
LIVESTOCK PRODUCTION ASSURANCE
STAND BY WHAT YOU SELL



10 years of LPA

It's been 10 years since Australian livestock producers officially signed up to stand by what they sell through the introduction of the Livestock Production Assurance (LPA) program.

And, industry is unanimous in its agreement that the program has delivered on its promise to underpin the enviable reputation Australia has for the safe production of red meat.

When first introduced in March 2004, LPA was the cause of controversy. The criticism was that it introduced more paperwork for the average farmer. But as it has evolved, LPA has proven its worth many times. We now have around 200,000 accredited producers.

To support producers, LPA has created a suite of resources. These resources cover record keeping templates, on-farm audits, fact sheets, LPA video and a new "test your knowledge" quiz. LPA has developed an LPA educational kit to support our network of educators, trainers, extension teams and industry supporters.

Please help us spread the word – we encourage you to promote these resources through your own websites, publications and events.

Kevin Roberts

Chair, LPA Advisory Committee

May 2014



LPA educational resources

It is critical that LPA accredited producers understand their responsibilities under the program and take the necessary actions on farm to ensure the meat they produce is safe.

The LPA program is very keen to support people who talk about LPA to producers and service providers, or as part of their own education and training or induction programs.

A kit has been developed with a suite of complementary educational materials to assist educators and trainers and includes:

1. **'Stand by what you sell' video** - A four-minute video that explains the basics of the LPA program including the five elements producers need to consider in order to meet food safety requirements. The video highlights typical production situations and LPA-compliant solutions.

2. **Fact sheets** - A set of five fact sheets that explain each element of the LPA program, which can either be emailed or printed.
3. **PowerPoint presentation** - The slide pack enables presenters to give an overview of the LPA program, and contains speaker notes, accessible via 'notes view' in the PowerPoint presentation.
4. **Frequently Asked Questions** - A set of questions and answers to support presenters in talking about the LPA program.
5. **Producer quiz** - A short online quiz accessible via www.mla.com.au/lpa, tests the producers' knowledge on how to implement the requirements of the LPA program on farm.

More information and resources can be found online or contact Verity Gilbertson at MLA on 02 9463 9165 or vgilbertson@mla.com.au to receive a free education pack.

Test your knowledge!

The LPA program has created an **online quiz** to test producers' knowledge about LPA and what it means to stand by what you sell.

The quiz consists of 22 questions that will take red meat producers through the following topics: on-farm risk factors, hazards and chemical residues, record keeping, Withholding Periods (WHP), transportation, and the importance of maintaining the integrity of LPA.

We encourage you to **take the online quiz** to test your own knowledge and share it around with your networks.

Contact

Tel: 1800 683 111

Email: lpa@mla.com.au

Website: www.mla.com.au/lpa

[Edit your subscription](#) | [Unsubscribe](#)