

# One system, more data, better insights



## Data-driven decisions with myFeedBack.

myFeedBack is a data program designed to provide insights to help producers improve the quality and health of their livestock and support processors to improve productivity, compliance and reduce lost opportunity costs.

## Meat & Livestock Australia has developed a single-source supply chain feedback program, myFeedBack.

myFeedBack provides industry-first combined analytical reports using data from the National Livestock Identification System (NLIS), Meat Standards Australia (MSA), Animal Health Australia (AHA), and National Livestock Reporting Services (NLRS). myFeedBack extends the benefits of Livestock Data Link (LDL) and myMSA by combining carcass data and animal disease and defect data all in one streamlined system, enabling more accurate benchmarking of carcass performance for all users.

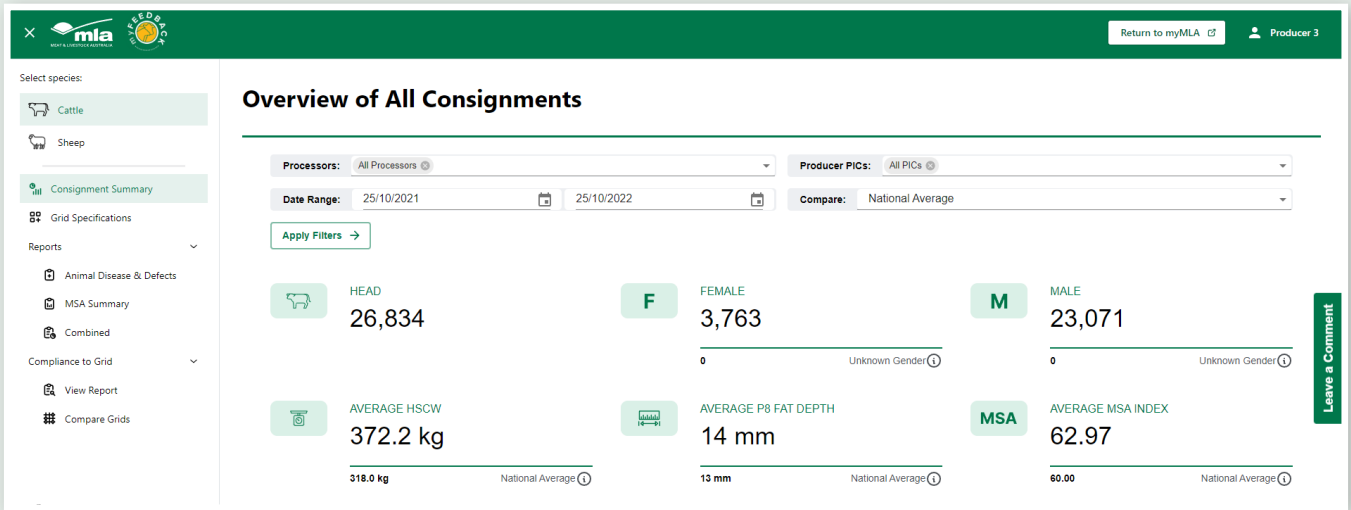
### Benefits for producers:

- Identify more compliant livestock to grid specifications by understanding how an animal meets market requirements.
- Compare livestock performance over time, and benchmark performance at a regional, state or national level.
- Understand and use processor feedback to help improve future compliance.
- A predicted lean meat yield percentage (LMY%) for beef and sheepmeat carcasses will be provided on carcasses with all attributes available. This will help inform decisions on animal management and genetic selection.
- Identify opportunities for increased profitability through proactive disease prevention and management by analysing disease and defect data which differentiates between losses from health conditions and production issues.

### Benefits for processors:

- myFeedBack combines the benefits of the myMSA benchmarking system with animal disease and defect data into one streamlined system to support informed decisions.
- A single-source platform enables processors to identify producers consistently meeting compliance metrics such as grid specifications, eating quality and disease and defect conditions.
- Providing access to a broader range of data can help producers improve compliance.
- Add value to producer-suppliers by providing access to aggregated and deidentified data from across the supply chain to measure their own performance.
- Reduce lost opportunity costs associated with carcass meat and offal downgrades by identifying disease and/or defects by postcode over time.

Producers can sign into myFeedBack using myMLA credentials at [myfeedback.mla.com.au](https://myfeedback.mla.com.au).  
Processors should contact Meat & Livestock Australia at [myfeedback@mla.com.au](mailto:myfeedback@mla.com.au) and request to be set up.

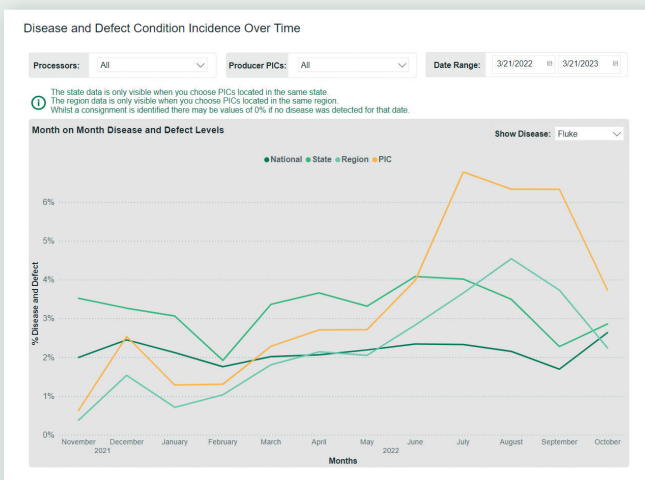
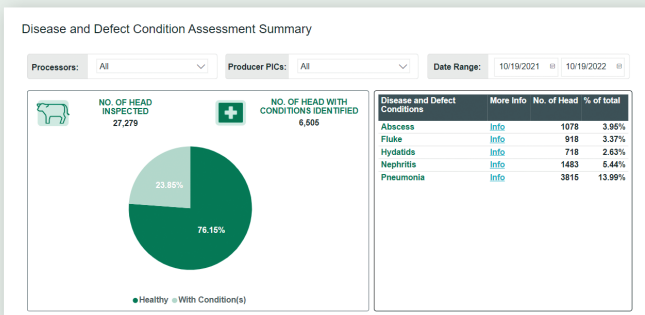


myFeedback will deliver four key reports for producers and five for processors and brand owners.

### These reports include:

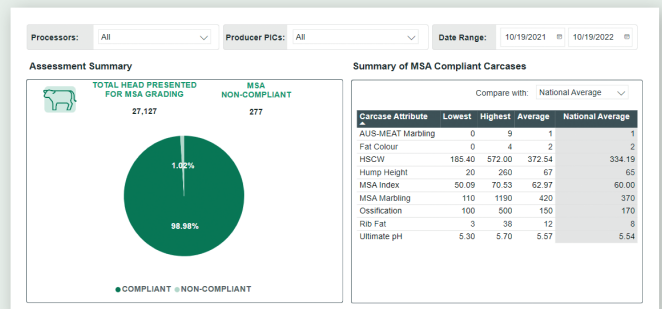
#### 1. Disease and Defects

- Analyse and benchmark seasonal incidence of disease and/or defects, with data grouped by animal to understand patterns and insights.



#### 2. Meat Standards Australia

- Analyse and benchmark MSA traits and reasons for non-compliance by any timeframe, animal and other production factors.



#### 3. Combined Reporting

- Identify impacts of disease and/or defect on production traits.
- Leverage NLRS data to quantify lost opportunity costs associated with offal condemnations (processors only).

#### 4. Compliance to Grid

- Understand reasons for non-compliance to grid specifications based on individual consignments.

#### 5. Supplier Ranking (processor and brand owner only)

- Highlight high performing producers by various traits of interest and compliance to market requirements.