

# Meat Messaging – Adoption

Meat Messaging Adoption

Project Code  
2021 -1230

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Management for Technology

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## Project Description

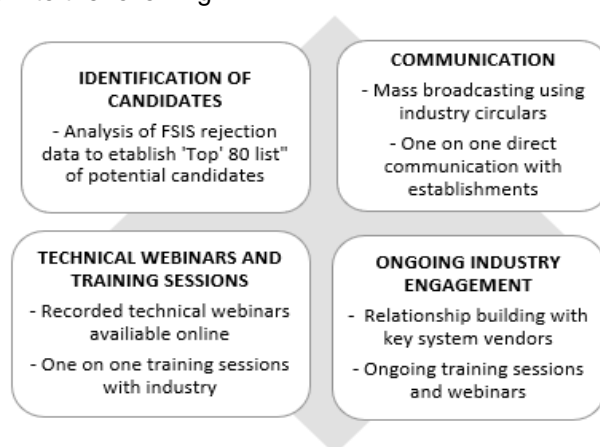
The purpose of this project was to work with key identified Exporters, Non-packer exporters and System Vendors that want to integrate with Meat Messaging in accordance to the FSIS directive 9900.5 Rev.1.

The main objectives were to:

- Increase Meat Messaging usage from the current 20% of export volume to the US to greater than 60% of export volume to the US by the end of the project and increase the number of meat industry system vendors that have Meat Messaging.

## Project Content

The project was segmented into the following:



## Project Outcome

Meat Messaging Adoption proved to be successful with now more than approximately 80% of Beef being sent to the U.S is being uploading to Meat Messaging. This represents approximately 26% of Lamb, Mutton and Goat sent to the U.S being uploading in Meat Messaging.

June 2021 there were 15 export establishment uploading data into Meat Messaging portal. As of January 2022, there are 47 export establishment.

The Meat Messaging portal within the last 5 years shows the following:

- ◆ Approximately 36 million cartons transferred through the portal
- ◆ Over 775 million kilograms of product transferred
- ◆ 88,063 total shipments recorded in Meat Messaging

## Benefit for Industry

The project proves that the benefit to industry is through the data accuracy and traceability of Meat Products. Between the date range of December 2019 – December 2020 there were 3565 US rejections. Between the date ranges of December 2020 – December 2021 there were 2950 US rejections. This ultimately reflects a 20% reduction.

## Useful resources

FSIS directive - <https://www.fsis.usda.gov/policy/directives-notice-guidelines/fsis-directives>  
Meat Messaging Portal - <https://meatmessaging.com/>