

Q. How does Meat Messaging work?

A. The Meat Messaging Registered Australian exporting establishments' IT management system sends a Meat Messaging Message to the Meat Messaging portal for **EVERY** shipment that leaves the establishment. The industry program holds the meat consignment information in a secure standards-based industry cloud portal. The Meat Messaging message information that is uploaded to the Meat Messaging portal is the same information that can be accessed on the physical carton/case/carcase. The Meat Messaging industry portal is accessed by supply chain participants and regulatory authorities to determine the authenticity, verification and traceability of meat products. Refer to the DAFF Meat Notices for more details [Link: Available here](#). The uploaded message information can be accessed by the client or import inspection facility in advance through the health certificate or carton/case/pallet barcode information.

Q. Does Meat Messaging replace your current IT system?

A. The short answer is no. Meat Messaging does not replace your current production management system, warehouse management system, export document management system or load management system.

The system acts as an attachment, **NOT** a replacement.

We work with the assistance of Meat Messaging to implement the Meat Messaging system into your current systems.

Q. Do you need to be GS1 compliant?

A. Yes, you do, The Meat Messaging program is based on the use GS1 bar coding standards and GS1 EANCOM electronic message standards. These GS1 standards do not replace existing regulatory requirements, they assist and supplement these requirements. For more details of the GS1 standards as they apply to the Meat Industry refer to the [Link: RMSCC website](#).

Q. What does it cost to use Meat Messaging?

A. You will be charged for creating a message based on the level of integration of Meat Messaging within your business. Currently there is two (2) structured levels

1. Integrated - \$1.70 per message
2. Non-Integrated (US only) - \$17.00 per message

Q. What does Integrated mean?

A. For the purposes of Meat Messaging Integrated means that all products traded by a registered exporter (both domestic and export) are moved through the Meat Messaging system.



Q. Will Meat Messaging reduce the number of product rejections for products going to the US?

A. Currently for the U.S. market, Meat Messaging is used for remarking for damaged or missing shipping marks which immediately allows the lot to move as a unit. Establishments that have implemented Meat Messaging have seen up to a halving of U.S. rejections. This has been achieved through both improved loadout workflows and better management of resolving missing and damaged shipping marks at the time of inspection including rectifying a single carton in a load. Other countries remarking with barcodes require the back-and-forth exchange of emails. This can take days or even weeks for the product to be approved for remarking.

Q. Who is responsible for Meat Messaging?

A. As the industry service provider AUS-MEAT is responsible for the management of the Meat Messaging program. This is done through the Australian Meat Industry Language and Standards Committee (AMILSC).

Q. Who pays for Meat Messages to be uploaded?

A. Meat Messaging is paid by the exporting establishment that uploads the message information. An organisation is only charged when they receive their approved arrangements from the FSIS OR they have demonstrated their ability to upload all of their consignment information through the Message system. If the establishment is sending all of their messages through Meat Messaging, they will be charged \$1.70 per message. If the establishment is sending U.S. only messages, they will be charged \$17 per message.

Q. Can a slaughter establishment send a meat message on the behalf of an export establishment as an interim measure until the exporters system meets the requirements to use meat messaging?

A. This is not correct. FSIS approved packing establishment must be registered with Meat Messaging and must be able to upload messages. This means for Non Packer Exporters and cold store establishments where the exporter processor knows the carton barcodes, the exporter processor is to upload the Message.

Q. Where can you get the FSIS approved list of Meat Messaging users?

A. There is a link in the header on the [Link: Meat Messaging home page](#) it can also be found by clicking on the link below

[Link: Australian Export Establishments that are endorsed to use Meat Messaging](#)

Q. At what stage do you add RFP/Health Certificate and transport details to a message?

A. All the information for an export message should be added to the processor system before uploading the message. The exception to this is for NPE and freight forwarders where the Health certificate is added after the message is uploaded.

Q. Who do import establishments approach about using Meat Messaging?

A. All the information for an export message should be added to the processor system before uploading the message. The exception to this is for NPE and freight forwarders where the Health certificate is added after the message is uploaded.

Q. Is Meat Messaging integrated with other industry systems (LPA eNVD etc.)?

A. No. Meat Messages references information such as processing establishment and kills dates but as cartons of meat do not directly connect to live animal movement they do not connect. Meat Messaging does have a traceability feature that allow a carton barcode to be searched to the farm of consignment, NVD serial numbers and specific carcasses (including RFIDs if applicable) that make up the boning run for the product.

Q. Who do import establishments approach about using Meat Messaging?

A. All registrations for Meat Messaging need to be completed on the Meat Messaging website here:

[Link: Register for Meat Messaging](#)

Information and training materials will be sent to the user once their registration has been finalised.

Q. Do you need apply shipping mark for products going to the USA if we use Meat Messaging?

A. For the U.S. market, Meat Messaging can be used for compliance to the FSIS protocol for sending cartons without needing to apply shipping marks to individual cartons. The ability to not have to apply shipping marks using the pallet protocol has demonstrated massive labour savings and a large reduction in transport damage. The shipping mark is applied to placards (pallet labels) on the outside of the pallet with the carton/case information accessible through a scan of the placard. The pallet must move to the end user intact. If selected for port of entry testing, FSIS sample the individual cartons just as they do now.

Q. How does Meat Messaging work for Non-Packer Exporters (NPE's)?

A. The following examples show the processes involved for utilising Meat Messaging as an NPE:

- Sea freight container, Establishment loads, validates and forwards the RFP to the NPE.
- Air freight shipments, Establishment utilises the services of a freight forwarder to load air cargo AV, validates and forwards the RFP to the NPE.

As a result of these processes, Meat Messaging is utilised by the NPE to upload the health certificate number to the consignment information. For more information go to:

[Link: Using Meat Messaging as a Non-Packer Exporter](#)

Q. Are their instructions we can send importers on how to use Meat Messaging?

A. Instructions for U.S. Importers can be found here:

[Link: USA Import Facility - Resolving a Shipping Mark issue](#)

Q. Can you use Meat Messaging for other export markets?

A. Yes, meat messages should have all exports, eMTC and domestic consignments uploaded. Other importing marks can use Meat Messaging for product verification and advance shipping notice.

Q. Do you get charged separately for creating eMTCs?

A. Meat Messaging users are charged at the same price for eMTCs as they do for export messages. Depending on if the establishment is sending all of their consignments through the Meat Messaging system, depends on how much they will be charged per message. If the establishment is sending all of their messages through Meat Messaging, they will be charged \$1.70 per message. If the establishment is sending U.S. only messages, they will be charged \$17 per message.

Q. Can an Establishment modify an eMTC after the load reached another Establishment?

A. Once the status of an eMTC is set to "SENT" it can't be altered. If an official change is required, the current eMTC must be cancelled and a new eMTC issued.

Q. Can you use Meat Messaging for the trade of any meat products?

A. Yes, it can, Meat Messaging is ONLY used for uploading consignment information. No commercially sensitive information is uploaded or stored and therefore can be no transactional exchange between one establishment to another. Meat Messaging is a cloud-based system. The information that is uploaded to the system can be used as evidence for product information.

Q. Is their considerable change required to an Establishment's Approved Arrangement (AA) to facilitate use of eMTCs.

A. AA should already include details about electronic systems while difficulties will be encountered where an Establishments has no computerisation. Such Establishments will have to upgrade their AA and systems to demonstrate altered workflows from computerised warehousing systems.

Additional Meat Messaging Information

The Meat Messaging website has an abundance of information for the adoption of Meat Messaging, the information can be found through the below links.

[Meat Messaging website](#)

[Meat Messaging Help and Documentation](#)

[Meat Messaging Support Request](#)

If you have any issues or questions, please feel free to contact the Meat Messaging contact support

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