# A **WORLD LEADING** solution

## is more than just management of print

> " PMA have excelled themselves in the area of personal commitment to MLA. From the guy in the pack house, right through to the Managing Director, who have all worked on projects together. "

**Patrick Hutchinson**
Manager - Livestock Quality Services
Meat & Livestock Australia

With stricter regional and global rules on the origin and shipment of red meat and pork products, Meat & Livestock Australia (MLA) and Australian Pork Limited (APL) has undertaken the responsibility of supplying all relevant producers of cattle, sheep, goats and pigs in Australia with National Vendor Declaration and Waybill. This program was introduced in order to implement a system capable of tracing the origin of any shipment of animals from anywhere in Australia.

This is known as the Livestock Production Assurance program (LPA) for the red meat industry and Pig Pass for the Australian Pork Industry, and together they represent a pair of the most rigorous and far-reaching agricultural identification programs in the world. As a major project of national importance this entails providing all registered producers in Australia with the necessary information and documentation to meet all local and global guidelines. MLA and APL appointed PMA to provide a robust fulfilment process from procuring all the elements, serialising, collating into pack sand distributing to the relevant primary producers Australia wide.

Crucial to the program is comprehensive reporting and the secure storage of all data within a purpose built database. The packs typically include one of five different sets of Vendor Declarations, an invoice indicating the item and cost plus any additional pieces added to the packs from National Livestock Identification System (NLIS) and Animal Health Australia (AHA). Both NLIS and AHA utilise the distribution platform to disseminate information to the producer network.

The process covers;

* Daily data files received by PMA
* Data is processed and used to personalise each waybill with a Property Identification Code, address and barcode
* System auto allocates waybill serial numbers and creates address labels and invoices
* Data is then pushed through an automated routine into the NLIS database for both industries
* Books are produced collated and despatched within three working days of receipt

The program designed and implemented for MLA and APL has caught the attention of other nations with similar requirements. It has even received national media coverage with the system's success showcased on ABC television's Landline program. This program having commenced in 2003 still continues in 2016 and is a testament to the robustness of the program.