One system, more data, better insights

Make data-driven on farm decisions with myFeedback

myFeedback is a supply chain feedback program from Meat & Livestock Australia. It is designed to help producers improve the quality and health of their livestock while also increasing productivity and carcase compliance.

myFeedback extends the benefits of Livestock Data Link (LDL) and myMSA by combining carcase data and animal disease and defect data all in one streamlined system, enabling more accurate benchmarking of carcase performance for all users.

	Producer
Image: Second	
B or general manual set of the s	
Support Mary Mark + B Anad Jossa Libritis MEC B Anad Jossa Libritis MEC B Index Jossa Libritis 26,834 B Index Jossa Libritis 37,763 B Index Jossa Libritis 8 B Index Jossa Libritis 9 B Index Libritis 9 B Index Index Libritis 9	*
Name Composition Mail Mail © And Downs Dhome The MAD F FBMAL M MAL © Schwart 268,834 F 3,763 M 223,071 230,071 © Schwart 0 Universitienting 0 Universitienting 0 Universitienting © Instruction 0 Universitienting 0 Universitienting 0 Universitienting	
General 26.834 3.763 23.071 Convertex to at a convertex	
Constante in dal - Constante in dal - Constante in dal -	
KYERAGE HSCW AVERAGE PS FAT DEPTH MSA AVERAGE MSA INDEX	nder
572.2 Kg 14 mm 02.57	

EEDS

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). Key reports include:

1. Disease and Defects*

- Analyse and benchmark seasonal incidence of disease
 and defects
- Identify opportunities for increased productivity through proactive disease prevention and management.



2. Meat Standards Australia

- Analyse and benchmark MSA traits and reasons for non-compliance.
- Compare livestock performance over time, and benchmark performance at a regional, state or national level.
- Receive predicted 'lean meat yield' (LMY%) for MSA graded beef and sheepmeat carcases.

3. Combined Reporting

Identify impacts of disease and/or defect on production traits.



4. Compliance to Grid

- Understand reasons for non-compliance to grid specifications based on individual consignments.
- Use processor feedback to help improve future compliance.

*Available from participating processors

myFeedback: how to get started



2

3

Navigate to myfeedback.mla.com.au. Alternatively, you can navigate to the myFeedback product via your myMLA account.



Enter your myMLA login details.

MUNAUNEEDE	la
Welcom	ne
Log in to myMLA to continu	e to myFeedback.
– Email address –	
Password	0
Forgot password?	
Continue	•
Don't have an account? Sign	up

Select 'Producer' and 'I am an LPA PIC account holder', then select 'Next'.



a. If you have not linked your LPA account to your myMLA account, you will see this screen.



b. To access myFeedback, click on the 'Take me to myMLA' button and follow the steps to link your LPA account.

4 Enter your account details then press 'Next'.

we	Ve round dil LPA Pic	C account(s) linked to your myMLA account.
	Please enter your cont	tact details for your myFeedback profile.
	2 Your m	yFeedback Account Details
	myMLA E-mail Address	farmeljahnli@producer.com
	First Name	Producer Admin
	Last Name	Longname :
	Contact No.	04123456789
	Allower weight that information	nformation collected in the multiredback system will be in



You will then see a list of PICs associated with your myMLA account. Ensure the PICs you want to see data for in myFeedback are selected. To select all PICs, check the box in the grey header row. Click 'Finish Set Up'.

		your myMLA accou	int.	
	Please confirm v	which PICs you would like to acces	ss data for in myFeedback.	
	Пис	Property Name	State	
	Q0ZZ1111	Fairfield Farms	NSW	
9	Q0222222	Fairfield Farms	NSW	
	QDZZ3333	Fairfield Farms	VIC	
	Q0224444	Fairfield Farms	ATC	



Your myFeedback account is now set up, please select 'Start using myFeedback' to use the system.

<u> 100 (000</u>	🕐 Enter Details
	•
	Congratulations, John!
	You have completed the onboarding process, please click the button below to start using myFeedback.
	Start using myFeedback

myMLA is the gateway to access a range of MLA products including myFeedback login or register today www.mla.com.au/login-with-mymla-page.









