



Gippsland Natural Meats MSA Information Days



**Register now for
Gippsland Natural Meats MSA workshops
Thursday 24 & Friday 25 November**

Bairnsdale & Leongatha

- Gippsland Natural Meats and what drives our regional brands?;
- How to get involved in supplying Gippsland Natural Beef & Enviromeat brands;
- Producer requirements and recommendations for MSA;
- MSA boning groups, what are they and how do they work?;
- MSA compliance - how is our region performing?

To register your interest please contact:

Paul Crock, Gippsland Natural Meats
e-mail: pscrock@bigpond.com
phone: 0418 377 264



www.gippslandnatural.com.au



Gippsland Natural Meats MSA Information Days

Thursday November 24
Bairnsdale Racecourse
Bairnsdale
9.30am - 1pm
Lunch provided

Friday November 25
Leongatha Rec Reserve Grandstand
Leongatha
9.30am - 1pm
Lunch provided

9.00am Registration and Morning tea

9.30am Understanding Gippsland Natural Meats & regional branding

- Welcome and introduction from Paul Crock, GNM.
- Who are Gippsland Natural Meats and how can I get involved?
- Requirements to supplying beef into Gippsland Natural and Enviromeat brands?

10.00am Brushing up on MSA requirements for GNM brands

- Edwina Lord, MLA: Producer requirements and recommendations for MSA
- MSA boning groups, what are they and how do they work?
- What are the main factors affecting beef eating quality?
- John Davies of Prom Meats - MSA & the retailers' perspective:
 - why what you do on the farm is critical to the end user.
- Muscle seaming and cutting demonstration

Question time & general discussion

12.15pm Finish followed by a Gippsland Natural steak on the BBQ

To register contact

Paul Crock

e-mail: pscrock@bigpond.com

Phone: 0418 377 264

RSVP Friday 18 November

