



26 July 2024

# Utilising carcase information from the myFeedback platform

Will Atkinson

Meat and Livestock Australia



## Key Drivers of Eating Quality

Utilising myFeedback

Producer Case Study



# What is Meat Standards Australia (MSA)?

- Meat Standards Australia (MSA) is the Australian beef and sheep meat grading system which predicts **Eating Quality** based on:



Tenderness



Juiciness

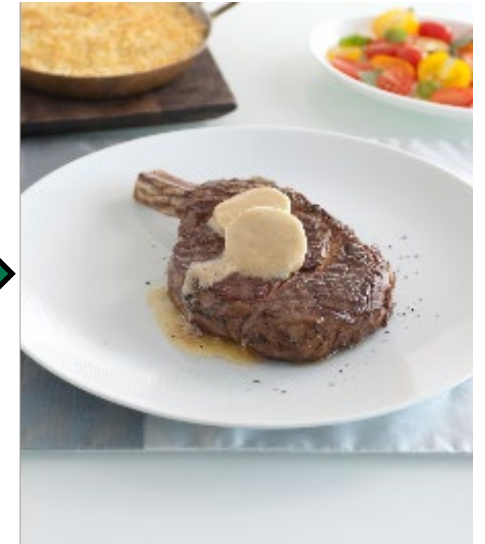


Flavour



Overall liking

# How does MSA work





# Key drivers of eating quality



# The MSA Index

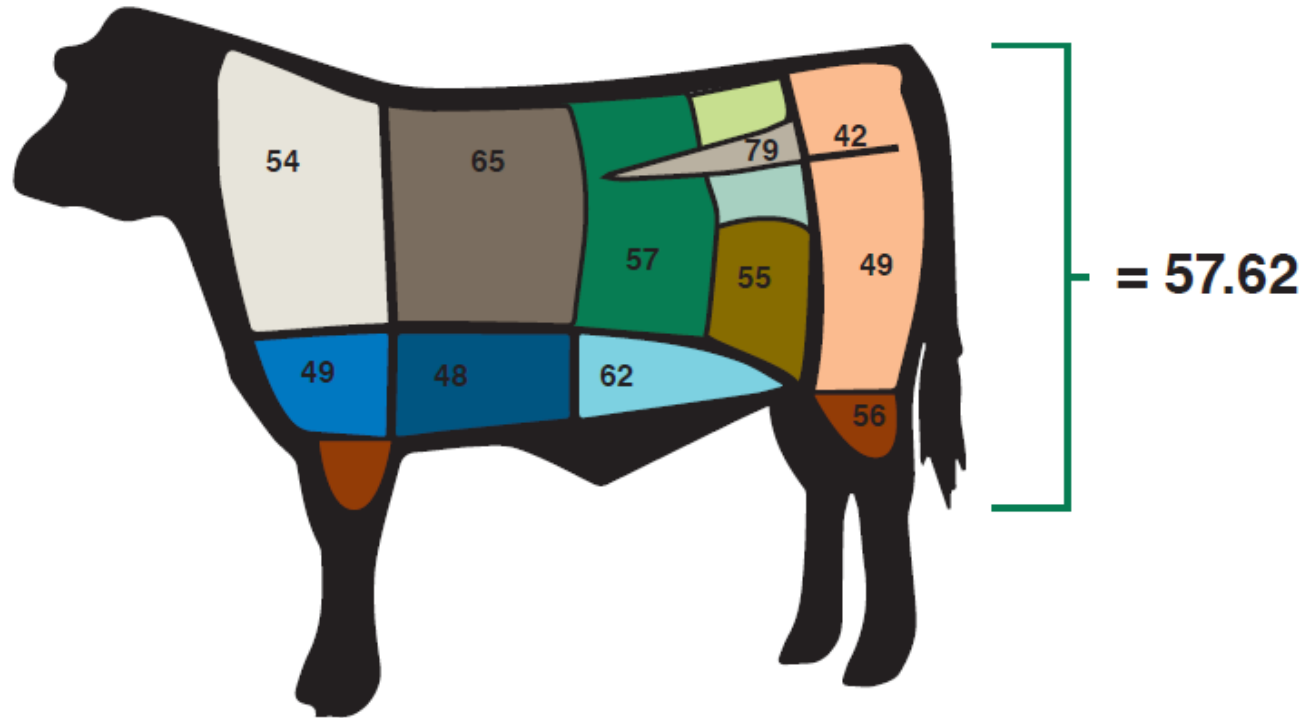


Illustration for example purposes only

- A **single number** to indicate the overall quality of a carcase
- A weighted average of 39 eating quality scores of the primals
- Benchmarking tool to measure performance.

# MSA at a glance



**53,279**

beef  
producers

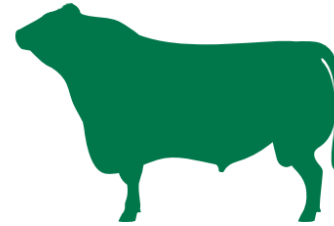
**3,853** in Tasmania



**58.36**

Record average  
MSA Index

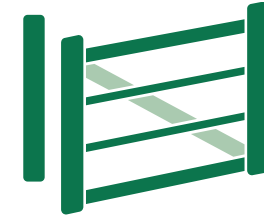
**59.98** in Tasmania  
(2023-24)



**3.88**

million head  
presented for  
MSA grading

**148,700** in  
Tasmania



**\$259m**

total estimated  
farmgate returns  
(2022-23)



Key Drivers of Eating Quality

Utilising myFeedback

Producer Case Study



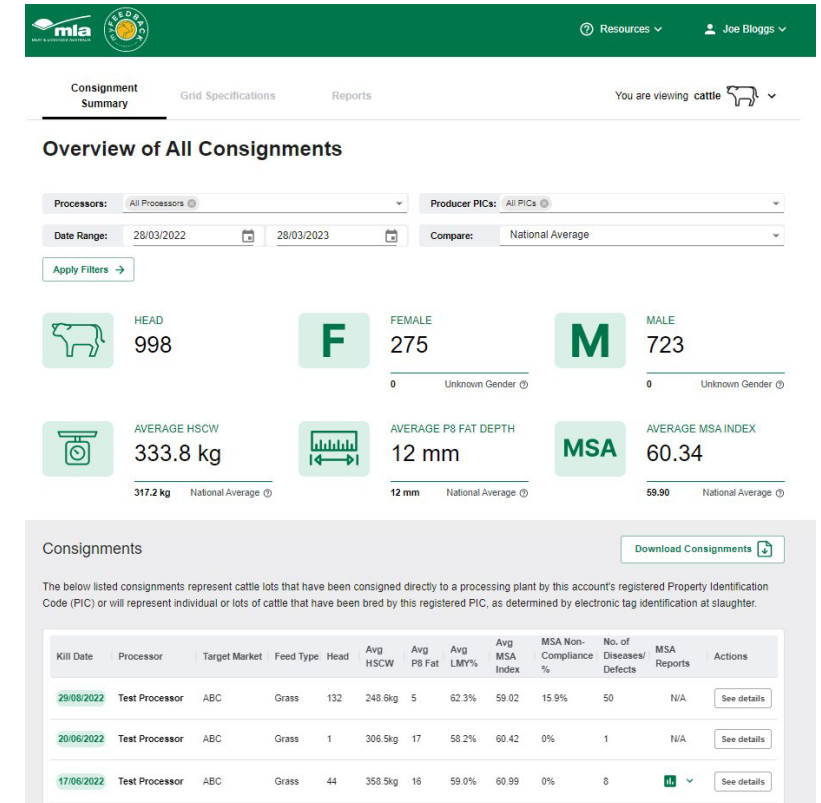
# What is myFeedback?

## One system, more data, better insights

- Combining carcase, eating quality and disease & defect data in one single access point (NLIS, MSA, AHA, NLRs)
- System access will be available for all participating cattle and sheep producers, processors and brand owners.

## Benefits for Producers

- Understand compliance to market specs and benchmark livestock performance
- Identify opportunities for proactive disease management & prevention
- Access to “Solutions to Feedback” to help improve performance



# Access myFeedback via myMLA



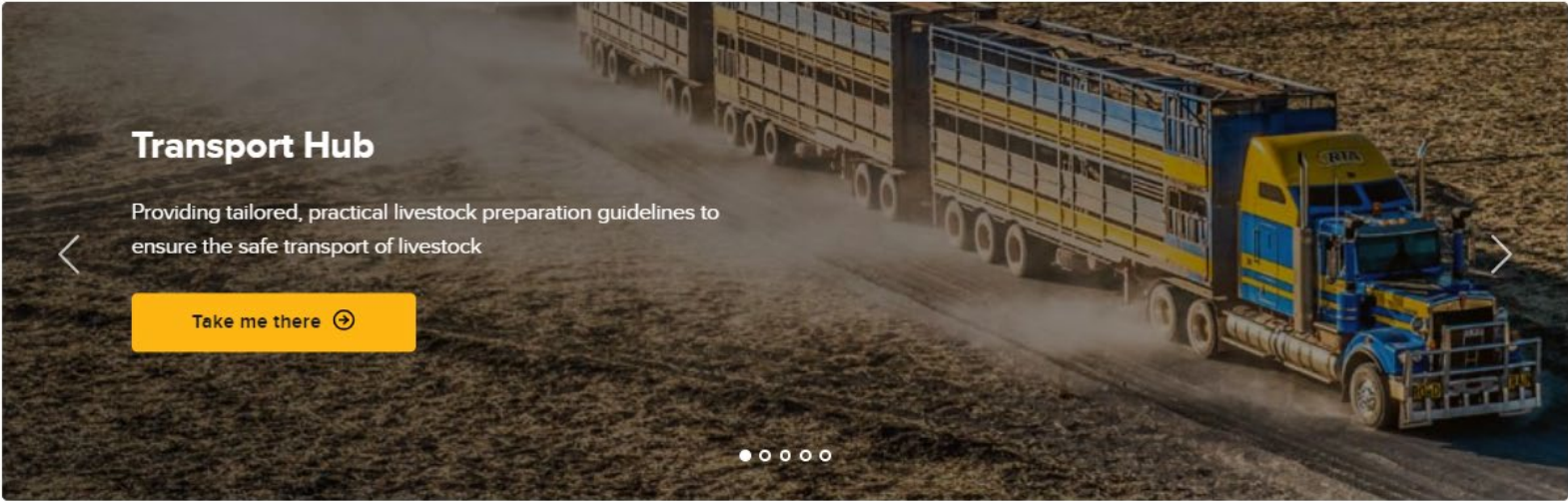
Welcome, Will

Sydney, NSW  15.2°C   
Mostly cloudy

### Transport Hub

Providing tailored, practical livestock preparation guidelines to ensure the safe transport of livestock

Take me there ➔

A large blue and yellow truck is driving on a dirt road, kicking up dust. The truck is carrying several livestock trailers. The background is a dry, hilly landscape.



## Quick access

Jump straight into these MLA services

Livestock Production Assurance

Meat Standards Australia


myFeedback

eNVD

## Other services

Register for access to these services

National Livestock Identification SystemStart

Sheep GeneticsStart

# Consignment overview



Select species:

Cattle

Sheep

Consignment Summary

Grid Specifications

Reports

Animal Disease & Defects

MSA Summary

Combined

Compliance to Grid

View Report

Compare Grids

/ cattle / consignments

## Overview of All Consignments

Filters

From Date

Start of the date range

11 / 09 / 2022

To Date

End of the date range

11 / 09 / 2023

Processors

Selected 1 of 1

All

Producer PICs

Selected 1 of 1

All

Search

# Consignment overview - Summary



## Summary

### TOTAL HEAD

861

### AVERAGE HSCW

353.9 kg

287.7 kg      National ⓘ

**F**

### FEMALE

111

### AVERAGE P8 FAT DEPTH

12 mm

11 mm      National ⓘ

**M**

### MALE

750

**MSA**

### AVERAGE MSA INDEX

60.80

59.34      National ⓘ

Comparison Averages

National

▼

✓ National

State

Regional

# Consignment overview - Consignments



## Consignments

[Download Consignments](#) 

The below listed consignments represent cattle lots that have been consigned directly to a processing plant by this account's registered Property Identification Code (PIC) or will represent individual or lots of cattle that have been bred by this registered PIC, as determined by electronic tag identification at slaughter.

Total Rows

13

Selected Page

← 1 →

Rows per Page

25 50 75 100

#	Kill Date ▾	Processor / Processor State	Lot Number	Target Market	Feed Type	Head	Avg HSCW	Avg P8 Fat	Avg LMY %	Avg MSA Index	MSA Non-Compliance %	Total Head with Diseases/ Defects	MSA Reports	Actions
1	17/08/2023	Test Processor	180	B123	Grass	58	354.2kg	10	58.2%	62.09	1.72%	32	N/A	<a href="#">See Details &gt;</a>
2	17/08/2023	Test Processor	190	B123	Grass	23	349.5kg	19	56.8%	61.27	8.69%	10	N/A	<a href="#">See Details &gt;</a>
3	17/08/2023	Test Processor	200	B123	Grass	20	342.2kg	10	59.4%	60.51	0%	0	N/A	<a href="#">See Details &gt;</a>
4	11/08/2023	Test Processor	120	B123	Grass	48	357.8kg	9	59.6%	60.79	0%	19	N/A	<a href="#">See Details &gt;</a>

# Review consignments in greater detail



Overview

Carcases

☰

Carcase List

Total Rows

63

Selected Page

← 1 2 3 →

Rows per Page

25 50 75 100

#	Body #	NLISID	RFID	Sex	Dentition	HSCW	P8 Fat	LMY %	MSA Index	MSA Compliance	Diseases / Defects
1	798	3WLXN002XBS03975	982 123773456001	M	2	359.0kg	10	60.2%	59.40	✓	Hydatids
2	797	3WLXN002XBS04098	982 123773456124	M	2	303.0kg	6	59.0%	61.65	✓	Fluke
3	796	3WLXN002XBS04026	982 123773456052	M	2	361.0kg	6	59.4%	62.58	✓	None

# Review consignments in greater detail



Overview

Carcases

Summary

Compare with: 12 Month National Average

HEAD

58

288.2 kg

National Average

F FEMALE

N/A

11 mm

National Average

M MALE

58

59.35

National Average

AVERAGE HSCW

354.2 kg

288.2 kg

National Average

AVERAGE P8 FAT DEPTH

10 mm

11 mm

National Average

MSA

AVERAGE MSA INDEX

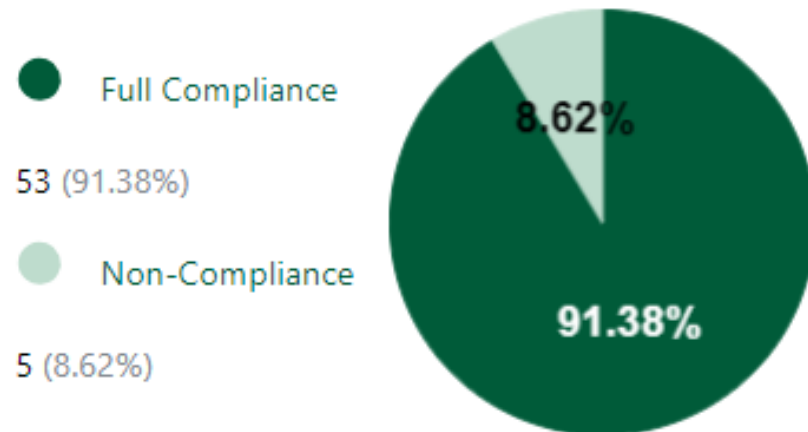
62.09

59.35

National Average



# Compliance to grid specifications



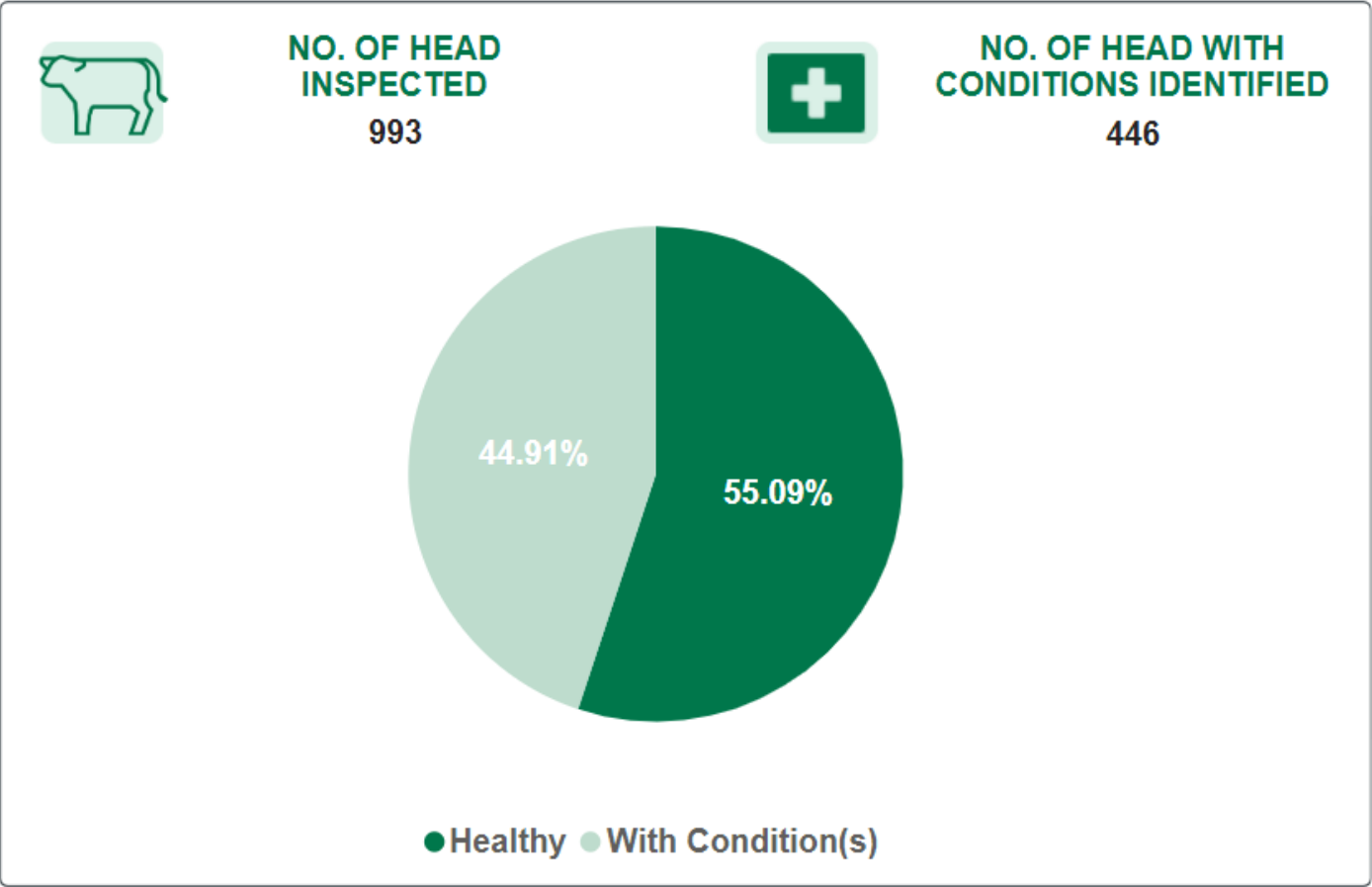
HSCW & P8 Fat Distribution

Change Traits



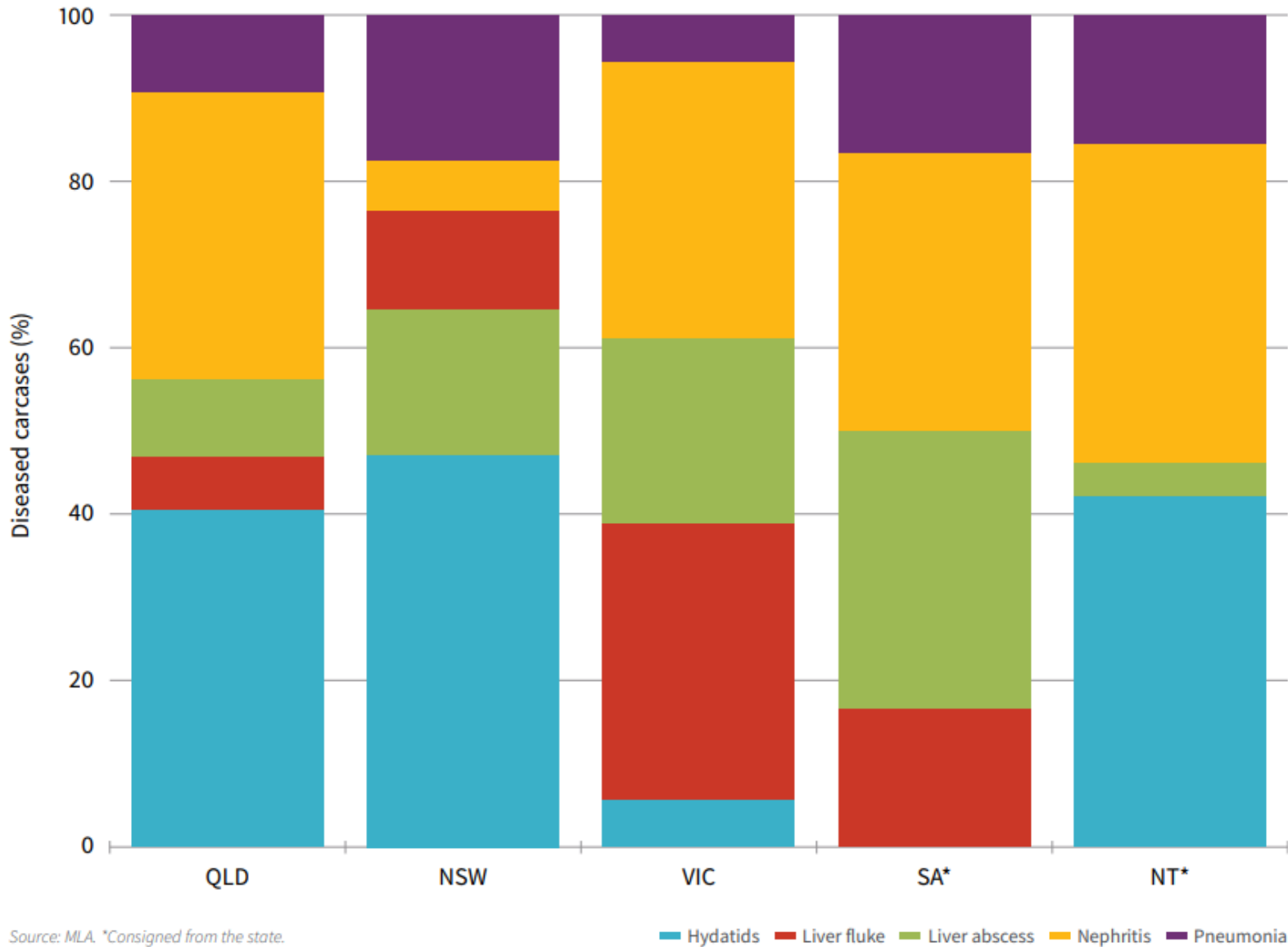


# Animal Disease and Defect Reports



Disease and Defect Conditions	More Info	No. of Head	% of total
Abscess	<a href="#">Info</a>	47	4.73%
Fluke	<a href="#">Info</a>	97	9.77%
Hydatids	<a href="#">Info</a>	14	1.41%
Nephritis	<a href="#">Info</a>	344	34.64%
Pneumonia	<a href="#">Info</a>	23	2.32%

# Why is this important?



Source: MLA. \*Consigned from the state.

In 2021-2023:

- The average MSA Index for diseased cattle was **57.76**
- The average MSA Index for non-diseased cattle was **60.01**



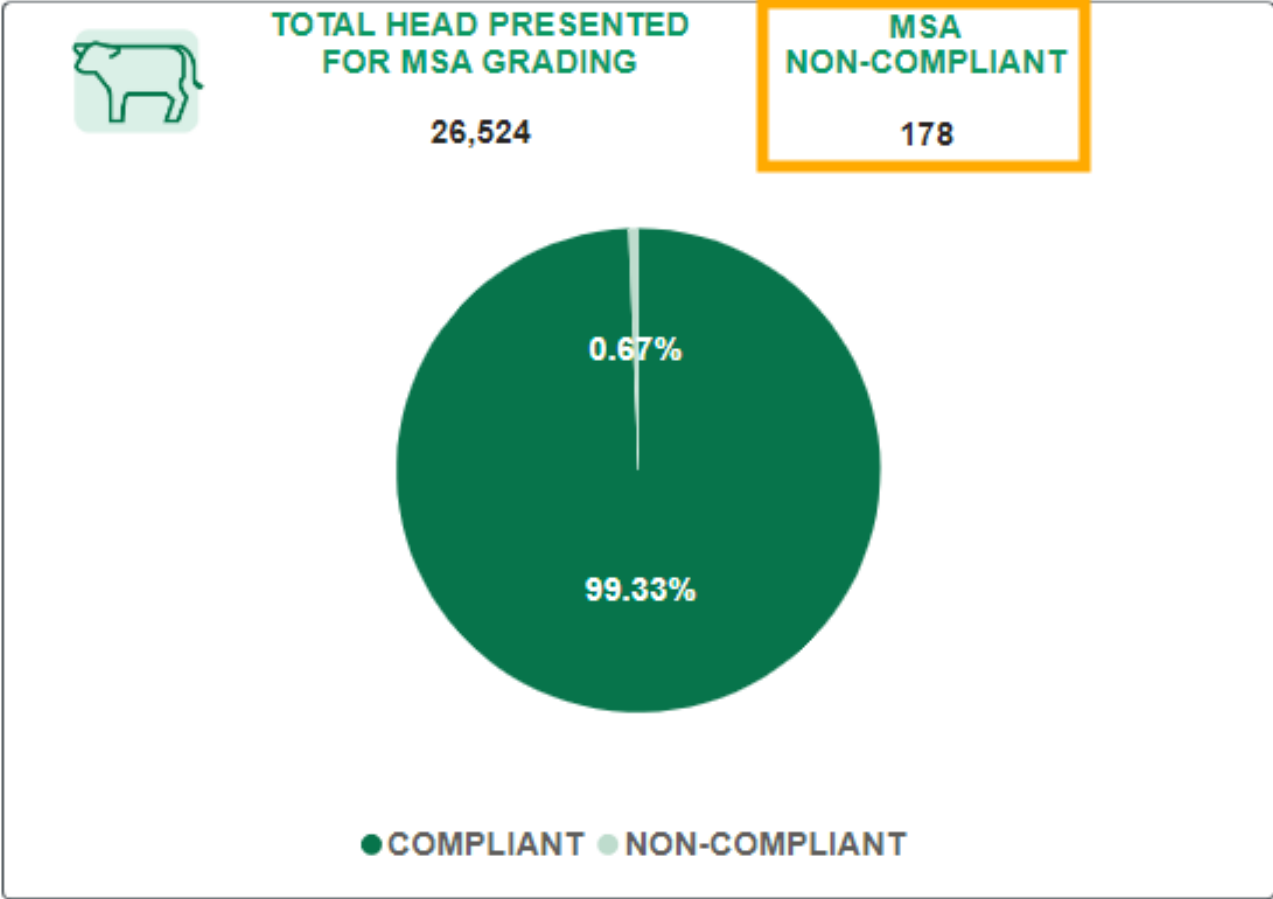
# Animal Disease and Defect Reports

- Click on “**Info**” for disease-specific information on:
  - Cause
  - Clinical signs
  - Diagnosis
  - Treatment
  - Prevention

## Liver Fluke

General description	—
<ul style="list-style-type: none"><li>• Liver fluke (<i>Fasciola hepatica</i>) are large, flat leaf-shaped parasites found in the liver.</li><li>• Adults are approximately 2cm long and 1cm wide, whilst immature fluke are millimetres long.</li><li>• Liver fluke requires a freshwater snail to complete their lifecycle; hence the problem occurs where there is open water which allows the survival of snails.</li><li>• Liver fluke reduces animal productivity on farm. It is also an economic cost to the meat industry due to condemnations of livers.</li><li>• A recent study found 3.4% of feedlot cattle carcasses had liver fluke.</li></ul>	
Cause	+
Clinical signs	+
Diagnosis	+
Treatment	+
Prevention	+
Learn more	+

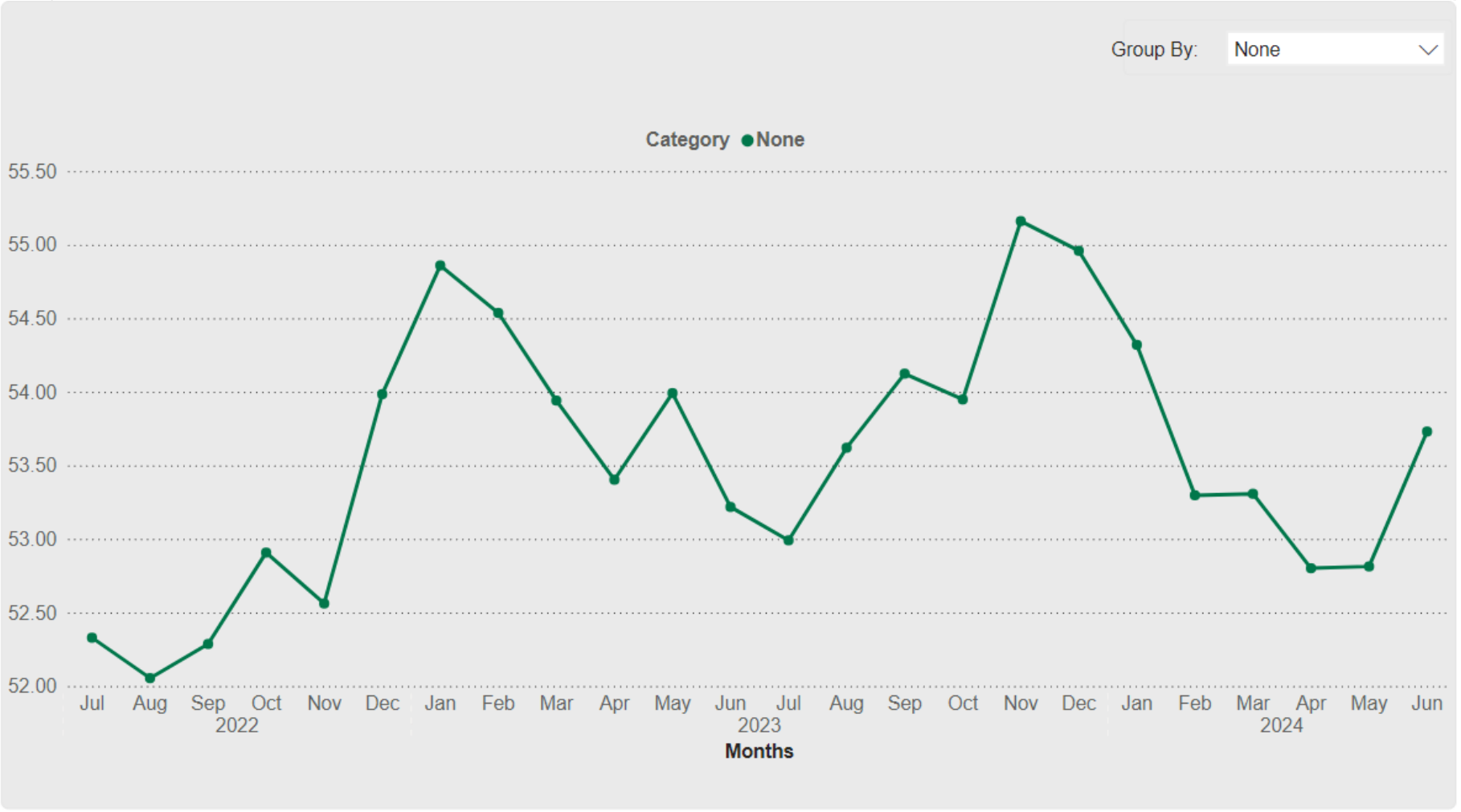
# MSA Summary Reports



Compare with: Regional Average

Carcase Attribute	Lowest	Highest	Average	Regional Average
AUS-MEAT Marbling	0	9	1	1
Fat Colour	0	6	1	1
HSCW	208.00	585.00	375.26	375.57
Hump Height	30	165	70	70
MSA Index	54.11	71.30	63.00	63.02
MSA Marbling	120	1150	410	410
Ossification	100	500	150	150
Rib Fat	3	37	11	11
Ultimate pH	5.30	5.70	5.56	5.56

# MSA Summary Reports



# Combined MSA and Animal Health Reports



Health Conditions	More Info	No. Head	Average MSA Index
Fluke	<a href="#">Info</a>	070	52.01
Healthy		1,448	52.13
Hydatids	<a href="#">Info</a>	179	51.26
Nephritis	<a href="#">Info</a>	039	51.45
Pneumonia	<a href="#">Info</a>	097	51.94



# Sharing your data



- Producers can also choose to share their data with another user
- This could include vets or animal health professionals, livestock advisors and agents, other employees etc.

## Add / Invite Users

Enter the email address of the user you want to give access to.

Email address

Role

Send Invite



**Key Drivers of Eating Quality**

**Utilising myFeedback**

**Producer Case Study**





# Producer Case Study

- Scott Anderson, Killara Pastoral Company,  
Flinder's Island



## Resources and Tools

### Links

- [myMLA](#)
- [myFeedback](#)
- [Solutions to Feedback Library](#)
- [myFeedback Video Guides](#)

### Resources

- [Beef Eating Quality Insights](#)
- [Beef Tips and Tools](#)



# Utilising carcass information from the myFeedback platform

Will Atkinson

Meat and Livestock Australia

Email: [watkinson@mla.com.au](mailto:watkinson@mla.com.au)

Mob: 0412 777 744