



*“Increase your profits on primals up to 25%.”*

To organise training contact  
Meat Standards Australia  
1800 111 672

### *Why do MSA training?*

You will acquire skills and knowledge about using red meat that will increase customer loyalty and identify opportunities to improve your business profits.

Not available anywhere else, these courses are conducted by professional trainers who have extensive red meat industry experience, ensuring your staff are being taught by the best in the business.

Training can be carried out on-site or at off-site workshops, giving you the flexibility to choose.

### *What can MSA training do for your business?*

- Add value to the beef component of your business through value adding
- Increase menu options whilst reducing costs
- Improve your customers' eating experience and satisfaction
- Implement cut-by-cook method display principles – making it easier for your consumers to purchase
- Provide insight into costing methods to help you make informed business decisions.



*Want to INCREASE your PROFITS & customer LOYALTY?*



**MSA TRAINING**

Ph 1800 111 672

[www.meatstandardsaustralia.com.au](http://www.meatstandardsaustralia.com.au)

These courses will give you an understanding of MSA or build on your current knowledge, showing you how to get the most value and customer satisfaction.

## Red Meat Essentials 1: Introduction to MSA beef Beef Modules 1 & 2

You will learn:

- All about the MSA system
- How to define eating quality by cut-by-cook method with the MSA grading system
- The benefits of using eating quality and cut-by-cook principles in a business
- Muscle seaming and value adding concepts
- How to use the MSA Standards Manual

All staff, including customer service, front of house, kitchen, butchers, chefs and back of house, are encouraged to attend. Each will be provided with a workbook and all required training materials.

*“These courses are ideal for everyone within THE INDUSTRY— butchers, chefs, cooks, counter staff, wholesalers and retailers.”*



## Red Meat Advanced 2: MSA Value Adding Workshop Beef Modules 1, 2 & 3

Continue to:

- Gain an indepth knowledge of the MSA system
- Maximise the potential of MSA in your business
- Convert a primal cut into a number of meal options using muscle seaming
- Generate product costs and profit figures
- Learn how to use a pricing model to identify opportunities for increasing business Gross and Net profit values.

\*Can be sold separately to previously trained outlets as requested for \$250 each. This program will not be made available to untrained outlets.

You will receive a workbook, all required training materials plus a valuable glossy book on Muscle Seaming and Value Adding.

When you or your staff take part in Red Meat Advanced 2, you will also receive:

- The Comprehensive Guide to Value Adding Beef (computer software) – this includes a Pricing Model, muscle seaming videos, processing and grading demonstrations, interactive muscle seaming and value adding guide\*.
- 1 day follow up service from MSA end user training facilitator to assist in implementation of value adding opportunities.

