

## Who Uses Meat Messaging and Who Uploads Messages

There are many different sections of the Meat Supply Chain that interact with Meat Messaging.

Interaction occurs from the Export Processing Establishment that produce cartons of meat all the way through to end users and retailers in export markets.

The Australian Export Establishments and Non-Packer Exporters (NPE)s generally are the creators of messages that are uploaded into Meat Messaging. The receivers or owners of shipments access the consignment information from meat messaging.

The sections below outline a number of different interaction between Meat Messaging and Export Processor Establishments, NPEs, Export Establishment Cold Stores and Freight Forwarders. This is not an exhaustive list and other combinations of interactions are likely to occur.

### 1. Export Processor Establishment only

The following steps outline the responsibilities of the Export Processor in this model

1. Processor raises the RFP,
2. Processor packs the container,
3. Processor validates the RFP,
4. Processor finalises and has control of the Health Certificate, and
5. Processor uploads the Export Message to Meat Messaging.

### 2. Export Processor Establishment and NPE

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,
2. Processor packs the container,
3. Processor validates the RFP,
4. Processor transfers the RFP to an NPE,
5. Processor uploads the Export Message to Meat Messaging with the NPE MMCID code,
6. NPE finalises and has control of the Health Certificate, and
7. NPE logs into Meat Messaging and adds the Health Certificate number to the Export Message.

### 3. Export Processors Establishment and Export Cold Store

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,
2. Processor transfers the product and RFP to an Export Cold Store,
3. Processor uploads an eMTC to Meat Messaging for the transfer,
4. Cold Store completes the Attestation for the transfer,
5. Cold Store packs the container and validates the RFP,
6. Cold Store transfers the RFP back to the Export Processor,
7. Processor finalises and has control of the Health Certificate, and
8. Processor uploads the Export Message to Meat Messaging.

### 4. Export Processors Establishment, Export Establishment Cold Store and NPE

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,

2. Processor transfers the product and RFP to an Export Cold Store,
3. Processor uploads an eMTC to Meat Messaging for the transfer,
4. Cold Store completes the Attestation for the transfer,
5. Cold Store packs the container and validates the RFP,
6. Cold Store transfers the RFP to an NPE,
7. Cold Store uploads the Export Message to Meat Messaging with the NPE MMCID code,
8. NPE finalises and has control of the Health Certificate, and
9. NPE logs into Meat Messaging and adds the Health Certificate number to the Export Message.

## **5. Export Processor Establishment with freight forwarder (e.g., Air freight)**

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,
2. Processor prepares load,
3. Processor validates the RFP,
4. Processor finalises with information from freight forward and has control of the Health Certificate,
5. Processor transfers product to the Freight Forwarder (e.g., air terminal), and
6. Processor uploads a combined freight forwarder movement eMTC and Export Message to Meat Messaging.

## **6. Export Processor Establishment, NPE and freight forwarder (e.g., Air freight)**

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,
2. Processor prepares load,
3. Processor validates the RFP,
4. Processor transfers the RFP to an NPE,
5. Processor transfers product to the Freight Forwarder (e.g., air terminal),
6. Processor uploads a combined freight forwarder movement eMTC and Export Message to Meat Messaging with the NPE MMCID code,
7. NPE finalises with information from freight forward and has control of the Health Certificate, and
8. NPE logs into Meat Messaging and adds the Health Certificate number to the Export Message.

## **7. Export Processor Establishment, Export Cold Store Establishment and NPE with product held in storage**

The following key steps outline the responsibilities of each party in this model:

1. Processor transfers product to an Export Cold Store,
2. Processor prepares and uploads an eMTC to Meat Messaging with the NPE MMCID code to allow the NPE to see the details of the product (including barcodes),
3. Cold Store completes the Attestation for the transfer,
4. NPE instructs the Cold Store to prepare a load,
5. Cold Store picks and packs the container,
6. Cold Store validates the RFP,
7. Cold Store transfers the RFP to an NPE,
8. Cold Store upload the Export Message to Meat Messaging with the NPE MMCID code,
9. NPE finalises and has control of the Health Certificate, and
10. NPE logs into Meat Messaging and adds the Health Certificate number to the Export Message.

## 8. Non-Packer Exporter shipments

Where the packing Export Establishment loads the sea freight container, validates and forwards the RFP to the NPE, the NPE will need to enter the following:

1. Provide the packing Export Establishment with your Meat Messaging Company identification number (MMCID), this is used to link the message to the NPE account so the NPE can add information to the shipment.
2. The NPE can see shipments that have been linked to their account and will finalise the shipment details within the Meat Messaging portal by entering Health Certificate Number through the portal.

For air freight shipments where the packing Export Establishment utilises the services of a freight forwarder to load air cargo AV, validates and forwards the RFP to the NPE;

1. Provide the packing Export Establishment with your Meat Messaging Company identification number (MMCID), this is used to link the message to the NPE account so the NPE can add information to the shipment.
2. The NPE can see shipments that have been linked to their account and will finalise the shipment details within the Meat Messaging portal by entering Health Certificate Number through the portal.

# Meat Messaging

## What Does Meat Messaging Do?

Meat Messaging primarily an industry tool to achieve a range of industry and commercial objectives. These objectives are summarised below as “12 key reason to use Meat Messaging”:

### 1. Ability to Remark Damaged or Missing Shipping Marks to the U.S.

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. Export 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.

### 2. Send Cartons to the U.S. without Shipping Marks

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 select for port of entry testing, FSIS sample the individual cartons just as they do now.

### 3. Government Recognised Traceability Validation Tool can be used to respond to issues raised by Government Agencies.

Meat Messaging is a government recognised traceability validation tool from the Export Establishment all the way through to the end-user. This can provide product authenticity for individual cartons all the way along the supply chain to the end-user. It can be used to respond to and define issues raised by DAWE where the product has been sold to 3rd parties and the 3rd parties have failed to correctly manage the product through to the importing country.

Without Meat Messaging, the Export Establishment is held accountable for the actions of the 3rd party because the product has the production Export Establishment on the carton. In addition, it can be used to respond to issues raised by all government agencies where the product has been identified as needing to be held.

### 4. Carries Product Provenience Claims

Greatly increased end-user visibility of supply chain movements, improved traceability and product providence validation. Meat Messaging provides the ability to scan a carton barcode and be able to validate the source and the supply chain history of the carton. With strong regulations surrounding the authenticity of product claims, businesses need to ensure their product has the traceability procedures in place to validate their claims. Meat Messaging can carry providence, raising claims (e.g., certified organic, Grassfed, EU, etc), production claims (e.g., Halal), and growing region claims (grown on King Island) from time of production through to the end-user.

### 5. End-Users can Access Shipment information before it Arrives.

Meat Messaging provides a simple solution for supply chain visibility as it allows the end-users to be able to access all the production data for a shipment before the shipment arrives. This is used by the end-users for such things as CL selection management as the CL value for each carton can be included in Meat Messaging.

### 6. Acts as a Product Translation Tool for Foreign Speaking Countries.

Meat Messaging is used as a product translation tool for countries that don't speak English. The Meat Messaging tool was developed using the GS1 standards for barcoding. When a product is transferred from one system to

another using the GS1 barcoding standards, the information is translated into the foreign establishment's language through numbering standards.

## **7. Time Taken on MTCs Drastically Reduced.**

Export Establishments that have started using eMTCs through integration with the Export Establishment systems have seen the time taken related to MTC management drop from hours per day to no time being spent on MTCs at all. This has been achieved through the Export Establishment system creating, sending and automatically managing the attestation completed by the receiving Export Establishment. The only time someone is involved is when there is an issue with a load identified at the receiving Export Establishment.

## **8. Time Taken on Manual Paper Recording Drastically Reduced.**

Where Export Establishments have fully implemented Meat Messaging through integration with the Export Establishment systems, the time taken at loadout related to manual paper recording activities for export loads, eMTCs and domestication has all but vanished. The Export Establishment systems create all the necessary records from barcode scanning data and the existing computerised order management processes. The Export Establishment system-generated data is automatically sent to Meat Messaging with no human intervention.

## **9. Provides Real-Time Assurances on Product Safety and Integrity.**

The ability to move to annual DAWE audits through the use of Meat Messaging by having the capacity to provide real-time assurances on product safety and integrity. Meat Messaging provides this high level of traceability for free as a by-product of using Meat Messaging as a supply chain management tool.

## **10. Ensure Market Eligibility on a Carton Level.**

Ensuring and demonstrating market eligibility on a carton level through the export supply chain from the processor through to importing country inspection. The system can be expanded to incorporate other information such as Fat/Lean, COA, and Label information (approvals that may be asked for at the time of USDA Inspection).

## **11. Provides all the information that is on a paper or electronic certificate**

Importers and end-users still rely on paper certificates or the data from E-cert. The system provides all the information that is on a paper or electronic certificate. This information is available before the container/product arrives in the country. This allows the importer to incorporate the data into their system and make decisions regarding the shipment handling issues at the time of entry

## **12. Allows for Future Possibility to Regulatory Changes for Lab Sampling**

The system allows for further possible regulatory changes (next steps) to sampling and inspection (e.g. Selection and holding at import establishment of specific barcoded product for lab sample or selection of examination samples prior to shipment leaving Australia by allowing a random selection of barcodes to be identified).

# Meat Messaging

## What Information Does Meat Messaging Contain

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.

This information includes the transport details, supply chain parties that need to be involved, production details and the individual carton or carcass barcodes.

### **1. 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 barcode, the Meat Messaging portal displays the consignment history.

Second and Third parties (such as product end users, Importing Country Inspection Facilities and Government representatives) are able to access this information within the Meat Messaging system through publicly available keys, such as carton/ case/ pallet barcode numbers, consignment identification (e.g., Health certificate Numbers) and logistic unit identification (e.g., shipping container numbers).

The Meat Messaging system records and provides access to supply chain related information for the strict purpose of supply chain traceability and verification of consignment related information.

### **2. Meat Messaging does not require and strongly advises, not to include commercially sensitive data.**

All data that you upload or enter into the Meat Messaging system should already be either publicly available or supply chain available and can be accessed by second and third parties through a multitude of different sources. The information contained in consignments and messages are defined as under the GS1 standards and guidelines, and as defined by exporting country and importing country commercial and regulatory requirements.

The User and user's Organisation are solely responsible for the information uploaded to or entered into the Meat Messaging System.

### **3. What Meat Messaging is not?**

Meat Messaging does not replace EXDOC. Meat Messages works alongside of EXDOC.

Meat Messaging is not a replacement for the Export Establishment's nor NPE's IT systems. Meat Messaging is integrated with the Exporters IT systems by the IT system uploading messages to Meat Messaging. And when required, such as receiving an eMTC, downloading a message.

Meat Messaging does not create the information in the messages. The information is created and entered by the Export Establishment's or NPE's staff and once all required information has been entered the messages is sent to Meat Messaging.

### **4. How Meat Messaging is used by importing countries**

From 30 November 2021, The Department's facilitated manual remarking of illegible, missing, and incorrect cartons/cases in the U.S. ceased (see MAA2154). The Department released Meat Notice 21-03: Alternate protocol for confirming illegible or missing shipping marks for packed products (meat) exported to the U.S.

This meat notice satisfies the requirements for U.S. Import Inspection facilities to correct the illegible, missing or incorrect carton/case shipping marks under FSIS Directive 9900.5 Revision 2, Under section VII, E., Procedures for Correcting Shipping Marks when Using Barcodes. This process for manual remarking or illegible, missing or incorrect carton/case shipping marks can only be able to be corrected through Meat Messaging.

# Meat Messaging

---

If the import inspection facility has the ability to rectify the cartons/cases with the partial, missing or damaged shipping marks, they will sort the defective cartons/cases from the lots. The import program personnel (IPP) will access the FSIS Import Inspection Operations SharePoint site to see if the country sending the product is eligible to use Directive 9900.5 Revision 2. If the is under their approval list, they will verify that the Export Establishment's name and Export Establishment number are on the country list.

The Import inspection facility will log into Meat Messaging and enter a Health Certificate number or the carton/cases, pallet or shipment barcode into the search field related to a carton/case that has a damaged or missing shipping mark. Because the consignment information was uploaded prior to its shipment, the Import inspection facility will then download and print the '**Export – all carton serial number report.pdf**' which displays the consignment details and the full list of carton/case barcodes.

The Import inspection establishment personnel can manually mark on the report, the cartons/cases that are missing shipping marks and present them to the IPP. IPP is to verify that the barcode for each shipping unit matches the documentation provided.

After verification, IPP is to permit import inspection establishment personnel to apply the shipping mark to the shipping units if the documentation links the barcode to the foreign inspection certificate. A new shipping mark is applied, or if the original shipping mark is re-applied to the noncompliant cartons/cases from the original lot (and the remainder of the lot is inspected and passed and released into commerce).