



final report

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Livestock Data Link – Development and implementation of the LDL system

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Abstract

In January 2015, a graduate from Marcus Oldham commenced work with JBS Australia for a 12 month period. The graduate played a key role in the implementation of the industries online feedback system Livestock Data Link (LDL) into their Southern beef and sheep plants to allow JBS to supply meaningful feedback to their producers. It also provided JBS with the ability to benchmark their producer's performance.

Prior to the launch of LDL into the JBS Southern Farm Assurance business significant improvements were required to be completed in the platform in preparation for the rollout. The graduate introduced and educated key JBS staff at each plant to ensure their understood the importance of collecting data correctly and was uploaded on a regularly basis. On 15 May 2015, LDL was officially launched to the JBS Farm Assured Group (around 2,300 producers).

Over the 12 month period, 36 LDL sessions were conducted with a total of 1,419 people attending. LDL was presented to 17 mainland sheep groups, 17 main land beef groups, 3 Tasmania sheep group and 7 Tasmania beef groups.

In summary, the required and agreed milestones were completed. LDL will continue to be presented to JBS Australia beef and lamb producers by the new graduate and this will continue to increase LDL's exposure to relevant producers and broaden the uptake and utilisation of LDL.

Executive Summary

In January 2015, a graduate from Marcus Oldham commenced work with JBS Australia. The graduate played a key role in the implementation of the industries online feedback system Livestock Data Link in all their Southern beef and sheep plants to allow JBS to supply meaningful feedback. It also provided JBS with the ability to benchmark their producer's performance. A meeting between JBS and MLA was conducted in late January to discuss the project expectation, terms and conditions along with launch of LDL through JBS Southern. During this meeting we also discussed the requirement and improvements that were required prior to launching LDL into the JBS Southern Farm Assurance business on the 15th of May, 2015.

The graduate travelled to each JBS southern plant to introduce and educated key staff members on LDL. Staff members included plant managers; IT personal; the person responsible for uploading kill data into LDL; and the kill floor supervisors to ensure they understood and enforced the importance of accurate data collection. The first plant that was presented LDL was Brooklyn. In doing this we addressed all the JBS Southern plant managers. This was essential so the plant managers could re-enforce the importance of LDL through all of the southern plants. We then addressed each plant, Brooklyn (Beef and Lamb), Bordertown (Lamb), Cobram (Lamb) and Longford (Beef and Lamb). After doing these presentations, MLA and the graduate monitored each site three times a week to confirm that the uploads were being done and the data being uploaded was accurate. This data was also cross checked to ensure we were seeing the same information.

Prior to the launch of LDL on the 15th of May, JBS trialed and presented LDL to producer groups and industry partners at producer field days such as Colac better beef day, Euroa Grass Fed supplementation day and to the Victorian Department of Primary Industries. Whilst presenting LDL to these people JBS emphasised that this tool is coming and is yet to be released to the general public. In saying that JBS did provide a live LDL demonstrate, to express the relevance and to increase the overall interest of the tool.

On the 15th of May, JBS held a Great Southern Farm Assured producer forum at the Melbourne Crown Casino complex. Present at this producer day was 360 JBS producers and industry bodies. A key feature of this forum was the official launch of LDL through the JBS Southern business. LDL was officially launched by MLA's Managing Director Richard Norton.

At the completion of the forum the JBS Farm Assured beef and lamb producers of the year were awarded. These awards were calculated and determined using LDL, taking into consideration, number of head supplied, compliance to the JBS Farm Assurance grid, compliance to Meat Standards Australia (MSA) Index and the average Lean Meat Yield Percentage (LMY %), as examples.

JBS and MLA in conjunction with the Victorian Department of Primary Industries (VIC DEPI) and Pear Consulting conducted LDL information and interactive training session across southern Australia. LDL Beef and Lamb training days were held in Southern NSW, Victoria, South Australia and Tasmania. Overall LDL was presented at 36 producer days where 1,419 producers and industry bodies were present.

At the beginning of January 2016, Jose Webb had completed the 12 month livestock data link project agreement. This project will be continued by Laura Wishart in the new year of 2016. Laura and the LDL team are planning on completing further interactive LDL training in

Northern NSW, in the Scone region, Eastern Gippsland at Bairnsdale and also on the King Island. These training days will be beef focused.

In summary, the required and agreed milestones have been completed. LDL will continue to be presented to JBS Australia beef and lamb producers by Laura Wishart and this will continue to increase LDL's exposure to relevant producers and broaden the uptake and utilisation of LDL.

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1 Background

There are limited ways in which processors can influence animal and/or product characteristics through feedback to producers. Currently JBS Southern supplies some minimal feedback to producers based on the AUSMEAT and MSA requirements. There is evidence that current programs such as the JBS Beef and Lamb Farm Assurance Programs have allowed JBS to align with its producers in such a way that may allow the flow of information and a means of providing feedback on animal health and product safety. The producer forum for JBS represents approximately 1,200 beef producers and 800 lamb producers that supply into JBS's branded markets such as Great Southern. JBS is able to convene regular producer forums and provide a range information from R & D projects outcomes, sales of the brand, production outcomes and general industry information. These established forums provide basic exchange of information and as such does not permit sufficient changes in on-farm practices to impact on product characteristics or result in any processing improvements.

Livestock Data Link (LDL) is an industry initiative that aims to enhance the exchange and utilisation of carcase performance information by businesses within the red meat industry. LDL is a web-based application that links slaughter data from the National Livestock Identification System (NLIS) and Meat Standards Australia (MSA) databases with analytical tools, benchmarking reports and Solutions to Feedback. JBS proposed to pilot LDL in its Southern beef and lamb operations. Prior to this project, JBS has started to implement LDL as a pilot in some of its southern operation. However, there had not been any information shared back to the producer. A graduate was deployed to co-ordinate the rollout and capture of data across JBS entire southern operation and engage with existing JBS producer forums to implement producer feedback. The trial will also incorporate animal health components that have never been evaluated previously through MLA pilot trials.

The purpose of the project was to implement the industries online feedback system LDL in all the Southern Beef and Lamb plants to allow JBS to supply meaningful feedback and the ability to benchmark producer's performance. In addition, the project aimed to increase the professional capability (and ultimately the innovation capability) by introducing new professionally minded individuals to the industry and simultaneously develop their specific meat professional skills. Additionally the program provides a graduate with the required support infrastructure to develop their own professional strengths and work ethics during their first few years in employment and deliver the outcomes expected of them.

2 Projective Objectives

2.1 Expected outcomes:

- Implement the LDL program into all JBS southern plants
- Oversee the uploading of data at all plants
- Ensure the accuracy of data upload is at an acceptable level.
- Problem solve any issues arising

- Organise and coordinate in conjunction with MLA and DPI a minimum of 4 beef and 4 lamb (Mainland) 2 beef and 2 lamb (Tasmania) producer education days around using Livestock Data Link
- Supply articles around the project to the Farm Assurance (FA) newsletter
- Report outcomes to the JBS Beef and Lamb Supply Chain Groups and management.
- Create and implement a producer benchmarking process across both JBS beef and lamb supply chains. Focusing on the FA membership to identify producers that consistently supply animals that meet customer and compliance requirements.
- Work with the FA supply chain and LDL to give them a greater understanding of the end outcomes that JBS need to satisfy for their customers.
- Establish a Lean Meat Yield (LMY) component of the LDL system
- Employ and develop a graduate suitable for employment within the red meat industry

3 Success of meeting the objectives

3.1 Implement the LDL program into all JBS southern plants

All the southern sites are uploading data daily - Brooklyn (beef and sheep), Longford (beef and sheep), Devonport (beef and sheep), Cobram (sheep) and Bordertown (sheep). Currently, Bordertown are unable to independently upload data, this is being resolved by MLA and Bordertown.

On the 29th of June, JBS Australia started processing cattle at the acquired Primo Scone plant. Currently data is being uploaded and monitored daily. In saying this there has been an issue around having MSA data uploaded into LDL Scone. This immobilised JBS Australia from using LDL to its full potential as LDL is missing the most analysed data. In saying that, currently JBS Australia is processing 1000 head of cattle per day and plan to increase this kill to 1500 head per day. By doing this, there was increased pressure and need for this to be resolved. Meat and Livestock Australia and JBS worked together on this issue and it was resolved on the 12 November. JBS Southern is planning to rollout LDL their northern Farm Assured clients. Currently, Mark Inglis and the JBS Livestock buying team are working closely with these producers and wish to add an extra dimension to these producer days by introducing and implementing LDL. In the coming new year Laura Wishart will be attending these days introducing LDL.

On the 22nd of August, JBS Southern began releasing LDL information and the LDL support flyer when sending MSA feedback to their beef producers. Stated on the feedback is; Access your feedback on LDL, go to <http://ldl.mla.com.au>. Please refer to attached support flyer for further assistance. The LDL information and support flyer is being email and faxed to each producer and agent. The support flyer was established by the LDL team. Currently, this link is only available on the cattle feedback. In saying this, JBS Southern is working towards releasing this on the lamb feedback in the near future. Currently, the JBS IT department are working on personalising and programing the JBS company lamb feedback system to direct producer to LDL. By doing this the lamb feedback sent back to the JBS Farm Assured producers will state "Access and analysis your carcass feedback on LDL, go to <http://ldl.mla.com.au>". By doing this we hope that producers will use LDL to further analysis

their most recent carcase data using LDL. This is hoped to be completed in the coming month.

3.2 Oversee the uploading of data at all plants

The data uploads are monitored weekly on Monday, Wednesday and Friday each week with records going back to beginning of January 2015. If the time lag is greater than four days contact is made to the responsible people at plant level or MLA.

3.3 Ensure the accuracy of data upload is at an acceptable level

On a weekly base the data is reviewed and compared to the JBS FA kill summary data. Cattle data is reviewed on Friday and small stock are reviewed on Monday. In addition, the accuracy of data is reviewed again whilst doing weekly data upload checks. When reviewing data accuracy, the data is reviewed for ie. missing PIC numbers; incorrect or unrealistic weights; and inaccurate or missing fat class and/or fat depth, as examples.

3.4 Problems solve any issues arising

Any issues that have arisen have been directed to MLA with most issues been resolved to date. Issues that arisen to date have been the operator code and target market issue, and missing or in accurate data.

3.5 Organise and coordinate in conjunction with MLA/DPI a minimum of 4 beef and 4 lamb (Mainland) 2 beef and 2 lamb (Tasmania) producer education days around using LDL

To date 36 LDL sessions have been completed with a total of 1,419 people attending. LDL has been presented to 17 mainland sheep groups, 17 main land beef groups, 3 Tasmania sheep group and 7 Tasmania beef groups. For further information on the LDL producer days please refer to Appendix 1 – Livestock Data Link producer day's overview.

3.6 Supply articles around the project to the FA newsletter

In March 2015, the JBS FA newsletter (refer to Appendix 2) that was released introduced Livestock Data Link and the graduate, Jose Webb. In addition, LDL and the JBS team featured in Beef Central (refer to Appendix 3) and Sheep central (refer to Appendix 4) at the completion of the official launch of LDL to JBS Farmed Assured Producer Group in May 2015.

In November 2015, an update on Livestock Data Link was provided in the JBS FA Newsletter (refer to appendix 6). This article explained what LDL is, the work that has been completed throughout the year in regards to implementing, monitoring and rolling out LDL within the JBS Southern Operations. This article concluded by explaining to readers how they go about registering and activating their LDL account.

3.7 Report outcomes to the JBS beef and lamb supply chain groups and management

On a quarterly bases a progress report is presented to the Lamb Supply Chain Group. These presentation have outlined the producer workshops that have been completed, the task's that have been undertaken and completed along with the roles and responsibilities associated with LDL.

3.8 Create and implement a producer benchmarking process across both JBS beef and lamb supply chains. Focusing on the FA membership to identify producers that consistently supply animals that meet customer and compliance requirements

On a weekly basis a beef report is generated each Friday and a lamb report each Monday. These reports entail overall compliance, compliance to each trait, LMY, average HSCW, average fat and MSA Index. These reports are analysed and presented weekly to the JBS livestock buyers. This report also assisted with the calculations for the JBS beef and lamb producers of the year that was presented at JBS dinner in Melbourne on the 15th of May. These calculations were also used to determine the beef and lamb buyer of the year for mainland Australia.

Tasmanian producer of the year awards

On the 27th of November, JBS Southern held its annual Tasmanian producers of the year. This award night involved awarding the Tasmanian beef and lamb producers of the year and also the King Island beef producer of this year. To determine the overall winner and the top ten producers, JBS used LDL to analysis the carcass grading data. Without LDL these awards would be near impossible to calculate to the degree of accuracy required.

3.9 Work with the FA supply chain and LDL to give them a greater understanding of the end outcomes JBS need to satisfy their customers

Two producer usability workshops one beef focused (Longwood VIC) and one sheep focused (Bordertown SA) were undertaken in the month of April. These workshops were used to gain producer feedback and suggestions on how to improve and make LDL more user friendly to producers.

NSW, VIC and SA Lamb LDL training days

On September the 21st Verity Gilbertson, Matt Dorney and Jose Webb meet in Wagga at the CSU University and conducted a LDL training session to a group of JBS Farm Assured lamb clients. This session was very interesting as the producers showed great interest in objective carcass measurement and stressed the importance to them of having this within the industry. At this day there were 10 producers present. The second day (22nd of September) of training was held at the JBS Cobram plant where two training sessions were completed. The morning session was the larger session with 13 attendees present. This session ran extremely smoothly and positive feedback was received. In saying that, these producers where requesting yield within their feedback. The afternoon workshop there was only 3 producers present making the session extremely interactive and successful.

On Thursday the 24th of September, Verity and Jose held a morning training session at Naracoorte SA. At this session there were 11 producers and 2 JBS buyer's presents. This session's main focus and interest was surrounding lean meat yield being introduced into LDL. They also expressed the importance of having animal health added into LDL. Thursday

afternoon we made our way to Mt Gambier where we held another training session. This session had a mixture of beef and lamb producers along with an agent. This was encouraging as this agent wished to encourage his clients to use LDL to support business management decisions and provide support to producers when using the platform.

Overall the training completed between the 21 – 24 September was extremely successful. It not only increased the number of producers logged in to LDL, it also provided us with some useful feedback to make LDL as user friendly as possible.

Tasmania beef and lamb LDL training days

On the 5 October, Matt and Jose conducted a LDL training session in Forth, Tasmania. This training workshop was a beef focused session, with 12 JBS FA producers present, a JBS buyer and also Sophie Folder from Pear Consulting. This training session was quite challenging and time consuming running through the grid setup process. This group was very positive and understood the JBS grid quite well at the end of the session.

On Tuesday the 6th of September, we held a beef session at Scottsdale. At this session there were 12 producers and a JBS buyer. This session run a lot smoother as both Matt and Jose had the previous day as practice. This session the producers understood how to make the grid wider or tighter and really began interrupting the data. At the conclusion of the Scottsdale session we made our way to the next session which was a lamb session that was held at Longford. This session was lamb focused but had interest from beef producers as well. The lamb session ran smoothly and was completed quickly. This session was extremely quiet because they understood what they were doing. At the conclusion of the lamb session the lamb producers left and we ran a beef training session. Three producers stayed for this session. This session was extremely successful as the producers became familiar with LDL, the JBS grids and also MSA grading.

The final session to be held in Tasmania was at Oakland. This session was a mixture of beef and lamb producers. This session had a small group of producers (5) present making it a very interactive session. Within this session we conducted both the lamb and beef grid setup. This session held a great discussion and the producers left with a greater understanding of LDL, the JBS grids and also MSA grading.

VIC DEPI, MLA and JBS LDL training sessions

On Monday the 16th of November and Tuesday the 17th of November a LDL training session where held in Wodonga and Benalla. At the Wodonga training session there was 5 producers present and 8 producers present at the Benalla training session. The next LDL training session were held in the Gippsland region at Ellinbank (7th of December) and Leongatha (8th of December). The Ellinbank session had 8 producers present and 10 producers present at Leongatha session. These training sessions where extremely successful as producer not only left with a greater understanding of the JBS grid but also a clearer understanding of how to use LDL to benefit there business. Following these sessions JBS received positive feedback from the producers who attended these workshops.

3.10 Establish a Lean Meat Yield component of the LDL system

This was implemented and programed into LDL prior to me starting this project. The lean meat yield percentage is now available at all JBS Southern plants, this can be accessed by both processors and Farm Assured producers

4 Livestock Data Link moving forward

JBS Australia in conjunction with Meat and Livestock Australia are planning to host, run and complete further LDL training days. These days are going to be solely LDL days for JBS FA producers only. These training days will be focusing on explaining LDL, creating awareness to why LDL is important, and understanding and operating the system. These groups aim to have roughly 10-15 producers present.

The suggested locations of these training days are, King Island and also the surrounding Scone area of northern New South Wales. The VIC DEPI in conjunction with JBS and MLA will again hold two training sessions in western Victorian and one session in North East Gippsland. These planned training days will predominately be beef focused days. These sessions will be facilitated by Laura Wishart, Mark Inglis (JBS), Verity Gilbertson (MLA), Maria Crawford and Fiona Baker (VIC DEPI).

5 Conclusions/recommendations

To date LDL has had 166 JBS FA producers register and log onto LDL. Since May 2015 there has been 75 cattle producer, 56 sheep producers, 28 mixed species register for LDL and 7 producers register with no data present within their LDL accounts. This is a fantastic result, as JBS as a company believes that producers will gradually continue to log on as they consign animals to be processed. The additional LDL statement and link on the JBS MSA beef feedback and lamb feedback, along with articles included in the FA newsletter will continue to increase the utilisation of LDL gradually. To ensure LDL is broadly up taken and utilised we will continue to demonstrate and educated JBS Farm Assured beef and sheep producers through JBS producer days across southern Australia and northern New South Wales.

6 Appendix

6.1 Appendix 1 – Livestock Data Link producer day's overview

Livestock Data Link Producer Days Overview				
Location	Audience	Number of People	Beef, Sheep, Other?	Date
JBS Brooklyn	JBS Plant Managers	15	All	05/01/2015
JBS Brooklyn	JBS Staff	10	All	10/01/2015
JBS Bordertown	JBS Staff	10	Other / Sheep	04/02/2015
JBS Cobram	JBS Staff	6	Other / Sheep	13/02/2015
Colac Better Beef day	Producers	25	Beef	12/02/2015
Euroa - Grass fed supplementation information day	Producers/Agents/ Rivalea	45	Beef / Other	17/02/2015
JBS Longford	JBS Staff & Pear Consulting	8	All	05/03/2015
Gippsland JBS/DEPI grass fed beef	Producers/agents/ Irwin stock feeds	42	Beef / Other	30/03/2015
DEPI Meeting - Brooklyn	DEPI staff	8	Other	31/03/2015
Longwood trial day	Producers/DEPI	11	Beef / Other	8/04/2015
Bordertown trial day	Producers/SA Gov	12	Sheep	9/04/2015
JBS/Pear Consulting beef day	Producers/JBS Staff	25	Beef / Other	13/04/2015
Bordertown – Sheep CRC	Producers/MLA/Animal Health SA	20	Sheep / Other	12/05/2015
JBS Producer Forum	Industry partners, producers, agents, consultants	360	All species	15/05/2015

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JBS Producer Forum – interactive groups	Producers, agents, JBS Staff	80	Other/ Beef	15/05/2015
Benalla – JBS / DEPI grass feed beef	Producers/ Rivalea	20	Beef	25/05/2015
JBS/ Pear Consulting grass fed beef	Producers / TAS DEPI / JBS Staff	54	Beef / Other	28/05/2015
MLA - Better beef (Chris Mirams)	Producers/ VIC DEPI/ Jarrod Lees (MLA/MSA)	20	Beef/Other	15/06/2015
Elke Hocking – Coonalpyn SA sheep forum	Producers, agents, consultants	70	Sheep	17/06/2015
Best Lamb Best Wool (Bendigo) Mark Inglis	Industry partners, producers, agents, consultants	90	Sheep / Other	23/06/2015
Lamb Finishing Day Colac – Mark Inglis	Producers, consultant	15	Sheep / Other	07/07/2015
Gippsland Better Beef Conference	Industry partners, producers, agents, consultants	153	Beef / Other	17/08/2015
Better Beef & Sheep Network Mark Inglis	Industry partners, producers, agents, consultants	60	All species	18/08/2015
Wakool NSW Group - Mark Inglis	Producers, agents, consultants	80	All species	31/08/2015
Walbundrie NSW Lamb group – Mark Inglis	Producers, agents, consultants	45	Sheep	1/09/2015
Wagga interactive LDL Training Session	Producers	10	Sheep	21/09/2015
Cobram interactive LDL Training Session	Producers	15	Sheep	22/09/2015
Naracoorte interactive LDL Training Session	Producers, JBS buyers	11	Sheep	24/09/2015
Mt Gambier interactive LDL Training	Producers, Agents, JBS buyers	12	Sheep	24/09/2015

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Session				
Forth TAS interactive LDL Training Session	Producers, consultants, JBS buyers	12	Beef	05/10/2015
Scottsdale TAS interactive LDL Training Session	Producers, JBS buyer	11	Beef	06/10/2015
Longford interactive LDL Training Session	Producers, JBS buyer	10	Beef / sheep	06/10/2015
Oatlands interactive LDL Training Session	Producers, agent	5	Beef / sheep	07/10/2015
Wodonga interactive LDL training session	Industry partners, producers, JBS buyer	9	Beef	16/11/2015
Benalla interactive LDL training session	Industry partners, producers & JBS buyer	12	Beef	17/11/2015
Ellinbank interactive training session	Industry partners & producers	13	Beef	07/12/2015
Leongatha interactive LDL training session	Industry partners & producers	15	Beef	08/12/2015
		Total; 1419 attendees	Sheep Mainland; 17 Total Beef Mainland; 17 Total Sheep TAS; 3 Total Beef TAS; 7 Total	36 LDL sessions to date 28/10/2015

Appendix 1 LDL producer day's overview

6.2 Appendix 2 – LDL article that featured in the JBS FA Newsletter

JOSE WEBB - DATALINK

The newest member to the JBS team this year is Jose Webb. Born and bred in the southern Riverina, Jose grew up on a merino sheep and cereal cropping property near Lockhart.

Jose attended the local primary school, moving to Melbourne to complete senior school at Melbourne Girls Grammar.

Since leaving school, Jose has spent a year in far north Queensland on Iffley cattle station and two years in western Victoria on a merino and beef property, Nareen Station.

In 2014 Jose completed her first year at Marcus Oldham Agricultural College in Geelong, where she is studying a Bachelor of Business majoring in Agriculture.

Jose enjoys being a part of her local community, especially through playing sport. She is also extremely passionate about agriculture and the associated industries and is excited about joining the JBS team.

Jose will play an important part in the Great Southern program with her main responsibilities including working and educating producer groups to understand and apply the commercial relevance of the new Data Link program.

Data link is an online industry feedback system developed by MLA and Industry partners. JBS has been trialling the program at 2 of its lamb plants for the last 2 years and has just recently implemented it across all its southern plants both beef and lamb. The aim is to release it to producer in 2015 with the help of Jose.



jbssa.com.au



6.3 Appendix 3 – The LDL article that featured in Beef central, 18th of May 2015

For further reading to go <http://www.beefcentral.com/news/ldl-project-will-counter-100m-annual-losses-in-carcase-compliance/>

LDL project will counter \$100m annual losses in carcass compliance

by Jon Condon, 18 May 2015



AUSTRALIA's first uniform interactive online carcass feedback system for beef and lamb has been formally launched with tools to help correct non-compliance costing the industries more than \$100 million annually.

Livestock Data Link was developed by Meat & Livestock Australia and industry partners to link carcass slaughter data from the National Livestock Identification System and MSA databases with analytical tools, benchmarking reports and solutions feedback.



MLA managing director Richard Norton, left, and JBS's Mark Inglis, right, with beef producers Chris Stanley, CS Livestock, Melbourne and Jono Craven, Gippsland Water Agribusiness during the LDL program launch on Friday.

The supply chain feedback system includes a decision support tool linking to a 'Solutions to Feedback' library that offers producers solutions to improve carcass compliance.

MLA managing director **Richard Norton** formally launched the Livestock Data Link program in Melbourne last week during the JBS Australia Great Southern Producer Forum.

Mr Norton said \$51 million is lost every year from beef cattle not hitting market specifications and another \$64 million is lost from carcasses being condemned. In 2011-12 it was also estimated another \$12-\$49m is lost due to offal and meat condemnation.

"So this is a \$100 million-plus issue that we are addressing here today, on an annual basis," he told 350 producers attending the JBS supplier day.

Mr Norton said MLA has been trying to set up Livestock Data Link for about three years.

"I must congratulate JBS for being the first processor that has helped us in this process. Obviously without processors on board and without getting the information to put into the system for the processor it simply doesn't work," he said.

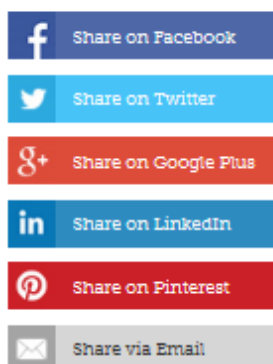
Appendix 3 Beef Central article (Beef Central 2015)

6.4 Appendix 4 – The LDL article that featured in Sheep central, 18th of May 2015

For further reading go to <http://www.sheepcentral.com/livestock-data-link-aims-to-boost-lamb-carcase-compliance/>

Livestock Data Link aims to boost lamb carcass compliance

by Terry Sim, 18 May 2015



At The Livestock Data Link launch were from left, MLA managing director Richard Norton, Victorian lamb producer Graham Sudholz and JBS Australia farm assurance supply chain manager Mark Inglis .

Australia's first uniform interactive online carcass feedback system for lamb and beef has been formally launched with tools to help correct non-compliance costing the industries more than \$100 million annually.

Livestock Data Link was developed by MLA and industry partners to link the carcass slaughter data from the National Livestock Identification System and MSA databases with analytical tools, benchmarking reports and solutions feedback.

The supply chain feedback system includes a decision support tool linking to a 'Solutions to Feedback' library that offers producers solutions to improve carcass compliance.

MLA managing director Richard Norton formally launched the Livestock Data Link program in Melbourne last Friday during the JBS Australia Premium Southern Producer Forum.

In 2011-12 it was estimated that \$8.4 million is lost annually to the lamb industry from Australian lamb that does not meet market specifications.

JBS Australia farm assurance supply chain manager Mark Inglis said he was pretty excited about Livestock Data Link.

"Obviously with my background with MSA and carcass data, I live and breathe carcass data.

"Every day great results come across my desk and I look at them – and if they are pretty ordinary a buyer will get a phone call from me," he said.

"When I came to JBS and looked at the format of what we actually had, it was actually a bit disappointing – the way it went back to producers – so we've had a fair input into LDL.

"I've been trying it on the lamb front for two years and we've got it to the stage where our producers within the farm assurance program I think are going to actually revel in it," Mr Inglis said.

6.5 Appendix 5 - Mark Inglis – ABC – Livestock Data Link

For further listening please go to, <http://www.abc.net.au/news/2015-06-22/tasmanian-red-meat-industry-strategic-plan-launched/6563878>

The Tasmanian red meat industry has launched a plan for the future at a historic estate, Brickendon, that has been producing livestock since the mid 1820s.

MAP: Longford 7301

The **Tasmanian Red Meat Industry Strategic Plan** is a 17-page document that maps out the future prosperity for all those involved in the production and processing of red meat.

The red meat industry is worth more than \$250 million a year to Tasmania, accounting for 56 per cent of the gross value of agricultural products, according to the latest figures for 2012-13.

Mark Inglis, from meat processor JBS Swift, said the plan was a big step forward for the state and for the 2,500 farmers who get most of their income from livestock.

"Our aim is to continue to invest in Tasmania as we see a very valuable resource with the Tasmanian lamb and beef [industries]," Mr Inglis said.

"That's why we've invested heavily in the brands which incorporate the Tasmanian produce.

"One of the big challenges is the amount of beef and lamb coming through the processing plant in Tasmania.

"We are one of the biggest employers in the state and to keep our workforce busy for 52 weeks of the year, we need more produce."

The Chairman of the Tasmanian Red Meat Industry Council Brett Hall says the aim of the strategy is to make red meat production in Tasmania "the best in the world."

"By the industry working together, pulling in the same direction, we'll be able to grow the industry and put it on a more sustainable footing."

AUDIO: Mark Inglis from meat processor JBS talks about the Red Meat Industry Strategic Plan (ABC Rural)

Appendix 5 ABC Livestock Data Link – Mark Inglis (ABC 22nd June 2015)

6.6 Appendix 6 - JBS FA Newsletter November 2015



LIVESTOCK DATA LINK UPDATE JOSE WEBB

On the 15th of May Livestock Data Link (LDL) was officially launched by Richard Norton of Meat and Livestock Australia's (MLA's managing director) at the JBS Australia's Premium Southern Producer Forum. If you were not aware, this means all JBS Farm Assured producer can now access and analysis there carcase data using LDL.

LDL was developed by MLA and industry partners to link the carcase slaughter data from National Livestock Identification system and Meat Standards Australia databases with analytical tools, bench marking reports and solutions to feedback.

LDL aims to reduce non-compliant carcasses within the red meat industry. As currently the Australian beef industry alone loses \$127-\$138 million per annum due to carcase downgrades, carcase condemnation and animal health and disease issues. JBS Australia believes by creating awareness through providing improved carcase feedback such as LDL, we as an industry can reduce this non-compliance issue.

Prior to launching LDL Mark Inglis and I implemented, monitor and managed the upload of data daily at all JBS Southern plants. Verity Gilbertson (MLA) and I worked closely with a small group of beef and lamb producers to trail LDL prior to launching LDL. Doing this was extremely worthwhile as we gained some fantastic feedback on how to improve and make LDL as user friendly as possible. We thank those producers for taking time to trail LDL.

Since launching LDL, Mark Inglis, myself and the LDL team have worked extremely hard to ensure that LDL is as user friendly and as useful as possible, to ensure all producers engage and are able to understand and use LDL, as this is a tool for producers.

Mark and I have presented to 32 producers groups, spread right across Southern Australia. During these presentations roughly 1400 producer's and industry people have been present. Out of those 1400 people 200 people have been interactively trained using LDL.

Moving forward I am working with Maria Crawford and the DEPI beef team through the JBS FA group to continue this training to ensure the continual utilisation and uptake of LDL.



I encourage you all to log on and have a crack at LDL to really understand and get to know your carcase data. We also encourage other processors to take on LDL. This will allow all of your carcase data to be improved and to be in one central location.

Kind Regards
Jose Webb

Jose Webb, Verity, Sophie

HOW TO ACCESS LDL?

LDL is accessed through your National Livestock Identification System (NLIS) User ID and password.

If you do not already have an account with NLIS you will need to set one up.

Please [CLICK HERE](#) to create your NLIS account.

Once you have your NLIS user ID and password you will need to register your NLIS user ID and password within LDL.

Please [CLICK HERE](#) to register your account.

SUPPORT PAGE. If you need any assistance with LDL, please contact ldlsupport@mfa.com.au