

# Workshop

# Sustainable Meat Markets, Cross-border Trade and Eating Quality

**10-11 August 2017**

**Teagasc Food Research Centre**

**Dublin, Ireland**





<b>THE PROGRAMME</b>			
<b>THURSDAY, 10 AUGUST 2017</b>			
9:00 - 10:00	<b>Registration</b>		
10:00 - 10:15	<b>Opening of the Workshop –</b> <i>Declan Troy Assistant Director of Research, Teagasc (Irish Agriculture and Food Development Authority)</i>		
10:15 - 11:00	<b>Joint Session 1: Introduction</b> <i>Chair: Declan Troy</i> <b>United Nations Economic Commission for Europe, its role in developing standards for international meat trade and the United Nations Sustainable Development Goals (SDGs)</b> <i>Liliana Annovazzi-Jakab, Head, Agricultural Standards Unit, United Nations Economic Commission for Europe (UNECE) and</i> <i>Ian King, Chairman, UNECE Specialized Section on Meat</i>  <b>Eating Quality and UNECE – Update</b> <i>Jerzy Wierzbicki, Chair of the UNECE Specialized Section’s Scientific Reference Group on Eating Quality</i>		
11:00 - 11:30	<b>Coffee break</b>		
11:30 - 12:15	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Split session Eating Quality - International collaboration on sensory evaluation and industry systems supporting carcass grading for consumer satisfaction of cooked beef and lamb</b> <i>Chair: Isabelle Legrand (2 x 20 minutes)</i></p> <p><b>Lessons learnt from the Irish beef genetics central data collection and use system</b> <i>Andrew Cromie, Irish Cattle Breeding Federation</i></p> <p><b>Introducing the Global Eating Quality DataBANK</b> <i>Rod Polkinghorne</i></p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Split session Meat markets and trade standards – international training on structuring meat markets, standardization and trade</b> <b>Group Work and Discussion Session:</b></p> <p><b>Case reports by participants from Central Asia and other countries</b> <b>Review of findings – priority lists</b> <b>Discussions group</b> Resource persons</p> <p><b>UNECE’s standards for meat and how to implement them</b> <i>Liliana Annovazzi-Jakab (UNECE), Anna Janasik, Agricultural and Food Quality Inspection of Poland, and Ian King</i></p> </td> </tr> </table>	<p><b>Split session Eating Quality - International collaboration on sensory evaluation and industry systems supporting carcass grading for consumer satisfaction of cooked beef and lamb</b> <i>Chair: Isabelle Legrand (2 x 20 minutes)</i></p> <p><b>Lessons learnt from the Irish beef genetics central data collection and use system</b> <i>Andrew Cromie, Irish Cattle Breeding Federation</i></p> <p><b>Introducing the Global Eating Quality DataBANK</b> <i>Rod Polkinghorne</i></p>	<p><b>Split session Meat markets and trade standards – international training on structuring meat markets, standardization and trade</b> <b>Group Work and Discussion Session:</b></p> <p><b>Case reports by participants from Central Asia and other countries</b> <b>Review of findings – priority lists</b> <b>Discussions group</b> Resource persons</p> <p><b>UNECE’s standards for meat and how to implement them</b> <i>Liliana Annovazzi-Jakab (UNECE), Anna Janasik, Agricultural and Food Quality Inspection of Poland, and Ian King</i></p>
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14.45 - 15:15	<b>Coffee break</b>		

15:15 - 16:15	<p><b>Split Session Eating Quality</b>  <i>Chair: Jean-François Hocquette (2 x 20 minutes)</i></p> <p><b>Transforming the beef meat language to focus on the consumer</b> Michael Crowley (MLA)</p> <p><b>Benefits to industry of the UNECE Bovine Language</b>  <i>Ian King (AUSMEAT, Australia)</i></p>	<p><b>Split session Meat markets and trade standards</b></p> <p><b>Certification – public and private schemes and standards</b>  <i>Craig Morris (USDA, USA)</i></p>
16:15 - 16:30	<b>Joint session 4: Wrap up and reporting Day 1</b>	



Friday, 11 AUGUST 2017		
9:00 - 11:00	<p><b>Split Session Eating Quality: Collaboration around the MSA sensory testing protocol.</b>  <i>Chair: Craig Morris (USDA)</i>            (5 x 24 minutes)</p> <p><b>Are consumers willing to pay for eating quality</b>  <i>Garth Tarr, (Sydney Uni, Australia)</i></p> <p><b>Sensory quality of dry aged beef</b>  <i>Robyn Warner (Melbourne Uni, Australia)</i></p> <p><b>Potential for a collaborative Eating Quality Prediction Model for beef grading</b>  <i>Rod Polkinghorne (Polkinghorne Australia)</i></p> <p><b>Lamb grading to predict eating quality</b>  <i>Dave Pethick (Murdoch Uni, Australia)</i></p> <p><b>Beef and Lamb grading for satisfying the consumer – New Zealand experience</b>  <i>Andrea Garmyn (Texas Tech. Uni, USA)</i></p>	<p><u>Split session Meat markets and trade standards</u></p> <p><b>Practical training (meat cuts, processed meats, sales)</b></p>
11:00 - 11:30	<b>Coffee break</b>	
11:30 - 12:15	<p><b>Split Session Eating Quality</b>  <i>Chair: Jerzy Wierzbicki: (2 x 20 minutes)</i></p> <p><b>The value of a national data base for evaluating eating quality and compliance.</b>  <i>Peter McGilchrist (UNE)</i></p> <p><b>Packaging effects on EQ</b>  <i>John Thompson (UNE)</i></p>	<p><u>Split session Meat markets and trade standards</u></p> <p><b>Review of the practical training - discussion session</b>  <i>Facilitator: Lilianna Annovazzi-Jakab, UNECE and Resource persons</i></p>
12:15 - 13.45	<b>Lunch</b>	
13.45 - 15:15	<p><b>Joint Session 2 Grading and meat quality</b>  <i>Chair: Allan Bloxsom 3 x 30 minutes</i></p> <p><b>Carcase grading – accurate determination of yield and its value to industry</b>  <i>Graham Gardner (Murdoch Uni, Australia)</i></p> <p><b>A European eating quality model - French brand underpinned with EQ grading</b>  <i>Jean-François Hocquette (INRA)</i></p> <p><b>The vision of value based marketing for yield and consumer satisfaction</b>  <i>Tom McGuire (Teys-Cargill)</i></p>	
15:15 - 15:45	<b>Coffee break</b>	

15:45 - 16:55	<p><b>Joint Session 3 Training and wrap up</b>  <i>Chair: David Pethick 2 x 20 minutes</i></p> <p><b>The importance of training:  Education and continuous training</b>  <i>Sarah Strachan (Meat &amp; Livestock Australia)</i></p> <p><b>Training the young meat scientist.</b>  <i>Prof Mark Miller (Texas Tech Uni, USA)</i></p>
	<p><b>Conclusions and Wrap up</b>  <i>Chair: Chair: Ian King</i></p> <p><b>Wrap up - The way forward and recommendations – Links with the United Nations Sustainable Development Goals (35 minutes)</b>  <i>Ian King (AUSMEAT, Australia)</i></p> <p><i>Liliana Annovazzi-Jakab (United Nations Economic Commission for Europe (UNECE))</i></p> <p><i>Jerzy Wierzbicki, Chair of the UNECE Specialized Section’s Scientific Reference Group on Eating Quality</i></p> <p><i>Declan Troy (Teagasc)</i></p>