



RED MEAT UPDATES

TASMANIA

26 July 2024

Utilising carcase information from the myFeedback platform

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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

RIB · FAT
MEASUREMENT
*

Tropical
BREED
Content.

★★★
Carcase
WEIGHT

★
SEX
◆

HORMONAL
GROWTH
PROMOTANTS

OSSIFICATION
(MATURITY)

MARBLING

★★★
pH

MILK-FED
VEAL
★

Via
SALEYARD

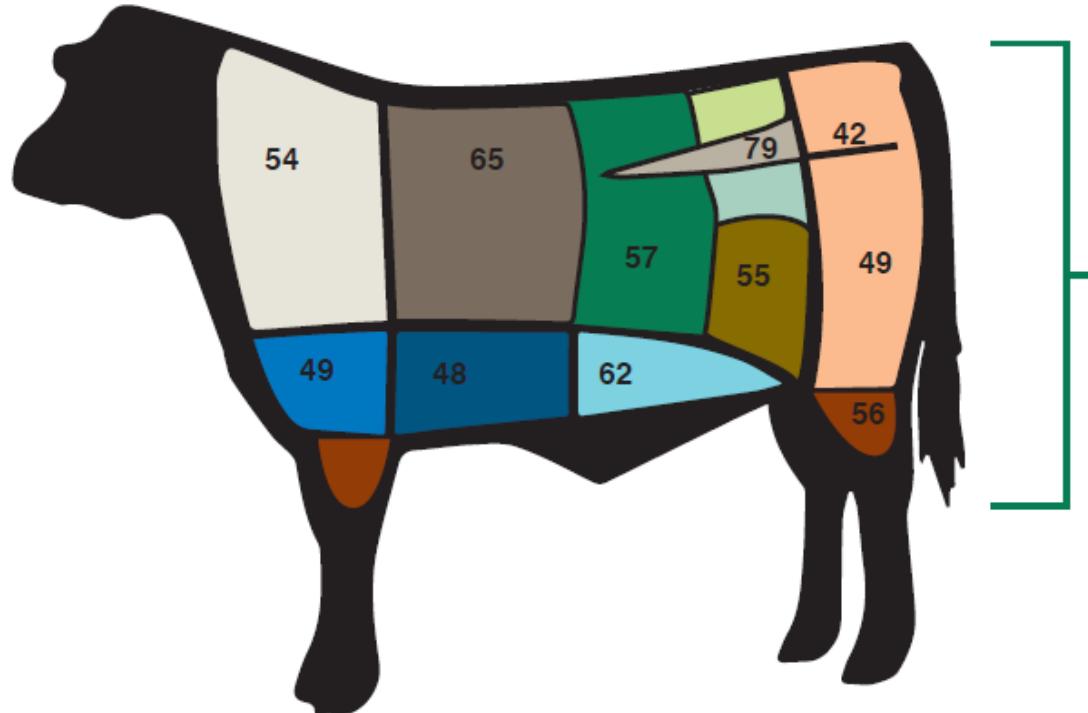
•••
INDIVIDUAL
CUT

★
CUT
Ageing
★

Cooking
METHOD

HANGING
METHOD

The MSA Index



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

MSA at a glance



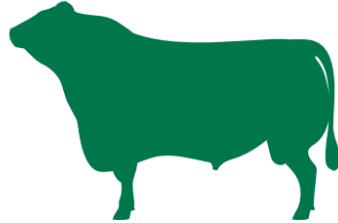
53,279
beef
producers

3,853 in Tasmania



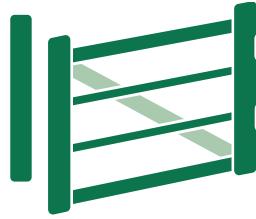
58.36
Record average
MSA Index

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

The screenshot shows the myFeedback system interface. At the top, there are logos for mla (Meat & Livestock Australia) and FEEDBACK. The top right shows 'Resources' and 'Joe Bloggs'. Below the header, the page title is 'Consignment Summary' with tabs for 'Grid Specifications' and 'Reports'. A message says 'You are viewing cattle 🐄'. The main section is 'Overview of All Consignments' with filters for 'Processors' (All Processors), 'Producer PICs' (All PICs), 'Date Range' (28/03/2022 to 28/03/2023), and 'Compare' (National Average). Below this are four summary boxes: HEAD (998), FEMALE (275), MALE (723), and AVERAGE HSCW (333.8 kg). Further down is a 'Consignments' table with columns: Kill Date, Processor, Target Market, Feed Type, Head, Avg HSCW, Avg P8 Fat, Avg LM%, Avg MSA Index, MSA Non-Compliance %, No. of Diseases/Defects, MSA Reports, and Actions. Three rows of data are shown, each with a 'See details' button.

Access myFeedback via myMLA

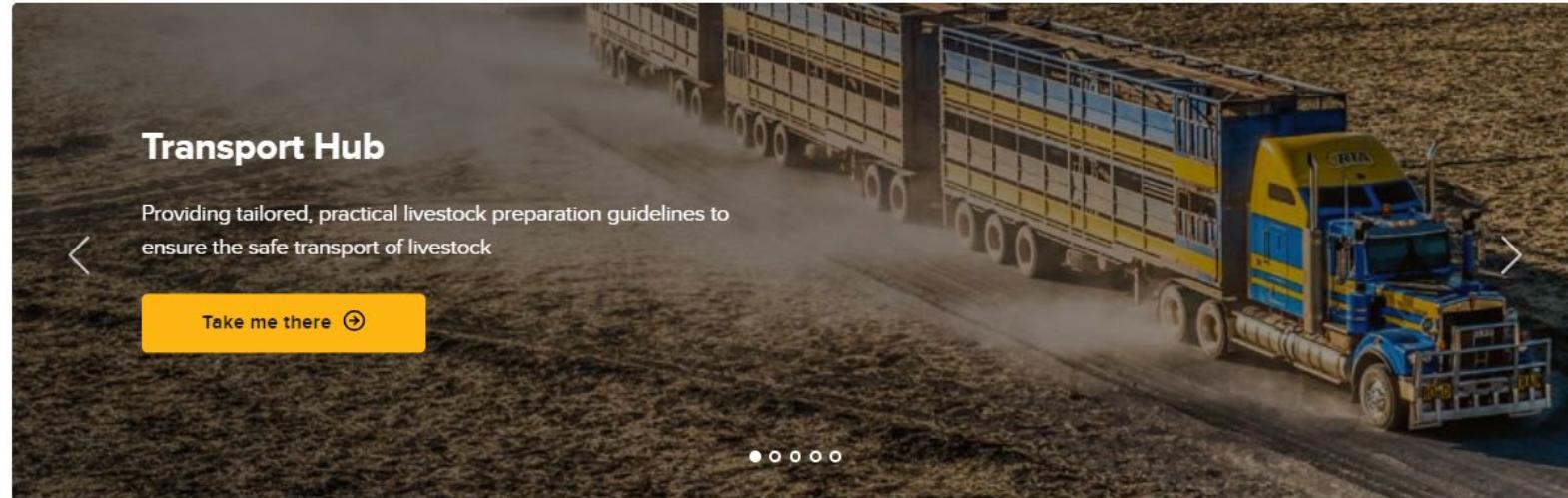


Welcome, Will

Sydney,
NSW



15.2°C
Mostly cloudy



Quick access

Jump straight into these MLA services



Livestock Production
Assurance



Meat Standards
Australia

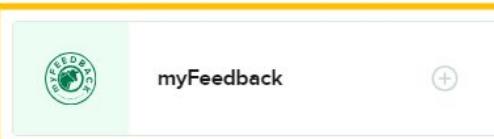
Other services

Register for access to these services

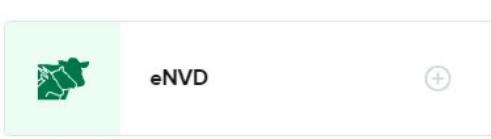


National Livestock
Identification System

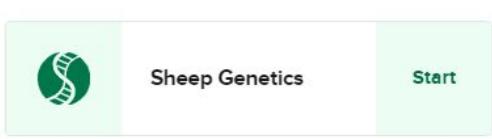
Start



myFeedback



eNVD



Sheep Genetics

Start

Consignment overview



×   MEAT & LIVESTOCK AUSTRALIA

Return to myMLA   producer

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

0

M MALE

750

0

AVERAGE P8 FAT DEPTH

12 mm

11 mm

Unknown Gender

National

AVERAGE MSA INDEX

60.80

59.34

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	See Details >
2	17/08/2023	Test Processor	190	B123	Grass	23	349.5kg	19	56.8%	61.27	8.69%	10	N/A	See Details >
3	17/08/2023	Test Processor	200	B123	Grass	20	342.2kg	10	59.4%	60.51	0%	0	N/A	See Details >
4	11/08/2023	Test Processor	120	B123	Grass	48	357.8kg	9	59.6%	60.79	0%	19	N/A	See Details >



Review consignments in greater detail

Overview **Carcases**

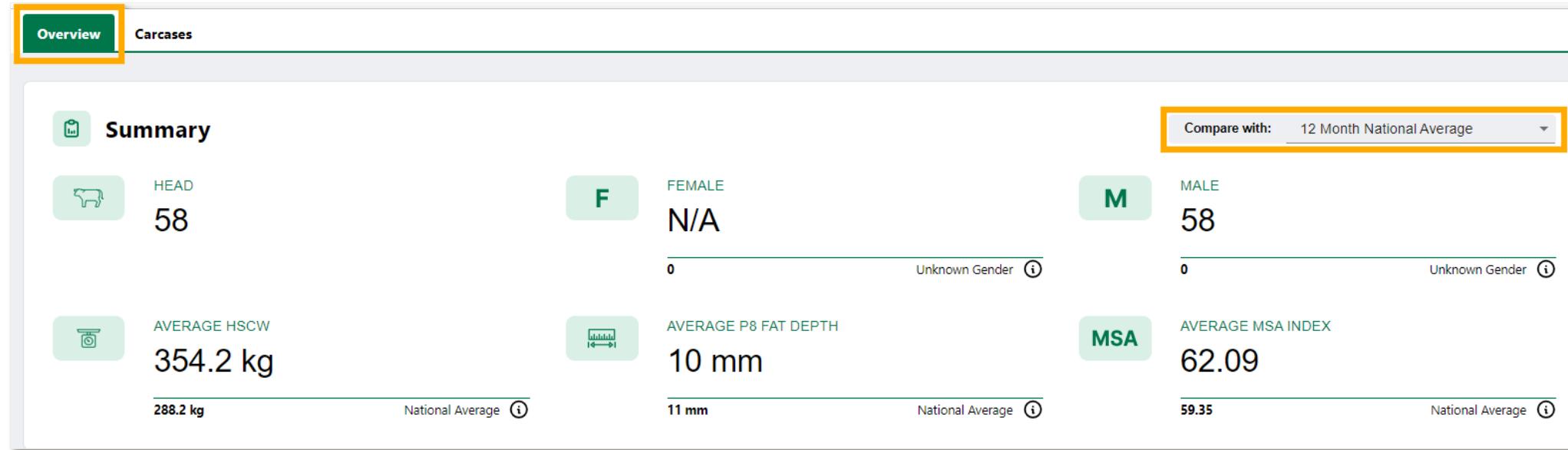
Carcase List

Total Rows 63 Selected Page 1 Rows per Page 25 50 75 100

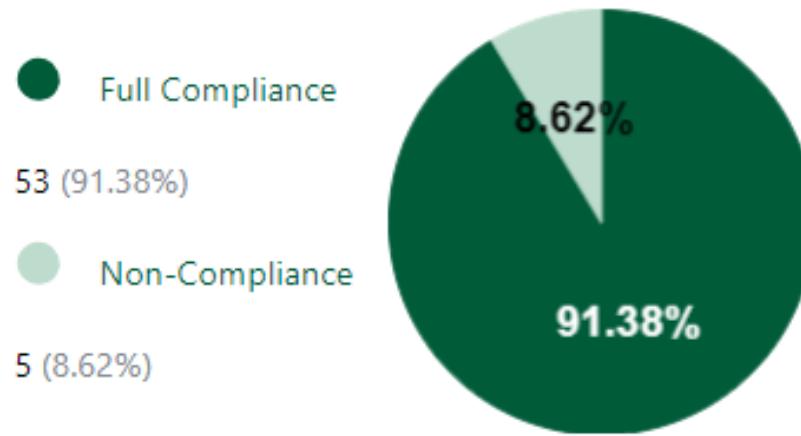
#	Body #	NLISID	RFID	Sex	Dentition	HSCW	P8 Fat	LMY %	MSA Index	MSA Compliance	Diseases / Defects
1	798	3WLXN002XBS03975	982 123773456001	M	2	359.0kg	10	60.2%	59.40	<input checked="" type="checkbox"/>	Hydatids
2	797	3WLXN002XBS04098	982 123773456124	M	2	303.0kg	6	59.0%	61.65	<input checked="" type="checkbox"/>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



Review consignments in greater detail



Compliance to grid specifications



HSCW & P8 Fat Distribution



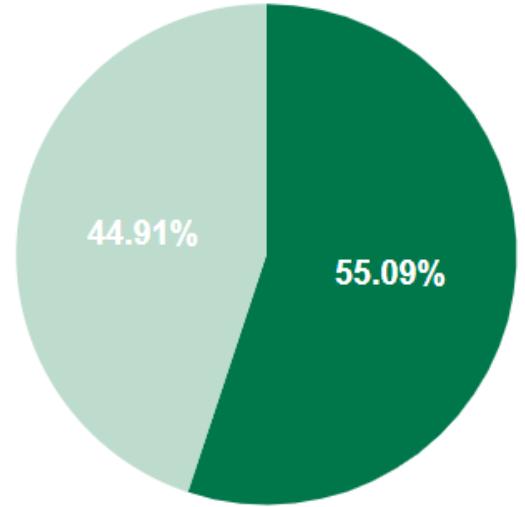
Animal Disease and Defect Reports



NO. OF HEAD
INSPECTED
993



NO. OF HEAD WITH
CONDITIONS IDENTIFIED
446



● Healthy ● With Condition(s)

Disease and Defect Conditions

Abscess
[Info](#)

Fluke
[Info](#)

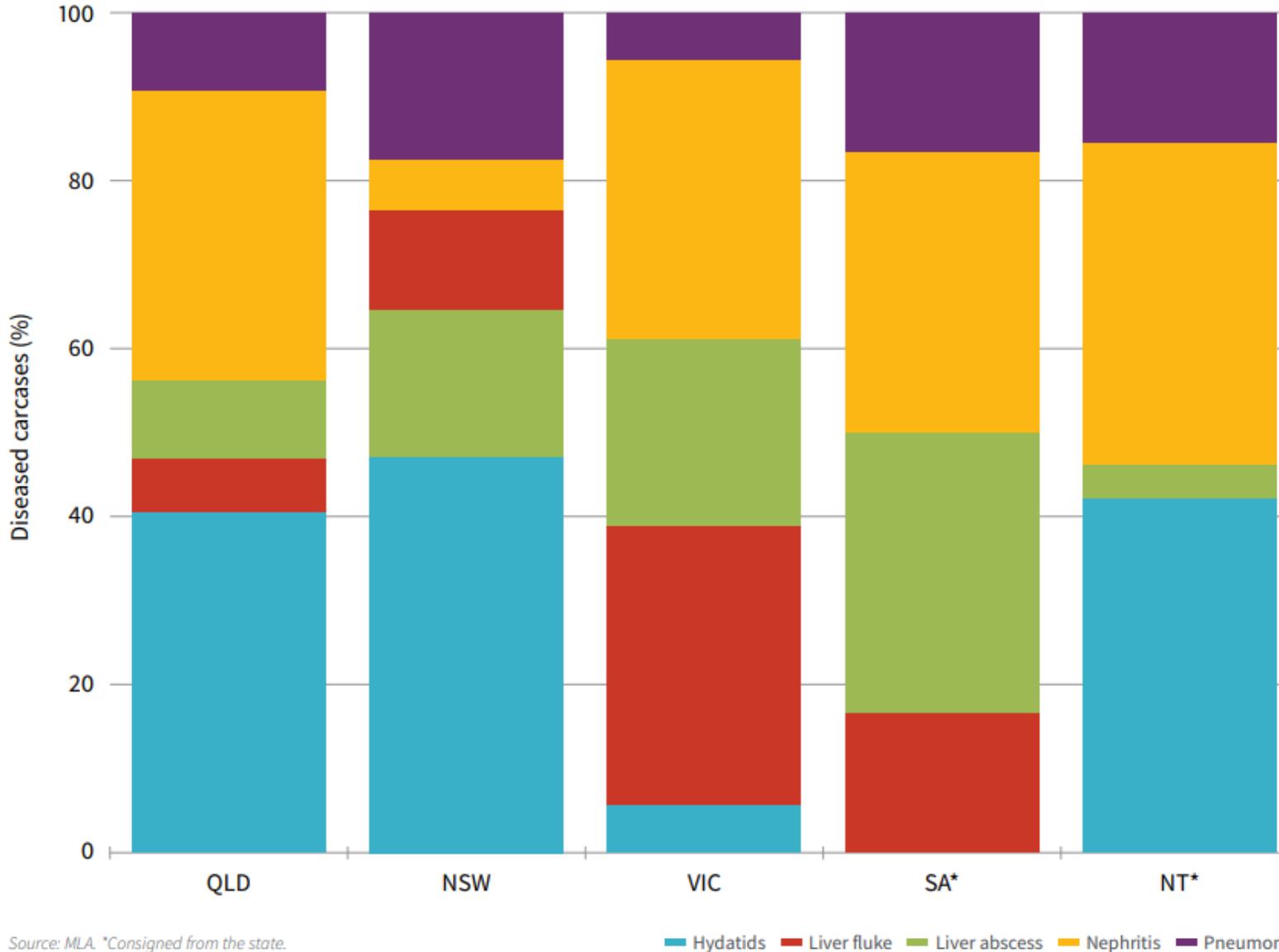
Hydatids
[Info](#)

Nephritis
[Info](#)

Pneumonia
[Info](#)

More Info	No. of Head	% of total
Info	47	4.73%
Info	97	9.77%
Info	14	1.41%
Info	344	34.64%
Info	23	2.32%

Why is this important?



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

- Liver fluke (*Fasciola hepatica*) are large, flat leaf-shaped parasites found in the liver.
- Adults are approximately 2cm long and 1cm wide, whilst immature fluke are millimetres long.
- 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.
- Liver fluke reduces animal productivity on farm. It is also an economic cost to the meat industry due to condemnations of livers.
- A recent study found 3.4% of feedlot cattle carcases had liver fluke.

Cause

Clinical signs

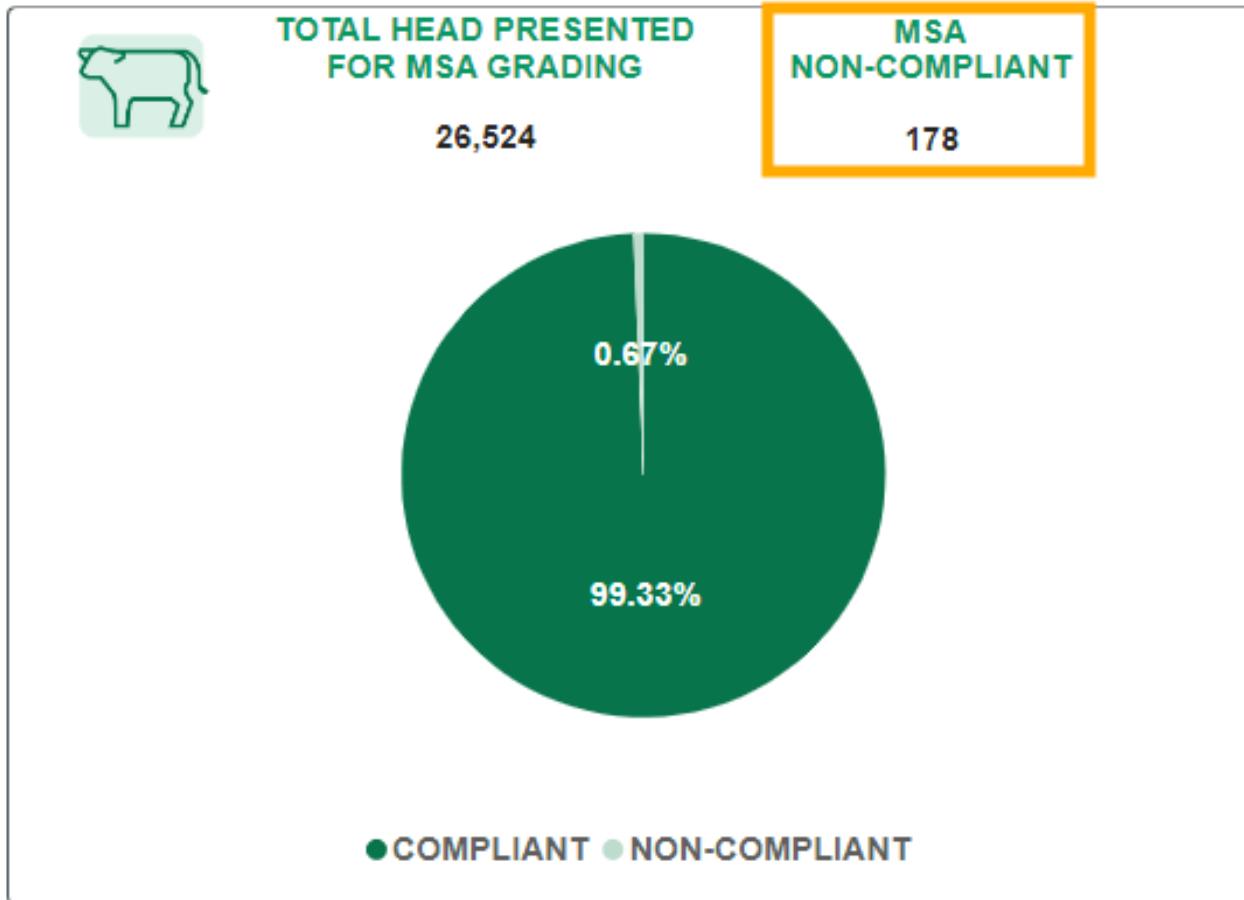
Diagnosis

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	Info	070	52.01
Healthy		1,448	52.13
Hydatids	Info	179	51.26
Nephritis	Info	039	51.45
Pneumonia	Info	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	<input type="button" value="Send Invite"/>
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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](#)



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TASMANIA

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