



About Integrity Systems Company

- Wholly-owned subsidiary of MLA
- Manage and deliver industry's integrity programs for on farm assurance and supply chain traceability (including operations, communications, customer service)
- Manage supply chain data and provide feedback to industry

"Growing red meat value chain opportunities through integrity and information systems innovation"

Australia's Redmeat Integrity System

1. Livestock Production Assurance Program (LPA)



- 2. LPA National Vendor Declaration (LPA NVD)
- 3. National Livestock Identification System (NLIS)



- **✓** Market access
- Customer expectations
- **✓** Safe red meat

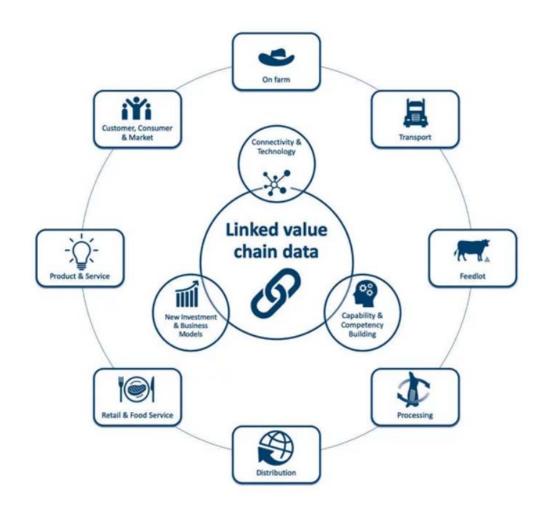


Maintaining and growing our reputation

Integrity Systems

red meat customer assurance

- All about trust:
- Underpins a \$23 billion industry
- Has been earned over time
- Allows product to be sold at a premium and supports expansion into new markets
- Is defended by a national industry-driven integrity system
- This ethos of trust extends to our data initiatives and data governance





1. Livestock Production Assurance (LPA)

- 200,000 accredited properties
- Evidence of safe farming practices
- Evidence of livestock management practices
- Compliance with export market assurance requirements
- Independently audited (2,000 random audits per year 1000 targeted)



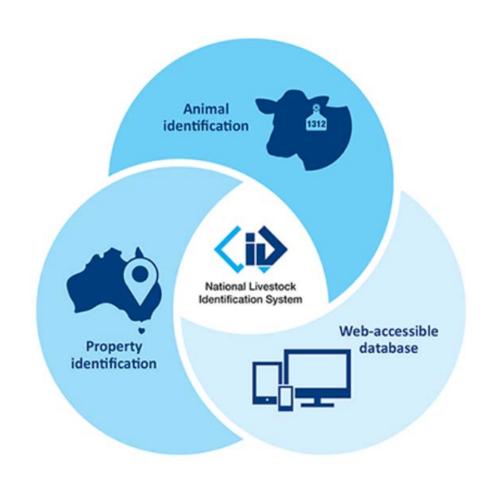




3. National Livestock Identification System (NLIS)

National Livestock Identification System:

- National system for identification & traceability of cattle, sheep & goats
- Mandatory for livestock producers
- Endorsed by major producer, feedlot, agent, saleyard and processor bodies
- Underpinned by State/Territory legislation
- Contains transfers, property status
- Millions of records recorded over 25 years of operation





2. LPA NVD

- National Vendor Declarations:
- A declaration of food safety status and livestock history
- Required for any movement of stock between properties
- Underpins market eligibility
- Supports industry traceability requirements
- A signed legal document all is true & correct
- eNVD program to digitise and capture NVD data
- Millions of scanned forms in the database

	NAL VENDOR DECLARATION (CA VAYBILL CO	TTLE) 413	6 Are any of the cattle in this consignment still within a Withholding Period (WHP) or Export Slaughter Interval (ESI) as set by APVMA or SAFEMEAT, following treatment with any veterinary drug or chemical?			
This form cannot be used where eligibility for the EU market is required.			Yes No If Yes, give details: (Record additional details in question 9)			
Part A	To be completed by the owner or person who is responsi		CHEMICAL PRODUCT TREATMENT DATE WHIP ESI (IF SET)			
Owner of Property/	cattle	(FILL TRADING NAME) (ADDRESS)	7 In the past 60 days, have any of the cattle in this consignment consumed any material that was still within a withholding period when harvested, collected or first grazed? Yes			
This MUST be	Identification Code (PIC) of this property the PIC of the property that the stock is being moved from on of cattle	(TOMAYSUBURB) (STATE)	8 In the past 42 days, were any of these cattle: a) grazed in a spray risk area; or b) fed fodders cut from a spray drift risk area? (See Explanatory Notes for definition of spray drift risk area.) Yes			
Number	Description (BREED, SEX, E.G. HEREFORD CROSS STEERS)	Brands or Earmarks (IF PRESENT OR REQUIRED)	Additional Information: see requirements in Explanatory Notes for completing this document.			
	2		Reduction			
-	7		Declaration			
4	7		FULL NAME FULL ADDRESS			
Consigne	Total Use the Attachment Forms for consignments that require d to	more lines to describe the stock. (See Explanatory Notes)	ACCESS CONC. LPA declare that, I am the owner or the person responsible for the husbandry of the cattle and that all the information in part A of this document is true and correct. I also declare that I have read and understood all the questions that I have answered, that I have read and understood			
(ADDRESS)		(TOWN/SUBURB) (STATE)	the explanatory notes, and that, while under my control, the cattle were not fed restricted animal material (including meat and bone meal) in breach of State or Territory legislation.			
Destination	on (If different) of cattle	(LOCATION ADDIVESS)				
NLIS devi	ices used on these cattle Number of ear tags	Number of rumen devices	Signature*			
Detalls of	f other statutory documents relating to this mover	nent e.g. health statement	Tel no Fax no			
		/ /20	Part B To be completed by the person in charge of the cattle while they are being moved. Completion of this part is optional in SA and VIC.			
hormo	any of the cattle in this consignment ever in their onal growth promotant (HGP)? (Use a second docur		Movement commenced: // /20 (am/pm) Vehicle registration number(s)*:			
2 Have t	the cattle in this consignment ever in their lives b	een fed feed containing animal fats?	am the person in charge of the cattle during the movement and declare all the information in Part B is true and correct.			
3 Has the owner stated above owned these cattle since their birth?			Signature Date//20 Tel no,			
Yes	No If No, how long ago were the cattle	obtained or purchased?	*When more than one truck is carrying the cattle, other vehicle registration numbers are to be recorded.			
Sec. Sec. Sec.	ased at different times, tick the box corresponding to the time of th than 2 months B. 2-6 months C. 6-12 m	e most recent purchase.) onths D. more than 12 months D	Part C Agents declaration for cattle sold at auction. (Completion of Part C is optional.) Agents completing Part C should retain the original or a scanned copy of the original declaration or a summary for a minimum of two (2) years, or three (3) years in WA and supply a copy or summary to any buyer on request.			
4 In the Yes	past 60 days, have any of these cattle been fed If Yes, attach a list of the by-product sto and a copy of an analyst's report if avai	ckfeeds, date when last fed	Vendor code / No.'s Agent's code Stock agent company			
	past 6 months have any of these animals been of		Buyer's name Destination PIC			
	ase or placed under any restrictions because of o		No. of cattle purchased Saleyard arrival time (am/pm)			
Yes	No If Yes, give details:		Agent's signature Date / 20			



NLIS: How it works

3 elements for lifetime traceability

- An animal identifier (a electronic ear tag)
- Identification of a physical location by PIC (property identification code)
- Web/API accessible database to store & correlate movement data & details





Digital Value Chain

We have already talked about NLIS/LPA & eNVD

- PIC register (and soon Levy payer database)
- Carcase feedback (against market requirements)
- MSA eating quality
- Animal Health
- DEXA & growing objective measurement program
- Sheep & Beef Genetics *
- Market information (prices, volumes etc)
- Supply chain data
- Pre-Paddock to Post-plate animal data is the goal
- + enrichment data (PIC data cube)



Integrity System 2025 Strategic Plan **Strategic investment areas**

Digital Value Chain



Ensuring our integrity system continues to deliver

- Pursuing and adopting new integrity approaches and technologies
- Leveraging integrity data to add value through the chain

Continue to strengthen our current system

R&D and new technology development **Education and adoption**

Data analysis, insights and information





Data Strategy on a page

Vision: The Australian red meat value chain leveraging agricultural data to double the value of the industry while halving the cost of compliance

		Pillar	Impact	Priority			
MLA Strategy / IS2025 Strategy	MLA Data Governance Framework	1. Data Governance	The value chain will have trust in the quality of integrity data and MLA as a steward of industry data	 The MLA Data Governance framework in use for managing data risk Data quality reviewed and managed 	Horizon 1 - Foundations	Horizon 2 — Strengthen and Prove	nd Expand
		2. Data Capture, linking & enrichment	Animal data can be captured, enhanced and linked from across the value chain providing whole of life traceability	 Industry endorsed data sharing agreements in use Industry endorsed data models established to aid data exchange Paddock to plate animal data captured and linked MLA data linked & new data sources created 			
		3. Data Culture & Capability	ISC and Industry have the right skills to maximise the benefit of integrity data now and for the future	 Build MLA Group data capability Develop Industry benchmarking tools to assess and monitor capability Training and resources to develop data culture/capability Develop the future data workforce 			Measure, Develop and
		4. Analytic Development	Industry and Government will have access to models and insights to enhance and automate the integrity system	 Historic research is implemented into the data platform Redevelopment of Livestock Data Link Analytic, Machine Learning and Al researched 			Horizon 3 – N
		5. Data Infrastructure & Security	MLA and ISC will build and lead the initiation of a data platform for Australian agriculture supporting the shift towards a data driven decision culture	 Development of a Data Platform for data storage & sharing Data Catalogue for dataset management and discovery Tooling to enable data analysis 			



Challenges

- Data quality
- Data agreements (the people bit)
- Linking (ISC Common Animal Object Model -> ADE (1.1), DataLinker)

Why – the value proposition (sprints)



Questions