final report

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Wingham Livestock Data Link Adoption

Executive summary

Wingham Beef Exports (WBE) undertook the Livestock Data Link (LDL) adoption project with Meat & Livestock Australia (MLA) to assist with the increase in compliance along the supply chain. LDL provides producer feedback reporting with analytical functions such as benchmarking reports, carcase analysis against grids and an MSA summary to analyse their performance, while providing solutions to this feedback if they have missed the mark.

Uploaded data was verified to be accurate through continual assessment over time. Once data was deemed to be correct and acceptable and all errors ceased to exist, LDL rollout commenced to WBE's supply chain. LDL was presented to specific groups of key suppliers within the value chain through producer workshops and LDL intensive sessions. An animal health producer workshop was also held, however, another project has been established to fully develop animal disease and defect data reporting within LDL. Overall, LDL rollout to the WBE supply chain has been successful, with most producers seeing value from utilising the program.

LDL is an important and useful tool for processors and producers. It strengthens relationships between the two parties and captures all of a producer's feedback all in one place. The reporting functionalities and focus on compliance to the 'sweet spot' on processor grids, will result in an increase in overall supply chain profitability. This paired with the next project undertaken on animal disease and defect recording, will have significant positive impacts within the supply chain.

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1   Background

The aim of the project was to support WBE in adopting and implementing LDL within their supply chain by providing carcase feedback information to their suppliers via LDL. The project focused on supplier feedback and education, and the development of an animal disease and defect reporting functionality within LDL.

LDL is an initiative that aims to increase compliance along the supply chain, resulting in an increase in overall supply chain profitability. At present, LDL is a web-based program that links slaughter data to information in the National Livestock Identification System (NLIS) and Meat Standards Australia (MSA) databases with analytical tools, benchmarking reports and solutions to feedback.

LDL benefits processors by:

- Identifying supplier performance against market specifications across all carcase traits and market types.
- Providing a tool to assist relationship building with suppliers and working together to improve product compliance.
- Sharing information to assist the supply chain in improving their product to meet customer requirements.
- Improving the efficiency of delivering feedback to suppliers in a timely manner.
- Providing a tool to help manage disease and defects and reduce lost carcase value.

LDL benefits producers by:

- Providing all of their carcase feedback in one place.
- Providing analytics and tools for producers to assess the compliance of their cattle against market specifications (their desired processor livestock grid) and tips on how to improve their next consignment.
- Provides producers with the ability to compare different consignments of their own and also compare their consignments to other producers in their region, state or even nationally.

2   Project objectives

The project objectives were as stated in the research agreement:

1. **Implementation of LDL platform through Wingham's supply chain. This will involve the following activities:**
   - Provide training of company people to be 'super users' of LDL.
   - Ensure the data is uploaded to LDL on a regular basis.
   - Review the LDL system to ensure the accuracy of data is at an acceptable level.
   - Problem solve any issues that arise.
   - Provide feedback to MLA on enhancements that could be made to the LDL reporting interface.
   - Work with MLA to ensure that LDL is meeting the commercial requirements of Wingham's supply chain.

2. **Implementation of LDL platform through Wingham's supply chain. This will involve the following activities:**
   - Develop and implement a producer extension plan, which includes targets for numbers, locations and timeframes.
   - Rollout LDL to a specific group of key suppliers within Wingham supply chains.
   - Organise and coordinate a minimum of 3 producer workshops over the PIP Project to educate producers on LDL and provide train the trainer sessions.
   - MLA to assist Wingham in collating feedback from producers on the usability and value of LDL.
   - MLA to provide LDL support materials to Wingham to assist with producer education such as tips and tools, user guides and training support material. This material can be customised to suit NH Foods branding.
   - MLA & WBE to have a presence at Australia's Number 1 field day event (AGQUIP) in 2017 to further rollout LDL to new producers currently not part of the NH Foods supply chain. It will incorporate animal health aspects of LDL and the benefits to both producer and processor.

3. **Assist with the development of the animal health and disease/offal feedback component for cattle in LDL. This includes the following activities:**
   - Work with MLA in identifying the animal health and disease conditions that will be captured and reported in LDL.
   - Make enhancements to the kill floor system to allow direct integration with the NLIS or LDL interface with animal health fields.
   - Determine the data capture mechanism to capture animal health and disease conditions directly from the slaughter floor.
   - Provide feedback on the usability and functionality of the processor disease reporting interface.
   - Present and demonstrate the animal health and disease component to a group of producers. Collate and provide feedback on the usability and functionality of the producer disease reporting interface.
   - Rollout LDL animal health and disease component to Wingham's producers. Develop and implement a producer extension plan.

3   Methodology

3.1   Initial data accuracy and reporting interface.

Initially, training modules were provided to company staff on LDL and grid setup within the program, to ensure the processor had a sound understanding of the program. Uploaded data was verified to be accurate after it was reported back to processor fortnightly to check for errors (e.g. values for certain attributes not being recorded, values for PIC's not being recorded, and missing MSA data) and if any were found, corrections of errors were sent back and the problems rectified. Once data was deemed to be correct and acceptable and all errors ceased to exist, LDL rollout commenced to WBE's supply chain. Over this time period, WBE provided feedback to MLA on enhancements to be made to the LDL reporting interface to make the program more robust and user friendly and the processor livestock grids easier to setup.

3.2   LDL Rollout to Supply Chain.

3.2.1   Producer workshops presenting LDL to supply chain

After the data was validated, WBE ran a number of workshops which included an interactive LDL session to educate producers on LDL's functionality and provide hands on training within the program so that producers could feel confident using LDL at home on their own. A total of six workshops were held across WBE's supply chain areas. The workshops included an introduction to LDL and a practical LDL session along with other relevant industry speaker presentations. These workshops were held at Walcha, Kempsey, Gloucester, Wingham, Scone and Taree. After the sessions concluded, the majority of producers saw benefits within the program and were able to navigate through the program. Rollout of LDL to these producers were successful and many expressed that they would be interested in learning more about LDL. Some issues regarding target market mapping were only identified during the workshops but were quickly modified to allow correct mapping of new data entering the program. The issue stemmed from some of WBE's target markets not being grouped together correctly, when they should have been. Any other issues identified were worked through and corrected as soon as possible. To gauge producer's thoughts on additional LDL training and to give the producers an opportunity to provide any extra feedback on their LDL experience, WBE created a survey aimed at the attendees of the workshops a few months later to gather any further commentary and ideas for improvements that could be made to the LDL program. The producers were also asked and if they had continued to use the program since the workshop they attended.

3.2.2   Intensive workshops within WBE supply chain

Due to the feedback received from the initial workshops, and WBE's survey results, three intensive workshops were held, to provide further training for interested producers who had already attended an introduction workshop. Intensive sessions focused on the setup of grids within LDL and in depth looking at individual supplier feedback. All past LDL workshop attendees were invited to attend. Every producer who attended a session was able to setup a grid in LDL and any queries they had using the program were addressed During the intensive sessions, many producers realised grids are not as difficult to setup as first thought, however, the deductions when bodies fall into different grade codes (livestock grid tiers/brands) is still an issue, as the deductions can differ from what is

actually entered in depending on the grade code or destination that a body ends up at. Producers who attended the intensive sessions left with a greater understanding of the value and use of LDL.

3.3 Professional Presentation Training for WBE LDL Employee.

The designated WBE LDL employee received professional training to further enhance their presentation skills and expertise when presenting. This resulted in improved public speaking and more engaging presentations, which allowed the message being conveyed to producers to be proficiently received.

The training was a strategic approach to persuasive presentation design and delivery. It included learning the '13 steps of presenting' to maximise the power of the message you are trying to convey, and also persuasive presentation skill delivery which teaches you to shift into second position and talk to your audience about what you want to say in the way they need to hear it. The training was extremely informative and useful for both pitching and presenting.

3.4 Soft launch of an animal disease and defect reporting function within LDL and potential reporting functionalities.

An animal disease and defect workshop was conducted with a group of producers at the WBE plant. During the workshop, there were presentations on animal health; focusing on conditions that are present in the local area, e.g. Liver Fluke (from the district Local Land Services Veterinarian), what disease and defect conditions may be reported in LDL and why this new function within LDL is so important for continual improvement in on-farm production and for processor yields. Producers were given a firsthand view of what offal defects look like, to help them fully understand the potential impacts on carcase performance. At the end of the day a 'think-tank' session was held to gauge producer thoughts into what reporting functionalities they would like to see in LDL for disease and defect reporting, so the new function will be meaningful for them on farm when making management decisions. WBE were also one of the first plants to put an application into the Health for Wealth animal disease data project. A fortnight after the workshop, WBE sent an email out to the attendees enquiring as to whether there were any more thoughts or feedback around the animal disease and defect reporting functionality for LDL.

4 Results

4.1 Initial development and validity of data

- Any errors in data sent back were corrected.
- Anything in the reports that was incorrect was noted and amended before next report was generated. The main reporting issue was some of the data not was flowing through to LDL correctly, and through analysing the fortnightly reports of the data uploaded, any corrections were sent back to be amended. Prior to LDL rollout to the supply chain, it was ensured there were no data errors flowing across into the program.
- WBE target markets needed to be adjusted to correctly allocate bodies to LDL.

4.1.1 Lessons Learnt

- It is vital to have all data validated and correct before releasing to supply chain. No data is better than releasing incorrect data back to supply chain.

4.2 Outcomes OF LDL Supply Chain Implementation

4.2.1 Producer Workshops

The LDL rollout to Wingham Beef Exports supply chain was successful. Over 200producers participated in the LDL practical workshops (please refer to Table 1). Most of the producers who attended the sessions were confident that they could go home and further explore LDL functionalities. Producer workshop attendance numbers totalled 232 over 3 distinct areas, the New England, the Hunter Valley & the Mid North Coast.

Twenty four producers responded to the LDL survey that was emailed out. The feedback received can be viewed below in appendix 8.1 LDL Producer Feedback Survey Responses. The feedback collected from the producer days can be viewed below as appendix's 8.2 - 8.6.

4.2.2 Lessons Learnt

- It is vital for producers to have 'hands on' experience when using LDL to allow for ease of use back home.
- Hard to give producers a full experience of setting up a grid in LDL due to large numbers at workshops. WBE setup a dummy grid for producers simply to copy for ease of use at the large producer days, allowing producers to have an overview of the program. This lead to WBE running intensive workshops for producers who were further interested in gaining a better understanding of grid setup and the uses of the program.

4.2.3 Intensive Producer Sessions

Ten producers attended the intensive LDL sessions run by WBE. Positive feedback was received from the producers who attended the Intensive sessions; where they left the sessions with a greater understanding of not only the grid set up function, but the value of f LDL's functionality as a whole. Grid setup was not as difficult as many producers first thought, provided they followed the handout (Appendix 8.7). Also, the intensive sessions were very beneficial to producers as it provided them with the opportunity to have a more in depth look at their own data and all of the reporting functions available within LDL.

It was raised at the intensive sessions that producers who sell directly to a feedlot could not access data on LDL, but many were eager to use the system. Allowing breeder PIC's to access carcase information when consigned for processing via a feedlot (who has granted the use of LDL to deliver feedback) would be beneficial and enable these producers to access carcase feedback through LDL.

The breeder report added to LDL as a new reporting function in mid-2018 proves how important producer feedback is for breeder producers to make genetic improvements within their herd. Since the intensive sessions, WBE has received emails from their producers thanking them providing the

session and that LDL will be useful to their business in terms of helping them to make management decisions within their livestock operations.

4.2.4 Lessons Learnt

- Intensive sessions were necessary for some producers to fully understand grid setup within LDL.
- Holding intensive session provided producers with a greater understanding of the functionalities of LDL.
- For some producers to fully appreciate the uses and benefits of LDL, intensive sessions were necessary.

4.3 Soft launch of animal health and disease reporting function within LDL and potential reporting functionalities.

Thirteen producers attended the animal disease and defect workshop run by WBE. All attendees were enthusiastic about the future prospect of viewing animal health data within LDL and that it would help them implement on farm management procedures to control problems. Producers left the day understanding that certain conditions impact on carcase yield and processing time which in turn impacts on the profitability for both producers and processors.

From the brainstorm session that was held at the end of the day, producers grouped together and listed what they believe would be useful to see from an animal heath perspective in LDL. This feedback can be seen in Appendix 8.9.

From a processor perspective of animal health reporting, reporting functions with the following ideology would be useful:

- Comparing areas by offal compliance.
- Comparing suppliers within an area by all offal percentage *or* by offal piece condemn percentage or condition e.g. liver, or fluke.
- A hotspot map for conditions.
- Search by PIC or supplier name and be able to view offal compliance over a selected period.
- Supplier ranking by individual offal.
- Supplier ranking by all offal percentage.
- Supplier ranking by offal condition/or selected conditions (i.e. livers fluke & hydatids, lung pneumonia & hydatids).
- Add animal health to existing supplier ranking report as an overlay.

The Local Land Services (LLS) district veterinarian who presented at the animal health day is keen to work with both WBE and MLA on animal health disease and defect reporting and agrees that access to data for the local area of the disease conditions identified at point of slaughter would greatly improve how she is able to provide accurate and current information to producers who contact the LLS in regard to animal health and disease. One response was received from the email sent out (attached as Appendix 8.8) to the attendees asking for possible reporting functionality ideas, the response is quoted below:

'Percent of the kill for different classes of cattle within a given time frame would be useful. With regard to liver fluke it would be useful to know whether the condemnation was for live liver fluke or from past liver fluke damage (scarring). Comparisons between Lots of cattle slaughtered during different seasons would be also be useful.'

5   Discussion

5.1   Implementation of LDL platform through Wingham's supply (Data)

WBE was provided with training by MLA to be 'super users' of LDL, and provided feedback to MLA on enhancements that could be made to the LDL reporting interface. WBE ensued that data was uploaded to LDL on a regular basis and that this data was valid and correct. Any issues or errors encountered with the data in regards to flowing across from WBE's end into LDL were either solved or amended from the fortnightly reports analysed. The main reporting issues were data not flowing through to LDL correctly and any corrections were sent back to be amended. Throughout the project, WBE worked and communicated with MLA to ensure that LDL was meeting the commercial requirements of Wingham's supply chain. Implementation of LDL platform through Wingham's supply (Supply Chain Rollout)

Prior to holding producer workshops with LDL interactive sessions, WBE implemented a plan of which key supply chain areas to target for the rollout of LDL. These target areas were decided as being the New England, Mid North Coast and Gloucester regions. Once key supply chain areas were identified, six workshops were held with groups of WBE suppliers. MLA assisted WBE at these workshops with producer education material and an initial LDL introduction presentation. MLA collated feedback from producers on the usability and value of LDL, which can be viewed in Appendix's 8.2 – 8.6.

Midway through the project, a variation was agreed on variation between MLA and WBE to enable WBE to run further producer workshops (6 instead of 3), and the delivery of intensive sessions for producers. These intensive sessions were what producers found the most valuable as it gave them greater insight to the use and functionalities of the LDL platform.

5.2   Assist with the development of the animal health and disease/offal feedback component for cattle in LDL.

The producer workshop for the soft launch of animal disease and defect data was successful, however, another project has commenced to fully develop animal disease and defect functionality within LDL.

Work has started on identifying what conditions will be reported within the system, and what the possible reports may look like and contain. Making enhancements to kill floor systems and other integration with the project is in the early stages.

6   Conclusions/recommendations

Overall, LDL rollout within the WBE supply chain has been successful, with most producers seeing value in utilising the program. The workshops were a great way to get producers to obtain a general introduction and feel for LDL while the intensive sessions offered a more intensive opportunity to look at grid setup and systems use.

Most producers stated in their feedback that they would use LDL to help make business management decisions on future consignments. Given the current drought situation it is hard to expect to see increased compliance at the present time, however, it is expected that WBE would of have seen an increase, due to up take and use of LDL by the supply chain. WBE are looking to employ a 'Supplier Chain Officer' to continue to support and educate producers on their carcase compliance and assist with the continuous successful adoption of feedback utilisation. Once the Supply Chain Officer has commenced at Wingham Beef Exports they will uptake other PIP's and can potentially use past participants from LDL workshops for their producer projects. WBE strives to continue building strong relationships with producers within the supply chain as it is vital to ensure our core brands can be sustainable now and in the future.

WBE is invested in LDL and will continue to promote the program to its supply chain and will encourage producers to sign up, create an LDL account and ask for advice or training on the program. This will hopefully continue to improve supply chain compliance and profitability.

WBE (and our supply chain) have been involved in a side project to create producer case study videos with MLA's Integrity Systems Company (ISC). The main aim of videos is to increase adoption of LDL throughout the industry and therefore improve overall value chain compliance. Extra footage has been taken in the process to create in the future an animal health disease & defect reporting case study video.

WBE used compliance reporting within LDL as 50% weighting for the 2017 Biannual Supplier Awards. These awards recognised not only WBE's top ten producers, but also a carcase competition was held for each MSA category (Manning Valley Naturally and Wingham Blue). Within that carcase competition, awards were given for class winners but also for animal health and in the future the disease and defecting reporting within LDL will be used for this analysis not only for the carcase competition but also for the analysis of the overall top ten producers.

A suggested improvement that could be researched in the future within the LDL program is with reference to the grid deductions and grade codes. When a carcase falls into a different grade code within the same consignment/target market, the deductions can differ from what is actually entered in from the grid, which makes the figures regarding cost of non-compliance etc., incorrect. This is possible due to the fact that some parameters, such as dentition, which is hard to assess in the yards when the target market is assigned, may cause a carcase to move completely sideways on a grid (to a new market) as opposed to having just completely missed the 'sweet spot' and incurring a number of deductions as per the specifications. This can mean that the carcase incurs marginally less deductions than what is depicted by the assigned target market grid.

7   Key messages

LDL is an important and useful tool for processors and producers. It strengthens relationships between the two parties, and provides all of the producer's feedback all in one place. The reporting functionalities and focus on compliance to the 'sweet spot' on processor grids, will result in an increase in overall supply chain profitability.

The animal health disease and defecting reporting functionalities once introduced will provide producer's with access to information and analytical tools that could impact their management decisions on farm and improve overall sustainability of the supply chain.

A key message that can be taken from undertaking this project is as simple as Elwyn Hile's comment, a producer who now uses LDL within his business as a result of this project. "*LDL, for a healthier bottom line*."

8   Appendix

8.1   LDL Producer Feedback Survey Responses

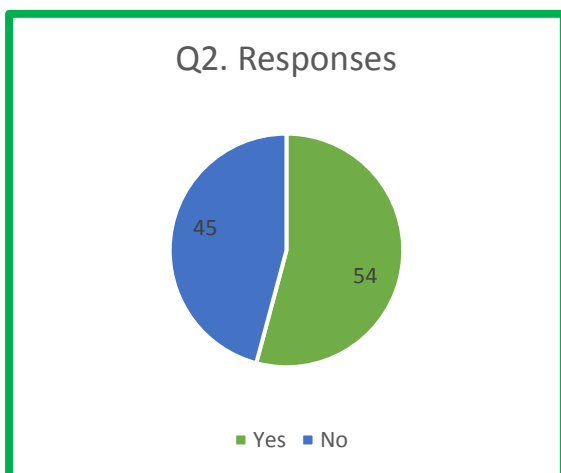**Q1. Did you leave the producer day with a sound basic grasp of some of the LDL functionalities?**

Q1. Responses
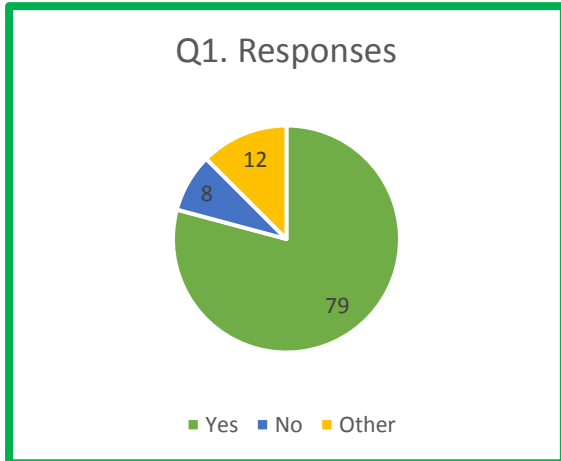
Yes 79.17%

No 8.33%

Other 12.5% (please specify why)

- ➤ Better
- ➤ Partly yes needed more time to digest but excellent day
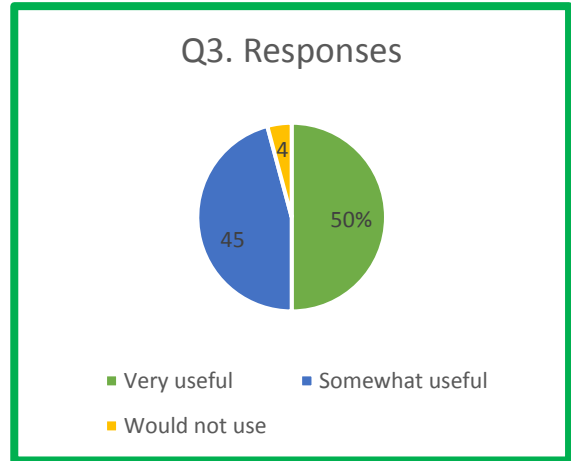- ➤ Somewhat, not completely confident

Q2. Have you explored further on the LDL platform at all since the producer day?

Q2. Responses

Yes 54.17%

No 45.83%

Q3. How useful do you believe the platform is to gain feedback on the compliance of your cattle?
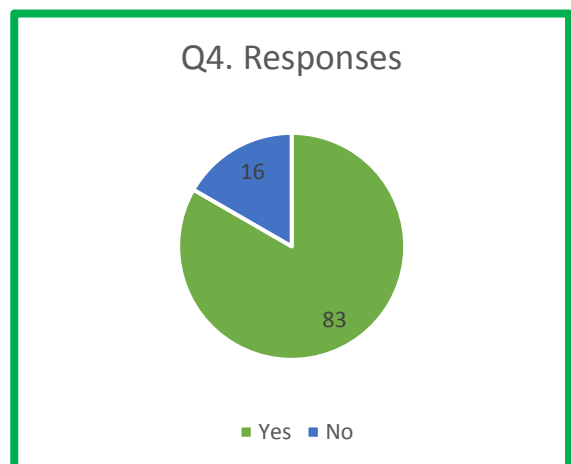

Q3. Responses

Very useful 50%

Somewhat useful 45.83%

Would not use 4.17% (Please specify why)

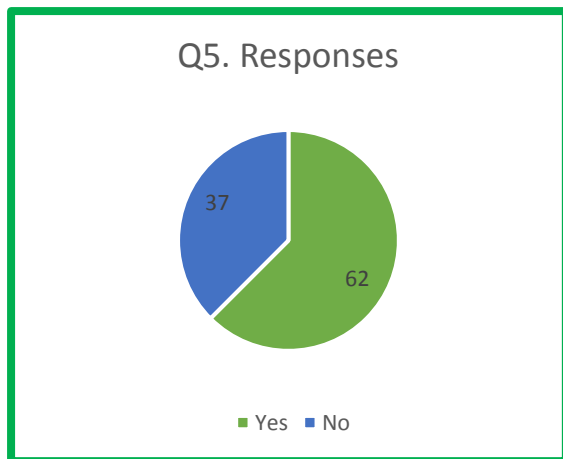- ➤ Won't make my cattle fatten any quicker

Q4. Would the platform be beneficial to your property/business to help make decisions?

Q4. Responses

Yes 83.33%

No 16.67%

Q5. Would you be interested in further/more in depth education/training on the system?

Q5. Responses

Yes 62.5%

No 37.5%

Q6. If Yes to Q5, what areas would you be interested in further training on?

- Access to Health Status e.g. presence of fluke damage
- More training
- Database manipulation/development
- Navigating around the feedback and comparing certain traits
- Transferring the carcase data to my farmbook software
- Refresher & graphical data presentation
- Just how to get the carcase (data) back
- Assessing optimal time to market stock
- Smaller groups and property specific data
- How it can be of practical use
- Just how it all works, but I need to spend time on it and that's what I'm short on
- A chance to see what upgrades have been made as it was to a large extent in its infancy when we did the workshop
- More practise to increase confidence.
- Data collating

Q7. Are there any functionalities you found not to be useful or not well presented?

- Looking for more than compliance to 'sweet spot'
- No help with My Grids as too many participants on the day
- No x 4
- Can't really say as I don't have enough data online
- Yes, findings graphs on certain traits is difficult or not possible
- Setting up the grids
- Not specifically, although the MSA site now has a lot of such info
- Position when unable finish stock ideally (drought etc)
- No it was all well presented
- The start sorting out the grids
- It's all a bit of common-sense, but we don't need any more paperwork in society we have enough. We basically do what the speakers said but I would say that unless that's all you do you probably don't record well enough
- The connection to individual web sites i.e. NLIS, MSA, didn't seem as smooth using the LDL site compared to connecting directly to the individual site

Q8. If so, how could these be improved to help your understanding/use of the platform?

- Would like another training course if possible
- Less participants on training days
- I just need to make contact while online to be talked through it
- Be able to import these details
- No comment at this point
- Provide comparable weight/finish prices in earlier years
- Just have more time to play with it
- Probably smaller groups, 300 people attended the last one
- Does the animal data now include all livestock slaughtered not just those at WBE
- Still at the beginning of this and would appreciate a follow-up
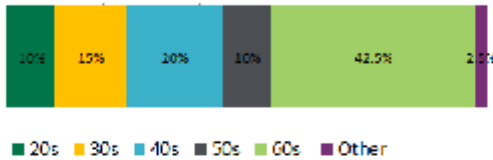
8.2 Walcha Workshop Feedback Summary

FEEDBACK SUMMARY

Livestock Data Link | Wingham Beef Exports Prodcuer Workshop | Walcha, Tuesday 21 March 2017
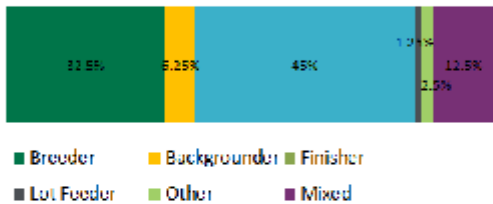
Snapshot:
- 49 participants, 40 feedback responses
- Majority of respondents said they were likely to, or after more familiarisation likely to, continue using LDL
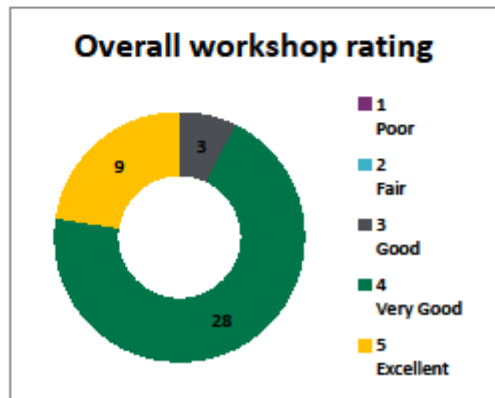
→ **Age Category**

10%	15%	20%	10%	42.5%	2.5%

■ 20s ■ 30s ■ 40s ■ 50s ■ 60s ■ Other

→ **Business Enterprise**

32.5%	6.25%	45%	1.25% 2.5%	12.5%

■ Breeder ■ Backgrounder ■ Finisher
■ Lot Feeder ■ Other ■ Mixed

→ **Channels Producer Sells Cattle Through**

64.0%	3.2% 5.4% 14.5% 2.25% 5.1% 2.8%

■ Over the hooks ■ Saleyard ■ Agent ■ Feedlot
■ Auction plus ■ Other ■ No response

Overall workshop rating

- ■ 1 Poor
- ■ 2 Fair
- ■ 3 Good — 3
- ■ 4 Very Good — 28
- ■ 5 Excellent — 9

Feedback summary | Walcha, 21 March 2017

→ **General question responses**

Was there anything in the training that you think wasn't covered, or covered in enough depth?
- A little bit more time on getting the most out of LDL for your particular business
- Would be great to have a small group or 1:1 training to put in the grid
- No, girls did very well particularly with those less computer literate
- Need to take home and do more work

Would you use LDL to support business management decisions?
- Yes (x 22 responses)
- Certainly, any feedback on livestock data that may help a rookie in the industry improve a more profitable business is valued
- Yes, a very good tool
- Yes, will be very helpful
- Yes, we kill about 100/head month

What did you find easy to use within LDL? Were there any particular reports you would use?
- Yes, all of the reports provide us with valuable feedback on the animals we are presenting
- I found it fairly straight forward. In future I would use the comparative graph to help compare various herds
- Gives me the information I require to make more accurate decisions
- Target areas and benchmarking for your area
- Definitely will use compliance reports

How could we improve LDL to make the system easier to use or add value to your business?
- Make grids available on line in LDL
- Ability to pass information all the way back to the breeder
- Make it easier to load grids in
- Predictability of what to sell before slaughter to know where your stock will rate
- Get all processors on board so they're inputting the grid
- Smaller groups. However, we are very fortunate to have access to any information which will benefit our business

8.3 Kempsey Workshop Feedback Summary

FEEDBACK SUMMARY

Livestcok Data Link | Wingham Beef Exports Prodcuer Workshop | Kempsey, Wednesday 22 March 2017

Snapshot:
- 26 participants, 21 feedback responses
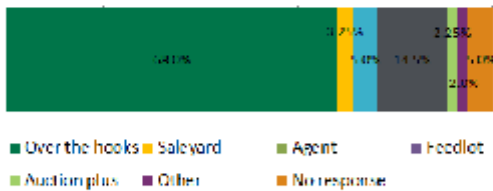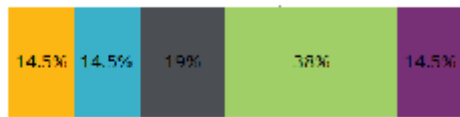- Majority of respondents said they were likely to, or after more familiarisation likely to, continue using LDL

→ **Age Category**

14.5% | 14.5% | 19% | 38% | 14.5%

■ 20s ■ 30s ■ 40s ■ 50s ■ 60s ■ Other

→ **Business Enterprise**

33% | 19% | 43% | 5%

■ Breeder ■ Backgrounder ■ Finisher
■ Lot Feeder ■ Other ■ no response

→ **Channels Producer Sells Cattle Through**

61.0% | 36.0% | 2.5% | 0.5%

■ Over the hooks ■ Saleyard ■ Agent
■ Feedlot ■ Auction plus ■ Other

Overall workshop rating

1 | 9 | 11

■1 Poor
■2 Fair
■3 Good
■4 Very Good
■5 Excellent

Feedback summary | Kempsey, 22 March 2017

→ **General question responses**

Was there anything in the training that you think wasn't covered, or covered in enough depth?
- No, it was easy to understand and informative
- No (x 3 responses)
- No it was good overall coverage

Would you use LDL to support business management decisions?
- Not immediately but definitely in the future
- Yes (x 10 responses)
- Probably not
- Most definitely
- Yes, when find time to organise the tool

What did you find easy to use within LDL? Were there any particular reports you would use?
- I like the benchmarking
- Comparison against region (mid coast)
- OK, I just need practise
- Not sure
- Yes
- Need to look at it further, but will be good tool to improve carcase quality

How could we improve LDL to make the system easier to use or add value to your business?
- Match processor grids to system
- Exposure, more relevant demo to utilise and compare
- Not sure
- Link actual grids to LDL

8.4 Gloucester Workshop Feedback Summary

FEEDBACK SUMMARY

Livestcok Data Link | Wingham Beef Exports Prodcuer Workshop | Gloucester, Thursday 23 March 2017
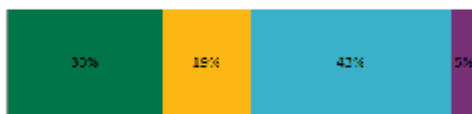
Snapshot:
- 73 participants, 54 feedback responses
- Majority of respondents said they were likely to, or after more familiarisation likely to, continue using LDL

→ **Age Category**

■ 20s ■ 30s ■ 40s ■ 50s ■ 60s ■ Other
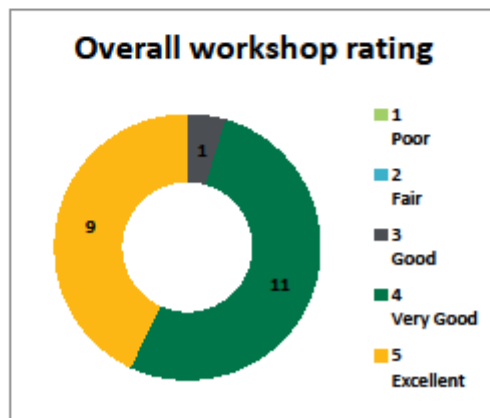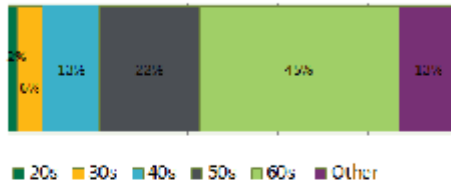
→ **Business Enterprise**

■ Breeder ■ Backgrounder ■ Finisher ■ Other

→ **Channels Producer Sells Cattle Through**

■ Over the hooks ■ Saleyard ■ Agent
■ Feedlot ■ Auction plus ■ Other

Overall workshop rating

■ 1 Poor
■ 2 Fair
■ 3 Good
■ 4 Very Good
■ 5 Excellent

Feedback summary | Gloucester, 23 March 2017

→ **General question responses**

Was there anything in the training that you think wasn't covered, or covered in enough depth?
- More info on how we can meet the grids
- Just needed more time (or smaller group)
- Smaller, personal LDL training will be an advantage
- No (x 6 responses)
- No, the extra assistance for computer dummies like me was appreciated

Would you use LDL to support business management decisions?
- Yes (x 42 responses)
- Certainly interested into looking onto it further especially when other processors come on board
- Yes, if it was available and producers received carcase feedback from feedlots via NLIS tags
- Most definitely
- Yes, it's great
- Look forward to playing with it at home to see more

What did you find easy to use within LDL? Were there any particular reports you would use?
- Yes, very useful for looking at compliance
- Comparing between batches of cattle sold and which cattle fall into sweet spot and therefore we can compare for next shipment
- Seems to be quite user friendly. Will be easy to navigate by just clicking to find way around
- All good with the help of the girls
- Look forward to playing with it at home to see more
- Individual feedback, comparisons, benchmark
- Easy to investigate and bring up reports on

How could we improve LDL to make the system easier to use or add value to your business?
- Make next arrows, so it is easy flow to show the steps making it easy to understand
- Link grids with processor grids to automatically change
- Don't know at this early stage - offal report will be very handy
- Customise - WBE grid already booked on available to download
- Ensure breeders get feedback from NLIS tags
- More training

8.5   Wingham Workshop Feedback Summary

LIVESTOCK DATA LINK

FEEDBACK SUMMARY

Livestcok Data Link | Wingham Beef Exports Prodcuer Workshop | Wingham, Tuesday 16 May 2017

Snapshot:
- 40 participants, 32 feedback responses
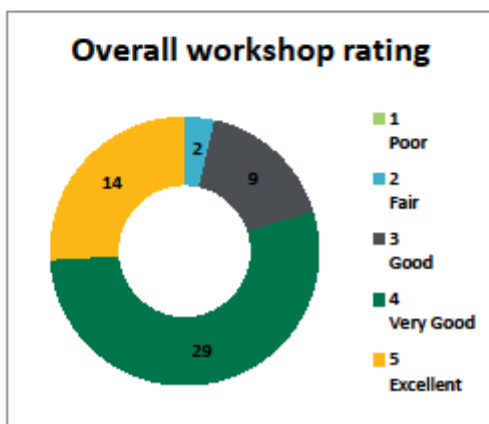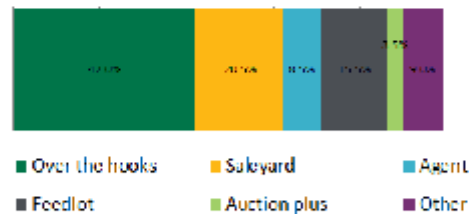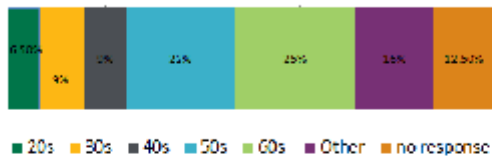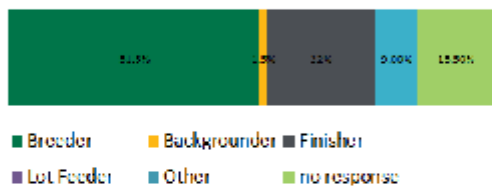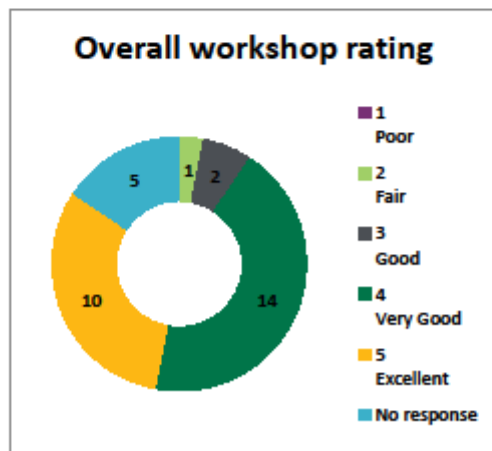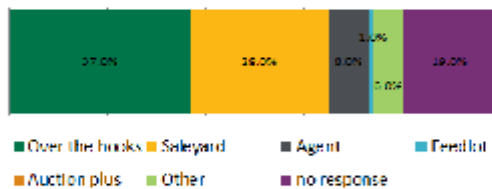- Majority of respondents said they were likely to, or after more familiarisation likely to, continue using LDL

→ Age Category

- 20s ■ 30s ■ 40s ■ 50s ■ 60s ■ Other ■ no response

→ Business Enterprise

- Breeder ■ Backgrounder ■ Finisher
- Lot Feeder ■ Other ■ no response

→ Channels Producer Sells Cattle Through

- Over the hooks ■ Saleyard ■ Agent ■ Feedlot
- Auction plus ■ Other ■ no response

Overall workshop rating

- ■ 1 Poor
- ■ 2 Fair
- ■ 3 Good
- ■ 4 Very Good
- ■ 5 Excellent
- ■ No response

Feedback summary | Wingham, 16 May 2017

→ General question responses

Was there anything in the training that you think wasn't covered, or covered in enough depth?
- Too many in group to get maximum benefit
- Why is it necessary to have personalised grids?
- A longer time needed and need to limit the number of people in, able to spend more time individually
- Don't know yet - will all become clear after next lot of sold to WBE
- Adequate for our level of usage at this stage
- No (x 4 responses)

Would you use LDL to support business management decisions?
- Yes (x 10 responses)
- Yes with a bit more experience with LDL and especially if you can get animal health feedback
- Yes it gives us a better insight to producing a better animal and meat
- Yes - anything to minimise non compliance
- Yes defiantly, when I set it up with relevant grids for my cattle sales
- Yes, believe it will be very helpful once it is fully functional, particularly for animal health
- Offal report (x 2 responses)

What did you find easy to use within LDL? Were there any particular reports you would use?
- Need more experience/time to assess (x 3 similar responses)
- The animal health analysis will be great. Then all other areas of analysis to improve quality
- Once explained it was great
- Benchmarking and Comparison (x 4 responses)
- Comparison reports and benchmarking. Later I would use disease feedback
- Animal health when available
- Self-explanatory, just need to use more to get a better understanding

How could we improve LDL to make the system easier to use or add value to your business?
- I think it would be easier for both parties if there was just a generic grid we all use instead of needing to set up individual grids
- Having the Wingham grid available (automatic) not having to choose/set-up a grid
- Animal health feedback
- Complete animal health feedback section. Continue rollout to other processors
- Need to use before making comment

8.6 Taree Workshop Feedback Summary
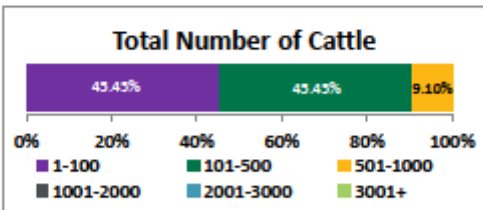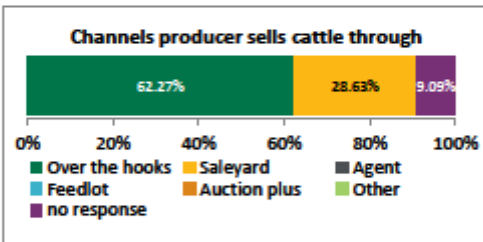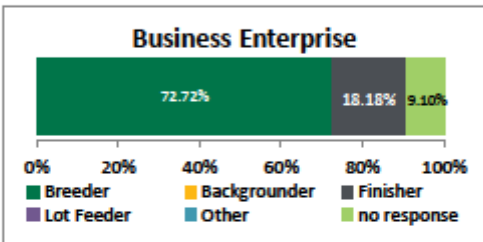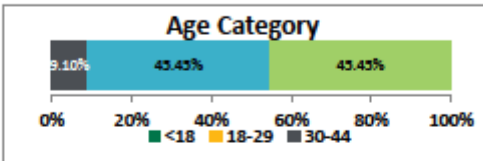
mla LIVESTOCK DATA LINK

FEEDBACK SUMMARY

Livestcok Data Link | Wingham Beef Exports Producer Workshop | Taree, Friday 9 March 2018

SNAPSHOT
- 17 participants, 11 feedback responses
- 9 of the respondents said 'yes' they would use LDL to support business management decisions, 2 respondent replied 'maybe'!

Age Category

Business Enterprise

Channels producer sells cattle through

Total Number of Cattle

Overall workshop rating

Feedback summary | Scone, 15 November 2017

General question responses

Was there anything in the training that you think wasn't covered, or covered in enough depth?
- Needs to be available to Service kills, not just sales
- Creating own grids, but I understand this is better done one on one and this was offered
- No, good for a group
- All good

What did you find easy to use within LDL? Were there any particular reports you would use?
- Using own data was great, comparison and details reports and others
- Good to compare historical records
- The drop down menus were easy to understand
- Compare data between difernt kills and where we can improve
- Found lots of info, will use the graph on all features

How could we improve LDL to make the system easier to use or add value to your business?
- Not sure yet, look good and includes "solutions". Looking forward to animal health reports as well.
- Not sure until really using it a lot
- Be available to service kills
- As we are only small, think it will cover all areas we will use

Are you likely to do anything different as a result of today's event in Taree?
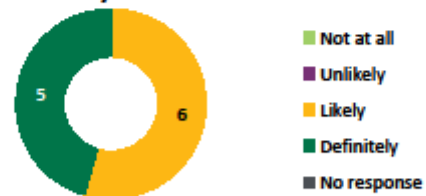
Comments:
- Will set up grids etc. and keep good records
- Working on better market targeting an meeting specs
- Keen to start getting reports
- Yes, set up our own grids, obtain MSA log-in and improve record keeping in relation to bio-security

8.7 "How to setup a grid (beef)"

Livestock Data Link [LDL]

How to set up a grid - beef

Once you have been approved access to LDL, you will be able to log in to your account. To do this, go to http://ldl.mla.com.au. You will see the following log-in screen:

Type in your NLIS User ID and Password and click "Log in". You will then be taken to the dashboard of your account, which will look a little like the picture below.

Before you can begin any in-depth analysis of your data, you will need to create a grid in your account. These grids should reflect those that you consign your animals to. To begin this process, hover over setup then click on the "Grid" tab.
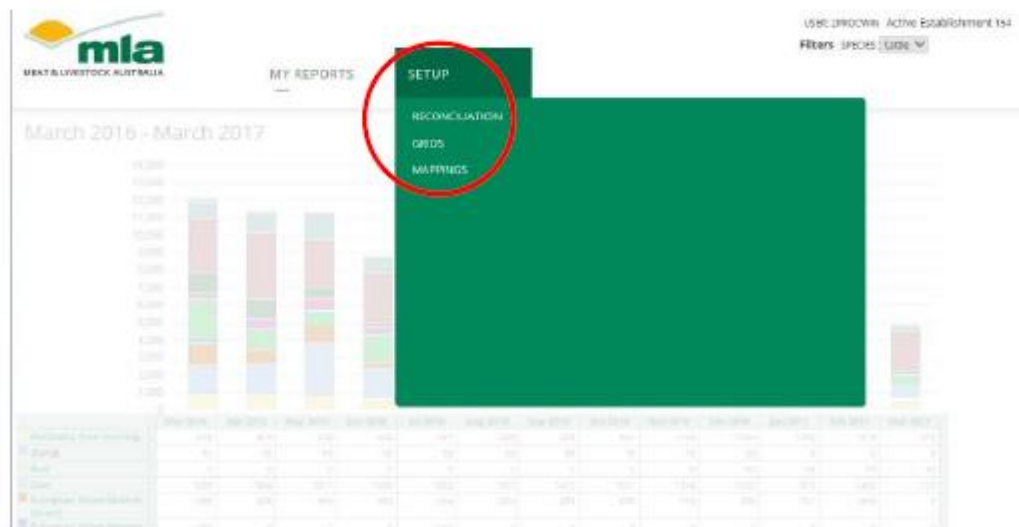
This will take you to a page that looks like the one below.

My Grids

You can create custom analysis grids by copying an existing grid or clicking Create a new Grid

Or alternatively, Create a grid using the Grid Wizard

Name	Species	
MSA MVNB	Cattle	Copy | Edit | Delete
MSA Pasture Fed	Cattle	Copy | Edit | Delete
HQEG	Cattle	Copy | Edit | Delete

Create a new grid   Start Grid Wizard

Click on the button that says "Start Grid Wizard". You have now begun the grid set-up process. The first step will be to name the grid you are entering in. Make sure to call it something relevant that will clearly differentiate it from any other grids you may choose to enter in later. Then click "Next".

Grid Setup Wizard

Step 1.

Enter your processor grid name in the box below

Grid Title

Next

The first step is to enter the weight parameters in the grid. These are determined based on where the price being paid changes. The weight parameters will be detailed on the grid. Please enter them in then click "Next". Please see example below.

Grid Setup Wizard

Step 2.

Enter the Hot Standard Carcase Weight (HSCW) ranges from your processor grid.

Click + to add a new row or x to delete a row

	HSCW From (kg)		HSCW To (kg)	
+	0	-	200	
+	200	-	220	x
+	220	-	260	x
+	260	-	300	x
+	300	-	350	x

Back   Next

Next you need to enter in the discounts associated with each weight range. Because the size of the discounts within a grid generally remain constant, you may not have to enter a new grid in to your account each time the price being offered   changes. These values need to be entered as cents (e.g. $1 = 100). No decimal places or symbols are necessary. The category with a 0c discount is the weight range in which you will receive the most $/kg for your cattle.

The discounts are listed on the grid, enter them as they appear, then click "Next". See example below.

Grid Setup Wizard
Step 3.

Enter a discount/penalty (as a cent value) for each HSCW range.

On your processor grid the maximum price you get paid for a specific HSCW
is the target range and will have the discount/penalty of 0. When you go outside
this HSCW range a discount/penalty will be applied.

From (kg)		To (kg)	Discount (c)
0	-	199.9	200
200	-	219.9	35
220	-	259.9	20
260	-	299.9	10
300	-	349.9	0
350+			200

[Back]   [Next]

If you need to edit HSCW ranges, please select back.

Now you need to enter in the fat parameters set out on the grid. See example below. Click "Next".

Grid Setup Wizard
Step 4.

Enter the P8 fat depth ranges for your processor grid

Click + to add a new row or x to delete a row

	From (mm)		To (mm)	
+	0	-	4	
+	5	-	12	x
+	13	-	22	x
+	23	-	27	x
+	28	-	32	x
+	33	-	39	x

[Back]   [Next]

Like you did with the weight, you now have to enter the discounts associated with each fat range. Please enter them in as they appear on the grid. Click "Next".

Grid Setup Wizard
Step 5.

Enter a discount/penalty (as a cent value) for each P8 range/level

On your processor grid the maximum price you get paid for a specific P8 Fat Depth is the target range and will have the discount/penalty of 0. When you go outside this P8 Fat Depth range a discount/penalty will be applied.

From (mm)		To (mm)	Discount (c)
0	-	4	200
5	-	12	0
13	-	22	0
23	-	27	5
28	-	32	10
33	-	39	15
40 +			200

Back   Next

If you need to edit P8 Fat Depth ranges, please select back

The final step is to enter in the other carcase traits that can result in a discount. Please tick the boxes as in the picture below and click next.

Please note that you will receive a price penalty for some of the traits here that you have not ticked (e.g. bruising).

Grid Setup Wizard
Step 6.

Select any other carcase attributes that are required for your processor grid

- ☑ MSA Index
- ☑ Dentition
- ☑ Sex
- ☐ Bruising
- ☐ Meat Colour
- ☐ Fat Colour
- ☐ Marbling
- ☑ Butt Shape

Back   Next

Enter the MSA Index as per the grid, then click "Next".

Grid Setup Wizard
Step 7.

Enter the MSA Index ranges for your processor grid

If MSA Index is not required, just click the 'Next' button

Click + to add a new row or x to delete a row

	From		To
+	0	-	54.5

[Back]   [Next]

Now you need to apply the associated discounts for an MSA Index below that specified on the grid. (i.e. below 55.5). This will be the difference between the highest price point and the highest non MSA price. Please enter as below. Click "Next".

Grid Setup Wizard
Step 8.

Enter a discount (as a cent value) for each MSA Index range/level

The ideal MSA Index range will have a discount of 0

From	To	Discount (c)
0	- 54.49	200
54.5 +		0

[Back]   [Next]

If you need to edit the MSA Index rages, please select back

Now you need to apply the associated discounts for each of the traits you ticked earlier on. Please enter as they appear below. Don't worry if these traits appear in a different order for you. Once you have done this, click "Finish".

Grid Setup Wizard
Step 9.

Enter a discount (as a cent value) for each of the below carcase attribtues

The ideal measurement should be entered with a zero discount

Dentition	0	2	4	6	7	8
Discount (c/kg)	0	0	35	40	45	45

Sex	M	F
Discount (c/kg)	0	5

Butt Shape	A	B	C	D	E
Discount (c/kg)	0	0	0	200	200

Back   Finish

Scroll to the top right corner of the screen and click "Save".

WBE 1   ×   Cancel Save

Unknown ∨ 01/01/2011 - (no end date)

	HSCW (kg)	Discount (c/kg)	
0	0-199.9	200	+
200	200-219.9	35	+ ×
220	220-259.9	20	+ ×
260	260-299.9	10	+ ×
300	300-349.9	0	+ ×
350	350+	200	+ ×

	P8 Fat Depth (mm)	Discount (c/kg)	
0	0-4	200	+
5	5-12	0	+ ×
13	13-22	0	+ ×
23	23-27	5	+ ×
28	28-32	10	+ ×
33	33-39	15	+ ×
40	40+	200	+ ×

	MSA Index	Discount (c/kg)	
0	0-54.49	200	+
54.5	54.5+	0	+ ×

Discount (c/kg)	HSCW (kg)					
P8 Fat Depth (mm)	0-199.9	200-219.9	220-259.9	260-299.9	300-349.9	350+
0-4	400	235	220	210	200	400
5-12	200	35	20	10	0	200
13-22	200	35	20	10	0	200
23-27	205	40	25	15	5	205
28-32	210	45	30	20	10	210
33-39	215	50	35	25	15	215
40+	400	235	220	210	200	400

Congratulations, you now have a grid set up in your LDL account. Once a grid has been created, it will remain in your account unless you decide to delete it. If you wish to delete or edit your grid, or create a new one with only a few minor changes, simply click on the "Grid Set-up" tab and choose the relevant option from next to your grid (see below).

Once you have made the desired changes, click "Save". Remember to rename your grid if you created it by copying an existing one.

8.8 Email sent to Producers who attended Animal Health day

Jonty Hemmingway

From: Jonty Hemmingway
Sent: Monday, 8 October 2018 7:46 AM
Subject: Animal Health Reports within LDL

Good Morning,

In regards to the animal health producer day held on the 18/09/18, I am just touching base to see if you have thought anymore about what offal reports you would like to see in LDL. You as producers know what is important to you and we want the data reporting to be as easy to understand as possible.

All offal condemnations will be reported, we are interested in what reports would be useful on farm for you to use.

Some report examples could be:

e.g. Benchmark reports for your area/state, % of lot affected with certain trait, overall % of your kill for a certain time frame that has had selected traits, comparisons between your lots slaughtered on different dates.

Looking forward to hearing your feedback.

Kind Regards
Jonty Hemmingway
Wingham Beef Exports Pty Ltd

Fax: (02) 6591 1099
Email: jhemmingway@winghambeef.com.au
Website: www.nh-foods.com.au

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Ph. 02 6591 1000

our quality
your success

NH Foods
Wingham Beef Exports

8.9   Producer brainstorm session outcomes

- Type of Cancer detected
- Distinguish if fluke was active
- Did the animal have a relaxed transition (ie going to unlock box) and does that affect the PH
- Co-existence of common diseases
- Comparison of Region & potential problems

each animals individual report

information as to why some don't meet MSA

Bruising fresh or old

Column graph on the individual animals health - incorporating - teeth
- bruising
- ph
- diseases

extent of damage to organ from infestation
- Analysis - like a soil test