

# Meat Messaging – Adoption

Meat Messaging – Adoption

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## 1.0 Executive Summary

Australian Meat Processor Corporation (AMPC) engaged with Management for Technology to assist Exporters, Non-Packer Exporters, System Vendors and Export Cold Stores to ensure their respective systems have a smooth adoption and integration of Meat Messaging to their technical and operational personal. This was imperative to achieve before the 30<sup>th</sup> November 2021 deadline for the cessation of remarking services in the US from Meat and Livestock Australia (MLA) and the Department of Agriculture, Water and the Environment (DAWE).

6 key milestones were successfully achieved and will be summarised in the report below.

- ◆ Identification and initial contact of major exporters, non-packer exporters and meat industry software vendors that participated in the AMPC webinars and we identified in the top 80 list FSIS rejection data.
- ◆ Conduction of sector-specific webinars for Exporters. Work one on one with the first 10 exporters.
- ◆ Conduction of sector-specific webinars for Meat Industry system vendors. Work one on one with the first 10 system vendors.
- ◆ Delivery of sector-specific technical webinars for non-packer exporters. Work one on one with the first 10 non-packer exporters.
- ◆ Delivery of general webinars for updating the industry on Meat Messaging adoption.
- ◆ Work one on one with the remaining key identified exporters, non-packer exporters and system vendors that are willing to integrate Meat Messaging.

The project commenced with two major steps; an initial analysis of FSIS rejection data to determine candidates and implementing an engagement phase to attract companies to use Meat Messaging. Between Q2 2020 to Q1 2021, FSIS rejection data ranked candidates and categorized them into a 'Top 80 list' based on the highest rejections into the US.

Once the generated list was confirmed from the FSIS data, companies were contacted by RMSCC members and the contracted project team members directly. Other communication strategies were social media broadcasting based on media releases through the Meat Messaging LinkedIn page. The criteria to be implemented in the program was based on the identified companies IT systems with a pre-requisite of their current systems being able to pass a competency test.

Those selected in the program would then have the opportunity to attend technical webinars. This was separated into two achievement criteria's;

- ◆ Conduction of sector-specific technical webinars for non-packer exporters.
- ◆ Work one-on-one with the next 10 exporters, non-packer exporters, and system vendors.

Training sessions were held over September 2021 – December 2021 and were conducted by a technical advisor. These training sessions are still currently being offered for meat industry stakeholders.

## 2.0 Introduction

### 2.1 Purpose

The purpose of the Meat Messaging Adoption Project was to engage exporters, non-packer exporters and meat industry software vendors to adopt and utilise Meat Messaging. Meat Messaging has developed over 20 years ago and was created to replace manual remarking of missing or completing illegible shipping marks.

#### 2.1.1 What is Meat Messaging and how can a meat industry organisation benefit from it?

- ◆ Lower the amount of manual labour due to SSCC palletisation for export consignments
- ◆ Lower the amount of damaged product through logistics
- ◆ Verification, Authenticity and Traceability of meat products through the assistance of GS1 barcodes and GS1 EANCOM Messaging
- ◆ Replacement of MTC from inter-establishment and domestication transport between establishments through eMTC's.

### 2.2 Scope

Meat Messaging system is an online, cloud-based tool used for the creation, sending, and receiving of attestation statements and compliance declarations for meat products (including cartons, carcasses, carcass portions, pallets, bulk packs, and conveyance containers).

The Meat Messaging system is based on global standards (GS1) for the numbering and barcoding of meat products. The Meat Messaging system can identify and list the barcode on each shipping unit in the consignment. The Meat Messaging system will be utilized by industry (foreign exporters and official import inspection establishments in the U.S.), as well as select FSIS personnel within the Office of Field Operations (OFO), Recall Management and Technical Analysis Division (RMTAD)

#### 2.2.1 What did the project need to provide?

- ◆ Adoption and smooth transition of Meat Messaging for nominated and willing industry candidates.
- ◆ Support IT, system vendors, in incorporating Meat Messaging API's into their vendors operating systems.
- ◆ Training sessions to provide an understanding of the system and the benefits it can provide.

## 3.0 Project Objectives

The agreed project objectives between AMPC and Management for Technology were as follows:

- ◆ Increase Meat Messaging usage from the current 20% of export volume to the US to greater than 60% of export volume to the US by the end of the project.
- ◆ Increase the number of meat industry vendors that have Meat Messaging as part of the product offering from the current 4 providers up to more than 10 providers. This would represent more than 90% of US export volume.

## 4.0 Methodology

Project Methodology included the following:

- ◆ Determine the top 80 exporters and non-packer exporters from the FSIS rejection dataset and hone project resources towards them.
- ◆ Work with the Red Meat Supply Chain Committee (RMSCC) to communicate to the industry bodies and their respective members the available assistance and resources related to Meat Messaging.
- ◆ Through communication by industry bodies to their members, identify the willing participants that want to implement Meat Messaging.
- ◆ Work directly with exporters, non-packer exporters and meat industry system vendors to provide technical information, training and one on one assistance.

These objectives were current throughout the entirety of the contractual agreement between AMPC and Management for Technology.

### 4.1 Engagement of suitable Exporters and Non-packer exporters for the Adoption of Meat Messaging

- ◆ To contact Exporters, Non-packer exporters and meat industry software vendors that participated in the AMPC webinar that was conducted were initially contacted.
- ◆ The project to use the FSIS as a resource to generate a current list of Exporters and non-packer exporters who had received US rejections when exporting meat products
- ◆ The project team reviewed the current list to identify initial contact of the 'Top 80' listed based on US rejections.
- ◆ Candidates to be registered into the program based on IT capability and initial interest in the industry tool.

### 4.2 Communication strategies to engage industry

Candidates from the 'Top 80' list were to be contacted by an RMSCC member and the contracted project team.

Communication strategies involved the following:

- ◆ LinkedIn Meat Messaging with relevant and informational materials.
- ◆ Direct communication sent by MICA to MICA members. These include the US Importer and Inspection facilities.
- ◆ Direct interaction with identified candidates.
- ◆ Industry circulars developed and distributed.

### 4.3 Technical Webinars

Technical webinars that were conducted by a technical advisor would cover the following:

- ◆ Australian Exporter - Meat Messaging. What is it and What does it Mean for your Company?
- ◆ NAMI Optimize Red Meat Import Process from Australia Through Barcodes
- ◆ Using Meat Messaging website to find a consignment.
- ◆ QA Monitoring - Pre-shipment.

- ◆ NPE finalising a load with a Health Certificate.
- ◆ Using the Meat Messaging mobile App to find a consignment.
- ◆ Completing the Attestation on a consignment for eMTC.
- ◆ DAWE – Using Meat Messaging for Reporting of eMTC, Export and Domestic Movements
- ◆ DAWE - Viewing Meat Messaging and User Usage Statistics
- ◆ DAWE - Viewing and Interpreting US Product Rejections for Australia
- ◆ DAWE - Viewing the Movement Volume Reports for Certain Establishments
- ◆ Company and user maintenance in Meat Messaging.

### 4.3 Ongoing General Training Webinars for updating the industry on Meat Messaging Adoption

- ◆ General training webinars and sessions to continue after project completion to ensure involved whole industry cooperative in the Meat Messaging Adoption.

## 5.0 Project Outcomes

The following project outcomes were delivered:

### 5.1 Analysis of FSIS Data

FSIS rejection data were analysed to determine which establishments may be suitable to adopt Meat Messaging. The following source was the list used to outline establishment based on the total number of rejections from the US ranked worst to best. The date range was from May 2020 – April 2021 and listed are 78 de-identified establishments. This is still currently being monitored and from April 2021 – December 2021 there has been a decrease in US import rejections.

U.S. Product Rejection of Australian Red Meat Est Ranking						
Date range: May 2020 to Apr 2021 - Ranking worst to best						
Below is a table outlining the top 80 de-identified export establishments in Australian ranking from worst to best based on the total number of rejections from the U.S they received within the date range. Products are rejected due to Invalid Shipping Marks, Shipping Damage or Invalid Inspection Certificates. Rejected meat is either destroyed or turned into processed pet food which equates to a huge loss for the organisation.						
Rank	Species	Total count of rejections	Total weight KG rejected	Rank	Species	Total count of rejections
1	Beef	262	34866	40	Beef	15
2	Beef	179	70142	41	Beef	15
3	Beef, Lamb, Mutton	174	58093	42	Lamb, Mutton	14
4	Beef	149	16520	43	Lamb, Mutton	13
5	Beef	143	24622	44	Beef	10
6	Beef	133	11712	45	Goat, Mutton	10
7	Beef	120	12594	46	Lamb, Mutton, Goat	9
8	Beef, Goat	114	7727	47	Lamb, Beef	9
9	Lamb, Beef	112	10881	48	Beef	9
10	Beef	107	11805	49	Beef	8
11	Beef	92	1145	50	Lamb, Mutton	8
12	Lamb, Beef, Mutton, Goat	78	8518	51	Beef	7
13	Beef	69	3384	52	Beef	7
14	Lamb, Mutton, Beef, Goat	65	46887	53	Lamb	7
15	Beef	62	45379	54	Beef	6
16	Lamb, Mutton	58	35884	55	Beef	5
17	Beef	54	6122	56	Beef	5
18	Beef	54	5504	57	Beef	5
19	Beef	54	5028	58	Veal, Beef	5
20	Beef, Veal	45	2255	59	Beef	4
21	Beef	44	3116	60	Mutton, Goat	4
22	Beef	42	3963	61	Goat, Mutton	3
23	Beef, Mutton	41	9067	62	Lamb, Beef	3
24	Beef, Lamb	41	5748	63	Beef	2
25	Lamb, Mutton, Goat	40	111007	64	Lamb	2
26	Beef	40	4367	65	Beef	2
27	Lamb, Goat, Mutton	36	2181	66	Beef	1
28	Beef	34	2877	67	Beef	1
29	Beef, Lamb	32	4402	68	Beef	1
30	Beef, Lamb	30	24295	69	Beef	1
31	Mutton, Lamb	30	3296	70	Beef	1
32	Beef	28	2676	71	Beef	1
33	Lamb, Mutton, Goat	25	1808	72	Beef	1
34	Lamb	24	24295	73	Lamb	1
35	Beef	23	4053	74	Beef	1
36	Lamb	19	633	75	Beef	1
37	Beef	18	2940	76	Beef	1

Figure 1: Adapted from Meat Messaging – US Rejections

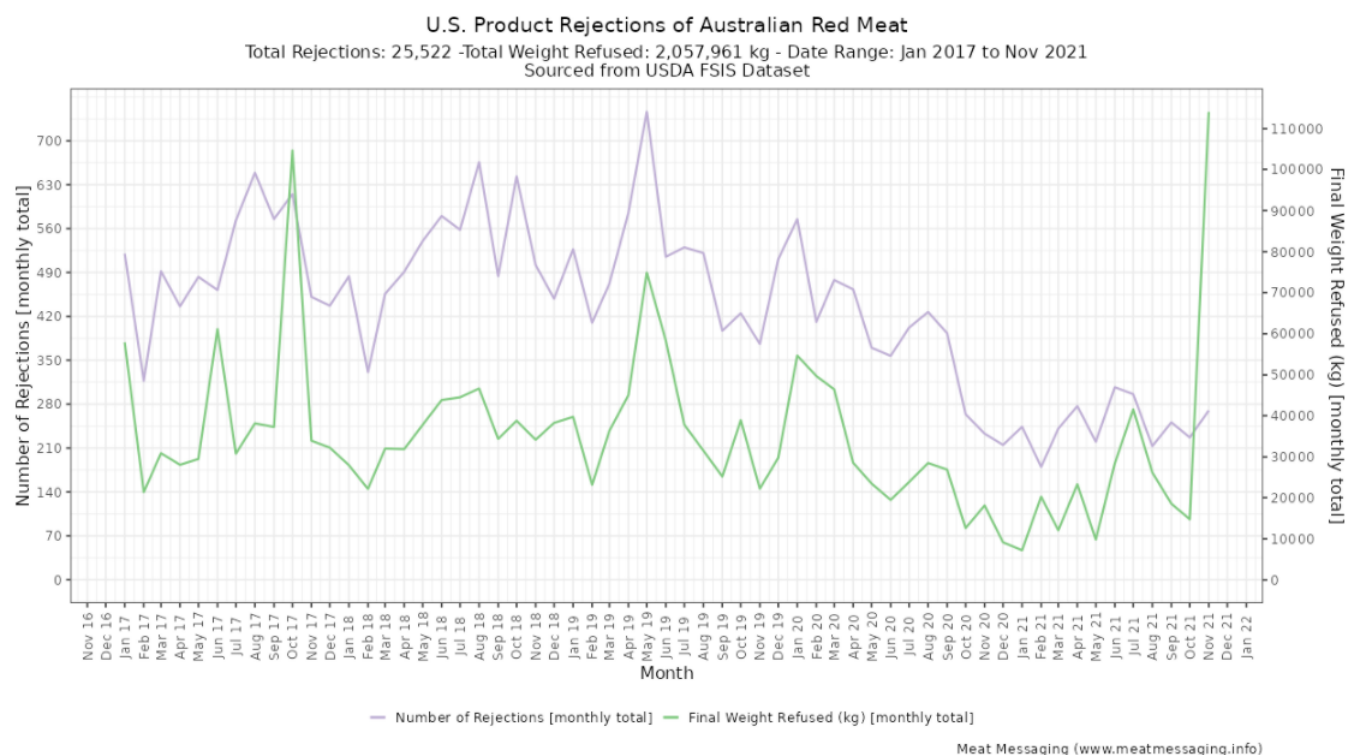


Figure 2: Data from Meat Messaging

Currently, the above list generated from the FSIS US product rejection indicated a decline in rejections since the adoption of Meat Messaging.

- As of December 2019 – December 2020 there was a total of 3565 US rejections.
- Between the date range of December 2020 – December 2021, there was a total of 2950 US rejections.
- This ultimately reflects an overall 20% reduction of product rejections into the US.




## 5.2 Technical Webinars and Training sessions

- ◆ Technical webinars were conducted over September 2021 – December 2021
- ◆ Within that period, there were approximately 25 sessions conducted for Exporters, Non-packer exporters and Meat Industry system vendors.
- ◆ One on one session workshops were conducted with establishments that were interested in adopting Meat Messaging.
- ◆ A training schedule was developed for Meat Messaging training sessions on several topics. Attached in the training schedule are links to PDFs and pre-recorded webinars.

The below screenshot of some of the training and technical webinars scheduled for January 2022 – March 2022.

The link for the training schedule can be found here: <https://meatmessaging.org/>





Meat Messaging Training Schedule


Meat Messaging is in an industry supply chain cloud portal administered by AUS-MEAT with program management through a committee comprising of industry representatives including AUS-MEAT, DAWE, AMPC, AMIC and MLA. These training webinars and resources are provided to assistance those that need to know more about Meat Messaging as well as those that need specific system usage training.

For more information visit the [Meat Messaging website](#).

	Who it is for	What it covers	12-Jan	19-Jan	26-Jan	02-Feb	09-Feb	16-Feb	23-Feb	02-Mar	09-Mar	16-Mar	23-Mar	30-Mar
Australian Exporter - Meat Messaging. What is it and What does it Mean for your Company? <a href="#">(Download Power Point)</a> <a href="#">(Watch Previous Webinar)</a>	<ul style="list-style-type: none"> <li>Exporters Processors</li> <li>NPEs</li> <li>Cold Storage facilities</li> </ul>	<ul style="list-style-type: none"> <li>What is Meat Messaging?</li> <li>Who uses Meat Messaging?</li> <li>FSIS import refusal (Rejected product)</li> <li>Official Import Facility Remarking</li> <li>How to get started</li> <li>What information does Meat Messaging hold</li> <li>Meat Messaging is based on GS1 standards</li> </ul>												
NAMI Optimize Red Meat Import Process From Australia Through Barcodes <a href="#">(Download Power Point)</a> <a href="#">(Watch Previous Webinar)</a>	<ul style="list-style-type: none"> <li>Import inspection facilities</li> <li>Importers of Australian meat</li> <li>Buyers of Australian meat</li> </ul>	<ul style="list-style-type: none"> <li>What is Meat Messaging?</li> <li>Who uses Meat Messaging?</li> <li>FSIS import refusal (Rejected product)</li> <li>Official Import Facility Remarking</li> <li>How to get started</li> <li>What information does Meat Messaging hold</li> <li>Meat Messaging is based on GS1 standards</li> </ul>												
Using Meat Messaging Website to Find a Consignment or Cartons. <a href="#">(Download Power Point)</a> <a href="#">(Show PDF)</a>	<ul style="list-style-type: none"> <li>QA personnel</li> <li>Export documentation personnel</li> <li>Loadout and Receiving personnel</li> <li>Import inspection personnel</li> <li>DAWE export compliance personnel</li> <li>DAWE QPV</li> <li>DAWE ATM</li> <li>DAWE FSA</li> <li>AUS-MEAT</li> </ul>	<ul style="list-style-type: none"> <li>What is Meat Messaging.</li> <li>How to login to Meat Messaging.</li> <li>How to search for a consignment using a carton barcode, health certificate or message SSCC.</li> <li>How to access the "All Barcode Carton report".</li> </ul>	<b>12-Jan</b> Wednesday 10am AEST(QLD) 30 Minutes <a href="#">Register</a>			<b>28-Jan</b> Friday 10am AEST(QLD) 30 Minutes <a href="#">Register</a>	<b>9-Feb</b> Wednesday 1:30pm AEST(QLD) 30 Minutes <a href="#">Register</a>			<b>25-Feb</b> Friday 1:30pm AEST(QLD) 30 Minutes <a href="#">Register</a>				
How to Finalise an Air Freight Consignment for Meat Messaging.	<ul style="list-style-type: none"> <li>Freight forwarders export documentation personnel</li> <li>Freight forwarders receiving and loadout personnel</li> </ul>	<ul style="list-style-type: none"> <li>What is Meat Messaging.</li> <li>How to login to Meat Messaging.</li> <li>How to search for a consignment using a carton barcode, health certificate or message SSCC.</li> <li>How to finalise the consignment with a health certificate and air freight details.</li> <li>How to access the "All Barcode Carton report".</li> </ul>												
QA Monitoring - Pre-Shipment <a href="#">(Download Power Point)</a> <a href="#">(Show PDF)</a>	<ul style="list-style-type: none"> <li>Processor QA personnel</li> <li>Cold Store QA personnel</li> </ul>	<ul style="list-style-type: none"> <li>Why do QA monitoring.</li> <li>How to login to Meat Messaging.</li> <li>How many loads need to be checked.</li> <li>Basics of barcoding as it applies to cartons and pallets.</li> <li>Loadout preparing a load to check.</li> </ul>		<b>14-Jan</b> Friday 1:30pm AEST(QLD) 30 Minutes <a href="#">Register</a>	<b>26-Jan</b> Wednesday 1:30pm AEST(QLD) 30 Minutes <a href="#">Register</a>			<b>11-Feb</b> Friday 10:00am AEST(QLD) 30 Minutes <a href="#">Register</a>	<b>23-Feb</b> Wednesday 10:00am AEST(QLD) 30 Minutes <a href="#">Register</a>					

Figure 3: Adapted from Meat Messaging

The below links are an example of pre-recorded webinars that have been uploaded to the website that is available for the industry.

- ◆ [https://www.meatmessaging.info/video/Optimize\\_Red\\_Meat\\_Import\\_Process\\_From\\_Australia\\_Through\\_Barcodes.html](https://www.meatmessaging.info/video/Optimize_Red_Meat_Import_Process_From_Australia_Through_Barcodes.html)
- ◆ <https://www.youtube.com/watch?v=1zMdGak7qsk>



Source: Screenshot of Webinar

### 5.3 Meat Messaging usage – Users

The below tables indicate the increase of Meat Messaging registration by type of company from May 2021 to January 2022. In comparison to November 2021 and January 2022 there has been an additional 9 Australian Export Establishment registered with Meat Messaging. The System vendor continues to stand at 11 users which have reached and maintained the project objective of 10 system vendors.



**May 2021**

Company Type	Count
AU - EXPORT ESTABLISHMENT	105
AU - EXPORT ESTABLISHMENT HEAD OFFICE	4
AU - NON-PACKER EXPORTER	26
GOVERNMENT	6
SOFTWARE VENDOR	11
US - BUYER	2
US - END USER	3
US - IMPORT ESTABLISHMENT	18

Figure 4: Data from FSIS

**November 2021**

Company Type	Cold Store Only FSIS Listed Count		
AU - EXPORT ESTABLISHMENT	21	12	108
AU - EXPORT ESTABLISHMENT HEAD OFFICE	0	1	4
AU - NON PACKER EXPORTER	1	0	26
GOVERNMENT	0	0	6
SOFTWARE VENDOR	0	0	11
US - BUYER	0	0	2
US - END USER	0	0	3
US - IMPORT ESTABLISHMENT	0	0	18

Figure 5: Data from FSIS

**January 2022**

Company Type	Cold Store Only FSIS Listed Count		
AU - EXPORT ESTABLISHMENT	24	12	117
AU - EXPORT ESTABLISHMENT HEAD OFFICE	0	1	5
AU - NON PACKER EXPORTER	1	0	28
GOVERNMENT	0	0	6
SOFTWARE VENDOR	0	0	11
US - BUYER	0	0	2
US - END USER	0	0	3
US - IMPORT ESTABLISHMENT	0	0	22

Figure 6: Data from FSIS

Data collected on Import Inspection Facilities used to monitor Meat Messaging registration. Rows highlighted in green show registered users. Out of 140 establishments, there are currently 21 Import Inspection Establishments registered and implementing Meat Messaging. This is an increase of 3 facilities since October 2021 where there were only 17 recorded.



#### U.S. Import Inspection Establishments showing Meat Messaging Registration

- Number of U.S. mainland Import Inspection Establishments: **140**
- Number of Import Inspection Establishments registered with Meat Messaging: **21**
- Percentage of U.S. mainland Import Inspection Establishments that are Meat Messaging registered: **15%**

[Download CSV](#)

Est No.	Est	Street	State	Zip	Phone	Grant Date	Activities
I1	Lineage Logistics PFS, LLC	275 BLAIR ROAD	NJ	7001	(908) 282-8500	2020-01-17	Imported Product
I10	Atlantic Coast Freezers LLC	2192 NW Blvd	NJ	8380	(856) 698-1770	2015-02-10	Imported Product
I101	Lineage Logistics, LLC	2001 W Garfield Street	WA	98119	(206) 288-8500	2020-03-30	Imported Product
I102	Dreisbach Enterprises	3151 Regatta Blvd.	CA	94804	(510) 533-8800	2020-06-17	Imported Product
I105	MTC Logistics, Inc.	250 Yeend Street	AL	36803	(912) 855-2334	2020-07-24	Certification - Export, Identification - Meat, Identification - Poultry, Identification - Siluriformes, Imported Product, Off-Premise Freezing - Meat, Off-Premise Freezing - Poultry, Off-Premise Freez
I106	Newcold Seattle Operations LLC	4801 South Orchard Street	WA	98486	(253) 753-9818	2020-11-25	Certification - Export, Identification - Meat, Imported Product
I111	Detroit Cold Storage	30405 Industrial Rd	MI	48160	(734) 205-9010	2020-11-03	Imported Product
I112	Lineage Logistics PFS, LLC	801 Crossroads Blvd	NJ	8085	(732) 438-8400	2021-03-11	Certification - Export, Identification - Meat, Identification - Poultry, Identification - Siluriformes, Imported Product
I113	San Rafael Distributing, Inc.	1270 N. Industrial Park Avenue, Suite C	AZ	85621	(520) 281-0586	2012-05-30	Imported Product
I114	Konoike Pacific California, Inc.	1420 Coll Avenue	CA	90744	(310) 518-1000	2018-04-06	Imported Product
I116	Celebrity Foods Division of Atlanta Corporation	1 Atlanta Plaza	NJ	7206	(908) 351-8000	2020-07-13	Imported Product
I118	Capital Cold Storage, LLC	2490 W 78th Street	FL	33018	(954) 707-1515	2021-06-16	NA
I122	Morgan-Todd, Inc. dba United Cold Storage	940 81st Avenue	CA	94621	(415) 734-8884	2021-06-17	Certification - Export, Identification - Meat, Identification - Poultry, Identification - Siluriformes, Imported Product
I123	Lineage Logistics, LLC	3200 Lineage Way	VA	23703	(757) 929-0100	2021-07-14	Imported Product
I125	Morgan-Todd, Inc. dba United Cold Storage	1600 Donner Avenue	CA	94124	(415) 689-5645	2021-07-23	Certification - Export, Identification - Meat, Identification - Poultry, Imported Product
I126	Theriault's Abattoir, Inc.	Route 1A	ME	4785	(207) 868-3344	2010-07-14	Imported Product
I13	Delaware Avenue Enterprises, Inc.	c/o Packer Avenue Marine Terminal 3301 S. Columbus Blvd.	PA	19148	(215) 551-2735	2008-04-30	Imported Product
I138	Atkins Sheep Ranch, Inc.	40880 Encyclopedia Circle	CA	94538	(510) 440-8700	2021-05-25	Imported Product

Figure 7: Adapted from Meat Messaging, data from FSIS  
<https://plumber.initmedia.com.au/meatmsg-us-import-inspection-est>

## 5.4 Meat Messaging usage between October – December 2021

The below table indicates the month range between October-December 2021 of Meat Messaging Usage.

October 2021	<ul style="list-style-type: none"> <li>• US Beef imports for the month of October was 11,963,244 kgs</li> <li>• Meat Messaging Beef exports to the US for the month were 8,899,069 kgs</li> <li>• US Lamb and Mutton imports for the month of October 8,422,199 kgs</li> <li>• Meat Messaging Lamb and Mutton exports to the US for the month of October 1,305.688kg</li> </ul>
November 2021	<ul style="list-style-type: none"> <li>• US Beef imports for the month of November was 11, 963,244 kgs</li> <li>• Meat Messaging Beef exports to the US for the month were 8,391,437 kgs</li> <li>• US Lamb and Mutton imports for the month of November were 8,422,199 kgs</li> <li>• Meat Messaging Lamb and Mutton exports to the US for the month of November were 1,828.797 kgs</li> <li>• <b>70.1% of Beef Export</b></li> <li>• <b>21.7% of Lamb Export</b></li> </ul>
December 2021	<ul style="list-style-type: none"> <li>• US Beef imports for the most recent month of December was 11,963,244 kgs</li> <li>• Meat Messaging Beef exports to the US for the month were 9,639,280 kgs</li> <li>• US Lamb and Mutton Imports for the most recent month was 8,422,199kgs</li> <li>• Meat Messaging Lamb and Mutton exports to the US for the month were 2,008,371 kgs</li> <li>• <b>80.4% of Beef Export</b></li> <li>• <b>26% of Lamb Export</b></li> </ul>

Figure 8: Adapted from Meat Messaging, data from FSIS

## 5.5 Meat Messaging usage – site usage

Below is a summary of site usage between August 2021 – December 2021. In summary, there are currently

- 53 Australian Export Establishments
- 8 Australian Non-packer Exporters
- 3 System vendors utilising Meat Messaging to record product movement.

Site Usage up until 2021-12-31 inclusive.

Year	Month	Company Class	Total Logins	Unique Companies	Unique Users	Api Uploads
2021	12	AU - EXPORT ESTABLISHMENT	731	53	115	12278
2021	12	AU - EXPORT ESTABLISHMENT HEAD OFFICE	7	3	4	0
2021	12	AU - NON PACKER EXPORTER	37	8	9	0
2021	12	GOVERNMENT	57	3	21	0
2021	12	US - END USER	10	1	2	0
2021	12	US - IMPORT ESTABLISHMENT	24	6	9	0
2021	11	AU - EXPORT ESTABLISHMENT	1330	61	153	14972
2021	11	AU - EXPORT ESTABLISHMENT HEAD OFFICE	3	1	2	0
2021	11	AU - NON PACKER EXPORTER	19	7	7	0
2021	11	GOVERNMENT	13	1	4	0
2021	11	SOFTWARE VENDOR	19	3	3	174
2021	11	US - IMPORT ESTABLISHMENT	5	3	3	0
2021	10	AU - EXPORT ESTABLISHMENT	902	56	125	14260
2021	10	AU - EXPORT ESTABLISHMENT HEAD OFFICE	24	2	5	0
2021	10	AU - NON PACKER EXPORTER	98	8	10	0
2021	10	GOVERNMENT	5	2	3	0
2021	10	SOFTWARE VENDOR	14	4	4	183
2021	10	US - END USER	1	1	1	0
2021	10	US - IMPORT ESTABLISHMENT	10	2	3	0
2021	9	AU - EXPORT ESTABLISHMENT	718	55	120	15215
2021	9	AU - EXPORT ESTABLISHMENT HEAD OFFICE	16	2	5	0
2021	9	AU - NON PACKER EXPORTER	61	8	10	0
2021	9	GOVERNMENT	56	3	7	0
2021	9	SOFTWARE VENDOR	25	3	4	49
2021	9	US - END USER	1	1	1	0
2021	9	US - IMPORT ESTABLISHMENT	30	9	12	0
2021	8	AU - EXPORT ESTABLISHMENT	239	32	69	11762
2021	8	AU - EXPORT ESTABLISHMENT HEAD OFFICE	17	2	4	0
2021	8	AU - NON PACKER EXPORTER	13	6	7	0
2021	8	SOFTWARE VENDOR	28	4	5	556
2021	8	US - END USER	10	1	5	0
2021	8	US - IMPORT ESTABLISHMENT	8	3	3	0

Figure 9: Sourced from Meat Messaging data set

## 5.6 Meat Messaging usage between December 2019 – January 2022

There was a significant increase in Meat Messaging usage between July 2021 – December 2022. The following figures show the Meat Messaging Export Monthly Totals by monthly weight and cartons with Export messages used through the portal.

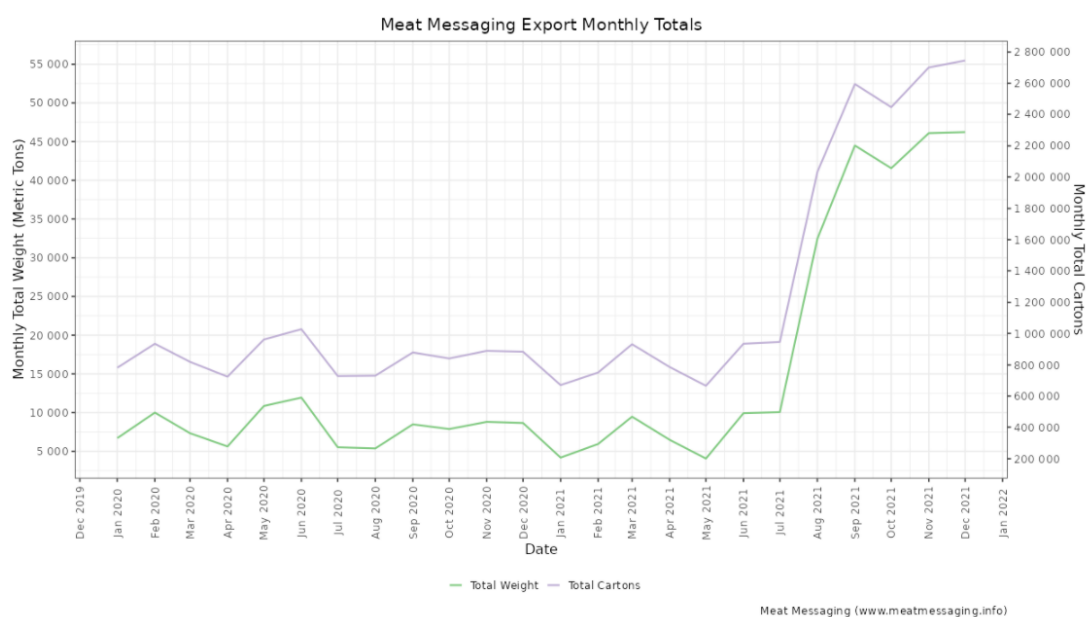


Figure 10: Source Meat Messaging

## 5.7 Meat Messaging usage between January 2021– June 2021

Exports to the U.S between January 2021 – June 2021 shows that:

- The total carton recorded for the above period was **1,790,080**
- The total weight recorded for the above period was **37,517,198**
- Total messages recorded for the above period was **3,220**

Country	BGM	Species	Total Messages	Total Weight
JP	EXPORT	BOVINE	1,247	15,153,141
US	EXPORT	BOVINE	889	8,420,622
ID	EXPORT	BOVINE	152	3,889,944
AU	EMTC	BOVINE	290	2,006,605
US	EXPORT	OVINE	76	1,605,249
VN	EXPORT	BOVINE	69	1,330,300
TH	EXPORT	BOVINE	42	738,422
CN	EXPORT	BOVINE	62	708,293
CA	EXPORT	BOVINE	37	684,946
SA	EXPORT	BOVINE	29	386,384
BR	EXPORT	BOVINE	1	6,000
AU	EXPORT	BOVINE	3	5,756
MU	EXPORT	BOVINE	1	3,712
AU	DOMESTIC	BOVINE	1	1,110
Grand Total			3,220	37,517,198

Figure 11: Data adapted from Meat Messaging

Country	BGM	Species	Total Messages	Total Cartons
JP	EXPORT	BOVINE	1,247	752,507
US	EXPORT	BOVINE	889	415,730
ID	EXPORT	BOVINE	152	188,571
US	EXPORT	OVINE	76	94,182
VN	EXPORT	BOVINE	69	70,640
TH	EXPORT	BOVINE	42	36,585
CN	EXPORT	BOVINE	62	26,287
CA	EXPORT	BOVINE	37	25,636
No Country	EXPORT	CAPRINE	1	1,133
PH	EXPORT	BOVINE	1	971
SG	EMTC	BOVINE	15	890
AU	EXPORT	BOVINE	3	520
BR	EXPORT	BOVINE	1	349
MU	EXPORT	BOVINE	1	325
AU	DOMESTIC	BOVINE	1	48
Grand Total			3,220	1,790,080

Figure 12: Data adapted from Meat Messaging

## 5.8 Meat Messaging usage between June 2021– December 2021

Exports to the U.S between June 2021 – December 2021 shows that:

- Total cartons recorded for the above period was **17,381,984**
- The total weight recorded for the above period was **355,639,648**
- The total amount of messages transferred through the industry portal was **41,494**

Country	BGM	Species	Total Messages	Total Weight
AU	EMTC	BOVINE	12,067	83,712,502
JP	EXPORT	BOVINE	5,911	59,240,882
US	EXPORT	BOVINE	5,052	44,235,958
AU	DOMESTIC	BOVINE	14,557	36,121,351
KR	EXPORT	BOVINE	2,286	31,395,693
CN	EXPORT	BOVINE	672	13,308,689
ID	EXPORT	BOVINE	768	13,285,794
AU	EMTC	OVINE	1,041	10,264,860
US	EXPORT	OVINE	1,430	8,241,654
PH	EXPORT	BOVINE	252	6,529,681
TW	EXPORT	BOVINE	299	5,506,267
CN	EXPORT	OVINE	206	5,249,215
AU	DOMESTIC	OVINE	2,062	4,983,603
HK	EXPORT	BOVINE	302	3,393,124
CA	EXPORT	BOVINE	181	2,729,447

MD	EXPORT	OVINE	1	12,685
TW	EMTC	BOVINE	12	12,651
OM	EXPORT	BOVINE	2	12,362
NL	EXPORT	OVINE	6	9,959
AS	EXPORT	OVINE	3	9,840
SG	EMTC	BOVINE	7	4,897
MY	EMTC	BOVINE	4	4,439
LB	EXPORT	BOVINE	7	4,403
AU	EMTC	Goat	1	3,157
CS	EXPORT	OVINE	2	2,692
KW	EMTC	BOVINE	1	2,134
CH	EMTC	OVINE	1	1,295
AT	EXPORT	OVINE	1	1,138
LK	EXPORT	BOVINE	5	825
AU	EXPORT	CAPRINE	1	465
MD	EMTC	BOVINE	1	425
NZ	EXPORT	CAPRINE	1	345
PA	EXPORT	BOVINE	1	136
ES	EXPORT	BOVINE	1	90
AU	EXPORT	OVINE	1	79
LK	EXPORT	OVINE	1	27
IE	EXPORT	BOVINE	1	11
Grand Total			49,494	355,639,648

Figure 13: Data adapted from Meat Messaging

Country	BGM	Species	Total Messages	Total Cartons
AU	EMTC	BOVINE	12,067	3,826,019
JP	EXPORT	BOVINE	5,911	2,795,485
AU	DOMESTIC	BOVINE	14,557	1,966,445
US	EXPORT	BOVINE	5,052	1,947,262
KR	EXPORT	BOVINE	2,286	1,340,931
CN	EXPORT	BOVINE	672	680,549
ID	EXPORT	BOVINE	768	640,806
AU	EMTC	OVINE	1,041	540,161
US	EXPORT	OVINE	1,430	486,669
AU	DOMESTIC	OVINE	2,062	387,122
CN	EXPORT	OVINE	206	266,375
TW	EXPORT	BOVINE	299	249,392

CH	EMTC	OVINE	1	113
AT	EXPORT	OVINE	1	68
LK	EXPORT	BOVINE	5	45
AU	EXPORT	CAPRINE	1	24
MD	EMTC	BOVINE	1	24
NZ	EXPORT	CAPRINE	1	20
ES	EXPORT	BOVINE	1	9
PA	EXPORT	BOVINE	1	5
AU	EXPORT	OVINE	1	5
IE	EXPORT	BOVINE	1	2
LK	EXPORT	OVINE	1	2
Grand Total			49,494	17,381,984

Figure 14: Data adapted from Meat Messaging

## 6.0 Discussion

The project has now been completed and was an overall success as the key objectives and milestones were reached. Meat Messaging will be continued to be monitored with an ongoing objective to increase usage among the Meat Industry sector.

Meat Messaging Adoption proved to be successful with now more than approximately 80% of Beef being sent to the U.S is being uploaded to Meat Messaging. This represents approximately 26% of Lamb, Mutton and Goat sent to the U.S being uploaded in Meat Messaging.

June 2021 there were 15 export establishments uploading data into the Meat Messaging portal. As of January 2022, there is 47 export establishment.

The Meat Messaging portal within the last 5 years shows the following:

- ◆ Approximately 36 million cartons were transferred through the portal
- ◆ Over 775 million kilograms of product transferred
- ◆ 88,063 total shipments recorded in Meat Messaging

## 7.0 Conclusions / Recommendations

The Meat Messaging portal saw over 9 million cartons and 199 million kilos of product associated with messages passed through it in the 90 days before November. Exports to the U.S. are the second-largest market by country, second to Japan, and head of South Korea, Indonesia and China.

Training between September 2021 – December 2021 consisted of over 25 webinars aimed at a general audience, advertised through the Meat Messaging LinkedIn page. Advertising also linked to future training sessions, again largely aimed at a general audience, but also including specific webinars for Import Inspection facilities in the U.S. and export establishments in Australia.