SNAPSHOT

AUSTRALIAN MEAT PROCESSOR CORPORATION

Electronic system for Alternate protocol for managing illegible or missing shipping marks for the USA

Project Report Reference: 2016.1047 **Date: 04 06 2016**

Project Description

This project was the industry adoption phase of previous work conducted by MLA, AUS-MEAT and others over the last 15 years in the development and implementation of the GS1 bar coding standards and electronic messaging standards.

The primary mechanism for the project is the use of an industry portal, called MeatMessaging.com that provides a system to allow small to large meat processors, cold storage logistics, exporters and importers to pass commercial and regulatory information along the supply chain.

The primary activities of MeatMessaging.com are:

1. Facilitate the process of the DA Meat Notice “Alternative protocol for managing illegible or missing shipping marks for the USA” and FSIS Notice 41-15.
2. Electronic Meat Transfer Certificates (eMTC).
3. Market eligibility compliance through movement tracking of individual trade units with GS1 bar coding between establishments (typically cartons and carcases).
4. Supply chain product integrity/ providence through the recorded movement history of individual trade units with GS1 bar coding from 1st Establishment of consignment through to destination of the individual trade units with GS1 bar codes.

An element of the project was the establishment of a Steering Committee to oversee internal operational policies to ensure a balanced approach between the needs for commercial efficiency and regulatory compliance surveillance.

The steering committee comprises representatives from industry, as well as government, to ensure internal operational policies are harmonised with broader industry policies.

Project Content

Project involved working with the major processors in Australia to facilitate integration with the MeatMessaging.com portal.

The project also included the work of the industry steering committee to communicate and work with industry to develop a commercial model for long-term funding of the meat messaging program.

Project Outcome

The project outcome was the demonstration to industry web portal (meatmessaging.com) for the duration of the project, where the portal facilitated the collection, processing and reporting of carton GS1 bar code and related data to achieve the requirements of the issued DA Meat Notice “Alternate protocol for managing illegible or missing shipping marks for the USA” and the FSIS Notice 41-15 “Shipping marks-Barcodes.PDF”

The Meat Messaging portal includes a QA monitoring process that provides a level of reporting on the measured accuracy of the program participants. This process of QA monitoring is utilised as a validation tool for the endorsement of the updated approved arrangements for the establishments and reporting to government.

As at the time of completion of the project, 50 establishments have signed up to use the meat messaging portal including the three largest processing companies in Australia. Collectively this represents over 70% of the Australian export volume.

At the completion of the project the industry steering committee recommended that MeatMessaging.com become a program reporting to the Australian Meat Industry Language and Standards Committee and be administered by AUS-MEAT Limited.

Benefit for Industry

The cost to industry for missing or incorrect port marks to the US is estimated at $14.5 million per year in the June 2013 report by D.N Harris & Associates on the technical barriers to trade for Australian red meat prepared for MLA and AMIC.

The costs to industry for manual preparation of Meat Transfer Certificates is estimated at a cost of $25 for the labor component per MTC. There are approximately 175,000 paper MTCs per year. This equates to a cost of $4.375 million per year.

The use of the Meat Messaging portal based on the underlying GS1 bar coding and electronic messaging technologies and supply chain standards can readily reduce these two costs (total of $18.875 million) to virtually $0. This is a return of over 150 times on the AMPC project cost of $120,000.

Useful Resources

The Meat Messaging portal is accessible at http://www.meatmessaging.com/ . There is a large amount of technical documentation available on that site.

Contact Information

Australian Meat Processor Corporation Ltd
Suite 1, Level 5, 110 Walker Street
North Sydney NSW 2060
Phone: 02 8908 5500
Email: admin@ampc.com.au
Website: www.ampc.com.au

Disclaimer:

The information contained within this publication has been prepared by a third party commissioned by Australian Meat Processor Corporation Ltd (AMPC). It does not necessarily reflect the opinion or position of AMPC. Care is taken to ensure the accuracy of the information contained in this publication. However, AMPC cannot accept responsibility for the accuracy or completeness of the information or opinions contained in this publication, nor does it endorse or adopt the information contained in this report.

No part of this work may be reproduced, copied, published, communicated or adapted in any form or by any means (electronic or otherwise) without the express written permission of Australian Meat Processor Corporation Ltd. All rights are expressly reserved. Requests for further authorisation should be directed to the Chief Executive Officer, AMPC, Suite 1, Level 5, 110 Walker Street North Sydney NSW.