



Integrity Systems

red meat customer assurance

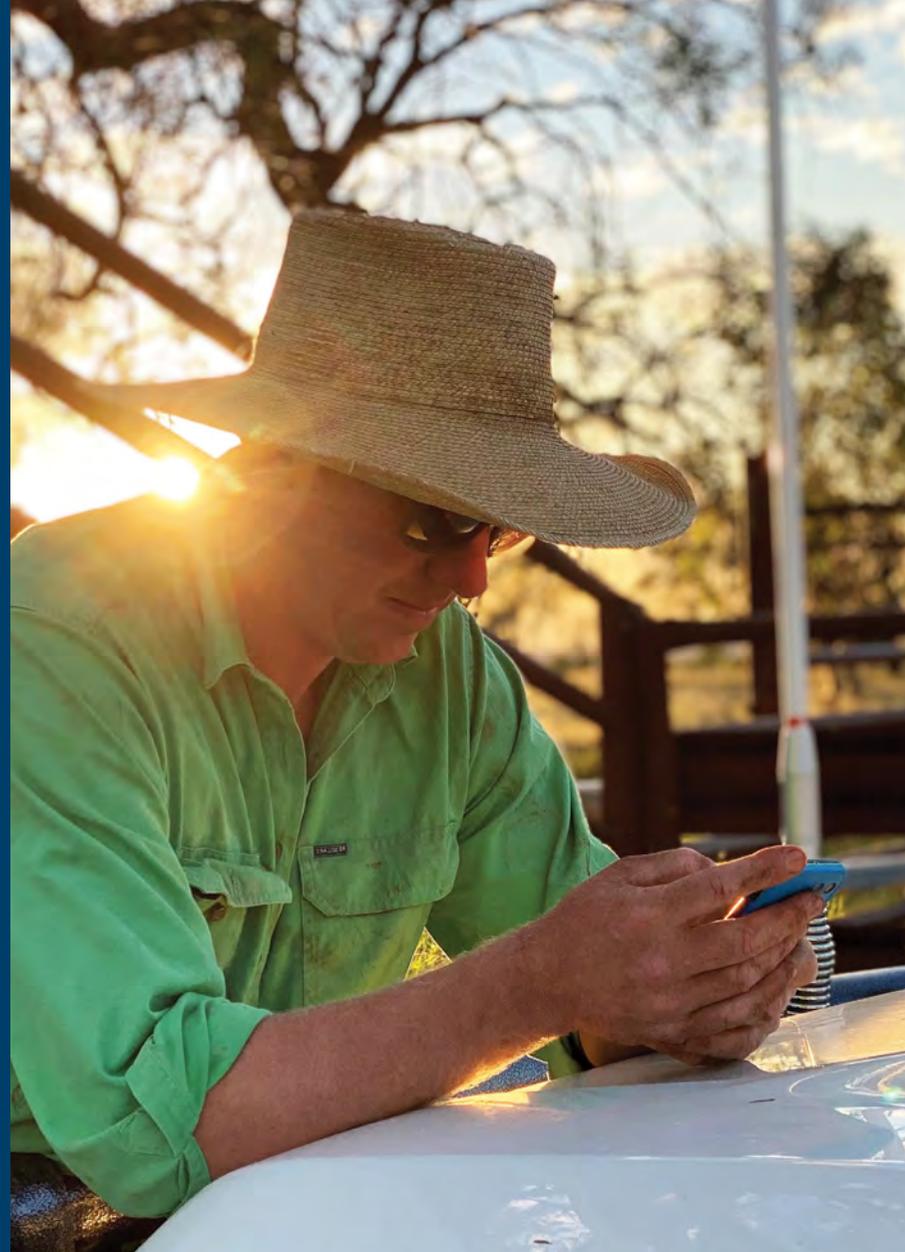
A subsidiary of Meat & Livestock Australia

# Integrity Systems Company Partner Resource Pack

*Stand by what you sell*

## CONTACT

[communications@integritysystems.com.au](mailto:communications@integritysystems.com.au)



[integritysystems.com.au](http://integritysystems.com.au)



# Purpose of this pack and what is included

This pack is designed to help you communicate and promote messages about Australia's red meat integrity system to your networks.

It also includes a range of resources (signs, posters, flyers) you can order from the ISC website for delivery or download.

Choose the resources that will suit your needs and order through the ISC website.

In this pack you will also find:

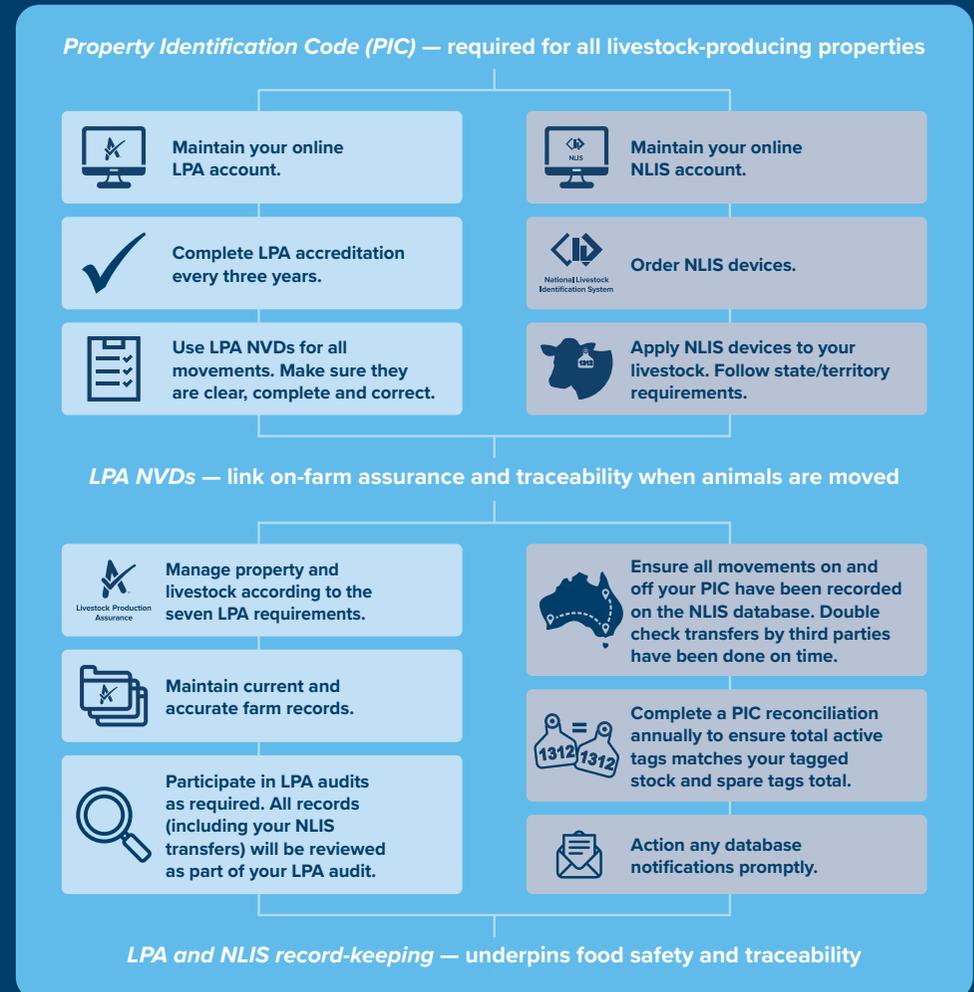
- Key messages
- Links to other ISC resources
- Contact details

# About the red meat integrity system

Australia's red meat integrity system ensures the livestock industry can stand by what it sells. It incorporates food safety, quality and traceability measures across the whole supply chain, which are important to red meat consumers around the world.

The integrity system has two programs – Livestock Production Assurance (LPA) and the National Livestock Identification System (NLIS). These programs work together to ensure livestock producers meet their livestock management, identification and traceability requirements and can stand by what they sell.

This diagram shows how red meat producers can meet their integrity system requirements.



## Key messages

### Integrity system

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

- The red meat integrity system ensures Australian red meat is safe to eat and fully traceable.
- Incorporating food safety, quality and traceability, the integrity system underpins the livestock selling system giving confidence to buyers, retailers and consumers.
- The integrity system programs - Livestock Production Assurance (LPA) and the National Livestock Identification System (NLIS), work together to ensure livestock producers meet their livestock management, identification and traceability requirements.

### Livestock Production Assurance (LPA)

**The Livestock Production Assurance (LPA) program is the Australian red meat industry's on-farm assurance program covering food safety, animal welfare and biosecurity. LPA provides evidence of livestock history and on-farm practices when animals are transferred between PICs.**

- LPA-accredited properties commit to carrying out specific on-farm practices to produce safe red meat. There are seven requirements and it is important for producers to understand how to meet them.

### National Livestock Identification System (NLIS)

**The National Livestock Identification System (NLIS) is Australia's system for the identification and traceability of cattle, sheep and goats. NLIS reflects Australia's commitment to biosecurity and food safety and provides a competitive advantage in a global market.**

- All animals must be identified with an accredited NLIS tag or device from their property (PIC) of birth. As animals are bought, sold and moved along the supply chain, each movement is recorded centrally on the NLIS database.
- All red meat producers can have a NLIS account and must ensure all livestock transfers onto their PIC have been completed in their account.
- Ensuring all livestock movements have been recorded in the NLIS database is vital to maintaining the traceability of livestock.

### LPA National Vendor Declarations

**LPA National Vendor Declarations (NVDs) are a legal document that guarantee on-farm practices meet LPA requirements for food safety, animal welfare and biosecurity.**

- NVDs bring together on-farm management, identification and traceability and communicate the food safety and treatment status of every animal every time it moves along the value chain – between properties, to saleyards, or to processors.
- NVDs are key to Australian red meat's traceability and market access.
- Livestock producers must ensure that every NVD is clear, complete and correct.

*Stand by what you sell*

## Key messages

### eNVD

**eNVDs are the faster, easier way to complete livestock consignments.**

They save time for producers by:

- only having to answer questions once across multiple declarations
- creating templates to pre-populate regular consignments
- can be printed at any time and be completed at the yards if needed
- can be signed digitally, and are stored and accessible via an LPA account.

### myMLA

**myMLA is the gateway to accessing a range of MLA products and services and provides relevant, personalised content to each user.**

- myMLA provides a single sign on facility to NLIS, LPA, NVDs, Livestock Data Link (LDL) and Meat Standards Australia (MSA) accounts
- Multiple accounts of each type can be linked to the one myMLA account - ideal for producers with more than one PIC
- The myMLA dashboard delivers relevant and personalised content to each user, including customised prices and market information, a localised seven-day weather forecast, information on nearby events, and industry news and information.



## Content to share through communication channels

Please find below suggested content for use in your newsletters, e-newsletters, magazines and websites. The copy includes links to further information, however, please feel free to edit the supporting copy to suit your audience.

### Helping red meat producers stand by what they sell

Food safety, quality and traceability are important to red meat consumers around the world. The red meat integrity system ensures our products are safe to eat, fully traceable and of high quality.

The red meat integrity system has two programs that link to ensure you can stand by what you sell.

Livestock Production Assurance (LPA) incorporates on-farm management of food safety, animal welfare and biosecurity risks, and the National Livestock Identification System (NLIS) tracks the location of every animal through its life. There are easy-to-follow resources to help producers meet their livestock management, identification and traceability requirements.

**Find out more here »**

### Manage your property according to LPA requirements

The LPA program has seven requirements. Producers who choose to participate in the LPA program commit to carrying out on-farm practices that support the integrity of the entire system. LPA NVDs provide evidence of livestock history and on-farm practices when transferring livestock, and is your declaration and guarantee to buyers.

**Find out more here »**

### Complete your NLIS transfers

Each time livestock are moved off a PIC, a livestock movement must be recorded on the NLIS database. If livestock are bought, sold or moved through a saleyard, the livestock movement must be recorded by the saleyard. For private sales, the buyer or receiver of the livestock must record the movement.

It is good practice to check all movement records to and from your PIC on the NLIS database, especially those completed by a third party to make sure all the details have been recorded correctly.

**Find out more here »**

### Ensure every NVD is clear, complete and correct

The LPA NVD is your declaration and guarantee to buyers – so knowing how to complete an NVD so it's clear, complete and correct is essential. Only accredited LPA producers have access to LPA NVDs, which link on-farm assurance to livestock traceability. NVDs are a legal document guaranteeing the quality, traceability and safety of Australian red meat, allowing the industry to stand by what it sells.

**Find out more here »**

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## Content to share through communication channels

### Electronic NVDs

eNVDs are the faster, easier way to complete your consignments, ensuring that you only fill in questions once, have access to time-saving templates, can fill out on any device, and print at any time.

**Find out more here »**

### Keep accurate records

Producers must keep accurate records to demonstrate compliance with the LPA program, which means producers remain LPA-accredited and can access LPA NVDs to transport livestock.

**Find out more here »**

### Sign up to myMLA

myMLA is now the gateway to access a range of MLA products and services. myMLA provides a single sign on facility to NLIS, LPA, NVDs, Livestock Data Link (LDL) and Meat Standards Australia (MSA) accounts.

**Find out more here »**

### For more information

For practical information, tips and helpful tools to help meet integrity requirements, **visit the ISC website »**



Stand by what you sell

## Printed resources available

### A3 Indoor posters

ORDER OR DOWNLOAD NOW

ISCI1

### Selling, moving or transferring livestock?

The LPA NVD is your declaration and guarantee to buyers. Make sure it is clear, complete and correct.

*Stand by what you sell*



Make sure your NVD is clear, complete and correct

Not using eNVD? It's the faster, easier way to complete livestock consignments.

integritysystems.com.au 1800 683 111



ISCI2

### Not using eNVD?

It's the faster, easier way to complete livestock consignments.

- ✓ Only fill in questions once
- ✓ Save time using templates
- ✓ Use on any device (mobile-friendly)
- ✓ Print at any time
- ✓ Always on the latest version
- ✓ Digital signatures - sign using touch screen device or mouse
- ✓ Stored and accessible in one place



Make sure your NVD is clear, complete and correct

integritysystems.com.au 1800 683 111



ISCI3

### Not using eNVD?

It's the faster, easier way to complete livestock consignments.

- ✓ Only fill in questions once
- ✓ Save time using templates
- ✓ Use on any device (mobile-friendly)
- ✓ Print at any time
- ✓ Always on the latest version
- ✓ Digital signatures - sign using touch screen device or mouse
- ✓ Stored and accessible in one place



Make sure your NVD is clear, complete and correct

integritysystems.com.au 1800 683 111



Stand by what you sell

# Printed resources available

## A3 Indoor posters

**ORDER OR DOWNLOAD NOW**

ISCI4

ISCI5

ISCI6

Stand by what you sell

## Printed resources available

### A3 Indoor posters

ORDER OR DOWNLOAD NOW

ISCI7



### Your single sign-on access



LIVESTOCK DATA LINK

The MyMLA dashboard provides customised content that's unique to each user.

#### What else is included?

Access to MLA's catalogue of products and services	Seven-day weather forecast based on your location	Access to LPA NVD's and eNVD's
Customised prices and market information	Information on events happening near you	Industry news and information

[mla.com.au/mymla](http://mla.com.au/mymla)





A subsidiary of Meat & Livestock Australia

ISCI8



### Your gateway to accessing a range of MLA products and services from one account



LIVESTOCK DATA LINK

The MyMLA dashboard provides customised content that's unique to each user.

#### What else is included?

- access to MLA's catalogue of products and services
- customised prices and market information
- seven-day weather forecast based on your location
- information on events happening near you
- access to LPA NVDs and eNVDs
- industry news and information

[mla.com.au/mymla](http://mla.com.au/mymla)





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ISCI9

### The LPA NVD is your declaration and guarantee to buyers. Make sure it is clear, complete and correct.

*Stand by what you sell*

- ✓ Use the right NVD (0720) for the right animals and the right PIC
- ✓ Only use each NVD once
- ✓ For all questions, tick "Yes" or "No" – not both
- ✓ Check your farm records when answering questions
- ✓ Stay on the safe side. If in if in doubt about an animal's treatment history tick 'yes'
- ✓ Double check that you have the "Consigned To" and "Destination" details correct. Sometimes they are different

[integritysystems.com.au](http://integritysystems.com.au) 1800 683 111





Make sure your NVD is clear, complete and correct



A subsidiary of Meat & Livestock Australia

Stand by what you sell

## Printed resources available

Outdoor A1 corflute signs (all come with pre-drilled eyelets)

**ORDER OR DOWNLOAD NOW**

ISCO1

### Selling, moving or transferring livestock?

The LPA NVD is your declaration and guarantee to buyers. Make sure it is clear, complete and correct.

*Stand by what you sell*

Not using eNVD? It's the faster, easier way to complete livestock consignments.

integritysystems.com.au 1800 683 111

ISCO2

### Not using eNVD?

It's the faster, easier way to complete livestock consignments.

- ✓ Only fill in questions once
- ✓ Save time using templates
- ✓ Use on any device (mobile-friendly)
- ✓ Print at any time
- ✓ Always on the latest version
- ✓ Digital signatures - sign using touch screen device or mouse
- ✓ Stored and accessible in one place

integritysystems.com.au 1800 683 111

ISCO3

### Can you stand by what you sell?

How to meet the requirements of Australia's red meat integrity system

Property Identification Code (PIC) – required for all livestock-producing properties

- Maintain your online LPA account.
- Maintain your online NLS account.
- Complete LPA accreditation every three years.
- Order NLS devices.
- Use LPA NVDs for all movements. Make sure they are clear, complete and correct.
- Apply NLS devices to your livestock. Follow state/territory requirements.

LPA NVDs – link on-farm assurance and traceability when animals are moved

- Manage property and livestock according to the seven LPA requirements.
- Ensure all movements on and off your PIC have been recorded on the NLS database. Double check transfers by third parties have been done on time.
- Maintain current and accurate farm records.
- Complete a PIC reconciliation annually to ensure total active tags matches your tagged stock and spare tags total.
- Participate in LPA audits as required. All records (including your NLS transfers) will be reviewed as part of your LPA audit.
- Action any database notifications promptly.

LPA and NLS record-keeping – underpins food safety and traceability

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Stand by what you sell

## Printed resources available

ORDER OR DOWNLOAD NOW

### A5 flyer (double-sided)

ISCA51

*Can you stand by what you sell?*

Australia's red meat industry:

Food safety, quality and traceability are important to red meat consumers around the world.

The red meat integrity system ensures Australian red meat is

- Safe to eat
- Fully traceable
- High quality

The red meat integrity system has two programs that link to ensure you can stand by what you sell.

Livestock Production Assurance (LPA) incorporates on-farm management of food safety, animal welfare and biosecurity risks.

The National Livestock Identification System (NLIS) tracks the location of every animal throughout its life.

**Livestock management** (Food safety, animal welfare and biosecurity risks) → **LPA** (On-farm assurance) → **NLIS** (Identification & Traceability) → **Livestock ID** (Tracking the location of every animal throughout its life)

Make sure you're meeting your livestock management, identification and traceability requirements:

- Manage your property and livestock according to LPA requirements
- Complete your NLIS transfers
- Ensure every NVD is clear, complete and correct
- Keep accurate records

find out more here

Australia's red meat integrity system is managed by Integrity Systems Company (ISC), a subsidiary of Meat & Livestock Australia (MLA).

integritysystems.com.au  
phone 1800 683 111

ISCDL1

*Can you stand by what you sell?*

How to meet the requirements of Australia's red meat integrity system

Property Identification Code (PIC) — required for all livestock-producing properties

- Maintain your online LPA account.
- Complete LPA accreditation every three years.
- Use LPA NVDs for all movements. Make sure they are clear, complete and correct.
- Maintain your online NLIS account.
- Order NLIS devices.
- Apply NLIS devices to your livestock. Follow state/territory requirements.

LPA NVDs — link on-farm assurance and traceability when animals are moved

- Manage property and livestock according to the seven LPA requirements.
- Maintain current and accurate farm records.
- Participate in LPA audits as required. All records (including your NLIS transfers) will be reviewed as part of your LPA audit.
- Ensure all movements on and off your PIC have been recorded on the NLIS database. Double check transfers by third parties have been done on time.
- Complete a PIC reconciliation annually to ensure total active tags matches your tagged stock and spare tags total.
- Action any database notifications promptly.

LPA and NLIS record-keeping — underpins food safety and traceability

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### DL eNVD (double-sided)

ISCDL1

Integrity Systems  
red meat customer assurance

*Stand by what you sell*

**Not using eNVD?**

The red meat integrity system delivers buyer, customer and consumer confidence.

- Manage your property and livestock according to LPA requirements
- Complete your NLIS transfers
- Keep accurate records
- Ensure every NVD is clear, complete and correct

find out more here

Save time by only answering questions once across multiple declarations - NVD, MSA and Health Decs

Create a template to pre-populate your regular consignments

Print at any time and complete at the yards if needed

You'll always access the current LPA NVD version

Can be signed on your touchscreen or with a mouse

Stored and accessible in your online LPA account

Mobile friendly

find out more here

eNVD. The faster, easier way to complete your consignments.

Stand by what you sell

## Printed resources available DL brochure myMLA/single sign on

ORDER OR DOWNLOAD NOW

ISCDLMYMLA

### Linking your integrity and information accounts in myMLA

myMLA is the gateway to accessing a range of MLA products and services and provides a **single sign on facility** to your NLS, LPA, NVDs, LDL and MSA accounts. The myMLA dashboard delivers personalised, relevant content that's unique to each user, based on their pre-determined preferences.

Follow these easy steps to sign up to myMLA and link your accounts:

- Go to <https://www.mla.com.au/>  
At the top right-hand side click **'MYMLA SIGN UP'** button
- Click **'Sign up to myMLA'** button
- Enter your email address, tick the box **'I'm not a robot'** and click **'Sign up'**
- Receive an on-screen confirmation that your myMLA profile has been created
- You will receive an email to complete your registration. Click **'Complete registration'**
- Choose a password and click **'Set password'**
- Click **'Back to All Applications'**
- Enter your email address and the new password you have just created, then click **'Continue'**
- Complete your profile then click **'Next'**
- To link your relevant accounts, click on **'Link account'** and enter your login details for each specific account. You can link more than one of each type of account.
- Once your accounts are linked, you can access them from the myMLA dashboard whenever you are logged in.

**What else is included on the myMLA dashboard?**

- easy-access catalogue to MLA's range of products and services
- personalised seven-day weather forecast based on your location
- customised information from our Prices and Markets team
- information on events happening near you
- industry news, market news and advice and information from MLA and other sources

**WHERE CAN I FIND OUT MORE?**

[www.integritysystems.com.au/mymla](http://www.integritysystems.com.au/mymla)  
1800 683 111  
[info@integritysystems.com.au](mailto:info@integritysystems.com.au)




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## Printed resources available

DL flyer myMLA (double-sided)

ORDER OR DOWNLOAD NOW

ISCDL2



### Your single sign-on access



The myMLA dashboard provides customised content that's unique to each user.



*find out more here*

#### What else is included?

- Access to MLA's catalogue of products and services
- Seven-day weather forecast based on your location
- Access to LPA NVD's and eNVD's
- Customised prices and market information
- Information on events happening near you
- Industry news and information

[mmla.com.au/mymla](http://mla.com.au/mymla)





### Sign up to myMLA

- 1 Go to [mmla.com.au/myMLA](http://mmla.com.au/myMLA)**

myMLA is your new easy-access gateway to MLA's range of products and services - including eNVDs, NVDs and LPA accreditation.
- 2 Create your account and set your password**

Once you've logged in, you can personalise your dashboard with localised weather and market information.
- 3 Log in and link your accounts**

To link your accounts, click on 'Link account' and enter your login details for LPA, NLIS, MSA or LDL.

Still need help?  
Call ISC Customer Service on 1800 683 111



*find out how to link to your accounts here*

[mmla.com.au/mymla](http://mmla.com.au/mymla)



*Stand by what you sell*

## Printed resources available

### Co-branded rail banner

Co-branded rail banners are available for Livestock Selling Centres to order. Contact us today to register your interest and discuss options.

**ORDER OR DOWNLOAD NOW**



**The LPA NVD is your declaration and guarantee to buyers. Make sure it is clear, correct and complete.**

*Stand by what you sell*

**Not using eNVD? It's the faster, easier way to complete livestock consignments.**



## Key Links

[FAQs](#)[NLIS How tos](#)[Recording keeping templates](#)[Stand by what you sell](#)

## Follow us on social media

- Twitter – @IntegritySysCo
- Facebook – @integritysysco
- YouTube – Integrity Systems Company

#StandByWhatYouSell

#IntegrityMatters

#LPA

#NLIS

#LPANVD

#eNVD

## Subscribe to Integrity Matters

[Subscribe](#)

## Co-branding

If you would like to discuss co-branding any of these materials, please contact the ISC communications team.

## Want something tailored for you?

ISC is more than happy to help you develop further content. We can provide tailored copy for a range of mediums as well as images and graphics. Contact us to talk about how we can help you.

For any questions about this pack  
or for printed material orders please contact  
[communications@integritysystems.com.au](mailto:communications@integritysystems.com.au)

[integritysystems.com.au](https://integritysystems.com.au)

