

MSA Award winners

South Australia/Northern Territory

Thomas Food International Southern Cross Feedlot



Category

MSA Feedlot SA/NT

Average MSA index

64.49 for Grained

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

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 carcass 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

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 carcass 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



TFI Southern Cross Feedlot General Manager James Sage



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



Ashley and Kate Selleck with some of their Black Angus cattle