OVERVIEW FOR AUSTRALIAN EXPORT-ACCREDITED PROCESSING ESTABLISHMENTS



MEATMESSAGING

An Australian meat industry initiative

Issue date 20261113

The why, what, who and how.

1. Why do we need Meat Messaging?
2. What is Meat Messaging?
3. What problems does Meat Messaging solve?
4. Who uses Meat Messaging?
5. How does Meat Messaging work?
6. How do you implement Meat Messaging?

Why do we need Meat Messaging?

As global red-meat supply chains become more complex, timely and accurate information sharing is critical to maintaining product integrity, regulatory compliance and customer confidence.

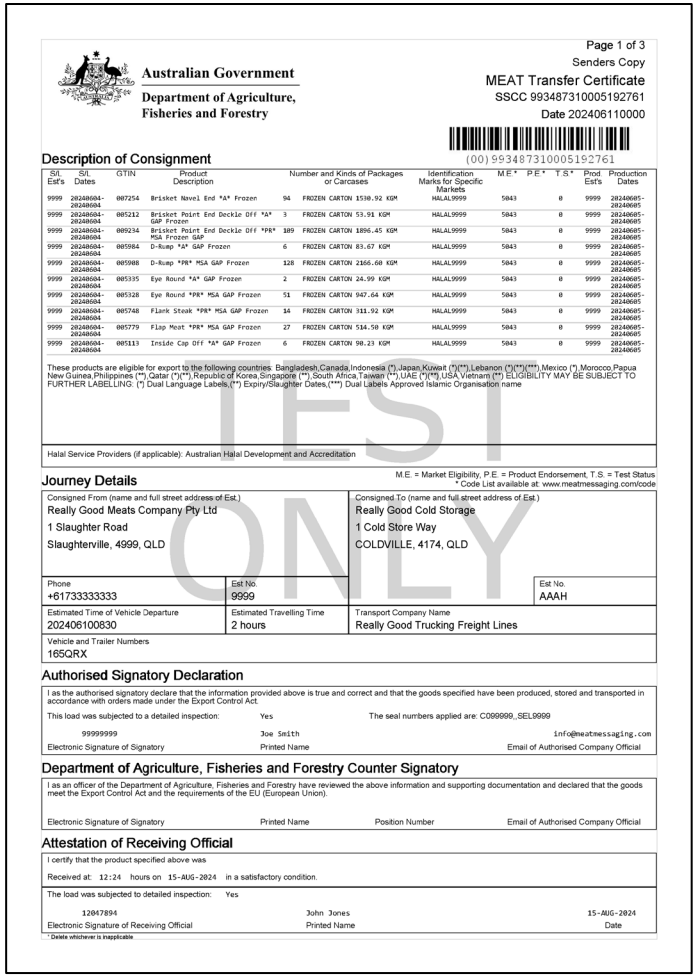
Meat Messaging provides a secure, industry-wide platform that enables exporters, importers, cold stores, freight forwarders, inspection facilities and government agencies to exchange shipment, clearance and logistics information in real time. By replacing fragmented communication methods such as emails, spreadsheets and phone calls, Meat Messaging improves supply-chain visibility, reduces delays, minimises the risk of costly errors, and helps businesses respond quickly to issues before they impact product quality or market access.

Meat Messaging enables a more efficient, transparent and resilient red-meat export supply chain, helping industry participants protect product value and deliver better outcomes for customers.

Why do we need Meat Messaging?

Meat Messaging helps the red-meat industry:

- Verify the authenticity of export meat products
- Improve traceability through the supply chain
- Confirm that cartons belong to a particular consignment
- Replace paper-based meat transfer certificates (**MTCs**) with electronic versions – **eMTCs** – and provide a solution when shipping marks are missing or damaged
- Provide import inspection facilities with shipment information before product arrival
- Provide reconciliations of **export volume** and **domesticated volume** to the Department of Agriculture, Fisheries and Forestry (DAFF).



Page 1 of 3
Senders Copy

Australian Government
Department of Agriculture, Fisheries and Forestry

MEAT Transfer Certificate
SSCC 993487310005192761
Date 202406110000

(00) 993487310005192761

Description of Consignment

Srl. Est's	Srl. Dates	GTIN	Product Description		Number and Kinds of Packages or Carcases	Identification Marks for Specific Markets	M.E.*	P.E.*	T.S.*	Prod. Est's	Production Dates
9999	20240604-20240604	007254	Brisket Navel End *A* Frozen	94	FROZEN CARTON 1530.92 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	005212	Brisket Point End Deckle Off *A* GAP Frozen	3	FROZEN CARTON 53.91 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	009234	Brisket Point End Deckle Off *PR* MSA Frozen GAP	189	FROZEN CARTON 1896.45 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	005984	D-Rump *A* GAP Frozen	6	FROZEN CARTON 83.67 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	005988	D-Rump *PR* MSA GAP Frozen	128	FROZEN CARTON 2166.60 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	005335	Eye Round *A* GAP Frozen	2	FROZEN CARTON 24.99 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	005328	Eye Round *PR* MSA GAP Frozen	51	FROZEN CARTON 947.64 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	005748	Flank Steak *PR* MSA GAP Frozen	14	FROZEN CARTON 311.92 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	005779	Flap Meat *PR* MSA GAP Frozen	27	FROZEN CARTON 514.50 KGM	HALAL9999	5043		0	9999	20240605-20240605
9999	20240604-20240604	005113	Inside Cap Off *A* GAP Frozen	6	FROZEN CARTON 98.23 KGM	HALAL9999	5043		0	9999	20240605-20240605

These products are eligible for export to the following countries: Bangladesh,Canada,Indonesia (*),Japan,Kuwait (*)(**),Lebanon (*)(**)(***),Mexico (*),Morocco,Papua New Guinea,Philippines (**),Qatar (*)(**),Republic of Korea,Singapore (**),South Africa,Taiwan (**),UAE (*)(**),USA,Vietnam (**) ELIGIBILITY MAY BE SUBJECT TO FURTHER LABELLING: (*) Dual Language Labels,(**) Expiry/Slaughter Dates,(***) Dual Labels Approved Islamic Organisation name

Halal Service Providers (if applicable): Australian Halal Development and Accreditation

TEST ONLY

Journey Details

M.E. = Market Eligibility, P.E. = Product Endorsement, T.S. = Test Status
* Code List available at: www.meatmessaging.com/code

Consigned From (name and full street address of Est.)		Consigned To (name and full street address of Est.)	
Really Good Meats Company Pty Ltd 1 Slaughter Road Slaughterville, 4999, QLD		Really Good Cold Storage 1 Cold Store Way COLDVILLE, 4174, QLD	
Phone: +61733333333	Est No.: 9999		Est No.: AAAH
Estimated Time of Vehicle Departure: 202406100830	Estimated Travelling Time: 2 hours	Transport Company Name: Really Good Trucking Freight Lines	
Vehicle and Trailer Numbers: 165QRX			

Authorised Signatory Declaration

I as the authorised signatory declare that the information provided above is true and correct and that the goods specified have been produced, stored and transported in accordance with orders made under the Export Control Act.

This load was subjected to a detailed inspection: Yes — The seal numbers applied are: C099999_SEL9999

99999999	Joe Smith	info@meatmessaging.com
Electronic Signature of Signatory	Printed Name	Email of Authorised Company Official

Department of Agriculture, Fisheries and Forestry Counter Signatory

I as an officer of the Department of Agriculture, Fisheries and Forestry have reviewed the above information and supporting documentation and declared that the goods meet the Export Control Act and the requirements of the EU (European Union).

Electronic Signature of Signatory	Printed Name	Position Number	Email of Authorised Company Official

Attestation of Receiving Official

I certify that the product specified above was

Received at: 12:24 hours on 15-AUG-2024 in a satisfactory condition.

The load was subjected to detailed inspection: Yes

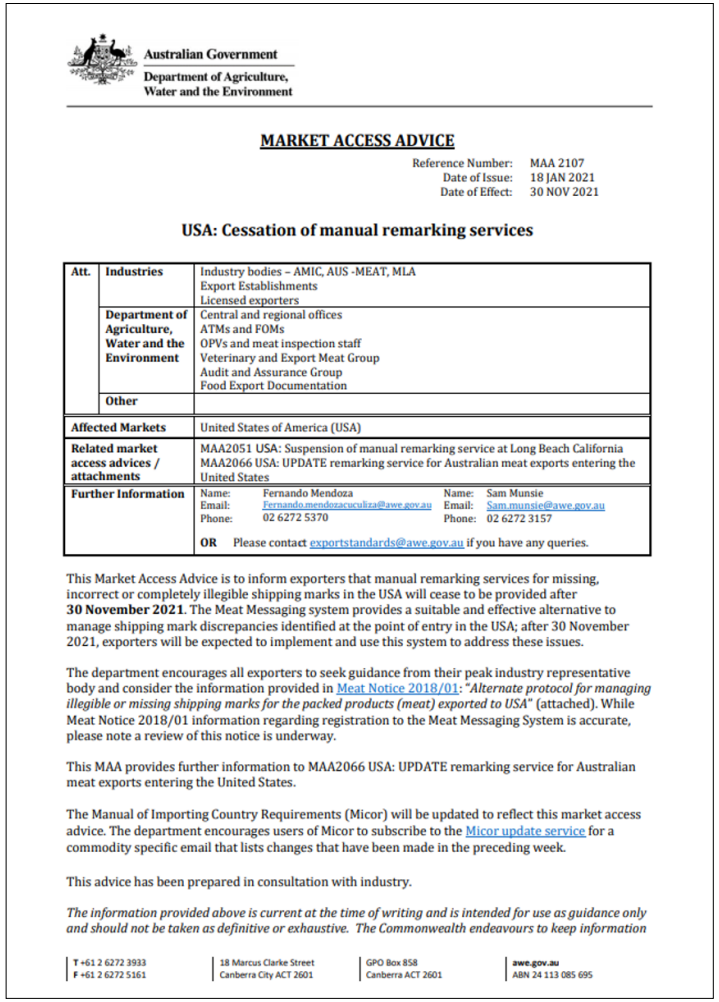
12047894	John Jones	15-AUG-2024
Electronic Signature of Receiving Official	Printed Name	Date

* Delete whichever is inapplicable

eMTC

Why do we need Meat Messaging?

- Meat Messaging has been used for remarking of missing, illegible or damaged shipping marks since 2021
- MLA and DAFF no longer provide a remarking service
- Remarking is managed by the import inspection facility through the Meat Messaging portal
- The USA's Food Safety and Inspection Service (FSIS) recognises Meat messaging as an Official Import Facility remarking tool under FSIS Directive 9900.5, Section VII, E. "Procedures for correcting shipping marks when using barcodes".



Australian Government
Department of Agriculture, Water and the Environment

MARKET ACCESS ADVICE

Reference Number: MAA 2107
Date of Issue: 18 JAN 2021
Date of Effect: 30 NOV 2021

USA: Cessation of manual remarking services

Att.	**Industries**	Industry bodies – AMIC, AUS -MEAT, MLA Export Establishments Licensed exporters
	Department of Agriculture, Water and the Environment	Central and regional offices ATMs and FOMs OPVs and meat inspection staff Veterinary and Export Meat Group Audit and Assurance Group Food Export Documentation
	Other	
Affected Markets		United States of America (USA)
Related market access advices / attachments		MAA2051 USA: Suspension of manual remarking service at Long Beach California MAA2066 USA: UPDATE remarking service for Australian meat exports entering the United States
Further Information		Name: Fernando Mendoza, Email: Fernando.mendozacuculiza@awe.gov.au, Phone: 02 6272 5370 Name: Sam Munsie, Email: Sam.munsie@awe.gov.au, Phone: 02 6272 3157 **OR** Please contact exportstandards@awe.gov.au if you have any queries.

This Market Access Advice is to inform exporters that manual remarking services for missing, incorrect or completely illegible shipping marks in the USA will cease to be provided after **30 November 2021**. The Meat Messaging system provides a suitable and effective alternative to manage shipping mark discrepancies identified at the point of entry in the USA; after 30 November 2021, exporters will be expected to implement and use this system to address these issues.

The department encourages all exporters to seek guidance from their peak industry representative body and consider the information provided in Meat Notice 2018/01: *"Alternate protocol for managing illegible or missing shipping marks for the packed products (meat) exported to USA"* (attached). While Meat Notice 2018/01 information regarding registration to the Meat Messaging System is accurate, please note a review of this notice is underway.

This MAA provides further information to MAA2066 USA: UPDATE remarking service for Australian meat exports entering the United States.

The Manual of Importing Country Requirements (Micor) will be updated to reflect this market access advice. The department encourages users of Micor to subscribe to the Micor update service for a commodity specific email that lists changes that have been made in the preceding week.

This advice has been prepared in consultation with industry.

The information provided above is current at the time of writing and is intended for use as guidance only and should not be taken as definitive or exhaustive. The Commonwealth endeavours to keep information

T +61 2 6272 3933
F +61 2 6272 5161
18 Marcus Clarke Street
Canberra City ACT 2601
GPO Box 858
Canberra ACT 2601
awe.gov.au
ABN 24 113 085 695

Cessation of manual remarking in the USA

Why do we need Meat Messaging?

Relevant regulations

- Meat Notice 2018/01 - Alternate protocol for managing illegible or missing shipping marks for the packed products (meat) exported to USA
- Meat Notice 21-03 - Alternate protocol for confirming illegible or missing shipping marks for packed products (meat) exported to USA
- Meat Notice 21-02 - Electronic Meat Transfer Certificates (eMTC)
- FSIS Directive 9900.5 Rev - LABEL VERIFICATION OF IMPORTED MEAT, POULTRY, AND EGG PRODUCTS
- FSIS Directive 9910.1 - BARCODES IN LIEU OF SHIPPING MARKS FOR FRESH MEAT PRODUCTS FROM AUSTRALIA

Why do we need Meat Messaging?



Import establishments can correct shipping marks without a representative of the foreign government to supervise.

Supporting documentation is available for Australian products through Meat Messaging.

Countries must be eligible and establishments must be approved for such activity.

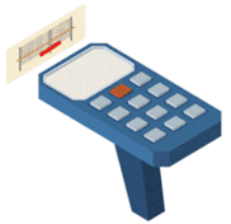
What is Meat Messaging?

Meat Messaging is an international red-meat-supply-chain traceability and compliance tool that can be used to store and access information on consignments sent from exporters. A cost-neutral industry reporting system, it allows importers, auditors and the government to verify that physical shipments to the U.S. – and other importing countries – match the data that has been uploaded to the Meat Messaging portal by an export-registered processing establishment, non-packer exporter, third-party cold store or freight forwarder. It supports compliance with the **Export Control Act 2020** and the **Export Control (Meat and Meat Products) Rules 2021.**

Meat Messaging sits under the Australian Meat Industry Language and Standards Committee (AMILSC) via the Red Meat Supply Chain Committee (RMSCC), which includes the function of a Meat Messaging (MM) steering committee.

What is Meat Messaging?

- Meat Messaging is a simple, secure, cloud-based industry portal that allows validation for physical loads – by way of an online record, made up of unique carton barcodes for shipments of products exported from Australia into key markets like the USA.

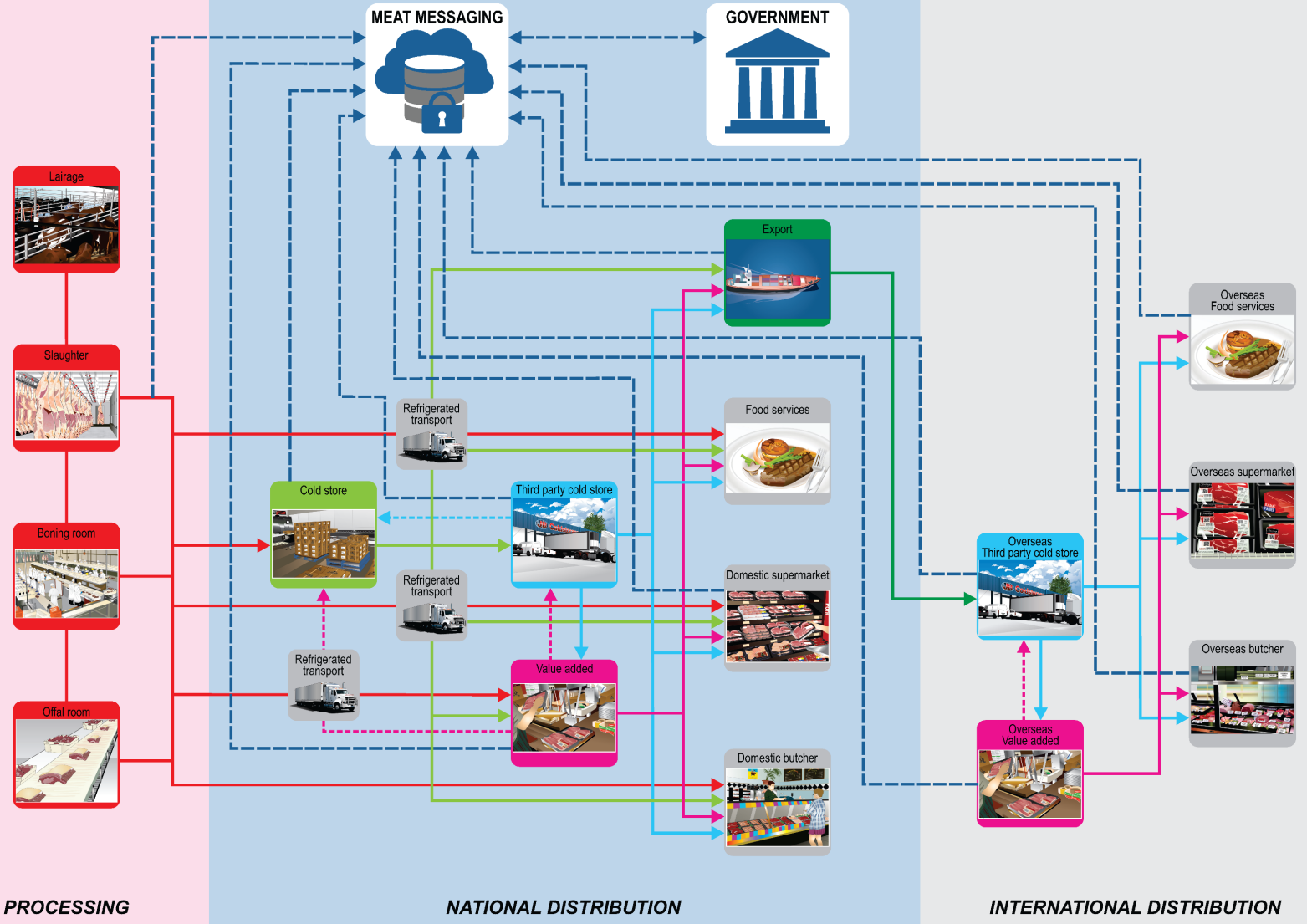


- The information accessible within Meat Messaging is the same information available to someone authorised to physically access the carton or carcase and the logistics information that applies directly to that carton or carcase. Meat Messaging is used as an industry validation portal to verify what processes an export establishment has completed operationally. This is recorded in an online system acceptable and accessible to the Government for validation.



Meat Messaging enables compliance with the Export Control Act 2020.

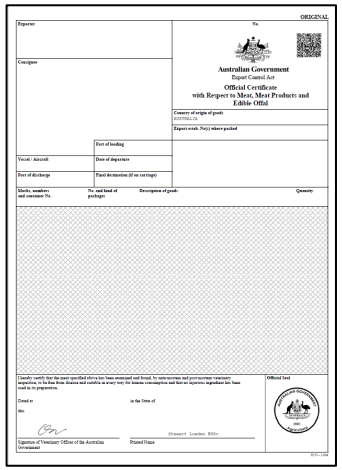
Verifiable data attached to meat products is passed through a trackable, traceable supply chain.



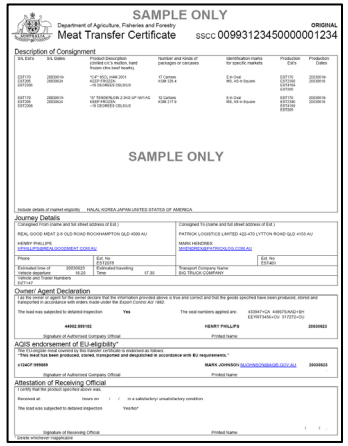
The system is used for both international & domesticated product in export-accredited establishments, so that all processed product can be accounted for.

What is Meat Messaging?

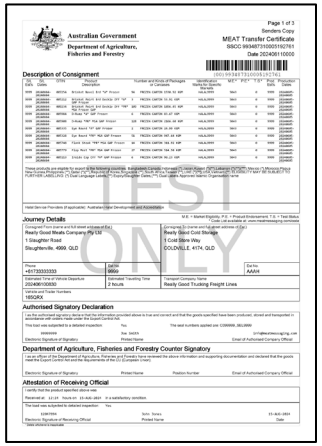
- The use of Meat Messaging offers support for non-packer exporters and freight-forwarders to manually add Health Certificate details and to finalise the authentication for electronic Meat Transfer Certificates (**eMTCs**) subject to the limitations of the system integration abilities. The export establishment's system and approved arrangements must meet the requirements of the Meat Notice for this to be implemented.
- The Meat Messaging system also serves as a replacement for the **MTC**, to be used for inter-establishment and domestic transports between one export establishment and another.



Health Certificate



From paper MTC…



… to eMTC.

What is Meat Messaging... not?

- Meat Messaging does not replace EXDOC or NEXDOC.
  Meat Messaging works alongside of EXDOC and NEXDOC.
- Meat Messaging is not a replacement IT system. It is integrated with the exporter's IT systems, to handle the uploading of messages.
- When required, the IT system will also download messages – such as when receiving an eMTC.
- Meat Messaging does not create the information in the messages.
  The information is created and entered by the establishment's staff and, once all required information has been entered, the message is sent to Meat Messaging.



What problems does Meat Messaging solve?

Meat Messaging was developed to address the challenges that arise when supply-chain participants operate with incomplete, delayed or disconnected information. By providing a common platform for information exchange, it helps support the smooth movement of products, documentation and status updates throughout the export-and-import process, enabling supply-chain partners to work from a more consistent and coordinated view of shipments and activities.

What problems does Meat Messaging solve?

The Australian meat industry has reported direct benefits from using Meat Messaging

- Eliminating product wastage
- Better traceability
- Simplicity
- Automation
- Accuracy
- Direct saving on paper
- Time saving – on site, in the US or importing country, and corporate (processing fewer claims)
- Worldwide traceability – scan an Australian meat carton anywhere in the world and see the shipment details, production establishment number and even postcodes (and PICs) that went into the production run.

What problems does Meat Messaging solve?

Solving the big problems

- Drastically reducing the time taken, and the cost of, preparing and completing MTCs
- Providing the ability to remark damaged or missing shipping marks in the U.S.A.
- Allowing the consignment of product to the U.S.A. without shipping marks
- Reducing annual DAFF audits from 2 to 1 per year
- Maintaining market eligibility – at a carton level – throughout the supply chain.

Who uses Meat Messaging?

Meat Messaging is an industry cloud portal operated by the Australian meat industry to hold export consignment and carton-level information. There are many different sections of the meat supply chain that interact with Meat Messaging, from the export processing establishment that produces cartons of meat, all the way through to end users and retailers in export markets.

Australian export establishments and non-packer exporters (NPEs) are generally the creators of messages uploaded into Meat Messaging. The receivers, or owners, of shipments access the consignment information from Meat Messaging.

Who uses Meat Messaging?

- **Australian exporters (processors, NPEs, cold stores, freight forwarders)**

  To upload consignment information, including the GS1 barcode and production details, on each case in a consignment.

- **Inspection houses**

  To verify specific cases belong to a consignment when the shipping mark is missing or eligible (USDA FSIS Directive 9900.5) or as part of the Pallet Pilot (FSIS Notice 37-19 Pilot Program.)

- **Meat buyers / end users (value adding or further processing)**

  To access information on individual cases such as Chemical Lean value, production data etc.

- **Government officials**

  To access information to verify that all shipments are correct.

Who uses Meat Messaging?

The numbers:

- **391 organisations registered to use Meat Messaging**
- **166,355 messages for 2026 up to 11 November**
- **74.1 million cartons for 2026 up to 11 November**
- **1.58 billion kgs for 2026 up to 11 November**
- **62 export establishments consistently uploading messages**
- **99% of beef from Australia to U.S. and Canada uploaded to Meat Messaging.**

Who uses Meat Messaging?

Meat Messaging registered U.S. import establishments – public listing.

All Meat Messaging registered U.S. import establishments that import Australian red meat products are made available on a public list.

https://meatmessaging.org/us-import-inspection-est

U.S. import inspection establishments (chilled and frozen meat) showing Meat Messaging registration

This list shows the U.S. mainland import inspection establishments. Those marked in green are registered to use Meat Messaging.

- Number of U.S. mainland import inspection establishments (chilled and frozen meat): **212**
- Number of import inspection establishments registered with Meat Messaging: **76**
- Percentage of U.S. mainland import inspection establishments that are Meat Messaging registered: **36%**

Download CSV

Est. no.	MM registered	Est.	Street	State	Zip	Phone	Grant date	Activities
I1	True	Lineage Logistics PFS, LLC	275 BLAIR ROAD	NJ	07001	(908) 282-6500	2020-01-17	Imported Product
I10	True	Atlantic Coast Freezers LLC	2192 NW Blvd	NJ	08360	(856) 696-1770	2018-01-11	Imported Product
I101	True	Lineage Logistics, LLC	2001 W. Garfield Street # C100 Pier 90 Building 391	WA	98119	(206) 285-6500	2021-03-10	Imported Product
I102	True	Cool Port Oakland	575 Maritime Street	CA	94607	(510) 564-8788	2022-01-13	Imported Product
I1036	True	Americold Logistics LLC.	2321 Industrial Way	NJ	08360	(856) 690-9000	2022-12-09	Certification - Export, Identification - Meat, Identification - Poultry, Imported Product
I105	False	MTC Logistics, Inc.	250 Yeend Street	AL	36603	(443) 727-8800	2021-07-09	Certification - Export, Identification - Meat, Identification - Poultry, Imported Product, Off-Premise Freezing - Meat, Off-Premise Freezing - Poultry
I112	True	Lineage Logistics PFS, LLC	601 Crossroads Blvd	NJ	08085	(800) 678-7271	2021-03-10	Certification - Export, Identification - Meat, Identification - Poultry, Imported Product
I114	True	Konoike Pacific California, Inc.	1420 Coil Avenue	CA	90744	(310) 518-1000	2018-06-25	Imported Product
I115	False	Nital Trading Co Inc	11580 West 43rd Ave, Suite 15	FL	33018	(786) 367-2537	2022-02-16	Imported Product
I116	False	Celebrity Foods Division of Atalanta Corporation	1 Atalanta Plaza	NJ	07206	(908) 351-8000	2021-09-27	Certification - Export, Imported Product

Who uses Meat Messaging?

Who is FSIS listed to use Meat Messaging?

Count	Company name	Est. number	Date added	Date FSIS listed
1	Australian Country Choice Production Pty Ltd	1620	27 Mar 21	07 Jun 24
2	Australian Lamb Co (Colac, VIC)	282	16 Nov 21	01 Feb 22
3	Australian Lamb Company (Sunshine, VIC)	689	31 Jan 18	01 Feb 22
4	Australian Meat Group Pty Ltd (Cootamundra, NSW)	87	20 Oct 23	12 Mar 25
5	Australian Meat Group Pty Ltd (Dandenong, Vic)	3085	11 Jul 19	24 Feb 22
6	Ausvision Meat Processors Trading as Beaufort River Meats	369	13 Jun 21	20 Mar 23
7	Casino Food Company Limited	239	12 Aug 21	01 Sep 26
8	CEDAR UNITED ABATTOIRS Pty Ltd - Brooklyn	206	25 Mar 18	02 Feb 24
9	E C THROSBY	486	30 Jun 22	03 Oct 23
10	Fletcher International Exports Pty Ltd	2309	21 Dec 15	19 Mar 20
11	Fletcher International WA (BENALE PTY LTD)	8	21 Dec 15	19 Mar 20
12	Greenham Gippsland Pty ltd	205	14 Mar 21	24 Feb 22
13	Greenham Tasmania Pty Ltd	716	18 Jun 21	01 Feb 22
14	Gundagai Meat Processors	106	29 Jul 21	10 Jul 23
15	Harvey Industries Group	648	11 Mar 16	29 Aug 24
16	Hillside Meat Processors Pty Ltd	83	10 Nov 21	20 Feb 25
17	Hilltop Meats Pty Ltd	128	25 Jan 18	18 Jun 24
18	HW Greenham & Sons Pty Ltd	234	22 May 21	24 Feb 22
19	JBS AUSTRALIA PTY LTD (Beef City)	170	15 Mar 16	18 Jan 21
20	JBS AUSTRALIA PTY LTD (Bordertown)	1614	15 Mar 16	18 Jan 21
21	JBS AUSTRALIA PTY LTD (Brooklyn)	688	15 Mar 16	01 Feb 22
22	JBS AUSTRALIA PTY LTD (Cobram)	397	03 Feb 23	18 Oct 23
23	JBS AUSTRALIA PTY LTD (Dinmore)	235	15 Mar 16	18 Jan 21
24	JBS AUSTRALIA PTY LTD (Longford)	195	15 Mar 16	18 Jan 21
25	JBS AUSTRALIA PTY LTD (Riverina)	517	15 Mar 16	18 Jan 21
26	JBS AUSTRALIA PTY LTD (Rockhampton)	384	15 Mar 16	18 Jan 22
27	JBS AUSTRALIA PTY LTD (Scone)	262	15 Mar 16	18 Jan 21
28	JBS AUSTRALIA PTY LTD (Townsville)	4	15 Mar 16	18 Jan 21
29	Junee Prime Lamb	90	23 Sep 21	01 Nov 23
30	KILCOY PASTORAL COMPANY LIMITED	640	24 Mar 16	07 May 26
31	Midfield Meat International Pty Ltd	180	22 Dec 15	18 Jan 22
32	Mildura Meatco Pty Ltd	84	08 Aug 24	03 Sep 26
33	Nolan Meats Pty Ltd	80	15 Jan 16	01 Sep 23
34	Oakey Beef Exports Pty Ltd	558	06 Jan 16	08 Jun 22
35	SOUTHERN MEATS	217	30 Mar 17	01 Nov 23

How does Meat Messaging work?

Every time a registered export establishment ships a consignment, its system sends a Meat Messaging message to the Meat Messaging portal.

The message contains shipment and product identification data, including carton, pallet or consignment information.

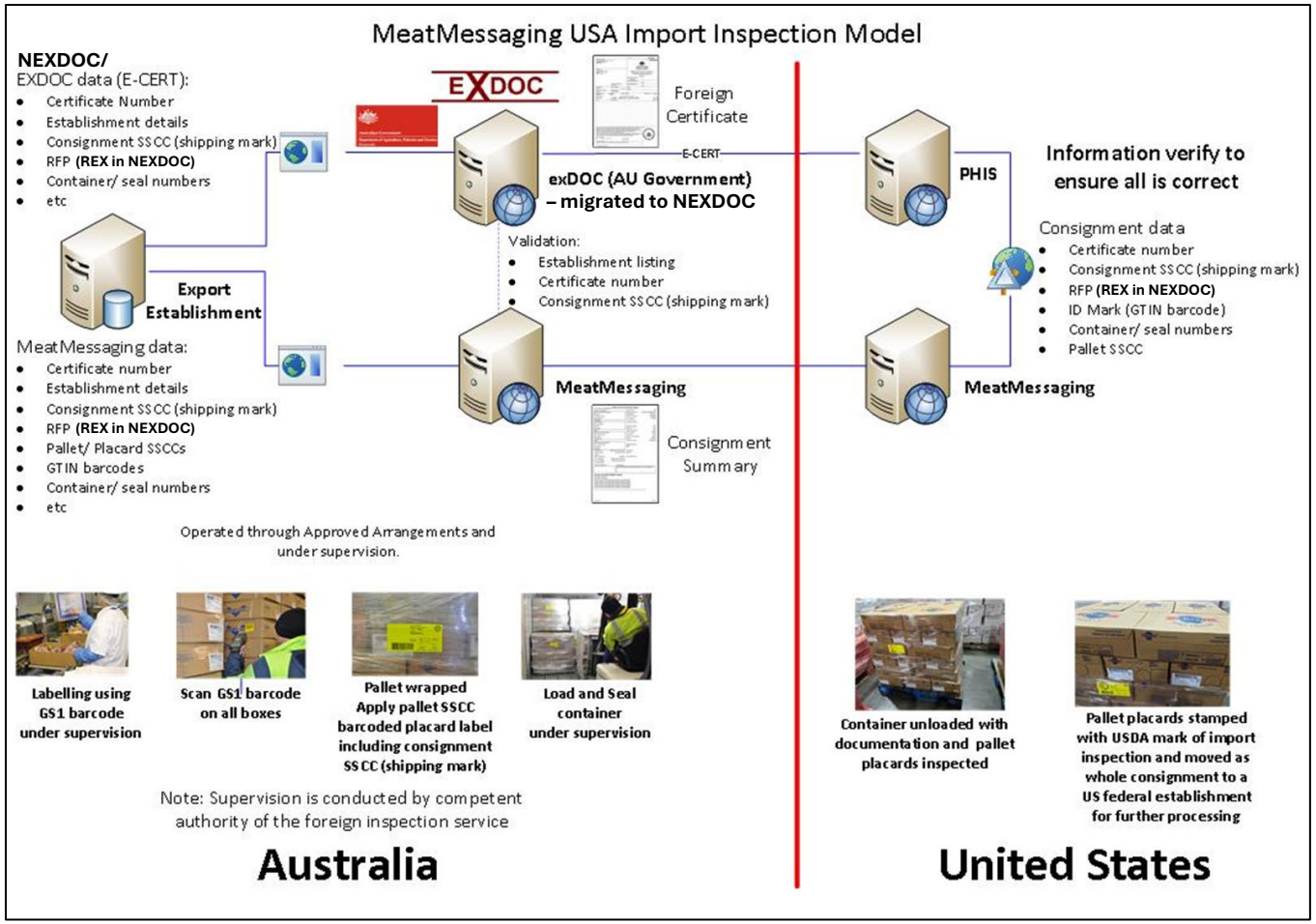
Authorised users can search the portal using information such as barcodes or Health Certificate details to verify the product.

How does Meat Messaging work?

- Meat Messaging is a secure, cloud-based repository for sharing supply-chain information between authorised users – a big ‘filing cabinet’ in the cloud
- Case barcodes and consignment data are automatically transmitted from plant systems to Meat Messaging
- Meat Messaging contains product and shipment information, not commercially sensitive data such as pricing or contracts
- Meat Messaging complements EXDOC / NEXDOC by extending information sharing beyond export certification processes
- Meat Messaging connects with the IT systems of exporters, importers and other supply-chain participants
- Certificate information is available from the time a consignment is loaded in Australia, supporting earlier access to shipment data.

How does Meat Messaging work?

- The export-accredited establishment's production or inventory software does the uploading of the consignment information to Meat Messaging.
- Import inspection establishments scan a barcode (with the Meat Messaging app if enabled) to retrieve the consignment details.



How does Meat Messaging work?

Based on GS1 Standards for case barcodes – speaking a common data language

AI	Example Data & Format	Attribute Information
(01)	**99327111031766** n14- 14 digits numeric (fixed length)	**Global Trade Item Number** Item Identification. (Primary identification of the product carton) 9 indicates that it is a variable measure (weight) product 93271110 - GS1 Company Prefix. (7, 8 or 9 digits in length depending on the GS1 prefix allocated) 3176 – Company product code or AUSMEAT code. (3, 4 or 5 digits in length) 6 – Check digit
(310n)	**000262** n6 - 6 digits numeric (fixed length)	**Net Weight - Kilograms** In this example as n = 1, start at the very right of the measurement data field and count to the left 1 place. The net weight is 26.2kg. (n indicates that the position of the decimal point is n places to the left of the end of the number e.g. 3101) NB: Weight information is mandatory if the item is a variable weight trade item.
(13)	**050417** n6 - 6 digits numeric (fixed length)	**Packaging Date (YYMMDD)** In this example the packaging date is 17th April 2005.
(21)	**41457354** an...20 – alphanumeric up to 20 characters (variable length)	**Serial Number** In this example an 8 digit numeric only serial number has been allocated. NB: If a generic product is produced by more than one manufacturer and barcoded with a customer's item identification number, then possible duplication of serial numbers could exists.



How does Meat Messaging work?

FSIS 9910.1 - barcodes in lieu of shipping marks for fresh meat products from Australia.

Barcodes in lieu of shipping marks



Instead of Australian establishments applying their shipping mark on products shipped to the U.S., barcodes on individual cases are used to verify approved Australian product – in lieu of the shipping mark.

Where establishments are using the Pallet Protocol, all information is recorded on the pallet placard. FSIS Directive 9910.1 states that Australian exporters can use placards on slip-sheet, shrink-wrapped pallets associated with all the individual cartons or cases.

Shipments complying with this directive are to move intact to official establishments within the U.S. for further processing.
This process provides the required level of carton traceability. Pallets and placards are used instead of applying individual shipping identification marks to each meat carton or case.

The placard acts as the identification linked to the Health Certificate.

FSIS Directive 9910.1 process



How does Meat Messaging work?

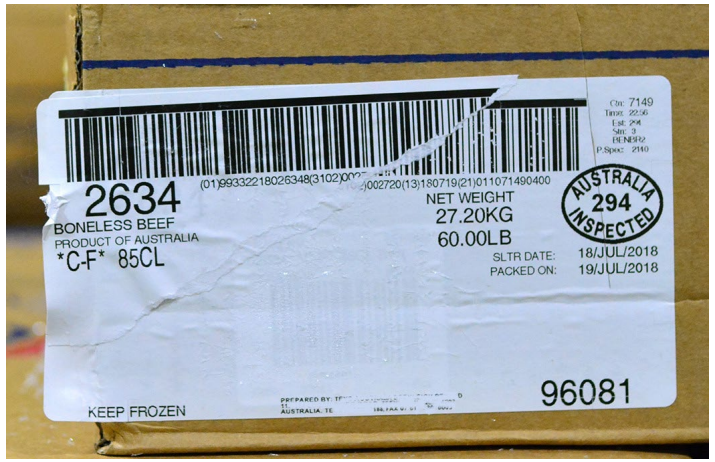
How Meat Messaging is used by importing countries for remarking of missing, illegible or damaged shipping marks.

The process for manual remarking of illegible, missing or incorrect carton/case shipping marks can only be done through Meat Messaging.

(Meat Notice 21-03: Alternate protocol for confirming illegible or missingshipping marks for packed products (meat) exported to the U.S.A. & FSIS Directive 9900.5 Revision 2, section VII, E. – Procedures for Correcting Shipping Marks when Using Barcodes.)

If the import inspection facility can 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 country is on their approved list, they will verify that the export establishment's name and export establishment number are on the country list.

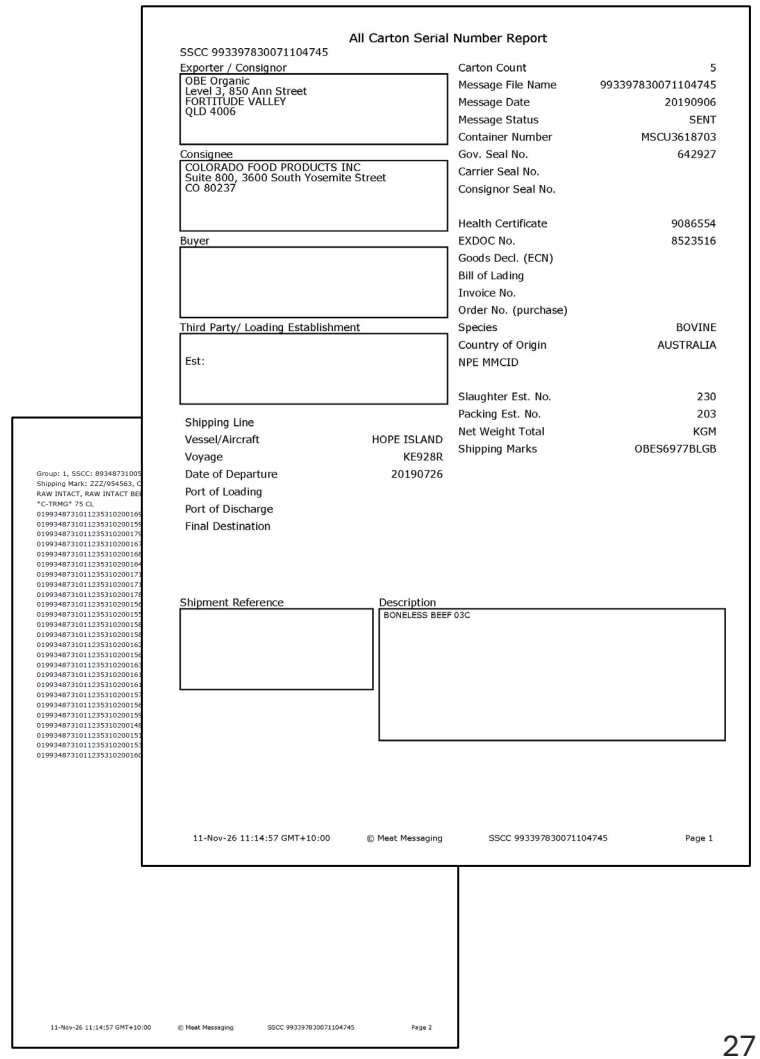


How does Meat Messaging work?

How Meat Messaging is used by importing countries for remarking of missing, illegible or damaged shipping marks.

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 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.



All Carton Serial Number Report

SSCC 993397830071104745

Exporter / Consignor
OBE Organic
Level 3, 850 Ann Street
FORTITUDE VALLEY
QLD 4006

Consignee
COLORADO FOOD PRODUCTS INC
Suite 800, 3600 South Yosemite Street
CO 80237

Buyer

Third Party/ Loading Establishment
Est:

Shipping Line
Vessel/Aircraft HOPE ISLAND
Voyage KE928R
Date of Departure 20190726
Port of Loading
Port of Discharge
Final Destination

Carton Count	5
Message File Name	993397830071104745
Message Date	20190906
Message Status	SENT
Container Number	MSCU3618703
Gov. Seal No.	642927
Carrier Seal No.	
Consignor Seal No.	
Health Certificate	9086554
EXDOC No.	8523516
Goods Decl. (ECN)	
Bill of Lading	
Invoice No.	
Order No. (purchase)	
Species	BOVINE
Country of Origin	AUSTRALIA
NPE MMCID	
Slaughter Est. No.	230
Packing Est. No.	203
Net Weight Total	KGM
Shipping Marks	OBES6977BLGB

Shipment Reference

Description
BONELESS BEEF 03C

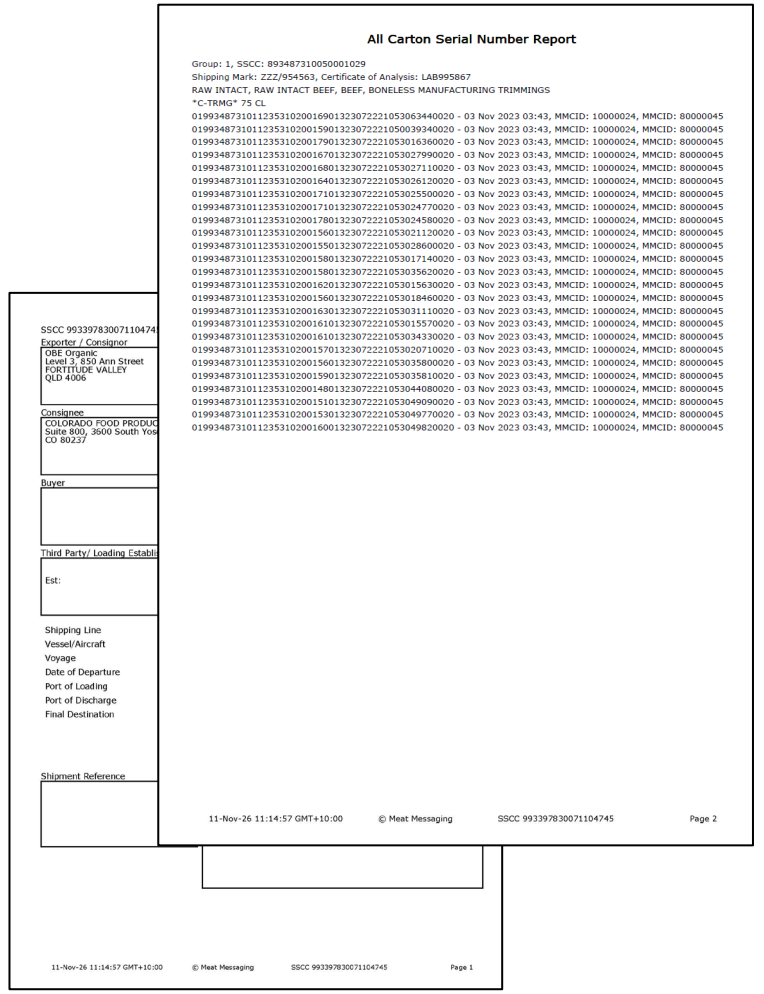
11-Nov-26 11:14:57 GMT+10:00 © Meat Messaging SSCC 993397830071104745 Page 1

How does Meat Messaging work?

How Meat Messaging is used by importing countries for remarking of missing, illegible or damaged shipping marks.

The import inspection establishment personnel can manually mark on the report the cartons or cases that are missing shipping marks and present them to the Inspection Program Personnel (IPP), who 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 the original shipping mark is re-applied to the noncompliant cartons/cases from the original lot (and the remainder of the lot is inspected, passed and released into commerce).



How does Meat Messaging work?

Use cases for export-accredited processing establishments.

The following use cases outline the steps to be taken by the staff responsible for export and product-transfer documentation in an Australian export-accredited processing establishment.

Staff need company authorisation, training and individual system access to manage Meat Messaging records and *must be authorised under the establishment's Approved Arrangement as Authorised Company Officials*.

See https://test.meatmessaging.org/docs/Training_11_Company_and_User_maintenance_in_MeatMessaging.pdf

Key personnel must complete the AUS-MEAT Introduction to Meat Messaging – https://training.ausmeat.com.au/ – before the establishment progresses from testing to commercial or regulatory use.

An existing authorised user can add staff through the company's user-maintenance function. Each person must use their own credentials and remain authorised to act for the organisation.

Before uploading messages for operational use, the establishment must have its Approved Arrangement endorsed by the Department of Agriculture, Fisheries and Forestry (DAFF) for Meat Messaging.

How does Meat Messaging work?

Use cases for export-accredited processing establishments.

1. Export processor loading and sending shipping containers with Health Certificate.

This use case covers the uploading of a message to Meat Messaging *when an export processor is responsible for all activities through to the generation of the Health Certificate*.

The steps in this use case are:

1. Export processor applies for an export permit (raises the REX – NEXDOC version of RFP)
2. Export processor loads the container
3. Export processor validates the REX (RFP)
4. Export processor finalises and has control of the Health Certificate, and
5. Export processor uploads export message to Meat Messaging.

How does Meat Messaging work?

Use cases for export-accredited processing establishments.

2. Export processor & NPE where the consignment is a shipping container load.

This use case covers the steps involved when an export processor passes the control of the consignment to a non-packer exporter (NPE) for the issuing of the Health Certificate. The export processor does not see the Health Certificate and therefore does not have the HC number. The export processor hands control of the REX (RFP) to the NPE, who generates the Health Certificate. The export processor uploads the message without the HC number and includes the NPE's Meat Messaging Company ID (MMCID). The NPE logs in to Meat Messaging to see the applicable consignment and can enter the Health Certificate number to finalise the Meat Messaging message.

The steps in this use case are:

1. Export processor raises the REX or RFP
2. Export processor loads the container
3. Export processor validates the REX (NEXDOC version of RFP)
4. Export processor transfers the REX (RFP) to an NPE
5. Export processor uploads export message to Meat Messaging with the NPE's 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.

How does Meat Messaging work?

Use cases for export-accredited processing establishments.

3. Export processors & export cold store where there is an eMTC & cold store loads the shipping container.

This use case covers steps for an export processor who needs to store their product at an export cold store before the cold store loads the container on their behalf. The export processor controls the consignment all the way to the container being transported to the ship. Two messages are uploaded to Meat Messaging. The first is the eMTC message which covers the transfer from one export establishment to another. The second is the export message which covers the export process through the Health Certificate.

The steps in this use case are:

1. Export processor transfers the product
2. Export processor uploads an eMTC to Meat Messaging for the transfer
3. Export cold store completes the attestation for the transfer
4. Export processor raises the REX (RFP)
5. Export processor transfers the REX (RFP) to an export cold store
6. Export cold store loads the container and validates the REX (RFP)
7. Export cold store transfers the REX (RFP) back to the export processor
8. Export processor finalises and has control of the Health Certificate, and
9. Export processor uploads export message to Meat Messaging.

NOTE: Should the product be intended to be held at the export cold store awaiting an export order, only steps 1 to 3 will be completed.

How does Meat Messaging work?

Use cases for export-accredited processing establishments.

4. Export processors, export cold store and NPE.

This use case covers the steps involved when an export processor needs to store their product with an export cold store and then transfers the REX or RFP to an NPE for finalisation of the Health Certificate.

The steps in this use case are:

1. Export processor transfers the product
2. Export processor uploads an eMTC to Meat Messaging for the transfer
3. Export cold store completes the attestation for the transfer
4. Export processor raises the REX (RFP)
5. Export processor transfers REX (RFP) to an Export Cold Store
6. Export cold store loads the container and validates the REX or RFP
7. Export cold store transfers the REX (RFP) back to the Export Processor
8. Export processor transfers the REX (RFP) to an NPE
9. Export processor uploads export message to Meat Messaging with the NPE's Meat Messaging Company ID (MMCID)
10. NPE finalises and has control of the Health Certificate
11. NPE logs into Meat Messaging and adds the Health Certificate number to the export message.

How does Meat Messaging work?

Use cases for export-accredited processing establishments.

5. Export processor with freight forwarder (e.g. air freight) – exporter controls Health Certificate.

This use case covers the steps involved when an export processor needs to use a freight forwarder but still needs to retain control over the Health Certificate. There is an important point for this use case, with the export stage of the supply chain – if there is airfreight involved, that results in many of the expected data elements not existing, such as a container number and seal number.

The steps in this use case are:

1. Export processor raises the REX (RFP)
2. Export processor prepares load
3. Export processor validates the REX (RFP)
4. Export processor finalises with information from freight forwarder and has control of the Health Certificate
5. Exporter transfers product to the freight forwarder (e.g. air terminal)
6. Freight forwarder completes the attestation for the transfer (and uploads flight details to Meat Messaging)
7. Export processor uploads a combined freight-forwarder-movement eMTC and export message to Meat Messaging.

How does Meat Messaging work?

Use cases for export-accredited processing establishments.

6. Export processor with freight forwarder – freight forwarder controls Health Certificate (e.g. air freight).

In this case, the freight forwarder will finalise the message, finalise flight information and print the Health Certificate.

The steps in this use case are :

1. Export processor raises the REX (RFP)
2. Export processor prepares a load
3. Export processor validates the REX (RFP)
4. Exporter transfers product to the freight forwarder (e.g. air terminal)
5. The freight forwarder completes the attestation for the transfer (and uploads flight details)
6. Export processor uploads a combined freight-forwarder-movement eMTC and export message to Meat Messaging with the freight forwarder's Meat Messaging Company ID (MMCID) code
7. Freight forwarder finalises and has control of the Health Certificate
8. Freight forwarder logs into Meat Messaging and adds the Health Certificate number to the export message.
9. Exporter sends an Advance Shipping Notice (ASN) of consignment details to the importer.

How does Meat Messaging work?

Use cases for export-accredited processing establishments.

7. Export processor, NPE and freight forwarder (e.g. air freight) for export.

This case covers the steps involved when an export processor needs to use an NPE and a freight forwarder. The NPE finalises the eMTC and export message and has control of the Health Certificate.

The steps in this use case are:

1. Export processor raises the REX (RFP)
2. Export processor prepares a load
3. Export processor validates the REX (RFP)
4. Export processor transfers the REX (RFP) to an NPE
5. Exporter transfers product to the freight forwarder (e.g. air terminal)
6. The freight forwarder completes the attestation for the transfer (and uploads flight details)
7. Export processor uploads a combined freight-forwarder-movement eMTC and export message to Meat Messaging with the NPE's Meat Messaging Company ID (MMCID) code
8. NPE finalises with information from freight forwarder and has control of the Health Certificate
9. NPE logs into Meat Messaging and adds the Health Certificate number to the export message.

NOTE: alternatively, the NPE can update the MMCID to be the freight forwarder, so the freight forwarder can finalise the Meat Message – similar to the above process.

How does Meat Messaging work?

Use cases for export-accredited processing establishments.

8. Export processor or export cold store completes domestication of product.

This case covers the steps involved when either an export processor or export cold store needs to record that a product has been sold as a domesticated product and is no longer fit for export. If the export processor produces the product without an Australian Inspected stamp, then they oversee the domestication message. The user who defaces the stamp oversees the message creation and uploading.

The steps in this use case are:

1. Export processor produces product without Australian Inspected stamps – or export processor or export cold store defaces Australian Inspected stamps on the product.
2. Export processor or export cold store prepares and uploads a domestication message to Meat Messaging.

How does Meat Messaging work?

Advance notification of shipments.

Exporter uploads Meat Messaging Advance Shipping Notice (ASN) message.

The Meat Message can contain:

1. Product descriptions
2. Production Dates
3. CL Value per case
4. Certificate of Analysis
5. Traceability information
6. Every single barcode
7. Email addresses for those to receive ASN





Exporter









Import inspection establishment



Meat buyer/ importer



End user

How does Meat Messaging work?

Advance notification of shipments.

Proposed communication – workflow.

The inspection establishment logs in to Meat Messaging. They search for a shipment (e.g. Health Cert No.)

There is a feature for inspection establishments that allows them to record the date of when a shipment is released – and they can record notes about the shipment. The PHIS application number is documented. Once marked as released the imported is automatically sent an email (stating the shipment is released and it has the links in the email to get the export report and to download the case details as a CSV. They can also use the API to do integration with their computer system.







Exporter









Import inspection establishment



Meat buyer/ importer



End user

How does Meat Messaging work?

Advance notification of shipments.





Exporter









Import inspection establishment

Email and API access to Meat Messaging (ASN). The Meat Message is used for shipping mark issue correction, monitor FSIS sample, and inventory planning: 1. Product descriptions; 2. Production dates; 3. CL Value per case (selectivity); 4. Certificate of Analysis; 5. Volume and quantities (Inventory); 6. Traceability information (Barcode FSIS Sample); 7. Shipping mark linked to PHIS indicates product passed inspection. ON SITE – NO DELAY IN SEARCH



Meat buyer/ importer

Email and API Access to Meat Messaging (ASN). The Meat Message is used for: 1.Product descriptions; 2. Production dates (monitor USDA Sample Analysis); CL value per case (production); 3. Certificate of Analysis; 4. Volume and quantities (prioritise shipments with import establishment); 5. Traceability information (if a product failure is linked to the product); 6. Shipping mark linked to PHIS indicates product passed inspection.



End user

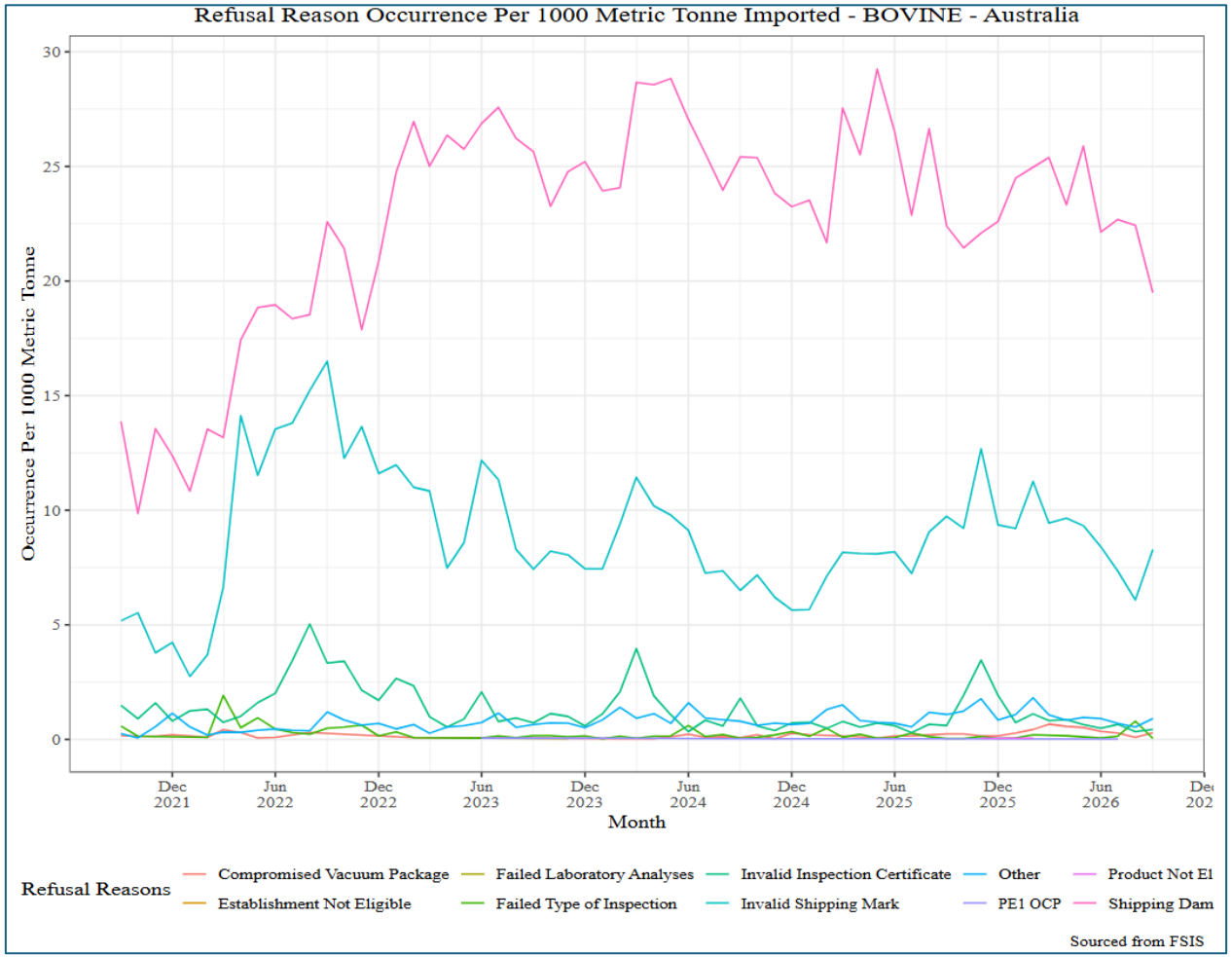
Email and API access to Meat Messaging (ASN). The Meat Message is used for: 1. Product descriptions; 2. Production dates (monitor sample selection); 3. CL Value per case (production Support); 4. Certificate of Analysis (HACCP Support); 5. Inventory pre-loading of finished goods – (barcodes for traceback); 6. Traceability information (sample results); 7. Shipping mark linked to PHIS indicates product passed inspection.

How does Meat Messaging work?

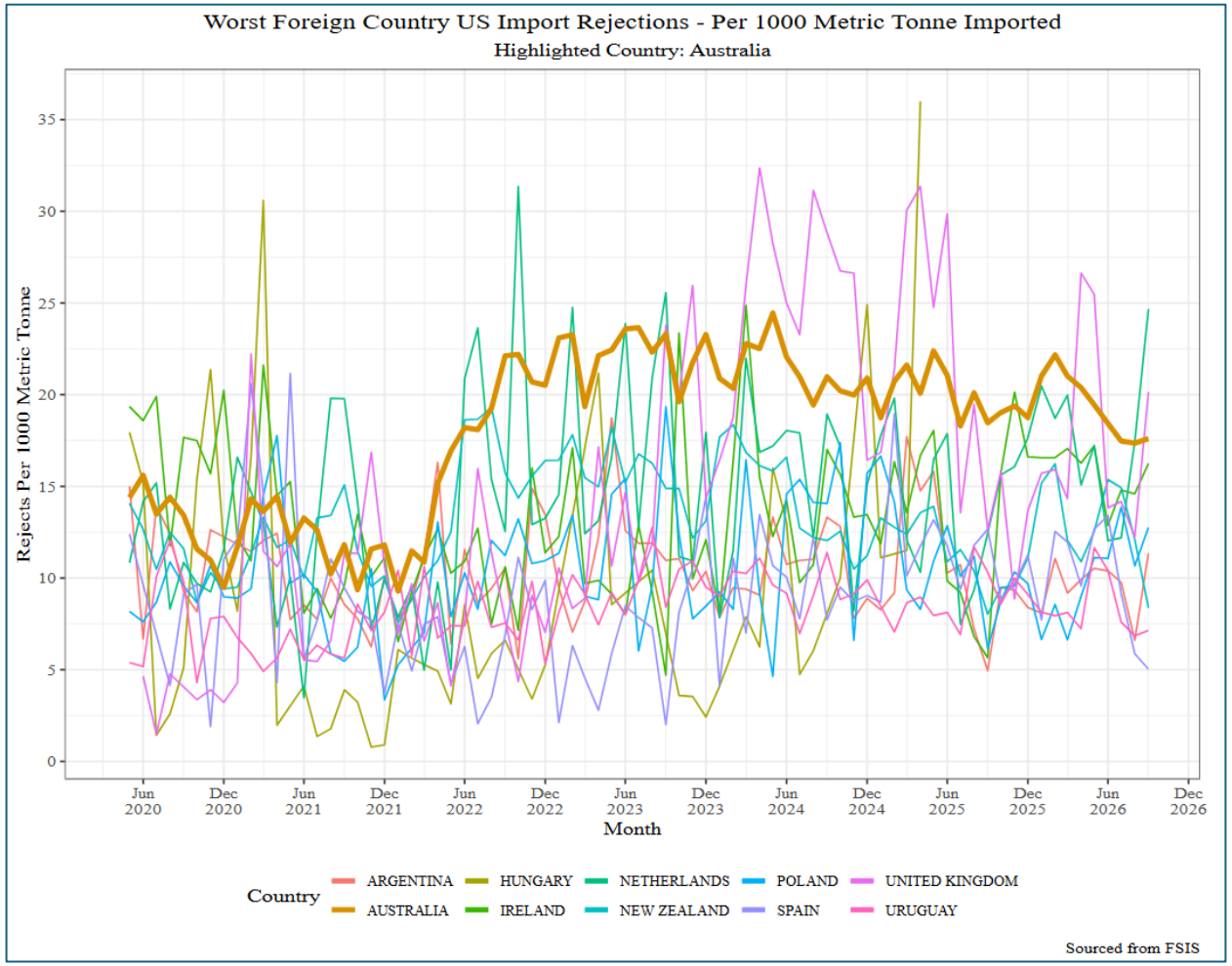
High level of detail: each and every rejection record raised by FSIS.

Row	Refused Entry Date	Disposition Date	FSIS App No.	Inspection Est No.	Inspection Est Name	HACCP Code	Species	Refused Reason (Defect Description)	Rectify Status	Presented Weight KG	Final Refused Weight KG
1	30 Sep 26		11378858-1			03C	Beef	Shipping Damage (Torn, exposed)	Applicant Notified	18,900	216
2	30 Sep 26		11378861-1			03C	Beef	Shipping Damage (Torn, exposed)	Applicant Notified	18,900	162
3	30 Sep 26		11389173-1			03C	Beef	Invalid Shipping Mark (Missing Shipping Mark)	Applicant Notified	8,393	54
4	30 Sep 26		11389174-2			03C	Beef	Shipping Damage (Crushed, blood stained)	Applicant Notified	4,599	18
5	30 Sep 26		11389216-1			03C	Beef	Invalid Shipping Mark/ Shipping Damage (Missing Shipping Mark/ Crushed, blood stained)	Applicant Notified	11,358	25
6	30 Sep 26		11347969-1			03C	Beef	Shipping Damage (Torn, exposed)	Applicant Notified	26,779	54
7	29 Sep 26		11378847-1			03C	Beef	Shipping Damage (Torn, exposed)	Applicant Notified	18,900	27
8	29 Sep 26		11378855-1			03C	Beef	Invalid Shipping Mark (Missing Shipping Mark)	Applicant Notified	10,233	27
9	29 Sep 26	02 Oct 26	11378870-1			03C	Beef	Shipping Damage (Torn, exposed)	Disposed	18,900	81
10	29 Sep 26		11388856-1			03C	Beef	Shipping Damage (Torn, exposed)	Applicant Notified	12,594	68
11	29 Sep 26		11405884-1			03C	Beef	Shipping Damage (Crushed, blood stained)	Applicant Notified	237	20
12	28 Sep 26		11340339-3			03C	Beef	Invalid Shipping Mark (Missing Shipping Mark)	Applicant Notified	7,649	82
13	29 Sep 26		11388905-1			03C	Beef	Invalid Shipping Mark (Illegible Shipping Marks)	Applicant Notified	624	20
14	26 Sep 26		11340095-1			03C	Beef	Invalid Shipping Mark (Missing Shipping Mark)	Applicant Notified	5,249	34
15	26 Sep 26		11340371-2			03C	Beef	Shipping Damage (Crushed, blood stained)	Applicant Notified	11,644	26
16	26 Sep 26		11340371-2			03C	Beef	Other (Misc. Labeling Issue)	Applicant Notified		27
17	26 Sep 26		11340912-2			03C	Beef	Invalid Shipping Mark (Missing Shipping Mark)	Applicant Notified	8,074	50
18	25 Sep 26		11332863-1			03C	Beef	Invalid Shipping Mark (Illegible Shipping Marks)	Applicant Notified	18,900	27
19	25 Sep 26		11340328-1			03C	Beef	Shipping Damage (Crushed, blood stained)	Applicant Notified	12,685	106
20	25 Sep 26		11340388-2			03C	Beef	Invalid Shipping Mark (Missing Shipping Mark)	Applicant Notified	10,754	80

How does Meat Messaging work?



How does Meat Messaging work?



How do you implement Meat Messaging?

Eight key steps to implementing Meat Messaging

1. Register with Meat Messaging
2. Work with your systems vendor
3. Register with GS1
4. Ensure work practices & production systems are in place
5. Review work practices
6. Develop a QA monitoring program
7. Test Meat Messaging
8. Approved arrangement – must be registered with DAFF.

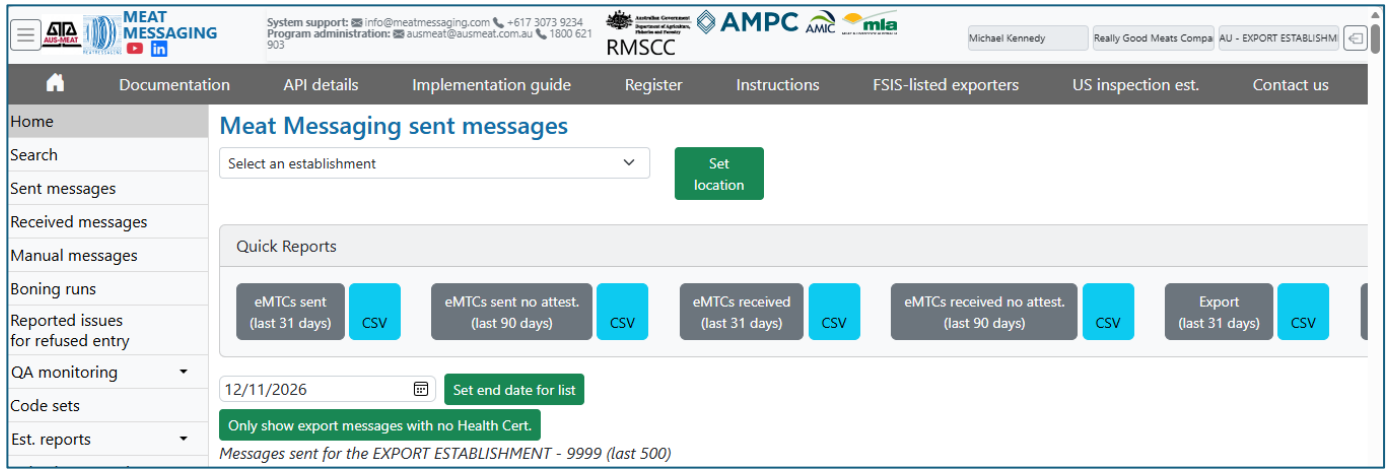
How do you implement Meat Messaging?

8 steps: how it works for export establishments.

1. Plant IT system uploads all carton barcodes and consignment details for every shipment that leaves the establishment.

2. Different messages types have different information e.g**. domestic, eMTC** or **export** messages.

3. When all information is available, plant IT system is triggered to upload the message.



When implemented correctly the exporter does not need to manually access Meat Messaging.

How do you implement Meat Messaging?

8 steps: how it works for export establishments.

4. Company work practices & production systems

- ✓ Must be able to upload all necessary information
- ✓ Different message types: **domestic, eMTC** and **export**
- ✓ Timing of sending information is important – once load leaves
- ✓ For export, the Health Certificate number must be able to be uploaded (or added by the NPE)
- ✓ Once a message is sent, it is too late to amend – the message must be cancelled and a new one created).



How do you implement Meat Messaging?

8 steps: how it works for export establishments.

5. Review work practices

- ✓ Ensure each process is gathering the correct information to be uploaded to Meat Messaging – **domestic, eMTC** and **export**
- ✓ Includes picking, staging, scanning, port marking or palletising, loadout and documentation.



How do you implement Meat Messaging?

8 steps: how it works for export establishments.

5. Review work practices

- ✓ Ensure each process is gathering the correct information to be uploaded to Meat Messaging – **domestic, eMTC** and **export**
- ✓ Includes picking, staging, scanning, port marking or palletising, loadout and documentation.



How do you implement Meat Messaging?

8 steps: how it works for export establishments.

6. QA Monitoring

- ✓ Develop a QA monitoring program
- ✓ From order preparation to loadout
- ✓ Records will be audited.



How do you implement Meat Messaging?

8 steps: how it works for export establishments.

7. Testing Meat Messaging

- ✓ Run in parallel to current processes
- ✓ Must demonstrate multiple successful consignments
- ✓ Through to importing country inspections
- ✓ For full integration, include **eMTC** and **domestic** loads
- ✓ Work with trading partners to implement Meat Messaging.



How do you implement Meat Messaging?

8 steps: how it works for export establishments.

8. Approved Arrangement

- ✓ Update Approved Arrangement to include Meat Messaging
- ✓ Apply to Department to be registered
- ✓ Ensure your trading partners who are receiving **eMTCs** are approved.

Australian Government
Department of Agriculture, Fisheries and Forestry

You must be registered with the Department to use Meat Messaging.

More information.

For more information and training resources visit:

https://meatmessaging.org/

To register for Meat Messaging go to:

https://www.meatmessaging.info/register.asp


An Australian
meat industry initative.
AUS-MEAT
MEATMESSAGING