Integrity Systems

red meat customer assurance

Integrity Systems Company Highlights

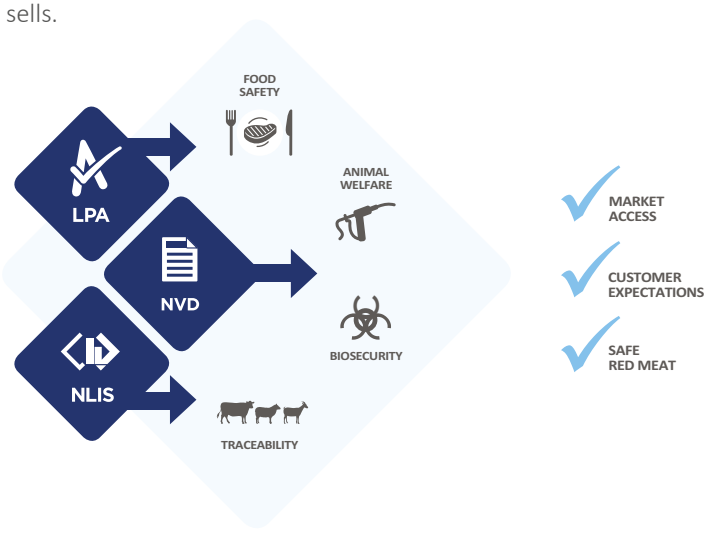
August 2019

Australia's red meat integrity system

A system of on-farm assurance, animal identification and traceability from paddock to plate guarantees the integrity of Australia's $18.4 billion red meat industry.

The integrity system consists of the Livestock Production Assurance (LPA) program, National Vendor Declarations (NVDs) and the National Livestock Identification System (NLIS). It protects the disease-free status of Australian red meat and underpins the marketing of our product as clean, safe and natural.

Australia's red meat integrity system ensures the livestock industry can stand by what it sells.



"Globally we are recognised as a clean, green, safe supplier of red meat. Australia's integrity systems underpin our market access around the world and that is critical to growing the market."

Michael Finucan GM, International Markets MLA

2016–17

- Integrity Systems Company launched
- Skills-based board established to oversee ISC
- Red meat industry digital strategy forum held
- Launch of myMLA and Single Sign-On
- Integrity Systems Taskforce established
- ISC 2017-2020 strategy endorsed
- Enhanced feedback released through Livestock Data Link

2017–18

- eNVD platform launched
- Strengthened LPA program rolled out
- SAFEMEAT Policy Group established
- ISC communication & adoption strategy endorsed
- Data platform strategy approved

2018–19

- Broad stakeholder consultation on the future of the integrity system
- Integrity System 2025 strategy endorsed
- ISO 9001 recertification, expanding the company's certification across NLIS, LPA, NVDs and eNVD
- Enhanced LPA compliance monitoring and non-conformance management system developed
- Data sharing and data security principles developed
- 8 co-funded digital supply chain officers established in supply chains

Who we are

Established in 2016, the Integrity Systems Company (ISC) has set out to deliver on industry's vision of a single entity delivering an integrated, efficient and effective red meat integrity system.

ISC is responsible for delivering the integrity system and significant components of Meat & Livestock Australia's Digital Value Chain Strategy.

With a team of 37 skilled professionals, ISC plays a central role in equipping industry with the tools that ensure the food safety, animal welfare, biosecurity and traceability of Australian red meat for our domestic and international customers, and drives the development and delivery of digital technologies and data systems to strengthen the integrity system, and enable industry to extract greater value from our integrity system programs.

ISC is supported by a skills-based Board and an industry Taskforce which includes representatives from all peak industry councils. The Taskforce provides advice to ISC on operational matters related to the delivery of the integrity programs. The industry-government partnership of SAFEMEAT, develops policy and sets the strategic direction for the integrity system.

Program achievements

Livestock Production Assurance

200,412
LPA accredited PICs

18,125 *(since Oct 17)*
New accreditations

82,453 *(since Oct 17)*
Reaccreditations

87%
Producer awareness of LPA

LPA is an independently audited, on-farm assurance program to demonstrate best-practice livestock management. In 2017, the LPA program was strengthened with the addition of biosecurity and animal welfare to the existing food safety requirements, and the introduction of a more rigorous accreditation system. To date more than 100,000 LPA participants have completed their reaccreditation (including both voluntary and requested), generating $6.5 million in program income over 18 months.

"LPA really helps producers to focus on what's required on farm to enable the whole red meat industry to stand by what they sell."

Andrew Browning, Producer, New South Wales

National Vendor Declaration

In FY2019, via eNVD:

83,066
livestock consignments, representing

21.6%
of all consignments

6,168
NFAS declarations

9,984
MSA declarations

10,726
Animal health declarations

The NVD is a declaration of livestock history as it moves along the value-chain — between properties, to saleyards or to processors. In 2017, a centralised electronic National Vendor Declaration (eNVD) platform was developed by ISC and launched for broad industry use. The eNVD enables NVDs, Animal health declarations, National Feedlot Accreditation Scheme (NFAS) declarations, and Meat Standards Australia (MSA) declarations to be entered and accessed electronically through the supply chain. Adoption has increased steadily and in FY2019, there were 83,066 consignments of livestock via eNVD, representing 21.6% of all consignments.

"The eNVD system means less paperwork, and more accurate transfer of information, and most importantly, you are guaranteed to be maximising the market for your livestock."

Craig Forest, Producer, Queensland

Red meat industry snapshot

$18.4 billion
industry

$13.3 billion
red meat & livestock exports

438,100
people employed directly & indirectly

26.2 million
head of cattle

72.1 million
head of sheep

82,500
businesses

3rd largest
beef exporter in the world

Largest
sheepmeat and goatmeat exporter in the world

"Our industry has entered a new era where there is tremendous opportunity arising from digital technology, data systems and analytics, so it is critical we capitalise on this and strengthen our integrity system from the new generation of innovation that is available."

Dr Jane Weatherley,
CEO, Integrity Systems Company

In FY2019:

23.4 million
NLIS cattle movements

2.5 million
NLIS goat movements

38.3 million
NLIS sheep movements

96%
NLIS movement recording compliance

National Livestock Identification System

NLIS provides full traceability for every animal from paddock to plate. There is 98% recognition of NLIS amongst producers (2019 survey). Enhancements to the NLIS database were introduced in 2019 to improve the user interface and reporting functions. Compliance with NLIS in FY2019 was 96%.

"It's really important that we have these integrity tools in place because if it impacts your animals, then it impacts your production and it impacts your profit. And those are critical for us to be a sustainable business."

Jane Kellock, Producer, South Australia

1,500
producers accessing feedback through Livestock Data Link

8
processors releasing feedback to suppliers through Livestock Data Link

9%
industry throughput for Livestock Data Link in FY2019

Livestock Data Link

Livestock Data Link (LDL) is an online feedback system that allows producers to analyse results, benchmark their performance, and access 'Solutions to Feedback' in order to improve their business performance. LDL helps producers understand the performance of their livestock in four key areas — carcase compliance, lean meat yield, breeder information, and animal disease and defect data. It provides data to drive decisions. LDL feedback is available on an estimated 9% of all industry throughput, and is increasing month on month. In 2019, the first of four beef processors have started uploading animal health data to LDL.

"Data is so important because people are wanting more and more information about the products they're buying so we need the tools to be spot on with what we are producing."

David Bignall, Producer, New South Wales

43,000
myMLA accounts created

19,335
NLIS and LPA accounts linked to myMLA through Single Sign-On

myMLA

myMLA is a customised online dashboard that provides personalised, relevant content to each user. It allows producers to have just one user-name and password to access key integrity systems — NLIS, LPA, NVDs and LDL. Launched in 2017, adoption is steadily increasing with 43,865 myMLA accounts opened. A total of 19,335 LPA and NLIS accounts are now linked to myMLA (9,384 NLIS accounts and 9,951 LPA accounts).

"Having everything in one place through myMLA makes life easier – the less passwords the better."

Matt Doyle, Producer, New South Wales

160,000
subscribers to Integrity Matters e-News

101,792
completed LPA Learning modules

1,700
responses to producer survey

154,626
helpdesk enquiries *(in FY2019)*

Producer engagement

ISC has a comprehensive communication, stakeholder engagement and adoption strategy to guide the development and delivery of key communication messages and adoption activity, appropriately targeted at the producer, stakeholder and value chain partner segments of the industry. ISC engages with producers on multiple levels – through events, a regular e-newsletter, social media, online and our help desk. A range of tools and resources have been produced to promote producer understanding and effective use of the integrity system.

LPA Learning "gave me a holistic view of the Australian livestock industry and of the importance for sound management practices. It made me quite proud of the industry standards that this nation has set."

Livestock producer (via online survey)

Integrity System 2025 – and beyond

Following extensive stakeholder consultation, the *Integrity System 2025 and Beyond: Strategic Plan* was developed and endorsed by SAFEMEAT. The strategy will guide ISC's investments over the next five years, driving transformational change in livestock identification, traceability and product verification. The strategy will strengthen the existing system while investing in R&D and innovative technologies that will simplify red meat integrity, drive efficiencies through the value chain, and create value through integrity data, information and insights. The increased investment required to deliver the strategy ($28.5m over the period FY20-FY25) is estimated to result in a 12.5:1 return.

"The Strategy aims to ensure that the integrity system of the future is simple to use, valued by industry and trusted by consumers."

Dr Jane Weatherley, CEO, Integrity Systems Company

Our vision for 2025 is

"An integrity system trusted as underpinning a quality product, produced to rigorous standards, and embedded in the culture of Australian livestock management".