



Integrity Systems

red meat customer assurance



About the Integrity Systems Company

What is the red meat integrity system?

A system of food safety measures, quality assurance and traceability from paddock to plate guarantees the integrity of Australia's \$22.9 billion red meat industry to our customers. This integrity system protects the disease-free status of Australian red meat and underpins the marketing of our product as clean, safe and natural.

The integrity system is made up of three elements:

1 Livestock Production Assurance



STAND BY WHAT YOU SELL

The Livestock Production Assurance (LPA) program is the Australian industry's on-farm assurance program underpinned by seven key elements covering food safety, animal welfare and biosecurity. It provides evidence of livestock history and on-farm practices when transferring livestock through the value chain.

Visit www.mla.com.au/lpa

2 National Vendor Declaration



The LPA National Vendor Declaration (LPA NVD) certifies Australia's reputation as a reliable supplier of safe red meat to domestic and international markets. The current LPA NVD is required for all livestock movements, including property to property, through saleyards, to processors and to feedlots. It is available electronically (the eNVD) or in hard copy.

Visit <https://lpa.nlis.com.au>

3 National Livestock Identification System



National Livestock Identification System

The National Livestock Identification System (NLIS) is Australia's system for the identification and traceability of cattle, sheep and goats. The NLIS combines three elements to enable the lifetime traceability of animals: a visual or electronic ear tag, a Property Identification Code (PIC) for identification of physical location, and online database to store and correlate the data.

Visit: www.nlis.com.au

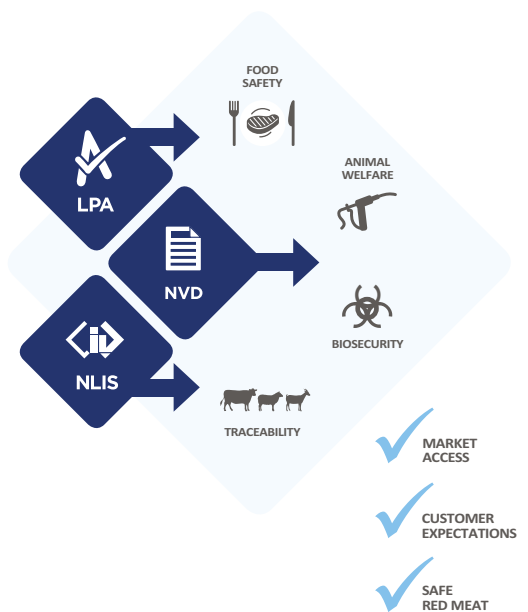


FIGURE 1. Australia's Red Meat Integrity System



What is the Integrity Systems Company?

A wholly owned subsidiary of Meat & Livestock Australia, the Integrity Systems Company (ISC) is responsible for delivering the red meat industry's on-farm assurance and through-chain traceability programs. These are the LPA program, the NVD and the NLIS which together make up Australia's red meat integrity system.

The ISC is also responsible for the development and delivery of the Digital Value Chain Strategy which will ensure the Australian red meat industry can make better use of existing and new data. The strategy will deliver improved feedback systems for producers including Livestock Data Link (LDL), along with conducting research and development that seeks to find the best digital technology and database management systems that will strengthen our integrity systems over time.

What is the role of the ISC?

The ISC's mission is 'growing red meat value chain opportunities through integrity and information systems innovation'. The ISC delivers the integrity programs (LPA, NVDs, NLIS), providing operational, promotional and educational services. Together, these programs ensure the food safety, animal welfare, biosecurity and traceability of Australian red meat for our domestic and international customers.

Through the industry Digital Value Chain Strategy, ISC will use digital technology to strengthen the red meat industry's ability to stand by our products.

Why was the ISC created?

Industry, through its representative bodies, undertook the SAFEMEAT Initiatives Review to assess the future requirements of Australia's through-chain systems in order to support domestic and overseas market access for red meat products. The review recommended the establishment of a streamlined management structure for the delivery of the integrity programs (LPA, NVDs, NLIS) and that a single wholly owned subsidiary company of MLA be given overall responsibility for management of the system. The ISC was established in April 2017.

Who oversees the ISC?

The Integrity Systems Company Board governs the ISC strategy and management. The ISC Board receives advice and input from the Integrity Systems Taskforce on operational aspects of the system. The Taskforce has representation from all peak industry councils across the supply chain. The SAFEMEAT Partnership's Integrity Systems Policy Group provides strategic and policy input into the integrity system. An Integrity Communications Working Group provides advice on communications and stakeholder engagement activities.

Who runs the ISC?

The ISC is managed by a CEO supported by a team of approximately 38 people with strong expertise in the integrity programs, database and analytical systems, balanced with significant red meat industry value chain experience. The ISC works closely with the broader MLA team.

How is management of the integrity system funded?

Management of the integrity system is funded predominantly by industry levies, incorporating a mixture of both research and marketing levies. Income is also received from the sale of NVD books and the LPA accreditation fee now being received (\$66 including GST per PIC every three years). This income is allocated back into the program supporting education and extension activities related to improving awareness, understanding and adoption of best practices under the LPA program.

What is Livestock Data Link?

Livestock Data Link (LDL) is a system which allows producers to efficiently receive, analyse and compare results about carcass compliance, animal health information and more. This information helps producers understand opportunities to improve their business performance.

Where can I find out more?

Visit www.mla.com.au/integrity, email us at lpa@mla.com.au or call **1800 683 111**.

