



2016

GLOBAL DOHNE CONFERENCE

JULY 21 -22 | AUSTRALIA

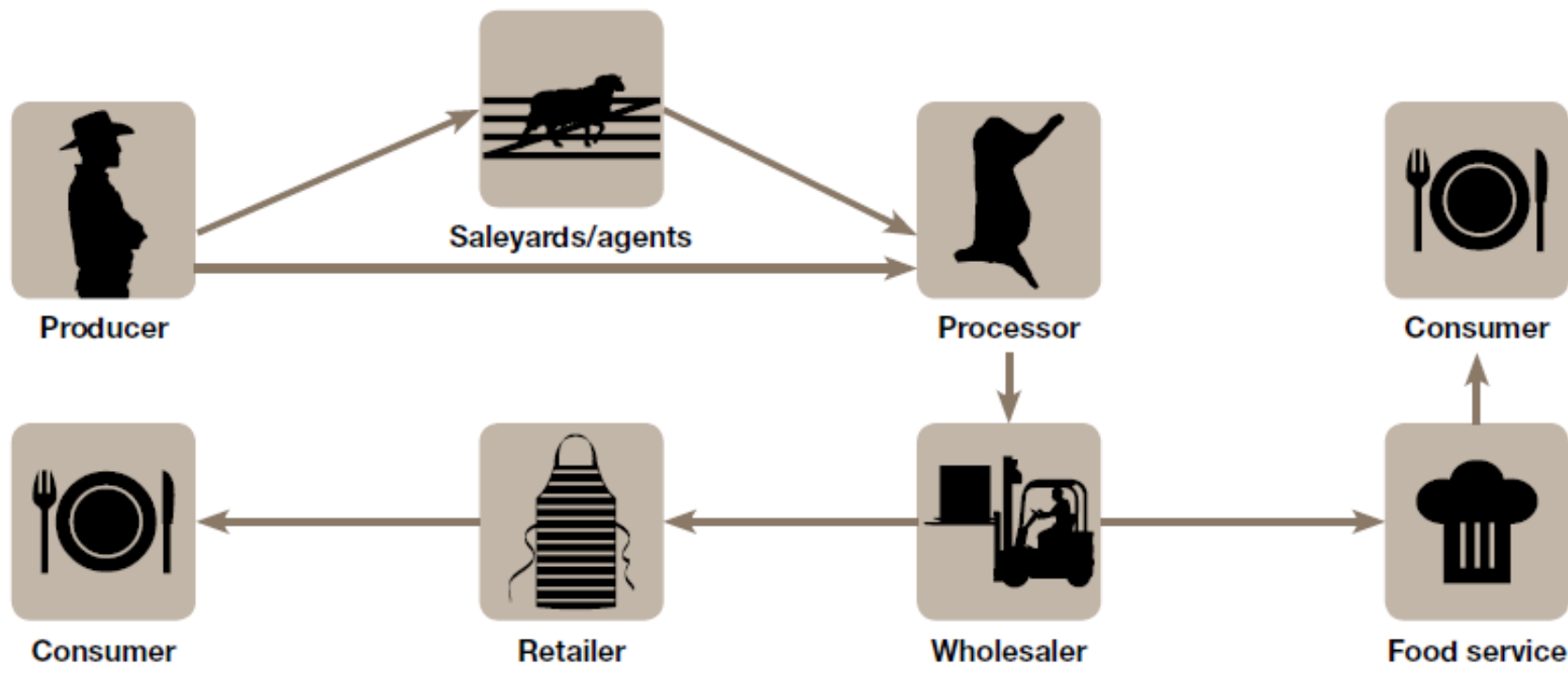
Celebrating
50 years

“A must for all sheep producers”

**Lamb Eating Quality and
Future of MSA**

Development of MSA for lamb and sheepmeat

- “ 1997/98 - southern Australian retailer audits
 - “ Showed 20% of loins were unacceptably tough
- “ 2000 - SMEQ was developed to determine best practice procedures.
- “ 2007 – commercial implementation of MSA



Consumer testing is the foundation of MSA

- “ 90,000 consumer taste tests
- “ 9,000 cuts
- “ 15,000 consumers

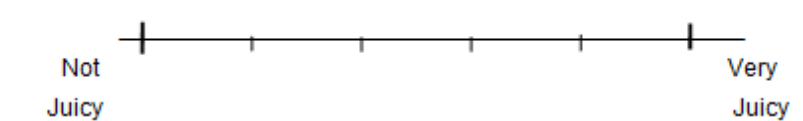


PRODUCT:

Tenderness



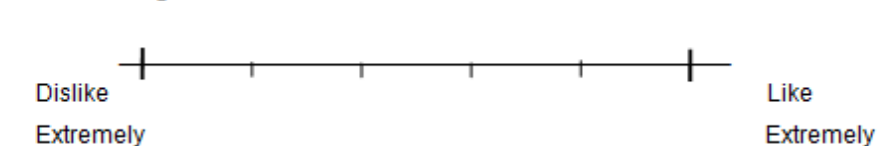
Juiciness



Liking of flavour



Overall Liking



Please tick ☒ one of the following to rate the quality of the beef sample you have just eaten

Choose **one** only (you must make a choice).

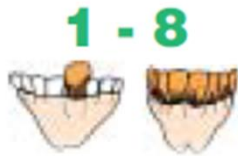
- | | |
|------------------------------|--------------------------|
| Unsatisfactory | <input type="checkbox"/> |
| Good everyday quality | <input type="checkbox"/> |
| Better than everyday quality | <input type="checkbox"/> |
| Premium quality | <input type="checkbox"/> |

Grades based on sensory analysis

" Tenderness	X 20%	}	Eating quality Score
" Juiciness	X 10%		
" Flavour	X 30%		
" Overall Liking	X 40%		



Critical Control Points



In/Out MSA program with cut x cook outcomes

CUTS AND COOKING METHODS					
		LAMB (L) ●	HOGGET (H) ●	MUTTON (M) ●	
CUT	HAM	GRILL	ROAST	STIR FRY	C/ROLE
Leg Chump / On	4800		● ●		
Leg 'Easy Carve'	4821		● ●		
Leg Chump / Off	4820		● ●		
Chump	4790		● ●		
Chop		● ● ●			
Hind Shank	5031				● ●
Leg Chump / On (Boneless)	5060		● ●		
Rolled / Tied			● ●		
Topside	5073			● ●	
Silverside	5071			● ● ●	
Thick Flank (Round)	5076	● ●	● ●	● ●	
Chump (Rump)	5130	● ●	● ●	● ●	● ●
Topside (Den)	5077			● ●	
Outside (Den)	5075			● ● ●	
Knuckle (Round)	5072	● ●	● ●	● ● ●	
Rump (Den)	5074	● ● ●	● ● ●	● ●	● ●
Loin	4860		● ● ●		
Shortloin	4880		● ● ●		
Rolled			● ● ●		
Noisettes		● ● ●	● ● ●		
Chop		● ● ●			
Eye of Shortloin	5150	● ● ●		● ● ●	
Rack	4932		● ● ●		
Rack Cap / On (Frenched)	4756		● ● ●		
Outlet		● ● ●			
Rack Cap / Off (Frenched)	4764		● ● ●		
Outlet		● ● ●			



Backstrap	5109	● ● ●		● ● ●	
Eye of Rack	5153	● ● ●		● ● ●	
Forequarter	4972		● ●		
Square Cut Shoulder	4990		● ●		
Chop		● ●			
Shoulder Rack (Frenched)	4739		● ●		
Outlet		● ●			
Fore Shank	5030				●
Oyster Cut Shoulder	4980		● ●		
Shoulder (Easy Carve)	4994		● ●		
Forequarter (Boneless)	5047		● ●		
Shoulder Rolled/Netted	5050		● ●		
Neck Fillet Roast	5059		● ●		
Eye of Shoulder	5151		● ●		
Tenderloin	5080	● ● ●			
Butt Tenderloin	5081	● ● ●			
Tenderloin / Butt Off	5082	● ● ●			
Breast & Flap	5010	No recommended cooking methods			
Neck	5020				
Spare Ribs	5015				

Current adoption of MSA for lamb



Producers

23,000 (sheep)

Processors

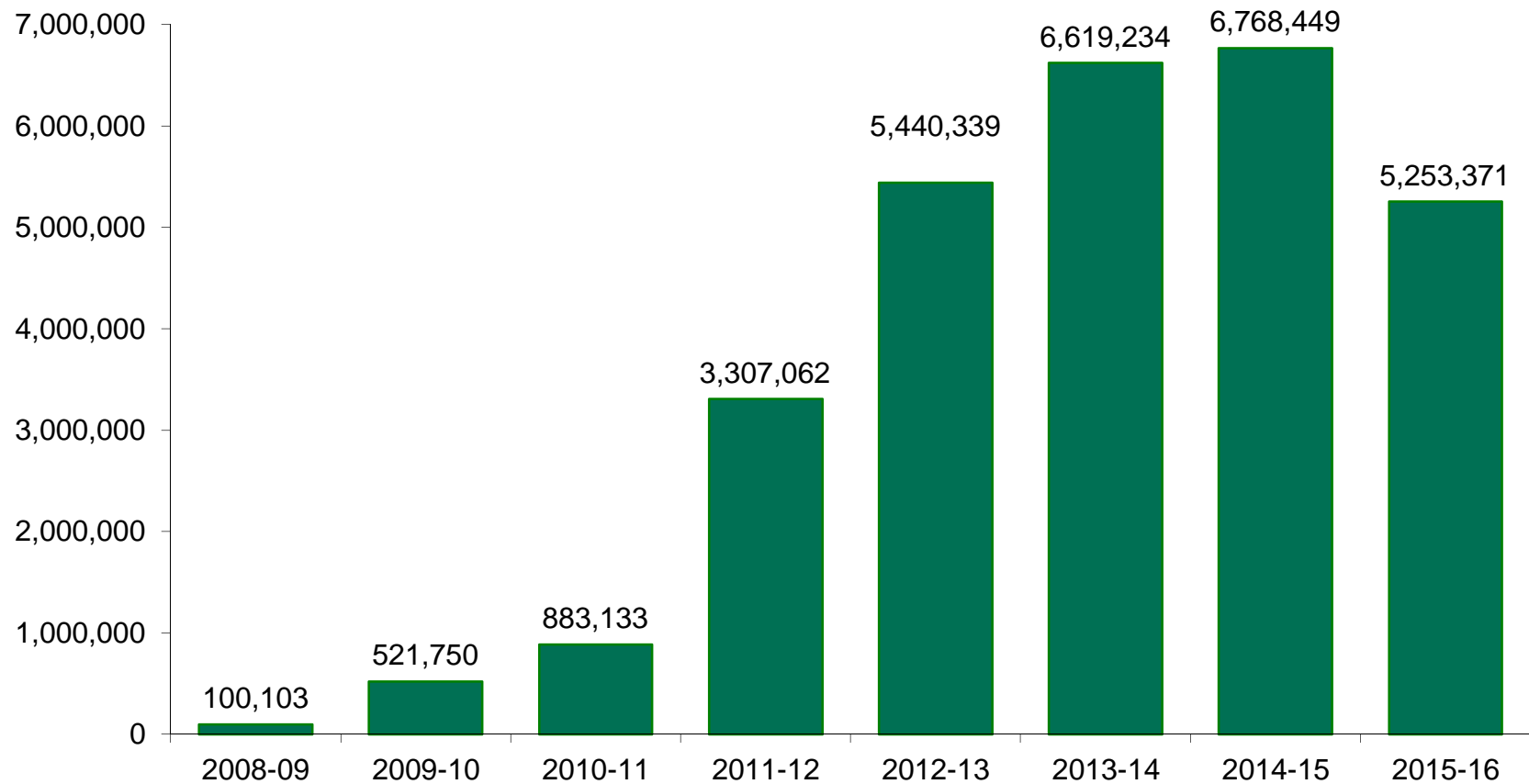
19

Brands

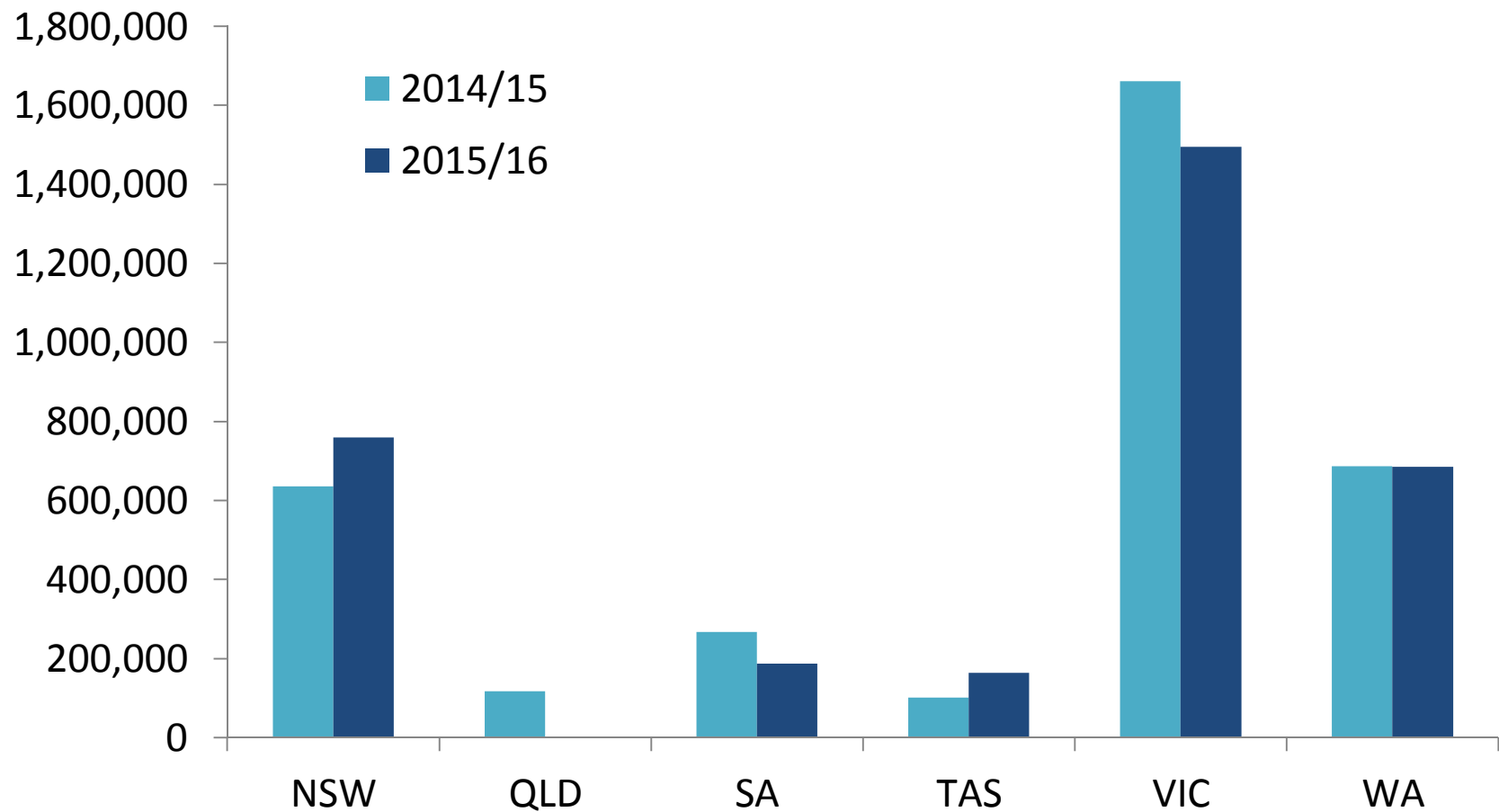
18 (lamb specific)

Figures as of 30 June 2016

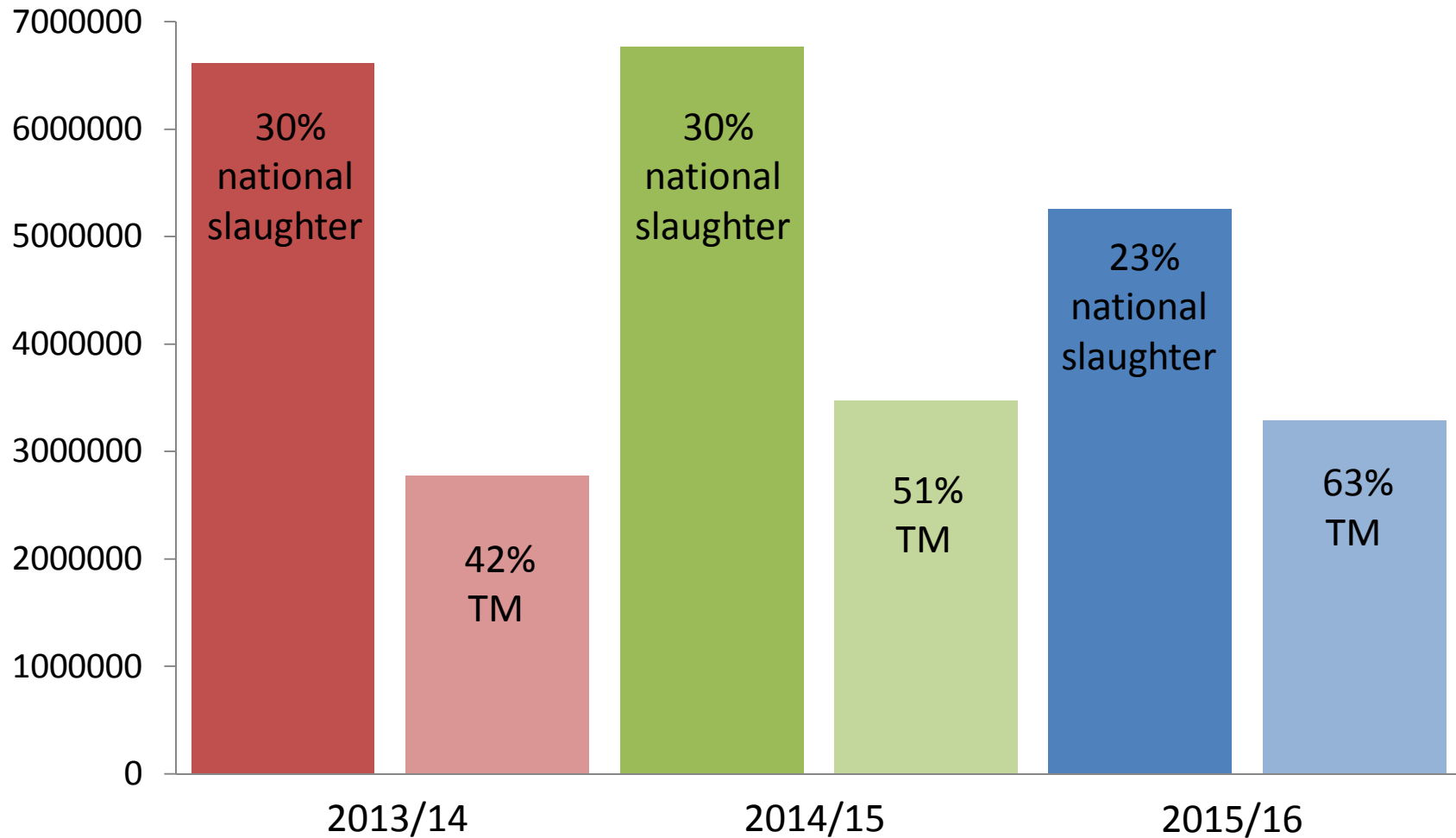
Growth of MSA Lamb



MSA lamb produced in all states

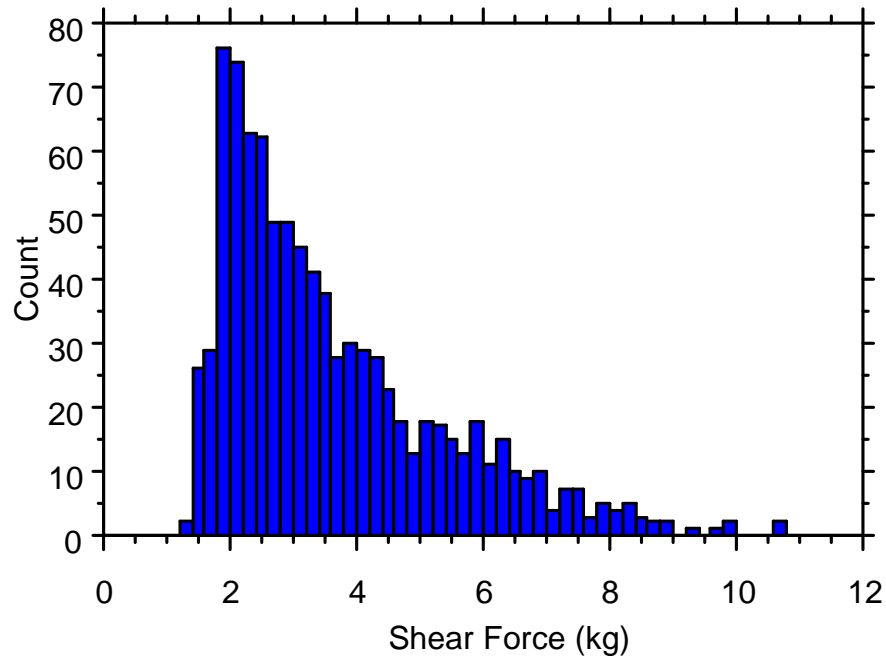


MSA Lamb - brand numbers

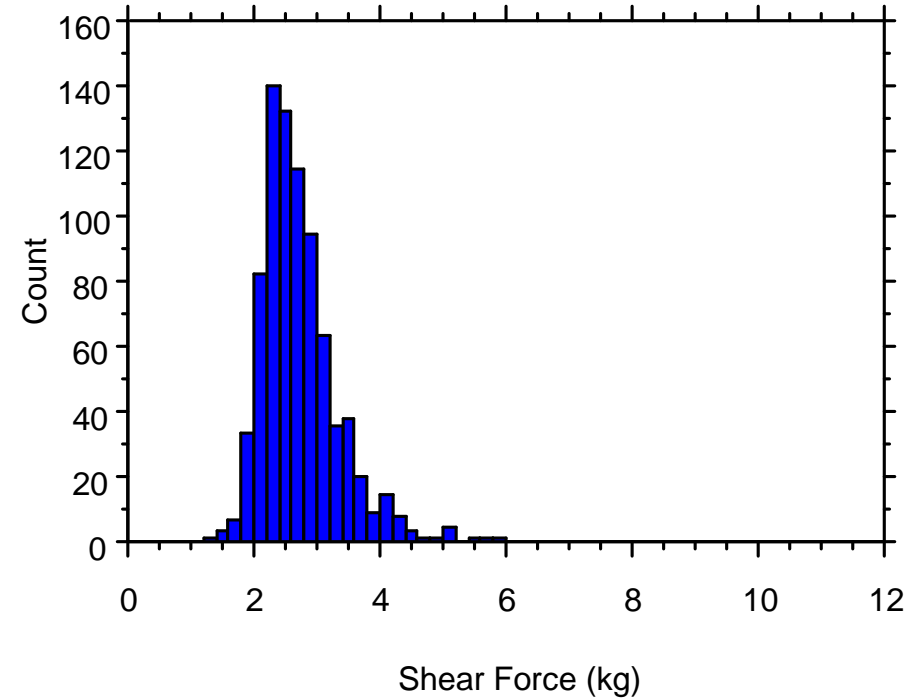


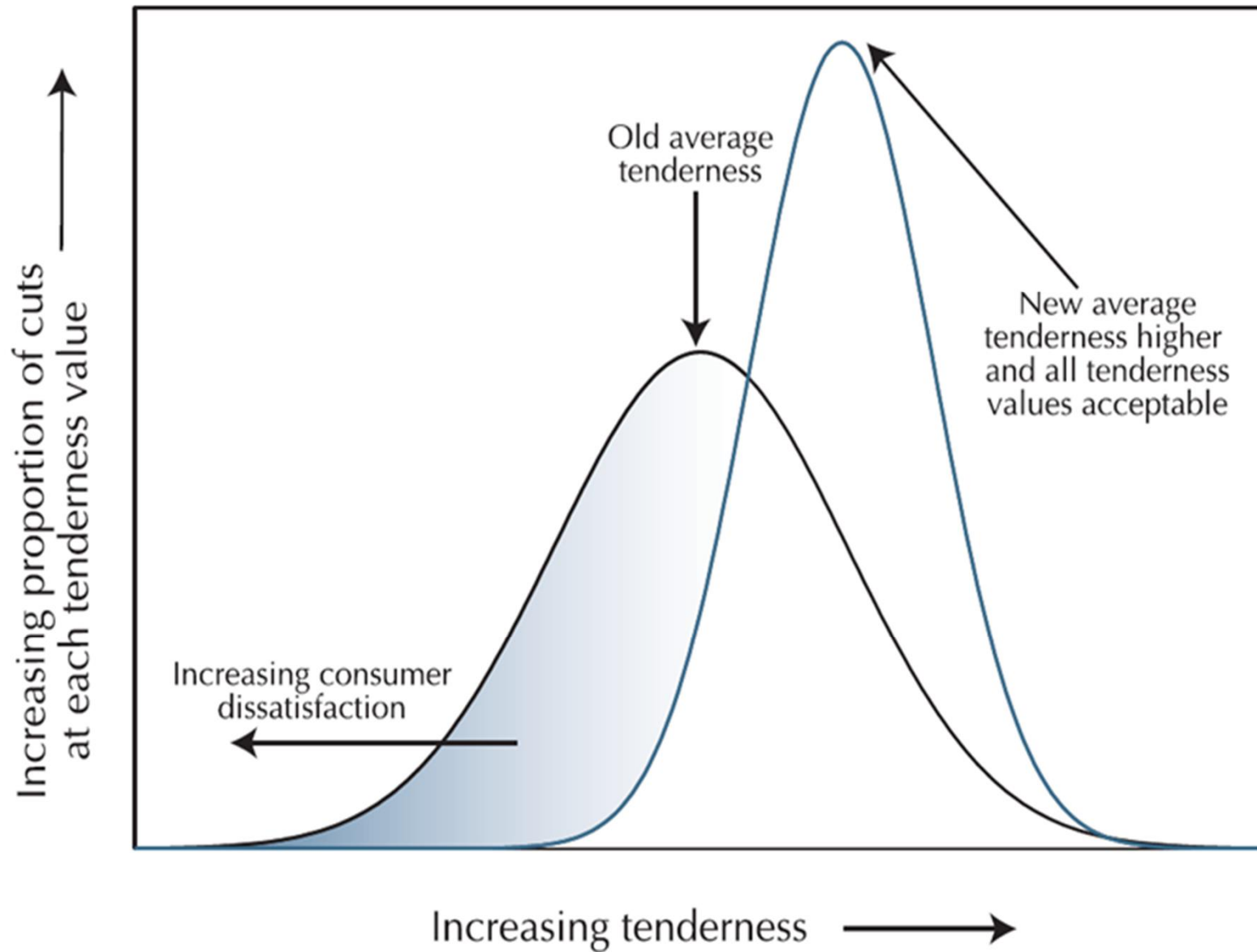
Change is possible

Pre MSA



Post MSA





Future of MSA

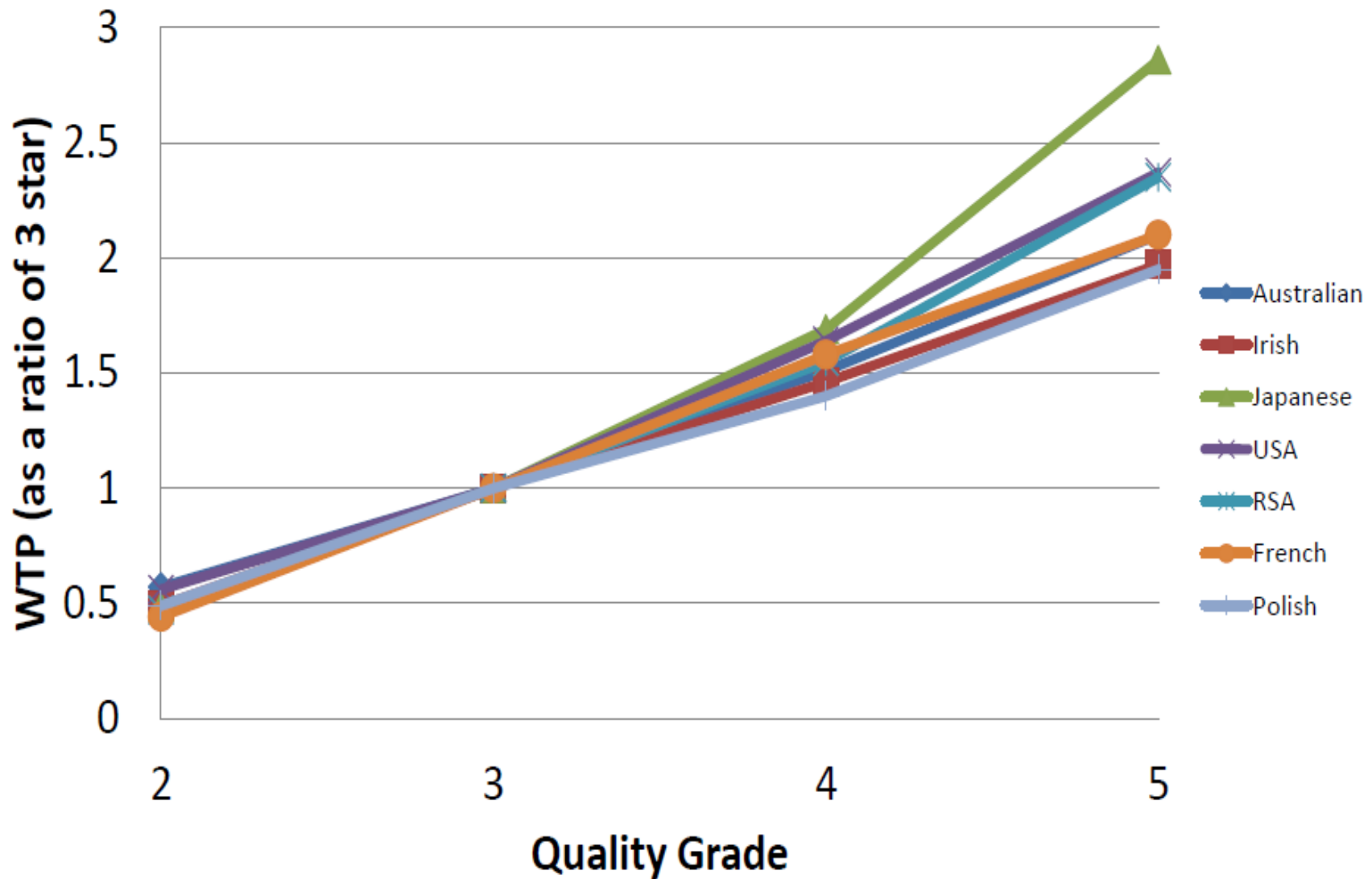


Priorities to 2020

- “ Shift to global focus
- “ Objective Carcase Measurement
- “ Cuts based model
- “ Value Based Pricing
- “ Yearling sheepmeat
- “ Feedback and benchmarking



WTP in other countries



MSA in international markets



Objective carcass measurement (OCM)

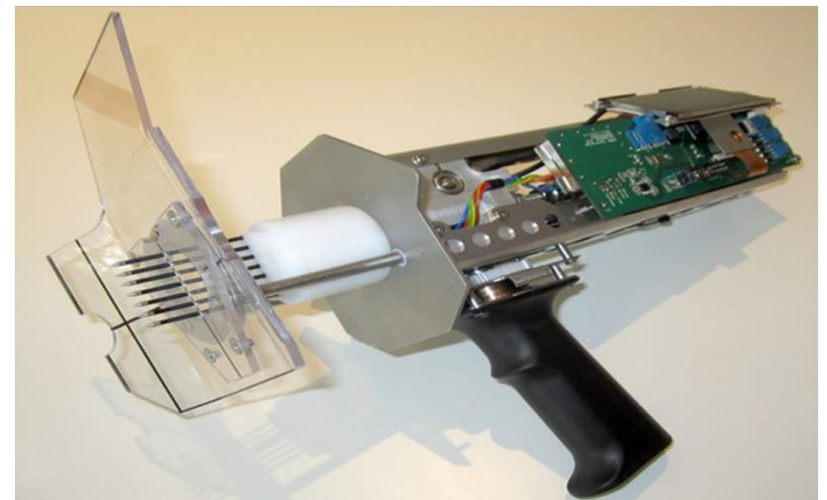
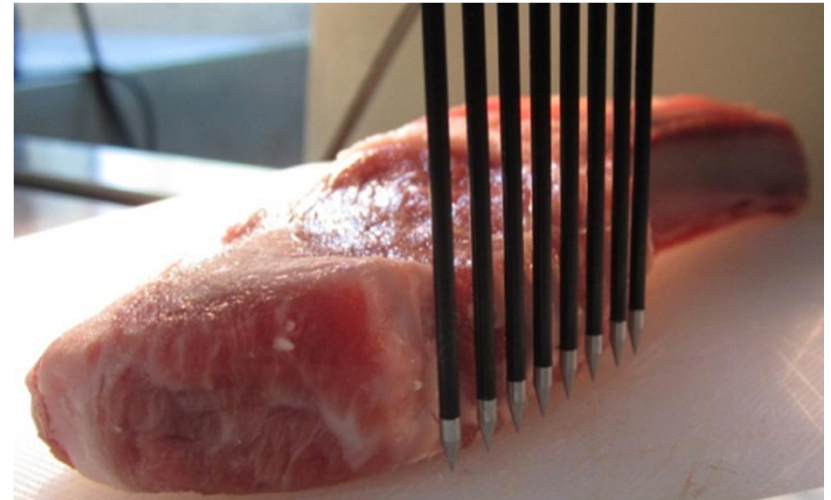
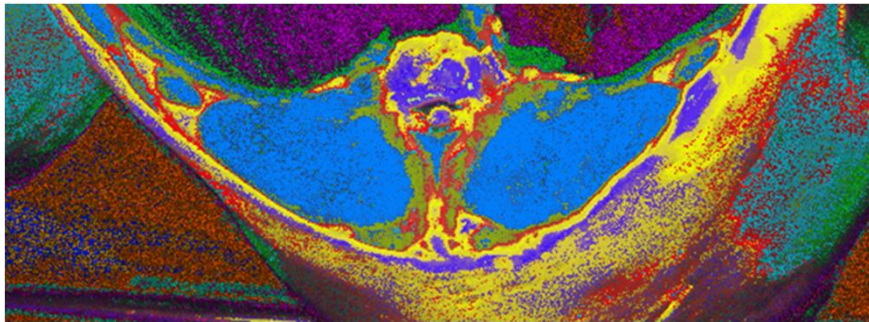
Eye muscle area

IMF (marbling scores)

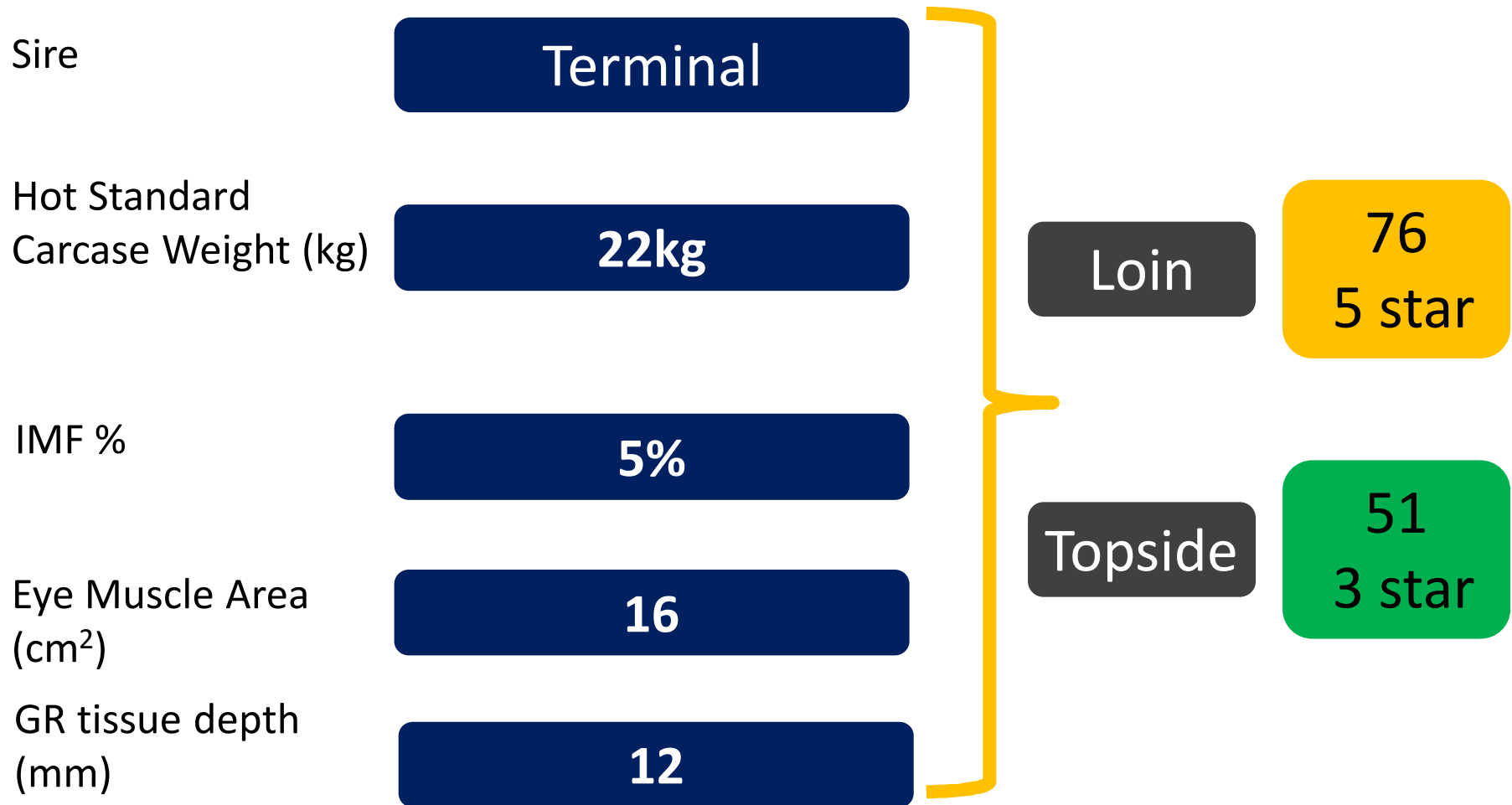
Fat colour

Meat colour

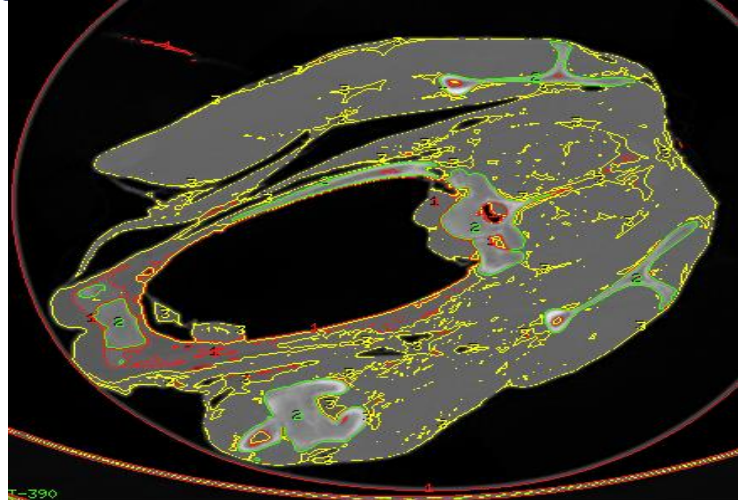
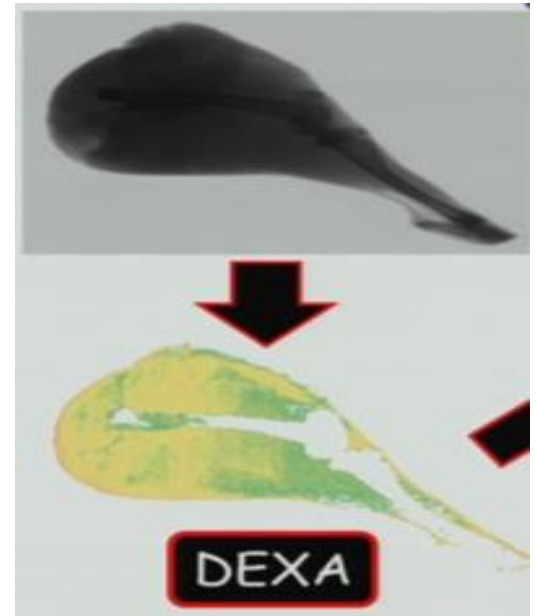
Subcutaneous fat



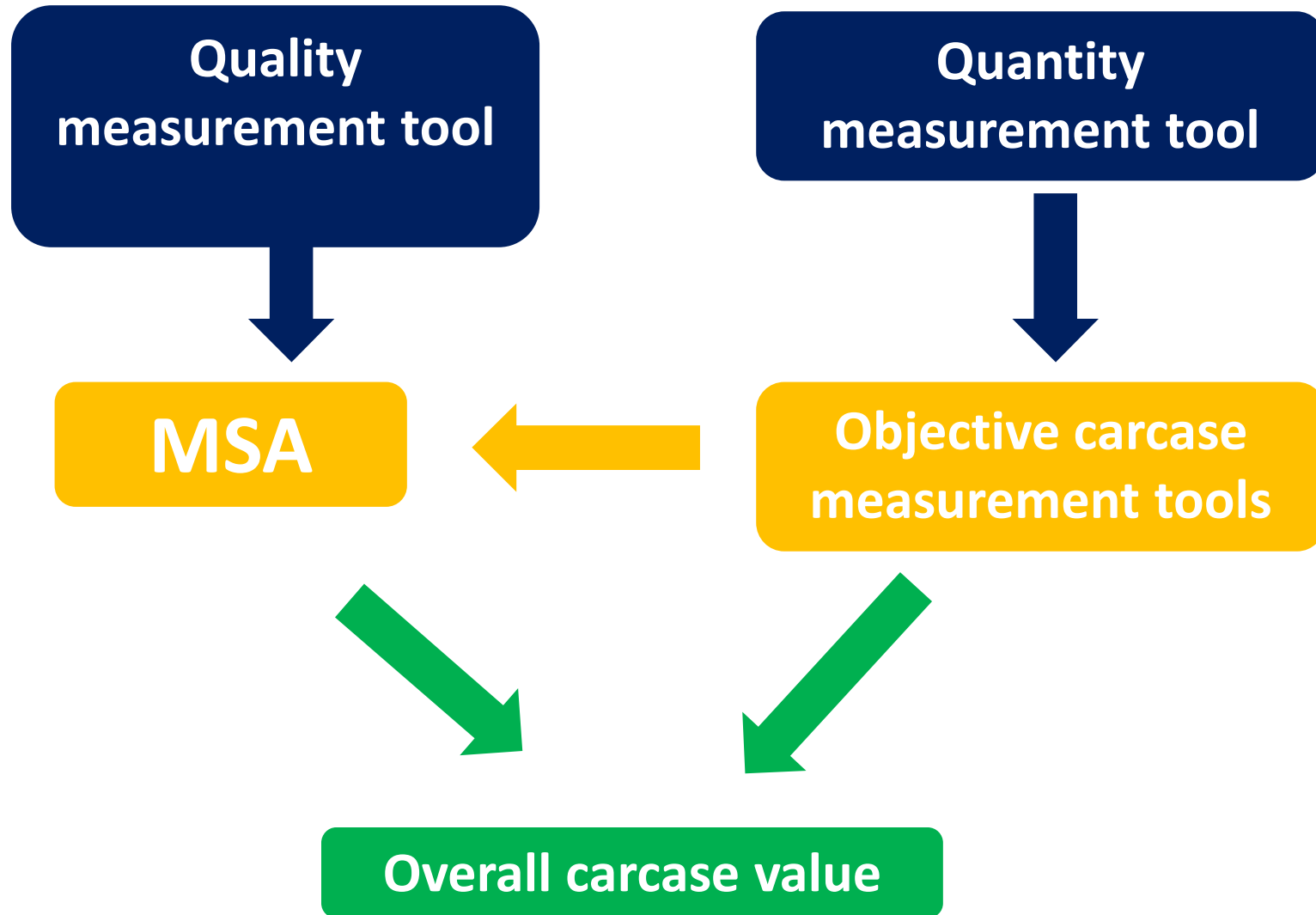
Prototype MSA Cuts Model



Objective Carcase Measurements



Value based pricing



Yearling Sheepmeat Eating quality (18 to 26 months)

Overall liking score

♦ 1.2 ns

↕ 7.8 $P < 0.05$

Using data to drive decisions

MSA feedback

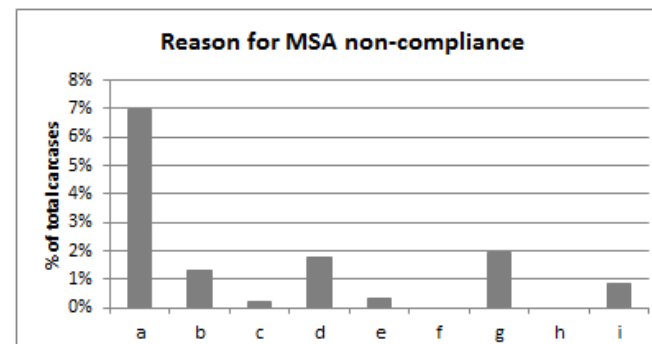
MSA feedback

Report: Processor – MSA non-compliance

Include Include Plant Kill date equals between 0239 My Big Processor 1 May 2012 to 30 May 2013

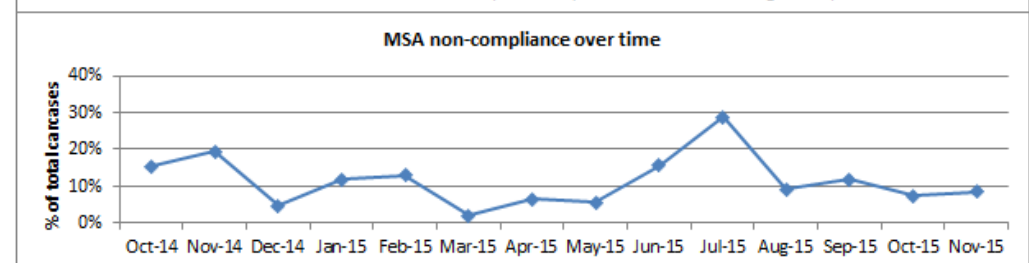
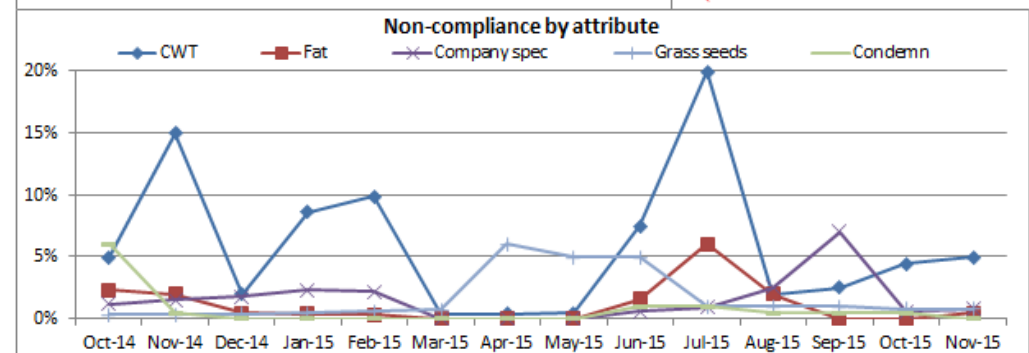


SUMMARY	Number	% of total
Total carcasses presented for MSA grading:	12,000	100%
Young lamb	0	0%
Lamb	10,200	85%
Hogget	1,200	10%
Mutton	600	5%
Compliant to MSA requirements	10,404	87%
Non-compliant to MSA requirements:	1,596	13%
Direct consignment	8,400	70%
Saleyard consignment	3,600	30%
MSA Trademarked	6,300	53%



Reason for MSA non-compliance
Click on the MSA non-compliance reasons below for information on how to improve compliance for this attribute.

- a. Under minimum carcass weight
- b. Inadequate fat distribution (min fat score 2);
- c. Under minimum carcass weight and inadequate fat distribution
- d. Falls company specification
- e. Excessive pelt removal damage
- f. Excessive trimming
- g. Damage from grass seeds
- h. Excessive bruising
- i. Animal health condemnation



Vision

A world leading, consumer focused, eating quality prediction program that improves the demand for and improves the eating quality of Australian beef and lamb