



Integrity Systems Company Overview - *A subsidiary of MLA*

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**

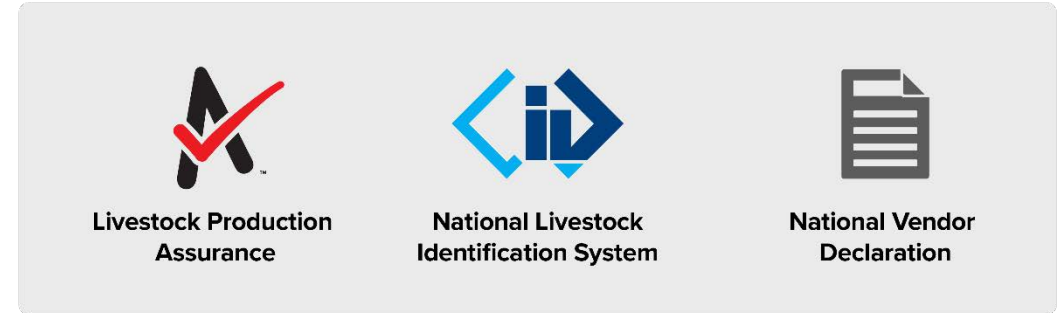
“Growing red meat value chain opportunities through integrity and information systems innovation”

Australia's Redmeat Integrity System

1. Livestock Production Assurance Program (LPA)

2. LPA National Vendor Declaration (LPA NVD)

3. National Livestock Identification System (NLIS)

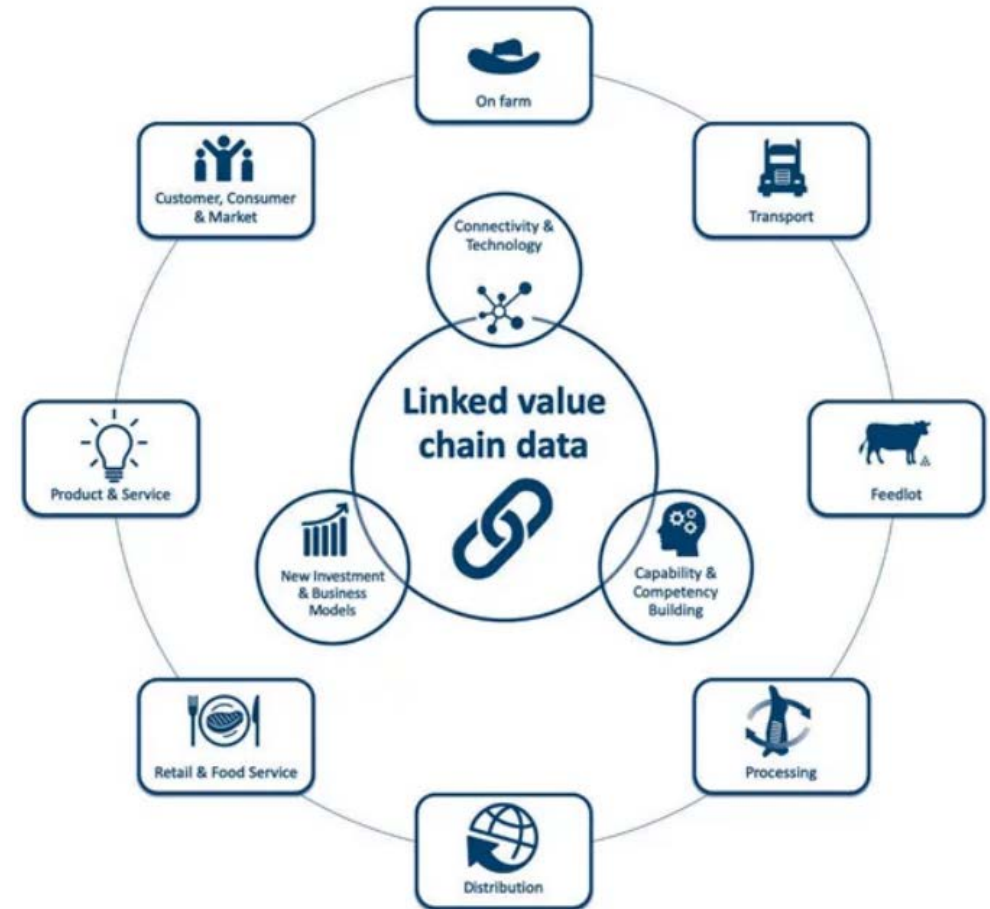


- ✓ Market access
- ✓ Customer expectations
- ✓ Safe red meat



Maintaining and growing our reputation

- *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)

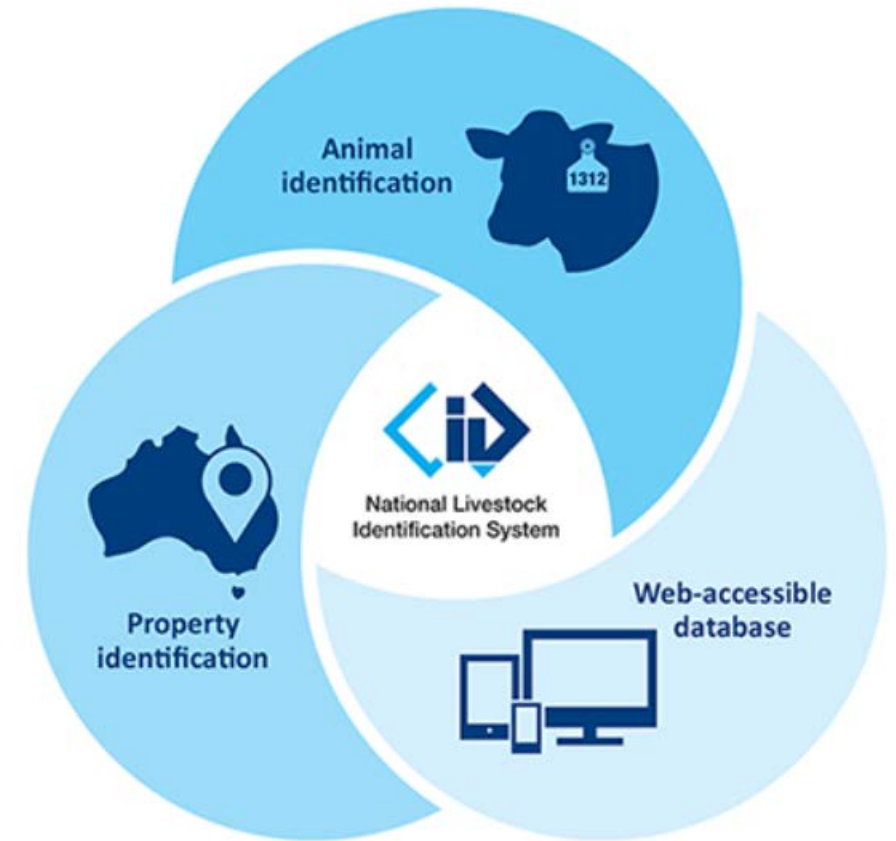
LIVESTOCK PRODUCTION ASSURANCE
STAND BY WHAT YOU SELL



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**



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



Pillar

1

Ensuring our integrity system continues to deliver

2

Pursuing and adopting new integrity approaches and technologies

3

Leveraging integrity data to add value through the chain

Role

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

MLA Strategy / IS2025 Strategy	MLA Data Governance Framework	Pillar	Impact	Priority	Horizon 1 - Foundations	Horizon 2 – Strengthen and Prove	Horizon 3 – Measure, Develop and Expand
		1. Data Governance	The value chain will have trust in the quality of integrity data and MLA as a steward of industry data	<ul style="list-style-type: none"> The MLA Data Governance framework in use for managing data risk Data quality reviewed and managed 			
		2. Data Capture, linking & enrichment	Animal data can be captured, enhanced and linked from across the value chain providing whole of life traceability	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 			
		4. Analytic Development	Industry and Government will have access to models and insights to enhance and automate the integrity system	<ul style="list-style-type: none"> Historic research is implemented into the data platform Redevelopment of Livestock Data Link Analytic, Machine Learning and AI researched 			
		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	<ul style="list-style-type: none"> 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
