



Final report

Wingham Beef Exports Digital Products Officer – Final Report, public version

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Abstract

The Digital Products Officer (DPO) project was initiated to increase the adoption of Integrity Systems Company (ISC) digital products across the red meat supply chain. Despite industry-wide investments in digital systems like eNVD and MLA's myFeedback, many producers and transporters struggled with adoption due to system complexity, limited support and perceived inefficiencies. The DPO role, was created to provide targeted support and drive digital engagement throughout the Wingham Beef Exports (WBEX) supply chain.

The DPO led a targeted extension strategy incorporating regional workshops, direct one-on-one support, infrastructure upgrades and the development and distribution of tailored extension resources. Over 250 producers attended workshops and transporters were actively engaged to increase eNVD usage. The distribution of monthly animal health reports with links to further information increased awareness and use of tools such as myFeedback. While adoption increased, particularly with the eNVD web platform, there were some key challenges with eNVD app functionality such as in-app printing and offline capability (e.g. requiring authentication) that remained unresolved during the project period.

The project demonstrated that personalised support, local engagement and relationship-based extension activities significantly improved knowledge, digital literacy and confidence across the supply chain. These learnings offer a transferable model for other red meat processors aiming to enhance data use, traceability and compliance across their supply networks.

Executive summary

Background

The DPO project aimed to address a core challenge in the red meat industry of ensuring that producers and supply chain partners can confidently and effectively use digital systems such as eNVD and myFeedback. The project aimed to demonstrate a scalable adoption model using WBEX as a case study, focusing on building capability, trust and practical knowledge at a grassroots level.

Objectives

The summarised objectives include:

- Drive uptake of ISC's eNVD and myFeedback tools.
- Deliver quarterly producer workshops.
- Improve digital capability and data culture across the WBEX supply chain.
- Encourage use of carcase feedback to support on-farm decisions.
- Develop tools and case studies that showcase the value of digital tools.
- Identify and promote industry champions.
- Submit carcase data to MLA Group Data Platform.
- Deliver a final report and summary video.

All project objectives were met with the exception of an objective requiring benchmarking of production practices.

Methodology

The methodology included:

- Regional workshops and field days, producer focus groups and one-on-one sessions.
- Quarterly producer engagement logs.
- Development of case studies and animal health video content.
- Infrastructure upgrades at WBEX to support digital uptake.
- Regular engagement with ISC to report functionality barriers.

Results /key findings

- Increased use of the eNVD web platform and growing uptake of myFeedback.
- eNVD app limitations (including offline access requiring authentication, lack of in-app printing and some challenges with the user interface).
- One-on-one support was highly effective in building confidence in digital literacy.
- Smaller transporters remained the most resistant to digital change.
- The DPO role provided MLA with a wider network of engaged producers and created a trusted conduit for relaying user experience and feedback to ISC.

Benefits to industry

The project improved awareness, understanding and uptake of digital systems such as eNVD and myFeedback, while also strengthening traceability, data transparency and compliance across the supply chain. It established a practical framework for processor-led digital extension and increased producer knowledge of animal health data, market access and Meat Standards Australia (MSA) performance.

Future research and recommendations

- Prioritise improvements to eNVD app functionality, including offline performance and print-from-app capability. Ensure digital tools are rigorously tested for offline and field-based use.
- Continue co-funded DPO roles across processors to provide support locally.

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1. Background

The red meat industry is undergoing a digital transformation, with significant dollars invested in technologies and systems designed to capture and share data across the supply chain. These investments were based on the assumption that producers would be able to utilise this data to improve on-farm performance, increase profitability and contribute to overall supply chain optimisation. However, a major challenge lay in presenting increasingly complex information in a way that was both simple to understand and actionable at the grassroots level. This project aimed to directly address that challenge, serving as a practical example of the kind of targeted adoption strategy needed to support long-term success across the red meat supply chain.

The project focused on the WBEX supply chain and aimed to develop and to support the adoption of ISC digital products including eNVD, disease and defect data (D&D data) and MLA's myFeedback. It served not only as an adoption strategy for WBEX, but also as a valuable case study for the broader industry. Tools, processes and extension materials developed through the project were designed to be scalable and transferable to other supply chains.

1.1 About Wingham Beef Exports

WBEX is owned and operated by NH Foods Australia and is located on the Mid North Coast of New South Wales. The facility primarily processes grass-fed British breed cattle, sourced from the Manning Valley, Southern Northern Tablelands and New England regions.

Saleyards that WBEX source cattle from include, but are not limited to:

- Taree
- Gloucester
- Kempsey
- Camden
- Mossvale
- Inverell
- Armidale
- Tamworth
- Gunnedah
- Dubbo

2. Objectives

1. Develop, implement, monitor, and evaluate a supply chain digital and data adoption plan for the supply chain. The adoption plan must address:

a. Drive uptake of ISCs eNVD mobile app and Future Feedback system.

The objective to drive uptake of ISC's eNVD platforms was partially achieved. The data shows an upward trend in both the number of digital consignments and the number of head submitted digitally over the life of the project.

Notably, increased adoption was evident among producers who received direct support, although the percentage of digital consignments remained modest compared to total entries. The DPO had limited influence over saleyard-sourced consignments, which continued to account for a large proportion of non-digital entries. Nonetheless, the growth in adoption where direct engagement occurred demonstrates the effectiveness of targeted extension in driving digital uptake.

The project demonstrated an increased number of producers registering for myFeedback following DPO engagement.

b. Implement a quarterly program of producer workshops (in line with detailed milestone deliverables).

This objective was achieved with producer workshops conducted at:

- Wingham on 23 April 2023
- Glen Innes on 10 August 2023 with 45 attendees.
- National AgDAY, 17 November 2023 with 57 attendees.
- Wingham on 23 April 2024 with 11 attendees
- Gloucester on 11 September 2024 with 25 attendees
- Gladstone on 12 February 2025 with 47 attendees

Additional producer engagement by WBEX was conducted at:

- Beef Australia in May 2024 with 19 producers
- Knowla Livestock annual update in May 2024 with 160 attendees
- Nutrient Armidale and Dorrigo Liverfluke information days in May 2024

c. Develop supply chain capability to adopt digital systems and drive a data culture in the red meat industry.

This project met the objective of developing supply chain capability to adopt digital systems and drive a data culture in the red meat industry by directly supporting the uptake of digital platforms including eNVD and myFeedback across the WBEX supply chain. With the extensive knowledge and industry relationships developed through the DPO role, the project added significant value not only for supply chain participants but also to MLA's broader digital systems rollout.

It should be noted that not all digital adoption efforts were successful. As reported in previous project milestones, WBEX attempted to transition to a more digitally integrated platform for livestock receipt and costings through the implementation of a new operation system. This transition was unsuccessful due to functionality issues. This experience highlighted the importance of fit-for-purpose digital solutions and the value of embedding technical support within the supply chain to ensure successful system adoption.

d. Increase uptake of feedback systems to drive improved on-farm decision making by producers leading to increased value across the supply chain.

This objective was evidenced by producers from specific postcodes signing up to myFeedback following the WBEX producer field days and workshops.

In addition to direct engagement by WBEX, it is understood that word of mouth between producers also played a role in building momentum and encouraging broader uptake. As producers were upskilled and gained confidence using myFeedback, they became advocates within their own networks.

e. Develop tools that WBE can use to maximise the benefit of feedback.

This project supported the development of resources and processes that enabled WBEX to maximise the value of feedback shared with producers. This included monthly animal health summary reports distributed to all producers with an email address who consigned cattle during the reporting period.

These reports, generated using data from the myFeedback dashboard, were deidentified and designed to encourage producers to engage with animal health information. Relevant extension resources such as the NH Foods YouTube video links were included in the reports.

f. Identify and profile supply chain/producer champions who are willing to trial and demonstrate innovative practices.

This objective was achieved with supply chain and producer champions identified.

g. Develop a monitoring and evaluation (M&E) plan for the supply chain program which includes benchmarking of production practices at the commencement and then measure annually to assess productivity improvements.

While there was anecdotal evidence that producers made changes, this was not supported by an M&E plan with benchmarking at the commencement, the collection of baseline productivity data or with annual measurements to capture productivity improvements.

h. Develop case studies on supply chain activities to demonstrate value to other value adding operations

Case studies developed for this project included:

- *Adding attachments to your eNVD*
- *Bective Feedlot case study*

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

WBEX consistently demonstrated its commitment to data sharing and transparency, having been one of the first processors involved in the Livestock Data Link (LDL) program. WBEX continued this commitment by actively supporting the transition to the upgraded myFeedback system, promoting its use and educating suppliers about the platform's reporting and analytical capabilities.

Throughout the project, WBEX consistently submitted animal disease and defect data to the MLA Group Data Platform, where it was integrated with NLIS carcase information and MSA grading data. This combined dataset provided producers with detailed carcase feedback via myFeedback, supporting improved decision-making and ongoing performance monitoring across the supply chain.

Additional Details

The DPO completed a range of professional development activities throughout the project to support effective delivery and alignment with project objectives.

- **Individual professional development**
AgSTAR Projects collaborated closely with the DPO to finalise the DPO workplan, ensuring alignment with project objectives and the integration of monitoring and evaluation (M&E) measures to track progress and outcomes effectively.

- **Structured group development**
DPO training focused on project design, program logic and M&E facilitated by AgSTAR Projects was delivered on 31 May 2023 and extension and adoption training in June 2024.
- **Support for adoption and extension materials**
NH Foods representatives, attended the MLA product education day on the myFeedback platform, hosted by MLA on 30 May 2023, helping build capability in using and promoting the platform.
- **Support for monitoring and evaluation**
A tailored workplan was developed for the DPO role, incorporating clear M&E measures. These were reviewed and reported on at each milestone, ensuring project accountability and adaptive delivery.
- **Access to subject matter experts**
A range of subject matter experts were engaged to support project delivery.

3. Methodology

3.1 Producer and stakeholder engagement

3.1.1 Producer engagement logs

A producer engagement log was maintained for each quarter which listed the dates, producers engaged and key issues discussed.

3.1.2 WBE Producer days

Producer field days and workshops were held throughout the project.

3.1.3 Identification of supply chain and producer champions

Supply chain and producer champions were identified throughout the project.

3.2 Communication and extension resources

3.2.1 NH Foods YouTube video clips

YouTube clips developed during the previous NH Foods Co-funded Supply Chain Officer Project are provided below. While these were developed in the previous project, they have been continuously used as a resource promoted to producers and industry stakeholders through this project.

- NH Foods Australia – Dark Cutting: <https://www.youtube.com/watch?v=CKr7AWqrvBU>
- NH Foods Australia – Hydatid Disease in Cattle: <https://www.youtube.com/watch?v=uECQvCHvZ58>
- NH Foods Australia – Liver fluke in Cattle: <https://www.youtube.com/watch?v=w7wwJM6hnZY>

The following videos were developed as part of this contract and were released in March 2025.

- NH Foods Bovine Respiratory Disease – Part 1: <https://www.youtube.com/watch?v=5abpg8YPHWE>

- NH Foods Bovine Respiratory Disease – Part 2:
<https://www.youtube.com/watch?v=38aXOZsmCDI>

3.2.2 Other extension materials

The following extension material was also developed:

- A basic step by step guide with instructions on how to create and set up a MyMLA account and how to link an LPA account to it.

3.2.3 Case studies

Case studies were developed as part of the project.

3.3 Engagement and communications at WBEX

3.3.1 Display posters at WBEX unloading ramp

In the first quarter of 2023, signage was placed alongside the cattle unloading ramp at WBEX, to be visible to all people who deliver cattle there. Including information allows transporters to scan the QR codes, which will direct them to the web page.

3.3.2 Communication with WBEX staff

Regular internal meetings were held at WBEX to support staff in effectively using the eNVD system as part of their daily responsibilities.

3.4 Enhancing digital adoption at WBEX

To support the objective of streamlining digital adoption and improving supply chain efficiency, WBEX implemented a series of infrastructure and operational enhancements focused on optimising engagement with key stakeholders and integrating digital systems.

4. Results

4.1 WBE consignment data

4.1.1 Digital consignment data

Digital consignments and the number of head submitted via eNVD at WBEX increased steadily over the project. While adoption remained modest overall, growth was most notable among producers who received direct support, with larger consignments increasingly submitted digitally.

The DPO had limited ability to influence eNVD use through saleyard consignments, which continued to represent a significant proportion of non-digital entries. Despite this, the upward trend highlights the impact of targeted extension on improving digital adoption where direct engagement was possible.

4.2 Producer and stakeholder engagement

During the reporting period, the WBEX Livestock Team focused on supporting producers to initiate or expand their use of both the MyMLA platform and the eNVD system, including assistance with linking their Livestock Production Assurance (LPA) and MSA accounts.

4.2.1 Producer engagement logs

A key component of the project reporting included maintaining a producer engagement log for each milestone. The producer logs demonstrated the DPO invested a significant amount of time corresponding with producers and working one-on-one with them.

4.2.2 One-on-one meetings

A key focus of the program was one-on-one producer meetings. An unintended but highly valuable outcome of the in-person meetings was the depth and quality of conversations that occurred with producers compared to the larger producer field days/workshops. These one-on-one interactions created a more comfortable and open environment, allowing producers to ask detailed questions, raise specific concerns and seek tailored support. This format built stronger relationships and a deeper understanding of individual challenges, ultimately enhancing the effectiveness of the extension and adoption efforts.

4.2.3 Engagement with transporters

A strong emphasis was also placed on engaging with smaller-scale cattle transporters, with ongoing conversations taking place not only at the WBEX cattle receival point but also at regional cattle sales.

Transporters reported a noticeable increase in producers seeking to use eNVD; however, challenges remain, particularly where NVDs are completed incorrectly or producers are unsure how to correct errors—issues which can cause significant delays, especially when managing mixed vendor loads.

In response, WBEX encouraged transporters to pass on the contact details of producers experiencing difficulties, enabling WBEX to provide direct coaching and improve both adoption rates and overall sentiment toward the system.

4.3 Case studies and supply chain and producer champions

Individuals were identified as key supply chain and producer champions throughout the duration of the project, offering valuable insights, feedback and support in the adoption of digital systems.

Their involvement provided practical perspectives from across the supply chain and supported efforts to promote adoption of systems such as eNVD and myFeedback.

4.3.1 Case studies

Danielle Shirley and Ewan McKenzie – Bective Feedlot

Danielle Shirley and Ewan McKenzie of Bective Feedlot were interviewed by Jane Phillips from AgSTAR Projects to capture their perspectives on digital adoption within a feedlot environment. Their insights contributed to the development of a case study that highlights practical implementation, challenges overcome and the benefits of digital systems like eNVD in a large-scale feedlot setting. The final case study is included in the Appendix.

‘Adding attachments to your eNVD’ – Case study

A case study titled ‘Adding attachments to your eNVD’ was developed by Eileen Keegan from ISC. This resource provides clear guidance on how to use the attachment function within the eNVD system and supports broader education on digital document handling within livestock consignments. The full case study is included in Appendix 8.3.1.

4.4 WBEX producer days

A series of producer days and workshops were held over the duration of the contract. These are outlined below.

4.4.1 WBEX producer day, 21 April 2023

A producer field day was held at the WBEX Boardroom on 21 April 2023. The topic for the day was ‘Getting the most out of your pastures’.

Presentations at the producer day included:

- **Josh Hack, Ag Farming Systems**
Josh discussed seasonal conditions and forward planning for optimal crop production. His interactive session encouraged producers to consider external triggers for decision-making. Josh shared his feedstuffs calculator, which highlighted the importance of balancing feed quality and quantity, directly linking to improved on-farm efficiency.
- **Lyndell Stone, District Veterinarian Local Land Services Hunter Region**
Lyndell discussed key animal health challenges within the Mid Coast/Hunter region, focusing on Theileria outbreaks and biosecurity measures. The session provided producers with practical strategies to minimise productivity losses. The discussion on Foot & Mouth Disease and Lumpy Skin Disease preparedness was particularly valuable, with producers gaining clarity on response protocols and risk management.
- **Dr Richard Shephard, Founder and owner Herd Health**
Richard introduced producers to the myFeedback system, emphasising its role in tracking animal health data and improving profitability. Using case studies, he demonstrated how liver fluke and hydatid infection data could inform management decisions and optimise carcass value. His session reinforced how integrating digital feedback tools like myFeedback can drive informed, data-backed decisions at the farm level.

Observations included:

- Presenters at the field day also engaged with the ISC YouTube clips, asking questions and discussing key insights. This interaction not only enhanced their understanding, but also enabled them to share information on the ISC tools with their broader industry networks.
- All attendees received brochures regarding on eNVD + how to set up MyMLA in their attendance pack.
- ISC Youtube videos played at workshop arrival, departure and at lunch breaks.



Figure 7. WBE producer day, April 2023.



Figure 8. WBE producer day, April 2023.



Figure 9. WBE producer day, April 2023.

4.4.2 Glen Innes producer day, 10 August 2023

A producer day was held at Glen Innes Services Club on 10 August 2023.

Presentations from the producer day included:

- **Adam Cheetam, NH Foods**
Adam provided an overview of NH Foods' operations, market requirements and supply chain continuity. Producers engaged in discussions about pricing strategies, market allocation and trade agreements, particularly the Australia-UK Free Trade Agreement and European Union Cattle Accreditation Scheme (EUCAS) certification post-Brexit. Adam also highlighted current market challenges, including shifting demand for lower-marbled cuts in food service.
- **Keely Kovacevic, MLA**
Keely outlined CN30 and its impact on producers, emphasising early carbon data recording to prepare for future market premiums. She reassured producers that carbon neutrality is an industry-wide goal, not an individual farm mandate. Questions on market-driven carbon requirements reinforced the expectation that sustainability demands will continue to grow.
- **Nigel Tomkins, Sea Forest**
Nigel Tomkins shared Sea Forest's progress and opportunities for integrating Asparagopsis into livestock feeding systems. He engaged producers by discussing both successes and setbacks in trials, using props to clarify dosage requirements. Simple application methods

such as lick blocks, pellets and water additives helped demystify adoption and increase producer interest.

- **Georgie Oakes, LLS**

Georgie spoke to the group about the importance of feed budgeting, linking livestock intake to pasture quality and availability. Producers were particularly interested in conversion efficiency across different livestock classes, highlighting the need for optimised pasture management to support growth targets (for example dry cows compared to a 320kg weaner steer).

- **Max Newsome, LLS**

Max discussed mineral supplementation's role in improving feed efficiency, referencing field trials to illustrate its impact on weight gain and stocking rates. His key takeaway was the importance of aligning pasture capacity with stocking rates for sustainable production.

Observations from the producer day included:

- WBEX effectively leveraged the DPO project framework to engage producers on broader industry priorities, including the CN30 target for carbon neutrality by 2030. While slightly outside the core project objectives, these discussions revealed that while producers supported the ambition, many lacked clarity on the practical steps required at farm level.

The project therefore provided an important platform for delivering relevant information and connecting producers with knowledgeable personnel. This highlights the value of the program as a trusted conduit for supporting producer understanding and engagement on key industry-wide challenges.



Figure 10. Glen Innes Producer workshop on 10 August 2023

4.4.2.1 Attendee feedback and knowledge change – Glen Innes 2023 workshop

From the Glen Innes producer workshop, detailed survey response data is available in Appendix 8.4, with the following knowledge, attitude, skills and aspiration (KASA) outcomes summarised below.

Relevance of the workshop

- Participants rated the workshop's relevance highly, with the majority scoring it 8 or above out of 10.
- A small percentage rated it below 7, indicating that while the content was generally well-received, some attendees may have sought more tailored information.

New knowledge gained

eNVD Web

- 80% of participants rated their new knowledge of the eNVD Web platform at 7 or above.
- A smaller group (20%) rated their understanding as moderate (5–6/10), suggesting room for further education and hands-on training.

eNVD App

- 75% of attendees rated their improved knowledge of the eNVD App at 7 or above, reflecting a strong learning outcome.
- 25% rated it lower, indicating some challenges in app adoption or usability.

myFeedback

- 72% of participants reported a high increase in knowledge (7+/10) regarding myFeedback, showing the effectiveness of the session in improving awareness of carcass data interpretation.
- 28% rated it between 5–6/10, suggesting a need for further clarification on how to apply feedback data effectively.

LPA

- The importance of LPA was widely recognized, with 85% of producers rating its significance at 8 or above.
- A small portion (15%) rated it between 5–7, indicating that some attendees may require further explanation on compliance and its practical applications.

4.4.3 Glenyarra National AgDay producer day, 17 November 2023

A producer event was organised to coincide with National Ag Day on 17 November 2023 at Glenyarra with 57 attendees. The day included an AgDay lunch consisting of hand selected Manning Valley Naturally (WBEX flagship grass fed brand) cube roll which was cooked over an open fire by celebrity chef and NH Foods brand ambassador, Jason Roberts.

Presentations from the lunch event included:

- **Simon Quilty, Global meat trader & market analyst, Global Agri Trends**
Simon provided a valuable global economic overview, highlighting how international chilled and frozen meat stockpiles are contributing to current market pressures. While the depressed market conditions were familiar to attendees, Simon offered a hopeful outlook by referencing historically low herd numbers and high female slaughter rates in other cattle-producing nations—suggesting that herd rebuilding will soon be necessary, driving demand and strengthening prices over time.
- **David Packer, Program Manager, Meat Standards Australia**

David shared positive updates on the growth and financial benefits of the MSA grading system, including advancements in objective carcass measurement technologies. He also provided producers with performance reports, noting that cattle sold into the Manning Valley Naturally (MVN) brand scored over one full index point above the national MSA average—an encouraging result for the group.

- **Helen Schaefer, Team Leader Animal Welfare, NSW Department of Primary Industries**

Helen addressed the group on the seriousness of animal welfare compliance, referencing current reporting figures from WBEX and engaging directly with transporters who had been involved in welfare reports. Despite some tense exchanges, Helen reinforced clear expectations and accountability around animal welfare standards and requirements.

- **Jason Roberts, celebrity chef and NH Foods brand ambassador**

Jason Roberts concluded the morning session by praising producers for the quality and care evident in their cattle, reminding them they are not just producing a commodity, but a premium product that is highly valued by chefs and consumers alike.

- Demi Lollback addressed the group on the benefits of adopting the eNVD system, highlighting its value both at the individual producer level and across the broader industry.



Figure 11. WBEX AGDAY, 17 November 2024

4.4.3.1 Summary of participant feedback from National AgDAY Workshop, November 2023

From the National AgDAY workshop, detailed survey response data is available in Appendix 8.4 with the following summarised below.

Demographics

Workshop participants represented a mix of industry roles, with just over one-quarter having identified as transporters and the remaining majority as cattle producers. Attendees managed a broad range of property sizes, from small holdings to large-scale operations exceeding 3,000 hectares, reflecting the diversity of enterprises represented at the workshop.

Intention to make changes

62% of participants stated they planned to make changes to their business as a result of attending the workshop. A further 25% were unsure, and 13% did not plan to make changes. When asked whether they would have made the same changes without attending, 63% said no, suggesting the workshop had a clear influence on their decision-making.

Attendees selected various changes they intended to adopt following the workshop, including greater use of carcase feedback, improved animal health management and engagement with digital platforms like eNVD.

Knowledge gain

87% of participants reported they had learned something new from the workshop, demonstrating its value in building knowledge and encouraging continuous improvement within the red meat supply chain.

4.4.4 WBEX Producer workshop, 23 April 2024

A producer workshop/focus group was held at the WBEX Boardroom on 23 April 2024.

Invitations were sent to producers who had processed cattle at WBEX since the beginning of 2024. This totalled 630 producers.

Presentations included:

- **Josh Hack, Ag Farming Systems**

Josh provided general seasonal advice to producers who may not usually have access to agronomy support. He addressed current rainfall and temperature conditions, discussed seasonal outlooks and highlighted implications for cattle production. Josh also raised awareness of the emerging threat of Fall Army Worm, offering identification tips and treatment options. His presentation covered practical agronomy advice, including soil temperature triggers for sowing, managing excessive thatch cover and plant growth, grazing and effective pasture management through techniques like canopy closure, rotation and companion planting.

- **Lachlan Jeffers, MSA Business Development Officer**

Lachlan Jeffers presented on the myFeedback platform, helping producers better understand its functionality and encouraging adoption. He emphasised the importance of setting up a myMLA account in preparation for a more digitally driven future. While some producers expressed scepticism about industry motivations behind animal health data collection, Lachlan responded with clear, evidence-based explanations.

- **Demelsa Lollback, Program Manager Adoption, Integrity Systems Company**

Demelsa spoke on the transition to the eNVD digital platform, reiterating the importance of every producer having a functioning myMLA account. She addressed platform capabilities, including its offline functionality and ability to register changes or amendments.



Figure 12. WBE Producer workshop/focus group 23 April 2024

4.4.4.1 Summary of participant feedback from WBE Workshop, April 2024

The WBE producer focus group attracted a mix of cattle producers and transporters, with 82% identifying as producers. Participants managed a wide range of herd sizes, reflecting diverse business scales.

The session was highly effective in delivering new knowledge with 82% of attendees reporting learning something new. Importantly, 63% stated they would not have made the same changes had they not attended the event, indicating strong influence on decision-making.

Post-event, 75% of attendees said they planned to make changes in their business as a result of the session. Intended changes included adjusting grazing strategies, studying carcase feedback more closely and increasing use of digital tools such as myFeedback and eNVD.

Overall workshop value was rated highly, with agreement across measures of knowledge gain, confidence and applicability to individual enterprises. The results reinforce the effectiveness of tailored, face-to-face engagement in driving knowledge transfer and practical action.

4.5 Other producer and stakeholder engagement

4.5.1 Engagement at Beef Australia 2024

For Milestone 6 it was determined that stepping outside of WBEX's immediate cattle draw area would be a more effective use of resources. With NH Foods scheduled to attend Beef Australia 2024, the opportunity was taken to engage with a broader supplier base particularly cattle producers supplying into Thomas Borthwick & Sons (TBS). TBS's cattle draw area spans a vast region around the Mackay plant, including the far west and north of Queensland.

By the conclusion of Beef Australia, a total of 19 cattle producers had been directly supported with eNVD-related issues as a result of these sessions.



Figure 13. Workshop at Beef Australia May 2024.

4.5.2 WBEX involvement in Nutrien Armidale liver fluke day, May 2024.

Supporting animal health awareness through regional workshops

In early May 2024, Nutrien Armidale contacted WBEX with the proposal to hold a producer day focused specifically on Liver Fluke, including local infection rates and identified hotspots around Armidale and Dorrigo. The event aimed to raise awareness among local producers about animal health risks and practical solutions, leveraging the expertise of Matt Playford from Dawbuts Animal Health. Lachlan Jeffers from MSA was also invited to present on the myFeedback platform and guide producers on interpreting animal health data collected through the system.

WBEX was asked to contribute relevant data for the sessions, including infection rates and the percentage of affected cattle from the target regions processed through the plant. Specific conditions reported on included Liver Fluke, Hydatids and Nephritis.

The sessions were well attended, with approximately 60 producers at the Armidale breakfast event and 35 at the Dorrigo evening session, demonstrating strong regional interest in addressing animal health concerns collaboratively.

4.5.3 WBEX involvement in Knowla Livestock annual industry update day 2024.

WBEX was invited by Knowla Livestock, Moppy, to attend their annual Industry Update Day, which also welcomed producers who supply cattle into Wingham Beef Exports. The event featured a strong speaker line-up, including Jason Strong (former Managing Director, MLA), Simon Quilty (Global Agritrends), Jake Phillips (Angus Australia), and Anthony Naticchia (NH Foods).

While eNVD and myFeedback were not formal agenda items, they became recurring topics of discussion among producers throughout the day. NH Foods and WBEX representatives actively engaged in these conversations, providing clarification, updates and insights into system use and benefits.

4.5.4 WBEX Gloucester Producer evening, 21 April 2024

WBEX trialled an evening event format designed to better suit producers' schedules and broaden regional engagement. The event began at 3:00pm and concluded with dinner at approximately

7:30pm. Held at the Avon Valley Inn in Gloucester, a central location to attract producers from surrounding areas such as Dungog, Stratford and the southern Nowendoc plateau.

Invitations were emailed to 450 WBEX producers within the target regions. A total of 27 RSVPs were received, and 25 producers attended on the night. The audience ranged from smaller operators consigning a few head annually to larger-scale suppliers contributing up to 65 head per week to the WBE supply chain, ensuring a well-rounded representation of producer perspectives.

Presentations included:

- **Alistair Rayner, RaynerAg / Cibo Labs**
Alistair presented on the capabilities of the Australian Feedbase Monitor tool, showcasing its practical applications in on-farm management. Using real data from within the WBE draw area, he demonstrated how producers could interpret outputs to make informed grazing and feed decisions. Alistair used this as a springboard to discuss broader management practices that impact both animal welfare and profitability such as pain relief during procedures and the importance of pregnancy testing cows before consignment to avoid calving during transport. His session encouraged robust yet constructive conversations, with attendees expressing strong interest in adopting the tool and learning how to access it for their own operations.
- **Lauchlan Jeffers, MSA Business Development Manager**
Lauchlan focused on the myFeedback platform, with particular attention to the disease and defect data submitted daily by WBEX. While many producers were familiar with the earlier LDL system, Lauchlan addressed comparisons and concerns, including the limitations of the data such as the inability to distinguish between live liver fluke and scarring. The discussion was lively, especially around the usefulness of monthly health summaries now being provided to producers. Lauchlan effectively linked Alistair's message to carcase performance, reinforcing how improved on-farm management can boost MSA index scores and ultimately profitability.
- **Sarah Walshe, NH Foods**
Sarah Walshe gave an overview of NH Foods from an export market perspective, outlining the global factors that influence the business. Her session generated some challenging questions from producers around pricing structures and data access and demonstrated the importance of open communication and transparency between supply chain partners.
- **eNVD Discussion, Lauchlan Jeffers & Michael Burnett**
The workshop's planned eNVD presentation quickly evolved into an open forum, as producers shared frustrations stemming from practical challenges at the plant level. Many had firsthand experience with system issues, which prompted a productive, problem-solving discussion. The session provided an opportunity to clarify common misunderstandings and guide producers through solutions, reinforcing the importance of consistent, two-way feedback.
- **Dinner and producer engagement with Chef, Jason Roberts**
The evening concluded with a two-course dinner prepared by NH Foods brand ambassador, Jason Roberts, featuring Omugi Tenderloin as entrée and Omugi Cube Roll as the main course. Throughout the meal, Jason engaged with attendees on the importance of provenance in beef production, highlighting how on-farm practices directly impact the quality of the end product and the consumer's experience. Speaking

from a chef's perspective, he offered a unique and relatable viewpoint that resonated with producers. The informal setting encouraged direct questions and open discussion, which was well received and added a valuable dimension to the event.

Key issues raised:

- **Resolving eNVD "Draft" watermark issues**

One of the common issues raised during the Gloucester workshop was the appearance of a "draft" watermark on printed eNVDs. This was a problem many producers had encountered regularly. The session provided a timely opportunity to address this at the grassroots level. Attendees were open in sharing their personal experiences with the issue, allowing for a productive, hands-on troubleshooting session. The group worked through the correct procedure live, accessing the database and demonstrating how to resolve the problem on the spot. This practical support helped clarify the process and gave producers the confidence to manage the issue independently moving forward.



Figure 14. WBEX producer evening at Gloucester, September 2024

4.5.4.1 Participant Feedback – Gloucester Evening Workshop

Feedback from attendees at the Gloucester evening workshop was overwhelmingly positive. All participants (100%) indicated they had learned something new from the session.

57% of attendees stated they intended to make changes to their business as a result of attending, with a further 29% unsure. Additionally, 86% of participants agreed that they had received enough information to support those intended changes.

4.5.5 Kempsey producer workshop, 12 February 2025

WBEX successfully hosted its quarterly producer workshop on 12 February 2025 at the Heritage Hotel of Gladstone, located 10 minutes from Kempsey which is a key supply region for WBEX. The event was well attended, with 47 participants joining throughout the day.

Attendees represented a broad cross-section of the local supply chain, from small-scale cattle producers contributing via mixed vendor loads, to larger vendors from the upper Macleay region. The workshop also welcomed two councillors from Kempsey Shire Council, who expressed particular interest in the carbon farming and sustainability discussions, reflecting growing regional awareness of environmental and industry priorities.

Presentations included:

- **Robert Mackenzie, Mackas Australian Black Angus Beef**
Robert shared the story of his business's journey toward increasing carbon sequestration in soil and transitioning to a carbon-neutral model. He outlined the tools, practices and measurable outcomes achieved on-farm, while highlighting both direct and indirect benefits including access to new markets that value carbon-conscious production. His presentation sparked strong interest among attendees, who asked detailed questions about monitoring metrics, reporting requirements, and soil management techniques. The formal 20-minute presentation extended into a further 20 minutes of in-depth discussion, with many producers engaging with Robert one-on-one afterward, particularly around the claims of improved water-holding capacity linked to complex soil structures.
- **Aaron Kemp, DLF Seeds Australia**
Aaron delivered a session on winter feed preparation, offering guidance on how producers could refine or enhance their feed rotations. His presentation covered species selection, timing and how different plantings could address goals such as closing feed gaps, producing hay or silage, or suppressing weeds through cover cropping. Aaron's knowledge and relatable style made him a standout presenter, with many attendees seeking personalised advice following his session. His attendance, supported by Norco Rural Kempsey, was further reinforced by the presence of agronomists Ashlee Stanton and Tim Cooper, who provided local context and fielded additional questions from producers.
- **Lachlan Jeffers, MSA**
Lachlan concluded the formal presentations with a walkthrough of the myFeedback and eNVD platforms. He demonstrated how producers could access and interpret animal health data and clarified common misconceptions particularly around Liver Fluke results and the distinction between active infection and scarring. While questions were limited during the session itself, many attendees approached Lachlan afterwards to explore the information further. His presentation helped reinforce the value of using data-driven insights to inform animal health and performance decisions.



Figure 15. Producer workshop held at Heritage Hotel, Gladstone, February 2025.

4.5.5.1 Participant feedback – Kempsey producer workshop

Feedback from attendees at the Kempsey Producer Workshop was very positive. All participants (100%) reported learning something new, demonstrating the value and relevance of the content delivered.

86% of attendees indicated they planned to make changes to their business as a result of attending the forum, while 14% were unsure. When asked if they would have made the same changes without attending, 71% said no highlighting the workshop's influence on producer behaviour.

On a scale of 1 to 10, attendees rated their increase in knowledge at an average of 8.67 and overall satisfaction with the event was rated at 9.11, reflecting strong engagement and approval across the board.

4.6 Challenges with eNVD platform adoption

4.6.1 eNVD app print functionality

WBEX consistently reported challenges with the functionality of the eNVD app particularly its inability to print directly from the app interface.

4.6.2 Transitioning to web-based eNVD

Producer engagement efforts focused on encouraging the use of the web-based eNVD platform. This proved to be a valuable starting point, as many producers found the web interface to be a more accessible step in transitioning from traditional paper NVD books. Over time, this familiarity was expected to lead to broader adoption of the app-based system.

To support this transition, WBEX and NH Foods participated in fortnightly meetings with ISC to address implementation challenges and ensure that system upgrades across NH Foods' operations were as seamless as possible. Encouragingly, acceptance of the web-based NVD format increased, even among larger-scale, older producers.

4.6.3 eNVD adoption – stakeholder segmentation

Adoption of the eNVD platform continues to face significant challenges, primarily centred around producer confidence and aptitude with technology. A portion of cattle producers remain fundamentally opposed to the digital shift, struggling to grasp the platform and quickly becoming frustrated when errors occur. For this group, digital adoption is highly unlikely as long as manual options remain available.

Another segment of producers, while resistant to the change, acknowledge its inevitability and have made efforts to engage with the platform. These users often alternate between digital and paper consignments depending on factors such as time constraints, technical functionality, or simple issues like printer ink availability. While their intent to transition is clear, they frequently revert to paper in response to even minor setbacks.

The third group consists of producers who are fully capable of generating digital consignments but default to paper out of habit or convenience. Despite claiming they will "do it next time," their resistance is more behavioural than technical and overcoming this mindset remains a challenge.

On the transport side, larger transport companies are gradually adopting the platform with moderate success. However, smaller, single-operator businesses remain hesitant. Their reluctance is often driven by a lack of trust in the system's reliability particularly with concerns around functionality in low or no service areas.

These concerns are exacerbated by the platform's requirement for authentication in a service zone before functioning offline. Until these usability issues are consistently resolved, both producers and transporters are likely to remain cautious, especially in time-sensitive environments including loading livestock at stockyards.

4.6.4 Resistance to change

A common theme during meetings and interactions with producers and transporters was the question of why there was a need to move away from the traditional NVD paper system, which many perceived as "perfectly fine," to one that initially appears to introduce more complexity into the supply chain. While this reflects a level of resistance to change, it also opened the door for discussions about the importance of complete and accurate data capture.

These conversations provided an opportunity to reinforce how robust data systems support Australia's international trade relationships and underpin market access. It also allowed for further engagement on the purpose of on-farm LPA requirements, encouraging producers to treat these

obligations seriously rather than as a “tick and flick” exercise, given the potential market and economic consequences of non-compliance or residue violations.

4.6.5 DPO Support for eNVD adoption

eNVD was a recurring topic in nearly all discussions with producers and transporters, with its benefits frequently outlined to both groups. However, many conversations arise due to difficulties experienced in operating the system, highlighting ongoing challenges with digital adoption. This project has played a crucial role in providing a dedicated point of contact for producers and transporters, ensuring they have access to immediate support and guidance. By offering direct assistance, troubleshooting issues and clarifying system functionalities, the project has helped reduce frustration and encourage greater confidence in using eNVD.

Regular internal meetings were held at WBEX to support staff in effectively using the eNVD system as part of their daily responsibilities. These sessions served a dual purpose providing ongoing education and upskilling for team members, while also creating a space to raise and resolve “one-off” issues encountered by users. This approach aimed to remove potential barriers and reduce hesitation around using the system, ensuring smoother implementation and building internal confidence in digital processes.

4.7 Communication Resources

4.7.1 NH Foods YouTube videos – from previous project

The NH Foods YouTube video view rates continued to be promoted throughout the period. Views of the three clips increased at each quarter as illustrated in Figure 16.

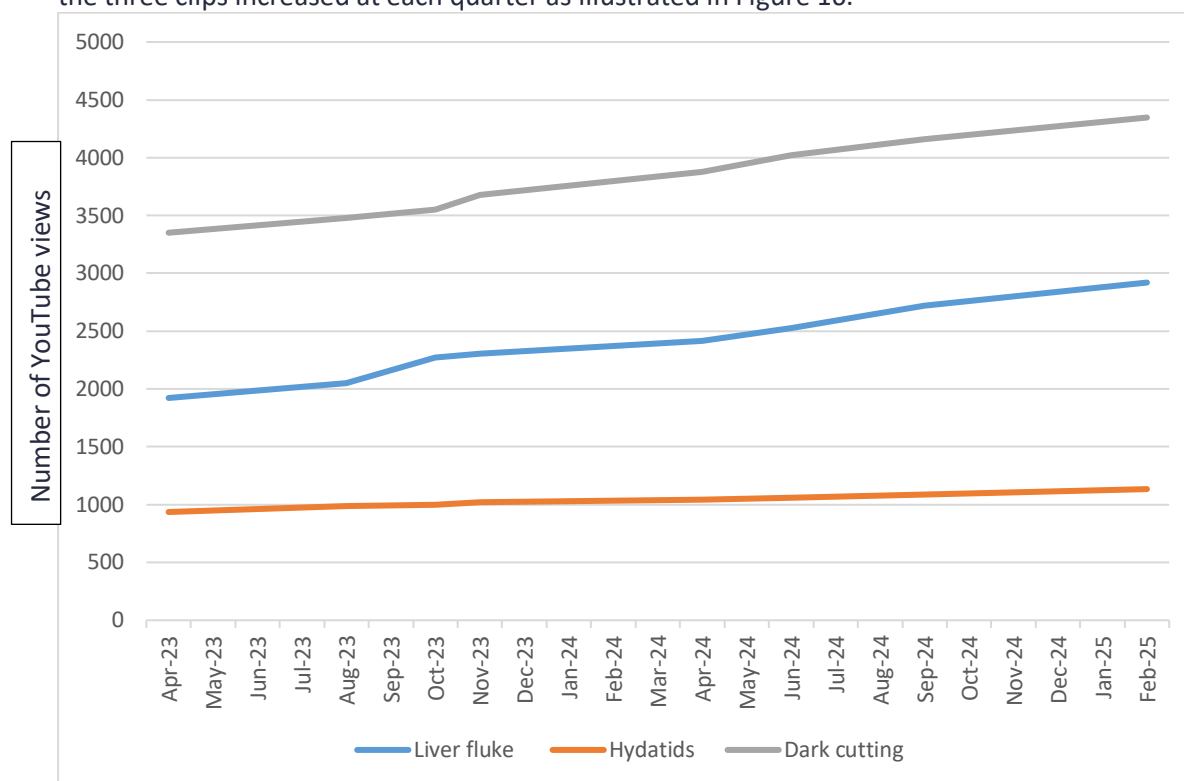


Figure 16. Number of YouTube views of the liver fluke, hydatids and dark cutting videos over the duration of the WBE DPO project.

4.7.2 Development of animal Health videos – Focus on BRD and feedlot preparation

The project has included the development of two additional animal health videos centred on Bovine Respiratory Disease (BRD), its impact on cattle health and implications for feedlot performance. The aim of the videos was to continue promoting best practices for preparing cattle for feedlot induction, using a combination of existing data and new insights to improve animal welfare outcomes, particularly for cattle entering intensive feeding systems.

The final videos include:

- Bovine Respiratory Disease Part 1-<https://www.youtube.com/watch?v=5abpg8YPHWE>
- Bovine Respiratory Disease Part 2- <https://www.youtube.com/watch?v=38aXOZsmCDI>



Figure 17. Filming at Whyalla Beef for the BRD video.

4.7.3 Producer emails

4.7.3.1 Promoting myFeedback platform to producers

WBE distributed an EDM to all producers who had processed cattle through the plant in 2024. The objective was to inform them of the launch and availability of the new myFeedback platform. To ensure relevance, recipients were selected based on two criteria: they must have processed cattle at WBE and previously received an email containing grid pricing.

4.7.3.2 Email of monthly animal health reports

During the November 2023 quarter, WBE commenced sending monthly animal health reports to all producers who had processed cattle within the month. The information, sourced from the myFeedback dashboard, was presented in an anonymous format and was designed to spark producer interest in their animal health data, ultimately encouraging them to engage more actively with the myFeedback platform.

4.8 Enhancing digital adoption at WBEX

4.8.1 Display posters at WBEX unloading ramp



Figure 18. Posters distributed at unloading ramps at WBE.

4.9 Submission of carcase data to MLA group data platform

Currently, WBE submits animal disease and defect data to the MLA Group Data Platform, where it is integrated with NLIS carcase information and MSA grading data. This allows producers to access detailed carcase feedback and insights via myFeedback, enabling them to make informed management decisions that enhance productivity, compliance and overall supply chain value.

4.10 DPO professional development

4.10.1 myFeedback

In May 2023, NH Foods representatives attended a product education session at MLA's North Sydney head office on the upcoming myFeedback platform, hosted by MLA. The session focused on system functionality, potential enhancements and prioritisation of features.

Attendees, including other processors, consultants and virtual attendees, provided valuable input, and feedback on system improvements. The session resulted in positive outcomes, with significant advancements over the LDL system, enhancing usability and industry alignment.

4.10.2 DPO Training – May 2023

ISC organised professional development workshop on 31 May 2023 for DPOs, led by Maria Thompson from AgSTAR Projects. This workshop focussed on 'Project Design and Program Logic' and

‘How to demonstrate success - monitoring and evaluation’. This workshop included developing a program logic for the DPO program and discussion on the challenges and opportunities to increase the adoption of the ISC digital products across industry.

Post the workshop, AgSTAR Projects provided a workplan template to each DPO that aligned the objectives of the program with activities and how these could be monitored and evaluated. AgSTAR then worked individually with each DPO to develop DPO Workplans.

4.10.3 DPO Training – June 2024

A face-to-face DPO meeting was held at MLA’s head office in Sydney in June 2024. The workshop brought together DPO representatives from across the country and served as a valuable networking and knowledge-sharing opportunity.

The two-day workshop featured presentations from Wade Lewis (Agrigrowers), Callen Thompson (AgSTAR Projects) and Jon Asimus (MLA) and was facilitated by Renelle Jefferies. The sessions proved to be among the most informative of the project to date, with many of the presentations leading to open, round-table discussions that allowed DPOs to share experiences, address challenges, and explore practical solutions.

4.10.4 Other workshops

A number of meeting / webinars were attended that aimed at increasing the level of knowledge and also taking the opportunity to provide relevant feedback as part of attending.

4.11 Subject matter experts

As part of this project, a key outcome included the development of a list of subject matter experts.

5. Conclusion

The WBEX DPO project has demonstrated the value of tailored, processor-led extension in driving digital adoption across the red meat supply chain. Through consistent engagement, targeted support and the development of practical resources, the DPO role significantly improved producer awareness, confidence and use of digital platforms such as eNVD and myFeedback.

While some challenges with system functionality remain ongoing, the project provided valuable insights into the technical and behavioural barriers impacting adoption. Importantly, it reinforced the need for trusted, relationship-based extension approaches and highlighted the importance of co-designing digital platforms with end users to ensure operational fit.

This project offers a proven model that can be adapted and scaled across other processing supply chains to support the red meat industry’s broader goals of traceability, transparency, and data-driven decision-making.

5.1 Key findings

- **Producer misconceptions and knowledge gaps**

A key knowledge gap identified during workshops and one-on-one support was that many producers “didn’t know what they didn’t know.” This lack of baseline understanding may have led to hesitation or avoidance in using eNVD altogether, with many producers feeling overwhelmed before even attempting to engage with the system. However, once support was provided via the DPO, and they were guided through the initial steps, most found the platform more intuitive than expected and were able to generate the required documentation with minimal assistance.

Importantly, once producers gained confidence in using eNVD, many expressed interest in exploring additional digital tools including myFeedback.

- **Barriers to adoption for small-scale transport operators**

An observation from this project was that smaller, single-operator livestock transporters have been the most resistant to digital adoption due to several key barriers stemming largely from how they operate. They are often coordinating complex runs involving multiple vendor pickups on tight schedules. The eNVD app's perceived inefficiencies such as offline functionality issues and slow refresh times, are seen as unacceptable disruptions. These transporters prefer traditional paper-based systems for their speed, reliability and how they fit into their workflow, which they view as more efficient than the current digital alternative.

- **Ongoing usability issues with the eNVD system**

Producers and transporters continued to face challenges with the eNVD platform’s layout and functionality. Feedback received was that the system is not intuitive, requiring extra time to navigate and locate key features. On mobile devices, loading issues and incomplete screens often prevent users from submitting consignments, particularly when required fields are inaccessible.

- **Draft watermark on eNVD**

A persistent issue is the “draft” watermark on printed eNVDs that haven’t been submitted, causing confusion, invalid paperwork and extra follow-up for processing staff. Producers often need to return to a computer to complete submissions, creating delays. Instead of streamlining operations, this feature has shifted the burden further along the supply chain.

- **DPO role engagement with producers and supply chain**

The DPO role enabled direct access to a large network of producers, transporters and others across the supply chain, allowing for meaningful, repeated engagement. Building trust and strong relationships was critical to increasing uptake of digital tools, with producers more likely to engage when supported by a known and credible contact. This relationship-based approach proved essential in breaking down barriers to adoption and delivering ongoing extension outcomes.

- **Development of information resources**

The project delivered a number of practical resources including case studies, YouTube videos and how-to guides that serve as lasting reference materials for producers and supply chain stakeholders. These resources not only supported immediate learning during the project but will continue to drive awareness and uptake of digital tools beyond the project’s conclusion.

- **Influence of peer learning and word-of-mouth**

The project demonstrated the value of peer-to-peer learning, where early adopters shared their positive experiences with the digital systems, encouraging others to follow. This informal advocacy helped build momentum in regions where producer trust and community engagement played a significant role in driving uptake.

- **Impact of infrastructure and system limitations on adoption**

Despite high engagement, several adoption barriers stemmed from systemic or technical limitations beyond the DPO's control such as operating system integration issues with internal processor systems, lack of offline functionality and delayed fixes. These factors limited the pace and extent of adoption, highlighting the need for continued system improvement alongside extension efforts.

5.2 Benefits to industry

5.2.1 Benefits of the DPO program to industry, producers and stakeholders

The DPO program delivered value to industry, producers and stakeholders by enabling direct, tailored engagement to improve digital literacy, system understanding and confidence in using tools such as eNVD and myFeedback. By embedding a trusted DPO within the supply chain, the program built relationships, helped to address adoption barriers and encouraged two-way communication between end users and system developers.

5.2.2 Access to industry knowledge and experts

The DPO program improved knowledge across the supply chain by enabling producers to hear directly from industry speakers and topic experts at various WBEX workshops. These sessions covered key areas such as pastures and agronomy, CN30, animal health and welfare, market access, MSA performance and digital tool usage including eNVD and myFeedback.

The opportunity to ask questions and engage with experts in an informal, face-to-face setting helped to encourage the practical application of new knowledge and skills on-farm.

5.2.3 Increased adoption of digital tools including eNVD and myFeedback

The DPO program has contributed to the adoption of digital tools including eNVD and myFeedback, improving supply chain efficiency, data transparency and traceability. By identifying and addressing key barriers to adoption, particularly among producers and transporters, the DPO developed practical strategies to address these barriers including:

- One on one producer and transporter support which involved walking through the system setup and helping to complete consignments live.
- Hosting regional producer workshops allowed the DPO and ISC staff to reach producers and transporters in-person, to demonstrate the platform use and to answer questions.
- Troubleshooting at events where producers and transporters shared their challenges including set up, app installation, template creations etc.
- Regular communications with ISC to ensure that roadblocks were communicated clearly to the system developers.

- Distribution of information resources to producers and transporters including emails and links to videos.
- Demonstrating business value by using local MSA data and showing how digital feedback can help to improve grid compliance.

5.2.4 Improvements to traceability, compliance and market access

This project has contributed to improved traceability and compliance within the red meat industry by increasing producer education and digital literacy through targeted engagement. As producers attended workshops and received one-on-one support, they gained a clearer understanding of system requirements and the importance of accurate, timely digital consignments. This led to greater compliance with integrity systems and a stronger awareness of the industry's traceability expectations.

Long-term, increased adoption of digital feedback and data-sharing systems like eNVD and myFeedback is expected to deliver ongoing benefits, including streamlined supply chain communication, faster access to animal health insights and enhanced market access through verified data and transparent production practices. As users become more familiar with the platforms and system improvements continue, broader industry adoption will follow.

6. Future research and recommendations

6.1 Biggest roadblocks and technical limitations

eNVD offline functionality

The rollout of the eNVD platform presented several challenges, with offline functionality of the eNVD app emerging as a key technical limitation. While producers had expected the app to perform reliably in offline mode, some users experienced ongoing issues. These concerns were clarified during the face-to-face DPO workshop in late 2024, when it was confirmed that authentication issues could affect offline performance.

This clarification helped DPOs better understand the root cause of the problem and provided an opportunity to reset expectations and refine support strategies. Acknowledging and addressing these technical limitations has been important for rebuilding producer confidence and informing future improvements to the platform.

eNVD app printing functionality

One of the key technical challenges encountered was the absence of a print-from-app function within the eNVD app, which created operational hurdles for WBEX. In response, WBEX proactively invested in infrastructure upgrades including purchasing an iPad, installing Wi-Fi access points and cabling to enable printing of eNVDs at the point of receipt. During live implementation, it was discovered that the app did not support direct printing, leading to the exploration of alternative options such as accessing NVDs via the LPA website. While these workarounds offered some relief, they proved time-consuming in high-pressure receipt scenarios involving multiple consignments.

The issue was raised for inclusion in the February 2024 app update; however, the print functionality remained unavailable. WBEX maintained open communication with ISC and MLA teams throughout, continuing to operate under existing limitations. While this impacted the pace of adoption at WBEX and across NH Foods' broader supply chains, the experience offered valuable insights into the importance of early-stage co-design with end users. Making sure digital tools are practical and useful from the start is key to getting them used and accepted long-term in livestock supply chains.

Digital system rollout and lessons learned

The key lesson from the DPO project is that digital platforms must be purpose-built or thoroughly customised to suit the operational realities of the livestock sector. Additionally, user-friendly design, practical testing and industry-specific consultation are critical to ensuring successful system adoption and long-term value across the supply chain.

To get people across the livestock sector using digital tools, they need to be easy to use and tested in real conditions. This project showed how important it is to design tools with input from the users, making sure they work offline and fit smoothly into existing systems and processes. Continued collaboration between developers, processors and supply chain participants is key to making sure digital tools deliver long term value and widespread adoption.

7. References

ISC, eNVD resources - <https://www.integritysystems.com.au/on-farm-assurance/national-vendor-declaration-nvd/>

MLA, What is myFeedback - <https://www.mla.com.au/meat-safety-and-traceability/WhatismyFeedback/>

8. Appendix

8.1 WBEX producer day invitations



"the joy of eating"

GET THE MOST FROM YOUR CATTLE AND PASTURES

Wingham Beef Exports would like to invite you to attend our next Producer Event.

Relevant information from industry professionals surrounding pasture preparation, forward planning, and benefits of maintaining optimal animal and soil health.

Josh Hack, Agronomist – Ag Farming Systems
Lyndell Stone, District Veterinarian
Kirstin Bisley, Biosecurity Officer of Local Land Services
Dr Richard Sheppard, Founder and Director of Herd Health

Date: Friday 21st April 2023
Time: Arrive 9:15am for a 9:30am start
Location: Boardroom, Wingham Beef Exports

Please note: Limited spots available, please RSVP to secure your place.



RSVP to Michael Burnett on mburnett@winghambeef.com.au or on (02) 6591 1034 by Wednesday 19 April 2023



"the joy of eating"

NH FOODS PRODUCER EVENT 2023

Wingham Beef Exports invites you to attend our next Producer Event, where a range of Industry Professionals will be sharing up to date information relevant to the red meat industry.

Dave Packer, Meat & Livestock Australia - CN30, MSA and MyFeedback System
Nigel Tomkins, Sea Forest - Asparagopsis feed supplement
Georgie Oakes, Local Land Services Pasture Agronomist
Meg Parsons and Kate Burren, District Veterinarians for the Glen Innes and Inverell area
NH Foods Australia - Who are NH Foods, what we do and their market reach

Date: Thursday 20th July 2023
Start: 10:00am
Location: Glen Innes Services Club
Lunch provided



RSVP by Tuesday 18th July 2023 via
Michael Burnett on 0447 395 565 / mburnett@winghambeef.com.au
or Libbi Thompson on 0428 537 310 / ethompson@whyallabeef.com.au

AGDAY 2023 FRIDAY, 17 NOVEMBER 2023

It's that time of the year when Australia comes together to honour all things agriculture. From the food to the fibre we produce and send around the globe, let's celebrate our incredible industry.

Please be our special guest at a Long Table Lunch we will host for National Agriculture Day and enjoy the taste of Australia's most awarded grassfed beef brand, Manning Valley Naturally.

Our program includes the following industry professionals:

- Simon Quilty, global trader and analyst – Global Agri Trends
Simon will provide a detailed outline and forecast of Australia's livestock markets, market drivers and what global factors will move prices higher.
- Jason Roberts, celebrity chef and brand partner – NH Foods
Jason discovered his passion for food at a young age, he'll bring great food to our table on the day and share his experience as an Executive Chef at leading restaurants in Sydney and the USA.
- Helen Schaefer, Team Leader Animal Welfare – Department of Primary Industries

Date: Friday, 17 November 2023
Time: 10:30am to 2:30pm
Location: Glenyarra Farm at 270 Bungay Road, Wingham

RSVP by Friday, 10 November to Michael Burnett, Livestock & Supply Chain Co-ordinator
T: 02 65 911 034 M: 0447 395 565 E: mburnett@winghambeef.com.au

We look forward to you joining us on the day!



"the joy of eating"



"the joy of eating"

JOIN OUR PRODUCER DAY!

Our speaker line-up will include:

Lachlan Jeffers - Meat & Livestock Australia
presenting on myFeedback and MSA

Demelsa Lollback - Meat & Livestock Australia
presenting on eNVD positives and tips

Josh Hack - Ag Farming Systems
presenting on transitioning into the winter pasture season

Date: 23 April 2024
Arriva at 8:45am for a 9:00am start
Day will end at 12:00pm
Location: Onsite at Wingham Beef Export

Morning tea will be provided

RSVP by Thursday 18 April via the below details
Michael Burnett, Livestock & Supply Chain Coordinator
M: 0447 395 565
E: mburnett@winghambeef.com.au






"the joy of eating"

JOIN US!

You're invited to our Producer Day.

WHEN: Wednesday, 11th September

TIME: 3pm followed by dinner.
Our Brand Partner Chef Jason Roberts will be preparing a *feast of beef* featuring our award-winning Manning Valley Naturally grassfed beef brand.

SPEAKERS: Alastair Rayner - Cibo Labs & RaynerAg
• Australian Feedbase Monitor tool and herd management strategies.
Lachlan Jeffers - MSA
• Relaunch of myFeedback platform, more data, better insights for producers.
Demi Lollback - ISC
• eNVD capabilities and producer requirements for using the app and web platforms.
Sarah Walsh - NH Foods Export Sales
• Update on global sales trends.

WHERE: Avon Valley Inn, Gloucester

RSVP: By Friday, 6th of September
Michael Burnett
M: 0447 395 565
E: mburnett@winghambeef.com.au



MEAT & LIVESTOCK AUSTRALIA




The joy of eating®

JOIN US!

You're invited to our Producer Day.

WHEN: Wednesday, 12th February

TIME: 1:00 PM

SPEAKERS: Lachlan Jeffers - Meat Standards Australia
• Animal health reporting through myFeedback
Robert Mackenzie - Macka's Black Angus Beef
• Macka's carbon farming journey and CN30 ramifications
Ashlee Stanton - Norco Agrisolutions
• Current seasonal opportunities
Aaron Kemp - DLF Seeds
• Optimising winter feed: oats vs ryegrass, fertility management, and add-ins.

WHERE: The Heritage Hotel of Gladstone

RSVP: By Monday, 10th of February
Michael Burnett
M: 0447 395 565
E: mburnett@winghambeef.com.au



MEAT & LIVESTOCK AUSTRALIA

8.1.1 Industry event invitations



"the joy of eating"



ROCKHAMPTON AUSTRALIA MAY 5-11

Join Us!

We'll be presenting an update on eNVD, MLA's electronic National Vendor Declaration system.

Dates: Monday 6 May at 10.30am (30 minutes)
Tuesday 7 May at 2.00pm (30 minutes)
Wednesday 8 May at 10.00am (30 minutes)
Thursday 9 May at 2.00pm (30 minutes)
Friday 10 May at 2.00pm (30 minutes)

Location: NH Foods marquee – Partner Precinct

RSVP: By Friday 3 May to Michael Burnett
Livestock & Supply Chain Co-ordinator
email: mburnett@winghambeef.com.au to register your preferred day.







INCLUDES
FREE BREAKFAST

Nutrien Ag Solutions Armidale invites you to our information morning

Animal Health & Nutrition

WHEN

Wednesday 19th June 2024
7:00am Breakfast for a 7:30am start

WHERE

Armidale Golf Club
Golf Links Road,
Armidale NSW 2350

- Fluke and its Effect on Production, including Current Resistance Profiles and Control Strategies | [Matt Playford, Dawbutts Livestock Veterinary Parasitologist](#)
- Leptospirosis and White Spot, including Effect on Production and Carcass Quality | [Matt Playford, Dawbutts Livestock Veterinary Parasitologist](#)
- Incidence and Distribution of Liver Fluke | [Michael Burnett, NH Foods \(Wingham Exports\)](#)
- MyFeedback Platform | [Lachlan Jeffers MSA Business Development Manager](#)
- Pre-Calving Nutrition update | [Amanda Lockyer, Nutrien Ag Solutions Animal Health & Nutritionist](#)
- Filling Winter Feed gap with Pasture Using Nutritional's | [Nutrien Agronomy Team](#)

RSVP to the Armidale Branch by:
5pm, 17th June 2024 on (02) 6772 8188





8.2 Case studies

8.2.1 Adding attachments to your eNVD – Case study

Adding attachments to your eNVD

You can now add attachments (such as grassfed & commodity declarations and statutory declarations) using the electronic National Vendor Declaration (eNVD) system. This enables forms to flow through the supply chain as one document ensuring important traceability and movement documentation is not lost during transit

One NSW processor, NH Foods Australia's Wingham Beef Exports, understands the efficiencies that come with having their company specific declarations electronically attached to their producers' eNVDs – having the ability to attach processor-specific forms to your digital consignment ensures all required paperwork associated to a movement is securely stored in one place, and can be accessed for future reference.

NH Foods Wingham's Livestock & Supply Chain Co-ordinator, Michael Burnett, said the company provides its approved grass-fed producers with Wingham Beef-branded versions of any forms which may be required under certain programs.

If those approved producers are set up on the eNVD system, they can simply take a photo of the completed form and add that image to their digital consignment using the mobile app or web-based system.

Michael said this was a huge advantage as those vital program-specific forms and declarations were often lost at some point along a consignment's journey, which risked cattle failing to meet the requirements of a particular premium program.

“Knowing you have instant digital access to all the required forms for a particular consignment saved to your eNVD removes that risk and helps eliminate the need for phone calls back and forth to chase paperwork when it is lost or damaged.”

“Being able to put all required forms in one digitally stored location not only makes life easier for both the truck driver and the cattle receiver but also provides some peace of mind to the cattle producer.”

“It means the supply chain runs more efficiently because everyone knows the required paperwork is safely stored in one spot and it’s easily and instantly accessible to anyone who needs it.”

How to add an attachment

1. Once you’ve added your livestock details, you can upload attachments such as your tick certificate or antibiotic declaration.
2. You can add up to five files (in JPG, PDF, HEIC, HEIF or PNG formats), each less than 5MB in size. (**Please note:** *If you are offline, you will not be able to add attachments and will need to wait until you are back online.*)
3. If you want to check you have added the correct attachment, tap on the added file and a preview will open. You can also delete an image by selecting the **X** next to the filename.
4. Once you have uploaded files, tap ‘Next’. You can note additional information in the box or tap ‘Next’ to continue.

8.2.2 Bective Feedlot – Case study

eNVD case study: Bective Station Feedlot

- Location: Bective Station, near Tamworth, NSW
- Cattle and destination: 140 long fed HGP-free Angus, dispatched weekly to Wingham Beef Exports
- Company: NH Foods
- Time for implementation: 1 month

For NH Foods Data Analyst Danielle Shirley, knowing the benefits of generating digital consignments at Whyalla Feedlot encouraged her to support the implementation of electronic National Vendor Declarations (eNVD's) at Bective Station Feedlot.

Danielle supported NH Foods Digital Product Officer Michael Burnett and Feedlot Managers Ewan and Karen Mackenzie and Wesley Kneipp to facilitate the introduction of digital consignments at Bective.

Typically, around 150 cattle are dispatched weekly from Bective Station near Tamworth to Wingham Beef Exports on the HGP-free, long fed Angus program.

"Prior to Michael implementing eNVD's we were using physical NVD's. All documents were physical," Danielle said.

"Whyalla had moved onto eNVD's early on with the project.

"I used to work in dispatch for Whyalla. I knew the frustrations of doing it all paper-based, and the benefits provided to the business here on site from eNVD's.

"Given the number dispatched out of feedlot here we saw an opportunity for saving of time at Bective."

Being able to generate consignments electronically has saved time at Whyalla.

"Instead of three books and the sheet saying this document related to this document it's all there in the system.

"That has saved us, on a big dispatch day, half an hour of paperwork time."

Using one transport company with the same drivers, pickup location and destination allowed eNVD templates to be established within the system.

"We were quite fortunate in that regard. 90% of the time we will deal with the same drivers each day. StockTrans do all our transport for dispatches."

Physical copies of paperwork are still sent with each driver to overcome any potential challenges with consignments being split over multiple trucks.

"Part of our pen up process is to have the paperwork there.

"We have a few parties at loading – sometimes having a physical set of paperwork there helps to make sure people can ask are we getting the right cattle loaded if they need to."

When we were originally setting it up myself and Michael attended the feedlot, spent a couple of days with them, this is how we will set up templates, this is what it means, additional documents and how we attach those.

Danielle said having a digital product officer helped to overcome the challenges and assist with any issues, Danielle said.

“Michael did a lot of the troubleshooting. He gave a lot of support to Ewan, Karen and Wes.”

Challenges of poor internet quality and complexities of creating a separate LPA account and MSA number for Bective Feedlot had to be overcome for implementation to take place, Digital Product Officer Michael Burnett said.

“Thankfully Callam from ISC was fantastic is helping to set up both accounts and get them operational as required once we had gotten the correct paperwork signed,” Michael said. Having separate MSA accounts for the feedlot and station has provided the added benefit of carcass data being more readily available for managers to review, he said.

Bective Station Feedlot Manager Ewan Mackenzie said eNVD’s worked well for sending direct consignments from the feedlot to the meatworks.

“It’s spot on for that,” Mr Mackenzie said.

“For cattle that have to come back or to go to other places we might still need the book but cattle going direct it’s no problem at all.”



Case study figure 1. Danielle Shirley



Case study figure 2. Bective Station drone photo