

The North American Meat Institute (NAMI) in collaboration with Meat and Livestock Australia (MLA), GS1 US, and Meat Import Council of America (MICA), held a webinar for import houses and manufacturers on the use of GS1-128 barcodes, Meat Messaging and electronic messaging to increase transparency and efficiency for imported red meat from Australia to the U.S.

The webinar addressed Australia's electronic messaging system (Meat Messaging), GS1 US standards, the current allowances under FSIS Directive 9900.5 for correcting shipping marks when using barcodes, and the current pilot program under FSIS Notice 37-19 on the use of barcodes in lieu of shipping marks.

The webinar included a panel of experts to answer questions from import houses, importers, exporters and other manufacturers/processors on how to

increase transparency and efficiency for importing red meat products with the use of barcodes.

The NAMI webinar and power point have been made available to the Australian meat industry on the Meat Messaging website and via a direct link: [https://www.meatmessaging.info/video/NAMI\\_MM\\_webinar.html](https://www.meatmessaging.info/video/NAMI_MM_webinar.html)

Meat Messaging is an industry program administered by AUS-MEAT and governed through the Australian Meat Industry Language and Standard Committee (AMILSC).

Meat Messaging is a simple, secure, 'cloud' industry portal, where export establishments upload consignment information. When consignments are received, authorised users (the importers, inspection houses or end users) can access details about the consignment and the individual cartons.

## Optimize Red Meat Import Process from Australia through Barcodes

**NAMI** NORTH AMERICAN  
MEAT INSTITUTE



To find out more go to: <https://meatmessaging.info> or email: [info@meatmessaging.com](mailto:info@meatmessaging.com)