12 Commercial Benefits of Using Meat Messaging

Outlined for:	1. Ability to Remark Damaged or Missing Shipping Marks to the U.S.
- Australian Export Establishments - U.S. Import Inspection Establishments	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 <u>seen up to a halving of U.S. rejections</u>. 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.
Outlined for:	**2. Send Cartons to the U.S. without Shipping Marks**
- Australian Export Establishments - U.S. Import Inspection Establishments	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.
Outlined for:	**3. Government Recognised Traceability Validation Tool can be used to respond to issues raised by Government Agencies.**
- Australian Export Establishments - Cold Stores - Non-Packer Exporters - Government	Meat Messaging is a government recognised traceability validation tool from the export registered Meat 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 registered meat establishment is held accountable for the actions of the 3rd party because the product has the production 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.
Outlined for:	**4. Carries Product Providence Claims**
- Australian Export Establishments - Cold Stores - Non-Packer Exporters - Foreign Import Countries	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.
Outlined for:	**5. End-Users can Access Shipment information before it Arrives.**
- Australian Export Establishments - Cold Stores - Non-Packer Exporters - Foreign Import Countries	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.
Outlined for:	**6. Acts as a Product Translation Tool for Foreign Speaking Countries.**
- Australian Export Establishments - Cold Stores	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

Outlined for:	
- Non-Packer Exporters - Foreign Import Countries - Government	barcoding standards, the information is translated into the foreign establishment's language through numbering standards.
Outlined for:	**7. Time Taken on MTC's Drastically Reduced.**
- Australian Export Establishments	Establishments that have started using eMTCs through integration with the on-plant 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 on-plant system creating, sending and automatically managing the attestation completed by the receiving establishment. The only time someone is involved is when there is an issue with a load identified at the receiving establishment.
Outlined for:	**8. Time Taken on Manual Paper Recording Drastically Reduced.**
- Australian Export Establishments - Cold Stores - Non-Packer Exporters	Where establishments have fully implemented Meat Messaging through integration with the on-plant systems, the time taken at loadout related to manual paper recording activities for export loads, eMTCs and domestication has all but vanished. The on-plant systems create all the necessary records from barcode scanning data and the existing computerised order management processes. The on-plant system-generated data is automatically sent to Meat Messaging with no human intervention.
Outlined for:	**9. Provides Real-Time Assurances on Product Safety and Integrity.**
- Australian Export Establishments - Cold Stores - Non-Packer Exporters - Foreign Import Countries - Government	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.
Outlined for:	**10. Ensure Market Eligibility on a Carton Level.**
- Australian Export Establishments - Cold Stores - Non Packer Exporters	Ensuring and demonstrating market eligibility on a carton level through the export supply chain from the processor through to the 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).
Outlined for:	**11. Provides all the information that is on a paper or electronic certificate**
- Australian Export Establishments	Importers and end-users still rely on paper certificates or the data from ecert. 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.
Outlined for:	**12. Allows for Future Possibility to Regulatory Changes for Lab Sampling**
- Australian Export Establishments - Cold Stores - Non-Packer Exporters - Government	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).

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

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