

In 2015, FSIS released notice approving use of barcodes as means of verifying whether containers of imported product with missing/illegible shipping marks are part of a lot certified by the accompanying inspection certificate.

In doing so, FSIS recognised that:

- Individual barcodes contain a unique identifier that can link shipping units to health certificates as issued by Department; and therefore
- Where a shipping mark is missing (or illegible) and the barcode correctly links shipping information to the health certificate. The shipping unit is eligible to have the shipping mark reapplied to comply with FSIS requirements.

DAWE promptly provided Australian establishments with approval of an alternate method to correct missing shipping marks, which resulted in the development of the MeatMessaging program.

MeatMessaging has provided the Australian industry with an electronic solution for reducing costs of shipments into the U.S.A and throughout Australia. Following FSIS recognition of barcodes as a means of verifying product with missing or illegible shipping marks.

The system is based on the GS1 standards for numbering and barcoding of meat products and the GS1 EANCOM electronic message standards.

In addition, it incorporates The Meat Buyer's Guide NAMP, AUS-MEAT Trade Description Language (UNECE Bovine Cut Descriptions) and Importing Country Label requirements (USDA).

When the establishment is eligible for the use of barcodes to rectify missing or completely ineligible shipping marks, inspectors are to review documentation provided by the import inspection establishment management to verify that the shipping units are part of the lot identified on the foreign inspection certificate.

**Figure 1** is a representation of numbering that enables automatic capture of data for cases/cartons and

**Figure 2** represents the data capture for pallet labels.

GS1-EAN128 is commonly used in the Australian meat industry and through-out the world.

MeatMessaging is a Government recognised program that can be integrated into current company IT Systems to securely upload consignment information to an industry accessible cloud.

**Figure 1: Barcode Data Carriers for Cases/Cartons**

**BONELESS BEEF**  
**\*YG\* BLADE**  
**OVER 6.0kg**  
**IW/VAC**

Really Good Meats Company  
 1 Slaughter Road,  
 SLAUGHTERVILLE, 9999 QLD  
 ORIGIN: AUSTRALIA PRODUCT OF AUSTRALIA

**32307**  
**4 PC**

(01) 9 932711103176 6 (3101) 000262 (13) 050417 (21) 41457354

**HIGH QUALITY BEEF (EU)**

PKD ON 17-APR-2005 17:26  
 BEST BEFORE 29-MAY-2005

**26.2kg 57.8lb** NET WEIGHT  
 Batch: 4487 S/N 41457354 KEEP REFRIGERATED EST. NO.AAAA

**AUSTRALIA AAAA INSPECTED**

**A closer look at the barcode numbers in human readable format.**  
 (01) 9 932711103176 6 (3101) 000262 (13) 050417 (21) 41457354

Global Trade Item Number    Net Weight - Kilograms    Packaging Date (YYMMDD)    Serial Number

**PLEASE NOTE**  
 The brackets and spaces shown in the text below the barcode are for ease of interpretation. The barcode does not contain brackets nor spaces.  
 E.g.: 01993271110317663101000262130504172141457354

**Figure 2: Barcode Data Carriers for Pallet Labels**

PREPARED BY: Really Good Meats Company Pty Ltd  
 1 Slaughter Road, SLAUGHTERVILLE, 9999 QLD, AUSTRALIA

MESSAGE SSCC: (00)893487310003783668 Group: 1 of 24

PALLET SSCC: AAA070933932

SHIPPING MARK: AAA070933932

Product GTIN: (01)993487310009990

BONELESS BEEF  
 S/N NO. 4487 AUSTRALIA  
 \*C\*# BSCL

KEEP FROZEN -25 DEGREE'S CELSIUS  
 Total Net Weight: 816.60 KG/1800.29 LB. No. of Units: 30  
 Closest Packed Date: 19-Jul-19 Renewal Packed Date: 19-Jul-19

PALLET SSCC (00)893487310003783668

Count of Production Dates: 19-Jul-19 x 30

**A closer look at the barcode numbers in human readable format.**  
 (02)993487310009990 (3102)081660 (13)180719 (37)000030

Application Identifier    Net Weight - Kilograms    Packaging Date    Count of trade items

**PLEASE NOTE**  
 Enter barcode numbers without brackets or spaces.  
 E.g.: 0299348731000999031020816601318071937000030

**A closer look at the barcode numbers in human readable format.**  
 (00)893487310003783668

Application Identifier    GS1 Company Prefix    Check Digit  
 Extension Digit    Serial Reference

**PLEASE NOTE**  
 Enter barcode numbers without brackets or spaces.  
 E.g.: 00893487310003783668

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