



# MSA Award winners

## South Australia/Northern Territory

### Thomas Food International Southern Cross Feedlot



**Category**

MSA Feedlot SA/NT

**Average MSA index**

64.49 for Grainfed

**Compliance**

100%

**Key drivers to deliver excellence in eating quality**

- **Balanced, high-quality feeding program:** Use a barley-based ration supplemented with wheat for energy in winter to maintain optimal nutrition.
- **Cattle comfort and environmental management:** Provide full shade across the feedlot and bedding during cooler months, combined with frequent pen cleaning cycles to reduce stress and improve welfare.
- Low-stress handling and skilled staff
- Employ professional stock handlers, train staff in low-stress techniques, and use horses for quiet cattle movement, ensuring calm environments that support better eating quality.

**Number of head**

30,000 SCU

**Production system**

Lot feeding



TFI Southern Cross Feedlot General Manager James Sage

### Thomas Food International



**Category**

MSA Non-Feedlot Band 1 SA/NT

**Average MSA index**

62.79

**Compliance**

99%

**Key drivers to deliver excellence in eating quality**

- **Seasonal grazing strategy:** Adapt grazing plans to seasonal conditions, leveraging crop rotations to maintain pasture productivity and meet carcase weight targets.
- **Maintain low-stress practices across operations:** Apply the same quiet handling principles as in the feedlot – horses for movement, trained staff, and minimal disruption – to reduce stress and improve compliance with MSA standards.

**Number of head**

2,500 Angus steers

**Production system**

Finishing



Cattle in Thomas Food International's non-grainfed program are raised on improved pastures and forage crops

### Bralyn Nominees Pty Ltd



**Category**

MSA Non-Feedlot Band 2 SA/NT

**Average MSA index**

61.80

**Compliance**

100%

**Key drivers to deliver excellence in eating quality**

- **Maintain year-round high-quality nutrition:** Sow highly nutritious pastures (clovers, medics, oats, barley) and supplement with hay and grain to keep cattle on a rising nutritional plane for consistent growth and health.
- **Careful cattle selection and breeding:** Breed quality Black Angus cattle and purchase well-framed, strong-legged livestock with exceptional breeding backgrounds to ensure genetic strength and performance.
- **Align management with market requirements:** Use MSA carcase data and market specifications to guide feeding and finishing strategies, targeting optimal liveweight and compliance with premium grassfed and grainfed programs.

**Number of head**

600+ Black Angus breeders, 500+ mixed breeds for backgrounding and feeding (90% Black Angus)

**Production system**

Breeding, backgrounding and lot feeding



Ashley and Kate Selleck with some of their Black Angus cattle