



## Environmental credentials for Australian grassfed beef platform

### Information pack

Thank you for participating in the pilot process for the Environmental credentials for Australian grassfed beef platform.

Now that you have been introduced to the platform via the introductory webinar, here is some important information to make the pilot process as easy as possible.

#### *Accessing the platform*

- You can access the platform using this link <https://www.envcred.com.au/>
- Remember, you will need to use your myMLA login details and link your Livestock Production Assurance (LPA) account to be able to log in and pilot the platform.
- Attached to this email the how-to guide 'myMLA LPA linking fact sheet'. This is a step-by-step process explaining how to create an myMLA account and link the LPA service. You can also find this guide online [here](#).
- If you have trouble logging in, assistance is available via the myMLA helpdesk. Please see contact details below:

**Phone:** 1800 023 100

**Email:** [membership@mla.com.au](mailto:membership@mla.com.au)

#### *Why the introductory webinar?*

- The Environmental credentials for Australian grassfed beef platform has been designed to enable grassfed beef producers to measure and report on their environmental credentials and demonstrate their sustainability practices to markets and the supply chain. It is in the final stages of development before national release.
- The aim of the pilot webinar was to provide you with an understanding of the mechanics and abilities of the platform and the opportunities it provides to help producers demonstrate their sustainability practices.
- The important next step is for you to pilot the platform in your own time and test its ease of use, applicability, functionality, and the relevance of the content. By piloting the platform and providing feedback to MLA this helps identify refinements and improvements that may be required to ensure the platform is as relevant and useful as possible for producers.
- Access is available as soon as you have participated in the introductory webinar and the platform will be available to pilot until **Monday, 9<sup>th</sup> of October 2023**.



### *Why a feedback process?*

- Your feedback on the Environmental credentials for Australian grassfed beef platform is critical to its finalisation and its applicability to industry.
- If you would like to watch the introductory webinar again to help you as you test the platform, a recorded version can be accessed here <https://vimeo.com/867032167/3db6297728?share=copy>
- There is also a frequently asked questions document to help, which can be accessed in the Environmental credentials platform.

### *How to provide feedback*

- The feedback process is via an online survey you can access via the link below or by scanning the QR code with your tablet <https://forms.office.com/pages/responsepage.aspx?id=HJuCo77s1Eml6U8o95r6EfjWEkU5IfhFvWfTL29Z5MtUNVI2QjM0OTZVMUZRQkFDVDFFN0gzMFhaSi4u>
- Your feedback is highly valued by the platform developers and the project consortium and will be used to ensure that the platform is as relevant and easy to use as possible before national release. Please take your time piloting the platform and share your experience with us via the survey.
- We encourage you to complete the survey as you are piloting the platform or to take notes on your experience to guide your feedback.
- The pilot period will run from **8:00am Friday 22 September – 8:00am Monday 9 October**. Please ensure you give yourself enough time to pilot the platform and provide your feedback before the closing date.

Environmental Credentials for  
Australian Grassfed Beef Producers  
platform pilot feedback





*For further information*

- If you require any further information or want to know more, please contact:

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Project Manager – Environmental Markets and Sustainability  
Meat & Livestock Australia

Email: [jlim@mlla.com.au](mailto:jlim@mlla.com.au)

Phone: 07 3620 5274

*Thank you again for participating, happy piloting.*

- Thank you for participating in the introductory webinar, and for being prepared to test and provide feedback on the Grassfed beef producers Environmental credentials for grassfed beef platform.
- We hope that through your involvement you are motivated to continue with the process of being able to demonstrate the environmental sustainability credentials for your business, so you can take advantage of emerging opportunities that exist in markets and supply chains.