

November 2023

RE: Rinse & Chill® technology and MSA program

To whom it may concern,

Meat & Livestock Australia (MLA) works in partnership with the red meat industry and the Australian Government to deliver marketing, research and development products and services to beef cattle, sheep and goat producers, with the core purpose of fostering the prosperity of the red meat industry.

Meat Standards Australia (MSA) is a national eating quality grading system for beef and sheep meat. It commercialises over 20 years of research, incorporating on-farm, processing, carcass attributes, ageing and cooking pathways to determine their combined and collective effect on beef and sheep meat eating quality. The system is based on over 1.7 million consumer taste tests by more than 250,000 consumers from 13 countries and takes into account all factors that affect eating quality from the paddock to plate.

Rinse & Chill® is a vascular rinse technology patented and owned by MPSC, Inc. of Hudson, Wisconsin, USA. Rinse & Chill® is accepted as a processing aid for red meat harvesting in Australia by the Department of Agriculture.

MSA has undertaken research trials which includes consumer sensory evaluation of cuts from beef carcasses which had Rinse & Chill® applied. There were no negative impacts on eating quality in the beef carcasses which had Rinse and Chill® applied. MSA approves the use of Rinse and Chill® for MSA eligible beef animals. The use of Rinse and Chill® does not impact eligibility for MSA grading.

All MSA on-plant requirements are required to be adhered to when processing MSA eligible cattle.

If you have any further questions regarding MSA eligibility, please contact your MSA representative or msaenquiries@mla.com.au.

Kind Regards



Sarah Strachan
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