feedback was provided by FSIS to fine tune the pilot protocols. At some point in early 2019 there is an expectation that FSIS will issue a notice in the first quarter of 2019, outlining the pilot to FSIS operational personnel.

The pilot protocol has specific requirement for the supply chain participants, related to being GS1 capable and having the necessary systems to manage the required data collection and transfer.

An interactive information tool has been prepared to assist supply chain participants for the pilot to understand the elements of the proposal and is available at:

<https://www.meatmessaging.info/palletising.asp>

The pilot participants will be selected once several supply chains have been defined which will occur after the FSIS issues the pilot notice. Ideally, the supply chain will be located in different regions of the US to demonstrate the pilot protocols are robust.

Continued support will be required through the pilot to assist the Australian exports as well as the US supply chains participants handling the Australian product.

## **5.6 Third Demonstration consignment three – US unloaded 3<sup>rd</sup> of January 2019**

A third demonstration consignment was exported in late November 2018 and was unloaded in the US on the 3<sup>rd</sup> of January 2019. The FSIS requested the presence of a project representative to attend the opening, unloading and carton verification of the consignment, as well as create photographic records of the process.

This third demonstration consignment followed the similar protocol to the first 2 demonstration consignments, with the additional pallet labelling to have the SSCC number as the shipping mark for each pallet. This is shown in images in the appendix of this report.

## **6.0 PROJECT OUTCOMES**

The project has successfully conducted three demonstration consignments using of SSCC pallet labels as a method of identification for a collection of cartons, for the purpose of import inspection approval and stamping. These demonstration consignments also showed the use of Meat Messaging as the industry portal for holding the necessary verification data for each of the carton, pallet and the consignment.

As a result of the demonstration consignments, FSIS requested a pilot protocol be developed for consideration.

The pilot protocol was presented at a meeting in Washington in late November with FSIS representatives to review and give, in principle, acceptance of the pilot protocol. There is an expectation that a notice will be issued in the first quarter of 2019 related to the pilot protocol.

## **7.0 CONCLUSIONS/RECOMMENDATIONS**

The project has demonstrated that the use of GS1 SSCC pallet labels and palletisation of cartons as a protocol for removing shipping marks from individual cartons. The removing of shipping marks from individual cartons has been a goal of industry for more than 20 year.

Previous industry projects have calculated costs associated with the application of shipping marks, and the costs of rejections associated with missing, damaged or incorrect shipping marks.

This project also noted a number of examples of damage associated with multiple handling of carton product and the US industry use of wooden pallets for logistics. Based on the average industry volume of 10,000 export containers per month and a stated average of 2 cartons per container being damaged or rejected, the calculated loss including the shipping mark associated labour, is in the order of \$200,000,000 loss per year to the red meat industry. The use of GS1 SSCC pallet labels and palletising of consignments has the potential to totally negate these losses.

There will be considerable future work required by the Australian industry to correctly implement the protocols that will be defined for the pilot. There will also be work required at the inspection houses to correctly utilise the Meat Messaging portal to meet the requirements that will be defined in the pilot. Additionally, a number of loads should be followed through to the end user to test the robustness of the pilot protocol as well as determining the potential whole meat supply chain savings.

## 8.0 APPENDICES

### 8.1 Export shipment for trial



QA validation of cartons barcodes for consignment



Wrapping of pallet scanned pallet



Applying pallet label to scanned pallet



Pallet label on pallet



Loading container with wrapped pallet labelled pallets



Container being sealed

## 8.2 Export shipment Meat Messaging summary report and sample barcode listing

SSCC 993999990070886409 <b>All Carton Serial Number Report</b>	
<b>Exporter / Consignor</b> TEYS AUSTRALIA BEENLEIGH PTY LTD LOGAN RIVER ROAD QLD 4207	<b>Carton Count</b> 696 <b>Message File Name</b> 993999990070886409 <b>Message Date</b> 20180807 <b>Container Number</b> <b>Gov. Seal No.</b> 544748 <b>Carrier Seal No.</b> <b>Consignor Seal No.</b>
<b>Consignee</b> TEYS USA INC. 770 N. HALSTED STREET, SUITE 307 CHICAGO IL 60642 US	<b>Health Certificate</b> 0008639785 <b>EXDOC No.</b> 8161071 <b>Goods Decl. (ECN)</b> <b>Bill of Landing</b> SUDU38BNE006727X <b>Invoice No.</b> <b>Order No. (purchase)</b> <b>Species</b> BOVINE <b>Country of Origin</b> AUSTRALIA
<b>Buyer</b> TEYS USA INC. 770 N. HALSTED STREET, SUITE 307 CHICAGO IL 60642 US	<b>Establishment No.</b> 294 <b>Port Marks</b> TBN/96081A <b>Net Weight Total</b> 18946.06 KGM
<b>Third Party/ Loading Establishment</b> LAGO COLD STORES PTY LTD 1225-1235 LYTTON ROAD HEMMANT QLD 4174 AU Est: 2784	<b>Voyage</b> 512N <b>Date of Departure</b> 20180806 <b>Port of Loading</b> AU <b>Port of Discharge</b> US <b>Final Destination</b> UNITED STATES
<b>Shipping Line</b> HAMBURG SUD AUSTRALIA PTY LTD <b>Vessel/Aircraft</b> CAP CLEVELAND <b>Shipment Reference</b>	<b>Description</b> BOVINE *C-F* 85CL BONELESS BULK



### All Carton Serial Number Report

#### Carton Bar Code Numbers

Group: 1, Port Mark: TBN/96081A, SSCC: 00893322180001415038

019933221802634831020027201318072021010025940400  
019933221802634831020027201318072021010026310400  
019933221802634831020027201318072021010026470400  
019933221802634831020027201318072021010026740400  
019933221802634831020027201318072021010026750400  
019933221802634831020027201318072021010026780400  
019933221802634831020027201318072021010026800400  
019933221802634831020027201318072021010031200400  
019933221802634831020027201318072021010031230400  
019933221802634831020027201318072021010031240400  
019933221802634831020027201318072021010031260400  
019933221802634831020027201318072021010031280400  
019933221802634831020027201318072021010031310400  
019933221802634831020027201318072021010031330400  
019933221802634831020027201318072021010031350400  
019933221802634831020027201318072021010031540400  
019933221802634831020027201318072021010031550400  
019933221802634831020027201318072021010031610400  
019933221802634831020027201318072021010031720400  
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019933221802634831020027201318072021010031990400  
019933221802634831020027201318072021010032050400  
019933221802634831020027201318072021010032080400

Group: 2, Port Mark: TBN/96081A, SSCC: 00893322180001415045

019933221802634831020027201318072021010025820400  
019933221802634831020027201318072021010026320400  
019933221802634831020027201318072021010026580400  
019933221802634831020027201318072021010026680400  
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019933221802634831020027201318072021011024780400



## 8.3 US Workshop agenda and locations






### Meat Messaging Workshops - September 2018

Australian export registered establishments eligible to produce meat and meat products for the United States of America (USA) manage shipping mark discrepancies identified at the point of entry through the Meat Messaging Portal.

The USA require that a unique shipping mark is applied to all shipments of edible meat and meat products for import to the USA. Shipping mark details are included on the health certificate and are used to support the identification and traceability of the meat and meat products.

One of the more common reasons for the rejection of edible meat and meat products in the USA is for missing or illegible shipping marks. In these instances, United States Department of Agriculture (USDA), Food Safety Inspection Service (FSIS) allows the competent authority of the exporting country or their agent to remark the cartons at the exporters' expense.

In 2015, FSIS released **FSIS Notice 41-15**, which approved the use of barcodes as a means to verify whether containers of imported product with missing or completely illegible shipping marks are part of a lot certified on the accompanying foreign inspection certificate. This notice has been replaced by **FSIS Notice 81-16**.

FSIS will be proposing placard labeling for pallets in the near future. They have agreed to look at the process of import inspection and the placard label as it relates to imports. FSIS working with us in developing this new policy is important. It shows their willingness to not only work with us but look at new policies and procedures which aid industry in the shipping and handling of imported products.

The workshops/meetings in the U.S. will be complemented with industry workshops for Australian processors and exporters. The trial will be described and promoted at these events to the Australian industry.

The schedule attached identifies the workshop sites. This is your opportunity to listen to a new proposal and make suggestions on policies which may affect you. We look forward to seeing you at the meetings.

To find out more on Meat Messaging and how it can improve product integrity along the supply chain, look at the recent presentation given at the July 2018 UNECE Symposium: <https://tinyurl.com/unece-mm>.

**What will be covered:** How to use the records in Meat Messaging to rectify missing or illegible shipping marks. How to link cartons on pallets to the pallet labels.

**Who should attend these Workshops:** Meat Import establishments, brokers, importers and buyers.

**Any questions on the meetings or locations, email:** [info@meatmessaging.com](mailto:info@meatmessaging.com) or [lauriebryant@micausa.org](mailto:lauriebryant@micausa.org)

**To register go to the meat messaging website and follow the links:** <https://www.meatmessaging.info>

Details / Agenda	Workshop 1	Workshop 2	Workshop 3
<b>When:</b>	September 18, 2018 - 9:00 AM	September 19, 2018 - 1:00 PM	September 21, 2018 - 1:00 PM
<b>Where:</b>	I-669 Mullica Hill - AGRO, Training Room	Bayport Container Terminal, The Wheelhouse Conference Room	Port of Long Beach Conference Room, First Floor Meeting Room
<b>Getting there:</b>	3 Gateway Boulevard, Pedricktown, NJ 08067	12619 Port Drive, Seabrook, TX 77586	Maintenance Facility, 725 Harbor Plaza, Long Beach, CA 90802
<b>Opening Remarks:</b>	9:00 AM Laurie Bryant MICA, Fred Sorbello, Dan Sorbello	1:00pm Laurie Bryant MICA, Jim Henderson NOCS	1:00pm Laurie Bryant MICA, John Zarella
	9:15 AM Paul Kiecker, FSIS Administrator	1:15pm Port Director	1:15pm Port Director
<b>Open discussion on Issues Associated with Shipping Marks and Certification</b>			
• Current corrective actions	9:30am	1:30pm	1:30pm
<b>Discussion on proposed system as it pertains to container shipping</b>			
• Uniquely Australian system to start but available to other countries. GS1 is a global standard.	9:45am	1:45pm	1:45pm
<b>Demonstration of system and application related to staging</b>	10:15am	2:15pm	2:15pm
<b>Discussion and Questions</b>			
• Working with FSIS on policy and future procedures	11:15am	2:30pm	2:30pm
• Current proposal			
• Comments			
• Potential use			
<b>Closing</b>			
• Comments	11:45am	2:45pm	2:45pm
• Timelines			
• future discussion.			
		3:00pm - Tour of Port	

**8.4 Third demonstration shipment unloaded in the US on the 3<sup>rd</sup> of January 2019**



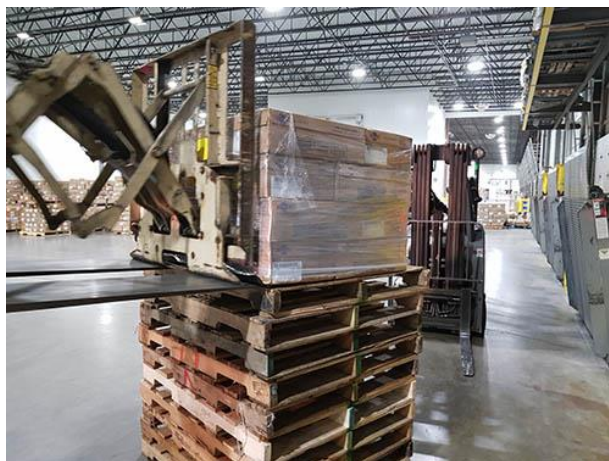
Container being opened in the US.



Load being checked before unloading.



Slip sheet pallets be unloaded. Total of 24 pallets.



Slip sheet pallet being placed on pallet base.



24 unloaded pallets ready for inspection.



SSCC being scanned and cartons verified.