



## About NLRS

MLA's National Livestock Reporting Service (NLRS) is an independent market intelligence agency servicing the meat and livestock industry.

The NLRS provides an independent source of livestock market data, collected directly from major prime and store markets, direct sales and wholesale meat markets. In addition, the NLRS provides weekly summaries, skin and hide prices and slaughter information.

### Who are the NLRS?

The NLRS comprises a head office team, based in North Sydney, and 21 livestock market officers (LMO) based throughout regional Australia.

### How is the data collected?

The NLRS has a proud history of providing accurate and timely market information. All LMOs regularly undertake workplace assessment to ensure they maintain their national accreditation as livestock assessors. To be certain that a statistically valid data sample is being collected at each sale, LMOs must record a minimum of 70% of the total stock offered for sale. In reality, the introduction of new

technologies has allowed coverage to average closer to 90%.

LMOs attend 74 physical markets throughout Australia each week. They use data capture devices (DCD) to record the age, stock category, weight, muscle and fat score, price, and skin price or dressing percentage of the livestock sold. This information is downloaded into the NLRS software that allows a detailed statistical report to be built. The information is then value added with a high degree of analysis and explanation through a market commentary.



Our team of professional market analysts collect data to compile over the hooks, wholesale, feeder cattle, skin, hide and slaughter reports. Information is gathered via email, phone and fax. Contributors to our reports include:

- agents
- processors
- butchers
- producers
- buyers
- lot feeders

All information is gathered in the strictest confidence, with NLRS reputation allowing the number of contributors to swell over time. In turn the quality of reports is constantly improving as the growing number of contributors encourages greater scrutiny.

### How to access information

NLRS customers subscribe to a wide range of reports, which are delivered via email. MLA members are entitled to receive *Meat & Livestock Weekly*, *Australian Cattle and Sheep Industry Overview* and four NLRS saleyard and/or OTH reports free of charge (email only). Reports can be accessed via the NLRS web site [www.mla.com.au/nlrs](http://www.mla.com.au/nlrs).

The NLRS also provides a phone on-demand service. Interim market summaries are available from 1pm with complete market reports uploaded within two hours of the conclusion of each market. For instant market updates on direct or physical markets, call 1902 910 711. (Calls to this number are charged at \$1.10 per minute plus GST. Charges may be higher from mobile phones.)

As well as standard reports, the NLRS can tailor a report to meet the specific needs of an organisation or individual. Please contact the NLRS on 02 9463 9163.

## National Livestock Reporting Service – the leader in livestock intelligence

Care is taken to ensure the accuracy of information in the publication, however MLA cannot accept responsibility for the accuracy or completeness of the information or opinions contained in the publication. Readers should make their own enquiries in making decisions concerning their interests.



© Meat & Livestock Australia Limited  
ABN 39 081 678 364  
Level 1, 165 Walker Street  
North Sydney NSW 2060  
Ph: +61 2 9463 9333  
Fax: +61 2 9463 9393  
[www.mla.com.au](http://www.mla.com.au)

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