



***“Paddock to Plate”***  
**National Training Conference**

**Livestock Data Link**

25 March 2015

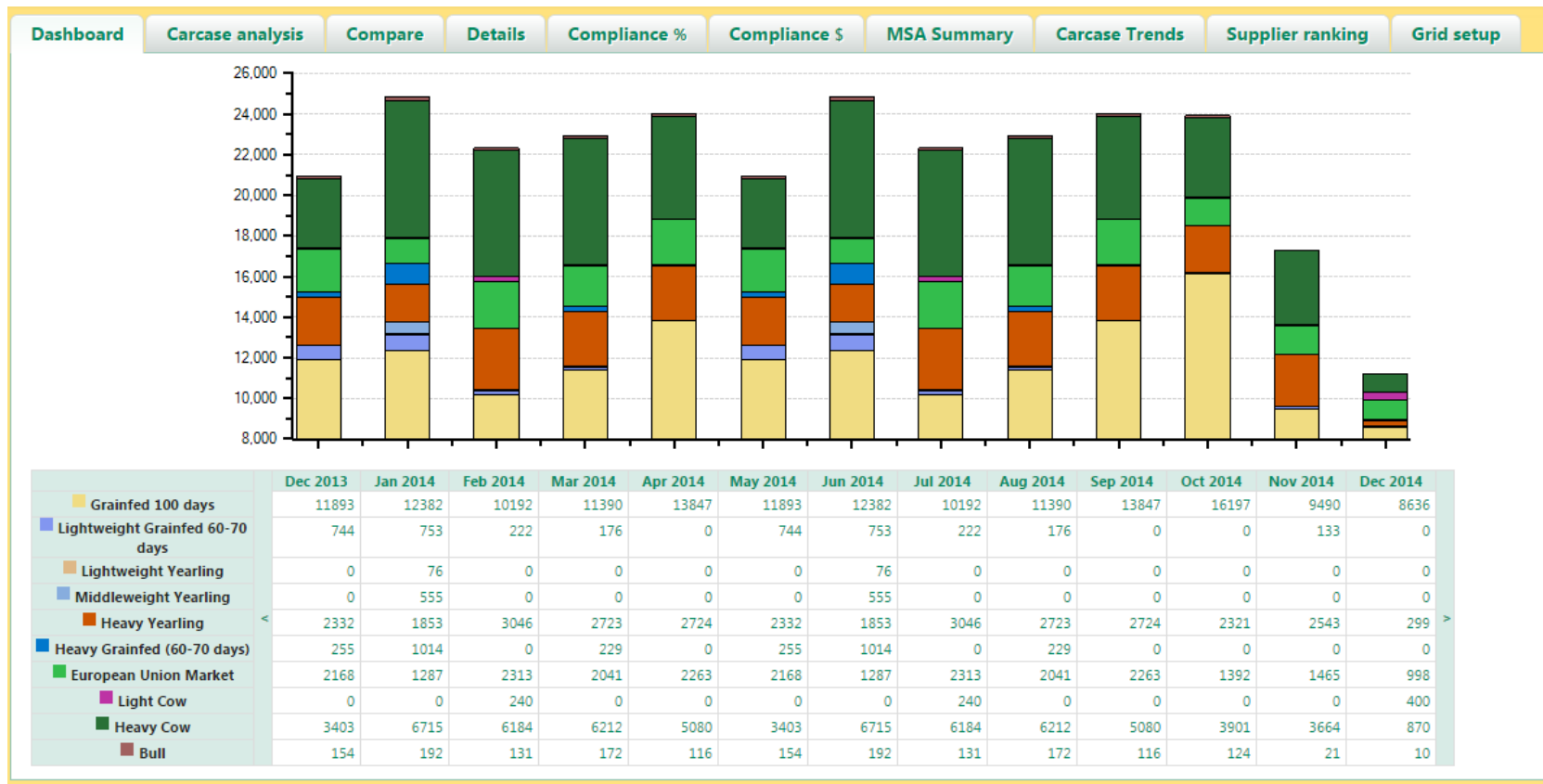
Verity Gilbertson  
Value Chain Relationship Manager

# Agenda

- Overview of LDL
- How does LDL work?
- LDL pilot and evaluation
- LDL focus area's

# Livestock Data Link (LDL)

- A pilot initiative that aims to enhance the exchange and utilisation of carcase performance information by businesses in the red meat industry.

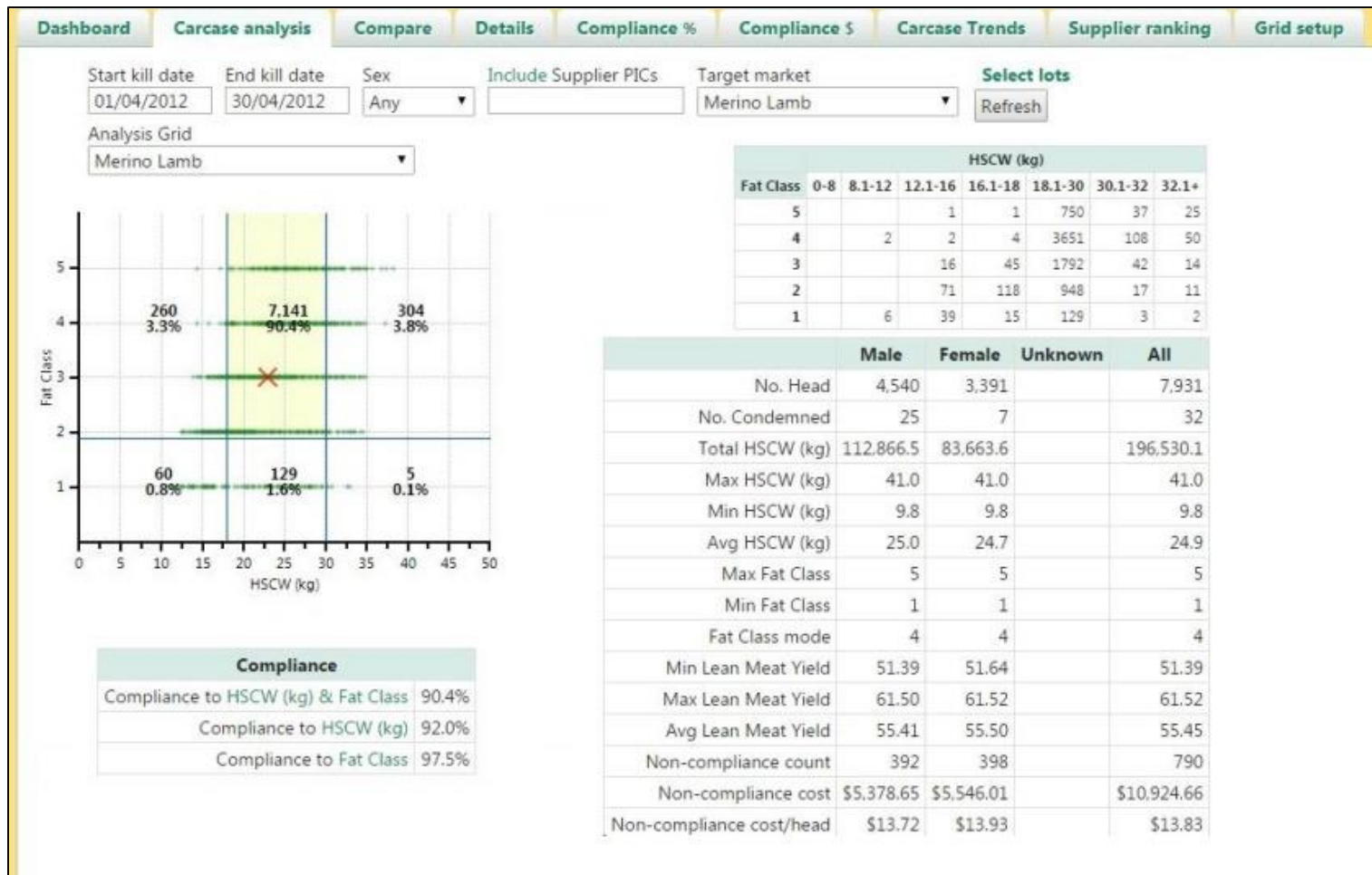


# Key benefits

- Centralised source of information
- Identification of non-compliant carcasses and associated costs
- Performance benchmarking
- Carcase performance outcomes linked to library of solutions
- Enhanced capacity of monitoring and evaluation of carcase performance

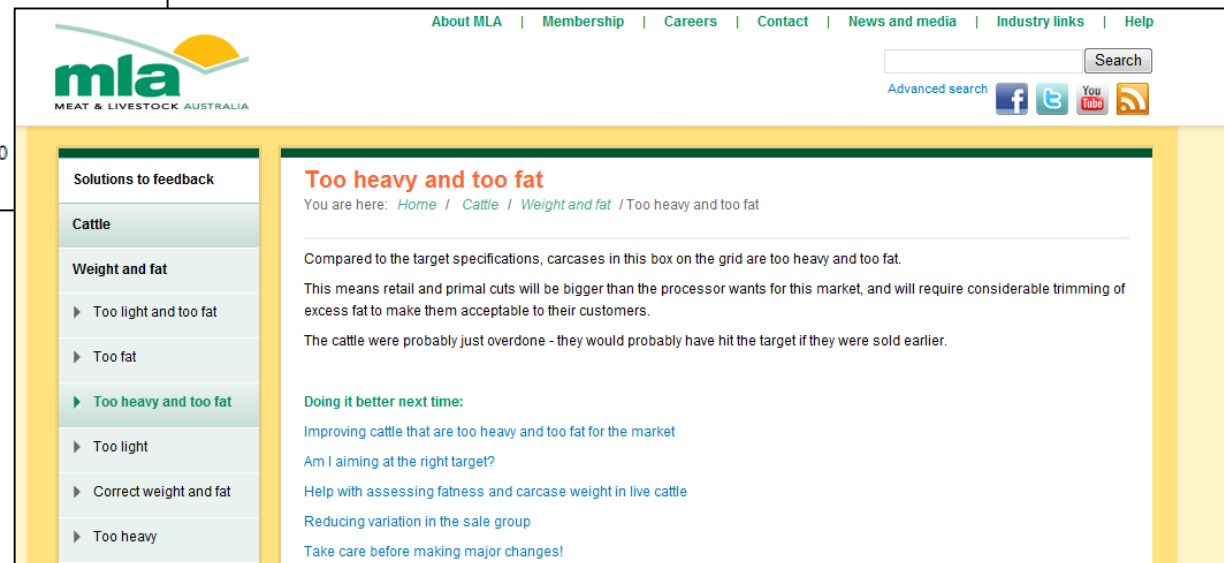
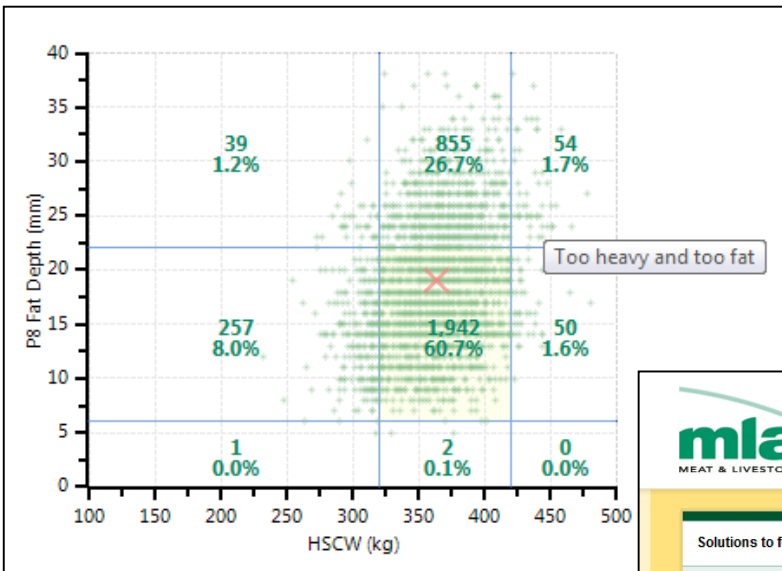
# LDL feedback system

- Carcase data is interpreted in terms of compliance to market specifications, with the cost of non-compliance calculated for each animal.



# Solutions to feedback

- Carcase performance outcomes are linked to a library of solutions on how to address non-compliant issues on farm.



The screenshot shows the MLA website interface. At the top, there is a navigation menu with links for 'About MLA', 'Membership', 'Careers', 'Contact', 'News and media', 'Industry links', and 'Help'. A search bar is located on the right. Below the navigation, there are social media icons for Facebook, Twitter, YouTube, and RSS. The main content area is titled 'Solutions to feedback' and is divided into two columns. The left column is a sidebar with a 'Cattle' section and a 'Weight and fat' section. The 'Weight and fat' section has a list of options: 'Too light and too fat', 'Too fat', 'Too heavy and too fat' (which is highlighted), 'Too light', 'Correct weight and fat', and 'Too heavy'. The right column is titled 'Too heavy and too fat' and contains the following text: 'You are here: [Home](#) / [Cattle](#) / [Weight and fat](#) / Too heavy and too fat', 'Compared to the target specifications, carcasses in this box on the grid are too heavy and too fat.', 'This means retail and primal cuts will be bigger than the processor wants for this market, and will require considerable trimming of excess fat to make them acceptable to their customers.', 'The cattle were probably just overdone - they would probably have hit the target if they were sold earlier.', 'Doing it better next time:', 'Improving cattle that are too heavy and too fat for the market', 'Am I aiming at the right target?', 'Help with assessing fatness and carcase weight in live cattle', 'Reducing variation in the sale group', and 'Take care before making major changes!'.

# LDL pilot and evaluation

- LDL is being piloted and evaluated with a number of beef and sheep processor supply chains.
- LDL will be extended to producers within the scope of these pilots.





# LDL Focus Areas

- Six fully integrated value chain effectively implementing information exchange initiatives
- LDL extension and adoption support
  - Producer usability workshops
  - Customised extension support packages
- Integration of MyMSA
  - MSA Sheep information
  - MSA Beef information
- Animal health and disease
  - Incorporated National Sheep Health Monitoring Project
  - Proof of Concept trial of direct upload from kill floor.



**Thank you**