



LIVESTOCK ESSENTIALS CONGRESS



PRIMEX
THE GREAT AUSTRALIAN PRIMARY INDUSTRIES EXPO
16-18 MAY 2019 | CASINO NORTHERN RIVERS NSW

BEEF MSA PERFORMANCE FEEDBACK TRIALS

NOMINATIONS CLOSE

Monday 14th January (may be earlier based on numbers received)

PROUDLY SUPPORTED BY



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AAFDA
Association of Agricultural Field Days of Australia

BEEF MSA PERFORMANCE FEEDBACK TRIALS

THE PRIMEX MSA PERFORMANCE FEEDBACK TRIALS FOR COMMERCIAL BEEF PRODUCERS WILL BEGIN IN JANUARY 2019, WITH ENTRANTS INVITED FROM ANYWHERE FROM THROUGHOUT AUSTRALIA.

Compliant with Woolworths MSA grain-fed program, providing producers the unique opportunity to benchmark the performance of their animals with a minimum requirement of two teams of 5 or pen of 10 steers to be entered.

The competition aims to reflect as closely as possible the real-life situation of cattle entering the grain-fed, MSA graded, domestic supply chain and reward those animals that not only meet requirements for carcass quality but are also profitable at each stage.

The competition will provide detailed feedback on individual and group animal performance to producers about feedlot performance, compliance of beef carcasses to market specifications, lean meat yield and eating quality of those carcasses.

Carcass judging for the competition has been developed from the Australian Beef Carcass Appraisal System (ABCAS) for domestic market requirements and lean meat yield calculations in line with the latest research available to the beef industry.

Points are only awarded for objective, measurable performance traits which are important for profitability at each stage of the supply chain. The winning team is the one which is most profitable through the supply chain.

The Primex MSA Performance Feedback Trials are conducted in conjunction with Meat & Livestock Australia/ Meat Standards Australia, Woolworths, Teys Australia and B-Feeder Feedlot Rodgers Ck.

PRIZE MONEY, VOUCHERS & AWARDS - VALUED AT ALMOST \$10,000

1. FEEDLOT PERFORMANCE	1st	2nd	3rd
Individual	\$200	\$150	\$100
Team	\$300	\$250	\$100
2. EATING QUALITY AWARDS	1st	2nd	3rd
Individual	\$250	\$200	\$150
Team	\$400	\$300	\$200
3. CARCASS PERFORMANCE AWARDS (ABCAS)	1st	2nd	3rd
Individual	\$250	\$200	\$150
Team	\$400	\$300	\$200
3. LEAN MEAT YIELD	1st	2nd	3rd
Individual	\$200	\$150	\$100
Team	\$300	\$250	\$100

FINAL TEAM SCORE (ALL CATEGORIES)

\$3,850

GRAND CHAMPION PERFORMANCE

1st	\$2,000
2nd	\$1,250
3rd	\$600

JUDGING CRITERIA & POINT ALLOCATION

JUDGING CRITERIA & POINTS ALLOCATION

Feedlot Performance	45 points
Customer specification performance	45 points
Eating quality (MSA Index)	50 points
Lean meat yield	30 points
TOTAL	170 points

FEEDLOT PERFORMANCE - (45 POINTS /ANIMAL)

Points are allocated based on two criteria:

1. Profitability of the animal in the feedlot with profit reflected in the increase in value of the animal minus the costs incurred.
2. Daily Weight Gain average per individual - weighed as scheduled (in and out).

SPECIFICATION PERFORMANCE - (45 POINTS/ANIMAL)

Animals are awarded points based on their ability to meet the customer specifications.

Specifications are based on the current Woolworths Pricing grid, with any entries falling outside these specs disqualified and point deductions will also occur. The Feedlot operators will manage the sale of any entries disqualified

Woolworths Specification:

- ✓ HSCW: 210-320kg
- ✓ Dentition: 0-2 teeth
- ✓ Meat colour: 1B - 3
- ✓ Fat Colour: 0-3
- ✓ Rib Fat: 3-10mm
- ✓ P8 Fat: 5-18mm
- ✓ MSA Index 50.5 applies with maximum 38% Bos Indicus - Entries outside are not ineligible

EATING QUALITY - (50 POINTS/ANIMAL)

The MSA Index is a single number and standard national measure of the predicted eating quality and potential merit of a carcass. The MSA Index is a number between 30 and 80, expressed to two decimal places (i.e. 54.62) to represent the eating quality potential of a whole carcass. The MSA Index is independent of any processing inputs and is calculated using only attributes influenced by pre-slaughter production. It is a consistent benchmark which can be used across all processors, geographic regions and over time. It reflects the impact on eating quality of management, environmental and genetic differences between cattle at the point of slaughter.

Scores will be allocated out of 40 points based on MSA Index performance. If carcasses fail to meet MSA minimum requirements of pH of 5.70 or below and minimum of 3mm rib fat they are below the benchmark standard for quality table beef and will not receive an eating quality score in the competition.

LEAN MEAT YIELD - (30 POINTS/ANIMAL)

Lean meat yield is the proportion of the carcass that is saleable as primal meat cuts and meat trimmings. It excludes bone and waste fat. High-yielding carcasses are preferred which are heavily muscled with an adequate, even fat cover. The subcutaneous fat depth and fat distribution must be adequate to meet quality requirements. Calculations are based on EMA + Ribfat + CWT

IMPORTANT DATES & INFORMATION

DATES & SCHEDULE FOR FEEDBACK TRIAL PROGRAM

Dates are subject to change with notification provided when available to all interested parties registered.

MONDAY 14TH JANUARY (MAY BE EARLIER BASED ON NUMBERS RECEIVED) -
Nominations Close

BY FRIDAY 1ST FEBRUARY - Delivery of animals to feedlot - 7-day settling

MONDAY FEBRUARY 4TH 2019 - Start competition (weighed*)

WEDNESDAY MARCH 27TH 2019 - Mid-Term Field Day & Viewing Day (weighed**)

MONDAY APRIL 15TH 2019 - Delivery of animals to plant Tamworth

TUESDAY APRIL 16TH 2019 - Processing and MSA grading

WEEK OF MONDAY APRIL 29TH 2019 - Results calculated

THURSDAY MAY 16TH 2019 - Presentation to Competitors



Stocktrans are the official livestock carriers for the Primex MSA Performance Feedback Trials.

Based on nominations received, designated pick up points in NSW & Qld will be announced to assist moving cattle to B Feeder Feedlot Warwick.

TERMS & CONDITIONS

1. A non-refundable entry fee of \$20/hd to be paid to Primex Field Days Pty Ltd (See Entry Form for details), with your entry form emailed to sales@primexfielddays.com required to confirm your entry. Fee includes 2 x 3-day entry to Primex & 2 tickets to Gala Dinner.
2. George & Fuhrmann Stock & Station Agents have been appointed to assist with all related accounts & transactions on behalf of the competition stakeholders for the duration of the Trials. Reports will be provided at Primex at the completion of the competition.
3. Once the allocated number of cattle have been sourced no further entries will be accepted.
4. All cattle to be vendor bred with minimum entries of 1 x team of 10
5. Individual teams of steers or heifers can be accepted.
6. Heifer teams must be preg-tested with documentation provided with no entries permitted that are in calf.
7. All entries must be recognised beef breeds or their crosses, de-horned effectively.
8. There is a 5kg tolerance on each individual weight if the average weight of each pen is within the weight spec. Thus, 220kg min, 310kg max weight. Cattle outside these weights will be rejected.
9. All cattle need an ear tag with the property of origin on tag
10. Cattle to be delivered by Tuesday January 29th by 4pm or prior to by arrangement.
11. A national vendor declaration must accompany the cattle to Rodgers Creek. Consign to B Feeder's Pty Ltd Rodgers Creek WARWICK QLD, 4370.
12. Cattle will be weighed on February 4th, 2019. Cattle to be on a wet curfew prior to being weighed.
13. The organisers reserve the right to ballot entries in any class and alter class entries where necessary.
14. The organisers reserve the right to reject any beast, if that beast is deemed to be below fair average quality or outside the specifications stipulated.
15. The Judge's decision throughout the duration of the Trials shall be final.
16. Champion and Reserve Champion beasts will be drawn from single or multiple pens.
17. Viewing & MSA Producer Forum Mid-Term Field Day of live cattle held at B-Feeder Rodgers Creek Wednesday March 27th (details to follow event).
18. An MSA Trails Summary Report will be presented at Primex Field Days Thursday May 16th from 10.30am
19. As part of the Livestock Essentials Congress, Presentation of Awards will be held in conjunction with the Red Meat Gala Dinner Thursday May 16th from 6.30pm.

Meat Standards Australia



20th anniversary highlights 1998 – 2018

Meat Standards Australia (MSA) was released in 1998 by the Australian red meat industry to improve the eating quality consistency of beef and sheepmeat. The system is based on almost 800,000 consumer taste tests by more than 114,000 consumers, from 11 countries, and takes into account all factors that affect eating quality from paddock to plate.

MSA has conducted consumer sensory testing with more than more than **114,000** consumers on **800,000** samples of meat in **11** countries. This research determines what attributes have an impact on eating quality. Consumer sensory testing validates all developments to the MSA Model.



The MLA Impact Assessment for the period 2010 – 2015 reported a net industry benefit of **\$679 million**, a benefit cost ratio (BCR) of **12.5:1** from an investment of **\$54 million**, over the five-year period for the Meat Standards Australia (MSA) program.



Over the life of the program **549** people have been trained as MSA graders.



26.5 million cattle have been MSA graded, supplied by over **43,000** MSA registered cattle producers.

MSA has asked **38,000** consumers in **8** countries about their willingness to pay for varying levels of eating quality. Results indicate that compared to a pass or 'good every day quality', consumers were willing to pay:

- Half or **0.5 times** for a fail or 'unsatisfactory quality'
- **1.6 times** for 'better than every day quality'
- **2.1 times** for 'premium quality'



37.2 million sheep have been processed following the MSA pathways, supplied by **27,000** MSA registered sheep producers.



In **2017** consumer testing protocols used by MSA to support eating quality research were adopted as the global standard by the United Nations Economic Commission for Europe.

Total investment by MLA into the MSA beef and sheepmeat program since 1998 is **\$167.5 million**, including Government contribution, in areas including business development, integrity programs, marketing and research and development.



18,995 producers have engaged in MSA beef and sheep information sessions or eating quality workshops.

In 2013, the MSA Index for producers was released, creating a new way to benchmark carcass performance. In 2016-17, the average MSA Index was **57.59**.

More than **15,000** retail, food service and wholesaler businesses have been trained in MSA programs.

PRIMEX BEEF MSA PERFORMANCE FEEDBACK TRIALS APPLICATION FORM



Name:

Address:

Phone:

Pic No.

Sex	Age	Teeth	Breed

DECLARATION

1. I agree to accept the conditions as set out in the schedule and the results are final.
2. I have bred the entries or have owned them for at least 30 days.
3. I understand that dates are subject to change
4. Prize Money includes total value of money distributed, value of awards, vouchers and other prizes received in recognition of competition.

Signed:

OFFICE USE ONLY

Date:

Amount Received:

Receipt No.

Signed:

Entry fees made payable to Primex Field Days Pty Ltd
FAX: 07 55 324 103 | **MOBILE:** 0499 888 905
EMAIL: sales@primexfielddays.com

