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.

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Select species:	Overview of All Consignments	
Sheep Consignment Summary Co	Pressure (# Pressure 1) Pressure 70% (# Pressure 1) (# Pressure 1)<	* *
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载 View Report 載 Compare Grids	MEMOR INCOR Reserve IN AT CEPTH MEMOR APERANCE INFA NECK 372.2 kg 14 mm 62.97 62.97	National Average

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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



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



Enter your myMLA login details.

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Welcon	ne
Log in to myMLA to continu	ue to myFeedback.
Email address	
Password	0
Forgot password?	
Continue	e
Don't have an account? Sign	ı 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'.

	account.
Please enter your cont	tact details for your myFeedback profile.
2 Your m	nyFeedback Account Details
myMLA E-mail Address	farmerjohnligproducer.com
First Name	Producer Admin
Last Name	Longsame
Contact No.	04123456789



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 whi	ch PICs you would like to acces	is data for in myFeedback.	
	П нс	Property Name	State	
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\bigcirc	Q0222222	Fairfield Farms	NSW	
-	Q0223333	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 (100 (100 (100 (100 (100 (100 (100</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.









