

Meat Messaging - Overview

Meat Messaging is an industry program administered by AUS-MEAT and governed through the Australian Meat Industry Language and Standard Committee (AMILSC).

Meat Messaging is a simple secure 'cloud' industry portal where export establishments upload consignment information. When consignments are received authorised users (the importers, inspection houses or end users) can access details about the consignment and the individual cartons.

The whole process provides a simple, low cost, independent, government-recognised reconciliation system that can be used to verify that cartons belong to a stated consignment. No financial or commercially sensitive information is uploaded.

The system is flexible to implement at the export establishment through options including manually uploading of consignments, emailing standard GS1 EANCOM Despatch Advice Messages or through Application Programming Interfaces (APIs).

For the importers, inspection houses or end users there are options from a simple Meat Messaging mobile App to do carton barcode searches through to fully automated APIs.

FSIS has recognised Meat Messaging and does not require foreign government oversight for 're-marking' if this system is used by the exporter and the corresponding I-House.

Industry has proposed that Meat Messaging be funded on a user pay basis where the export establishment that creates the consignment pays once for uploading the consignment and all down stream users can access the data for free.

Meat Messaging provides a supply chain solution to replace paper meat transfer certificates and to missing and damaged shipping marks in export markets. The industry portal and related activities are documented in Australian Meat Notice [2018-01](#) and meets the requirements of [FSIS Directive 9900.5](#) for the use of the industry portal for carton/carcase verification.

