



# MSA Forum Draft Program

## How Australia's red meat industry has adopted eating quality science

Day 1: Monday 13<sup>th</sup> August 2018

0730	<i>Registration open</i>	Level 8, Grand Hyatt
0830 – 1035	<b>Official Opening – ICOMST PROGRAM</b>	<b>Savoy Ballroom</b>
	<b>Session 1: Provenance and fraud detection</b>	<b>Savoy 1</b>
	<a href="#">Click here</a> to view the full ICoMST Program	
1035 – 1100	<i>Morning Tea</i>	
	<b>MSA DEVELOPMENT</b>	<b>Savoy 3</b>
	<i>Chair: Rod Polkinghorne</i>	
1100 – 1115	Overview of MSA beef	Michael Cowley, General Manager, Meat & Livestock Australia
1115 – 1130	Building the MSA beef model	Emiritus Prof Ray Watson, Melbourne University
1130 – 1145	The MSA lamb and sheep meats model	Prof Dave Pethick, Murdoch University
1145 – 1200	20+ years - key elements of success	John Webster, AgStrat Assoc Pty Ltd
1200 - 1215	MSA - an International perspective	Dr Jean-François Hocquette, INRA, France
1215 – 1230	MSA development round table discussion - session speakers	Chair and all 5 speakers
1230 - 1330	<i>Lunch in the Exhibition</i>	
	<b>MSA IN THE MARKETPLACE</b>	
	<i>Chair: Michael Crowley</i>	
1330 – 1345	MSA index - feedback and bench marking tool	Dr Peter McGilchrist, University of New England
1345 - 1400	MSA - Southern Producer perspective	Trent Osborne
1400 – 1415	MSA - Northern Producer perspective Beef	Ian McCambley, McCambley Pastoral
1415 – 1430	MSA to underpin branding and MSA grade segregation	Mark Inglis JBS Australia
1430 – 1445	MSA grade segregation value based trading	Tom Maguire, Teys
1445 – 1500	Retail perspective on MSA and brand development	Retailer TBC
1500 – 1515	MSA in the market place round table discussion - session speakers	Chair and all 6 speakers
1515 - 1630	<i>ICoMST Poster session and afternoon tea</i>	
	<b>IMPLEMENTATION AND THE FUTURE</b>	
	<i>Chair: John Webster</i>	
1630 – 1645	Supporting commercial implementation of MSA	Sarah Strachan, Manager, Meat Standards Australia
1645 - 1700	MSA in the next 20 years	Rod Polkinghorne, Polkinghorne Pty Ltd
1700 – 1730	Round table – ALL speakers for 30 min open forum	All speakers on stage

MSA 20<sup>th</sup> Anniversary Celebration, Grand Hyatt