WHAT IS MEAT MESSAGING AND WHO USES IT?

What is Meat Messaging?

Meat Messaging is an international red-meat-supply-chain traceability tool that can be used to store and access information on consignments sent from exporters.

It 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.

Meat Messaging is an industry reporting system that allows importers, auditors and government bodies to verify that physical shipments match the data that has been uploaded to Meat Messaging by the relevant export processing, cold storage export or non-packer exporter establishments.

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.

While this means Meat Messaging is acknowledged as a single point of truth for shipment and consignment data that is accepted by international bodies, such as the US Food Safety and Inspection Service, it doesn't mean that Meat Messaging can be used as an alternative way to allow production-level message creation, editing, cancellation or updating – for example EXDOC or NEXDOC.

Meat Messaging is based on the GS1 standards and guidelines which include 48-digit barcodes on cartons and, 18-digit shipment and pallet-identification Serial Shipping Container Codes (SSCCs).

These are globally accepted standards that are used for trade and commerce, which align with the requirements set by supermarkets, USDA FSIS directives, the UN/ECE guidelines and the AUS-MEAT Handbook of Australian Meat (HAM).

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 to the MTC for inter-establishment and domestic transports between one export establishment and another.

For more information or training, go to https://meatmessaging.org

How does it 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.

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Why does it exist?

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 and provide a solution when shipping marks are missing or damaged.
- Provide import inspection facilities with shipment information before product arrival.

What information is shared?

The information accessible on Meat Messaging is the same information available to someone authorised to physically access the carton or carcase and the logistics information that applies to that carton or carcase.

This information includes the transport details, supply-chain parties that need to be involved, production details and the individual carton or carcase barcodes.

1. No financial or commercially sensitive information is required to be uploaded to Meat Messaging.

When a user searches for details about a carton by scanning the barcode, the Meat Messaging portal displays the consignment history.

Second and third parties (such as product end users, importing country inspection facilities and Government representatives) are able to access this information within the Meat Messaging system through publicly available keys, such as carton/case/ pallet barcode numbers, consignment identification (e.g. Health Certificate numbers) and logistic unit identification (e.g. shipping container numbers). The Meat Messaging system records and provides access to supply-chain related information for the strict purpose of supply-chain traceability and verification of consignment-related information.

2. Meat Messaging does not require, and strongly advises not to, include commercially sensitive data.

All data that you upload, or enter into, the Meat Messaging system should already be either publicly available or supply-chain available and can be accessed by second and third parties through a multitude of different sources.
The information contained in consignments and messages is defined as being under the GS1 standards and guidelines, and as defined by exporting country and importing country commercial and regulatory requirements.

The user and user's organisation are solely responsible for the information uploaded to, or entered into, the Meat Messaging System.

What Meat Messaging is not.

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Meat Messaging does not replace EXDOC or NEXDOC. Meat Messaging works alongside of EXDOC and NEXDOC.

Meat Messaging is not a replacement for the export establishment's nor NPE's IT systems. Meat Messaging is integrated with the exporter's IT systems, enabling the IT system to handle the uploading of messages to Meat Messaging. When required, the system will also download a message – such as when receiving an eMTC.

Meat Messaging does not create the information in the messages. The information is created and entered by the export establishment's or NPE's staff and, once all required information has been entered, the message is sent to Meat Messaging.

How Meat Messaging is used by importing countries.

Since 30 November 2021, the Department of Agriculture Fisheries and Forestry (DAFF) ceased support for the facilitated, manual remarking of illegible, missing, and incorrect cartons/cases in the U.S. (see MAA2154). The Department released Meat Notice 21-03: Alternate protocol for confirming illegible or missing shipping marks for packed products (meat) exported to the U.S.

This meat notice satisfies the requirements for U.S. import inspection facilities to correct illegible, missing or incorrect carton/case shipping marks under FSIS Directive 9900.5 Revision 2, section VII, E. – Procedures for Correcting Shipping Marks when Using Barcodes. This process for manual remarking of illegible, missing or incorrect carton/case shipping marks can only be done through Meat Messaging.

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.

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 its 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.

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 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).

Who uploads messages?

There are many different sections of the meat supply chain that interact with Meat Messaging.

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Interaction occurs from the export processing establishment that produces cartons of meat, all the way through to end users and retailers in export markets.

The 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.

The sections below outline a number of different interactions between Meat Messaging and export processor establishments, NPEs, export establishment cold stores and freight forwarders. This is not an exhaustive list and other combinations of interactions are likely to occur.

3. Export processor establishment only

The following steps outline the responsibilities of the export processor in this model

1. Processor raises the RFP,
2. Processor packs the container,
3. Processor validates the RFP,
4. Processor finalises and has control of the Health Certificate, and
5. Processor uploads the export message to Meat Messaging.

4. Export processor establishment and NPE

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,
2. Processor packs the container,
3. Processor validates the RFP,
4. Processor transfers the RFP to an NPE,
5. Processor uploads the export message to Meat Messaging with the NPE 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.

5. Export processors establishment and export cold store

The following key steps outline the responsibilities of each party in this model:

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

6. Export processors establishment, export establishment cold store and NPE

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,

2. Processor transfers the product and RFP to an export cold store,
3. Processor uploads an eMTC to Meat Messaging for the transfer,
4. Cold store completes the attestation for the transfer,
5. Cold store packs the container and validates the RFP,
6. Cold store transfers the RFP to an NPE,
7. Cold store uploads the export message to Meat Messaging with the NPE MMCID code,
8. NPE finalises and has control of the Health Certificate, and
9. NPE logs into Meat Messaging and adds the Health Certificate number to the export message.

7. Export processor establishment with freight forwarder (e.g. air freight)

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,
2. Processor prepares load,
3. Processor validates the RFP,
4. Processor finalises with information from freight forwarder and has control of the Health Certificate,
5. Processor transfers product to the freight forwarder (e.g. air terminal), and
6. Processor uploads a combined freight-forwarder-movement eMTC and export message to Meat Messaging.

8. Export processor establishment, NPE and freight forwarder (e.g. air freight)

The following key steps outline the responsibilities of each party in this model:

1. Processor raises the RFP,
2. Processor prepares load,
3. Processor validates the RFP,
4. Processor transfers the RFP to an NPE,
5. Processor transfers product to the freight forwarder (e.g. air terminal),
6. Processor uploads a combined freight-forwarder-movement eMTC and export message to Meat Messaging with the NPE MMCID code,
7. NPE finalises with information from freight forwarder and has control of the Health Certificate, and
8. NPE logs into Meat Messaging and adds the Health Certificate number to the export message.

9. Export processor establishment, export cold store establishment and NPE with product held in storage

The following key steps outline the responsibilities of each party in this model:

1. Processor transfers product to an export cold store,
2. Processor prepares and uploads an eMTC to Meat Messaging with the NPE MMCID code to allow the NPE to see the details of the product (including barcodes),
3. Cold store completes the attestation for the transfer,
4. NPE instructs the cold store to prepare a load,
5. Cold store picks and packs the container,
6. Cold store validates the RFP,
7. Cold store transfers the RFP to an NPE,

8. Cold store uploads the Export Message to Meat Messaging with the NPE MMCID code,
9. NPE finalises and has control of the Health Certificate, and
10. NPE logs into Meat Messaging and adds the Health Certificate number to the export message.

10. Non-packer exporter shipments

Where the packing export establishment loads the sea freight container, validates and forwards the RFP to the NPE, the NPE will need to enter the following:

1. Provide the packing export establishment with your Meat Messaging company identification number (MMCID) – this is used to link the message to the NPE account, so the NPE can add information to the shipment.
2. The NPE can see shipments that have been linked to their account and will finalise the shipment details within the Meat Messaging portal by entering the Health Certificate Number through the portal.

For air freight shipments where the packing export establishment utilises the services of a freight forwarder to load air cargo AV, validates and forwards the RFP to the NPE;

1. Provide the packing export establishment with your Meat Messaging company identification number (MMCID) – this is used to link the message to the NPE account so the NPE can add information to the shipment.
2. The NPE can see shipments that have been linked to their account and will finalise the shipment details within the Meat Messaging portal by entering the Health Certificate number through the portal.

If you have any issues or questions, please contact Meat Messaging support:

https://meatmessaging.org/

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