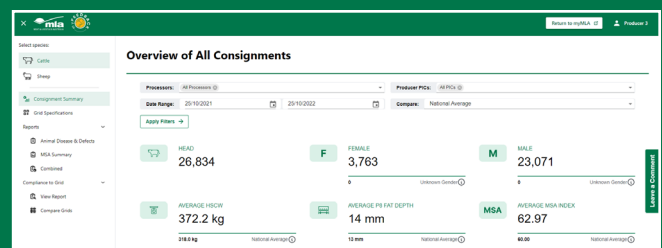# One system, more data, better insights

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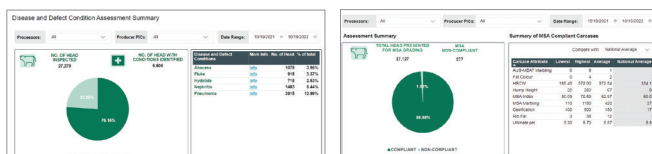
myFeedback extends the benefits of Livestock Data Link (LDL) and myMSA by combining carcase data and animal disease and defect data all in one streamlined system, enabling more accurate benchmarking of carcase performance for all users.

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.
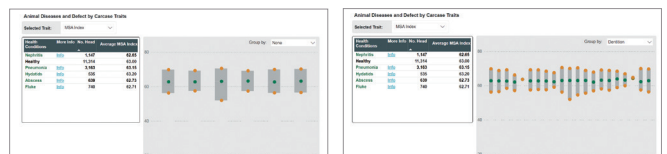

2. Meat Standards Australia

- 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

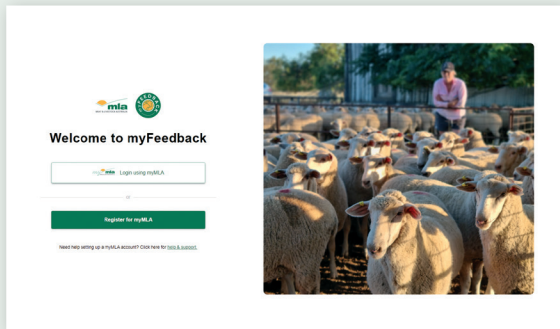- Identify impacts of disease and/or defect on production traits.

4. Compliance to Grid

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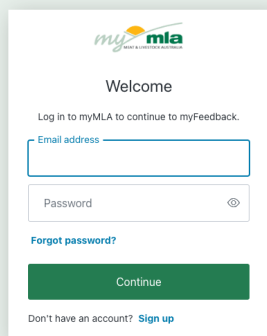- Use processor feedback to help improve future compliance.

Available from participating processors
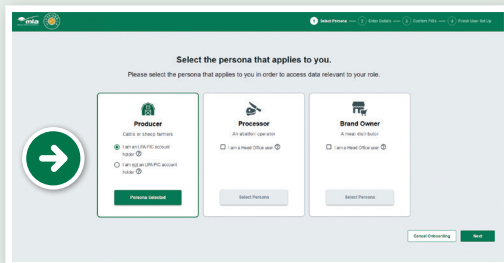
myFeedback: how to get started

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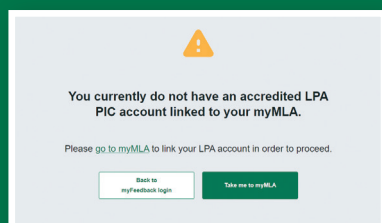

2 Enter your myMLA login details.

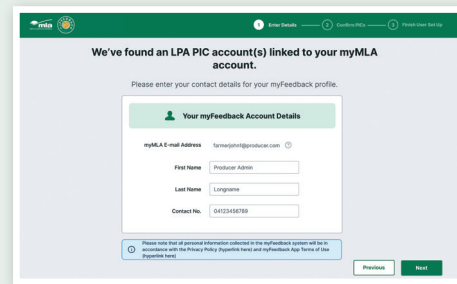**3** Select 'Producer' and 'I am an LPA PIC account holder', then select 'Next'.

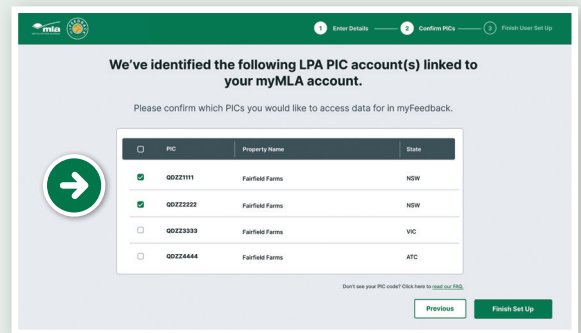a. If you have not linked your LPA account to your myMLA account, you will see this screen.

b. To access myFeedback, click on the 'Take me to myMLA' button and follow the steps to link your LPA account.
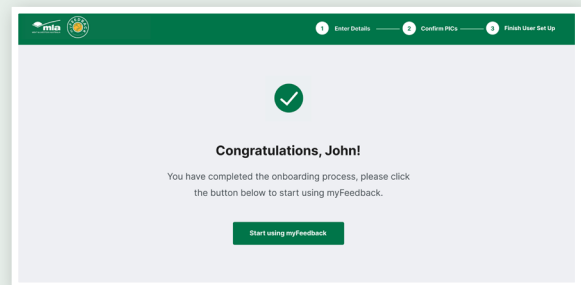
4 Enter your account details then press 'Next'.

5 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'.

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

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.