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Final report

Gundagai Meat Processors Digital Products Officer

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Date published: 31 May 2025

PUBLISHED BY
Meat & Livestock Australia Limited
PO Box 1961
NORTH SYDNEY NSW 2059

This is an MLA Donor Company funded project.

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government to support the research and development detailed in this publication.

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Abstract

The red meat industry is investing in technology and systems that will generate more data for use by supply chain participants. The key to the success of these investments is ensuring that the data generated can be utilised by producers to improve both performance and profitability. The Digital Products Officer role at Gundagai Meat Processors (GMP) has enabled the support of Integrity Systems Company (ISC) digital programs including eNVDs, disease and defect data and producer feedback. Between January 2023 and March 2025, the GMP DPO has facilitated 30 workshops for a total of 428 producers and 88 livestock agents. The program of engagement aimed to drive data culture within the supply chain by supporting producers to use eNVDs, implementing digital feedback systems and providing extension material for optimum impact and adoption of digital systems.

Executive summary

The Digital Products Officer at Gundagai Meat Processors has supported producers and livestock agents to drive data culture across the GMP supply chain. The facilitation of workshops targeting eNVD adoption, feedback systems and extension activities focused on animal health disease and defect has worked to improve knowledge and support on farm change. Feedback from industry stakeholders has been collected and is disseminated within the body of this report. The adoption strategies used by GMP may serve as a valuable case study for the wider sheep and red meat industry.

Objectives

There were 2 main objectives for the Digital Products Officer at Gundagai Meat Processors. These were;

1. Develop, implement, monitor, and evaluate a supply chain digital and data adoption plan for the GMP supply chain.
2. Submit any carcass data collected to the MLA Group data platform.

Methodology

A program logic was established early in the project to guide the monitoring and evaluation of each objective. This ensured the project was satisfying all key objectives in a timely manner.

Results/key findings

Positive stakeholder experiences are essential for the best possible uptake of new technologies. The attitudes of industry stakeholders have had a significant impact on the uptake of eNVDs in the GMP supply chain. There was no increase in the percentage of digital consignments at the end of the project, however awareness was significantly greater. Sheep producers are seeking more information on their carcasses and willing to be involved in workshops and other engagement activities to improve on farm practices.

Benefits to industry

Learnings and project insights can be applied to other sheep industry supply chains to further enhance data culture and improve producer engagement. Improving extension material about carcass feedback, eNVDs and disease and defect will see long term benefits to the quality of red meat industry wide.

Future research and recommendations

The addition of several DPO's working within lamb supply chains would be beneficial for eNVD uptake and driving increased data culture in the sheep industry. The appetite for feedback is evident among sheep producers and there are opportunities to capitalise on more engagement and digital feedback systems to drive value throughout the supply chain.

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1. Background

The red meat industry is investing heavily in technology to generate data that can improve producer performance and optimise supply chains. This project supported GMP in adopting digital tools and presents a model for the broader industry.

The project developed and shared tools, processes, and training materials. It has also tested industry tools and helped to measure the impact of digital adoption, encouraging similar approaches across the sector.

A key part of the project was the role of the Digital Product Officer (DPO), who:

- Implemented GMP's digital plan and improved internal data use
- Supported supply chain partners in adopting digital systems
- Ensured timely, quality project delivery
- Applied national standards for disease and defect data
- Attempted to move stakeholders from paper-based to digital tools (e.g., eNVD)
- Contributed to peer networks and industry workshops
- Helped fast-track digital improvements among producers

The DPO also led regional workshops, worked directly with producers, developed a monitoring and evaluation plan, and explored opportunities by linking GMP's data with other sources.

This project directly supported the ISCs 2025 strategy and boosted GMP's digital and data capabilities across the value chain.

2. Objectives

There were 2 main objectives and numerous professional development opportunities for the Digital Products Officer at Gundagai Meat Processors. The professional development undertaken throughout the project included:

- Four face-to-face peer group sessions in Sydney at the MLA offices. The peer group sessions were beneficial for sharing of ideas and experiences, networking with other DPOs, hearing directly from MLA about current market updates, professional development and training. Some of the training included:
 - developing a Program Logic plan with Maria Thompson, Agstar Projects, in June 2023.
 - Monitoring and Evaluation for effective data collation in the agricultural industry with Calan Thompson, Agstar Projects in June 2024. This training would have been even more beneficial if it was completed at the commencement of the project.
- Attended the EvokeAg Conference in Adelaide, February 2023.
- Attended the Peter Westblade Scholarship Professional Development Day in Wagga, August 2023.
- Attended LambEx in Adelaide, August 2024.
- Completed facilitation Training with Jaenette Long, Ag Consulting Co., in October 2024.
- Completion of the Life Syles Inventory (LSI) by Human Synergistics International in April and May of 2025. This leadership development program was facilitated by Jennifer Beard of Polaris Coaching.

The two main objectives for the Project were;

Objective 1: Develop, implement, monitor, and evaluate a supply chain digital and data adoption plan for the GMP supply chain. The adoption plan must address, and funding provision for a dedicated DPO is contingent on (but not exclusive):

- Drive uptake of ISCs eNVD mobile app and Future Feedback system.
- Implement a quarterly program of producer workshops in line with detailed milestone deliverables.
- Develop supply chain capability to adopt digital systems and drive a data culture in the red meat industry.
- Increase uptake of feedback systems to drive improved on-farm decision making by producers leading to increased value across the supply chain.
- Develop tools that GMP can use to maximise the benefit of feedback.
- Identify and profile supply chain/producer champions who are willing to trial and demonstrate innovative practices.
- Develop a monitor and evaluation plan for the supply chain program which includes benchmarking of production practices at the commencement and then measure annually to assess productivity improvements.
- Develop case studies on supply chain activities to demonstrate value to other value adding operations

Objective 2: Submit any carcase data collected to the MLA Group data platform.

The above objectives are further explained in the body of this paper.

3. Objective 1: Develop, implement, monitor and evaluate the GMP digital data adoption plan

3.1 Drive uptake of ISC's eNVD mobile app and future feedback system

A project adoption plan was established during the first quarter of the project to identify key targets for the uptake of ISC's eNVD mobile App and future feedback system. The baseline level for eNVD consignments for Milestone 1 was 16.5%. A goal was set for 25% of consignments at GMP to be consigned via a digital eNVD by the end of the project and progress was monitored monthly. To reach this target GMP needed to make changes to normal practice. Workshops were used to raise awareness and also to receive feedback from the participants around the barriers to use, and at times talk through those barriers, especially when there were misconceptions. Case studies were undertaken and demonstrated the benefits some producers are now experiencing as a result of electing to go digital for all consignments.

Focusing on eNVD's meant raising producer awareness about both the App and also the web-based platforms. During Milestone 4, construction of the new Livestock Office was completed at GMP which meant we could actively welcome digital consignments. The focus was on reassuring producers that our livestock receival staff were confident and prepared to receive a paperless consignment. Currently, the process requires GMP to print the eNVD from the web platform. GMP is moving towards complete integration of digital consignments so that all associated data flows straight into the processing agenda, however further work is required internally before this becomes standard practice.

The visibility and completeness of data that is derived from digital consignments will enhance supply chain visibility, traceability, integrity and in time will improve the efficiency and accuracy of the way the information is transferred and integrated directly into the processing schedule. The barriers to adoption are largely a people problem and associated with traditional attitudes and reluctance to change. Thus, this work supported the objective of adopting digital systems to drive data culture in the red meat industry.

Awareness raising for digital consignments was undertaken throughout the program at producer and agent days. The information delivered was tailored to each audience and utilised many of the ISC extension materials such as pamphlets and YouTube videos.

The Table 1 summarises some of the feedback received from an agent workshop conducted in Milestone 7. We played the ISC developed video *“The new eNVD system – benefits for agents”* and handed out 3 flyers that were relevant to the content in the video. Attendees also took home the GMP/ISC cobranded business cards that contain the GMP PIC and QR code with links to download the App. A survey conducted on the day found that all were aware of the App and one third of the agents already had the App downloaded on their phone. None of the livestock agents were aware that they could be added as a “viewer” (via their agency PIC) to an eNVD. Anecdotally, they felt that they needed more information (via their respective agencies) on how best to utilise the technology and said they would like to learn more about eNVDs. This feedback was shared directly with ISC.

Table 1. GMP and Gundagai Lamb Agent information day Feedback

Question	Average response
Do you have the eNVD Livestock consignments App on your phone?	Yes = 33% No = 66%
If you haven't already, Do you plan on downloading it after this workshop?	Yes = 100%
Were you aware that you could be added as a "viewer" to an eNVD?	No = 100%
What would you like to learn more about?	Commodities (Light Lamb & mutton), eNVDs, Gundagai Lamb Sales

In addition to workshops and field days, the GMP team continued to have one-on-one conversations on farm with producers. One on one was not the most efficient use of time, however the Gundagai Lamb team were able to gain the most open and honest feedback using this method. Some of this feedback included:

- Ease of giving the physical NVD book to an employee. Particularly in areas of poor phone service. Producers explained that it was less stressful and they had greater peace of mind knowing the paperwork had gone with the truck.
- Pressure/push back from truck drivers about using an eNVD via the App.
- Most farmers were aware that they could complete and print a web-based eNVD, however not all knew how to complete one.
- Concerns were also raised that they were unable to send an eNVD via the App for saleyard consignments.

- Most farmers were aware that web-based eNVDs were a cost-free alternative to purchasing a hard copy. In many cases, producers said they had purchased books in advance so would prefer to use up the books before transitioning to the eNVD web platform.

3.1.1 Case Studies

GMP undertook end to end trials with select producers who were keen to use the app, some of which formed producer case studies. A case study on a local producer found that he “never use[d] the web, strictly use[d] the app.” The App delivered many benefits to his business including:

- streamlining traceability
- Reconciling sale receipts in one location
- No incorrect NVDs
- Less paperwork as templates are created for regular sales

He reported that “I myself was skeptical as I tried it at the start with teething issues, however this season I ripped the band aid off and went cold turkey on the paper NVDs– we only use a hard copy when absolutely necessary”. The full case study is included in the appendix of this report (Appendix 8.3. eNVD Case Study – Local Producer).

This story is a great example of a progressive family business that is actively embracing digital technology and seeing the benefits for their business. Not only are they improving the traceability of their livestock, but they are also reaping the rewards from an efficiency and record keeping perspective as well. Many other producers would benefit from hearing this story and the companies positive approach to digital change.

3.1.2 Digital Consignment Analysis

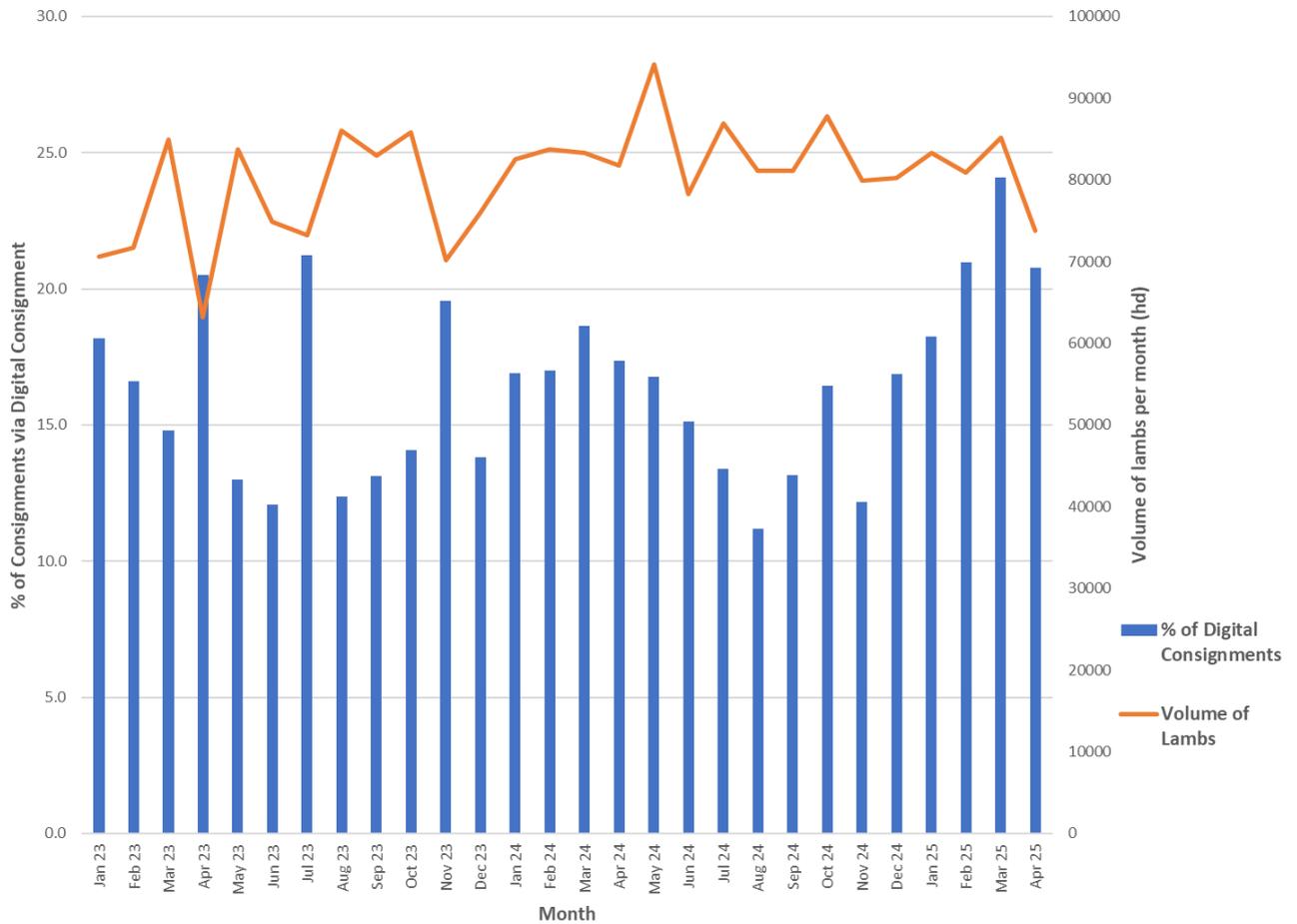


Figure 1. Percentage of head consigned via digital consignment by month overlaid with the volume of lambs processed through GMP each month.

We analysed digital consignment numbers through GMP from January 2023 to April 2025 (Figure. 1). This data is a representation of all lambs consigned to GMP for all clients. Notably, the DPO only had direct contact with those in the Gundagai Lamb supply chain. In January 2023, at the commencement of the project (considered baseline), 18.2% of all consignments were consigned via eNVD. GMP averaged 16.4% of digital consignments for the duration of the project. The highest percentage of digital consignments was in March 2025. During this month 24.1% of all consignments were completed digitally. This was just shy of the 25% target set at the beginning of the project. Interestingly, there was no real relationship between the volume of lambs and the percentage of digital consignments. The percentage of digital consignments may have been more related to the type of producer and their attitude towards digitalization.

Some limiting factors to eNVD adoption in the GMP supply chain:

- GMP was not in a position to mandate eNVDs. Producers were encouraged to print eNVDs from the web-based platform as part of the industry transition process and gain greater visibility for future consignments ahead of time.
- The DPO did not have direct contact with all producers due to having several fee-for-service clients processing lambs through GMP.

- The number of lambs processed through GMP increased by about 10,000hd per month since the beginning of the project so many have absorbed some improvements due to the increase in consignment number.
- A lack of vertical integration in the Gundagai Lamb supply chain created additional challenges for implementing and mandating eNVDs. It may be easier for a more vertically integrated supply chain to switch to eNVDs more easily.

3.2 Workshops

A key element of the program is implementing a quarterly program of producer workshops in line with detailed milestone deliverables. Over the course of the project, GMP hosted or organised 30 workshops for producers and/or livestock agents (Table 2). This included a total of 428 producers and 88 livestock agents. It is important to note that not all are unique and there were several producers that had attended on multiple occasions with the same producer group as part of an ongoing long term practice change program.

All engagement aims to improve compliance to the Gundagai Lamb grid by providing access to subject matter experts and facilitating peer to peer learning.

Table 2. Program of producer and agent engagement throughout the DPO Project.

Year	Number of Producers	Number of Agents/Consultants
<u>2023</u>		
Agent & Producer Day	8	
Agent and producer dinner at Grill'd	6	6
Agent Day - Mixed companies		9
Pioneers Program Benchmarking Day	10	
Pioneers Program Workshop on farm	12	
Pioneers Program Networking Day and Workshop	18	
Agency Producer Day	13	1
Animal Health Day	10	
Animal Health Day	12	
<u>2024</u>		
Agent Awareness Day		6
Animal Health presentation & tour		22
LambEx Special Webinar	141	
Pioneers Program Day	15	
PP & PIP Combined Day	19	
Precision in Practice - Workshop 1	12	
Precision in Practice - Workshop 2	8	
Precision in Practice - Workshop 3	12	
On farm Gundagai Lamb Consignments Field Day	44	

Independent Agent Day		10
	11	
Animal Health Day	9	
Animal Health Day	12	2
2025		
Agents half day		12
Agents half day		11
Animal Health Day	27	
Producers and Agents Visits	3	3
Pioneers Day at restaurant	14	
PIP Group 2 - Day 1	12	
Agent group day 2		5
Zoeits Day	12	1
Grand Total	428	88

3.2.1 Producer Workshops

GMP had a high level of engagement with producers throughout the project. The two main groups were the Pioneers Program and Precision in Practice Groups. Both were a select group of highly engaged farmers which were eager to improve their understanding of carcass feedback to make better informed decisions on farm.

2.2.1.1 Pioneers Program

The founding producer group was the Pioneers Program established in April 2023. This group is best described as a community of forward-thinking, engaged producers who are passionate about the quest for an efficient, profitable, superior eating quality lamb.

Table 3. Summary information for Pioneers Program producer group.

No participants	Sheep (total no)	Goats (total no)	Advisors/consultants participants
12 (10 businesses)	118,700	0	5 (separate workshops)

A total of six workshops have been undertaken over the past two years. Specific objectives varied for each workshop, however networking and peer-to-peer learning was a common thread throughout. The below list shows the focus and location of each workshop.

1. April 2023: Genetics focused Day on farm at Holbrook, NSW. The Guest speaker was Mark Fergusson, NextGen Agri. The key learning objective was for the group to gain a deeper understanding of genetics, breeding values and links to eating quality in lamb.
2. July 2023: CiboLabs Pasture assessment and feed budgeting on farm at Harden, NSW. The guest speaker was Phil Tickle from CiboLabs and key learnings outcomes were building pasture assessment skills and feed budgeting on farm.
3. November 2023: Benchmarking Day with Elke Hocking at GMP. The group actively shared data and results, highlighting what management practices had worked and what hadn't.
4. April 2024: Meat Science Workshop with Professor Peter McGilchrist on farm at Cudal, NSW. The day aimed to highlight what we know about intramuscular fat deposition in lamb and how this can be impacted by genetics and environments effects.

5. November 2024: Nutrition Focused Day with Professor Paul Cusack on farm at Galong, NSW. Key objectives of the day included the best nutrition for optimising IMF along with covering the basics of ruminant nutrition.
6. April 2025: Understanding the Consumer at Three Blue Ducks Restaurant, Nimbo Fork, NSW. Producers heard from the Head Chef about the importance of consistency in eating quality and reiterated the value of what they are doing on farm to the end consumer.

Four out of the six workshops were held on farm with the exception of one that was undertaken onsite and another at a restaurant. The aim is for all producers to host a workshop on their respective farms. The main focus for each workshop was guided by the groups requests, using expert consultants that were able to provide the group with tangible outcomes they could take home and try to ensure there was practice change occurring.

Table 4. Average ratings (out of 10) received for satisfaction, value to the enterprise and value of networking for all six workshops over the past 2 years.

	1	2	3	4	5	6	Average
Overall, how satisfied are you with the day?	9	8	9.4	9.8	9	9.6	9.1
How valuable was today in assisting you manage your livestock enterprise?	8.5	8.5	8.6	9.5	9	N/A	8.8
Rate the value of networking with likeminded producers	9	9	9.9	9.3	9.4	9	9.3

As shown in Table 4, the average satisfaction score was 9.1, value of the workshop was 8.8 and networking benefit was rated 9.3. These results indicate the group take a lot of value away from attending these workshops and as such the group will continue in future.

The Pioneer’s Program has met six times over the past two years with average feedback of greater than 8.5/10 for key satisfaction and value areas.

The overall aim of undertaking workshops and engagement with producers was to drive value back to producers through an increase in the number of lambs that receive a GLQ score bonus. Thus, analysis was undertaken to determine if GLQ scores of producers that have consistently attended workshops had increased over time.

See below the average GLQ Scores of 3 producers (A, B & C) within the Pioneers Producer group from 2023 to 2025. This demonstrates the variation in compliance to GLQ score for the time of the project with an overall trend towards an increase in GLQ Score over time. There are several confounding variables contributing to these changes. The level of engagement is not the only factor influencing these results and we must also consider factors such as seasonality, willingness to change, breed type and nutrition. Producers remain passionate about driving change on farm and don’t necessarily have all the answers. There are a lot of unanswered questions given feedback has only been available to most of the producers for just 3 years. This is a pioneering group and it will take time to see marked improvements. Engagement is important to enable conversations and for likeminded producers to push themselves and learn more about what they can try on farm to improve their results. Consequently, it is impossible to attribute the positive change as a direct result of our producer engagement activities. The scatter plots reflect the selected time of turn off, drafting and marketing decisions made over three consecutive seasons.

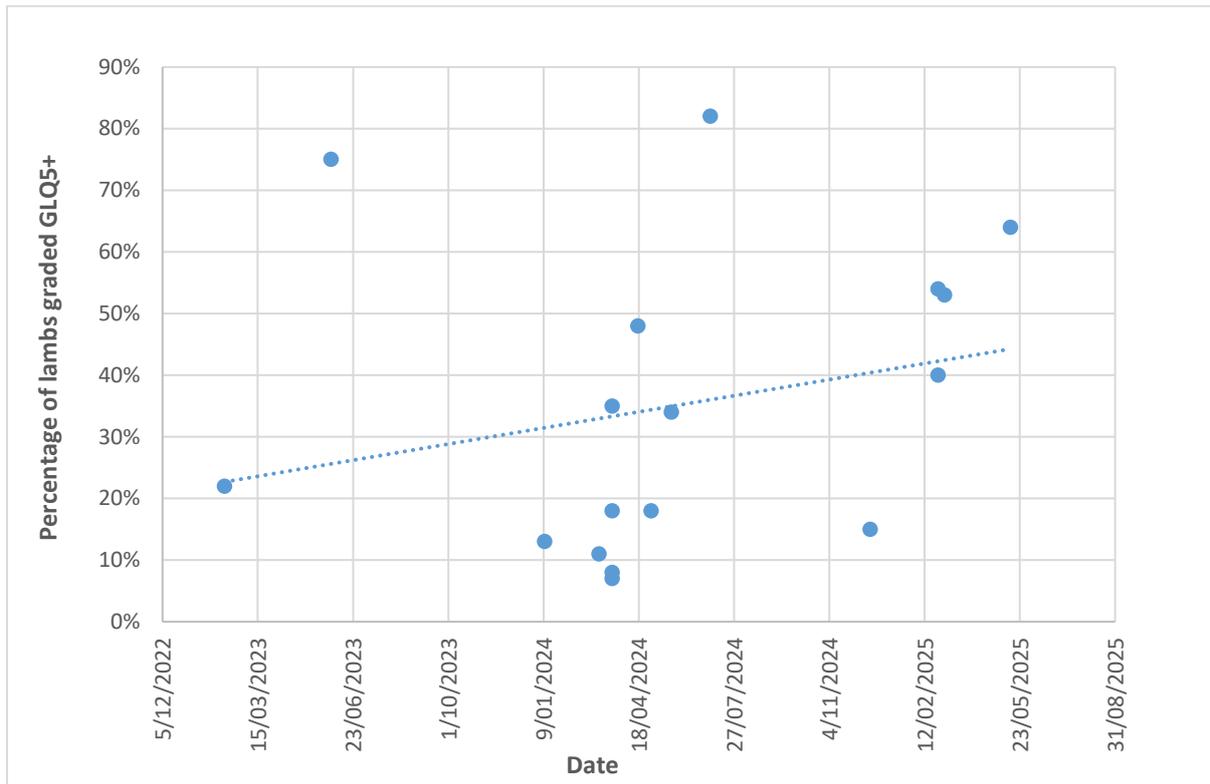


Figure 4. Percentage of lambs graded GLQ5+ for Producer C for consignments from 2023 to 2025.

This group has been an interesting case study in peer-to-peer learning and independent problem solving. Members now share data, purchase rams from each other and organise progeny trials amongst themselves. This project has enabled many key learnings for the group across each of the topics covered including:

- Establishing clear breeding objectives
- Understanding more about where the Gundagai Lamb product is going
- Supplements ahead of season all year round
- Continuing to refine nutrition and genetic selection
- Animal health management and approach to finishing lambs
- Recording daily weight gains using EIDs
- Factors that influence IMF deposition
- Learning from other farming businesses
- Networking with likeminded people and sharing ideas
- Genetic variation within a breed is greater than the variation between breeds.
- Producers within the Pioneers Group are actively seeking genetics that maximise both eating quality and productivity.
- Some producers within the group are initiating and hosting their own field days to draw attention to eating quality and educate others within their own circle.
- Utilising carcase feedback and learnings to inform management decisions on farm such as nutrition, genetics, time of marking, time of shearing and management of animal health disease and defect.

This group is now progressing to answer some of the valid research questions that have been generated from the curiosity of the group. These trials will be supported by a member of the University of Adelaide.



Figure 5. Photos from the Nutrition focused Pioneers Program Workshop in November 2024

The Pioneers Group has also been instrumental in improving the GLQ Connect feedback system. This platform is available to producers on the evening of slaughter (Appendix 8.4) and provides a detailed description of the consignment in a dynamic and visually appealing manner. The original version of

the portal was released three years ago, and GMP has actively been seeking feedback on the platform from members of the Pioneers group. To increase the uptake of this feedback system, information was collected from users about specific features they would like to see included in the portal, this included functionality, benchmarking and analysis capabilities. As a result, a second version has been released and is now available to all Gundagai Lamb producers and livestock agents. Data is presented visually, mostly in the form of graphs and charts. Response to the new platform has been positive, and producers are enjoying the dynamic nature of the data. Currently, GMP is working on further functions to allow producers to analyse their own data more effectively by adding additional information to existing consignments to assist in identifying trends over time. The digital supply agreement will allow on-farm consignment data to be added to carcass feedback of individual consignments. This will be an exciting space for those with an interests in data and improving the grading of their flock in coming years.

2.2.1.2 Precision in Practice Group

The Precision in Practice Group was established in April 2024 and met on three occasions during the year. The group consisted of 9 business with 12 participants and managed approximately 112,000hd of sheep (Table 5).

Table 5. Summary information in relation to producer group.

No participants	Land size (total acres)	Cattle (total no)	Sheep (total no)	Goats (total no)	Advisor participants
12 (9 businesses)	70,000	1,750	112,000	0	1

The three-part workshop series was designed to improve overall understanding of eating quality in lamb, objective carcass measurement technologies, key markets and sales and nutritional and genetic factors influencing the grading of lambs. Following the workshop series, producers were given the opportunity to have one on one visits with Sally Martin and a member of the Gundagai Lamb team.

Feedback from the three days has been summarised below in Tables 6, 7 and 8. It was encouraging to see that producers planned to implement change on farm because of attending all 3 days and overall value scores were equal to or greater than 8.8.

The first workshop was held onsite at GMP and had several objectives:

1. To facilitate and inspire peer to peer learning between the producers in the group
2. To learn about objective carcass measurement techniques and eating quality in lamb.
3. To see the process at GMP and experience some of the technologies in action.

The day involved a live animal assessment, objective carcass measurement theory, eating quality in lamb, plant tour and a taste test. Practical application was an affective learning tool for this group with the plant tour and carcass feedback session scoring 9.5 and 9.2 respectively (Table 6).

Table 6. Feedback received at the end of the precision in practice workshop 1.

Session	Feedback
Do you actively consider MSA pathways when you make management decisions on farm?	Yes: 59% Maybe: 41% No: 0%
What did you learn about most from this session?	41% everything

	33% how the tech works 16% value of consistent product/grading product 10% essential terminologies
Plant tour score	9.5/10
Lean meat yield carcase comparison	9.0/10
Had you been in a lamb processing facility before today?	Yes: 66% No: 33%
What was the most interesting area of the plant to you?	33% slaughter floor 25% boning room and offal 18% skins shed and lairage 16% responded all 8% chillers
Did you learn something new from the tour and bone out?	Yes: 100% No: 0%
Carcase feedback session score	9.2/10
Are you interested in making changes from the information you learned today?	Yes: 90% Maybe: 10% No: 0%
Value of networking with other producers	9.3/10
What did you like most about today?	50% open discussion session 30% plant tour 10% engagement with other producers 10% All
What did you like least and why?	Nothing was responded in 90% of producers, whilst 10% responded with offal



Figure 6. Photos from Precision in Practice Group Workshop 1 at GMP.

The second workshop was held at Three Blue Ducks Restaurant with the key objectives being:

- To understand key markets for Gundagai Lamb
- To understand the sales performance and projections for GLQ5+

- To hear directly from a chef about why they preference the product
- To experience GL in a restaurant with peers
- To gain a better understanding of the end consumer

Table 7. Feedback received at the end of the precision in practice workshop 2 – Understanding the Consumer.

Question	Feedback
Value of networking with other producers	8.9/10
Overall satisfaction score	9.1/10
Overall value rating of workshop	8.9/10
What did you like most and why?	Hearing from the chef (3) Understanding the global market Very information and interesting to see other side of marketing Taste testing meat and understanding the various qualities Marketing presentation
Suggestion for improvement	Show source of data provided, some charts harder to understand. Benchmarking amongst producers, producers comparing notes and practices.
Meeting the Market presentation score	9.3/10
Taste testing session score	9.4/10
Hear from the chef session score	9.8/10
Did you learn something new from today?	All responded yes
Which session did you gain the most value out of today?	5 responded with meat sales presentation, whilst 1 indicated the taste test, and one indicated hearing from the chef.
What stood out to you regarding the meat sales presentation?	How small the sheep market is. Different countries demands. The statistics on other countries. How little America consume lamb. Asian market.
Have you or are you planning on changing anything on farm since starting the workshops?	5 indicated Yes – strategy for genetic improvement (2), strategy for nutritional management (2), strategy for general management. 1 indicated No

	1 indicated I don't know
--	--------------------------



Figure 7. Precision in Practice Workshop 2, Understanding the Consumer, at Three Blue Ducks.

The third and final workshop for the Precision in Practice series was held on-farm at Eurongilly and facilitated by an independent consultant. The workshop had several purposes:

- To give producers more tools to use on farm when thinking about selecting rams for eating quality
- To learn about ram team averages prior to the 2024 ram sale season
- To discuss management strategies within the group and share ideas
- To see how an independent producer (not within the group) runs their operation

The day involved education and discussion around MSA pathways, breeding and production objectives, ASBVs and using RamSelect.

It was great to see that producers rated the value of the day as a 9.2/10 and the Pre versus Post-KASA improved by 10% for knowledge and skills related to LMY & eating quality, genetics and lamb growth pathways.

Table 8. Feedback received at the end of the precision in practice workshop 3 – Nutrition and Genetics.

Question	Average
Value of networking with other producers	8.8
Overall, how satisfied were you with the workshop today?	9.2

Please rate the value of this workshop out of 10	9.2
What did you like most about workshop 3 and why	Engaging discussion between producers RamSelect & Sheep Genetics Tutorials, general discussion of breeding programs and openness of members involved, RamSelect ASBV info, the discussion between the group, All the tools available for ram selection.
What did you like least about workshop 3 and why	Bit of repetition, maybe the day was a bit long but otherwise it was good.
Please score the MSA pathways session out of 10	8.5
Please score the Breeding and production objectives session out of 10	9.2
Please score the ASBV targets session out of 10	9
Please score ram team genetics session out of 10	9.2
Please score Nutrition – feed quality and quantity session out of 10	8.6
Please score growth pathways session out of 10	8.2
Please score pasture assessments session out of 10	8.4
Please score filling the feed gaps session out of 10	8.4
Please score fitting it into the calendar session out of 10	8.4
Did you learn something new from the workshop today? Please rank (1=most learnt, 4=least learnt)	Most Common answer- Yes 1-Breeding and Genetics morning session 2-MSA pathways session 3-Nutrition & pasture assessment session 4-Calendar of operations session
What session did you gain the most value out of today?	1-Breeding and Genetics morning session
Did you already know most of the information regarding breeding and genetics?	100% No
What did you learn about / what stood out to you regarding breeding and genetics?	New databases/tools available for analysis/value add on farm, averaging genetics amongst
Did you already know most of the information regarding pasture assessment and nutrition?	50% Yes, 50% No

What did you learn about / what stood out to you regarding pasture assessment and nutrition?	Need for consistent growth, protein/energy balance
Have you /or are you planning on changing anything on farm since starting the series of workshops with Gundagai Lamb?	100% Yes
If yes to the above question, what have /are you planning on changing?	100% said strategy for genetic improvement 33% also said strategy for nutritional management 11% strategy for general management
As a result of attending this workshop series, what support would you be looking for moving forward?	Continue to meet with the group members on an annual basis to explore the next step concepts. Compare what works and what doesn't
Would you like to undertake more workshops in future?	100% Yes
If yes, what topic would you most like to learn more about?	Animal Health, breeding values, sustainability & pasture management

3.2.2 Agent Workshops

The DPO facilitated 12 workshops for livestock agents throughout the project. Some of the workshops were exclusively designed for agents, while others allowed agents to bring along a group of clients. Similarly, the workshops were either designed as awareness raising days or more in depth and designed to achieve the best price for your vendor.

2.2.2.1 Achieving the best price for your vendor

GMP hosted four agent specific days with two different stock and station agencies. Each company had enough interested people to run the workshop twice. The workshops had several learning objectives.

1. To facilitate and inspire Peer 2 Peer learning between the Independent Agents
2. To learn about objective carcass measurement (OCM) techniques and eating quality in lamb.
3. To see the process at GMP and experience some of the technologies in action.
4. To gain a better understanding of the marketing and sales of GLQ5+
5. To provide an introduction to eNVD and seek feedback from livestock agents already using the app.

The day involved a live animal assessment session where agents assessed a consignment of lambs for liveweight, fat score, carcass weight, lean meat yield and skin price. The group watched the lambs processed as part of a tour of the plant. The actual results were shared with the group after the consignment was processed. The group talked about the results and offered tips amongst themselves on how to best estimate the above metrics. There was also education and discussion around OCM technologies, eating quality in lamb, MSA pathways and tools around genetics, nutrition and management for achieving higher GLQ. See Appendix 2 for workshop agenda.

It was great to see that agents improved their knowledge of MSA pathways in sheep by 45% on average (Table 9) and knowledge of on-farm tools to select for eating quality by 32%. It was also

encouraging that they felt they improved their confidence in drafting lambs for the GL target market and in estimating carcass weight. This overall positive trend in improvement of knowledge and skills can be seen in Figure 8, with the greatest improvement from pre to post KASA being improvement in the knowledge of MSA pathways in sheep. Lack of knowledge in this area has been identified across several workshops with both producers and livestock agents.

Table 9. Pre vs Post KASA assessment for key focus areas of the workshops.

Workshop	1	2	3	4	Average Pre-KASA	1	2	3	4	Average Post-KASA
How would I rate my confidence in drafting lambs for the GL target market?	25	28	20	20	23.3	45	50	45	65	51.3
How would I rate my confidence in estimating carcass weight?	25	40	40	30	33.8	50	70	35	70	56.3
How would I rate my knowledge of on-farm tools to help select for eating quality?	20	30	5	20	18.8	55	48	30	70	50.8
How would I rate my knowledge of MSA pathways in sheep?	15	25	0	15	13.8	50	70	55	60	58.8

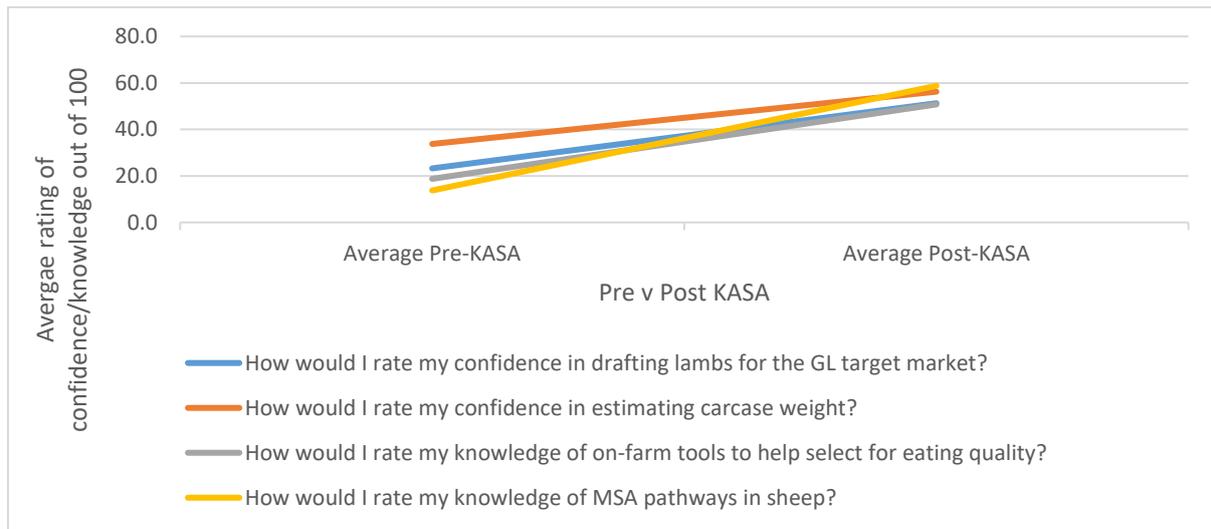


Figure 8. Average Pre vs Post KASA assessment for the four key focus areas of the workshop.

The plant tour was consistently a popular activity among the agents, averaging a value rating of 9.6 across the four workshops (Table 10). Practical hands-on learning is an effective method of engaging with this audience.

Table 10. Average rating (out of ten) for the value of networking, learning about objective carcass measurement and the plant tour for each of the four groups and an overall average.

	Group 1	Group 2	Group 3	Group 4	Average
Networking & learning from other peers	8	8.5	7.8	9.2	8.4

Learning about OCM and tools available on farm	8	8.2	8.9	9.5	8.7
The plant tour	9	9.7	9.5	10	9.6

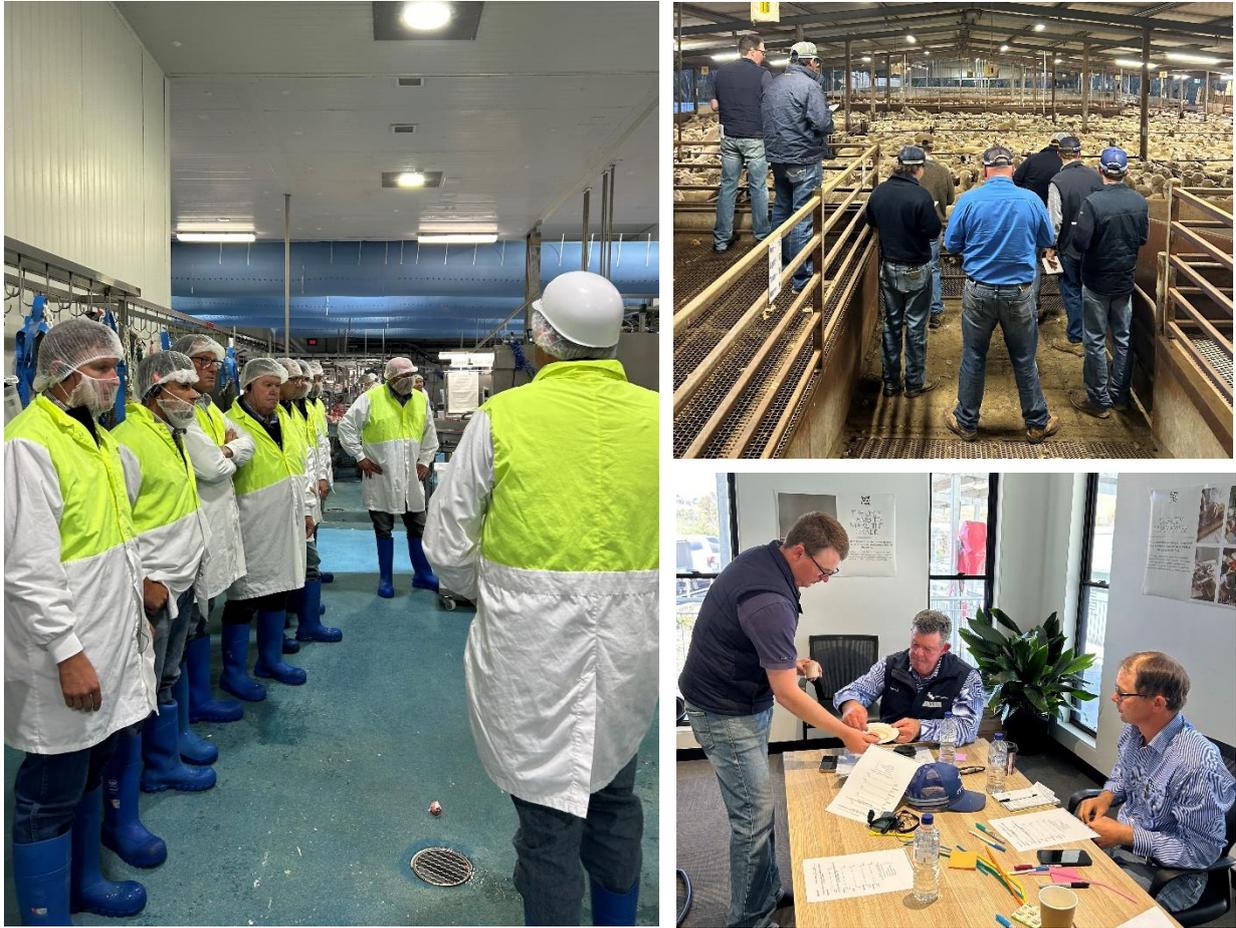


Figure 9. Photos from Agent workshops.

3.2.3 Animal Health Days

GMP also facilitates Animal Health Days in conjunction with a pharmaceutical company to improve the value of animal disease and defect feedback provided to producers and livestock agents. These workshops extend knowledge after receiving feedback and put a plan together to support on farm changes.

All Animal Health Days were held onsite at GMP and there were nine workshops held between January 2023 and March 2025 and engaged with 81 producers and 24 livestock agents. The standard format of the day began with a presentation from Gundagai lamb and a plant tour, drawing attention to any obvious animal health disease and defects as we toured the plant. The group then discussed the implications of this for the customer, processing, on-farm productivity and finally management solutions. A management plan for each business was established before the end of the day.

3.2.3.1 Animal Health day 1

The first day had 10 attendees from the Goulburn area. There was a large focus on animal health disease and defects, causes, implications and preventative measures. The plant tour was a great opportunity to demonstrate the impacts that animal health issues have at the processor and the cost to the producer.

3.2.3.2 Animal Health day 2

On 15th August 2023 we hosted an animal health day onsite at GMP. This was a group of 12 Elders producers and agents from the Griffith area. The producers that had already received feedback from Gundagai Lamb found the day particularly useful to clarify and further understand the information.

3.2.3.3 Animal Health day 3

The animal health focus day was held on Wednesday 8th of May, 2024 on site at Gundagai Meat Processors. Eleven different business were represented on the day, totally 43,600 ewes on farm and 21,200 lamb turn off per year. The group consisted of 9 breeders and two livestock advisors.

Table 9. Workshop feedback received from participants.

Question	Average response
Overall, how satisfied were you with this workshop?	9.7 / 10
Would you recommend this workshop to others?	All said Yes
Do you plan to make changes to you animal health management on farm as a result of attending today's event?	All said Yes
What level of knowledge have you gained today overall?	Average rating of 4 – some new knowledge.
Would you like to be part of a producer group in future to tackle disease and biosecurity issues?	60% said Yes, 40% were unsure
Would abattoir feedback reports on your stock enable you to improve your sheep husbandry practices?	All said Yes
General feedback	Great event covered a lot of information in a good amount of detail. Extremely informative, all parts very informative, good content and open discussion.
Changes producers are going to make after the workshop.	Move to using 6 in 1, water yards, look at needle selection. Change underarm vaccination site, be more aware of livestock health, more planning towards lamb turnoff. Create a MLA account, access myFeedback, ensure

	contractors and our workers are changing needles and vaccinating in correct spot. Sharp needles, access feedback, worm dogs. Be aware of grass seeds, change needles more regularly to minimise vaccination trim.
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3.2.3.4 Animal Health day 4

An animal health focus day was held onsite at GMP on the 10th of September 2024 with producers and agents from the Henty region. Eighteen people came on site for the day, representing 49,400 ewes joined each year.

3.2.3.5 Animal health day 5

An animal health day was delivered to a farming group from the Griffith area on the 2nd of October 2024. Thirteen people came on site which included two livestock agents.

The below table shows the feedback received on the day.

Table 10. Workshop feedback from the fifth animal health day.

Question	Average Answer
Total number of sheep represented by group	66,400

Do you vaccinate your lambs on your farm?	Yes - 100%
Please provide a satisfaction rating out of 10	9.6
Please provide a value rating out of 10	8.6
Would you recommend this workshop to others?	Yes – 100%
Do you plan to make change in your business after the workshop today?	Yes – 100%
What changes are you planning on making?	<p>Vaccination technique, WEC monitoring, transport preparation, utilise processor feedback where possible. Condition of animals prior to sale, improve vaccination level.</p> <p>Feed lots of water, return to using Eryvac (vaccination). Use GMP for lamb sales and utilise data, change vaccination program.</p> <p>Clean water, vaccinate for erysipelas.</p> <p>Include discussions and re analyse grazing plans, vaccination findings and ensure disease management is taken care of.</p> <p>More strict animal health recording and seek more information about animal treatments from producers when buying.</p>

3.2.3.6 Animal health day 6

An animal health day was delivered to a farming group from the Young area on the 27th of February 2025. Ten people came on site representing 9 businesses, including one livestock advisor.

Table 11. Workshop feedback from the sixth animal health day.

Question	Average Answer
Total number of sheep represented by group	55,000

Please provide a satisfaction rating out of 10	9.5
Please provide a value rating out of 10	9.5
Would you recommend this workshop to others?	Yes – 100%
Do you plan to make changes in your business after the workshop today?	Yes – 100%
What changes are you planning on making?	<p>Worm dogs every 30 days, ensure ¼ inch needle and appropriate area.</p> <p>Monitor handling of stock at shearing, keep eyes on arthritis, cheesy gland is spread at shearing.</p> <p>2 x Lamb marking hygiene.</p> <p>Incorporate GlanEry into program, access myFeedback.</p> <p>Clean yards and equipment, better pastures, drenching and vaccination.</p> <p>Consider sending lambs over the hooks, opposed to saleyard.</p> <p>Lamb marking regular needle changes, control more native grasses.</p> <p>Vaccine placement, online feedback.</p> <p>Vaccine placement, changing needles, correct technique.</p>
General feedback	<p>Very informative.</p> <p>Workshop was ideal length, not too long or short, very informative.</p> <p>Very good day, maybe bit more time in abs.</p> <p>Would be good to spend more time in the boning room to look at all the different cuts.</p> <p>Excellent day.</p> <p>Very well spoken and easy to understand.</p>
Are you interested in the formation of producer networks?	<p>90% said Yes</p> <p>10% said not sure</p>
Would feedback reports on your stock enable you to improve your husbandry practices?	100% said Yes

Would you like more information on myFeedback?	90% said Yes 10% said no (although no one had seen myFeedback so not sure the producer knew what was or wasn't on there).
What other topics would you like to hear about?	Improving meat eating quality in lamb.

3.2.3.7 Animal health day 7

An animal health day was delivered to a group of producers after releasing an expression of interest call for interested producers to attend an animal health workshop. The expression of interest saw a large number of producers showing interest in attending the workshop, resulting in three workshops being delivered to ensure the producers interested were able to attend.

The first workshop was undertaken on the 19th of March 2025. We had 12 people confirm they were attending on this day, however only four people attended. This was a disappointing result, which was remedied for future workshops with a text message sent the day prior to the workshop to remind people they were attending a workshop at GMP. The four people in attendance represented four businesses, with some producers having already sent lambs through Gundagai Lamb and others coming along because they were interested in animal health but also seeing the plant.

Table 12. Workshop feedback from the seventh animal health day.

Question	Average Answer
Total number of sheep represented by group	32,000
Please provide a satisfaction rating out of 10	9.7
Please provide a value rating out of 10	9.2
Would you recommend this workshop to others?	Yes – 100%
Do you plan to make changes in your business after the workshop today?	Yes – 100%

What changes are you planning on making?	Regular dog worming, use GlanEry. EBVs for rams for better GLQ, GlanEry in ewes, disease on farm monitoring. More effective vaccination, better dust suppression and get marked lambs out quickly. Worm dogs, keep onto vaccinations, get feedback from myMLA.
General feedback	Great day, informative and well balanced. Great day, but lots of content, speed it up a bit.
Are you interested in the formation of producer networks?	75% said Yes 25% said not sure
Would feedback reports on your stock enable you to improve your husbandry practices?	100% said Yes
Would you like more information on myFeedback?	100% said Yes
What other topics would you like to hear about?	GMP provides good information so keep it up and give feedback re carcass issue.

3.2.3.8 Animal health day 8

Another animal health day was delivered to a group of Gundagai Lamb producers on the 20th of March 2025. These producers responded to an expression of interest call that was sent out to the Gundagai Lamb mailing group. Ten people came on site representing 6 businesses.

Table 13. Workshop feedback from the eighth animal health day.

Question	Average Answer
Total number of sheep represented by group	42,000

Please provide a satisfaction rating out of 10	9.7
Please provide a value rating out of 10	9.5
Would you recommend this workshop to others?	Yes – 100%
Do you plan to make changes in your business after the workshop today?	90% said yes, 10% said unsure, as they are already doing most things.
What changes are you planning on making?	Vaccination spot. Less stress, general management, vaccinate better. Use Glanery, application spot, better management practices. Use Glanery, change needles. Pay more attention to vaccinations and administration and more dog worming. Dogs to be wormed monthly, review in detail vaccinations at marking. Glanery vaccinations, shearing cuts / infection monitoring.
General feedback	Good chats. Great event and was not a sales pitch from Zoetis.
Are you interested in the formation of producer networks?	60% said Yes 20% said not sure, 20% said no.
Would feedback reports on your stock enable you to improve your husbandry practices?	100% said Yes
Would you like more information on myFeedback?	55% said Yes 45% said no (although no one had seen myFeedback so not sure the producers knew what was or wasn't included in myFeedback).
What other topics would you like to hear about?	Happy with day.

3.2.3.9 Animal health day 9

An animal health day was delivered to a group of Gundagai Lamb producers on the 2nd of April 2025. Nine people came on site representing 8 businesses.

The below table shows the feedback received on the day. As shown the average satisfaction rating for the day was 9.8, however the value rating was 8.3. This was an interesting result. Three producers gave a 7 for value rating, these same three producers gave a 10 for satisfaction rating. This indicates that they were satisfied with the day but did not gain a large amount of value from the day. These respondents did indicate they there were some things they could do to improve their animal health management on farm.

Table 14. Workshop feedback from the ninth animal health day.

Question	Average Answer
Total number of sheep represented by group	50,000
Please provide a satisfaction rating out of 10	9.8
Please provide a value rating out of 10	8.3
Would you recommend this workshop to others?	All indicated Yes
Do you plan to make changes in your business after the workshop today?	8 said yes, 1 said not sure (felt they were already doing everything possible).
What changes are you planning on making?	Vaccinate sheep twice. Vaccinations needle size, correct spot, hygiene, worm dogs more regularly, look at arthritis more. Better vaccination technique, change needles, hygiene. Use 6 in 1 have been using 5 in 1 so no cheesy gland protection at the moment. Better dog working. Use 6 in 1 twice, look out for seed, look more closely at kill sheets and my Feedback. Be more aware of grass seed damage, will put measures in place to rectify. Plant tour was very informative and would highly recommend to anyone. Better understanding of disease and impacts on carcase.

	Bring lambs back home from our norther before grass seeds are a problem. Be more careful at lamb marking. Nutrition and disease control. Increasing rising plane for sale stock, tighten vaccine program, increase vaccinations for rams, increase dog worming.
General feedback	Very interesting day, GMP systems and brands. Works tour was great and the Zoetis talk was good refresher plus new information I didn't know. It was all good. Great day very informative. Great broad overview of sheep production and slaughter.
Are you interested in the formation of producer networks?	8 said yes, 1 was not sure (person already doing all they can as above.
Would feedback reports on your stock enable you to improve your husbandry practices?	All said Yes.
Would you like more information on myFeedback?	All said Yes.
What other topics would you like to hear about?	No responses.

3.3 Adoption of digital systems

In addition to eNVDs, the DPO at GMP was also supporting the implementation of electronic supply agreements and the installation of an EID reader to enhance the value of individual carcass feedback within the Gundagai Lamb supply chain.

3.3.1 Electronic Supply Agreement

GMP has developed a digital supply agreement that allows producers to provide additional information including breed, nutrition, wool length, genetics and agree to the grid price in a single easy-to-complete document. This data is used to help identify trends within the broader lamb population.

There are some barriers to driving change as some producers don't want to use something electronic, but others love to use it. Some find the electronic version easier, whereas others struggle with the change and would rather print out and return the agreement. There was a lot of one-on-one coaching of producers and livestock agents who struggled to adopt the digital format (Appendix 7.3). Most are now consistently using the digital form. Like eNVDs, one-on-one is not always the most efficient practice but is necessary for generating impactful change.

In future, the information in the supply agreement will be incorporated into the MEQ Insights Portal to assist producers to undertake analysis of their own data and identify patterns for ideal performance of lamb grading.

3.3.2 Individual carcass feedback combined with installation of an EID reader

GMP strives to develop supply chain capability that will adopt digital systems and data culture in the red meat industry. GMP has installed an EID reader to compliment the individual hook tracking and carcass feedback already in use. There has been many requests for this information over the past few years and the process currently involves an extra labour unit manually scanning carcasses which is not sustainable and is prone to human error. The demand for this service shows us that the Gundagai Lamb supply chain is largely interested in what this data can do for their business. The ability to link on-farm data with individual carcass feedback will assist in driving on-farm decision making. Furthermore, this will increase value across the supply chain and assist Gundagai Lamb producers to better select genetics and gain an understanding of optimal nutrition.

Testing was conducted for several months to monitor the read rate of the panel reader. High electrical noise was problematic. An independent consultant from New Zealand visited GMP on 28/11/24 to do a preliminary assessment and an action plan has been established. It is hoped that EIDs will be a standard column in feedback by the end of 2025. It is imperative that the data provided to producers is 100% true and correct.

3.4 Producer champions

A total of five Producer Champions were identified and profiled throughout the project and shared with ISC. Producers were identified based on their willingness to actively uptake eNVDs, engagement with carcass feedback, progressive attitudes towards change and taking the lambs industry forward. All are also part of one of the Pioneers or Precision in Practice Groups.

Producer Champions – See appendix 8.2 for full details.

4. Objective 2: Submit Carcass data to the MLA Group data platform

DEXA Data has been uploaded weekly to the MLA Group Data Platform for the duration of the project.

Animal health disease and defect information is being uploaded to the data@mymsa.com.au email on a weekly basis. Disease and defects have been mapped to the standards and corresponding attribute codes.

5. Conclusion

In conclusion, this project has supported engagement with many producers and livestock agents to drive data culture across the red meat industry. The facilitation of workshops targeting eNVD adoption, feedback systems and animal health disease and defect has worked to extend knowledge and support on farm change. The main barriers to change are often associated with stakeholder attitudes towards change and willingness to try something new. At the conclusion of this project we

are continuing to work with our producers and livestock agents to ensure that the benefit of feedback systems, eNVDs and positive data culture can continue to grow.

5.1 Key findings

There were several key findings of the DPO project including:

- Positive stakeholder experiences are essential for the best possible uptake of new technologies.
- The attitudes of industry stakeholders have had a significant impact on the uptake of eNVDs. This has been amplified in a supply chain that has minimal vertical integration.
- Sheep producers are seeking more information on their carcasses and willing to be involved in workshops and other engagement activities to improve on farm practices.
- Livestock agents play a key role in driving data culture, and it is important that they are informed and educated about extension materials and data feedback systems.

5.2 Benefits to industry

This project has had several benefits to industry. Learnings and project insights can be applied to other sheep industry supply chains to further enhance traceability and data culture within. Amplification of producer engagement about carcass feedback, eNVDs and disease and defect will see long term benefits to the quality of red meat industry wide.

Networking with other DPOs gave intel into the benefits of the program to the wider industry. The beef industry is leading the way for eNVDs and the sheep industry can learn a lot from them.

1. Future research and recommendations

Several areas have been identified for further research and/or recommendations:

- The integration of several lamb DPO's, with different supply chain approaches (such as vertically integrated supply chains) would be of benefit to determine the different approaches that could be used to increase the uptake of eNVD's within the sheep industry.
- Many of the barriers to change are associated with stakeholder attitudes and willingness to change. A finding from the work undertaken at GMP was that a one-on-one approach is most successful to achieve meaningful results. Producers felt more comfortable asking questions and were more willing to give open and honest feedback. It was also worth spending the time to explain and/or demonstrate practical applications of new feedback systems or eNVD functionality.
- A larger number of DPOs within the group would be beneficial to increase the amount of networking and sharing of ideas at workshops. The connection of different supply chains is a valuable element of the program. As a sole lamb supply chain representative, having multiple lambs supply chains involved could increase the rate of eNVD uptake in the sheep industry through the sharing of ideas.
- There is appetite among producers for more engagement and workshops. The myFeedback tool has the potential to be used by more sheep producers once producers are aware of its existence and data becomes more readily available.

2. Appendix

2.1 eNVD Case Study – Local Producer (Producer Champion 1)

Producer Profile: Local Producer

Role: Manager

Location: Harden, NSW

Background: This producer operates the cross bred lamb enterprise and has a focus on producing high quality lambs. He has been a part of workshop groups (Pioneers Program) with Gundagai Lamb and has been a leader in adopting eNVDs.

1. When did you start using eNVDs?

As soon as they came out, we did the pilot on the initial roll out. This was around 2 years ago. This is the first year of going fully electronic for all our NVDs.

2. Do you prefer the web or the app?

Never use the web, strictly use the app.

3. What is the greatest benefit eNVDs provide to your business?

- Streamlining the traceability – ideal for (LPA) auditing. Can put in an eNVD number against farm management software to easily trace back sale animals.
- Reconcile sale receipts in one location rather than multiple NVD books
- All filled out correctly. No incorrectly filled out NVDs
- Less paperwork, created templates for regular sales and stock classes
- “I myself was skeptical as I tried it at the start with teething issues, however this season I ripped band aid off and went cold turkey on the paper NVDs– we only use a hard copy when absolutely necessary”

4. How did you manage the transition to eNVDs with livestock carriers?

- We have been fortunate that the main carrier was very flexible and wanted to work with our business. They trusted that we were doing it for the right reasons and wanted to work with us and still do.
- If resolution barcodes don't work, we still have the capacity to generate the pdf version of the eNVD for them to carry on their phone.
- The hardest step seems to be getting them to set up their own account.
- Carriers need to take the time to give eNVDs a go. They seem to like it once they start and the level of quality control that can be achieved. They also seem to appreciate that a level of traceability is always available.

5. Any other comments....

Traceability and accountability contribute to overall business efficiency. Producers need to dip the toe in to see what is possible. Eliminating excessive paper and more uniform record keeping is only going to benefit a business. It's a case of short-term pain, long-term gain. We need to make use of the people at ISC and MLA who want to help us. The more producers we have uptake this technology, will result in more intel and improvement over time.

2.2 Producer Engagement Logbook – workshops

Year	Number of Producers	Number of Agents/Consultants
2023		
Agent & Producer Day	8	
Agent and producer dinner at Grill'd	6	6
Agent Day - Mixed companies		9
Pioneers Program Benchmarking Day	10	
Pioneers Program Workshop on farm	12	
Pioneers Program Networking Day and Workshop	18	
Agency Producer Day	13	1
Animal Health Day	10	
Animal Health Day	12	
2024		
Agent Awareness Day		6
Animal Health presentation & tour		22
LambEx Special Webinar	141	
Pioneers Program Day	15	
PP & PIP Combined Day	19	
Precision in Practice - Workshop 1	12	
Precision in Practice - Workshop 2	8	
Precision in Practice - Workshop 3	12	
On farm Gundagai Lamb Consignments Field Day	44	
Independent Agent Day		10
	11	
Animal Health Day	9	
Animal Health Day	12	2
2025		
Agents half day		12
Agents half day		11
Animal Health Day	27	
Producers and Agents Visits	3	3
Pioneers Day at restaurant	14	
PIP Group 2 - Day 1	12	
Agent group day 2		5
Zoeits Day	12	1
Grand Total	428	88

2.3 Producer Engagement Logbook – one on one engagement

One on one producer engagement	One on one - Farm	One on one - GMP
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2023

Agent onsite - gained better understanding of process at Gundagai		1
Visit producer on farm near Holbrook	1	
Visit producer near Henty	1	
Visit producer near Colleambally	1	

2024

Visit Producer near Orange	1	
Agent / Producer meeting then assessed lambs	1	
Agents and producers visited site to watch lambs processed and go through feedback		1
On farm visit near Morvern	1	
On-farm visit. Discussed feedback and viewed upcoming consignment.	1	
Producer Onsite to watch lambs go through		2
Producer visited site		1
Producers and agent onsite to watch lambs processed		1
Visit producer on farm near Wallendbeen	1	
Visit producer near Gundagai	1	
Visit producer near Narranderra	1	
Visit producer near Wombat	1	
Visit producer near Cootamundra	1	

2025

Visit Producer near Cowra	1	
Visit Producer near West Wyalong	1	
Visit Agent and several producers near Yarrowonga	1	
Visit producer near Gundagai	1	
Grand Total	16	6

7.4 Producer Champions

7.4.1. Producer Champion 2

Tell us a little bit about yourself and your enterprise

Family farming business based at Tumblong NSW.

In 1952 After serving in the 2nd World war my grand father was lucky enough to get sponsored onto soldier settlers block at Rosedale Tumblong. Currently third generation farmers.

We are a mixed farming enterprise, running sheep and cattle and also concentrate on fodder production with the help of irrigation from Murrumbidgee River.

We run predominantly merino ewes (Bundilla Blood) but also have a first cross ewe flock, all self replacing.

What made you choose to become a Gundagai Lamb Producer?

Our business goal is to produce a consistent premium product.

Unlike other marketing options Gundagai Lamb rewards us for doing so.

We are also very impressed with Gundagai Lambs efforts to open up new markets world wide with a focus on enhancing consumers eating experience with lamb.

What is most important to you in choosing a partner like Gundagai Lamb to work with?

Communication, honesty, feedback and transparency are key aspects in any partnership. Gundagai lamb excel in these attributes.

They are also flexible and easy to deal with.

What changes have you made on farm as a result of feedback from Gundagai lamb?

Enhanced focus on quality and everything that effects it.

GL feedback so very comprehensive and quite often is asks more questions than it answers?

What are some major changes you have noticed in the lamb industry over the last few years?

The cost of production has increased dramatically.

Focus on quality.

Marketing is becoming increasingly difficult, so building relationships to reduce risk whilst obtaining maximum returns are increasingly important.

What do you enjoy most about producing high quality Australian lamb?

We have a unique product that suits our land's classification and climate, and there is enormous potential to increase demand for lamb world wide. The key is to produce a product that consumers want to "repeat buy"

I believe the objective measurement and feedback provided by GL is helping us achieve this

7.4.2. Producer Champion 3

Tell us a little bit about yourself and your enterprise

A multi-generational (5th generation) family business which is being run with my father and two brothers. A Livestock business merino sheep (50/50 joined to merino and terminal) and Angus herd. Ultimately the focus of business is the long term sustainability of the business for future generations.

What made you choose to become a Gundagai Lamb Producer?

There is obviously a premium for lambs that hit the grid and the location. Although we were interested in the technology and the feedback on our merino lambs. Hoping that they hung up alright.

What is most important to you in choosing a partner like Gundagai Lamb to work with?

he openness and transparency with the Gundagai lamb team is great. They want to work with us to achieve results, I guess for Gundagai lamb to be successful they need their producers to be successful.

We like to send lambs to Gundagai as we believe we are getting rewarded and recognised for our long term sheep program. IMF is a result of everything we do as a sheep producer, genetics, nutrition and animal health from the time it's in mum till the lamb is finished. It is a whole package, one without others won't work.

What changes have you made on farm as a result of feedback from Gundagai lamb?

Like most producers we try and adopt best practice on farm, with what tools we have available. The advanced feedback from Gundagai lamb gives us another level monitoring for animal performance and quality control. The feedback helps complete the story and allows to see if or where changes need to happen.

What are some major changes you have noticed in the lamb industry over the last few years?

There has been a stronger shift in consumer focus and the weight of lamb processors are looking for. There is no doubt that this has created challenges and trade offs at the farm level. Like most challenges in a business it can often provide opportunities like Gundagai lamb. To create these opportunities and efficiencies I believe producers are more focused on using science and data in their sheep program.

What do you enjoy most about producing high quality Australian lamb?

The challenge of trying to produce a consistent product in a weather dependent environment. Analysing results (good or bad) to see where we can do better next year.

7.4.3. Producer Champion 4

This enterprise was named Gundagai Lamb's Producer of the Year for the second year in a row, so we asked the Manager to tell us a bit more about their business, the partnership and what his favourite thing about producing high quality lamb is.

Tell us a little bit about yourself and your enterprise

Located at Harden in the southwest slopes of NSW. It has been owned and managed by the family for 104 years. The business is focused on the production of high-quality lamb, ZQRX Merino wool, wheat, canola and triticale.

What made you choose to become a Gundagai Lamb producer?

Initially we were curious as to how our lamb would grade under the GL grading technology. The quality-based payment model where producers were paid according to the eating quality of their lamb was very appealing. Since then, we have developed a great relationship with GL, this is based around similar business values and honest feedback. We are attracted to the GL vision of supplying the world with our great lamb products.

What is most important to you in choosing a partner like Gundagai Lamb to work with?

The trust and transparency between us and Gundagai Lamb is the most important part of our partnership. We have an excellent relationship with the GL supply chain team. This relationship has been built on many examples where fairness has been displayed from both parties.

What changes have you made on farm as a result of feedback from Gundagai Lamb?

We are constantly trying to fine tune every aspect of our breeding and management. Genetic Selection is always focused on producing high quality lamb, wool, and on farm production KPI's. The GL feedback has allowed us pinpoint areas where there are clear economic rewards. Carcass feedback can give us clear data on how nutritional factors are affecting carcass composition. In addition, the real time animal health feedback allows us to proactively manage hard to diagnose animal health issues as they are identified at GL.

What are some major changes you have noticed in the lamb industry over the last few years?

We now have a scientifically proven measurement of carcass quality. This objective measure is an extremely important tool when applied at scale. On the back of this technology, we now have a lamb brand based on this scientific data not marketing spin. This is great for our industry.

What do you enjoy most about producing high quality Australian lamb?

The people! The collaborative nature of the people within the supply chain. We all have the same goal of producing the highest quality Australian lamb that demands the highest possible economic return for our families and communities at all levels of the supply chain.

7.5 Agent Workshop Agenda – Standard format

Time	Topic
5.30am	Arrival
5.45am	Yards
6.30am	Meeting Room 1 – Introductions, Pre KASA & essential terminologies
7.30am	Breakfast
8.00am	Plant Tour
9.30am	Morning tea
9.40am	Lamb Feedback
10.00am	Sales and Marketing
10.30am	What tools are available to select/achieve higher GLQ?
11.00am	Taste test
12.00pm	Feedback
12.30pm	Lunch
1.00pm	Home time

7.6 MEQ Insights Portal – Gundagai Lamb Producer Feedback

