

final report

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Prepared by: Peter Shaw
RuralBrand
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Pasture Variety Trial Network – Marketing and Communications Plan

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1. Abstract

A survey study of seed company personnel, rural supplier personnel, consultants and farmer producers was undertaken over a two-month period in relation to the proposed Pasture Variety Trial Network (PVTN). An objective of the PVTN is to influence the rate of successful pasture renewal amongst producers. A web-based survey was utilised targeting over 810 respondents as well as direct contact. The study revealed high-level endorsement and willingness to participate in the proposed program. A marketing and communication plan engaging all stakeholders including recommendations, budgeted items, blueprinted logo and adware has been readied for project implementation.

2. Executive Summary

Background

Meat and Livestock Australia (MLA), as part of its Feed Base Investment Plan, is developing a Pasture Variety Trial Network (PVTN). The program comprises of new trials established by MLA along with trials from seed companies. The PVTN includes a set of standards or protocols for the running and reporting of pasture trials as well as an auditing and accreditation process to ensure a high level of integrity is maintained. The program will first focus on temperate species and likely sub-tropical and tropical species in the future.

The project requirement is to develop a 5-year marketing and communication plan for the PVTN.

The PVTN marketing and communication plan

The plan has been developed as an adjunct to the MLA Feed Base business plan. An overarching aim of these plans is for the improvement of the nations pastoral feed base, particularly beef and sheep industries, by increasing the rate and participation in pastoral renewal with improved forage seed varieties.

Specifically, the PVTN aims to provide a new benchmark standard on how varieties are trialled, evaluated and reported. Information provided by the PVTN will allow producers, advisors, rural suppliers and seed companies to make confident, evidence based decisions on the suitability of forage seed varieties.

The PVTN marketing and communication plan is targeted at the key stakeholder groups being 1. seed companies and wholesalers 2. seed resellers 3. consultants and advisors and 4. farmer producers.

The key objectives of the PVTN marketing plan are to:

1. present a 5 yr. implementation budget
2. identify needs and present targeted communication strategies
3. identify key messaging relevant for each stakeholder group
4. cost proposed activities as 'in-kind' or 'cash'

5. to raise awareness of the PVTN in sheep/beef markets
6. identify the promotional and educational needs of the stakeholder groups
7. present a simple, highly recognizable brand and logo for the PVTN
8. present draft tabloid advertising

Method

The approach taken by the project incumbent was to identify and survey key stakeholders of the proposed PVTN program.

Four sophisticated web based survey questionnaires were developed and implemented comprising of 15 tick-box and open-ended questions targeting stakeholder groups. Personal interviews were also conducted

Over 810 respondents were invited to participate with nearly 40% visiting the survey sites. The survey completion rate was a remarkable 15%. A high profile article was authored and published targeting 6000 rural industry personnel. 1200 consultant advisors were emailed. Key industry personnel were spoken with and a meeting held with ASF's seed marketing group.

Survey respondents were asked their educational and promotional requirements and capacity to advocate the PVTN. Questions were also asked on pasture traits, preference for receiving PVTN outcomes, pasture tools, advisory guides and media consumption.

Key findings

Key findings of the information discovery process are:

- High level endorsement of the proposed PVTN by producers, rural suppliers and consultant/ advisors and Seed Companies in general.
- A very high preference for pasture variety performance data
- The No.1 pasture trait for surveyed producers is 'pasture persistence'
- Producers rank highly pasture advisory guides, tools and calculators
- The word 'cost' was mentioned by over 80% of respondents in their deliberations regarding pasture resowing.
- Email is an excellent communication mechanism for the PVTN

Marketing and communication strategy

The central platform of the PVTN MarComm strategy is for the PVTN to develop communication assets (i.e. audio-visual, advertising, editorial, PR, etc.) for application by the MLA and stakeholder groups. A highly recognizable brand device (logo) and proof advertisement has been developed.

Communications plan and budget summary

A detailed 5-year marketing communications budget has been developed in readiness for the plan implementation made up of cash and 'in-kind' contributions. The budget summary is shown below. Full detail is shown in the report proper.

MarComm Activity (\$'000)	2012	2013	2014	2015	2016	5 yr TOT
Comms officer and agency support	60	72	75	78	81	366
Brand development	8	2.5	2	1.5	1.5	15.5
Audio visual	23	23	23	23	23	115
Press releases	40	40	40	40	40	200
Signage & displays	20.5	5.5	7.5	4.5	4.5	42.5
Database development	15	10	10	10	10	55
Pasture tools/ Advisory guides	20	20	20	20	20	100
Newsprint media	44.5	132.5	72.5	72.5	72.5	394
Brochures guides booklets	28	73.5	126.5	126.5	126.5	481
On-line media/web/e-casting	51.3	105	79.5	76	76	387.8
Industry promo activities/ FD's	20	170	170	170	170	700
TOTAL	\$330	\$654	\$626	\$622	\$625	\$2,857
Funds required/Contributions (\$'000)	2012	2013	2014	2015	2016	5 yr TOT
Seed Co - direct cash	0	0	0	0	0	0
Seed Co - in kind	0	40	40	40	40	160
Other Cash	0	0	0	0	0	0
Other in-kind	0	73	73	73	73	292
MLA/Agency cash	206.3	392	339	335	338	1610.3
MLA/ Agency in-kind	124	149	174	174	174	795
TOTAL	\$330	\$654	\$626	\$622	\$625	\$2,857

Key recommendations

A key recommendation is for the MLA as the project lead to endorse the plan with key stakeholders and ensure that the cash component of the programs MarComms budget is indeed fully funded. Following, it is recommended that the MLA contract a MarComms officer and lead agency jointly as one, to implement the MarComms plan. This projects authors Peter Shaw, *RuralBrand* director has expressed interest in this regard.

Conclusion

This study has revealed overwhelming support for the development of the PVTN program from seed companies, wholesalers, seed resellers, advisors and red meat producers. Effective communication of the PVTN outcomes should provide the basis for producers, advisors and industry to make confident, evidence based decisions on the suitability of seed varieties and together with concurrent MLA initiatives, lead to a significant improvement in the nations pastoral feed base.

3. PVTN project background

Meat and Livestock Australia (MLA), as part of its Feed base Investment Plan, is developing a Pasture Variety Trial Network (PVTN). The program comprises

new trials established by MLA along with trials from seed companies. The PVTN includes a set of standards or protocols for the running and reporting of pasture trials as well as an auditing and accreditation process to ensure that standards and a high level of integrity are maintained. The program will first focus on temperate species, but is expected to encompass sub-tropical and tropical species in the future.

The pasture seed supply industry is fragmented with many parties having a stake in the sale of seed. There are numerous seed companies (>8), each with their own portfolio of products to sell, along with a number of large and small wholesale companies, some of which are owned by seed companies. There are also numerous corporate and independent retailers and each have unique relationships with the suppliers of seed which at times may have some bearing on the recommendation and sale of seed to farmers. Further, the lack of industry standards with regards to the conduct and reporting of trials and the highly competitive nature of the industry have all contributed to a perceived loss in producer confidence in the information presented to them.

4. PVTN marketing and communications plan objectives

The PVTN marketing and communication plan is integral and subordinate to the MLA feed base business plan. An overarching aim of this plan is for the improvement of the nations pastoral feed base, particularly beef and sheep industries, by increasing the rate and participation in pastoral renewal with improved forage seed varieties.

Specifically, the PVTN aims to provide a new benchmark standard on how varieties are trialed, evaluated and reported. Information provided by the PVTN will allow producers, advisors, rural suppliers and seed companies to make confident, evidence based decisions on the suitability of forage seed varieties.

The PVTN marketing and communication plan is targeted at the key stakeholder groups being 1. seed companies and wholesalers 2. seed resellers 3. consultants and advisors and 4. farmer producers.

The key objectives of the plan in relation to the PVTN are to:

1. present for endorsement a 5-year fully costed marketing and communication plan detailing project initiatives
2. identify needs and present targeted communication strategies
3. identify key motivations, drivers and issues
4. identify key messaging relevant for each stakeholder group
5. identify those initiatives that may be offered by stakeholders as 'in-kind' and cash
6. to raise awareness of the PVTN particularly focused on sheep/beef markets
7. identify the promotional and educational needs of the stakeholder groups in regard to the PVTN
8. present a simple, highly recognizable brand and logo for the PVTN for industry review
9. present a draft advertisement for industry review

5. Methodology (survey of stakeholders)

The approach taken by the project incumbent was to identify and survey key stakeholders of the developing PVTN program. These stakeholders having been identified as 1. Seed Companies and Wholesalers 2. Rural suppliers and Seed resellers 3. Consultant and Advisors 4. Farmer producers.

Four sophisticated web based survey questionnaires were developed and implemented comprising of 15 or so tick-box and/or open-ended questions targeting each stakeholder group.

Part A required respondents to answer questions centred on the respondent groups educational and promotional requirements in relation to the PVTN.

Part B questions centred on the preferred mechanisms for delivering PVTN outcomes to the target group. Other questions related to the capacity of the respondent group to advocate the outcomes of the PVTN program as well as questions on the importance of pasture traits, preference for specific data, pasture tools, advisory guides and other.

An overview of the contact strategy that was targeted to each group is as follows:

1. Over 810 potential respondents were directly invited (email) to participate in the four surveys. The producer respondents were made up of a mixed sample of livestock producers belonging predominantly to sheep or cattle breed societies throughout South-East SA, Victorian pastoral regions, Tasmania, Northern and Southern Tablelands regions of NSW.
2. An article describing the proposed PVTN program was authored and published (with accompanying imagery) in Rural Business magazine

encouraging stakeholders to take the survey. This was distributed to over 6000 rural supplier stakeholders, rural businesses, agronomists and advisors.

3. A direct link to the surveys was hardcoded on the landing page of ruralbrand.com.au ensuring respondents could access the surveys from 'word of mouth' or passively. An outline of the proposed PVTN program was also provided.

4. A newsworthy story and survey invitation was published and electronically broadcast to 1200 consultants and advisors through the Australian Institute of Agricultural Science and Technology (AIAST) monthly updates.

5. No less than 70 potential respondents (seed company, supplier agronomists and consultants) were telephoned directly requesting that they take the survey questionnaire as well as soliciting their feedback.

6. At request to the CEO of the Australian Seeds Federation, a personal endorsement and invitation to participate in the PVTN survey was sent using the ASF pasture seed database.

7. A presentation with discussion and feedback was also undertaken on 24 Nov 2011 with the Australian Seed Federation 'Proprietary Marketers Group'. At this meeting the draft PVTN logo device and draft PVTN promotional collateral were shown as well as other feedback received.

8. Detailed discussion has also taken place with 4-5 CEO's of the leading seed companies. Discussion has also taken place with most supply chain principals responsible for pasture seed i.e. Elders, Landmark, CRT, IHD and others.

Survey response rate

	Seed Co.'s & Wholesalers	Rural suppliers & Resellers	Consultants & Advisors	Farmer producers	%	TOTAL	%
Survey program Invites	21	42	2	748		813	
Survey visits	59	51	39	166	22	315	39
Survey completes	17	13	15	75	10	120	15

On the whole, the survey completes response rate was remarkable at 15%, nearly 4 times the recognised industry standard (4-5%). Almost 40% of respondents invited clicked through to open the survey (presumably reading the survey preamble).

As remarkable was the survey completes response rate from producers at 10%, more than twice the recognised industry standard. 22% of producer respondents clicked through to open the survey (presumably reading the survey preamble).

Note: No gratuity to take the survey was offered. At 12/12/11 all four surveys remain open. These remain accessible at *ruralbrand.com.au* home page.

6. Results (survey of stakeholders)

See also: **Appendix 1-4** – Computer print out of survey results **pp. 40-63**

6.1. Seed Companies and wholesalers

Discussion with Seeds Co. personnel highlight the following:

1. The programs prime objective – namely ‘improving the pasture feed base by increasing the net rate of pasture renewal’ is pivotal and that varietal performance measurement and producer communication is but one contributing factor in the context of the producer decision-making process to renew pastures.
2. The PVTN program needs to identify and act upon the ‘other contributing factors’ influencing the producer decision-making process if the PVTN program itself is to be successful.
3. A ‘feed base’ business plan needs to be tabled to the industry detailing the core objectives, the role of the PVTN and other unspecified educational and informational programs that contribute to producers decision making.
4. The whole program requires adequate resourcing and funding and that at present, industry is not convinced that this will be the case.
5. Auditing of Seed company sown trials need to be finalised and timely.

The survey results of Seed Co. respondents highlighted the following, amongst other:

1. A very high preference for pasture variety performance data, individual variety descriptions and overview of the PVTN program
2. Access to a PVTN marketing services manager (equal to program manager)

3. A high preference for educational and informational Pasture tools and Advisory guides (see survey results Q3 and Q4).
4. Contact utilising email
5. A preference for PDF eNewsletters and a printed PVTN Pasture Variety Guide
6. For promoting the PVTN using rural media, a preference of a. ABC radio b. Direct mail to farm c. Published editorial content d. Newspapers and magazines
7. Farmer discussion groups, Seed Company and Farmer field days were seen as most effective.
8. This group recognised the value in the PVTN brand

The information delivery plan to this group is to be consistent with the above.

6.2. Rural suppliers & seed resellers

The survey results highlighted the following:

1. A very high preference for pasture variety performance data, individual variety descriptions and overview of the PVTN program
2. High preference for access to the PVTN programs manager
3. A high preference for educational and informational Pasture tools and Advisory guides (see survey results Q3 and Q4).
4. Contact utilising email followed by AusPost and company intranet
5. A preference for 1.PVTN Pasture Variety Guide 2.eNewsletter 3. PVTN brochure 4. PVTN website
6. For promoting the PVTN using rural media, a preference of 1. Direct mail to farm 2. Newspapers and magazines 3. Editorial content 4. Brochures inserts
7. Farmer discussion groups and Farmer field days were most effective.
8. A high likelihood of endorsing and advocating the PVTN program

The information delivery plan to this group is to be consistent with the above.

6.3. Advisors and Consultants

The survey results highlighted the following:

1. A very high preference for pasture variety performance data, individual variety descriptions and overview of the PVTN program
2. Moderate to high preference for access to the PVTN programs manager
3. A high preference for educational and informational Pasture tools and Advisory guides (see survey results Q3 and Q4).
4. Contact utilising 1. Email 2. AusPost
5. A preference for 1.PVTN Pasture Variety Guide 2. PVTN brochure 3.PDF newsletter 4. PVTN website
6. For promoting the PVTN using rural media, a preference of 1. Direct mail to farm 2. Newspapers and magazines 3. ABC radio 4. Editorial content 4. Brochures inserts. This group was largely indifferent however.

7. Farmer discussion groups and Farmer FD's were most effective.
8. A high likelihood of endorsing and advocating the PVTN program

The information delivery plan to this group is to be consistent with the above.

6.4. Farmer producers

The survey results highlighted the following:

1. A very high preference for pasture variety performance data, individual variety descriptions and overview of the PVTN program
2. A high preference for access to 1. Independent agronomist 2. Rural store advisor 3. Seed company advisor
3. A very high preference for educational and informational Pasture tools and Advisory guides (see survey results Q3 and Q4).
4. A very high contact preference by 1. Email and 2. AusPost
5. A preference for 1.PVTN Pasture Variety Guide 2. PDF eNewsletter 3. PVTN brochure 4. MLA magazines 5. PVTN website

Note: 43% of producers marked preferred or essential and a further 28% marked indifferent for receiving or accessing information utilising the PVTN website,

6. For effectiveness in promoting the PVTN using rural media, the preference was 1. Direct mail to farm 2. Newspapers and magazines 3. ABC radio 4. Brochures inserts 5. Editorial content

Note: Direct mail was ranked effective or highly effective by 85% of producers. Newspapers and magazines were ranked effective or highly effective by 72%. Brochures drop out in local newspapers were ranked effective or highly effective by 44% of producers with a further 35% indifferent.

7. Farmer field days and Farmer discussion groups and were most effective.
8. 57% of respondents resowed a paddock last year, a further 25% in the last 2-4 years.

9. 67% of respondents took the optional question on 'suggesting anything that would strongly influence their decision to renew an old pasture?'

Responses include:

- increased stock numbers
- short term pastures that fit in with fodder crops
- deeper rooted plants
- feed quality
- finances
- erosion control
- success guarantee
- certainty, risk of failure
- proof of ROI vs. doing nothing
- better persistence

- weed invasion
- return on investment
- thinning and weed incursion
- feeling sure it would work
- quick regenerative grasses
- varieties suited to my farm (altitude, acidic soils)
- weed burden winter feed
- failure of existing pastures
- other

10. 67% of respondents took the optional question on 'suggesting reasons why they do not renew pastures more often?'

Responses include:

- cost
- lack of suitable equipment,
- production losses,
- establishment risk,
- waterlogging,
- opportunity costs better elsewhere on farm (fencing),
- weed invasion,
- soil erosion from opening soil
- not successful in the past
- seed and fertiliser costs,
- previous failure,
- manpower,
- time and effort.
- turning soil brings up the salt
- destocking sown area
- poor establishment
- drought, dry seasons
- forget new pastures, come up with an effective way to control fireweed
- lack of suitable equipment for rocky ground

Note: the word COST is mentioned in 37 of 51 responses. Other responses may be interpreted as lack of confidence, aversion to risk (seen as high) and perceptions of poor return on investment verses doing nothing.

The information delivery strategy to this group is to be consistent with the above.

7. Discussion and Conclusion (survey)

See: B.PBE.0012 milestone report No. 2 Appendix 6 **pp. 70-93**

8. Marketing and Communication Strategy

Following is a schematic Flow Diagram for the Proposed PVTN Marketing Communications Plan.

The five target groups have been identified being :

1. Seed Co.'s and Wholesalers
2. Rural supply network (Elders, Landmark, CRT, IHD, etc.)
3. Consultants and Advisors (D.of Agr, private consultants, Agronomists)
4. Market multipliers (NFF, VFF, grasslands, Breed Societies, MLA, etc)
5. Farmer Producers (primarily Meat and Livestock producers, secondary – Dairy producers)

The schematic describes the PVTN program as a supplier of a) PVTN program outcomes b) Promotional and communication assets. These are to be administered by 1.the PVTN program coordinator 2. PVTN marketing and communications officer (contracted).

Primary demand for PVTN program outcomes is designed to come from farmer producers, whereas demand from the other stakeholder groups is largely derived demand.

Demand from producers and other stakeholders is generated by a communication strategy that includes 1. An 'establishment phase' and 2. Ongoing, recognising the incremental rate at which data becomes available. The communication strategy for each stakeholder group varies with several communication initiatives common to all.

The schematic diagram illustrates the network of communication linkages between Seed Co.s, Rural seed suppliers, Advisors , Market multipliers and Producers. For instance, Seed Co.'s are very well connected to rural suppliers who in turn are well connected with producers. Seed Co.s also have direct linkages with producers and pasture advisors.

As well as supplying program outcomes, the PVTN is a supplier of promotional and communication assets. In so doing, each stakeholder is able to apply PVTN generated media and communications assets in their own marketing space.

An example may be during the 'establishment phase' (Year 1), A seed company or rural supplier might hard code a web banner display into their own website that hyperlinks to the PVTN micro-site.

Other examples may be a Seed Co or Rural supplier allocating a page of their seed catalogue for a preformatted PVTN advert. Utilising fortnightly emails, a breed society may publish a PVTN summary article with hyperlinks to the PVTN micro-site or results PDF.

The critical element is that the PVTN program itself, is the supplier of the media and communication asset. The reasoning is for consistent and professional management and application of the PVTN brand - not just the PVTN logo display. (See 9.10 Application of PVTN brand device).

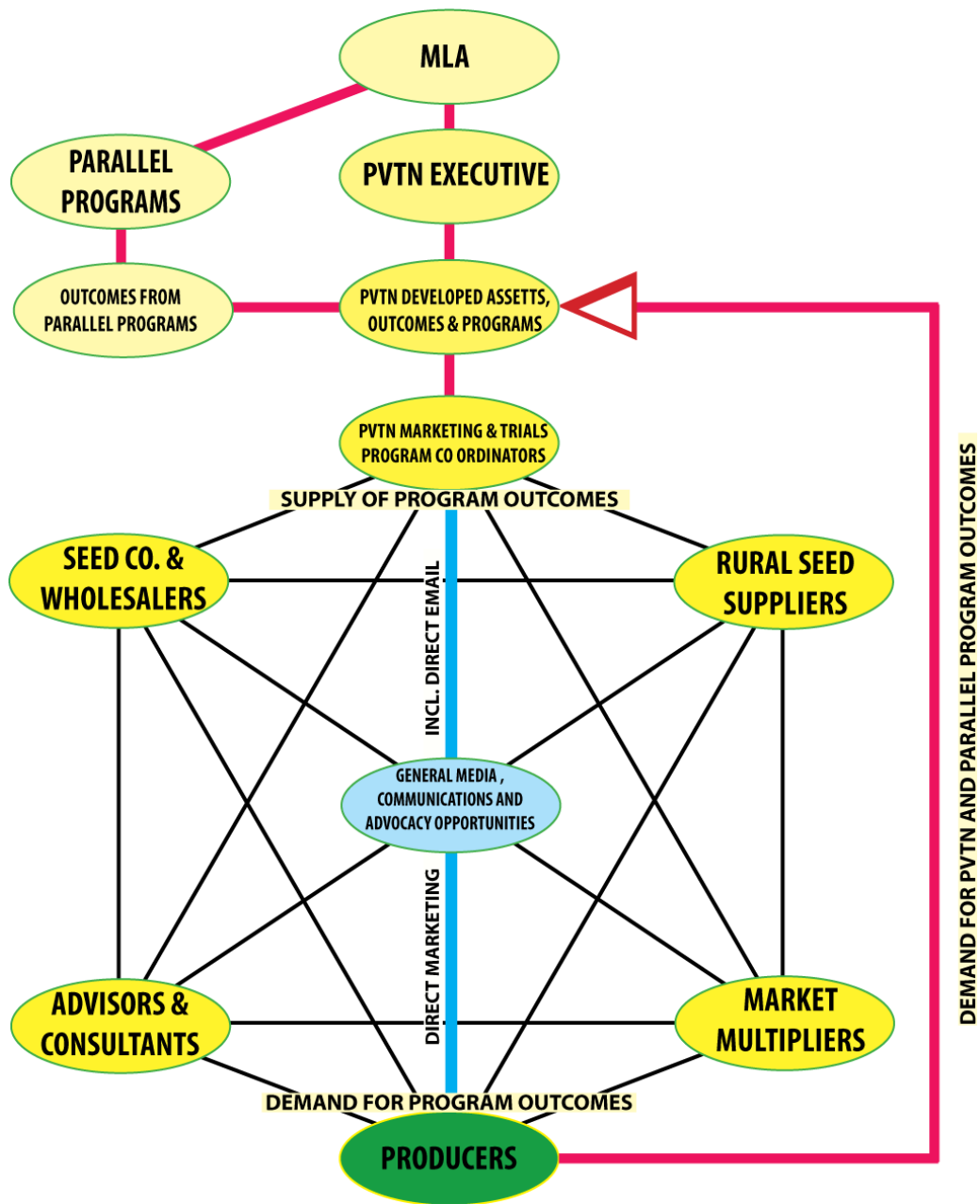
A major component of the strategy is for the PVTN to communicate with producers direct through a range of initiatives that includes rural media, field days, d-base emailing, e-newsletters and direct mailing.

The surveys results indicated a high preference across all groups for contact and information delivery via email. For this reason, the strategy includes a five

year program for establishing a stakeholder (including producer) database ensuring that PVTN outcomes can be delivered to stakeholders effectively and at low cost.

All survey respondents indicated a very high preference for pasture decision tools and calculators as well as pasture advisory guides. It is recommended that the outcomes generated from MLA parallel programs feed into the deliverables from the PVTN. Trial data and variety descriptions in itself may be regarded as insufficient information to significantly influence the uptake of pasture renewal. Other tangible outcomes that influence the producer decision-making process to renew pastures is likely required.

PROPOSED PVTN MARKETING COMMUNICATIONS SCHEMATIC FLOW DIAGRAM



8.1. Market multipliers

The market multipliers are those pastoral entities that operate in the same space as producers. These may be sheep and beef breed societies, Federal or state farmer organisations, Dairy Australia, Holstein Australia, MLA parallel programs, CRC programs, CSIRO, the MLA itself and other. Each has a direct audience with producers and many consultants.

Potentially, these are powerful market multipliers. Each of these organisations are likely receptive to brand linking with the PVTN.

By providing pre-formatted communication assets i.e. web banner adverts, display adverts, links to the PVTN micro-site, it becomes an easy step for this group to apply the PVTN asset in their own marketing space.

8.2. Pasture decision tools and advisory guides

Survey respondents showed a high preference for access to the following tools and advisory guides when considering PVTN outcomes.

Decision Making Tools

- Pasture quality and quantity assessment tool
- Pasture health assessment tool
- Pasture variety selection tool
- Live weight gain predictive tool
- Break even cost / benefit calculator
- Gross Margin calculator

Pasture Advisory Guides

- Pasture Agronomy and grazing management
- Pasture health (above and below ground)
- Productive soils (nutrient cycling and soil biology)
- New pastures (why, when and how)

It is recommended that the PVTN deliverables be facilitated with educational an informational assets consistent with the above, be it from MLA parallel research streams, existing of otherwise.

8.3. Pasture traits of importance to producers

Producer survey respondents ranked the importance of key pasture traits the following:

- Persistence (by fair margin)
- Soil fertility requirement
- Herbage quality
- Tolerance to pests and diseases
- Seasonal herbage production

- Risk of establishment failure
- Optimal sowing rates
- Tolerance to salt and/or acidity

It is recommended that PVTN deliverables and communication outcomes be consistent with producer trigger points.

Note: The PVTN surveys showed that the most important pasture trait was pasture persistence (and by a fair margin) by producers, advisors and resellers. Interestingly, seed companies ranked herbage quality, herbage production ahead of pasture persistence. The implication here is that the PVTN data needs to ultimately show data sets for pasture persistence or % cover, not just herbage dry matter. Likely, weed ingress is a major concern for producers when considering renewing pastures.

8.4. PVTN brand - definition

The PVTN brand is a mixture of attributes, tangible and intangible, symbolised by a trademark, which if managed properly, creates value and influence. From a farmer's perspective, value may be interpreted as the promise and delivery of an experience (i.e. high confidence decision-making). From a seed company or rural supplier perspective it may be in the security of future earnings. From a consultant's viewpoint, it may be the security of on-going tenure that comes from offering successful pasture advisory.

The PVTN brand is intended to cement relationships by growing stakeholder preference and loyalty. The PVTN brand simplifies decision-making, represents an assurance of quality and offers relevant, different and credible choice amongst competing offerings.

The PVTN 'brand equity' is the sum of positive and negative perceptions and beliefs that are in the minds of all stakeholders who interact with the PVTN or its people. Promotion, creating awareness builds 'brand equity'. Brand equity can be likened to 'Brand in the bank', ready to be drawn down to effect influence with stakeholders as required.

8.5. PVTN brand - development

The PVTN brand is in its first development stage with a promise of things to come, wide stakeholder consultation and acceptance, represented with a brand logo device.

The PVTN brand is a developing and dynamic entity that will over time establish its own brand values, its value proposition and aspirational brand promise. It will take on its own brand story and personality with defined iconography, imagery, look and feel, tone of voice and colour palette.

All of the above may be expressed as a 'big idea' for application for marketing communications to the target audiences.

Most important is that the PVTN brand needs to be nurtured as it develops, grows in value and be professionally managed. Perceptions are reality and the PVTN program may sink or swim on the strength of those perceptions.

8.6. PVTN brand – application of logo device

The stated objective of the PVTN program is to accredit the PVTN brand to designated trials that have fulfilled defined PVTN trial preconditions. It is therefore, a quality assurance device.

It is the data set, the expression of the data in table or chart form or otherwise that the PVTN logo device may be applied. For example, a seed company PVTN trial may be expressed in a marketing brochure displaying the PVTN brand device alongside the trial data set to illustrate the performance of a variety(s) being promoted.

8.7. Trial data - interpretation

For the PVTN data to be credible and communicated accurately it will need to be expressed scientifically with co-efficient of variation and standard deviations. Whilst this is standard trial protocol and reporting within the seed research community, it is less understood by rural suppliers, seed resellers, some advisors and likely the majority of farmers.

An important requirement therefore, when trial data is expressed to end users is that the biometric treatment of the data is shown with a simple logical explanation.

A standardised methodology or protocol may be required for all data displayed.

For instance using bars of 'significant difference' to distinguish between varieties.

Note: The NZ seed industry once established a successful standardised protocol for end-user consumption by using sliding 'bars of significant difference' above and inset of vertical varietal data bar graphs. A simple scientific explanation was also provided.

8.8. Field days and conferences

Field days and to a lesser extent conferences are universally recognised as an effective means of communicating with farmers, particularly one on one and with a level of detail.

Site space at field days and conferences may be cost prohibitive for the PVTN to occupy out right. An option is to provide pull-up banners to allied seed companies and resellers to use on their own sites and displays. The presumption here is that they see value in aligning themselves with, and

advocating the PVTN brand (demonstrating the importance of what the PVTN brand stands for).

8.9. Advertising

Newsprint and magazines

72% of Producer survey respondents ranked rural newspapers and magazines effective or highly effective in promoting the PVTN program (direct mail to farm ranked higher – 85%). Brochure inserts to local newspapers was ranked effective or highly effective by 44% of producers with a further 35% indifferent.

Newsprint and magazine advertising promotion of the PVTN program forms a central plank in producer and stakeholder communications. This is likely to take shape as 20 cm by 5 col (152 mm) col display adverts. Display advertising has its drawbacks however, the media cost to cover all producer regions can be high and there are limitations on real estate. It is arguably effective for product and brand promotion but perhaps not as virulent for promoting a concept or program of varying complexity and detail.

A preprinted brochure inserted into select target newsprint and magazine media has been demonstrated to be highly effective for rural communication. There are a range of benefits and may be a better value option. Brochure inserts can be regionally targeted with higher quality print presentation, larger real estate to express the brand, the brand idea, the brand story, graphs, illustrations, photography, data, etc. It also lends itself to low-cost printing methods such as high-speed web-print.

The preference shown for newsprint media may be loosely viewed as consistent with a preference for brochure inserts into the same media.

8.10. Paddock promotion - Signage

It is recommended that all PVTN trial sites be signed. Appropriate signage may be 1200mm x 420mm with six eyelets. These signs have proven to be durable and visually effective paddock displays and are easily fixed to standard fences and other fixtures.

8.11. Pull-up Displays

It is recommended as many as 25 or more pull up displays be made available to

1. Participating seed companies
2. Corporate seed reseller groups
3. Select consultants.

These would be likely be used at producer field days and conferences as well as internal stakeholder field days and conferences.

The displays need to be a higher quality construction standard with a rechargeable cartridge. The recommended size is 2000mm x 850mm.

8.12. Media relations

Published editorial can be a powerful ally for winning the hearts and minds of stakeholders. Publication of submitted editorial is discretionary to the newspaper editors. The larger rural weeklies (the Land, HWT, Tas Country etc.) are more diligent with publishing submitted editorial or press releases. Considerable success with publishing releases can be demonstrated however, using best practice.

Published editorial with smaller regional newspapers and magazines is an easier proposition again using best practice. Widespread publication across many, many newspapers can be achieved using specialist PR-media software.

Editorial leverage can be effected with submission of a paid advert, although less likely with the larger weeklies than regionals.

It is proposed to make extensive and on-going use of this channel with market communications.

8.13. Direct Marketing

Note: Direct mail to farm was ranked effective or highly effective by 85% of producers. The preferred format for receiving or accessing information is an annual PVTN pasture variety guide.

Direct mail is highly effective no doubt, but expensive. The print and direct AusPost mail cost of a 32 pp. A4 booklet with cover (similar to an annual NVT booklet) may approach \$4.00 per unit.

There may be opportunities for direct marketing (extension) utilising database resources and dovetailing with existing publications within the MLA. This is an obvious opportunity than needs to be explored acknowledging that MLA privacy principals need to be upheld.

8.14. On-line Marketing

The PVTN website was marked preferred or essential for receiving or accessing information by:

- *43% of Producer survey respondents. A further 28% marked indifferent.*
- *53% of Consultants. A further 40% marked indifferent.*
- *59% of Seed resellers. A further 23% marked indifferent.*
- *62% of Seed companies. A further 38% marked indifferent.*

The On-line channel is a significant medium for communicating outcomes of the PVTN. It is a 'must have' component for communicating PVTN outcomes. The proposed PVTN on-line channel integrates the PVTN website, a micro-site, web hosted video infomercial, decision making tools and advisory guides, email

database and other. It is integral to an email contact strategy as all hyperlinks will end point to the PVTN website.

The online marketing strategy needs to be fully developed with a functional specification and implementation plan.

PVTN on-line

PVTN on-line will likely be the central host site for all data and other deliverables. The main site may end up being launched in year 2 as data becomes incrementally available. It is likely to have relatively sophisticated functionality similar to NVT online. A realistic fee has been budgeted for.

PVTN micro-site

A consideration may be to develop a PVTN micro-site immediately in year 1 as a pre-cursor to the main PVTN on-line site, perhaps launched in year 2. The micro-site would be essentially a short term unsophisticated document (assets) hosting site. Importantly, this site would illustrate the PVTN brand including proposed PVTN display adverts, how data sets might be displayed, how the PVTN logo may be applied and articulate the PVTN brand story. The site would also be the end-point for a hyperlinked email strategy as well as host PVTN video infomercials.

8.15. Key Messaging

Seed companies

Key messaging for seed companies at the earliest stages is to demonstrate the cohesiveness and soundness of the program allaying the potential for doubt. This may be achieved by:

- Articulating and tabling the feed-base business plan
- Demonstrating that the program is indeed adequately funded
- Articulating the net industry benefit from increasing the rate of pasture renewal and by extension new demand for pasture seed, particularly new and improved seed varieties.
- Articulating MLA feed-base parallel programs and their expected outcomes.
- Demonstrating that PVTN data outcomes will be promoted alongside other pasture decision tools and pasture advisory guides such that producer decision making on pasture renewal is not limited to varietal performance data.

A fortnightly PDF email communiqué to Seed Co. personnel is adequate. In the latter stages, a Quarterly trial updates (PDF), regional brochures and the Annual PVTN booklet can be targeted.

Rural seed suppliers and seed resellers (Corporate)

The pasture seed managers of the rural corporates are an important gatekeeper in the supply of information to store managers and their station agronomists.

They may be targeted with similar email messaging to the above (seed companies) and /or a more generalist release to be on-forwarded to their rural stores. Electronic PDF's can be embedded with hyperlinks that open to the PVTN main website or micro-site.

Given that these corporate personnel are important gatekeepers to rural store and station agronomists, it is prudent that the PVTN programs manager maintains a personal relationship.

A quarterly PDF email communiqué to rural supplier personnel may be adequate initially. In the latter stages, a Quarterly trial updates (PDF), regional brochures and the Annual PVTN booklet can be targeted.

Relying on corporate gatekeepers to access field agronomists is high risk. There can be many other interests at play. A more direct strategy employed by rural input supply companies, as well as seed companies is to communicate direct with supplier personnel using well-established contact lists. For instance, a seed company may have several hundred suppliers that it emails (or hard mails) direct with on a monthly or seasonal basis. A herbicide supply firm may do the same. e.g. supplier price lists or inventory updates.

Consultants and advisors

A key element of communicating with this group is establishing an advisors database detailing association and area of specialty or interest. This group range from independent non-aligned pastoral advisors to crop protection and fertiliser agronomists to corporate store agronomists. There are a number of strategies for targeting this group. One such strategy used with some effect for the PVTN project survey is co-opting with The Australian institute of Agricultural Science and Technology (IAST) or its sub group the Australian Association of Agricultural Consultants (AAAC). The 1100 or so IAST members however, represent only a fraction of the relevant consultants, advisors and agronomists that interact with producers on pasture renewal issues.

Note: One specialist agricultural employment firm are on record for having a database of 20,000 agricultural qualified professionals.

The messaging for this group may be more technically focused. A key is to demonstrate the implied value in the PVTN program outcomes and 'what's in it for them'. By accessing high quality information, the consultant offers high confidence, evidence-based outcomes to pastoral clients and in so doing offers value to producers. By offering value they are more likely to be retained.

Farmer producers

Key messaging to farmer producers during the establishment phase (year 1) should focus on:

- the PVTN brand story - what's it all about?
- achieving recognition of the PVTN branded logo device
- explain what the program aims to deliver.

In the latter stages as data becomes available, messaging may focus on how outcomes of the PVTN may be applied to an individuals own farm and the case for pastoral renewal.

Messaging to the producer is the main thrust of the overall PVTN marketing communications program for creating demand for PVTN outcomes.

9. The Dairy industry

The pasture renewal rate by dairy farmers is relatively high and generally they renew with new and improved seed varieties annually. Dairy farmers represent the overwhelming majority of new variety seed sales for seed companies and they are targeted accordingly. Dairy farms generally are located in higher rainfall or irrigation regions. The PVTN program is likely to have overwhelming appeal to the dairying sector. Unlike the sheep and beef sector where the decision is 1. Do I undertake pasture renewal? 2. What are the best varieties to resow with? The dairy sector is already renewing pasture on a regular basis and the question is simply, which are the best varieties to resow with? The data output from the PVTN is likely to be more in demand by dairy producers than other pastoral sectors.

A strong case needs to be made with Dairy Australia to support and co-fund the PVTN program. At present there is no apparent contribution.

Ironically, Seed companies market to dairy farmers in the main. In all likelihood they will display a PVTN dataset branded with the PVTN to highlight a seed cultivars performance. A brochure or advert for instance may target dairy farmers showing a data set displaying the PVTN brand mark. Simply, for seed companies this is where the highest return is.

Marketing to dairy farmers will likely generate a momentum within the industry and awareness with a multiplier effect to stakeholders. For this reason marketing to the dairy industry is integral.

10. PVTN marketing and communications officer and agency appointment

The thrust of the PVTN MarComms plan calls for the strategic development and implementation of communication and packaged data assets to constituent groups utilising various capabilities and communication opportunities.

As such, resourcing of the project with 1. Personnel 2. Agency capability is required.

1. A PVTN marketing and communication officer.

This person would be accountable to the PVTN executive and likely be under contract as a service provider for a. defined activities and responsibilities b. for defined hrs. per month c. for a defined period. The PVTN MarComms officer will direct the communications function, including all agency activity amongst other.

2. Agency appointment

The agency required is one specialising in rural advertising, brand development and rural communications. The lead agency is the creator, designer, author and facilitator of the required marketing collateral.

Recommendation:

Execution of the PVTN MarComm plan is a delicate process involving multiple stakeholders and interests. The ideal scenario is likely for both the PVTN MarComms officer and the agency appointment to be rolled into the one function. There is a strong efficiency and synergy in doing so, saving in fees, shortening of timelines, eliminating double up, minimising personnel, etc.

An obvious candidate is this projects authors being RuralBrand. Specifically RuralBrand director, Peter Shaw could be nominated as the PVTN marketing and communications officer with RuralBrand as the lead agency. Peter and RuralBrand have extensive experience in advertising and marketing, brand and communication within the seed sector (refer to www.ruralbrand.com.au). A possible scenario would see RuralBrand (Peter) appointed on a base contract fee per month with RuralBrand invoicing standard rates for pre-approved marketing and communication activities.

Note: the attached MarComms budget includes the provision for the above scenario. i.e. the PVTN officer and agency appointment (fees) are costed in.

11. Five year Communications Plan

Attached is a 5 year detailed communications plan spread sheet for the PVTN. The spreadsheet is in sufficient detail to be self-explanatory. A key element however is to distinguish the budgeted activities as either 1. Cash 2. 'in-kind' from the MLA or 3. 'in-kind' from industry. Together the three allocations make up the total budget as shown as a dollar value. For instance, a particular activity may be budgeted for, made up of a cash component (external contractor) and a in-kind component (MLA and /or industry).

An estimated commercial value has been allocated for the in-kind component rather than the organisations cost of production. For instance, the quarterly production and distribution of MLA's Feedback magazine including the on-line format to 48000 captive red meat producers displaying full page branded editorial with imagery, has been valued at \$ 6250 per edition or \$25K pA. The in-kind contribution from the MLA for this activity then is \$25K pA.

Likewise, the collective in-kind contribution from Seed Co.'s and wholesalers for years 2-5 is estimated to be \$40K pA.

12. Final promotional budget & plan

(refer to the Appendix 5 pp66 for the fully expanded budget table)

PVTN PROJECT COMMUNICATION PLAN 2011-2016	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	5YR COST
	2012	2013	2014	2015	2016	
PVTN MarComms officer(cont)	\$60,000	\$72,000	\$75,000	\$78,000	\$81,000	\$366,000
BRAND LOGO DEVICE						\$-
BRAND DEVICE creative development/formats	\$3,500	\$500	\$500	\$500	\$500	\$5,500
BRAND PLATFORM development	\$2,500	\$1,500	\$1,000	\$500	\$500	\$6,000
BRAND DEVICE style guide	\$2,000	\$500	\$500	\$500	\$500	\$4,000
PRINT DISPLAY ADVERTS						\$-
DISPLAY ADVERTISEMENT(1)	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$27,500
DISPLAY ADVERTISEMENT(2)	\$4,500	\$3,500	\$3,500	\$3,500	\$3,500	\$18,500
DISPLAY ADVERTISEMENT(3)	\$4,500	\$3,500	\$3,500	\$3,500	\$3,500	\$18,500
PVTN WEB BANNER (LINKED) - Development of Display						\$-
Creative and functional development	\$1,800	\$1,500	\$1,500	\$1,500	\$1,500	\$7,800
VIDEO (YOUTUBE, WEB, Frontier TV)						
creative brief, storyboard ,direction	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$22,500
Production and producer distribution by MLA						\$-
Estimate of the in-kind contribution by MLA \$VALUE	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$92,500
PRESS RELEASES AND EDITORIAL - GENERAL MEDIA						
Content acquisition(MLA) & photography	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
Distribution to producers by the MLA						
Estimate of the in-kind contribution by MLA \$VALUE	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$150,000
COREFLUTE FENCE TRIAL DISPLAY	\$8,000	\$3,500	\$2,500	\$2,500	\$2,500	\$19,000
PULL UP CONF & FD DISPLAYS	\$12,500	\$2,000	\$5,000	\$2,000	\$2,000	\$23,500
DATABASE acquisition (incl. email)	\$15,000	\$10,000	\$10,000	\$10,000	\$10,000	\$55,000
PARALLEL PROGRAMS (MLA)	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
Pasture tools/guides/new devs						\$-
NEWSPRINT (RURALPRESS)	\$30,000	\$120,000	\$60,000	\$60,000	\$60,000	\$330,000
DIRECT MARKETING						\$-
FEEDBACK MAGAZINE quarterly						\$-
Distributed to 48000 red meat producers						\$-
editorial	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000
flysheet adverts	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$15,000
PRINT						\$-
BROCHURE(national) creative development		\$5,500	\$5,500	\$5,500	\$5,500	\$22,000
PRINT(40000)		\$15,000	\$15,000	\$15,000	\$15,000	\$60,000
Newspaper Insert DISTRIBUTION (NATIONAL)		\$25,000	\$25,000	\$25,000	\$25,000	\$100,000
PVTN PASTURE VARIETY GUIDEs						\$-
Creative design/imagery/copy			\$4,500	\$4,500	\$4,500	\$13,500
Layout and data compilation			\$3,500	\$3,500	\$3,500	\$10,500
Print (15000 @ 32pp)			\$20,000	\$20,000	\$20,000	\$60,000
AusPost Distribution (15000) MLA			\$25,000	\$25,000	\$25,000	\$75,000
ON-LINE MARKETING						\$-
PDF (eNEWSLETTER) bi-monthly (6 per year) to 18000 producers						\$-
creative dev of masthead (e-PVTN)	1500	1500	1500	1500	1500	\$7,500

Creative for PRINT e-PDF	1500	1500	1500	1500	1500	\$7,500
SEED CO.	1500	1500	1500	1500	1500	\$7,500
ADVISORS & CONSULTANTS	2500	2500	2500	2500	2500	\$12,500
RURAL SUPPLIERS (MLA)	7500	7500	7500	7500	7500	\$37,500
PVTN WEBSITE (Main)		\$35,000	\$10,000	\$10,000	\$10,000	\$65,000
MICRO-SITE Development of PVTN Promotional Micro-site	\$15,000	\$4,000	\$3,500			\$22,500
eNEWSPAPER (MAJOR WEEKLY RURALS) WT, SASJ, Land		\$15,000	\$15,000	\$15,000	\$15,000	\$60,000
Beef and Sheep Socs- web & e-casting						\$-
web banner		\$7,500	\$7,500	\$7,500	\$7,500	\$30,000
d-base fortnightly e-casting with banner hyperlink to...		\$4,500	\$4,500	\$4,500	\$4,500	\$18,000
State and National Farmer Federation		\$3,000	\$3,000	\$3,000	\$3,000	\$12,000
MLA web site (40000 unique visits per month) tools/stories/case studies	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
SEED COMPANIES AND WHOLESALERS INITIATIVES (refer to expanded budget table)		\$40,000	\$40,000	\$40,000	\$40,000	\$160,000
						\$-
RURAL SUPPLIER AND SEED RESELLER INITIATIVES (refer to expanded budget table)		\$35,000	\$35,000	\$35,000	\$35,000	\$140,000
ADVISORS AND CONSULTANTS INITIATIVES (refer to expanded budget table)	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
MARKET MULTIPLIERS ASF, AIAST, Grasslands, etc (refer to expanded budget table)		\$15,000	\$15,000	\$15,000	\$15,000	\$60,000
FIELD DAYS AND CONFERENCES - VARIOUS		\$35,000	\$35,000	\$35,000	\$35,000	\$140,000
MLA EVENTS AND FIELD DAYS		\$25,000	\$25,000	\$25,000	\$25,000	\$100,000
TOTAL Budget INCLUSIVE of "inkind" and cash	\$330,300	\$654,000	\$626,000	\$622,000	\$625,000	\$2,857,300
TOTAL budget CASH component	\$206,300	\$392,000	\$339,000	\$335,000	\$338,000	\$1,610,300
TOTAL budget "in-kind" contribution (All)	\$124,000	\$262,000	\$287,000	\$287,000	\$287,000	\$1,247,000
TOTAL "in-kind" contribution by MLA ONLY	\$124,000	\$149,000	\$174,000	\$174,000	\$174,000	\$795,000

20 tonne per hectare per year permanent pasture.



10 weeks from now.

In as little as 10 weeks, this paddock will be transformed into new pasture producing up to 20 tonne per hectare per year of high quality feed. A key to success is sowing the best suited pasture varieties for your needs and region.

To assist producers, the MLA with the backing of the Pasture Seed Industry have established the **Pasture Variety Trial Network (PVTN)**. The PVTN aims to provide a new benchmark standard of how varieties are trialled, evaluated and reported. Information provided by the PVTN will allow producers, advisors and suppliers to make confident, evidence based decisions on the suitability of forage seed varieties.

Look for the PVTN brandmark. It's your surety for making pasture renewal decisions with confidence.



For more information go to pvnt.com.au









13. Supporting Documentation



MLA Plant Variety Trial Network QUESTIONNAIRE - Seed Co's & Wholesalers

Created: October 10 2011, 5:22 PM
 Last Modified: November 10 2011, 1:57 AM
 Design Theme: Clean
 Language: English
 Button Options: Custom: Start Survey: "Start Survey!" Submit: "Submit"
 Disable Browser "Back" Button: False

Meat and Livestock Australia (MLA) Plant Variety Trial Network QUESTIONNAIRE for Seed Companies & Wholesalers The MLA project consultant is RuralBrand

Page 1 - Question 1 - Rating Scale - Matrix [Mandatory]

Part A. Considering the Plant Variety Trial Network (PVTN) outcomes: What is your preference for the following information?

	not required	little preference	indifferent	preferred	essential
Overview of the PVTN trial network	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Variety performance data	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Individual variety descriptions	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

Page 1 - Question 2 - Rating Scale - Matrix [Mandatory]

What is your preference for access to the following people?

	not required	little preference	indifferent	preferred	essential
A PVTN Trials Program Manager	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
A PVTN Marketing Services Manager	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

Page 1 - Question 3 - Rating Scale - Matrix [Mandatory]

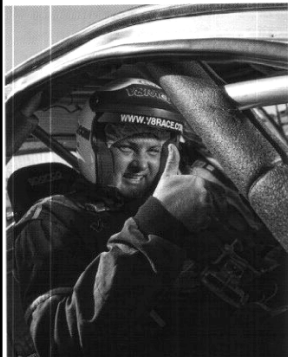
What is your preference for the following pasture tools?

	not required	little preference	indifferent	preferred	essential
Pasture variety selection tool	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Breakeven cost/benefit calculator	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Live Weight Gain predictive tool	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Gross Margin calculator	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Pasture health assessor tool	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Pasture Quantity and Quality assessment tool	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

Page 1 - Question 4 - Rating Scale - Matrix [Mandatory]

What is your preference for the following pasture advisory guides?

	not required	little preference	indifferent	preferred	essential
New pastures: why, when and how to	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Productive soils (nutrient cycling and soil biology)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Pasture agronomy and grazing management	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Pasture health (above and below ground)	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5



Left: Andrew Newnham gives the thumbs up to precision on the racetrack and on his 400ha dairy farm at Kyabram.

Below left: Incitec Pivot Fertilisers' Precision Nutrition Roadshow winners enjoyed a day of precision and accuracy on the Sandown Raceway in Melbourne.

PRECISION ON THE RACETRACK

Three lucky winners from Incitec Pivot Fertilisers' Precision Nutrition Roadshows recently enjoyed an exhilarating experience of precision and accuracy on the Sandown Raceway in Melbourne.

Andrew Newnham, who runs 650 dairy cows on his 400 hectare farm at Kyabram in northern Victoria, was one of the guests who won a hot lap weekend.

"The racing was fantastic – it was certainly a great day out for my wife **Julie** and me," he said.

"We couldn't get over how fast and accurate the professional drivers were in handling that track. Winning the prize was pure luck on the night – but nutrition in my paddocks is far more precise."



Mr Newnham uses Nutrient Advantage Laboratory Services, based at Werribee, for his soil testing. This ensures he optimises his fertiliser choices based on his paddocks' nutrient status, rather than relying on guesswork.

Former V8 Supercar driver **Mark Skaife** was the keynote speaker at the Precision Nutrition Roadshows, which were held in Echuca, Adelaide, Horsham, Dubbo and Moree earlier this year.

The events highlighted the precision and accuracy of Nutrient Advantage Laboratory Services coupled with Incitec Pivot Fertilisers' Granulock range to help ensure the optimal delivery of crop nutrient requirements.

TAKE THIS PASTURE SURVEY

Livestock producers recognise that renewing and growing productive, quality pastures with efficient utilisation by livestock is a key driver of farm profitability. Despite this, the pasture renewal rate amongst Australia's livestock producers is low, perhaps in part due to concerns around risk of failure and whether a new pasture will meet their production needs.

Meat and Livestock Australia (MLA) and seed industry stakeholders are investing in pasture research programs to improve pasture productivity and raise confidence in the value of the right pastures for livestock production.

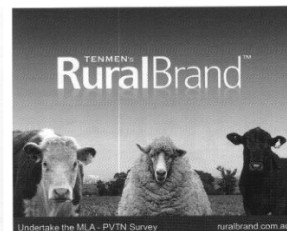
"The industry strategy is to improve the pasture feed base with traits that

address livestock production needs across our diverse production zones, while ensuring the land resource is protected," MLA spokesman **Cameron Allan** said.

"The developing program aims to increase producer confidence by providing information to make informed decisions that pasture improvement will indeed meet their production requirements."

MLA and the seed industry are planning a pasture variety trial network (PVTN). The trial network proposes to evaluate a range of pasture varieties in differing locations. An outcome of the program is to provide industry stakeholders with information to make confident, evidence based choices on the suitability of pasture varieties to their location.

"Pasture varieties differ in seasonal production, persistence, pest resistance and nutritional factors, as well as suitability for enterprise and geographical zones," PVTN trials coordinator **Stuart Kemp** said.



The survey at www.ruralbrand.com.au takes only a few minutes to complete.

To assist development of the proposed program, a communication plan is being outlined by project consultants RuralBrand, with input from industry stakeholders. These include seed companies and wholesalers, rural suppliers, pasture consultants and livestock producers. Each group is urged to participate in a short online survey. The survey at www.ruralbrand.com.au takes only a few minutes to complete and respondents can remain anonymous.

14. Appendix 1

FARMER PRODUCER SURVEY RESULTS – 86 RESPONDENTS

Zoomerang Survey Results

Meat and Livestock Australia (MLA)
Plant Variety Trial Network QUESTIONNAIRE for Farmer Producers
The project consultant is RuralBrand
Response Status: Completes
Filter: No filter applied
Jan 16, 2012 7:26 PM PST

1. Part A. Considering the Plant Variety Trial Network (PVTN) outcomes: What is your preference for the following information?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
Overview of the PVTN trial network	4 5%	7 8%	27 31%	33 38%	15 17%
Variety performance data	1 1%	3 3%	5 6%	45 52%	32 37%
Individual variety descriptions	1 1%	2 2%	6 7%	44 51%	33 38%

2. What is your preference for access to the following pasture advisors?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
Local rural store advisor	3 3%	6 7%	26 30%	41 48%	10 12%
Local seed company advisor	4 5%	10 12%	30 35%	35 41%	7 8%
Independent agronomist	3 3%	4 5%	11 13%	41 48%	27 31%

3. What is your preference for the following pasture tools?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
Pasture variety selection tool	2 2%	6 7%	12 14%	51 59%	15 17%
Cost-Benefit calculator	3 3%	7 8%	21 24%	42 49%	13 15%
Live Weight Gain predictive tool	2 2%	5 6%	19 22%	45 52%	15 17%
Gross Margin calculator	3 3%	7 8%	22 26%	45 52%	9 10%

	1	7	15	51	12
Pasture Health assessor tool	1%	8%	17%	59%	14%
Pasture Quantity and Quality assessment tool	2	2	9	49	24
	2%	2%	10%	57%	28%

4. What is your preference for the following pasture advisory guides?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
'NEW PASTURES' why, when and how	1	2	19	41	23
	1%	2%	22%	48%	27%
'PRODUCTIVE SOILS' nutrient cycling and soil biology	1	2	16	43	24
	1%	2%	19%	50%	28%
'PASTURE AGRONOMY' and grazing management	1	1	11	46	27
	1%	1%	13%	53%	31%
'PASTURE HEALTH' above and below ground	1	1	15	40	29
	1%	1%	17%	47%	34%

5. Considering your pasture grazing enterprise, rate the importance (1 to 5) of the following pasture variety information (data).

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	low	label	moderate	label	high
	1	2	3	4	5
	0	0	5	23	58
Persistence under grazing	0%	0%	6%	27%	67%
	0	0	11	43	32
Herbage quality	0%	0%	13%	50%	37%
	0	2	33	36	15
Varietal maturity	0%	2%	38%	42%	17%
Seasonal herbage production	0	0	11	48	27
	0%	0%	13%	56%	31%
	0	1	20	29	36
Risk of establishment failure	0%	1%	23%	34%	42%
	0	2	11	36	37
Soil fertility requirement	0%	2%	13%	42%	43%
Tolerance to pests and diseases	0	3	9	40	34
	0%	3%	10%	47%	40%
Tolerance to salt and/or acidity	3	14	16	34	19
	3%	16%	19%	40%	22%
	0	7	16	34	29
Optimal sowing rates	0%	8%	19%	40%	34%

6. Part B. Considering HOW the PVTN information outcomes are delivered. How do you prefer to be notified?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not preferred	little preference	indifferent	preferred	highly preferred
	1	2	3	4	5
	51	17	17	1	0
Telephone	59%	20%	20%	1%	0%
	4	6	10	29	37
email	5%	7%	12%	34%	43%

	8	8	20	35	15
AusPost	9%	9%	23%	41%	17%
	13	11	39	19	4
Seed company advisor	15%	13%	45%	22%	5%
	10	11	32	29	4
Local rural store advisor	12%	13%	37%	34%	5%
	12	4	24	29	17
Independent agronomist	14%	5%	28%	34%	20%

7. What is your preferred format for receiving or accessing information?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
	8	8	31	33	6
PVTN website	9%	9%	36%	38%	7%
News content served on-line (digital)	12	14	32	27	1
	14%	16%	37%	31%	1%
	4	6	14	55	7
PDF eNewsletter	5%	7%	16%	64%	8%
	2	4	20	46	14
Regional trial brochure	2%	5%	23%	53%	16%
Annual Pasture Variety guide (booklet)	1	2	15	49	19
	1%	2%	17%	57%	22%
MLA magazines, 'Prograzier, Frontier & Feedback magazines'	5	8	20	42	11
	6%	9%	23%	49%	13%

8. Considering mainstream rural media, rate (1 to 5) the following mediums for effectiveness in promoting the PVTN program.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not effective	little effect	indifferent	effective	highly effective
	1	2	3	4	5
Rural newspapers and magazines (print)	1	7	17	42	19
	1%	8%	20%	49%	22%
Brochure 'drop-out' in local newspapers	6	14	32	31	3
	7%	16%	37%	36%	3%
On-line media (Ads, news, video, podcasts)	8	20	38	20	0
	9%	23%	44%	23%	0%
	10	11	32	28	5
Newspaper editorial	12%	13%	37%	33%	6%
	3	13	23	37	10
ABC radio	3%	15%	27%	43%	12%
	20	25	29	11	1
Commercial radio	23%	29%	34%	13%	1%
	16	18	31	17	4
Television	19%	21%	36%	20%	5%
	1	2	8	41	34
Direct mail to farm	1%	2%	9%	48%	40%

9. Considering farmer field days and outings, rate (1 to 5) the following field days and conferences for effectiveness in promoting the PVTN program.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not effective	little effect	indifferent	effective	highly effective
	1	2	3	4	5
	1	2	11	44	28
Farmer field days	1%	2%	13%	51%	33%
	1	3	22	37	23
Farm discussion groups	1%	3%	26%	43%	27%
Grasslands society	7	14	28	26	11
conferences	8%	16%	33%	30%	13%
	10	10	37	25	4
MLA beef week	12%	12%	43%	29%	5%

10. How many years ago did you last resow a paddock?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	last year	2-4 years	5-9 years	10 or greater
	1	2	3	4
	51	22	8	5
	59%	26%	9%	6%

11. Considering your own farm, suggest anything that would strongly influence your decision to renew old pasture. OPTIONAL

62 Responses

12. Considering your own farm, suggest reasons why you do not renew pastures more often. OPTIONAL

59 Responses

13. Your contact details. OPTIONAL Please note: We abide by the national privacy principals and will not share this information other than that for the purposes of which it is intended.

52 Responses

11. Considering your own farm, suggest anything that would strongly influence your decision to renew old pasture. OPTIONAL

Respondent #	Response
1	Poor production (dry matter or animal)
2	increase stock numbers/stock profitability
3	lamb finishing numbers
	will resow pasture every year

4 to chace productivity
finances

5 Increase production, Utilize
rainfall better with deeper
rooted plants & grow better
quality feed.

6 greatly improved varieties
becoming available short
term pastures that can fit in
with a cropping rotation
opportunities for fodder crops
under irrigation for finishing
lambs soil amelioration and
need for cultivation

7 Cost; availability of
contractors

8 IMPORVE PASTURE
QUALITY FOR GROWING
OUT LAMBS &
MAINTAINING FEED FOR
SHEEP

9 Certainty that the new
pasture would establish.

10 Soil condition including
fertility and lack of
performance in current
pasture.

11 Soil renervation i.e. ground in
need of deep ripping to
rememdy compaction.

12 extending the green season
insect proof summer feed

13 Guarantee of success and
no erosion

14 Productivity, increased
stocking rate. Weed control
and eradication

15 Previous years rainfall-must
be good.

16 cost & risk of failure

17 Seasonal Conditions

18 Profitability of enterprise
persistant,palatable,perenial
grasses

19 The ability to make more
money off the same area. To
grow more grass.

20 Thinning of desirable species
and or invasion of unwanted
annuals or weeds.

21 Profit / productivity

22 cost

23 Subsidised seed would be a
great start. We would
consider new pastures if
productivity was increased,
which in return increases
profitability.

24 New variety with better
persistance and higher
palativity

25 How to best intergrate a crop
rotation into the program, old
pasture, tritcale for grazing /
silage, soy, back to pasture.
Livestock goals, how to
make the most of the country

I have and how to get the best return and sustainability.

26 Proof the expense and effort
will make more money than
the return from the present
pasture.
27 weeds, poor pasture growth.
28 Nothing nutritious growing
there! favourable weather
conditions
29 necessity, ie drought
damaged
30 it is a part of our ongoing
program but any assistance
with news of new and long
lasting new varieties is
always of help
31 we use invasion of weeds as
our indicator of old pastures
wearing out. to this end at
times we use a topup
application with a direct drill
to extend life and minimize
costs
32 Initial cost
33 Increasing production
34 Repacing unproductive
grasses with more productive
ones
35 end of productivity of old
replaced by newer more
productive varieties
36 weed control new lower
rainfall varieties
37 Seasonal influences,
establishment costs
38 Ability to sow directly into
existing paddock without the
need for herbicide.
39 Feeling sure that it would
work
40 Drought tolerance, improve
nutritional quality, pest
resistance
41 a good season and
increased stock numbers
42 low stocking rate
43 quick regenerative grasses
introduce more nitrogen
fixing legumes
44 Failure of existing Pasture
45 lack of production
46 part of cropping rotation ;
trying to lift poor production
47 Dry land lucerne pastures
are a specialty in this district.
They require renewing every
5-10 years to maintain cover
and productivity. Weed
control is a dreadful problem
so a number of lucerne
paddocks each year are
grazed heavily, sprayed and
oversown with a barley crop

to clean them up and for hay production.

48 return on
investment.improvement of
quality yield and persistance
of pastures
49 Improve nutrien for animals
50 I do but would appreciate
new improved pasture
varieties proven to be cost
benefit positive, particularly
suited to my conditions; high
altitude, heavier rainfall with
some acid soil.
51 \$ return
52 proven performance of new
species
53 Under developed property
requiring total pasture
regeneration
54 weed burden winter feed
55 More data on new seed
variety persistence and
growth habit + ongoing
management
56 Financial return over three
years assuming average
season
57 Cost of seed and super, plus
knowing it will rain!
58 Protection against drought
Provision for winter feed
Provision for spring feed
59 Low annual dry matter
production high weed burden
2 or more years of annual
pasture/crop production
60 lack of density, pastures
affected year in year out by
rust
61 Less than 10 improved
plants per sq m
62 a wet footed lucerne a
species that does not require
very hi fertility ie fescue a
new 'season extender '

12. Considering your own farm, suggest reasons why you do not renew pastures more often. OPTIONAL

Respondent #	Response
1	Cost; effectiveness of existing pastures
2	cost
3	cant resow pastures on stoney country because of lack of suitable equipment to handle rocky ground
4	cost- lost production risk of sub standard establishment due to waterlogging other opportunites to improve production with better return

eg. subdividing paddocks -
fencing and waters and soil
nutrition

- 5 Cost; climate
6 Weather is uncertain. Once
the soil is disturbed fireweed
takes over. Spraying for
fireweed then sets the
pasture back. Forget new
pastures, Come up with an
effective way to get rid of
fireweed.
7 Currently performing close to
optimum for climate with little
pest activity.
8 In areas that have been
already deep ripped
(yeomans or agroprow) and
seeded with good mix of
species including forbes and
clover plus careful rotational
grazing, there is little need to
re-sow.
9 longevity&cost /ha
10 Our soil is HIGHLY
dispersive and erodible.
Seasons are very variable
and the risk, without
irrigation, is high.
11 Cost, seasonal conditions
12 not successful in the past
13 High cost of fertiliser and
seed
14 dry seasons
15 Cost
16 SOIL HEALTH & FERTILITY
WILL MAINTAIN GOOD
ESTABLISHED PASTURES.
TURNING SOIL OVER
BRINGS UP THE SALT.
17 Lack of profit / planning
18 cost
19 High cost of establishing new
pasture.
20 1 cost, seasonal lack of
moisture.
21 The cost ,planning and effort
is considerable so one tends
to make do with the stand
even though you know a new
pasture would look a lot
better.
22 time,cost
23 Unreliable rainfall, cost
24 cost reliability of
establishment in dry times
necessity time and rainfall
often a better option
25 we are limited in the amount
of pasture renewal each year
because we don't want to
take too much area away
from grazing use in any one
year. However we have had
some success in over sowing

short term rye grass into pastures with little need to de-stock that particular area for a very long period.

26 cost and the general lack of reliable info given to suit our local area

27 Cost, loss of use, loss of soil

28 as above

29 cost

30 drought

31 I've resown the majority of the property over the last 10 years

32 cost

33 Cost of seed & fertilisers, seasonal influences

34 COST of fertilizer.

35 Economics and unreliable seasons

36 Cost

37 failure, cost, advice

38 cost and equipment

39 cash flow

40 managed correctly native grasses will persist longer and out perform introduced species over a longer period of time

41 \$

42 as above and cost

43 high cost

44 Lack of manpower.

45 cost

46 Costs and effort

47 Cost

48 Cost & newer pasture varieties that have not established or performed as indicated (recent years have not helped establishment

49 4 return

50 cost v outcome

51 cost

52 Cost

53 Only so much that you can do well each year. I would rather do a smaller area well than a large area poorly

54 Cost and workload, plus attempts to manage grass and soil biology for longevity with grazing.

55 Increased dry matter production inline with more favourable seasonal conditions High level of existing desirable species proven response to increased soil fertility

56 pastures have good density, species which represent good quality, persistence

57 Cost benefit

58
59

cost- both direct & indirect
Cost of preparation, sowing
and seed/fertiliser, time to
recover full production, risk
of failure - disappointment at
being continually offered new
varieties which fail to perform
in our area.

Appendix 2

SEED COMPANY AND WHOLESALERS SURVEY RESULTS – 16 RESPONDENTS

Zoomerang Survey Results

Meat and Livestock Australia (MLA)
 Plant Variety Trial Network QUESTIONNAIRE for Seed Companies & Wholesalers
 The MLA project consultant is RuralBrand
 Response Status: Completes
 Filter: No filter applied
 Jan 16, 2012 8:08 PM PST

1. Part A. Considering the Plant Variety Trial Network (PVTN) outcomes: What is your preference for the following information?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
Overview of the PVTN trial network	0 0%	1 6%	3 19%	4 25%	8 50%
Variety performance data	0 0%	0 0%	1 6%	4 25%	11 69%
Individual variety descriptions	0 0%	0 0%	3 19%	7 44%	6 38%

2. What is your preference for access to the following people?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
A PVTN Trials Program Manager	0 0%	0 0%	7 44%	5 31%	4 25%
A PVTN Marketing Services Manager	0 0%	1 6%	6 38%	5 31%	4 25%

3. What is your preference for the following pasture tools?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
Pasture variety selection tool	0 0%	1 6%	2 12%	11 69%	2 12%
Breakeven cost/benefit calculator	2 12%	0 0%	1 6%	7 44%	6 38%
Live Weight Gain predictive tool	0 0%	0 0%	2 12%	11 69%	3 19%

	2	0	1	7	6
Gross Margin calculator	12%	0%	6%	44%	38%
	0	0	2	10	4
Pasture health assessor tool	0%	0%	12%	62%	25%
	0	0	2	10	4
Pasture Quantity and Quality assessment tool	0%	0%	12%	62%	25%

4. What is your preference for the following pasture advisory guides?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
New pastures: why, when and how to	0	0	2	10	4
	0%	0%	12%	62%	25%
Productive soils (nutrient cycling and soil biology)	0	0	5	9	2
	0%	0%	31%	56%	12%
Pasture agronomy and grazing management	0	0	1	6	9
	0%	0%	6%	38%	56%
Pasture health (above and below ground)	0	0	4	6	6
	0%	0%	25%	38%	38%

5. Considering the importance to LIVESTOCK PRODUCERS. How do you rate (1 to 5) the following pasture variety information (data)?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	low	label	moderate	label	high
	1	2	3	4	5
	0	0	4	9	3
Persistence under grazing	0%	0%	25%	56%	19%
	0	0	2	6	8
Herbage quality	0%	0%	12%	38%	50%
Varietal maturity and regrowth	0	0	5	10	1
	0%	0%	31%	62%	6%
	0	0	4	9	3
Seasonal herbage production	0%	0%	25%	56%	19%
	0	4	7	2	3
Risk of establishment failure	0%	25%	44%	12%	19%
	0	1	5	6	4
Soil fertility requirement	0%	6%	31%	38%	25%
Tolerance to pests and diseases	0	1	4	7	4
	0%	6%	25%	44%	25%
Tolerance to salt and/or acidity	1	2	5	7	1
	6%	12%	31%	44%	6%
	0	1	5	6	4
Optimal sowing rates	0%	6%	31%	38%	25%

6. Considering your groups overall promotional and educational requirements in relation to the PVTN program. Suggest what else you consider is needed?
OPTIONAL

6 Responses

7. What is your preference for the program name Plant Variety Trial Network - PVTN

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

requires change	don't like	indifferent	like	most preferred
1	2	3	4	5
3	3	6	3	1
19%	19%	38%	19%	6%

8. Would you like to suggest another name for the program? OPTIONAL

6 Responses

9. Part B. Considering HOW the PVTN information outcomes are delivered. How do you prefer to be notified?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not preferred	little preference	indifferent	preferred	highly preferred
	1	2	3	4	5
	0	0	1	7	8
Email	0%	0%	6%	44%	50%
	0	5	7	3	1
AusPost	0%	31%	44%	19%	6%
	0	0	8	6	2
The PVTN program manager	0%	0%	50%	38%	12%

10. What is your preferred format for receiving or accessing information?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
	1	1	6	6	2
Spreadsheet	6%	6%	38%	38%	12%
	0	0	6	8	2
PVTN website	0%	0%	38%	50%	12%
Video news content served on-line	0	2	7	6	1
	0%	12%	44%	38%	6%
	0	0	3	9	4
PDF eNewsletter	0%	0%	19%	56%	25%
	0	0	7	8	1
Regional PVTN brochure	0%	0%	44%	50%	6%
Annual PVTN Pasture Variety Guide	0	0	4	8	4
	0%	0%	25%	50%	25%
MLA magazines, Prograzier, Frontier & Feedback magazines	1	3	3	8	1
	6%	19%	19%	50%	6%

11. Considering mainstream rural media, rate (1 to 5) the following mediums for effectiveness in promoting the PVTN program.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not effective	little effect	indifferent	effective	highly effective
	1	2	3	4	5
Rural newspapers and magazines (print)	0	0	7	8	1
	0%	0%	44%	50%	6%
Brochure insert to rural newspapers	1	2	11	2	0
	6%	12%	69%	12%	0%
On-line media (Ads, news, video, podcasts)	0	1	8	6	1
	0%	6%	50%	38%	6%
Published editorial content	0	0	6	10	0
	0%	0%	38%	62%	0%
ABC radio	0	0	5	11	0
	0%	0%	31%	69%	0%
Commercial radio	0	1	9	6	0
	0%	6%	56%	38%	0%
Television	1	0	6	9	0
	6%	0%	38%	56%	0%
Direct mail to farm	0	1	6	6	3
	0%	6%	38%	38%	19%

12. Considering farmer field days and outings, rate (1 to 5) the following field days and conferences for effectiveness in promoting the PVTN program.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not effective	little effect	indifferent	effective	highly effective
	1	2	3	4	5
	1	0	4	7	4
Our own company field days	6%	0%	25%	44%	25%
	0	0	6	9	1
Farmer field days	0%	0%	38%	56%	6%
	0	0	1	13	2
Farm discussion groups	0%	0%	6%	81%	12%
Grasslands society conferences	0	2	8	4	2
	0%	12%	50%	25%	12%
	0	1	7	7	1
MLA beef week	0%	6%	44%	44%	6%

13. Considering your own groups promotion and extension, how likely are you to promote the PVTN program to resellers, pasture advisors and farmer producers.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not likely	unlikely	don't know	likely	highly likely
	1	2	3	4	5
	1	0	7	6	2
	6%	0%	44%	38%	12%

14. Suggest ways you could participate in the extension and delivery of the program? OPTIONAL

4 Responses

15. MLA consultants are developing a landmark (logo) for use with the display of PVTN trial data. Do you have any thoughts on how this may be best developed and displayed? OPTIONAL

4 Responses

16. Considering HOW the PTVN information outcomes are delivered, is there anything else not mentioned above that you consider desirable? OPTIONAL

4 Responses

17. Your contact details. OPTIONALPlease note: We abide by the national privacy principals and will not share this information other than that for the purposes of which it is intended.

9 Responses

6. Considering your groups overall promotional and educational requirements in relation to the PVTN program. Suggest what else you consider is needed? OPTIONAL

Respondent #	Question 6: For example: advisors, brochures, specific data, logos, etc.
1	PS-no comment
2	This bit doesn't make sense?
3	A coordinator to run the program in a very rigid fashion, though with a collaborative approach, as the grain NVT program is run.
4	For this program to be successful the value of the "brand" associated with it must be built to the point that pastures users look for it and discern against products without the PVTN brand - if this is not done then the whole program is effectively worthless.

- 5 A solid understanding of a truly researched variety versus a branded product or reselection.
- 6 IF THE MARKETING PROGRAM AND \$ ARE NOT HERE TO MATCH TRAINING IN THE ADVANTAGES OF PASTURE RENOVATION (CURRENTLY AT 1% PER ANNUM) AND THE INDEPENDENT DATA TO SUPPORT COMMERCIAL DECISIONS WE ARE COLLECTIVELY WASTING OUR TIME

8. Would you like to suggest another name for the program?
OPTIONAL

Respondent #	Response
1	PS-no comment
2	should contain forage pastures in title
3	involve the word pasture, make it a 3-letter acronym (4 is too many): NVT is clearly the grains program. perhaps PVT
4	Pasture Trial Network
5	Either: Pasture Variety Trial Network or Forage Variety Trial Network, without reference to forage or pasture it is too broad as it is not evaluating all plants but a specific group.
6	Mentions nothing about pastures.

14. Suggest ways you could participate in the extension and delivery of the program? OPTIONAL

Respondent #	Response
1	PS-no comment
2	Need to facilitate some more in depth discussions with participating seed companies
3	Ultimately it depends upon the message that is being given. If the output is an information package with information to assist interpretation of data (like the NVT), but doesn't give any formal recommendations, that is good.
4	Through company field days, farm visits and promotional material. Sales team have access to stores and farmers.

15. MLA consultants are developing a landmark (logo) for use with the display of PVTN trial data. Do you have any thoughts on how this may be best developed and displayed? OPTIONAL

Respondent #	Response
1	PS-no comment
2	use the target market to decide what it should look like. Brands are critical for identification. if it is relevant to the target market, it will work.
3	brand is required and like the "Heart foundation Tick" it should only be used on appropriate product and promotional material
4	It must be easily identified and rules clear on the use and display of the logo. Needs to be simple to avoid confusion.

16. Considering HOW the PTVN information outcomes are delivered, is there anything else not mentioned above that you consider desirable? OPTIONAL

Respondent #	Response
1	PS-no comment
2	presented in an open forum to discuss the performance and individual characteristic of a variety
3	Must continue with industry consultation to confirm the process is going to be supported by seed companies. There is no guarantee that all participants in the industry will play fair so a system that does not give these people credibility or a leg up must be developed.
4	REFER COMMENTS RE MARKETING AND TRAINING

Appendix 3

SEED RESELLERS SURVEY RESULTS – 13 RESPONDENTS

Zoomerang Survey Results

Meat and Livestock Australia (MLA)
Plant Variety Trial Network QUESTIONNAIRE for Rural Suppliers and Seed Resellers
The MLA project consultant is RuralBrand
Response Status: Completes
Filter: No filter applied
Jan 16, 2012 8:20 PM PST

1. Part A. Considering the Plant Variety Trial Network (PVTN) outcomes: What is your preference for the following information?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
Overview of the PVTN trial network	1 8%	0 0%	5 38%	5 38%	2 15%
	0	0	0	2	11
Variety performance data	0 0%	0 0%	0 0%	15 15%	85 85%
	0	0	1	5	7
Individual variety descriptions	0 0%	0 0%	8 8%	38 38%	54 54%

2. What is your preference for access to the following people?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
A PVTN Trials Program Manager	0 0%	1 8%	2 15%	9 69%	1 8%
A PVTN Marketing Services Manager	0 0%	2 15%	7 54%	4 31%	0 0%

3. What is your preference for the following pasture tools?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
	0	0	2	6	5
Pasture variety selection tool	0 0%	0 0%	15 15%	46 46%	38 38%
Breakeven cost/benefit calculator	0 0%	0 0%	2 15%	8 62%	3 23%
Live Weight Gain predictive tool	0 0%	0 0%	2 15%	9 69%	2 15%

	0	0	4	7	2
Gross Margin calculator	0%	0%	31%	54%	15%
	1	0	0	10	2
Pasture health assessor tool	8%	0%	0%	77%	15%
Pasture Quantity and Quality assessment tool	0	0	0	9	4
	0%	0%	0%	69%	31%

4. What is your preference for the following pasture advisory guides?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
New pastures: why, when and how to	0	0	1	5	7
	0%	0%	8%	38%	54%
Productive soils (nutrient cycling and soil biology)	0	2	2	4	5
	0%	15%	15%	31%	38%
Pasture agronomy and grazing management	0	0	0	5	8
	0%	0%	0%	38%	62%
Pasture health (above and below ground)	0	0	1	6	6
	0%	0%	8%	46%	46%

5. Considering the importance to LIVESTOCK PRODUCERS. How do you rate (1 to 5) the following pasture variety information (data)?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	low	label	moderate	label	high
	1	2	3	4	5
Persistence under grazing	0	0	1	5	7
	0%	0%	8%	38%	54%
Herbage quality	0	0	3	6	4
	0%	0%	23%	46%	31%
Varietal maturity and regrowth	0	0	2	9	2
	0%	0%	15%	69%	15%
Seasonal herbage production	0	0	4	5	4
	0%	0%	31%	38%	31%
Risk of establishment failure	1	3	1	7	1
	8%	23%	8%	54%	8%
Soil fertility requirement	0	1	5	6	1
	0%	8%	38%	46%	8%
Tolerance to pests and diseases	0	2	3	7	1
	0%	15%	23%	54%	8%
Tolerance to salt and/or acidity	0	2	4	7	0
	0%	15%	31%	54%	0%
Optimal sowing rates	1	1	6	3	2
	8%	8%	46%	23%	15%

6. Considering your groups overall promotional and educational requirements in relation to the PVTN program. Suggest what else you consider is needed? OPTIONAL

5 Responses

7. What is your preference for the program name Plant Variety Trial Network - PVTN

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	requires change	don't like	indifferent	like	most preferred
	1	2	3	4	5
	1	3	8	1	0
	8%	23%	62%	8%	0%

8. Would you like to suggest another name for the program? OPTIONAL

4 Responses

9. Part B. Considering HOW the PVTN information outcomes are delivered. How do you prefer to be notified?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not preferred	little preference	indifferent	preferred	highly preferred
	1	2	3	4	5
	6	1	6	0	0
Telephone	46%	8%	46%	0%	0%
	0	0	1	4	8
email	0%	0%	8%	31%	62%
	0	1	7	3	2
Auspost	0%	8%	54%	23%	15%
	0	2	8	3	0
Seed Co. field manager	0%	15%	62%	23%	0%
Our Company Head Office	0	4	5	3	1
communications	0%	31%	38%	23%	8%
	1	3	5	4	0
PVTN program manager	8%	23%	38%	31%	0%

10. What is your preferred format for receiving or accessing information?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
	1	3	3	5	1
Spreadsheet	8%	23%	23%	38%	8%
	0	1	3	7	2
PVTN website	0%	8%	23%	54%	15%
	1	1	4	6	1
News content served on-line	8%	8%	31%	46%	8%
	0	0	3	8	2
PDF eNewsletter	0%	0%	23%	62%	15%
	0	0	4	5	4
Regional PVTN brochure	0%	0%	31%	38%	31%
Annual PVTN Pasture Variety	0	0	1	5	7
Guide	0%	0%	8%	38%	54%
MLA magazines, Prograzier,	1	1	8	3	0
Frontier & Feedback					
magazines	8%	8%	62%	23%	0%

11. Considering mainstream rural media, rate (1 to 5) the following mediums for effectiveness in promoting the PVTN program.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not effective	little effect	indifferent	effective	highly effective
	1	2	3	4	5
Rural newspapers and magazines (print)	0	1	2	9	1
	0%	8%	15%	69%	8%
Brochure insert to rural newspapers	0	2	4	4	3
	0%	15%	31%	31%	23%
On-line media (Ads, news, video, podcasts)	1	4	6	1	1
	8%	31%	46%	8%	8%
	0	1	3	9	0
Published editorial content	0%	8%	23%	69%	0%
	0	2	4	6	1
ABC radio	0%	15%	31%	46%	8%
	3	1	8	1	0
Commercial radio	23%	8%	62%	8%	0%
	3	1	7	2	0
Television	23%	8%	54%	15%	0%
	0	0	2	9	2
Direct mail to farm	0%	0%	15%	69%	15%

12. Considering farmer field days and outings, rate (1 to 5) the following field days and conferences for effectiveness in promoting the PVTN program.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not effective	little effect	indifferent	effective	highly effective
	1	2	3	4	5
	0	0	3	8	2
Our own groups field days	0%	0%	23%	62%	15%
	0	0	1	7	5
Farmer field days	0%	0%	8%	54%	38%
	0	0	2	7	4
Farm discussion groups	0%	0%	15%	54%	31%
Grasslands society conferences	0	2	4	5	2
	0%	15%	31%	38%	15%
	0	2	6	4	1
MLA beef week	0%	15%	46%	31%	8%

13. Considering your own groups promotion and extension, how likely are you to promote the PVTN program to farmer producers.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not likely	unlikely	don't know	likely	highly likely
	1	2	3	4	5
	0	0	2	8	3
	0%	0%	15%	62%	23%

14. Suggest ways you could participate in the extension and delivery of the program? OPTIONAL

5 Responses

15. MLA consultants are developing a landmark (logo) for use with the display of PVTN trial data. Do you have any thoughts on how this may be best developed and displayed? OPTIONAL

1 Responses

16. Considering HOW the PTVN information outcomes are delivered, is there anything else not mentioned above that you consider desirable? OPTIONAL

2 Responses

17. Your contact details. OPTIONAL Please note: We abide by the national privacy principals and will not share this information other than that for the purposes of which it is intended.

9 Responses

6. Considering your groups overall promotional and educational requirements in relation to the PVTN program. Suggest what else you consider is needed? OPTIONAL

Respondent #	Question 6: For example: advisors, brochures, specific data, logos, etc.
1	More R&D and Extension work across whole of Australia with a national data base.
2	Agronomic tools/brochures
3	Relatively local field days or extension meetings
4	Pasture longevity
5	Simple Brouchures

8. Would you like to suggest another name for the program? OPTIONAL

Respondent #	Response
1	P&L Trial group. (Pasture & Livestock production trial group).
2	Australian Pasture Trial Agency
3	National Pasture Trial Network
4	Pasture Trial Network (PTN)

14. Suggest ways you could participate in the extension and delivery of the program? OPTIONAL

Respondent #	Response
1	250 branches across the whole of Australia with Livestock production advisors and pasture agronomists. You supply the information and we will take it to the producer.
2	As a certification agent, I can only point growers in the right direction, could not comment on the actual results. Could be seen as biased.
3	Assist in trial location
4	Receive information from PVTN program managers and disseminate this information through discussion group, newsletters and one-to-one interactions with farmers
5	Our own business field trials / days / bus tours

15. MLA consultants are developing a brandmark (logo) for use with the display of PVTN trial data. Do you have any thoughts on how this may be best developed and displayed? OPTIONAL

Respondent #	Response
1	Branding should not be a high priority.

16. Considering HOW the PTVN information outcomes are delivered, is there anything else not mentioned above that you consider desirable? OPTIONAL

Respondent #	Response
1	I think you need to better communicate with all rural distributors who communicate with the producer directly on a weekly basis.
2	Include irrigated pastures into the trial data.

Appendix 4

CONSULTANTS AND ADVISORS SURVEY RESULTS – 15 RESPONDENTS

Zoomerang Results

Survey

Meat and Livestock Australia (MLA)
Plant Variety Trial Network QUESTIONNAIRE for Consultants and Advisors
The project consultant is RuralBrand
Response Status: Completes
Filter: No filter applied
Jan 16, 2012 8:44 PM PST

1. Part A. Considering the Plant Variety Trial Network (PVTN) outcomes: What is your preference for the following information?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
Overview of the PVTN trial network	0	2	2	8	3
	0%	13%	13%	53%	20%
	0	0	0	5	10
Variety performance data	0%	0%	0%	33%	67%
Individual variety descriptions	1	0	1	6	7
	7%	0%	7%	40%	47%

2. What is your preference for access to the following people?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
A PVTN Trials Program Manager	0	2	5	6	2
	0%	13%	33%	40%	13%
A PVTN Marketing Services Manager	0	5	6	4	0
	0%	33%	40%	27%	0%

3. What is your preference for the following pasture tools?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
	0	0	3	8	4
Pasture variety selection tool	0%	0%	20%	53%	27%
Breakeven cost/benefit calculator	0	1	3	9	2
	0%	7%	20%	60%	13%
Live Weight Gain predictive tool	1	0	1	11	2
	7%	0%	7%	73%	13%
	0	1	1	13	0
Gross Margin calculator	0%	7%	7%	87%	0%
	0	0	2	11	2
Pasture health assessor tool	0%	0%	13%	73%	13%

Pasture Quantity and Quality assessment tool	0 0%	1 7%	1 7%	9 60%	4 27%
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4. What is your preference for the following pasture advisory guides?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1 0%	2 7%	3 7%	4 40%	5 47%
New pastures: why, when and how to	0 0%	1 7%	1 7%	6 40%	7 47%
Productive soils (nutrient cycling and soil biology)	0 0%	0 0%	1 7%	9 60%	5 33%
Pasture agronomy and grazing management	0 0%	1 7%	0 0%	4 27%	10 67%
Pasture health (above and below ground)	0 0%	0 0%	1 7%	6 40%	8 53%

5. Considering the importance to LIVESTOCK PRODUCERS. How do you rate (1 to 5) the following pasture variety information (data)?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	low 1 0	label 2 0	moderate 3 0	label 4 4	high 5 11
Persistence under grazing	0 0%	0 0%	1 0%	6 27%	8 73%
Herbage quality	0 0%	0 0%	1 7%	6 40%	8 53%
Varietal maturity and regrowth	0 0%	0 0%	4 27%	6 40%	5 33%
Seasonal herbage production	0 0%	0 0%	1 7%	6 40%	8 53%
Risk of establishment failure	0 0%	0 0%	3 20%	5 33%	7 47%
Soil fertility requirement	0 0%	1 7%	3 20%	5 33%	6 40%
Tolerance to pests and diseases	0 0%	0 0%	3 20%	5 33%	7 47%
Tolerance to salt and/or acidity	0 0%	0 0%	5 33%	5 33%	5 33%
Optimal sowing rates	0 0%	0 0%	5 33%	6 40%	4 27%

6. Considering your groups overall promotional and educational requirements in relation to the PVTN program. Suggest what else you consider is needed? OPTIONAL

6 Responses

7. What is your preference for the program name Plant Variety Trial Network - PVTN

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

requires change	don't like	indifferent	like	most preferred
1	2	3	4	5
1	2	8	4	0
7%	13%	53%	27%	0%

8. Would you like to suggest another name for the program? OPTIONAL

4 Responses

9. Part B. Considering HOW the PVTN information outcomes are delivered. How do you prefer to be notified?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not preferred	little preference	indifferent	preferred	highly preferred
	1	2	3	4	5
	8	3	4	0	0
Telephone	53%	20%	27%	0%	0%
	1	0	0	7	7
email	7%	0%	0%	47%	47%
	4	1	4	5	1
AusPost	27%	7%	27%	33%	7%
	4	2	7	2	0
PVTN programs manager	27%	13%	47%	13%	0%
	3	3	6	2	1
Seed Co. field manager	20%	20%	40%	13%	7%

10. What is your preferred format for receiving or accessing information?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not required	little preference	indifferent	preferred	essential
	1	2	3	4	5
	1	0	5	6	3
Spreadsheet	7%	0%	33%	40%	20%
	0	1	6	5	3
PVTN website	0%	7%	40%	33%	20%
Video news content served on-line	1	4	9	1	0
	7%	27%	60%	7%	0%
	0	2	2	7	4
PDF eNewsletter	0%	13%	13%	47%	27%
	1	1	2	6	5
Regional PVTN brochure	7%	7%	13%	40%	33%
Annual PVTN Pasture Variety Guide	0	1	2	5	7
	0%	7%	13%	33%	47%
MLA magazines, Prograzier, Frontier & Feedback magazines	0	4	8	1	2
	0%	27%	53%	7%	13%

11. Considering mainstream rural media, rate (1 to 5) the following mediums for effectiveness in promoting the PVTN

program.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not effective	little effect	indifferent	effective	highly effective
	1	2	3	4	5
Rural newspapers and magazines (print)	0	1	4	8	2
Brochure insert to rural newspapers	0	2	10	2	1
On-line media (Ads, news, video, podcasts)	0	2	11	2	0
	0	13%	73%	13%	0%
Published editorial content	0	1	7	5	2
	0	7%	47%	33%	13%
ABC radio	0	3	4	6	2
	0	20%	27%	40%	13%
Commercial radio	2	3	10	0	0
	13%	20%	67%	0%	0%
Television	1	5	8	1	0
	7%	33%	53%	7%	0%
Direct mail to farm	0	2	3	4	6
	0%	13%	20%	27%	40%

12. Considering farmer field days and outings, rate (1 to 5) the following field days and conferences for effectiveness in promoting the PVTN program.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not effective	little effect	indifferent	effective	highly effective
	1	2	3	4	5
Seed company field days	0	1	2	10	2
	0%	7%	13%	67%	13%
Farmer field days	0	0	2	8	5
	0%	0%	13%	53%	33%
Farm discussion groups	0	0	2	8	5
	0%	0%	13%	53%	33%
Grasslands society conferences	0	1	8	5	1
	0%	7%	53%	33%	7%
MLA beef week	0	3	4	7	1
	0%	20%	27%	47%	7%

13. Considering your own groups promotion and extension, how likely are you to promote the PVTN program to farmer producers.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	not likely	unlikely	don't know	likely	highly likely
	1	2	3	4	5
	0	0	5	8	2
	0%	0%	33%	53%	13%

14. Suggest ways you could participate in the extension and delivery of the program?
OPTIONAL

3 Responses

15. MLA consultants are developing a landmark (logo) for use with the display of PVTN trial data. Do you have any thoughts on how this may be best developed and displayed? OPTIONAL

1 Responses

16. Considering HOW the PTVN information outcomes are delivered, is there anything else not mentioned above that you consider desirable? OPTIONAL

1 Responses

17. Your contact details. OPTIONALPlease note: We abide by the national privacy principals and will not share this information other than that for the purposes of which it is intended.

7 Responses

6. Considering your groups overall promotional and educational requirements in relation to the PVTN program. Suggest what else you consider is needed? OPTIONAL

Respondent #	Question 6: For example: advisors, brochures, specific data, logos, etc.
1	Independent variety comparison website
2	suitability to different regions
3	Web site for trial results, varietal data, calculators, contacts, etc.
4	susceptibility to frost/ growth rate
5	How to manage the new pasture species to ensure maximum utilization. Field trials in the local area. Information on herbicide tolerances.

6 Quarterly updates from localised trials and trials in similar agronomic regions in Australia reporting on the top 5 yielding pasture species from each group, ie ryegrass, Fescue, Phalaris, and clover groups as mono cultures and also their performance in blended pasture mixes (persistence of each species within the blend, establishment percentages of each species in the blends (to ascertain how complementary each pasture species is to each other at establishment not just their agronomic contribution to the mix)and reported on with Feedtests with a breakdown of the composition of the sample (% of each) from each season) and rainfall data presented on a monthly basis. Also trials sown on time (similar time frame to farmers) are a critical factor in reliability of information presented.

8. Would you like to suggest another name for the program?
OPTIONAL

Respondent #	Response
1	Australian Pasture Variety Trials
2	GRDC already have NVT (National Variety Trials). Need is to highlight the difference.
3	Pasture Plant Trial Program PPTP
4	PVTN infers to me a name too similar to the NVT trials conducted for grains research trials in Australia already. how about - "Australian Grazing Varieties and Systems Assessments" - local information for Australian farmers

14. Suggest ways you could participate in the extension and delivery of the program? OPTIONAL

Respondent #	Response
1	Relay information to clients
2	Involvement in the location and conduct of trials in this region, and then delivery of information to growers
3	to be very successful and continue the messages/results coming from the trials i think each region needs a champion for the cause to organise groups of farmers to keep the message being delivered where its needed.

15. MLA consultants are developing a brandmark (logo) for use with the display of PVTN trial data. Do you have any thoughts on how this may be best developed and displayed? OPTIONAL

Respondent #	Response
1	No

16. Considering HOW the PTVN information outcomes are delivered, is there anything else not mentioned above that you consider desirable? OPTIONAL

Respondent #	Response
1	iPhone and or android phone apps for trial locations, results and notifications, species identifications, calculators, etc, etc.

15.0 Appendix 5 - Fully expanded marketing and communications budget

PVTN PROJECT COMMUNICATION PLAN 2011-2016	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	5YR COST
	2012	2013	2014	2015	2016	
GENERAL establishment phase Jan_11 to Nov_12						\$-
Development of ESTABLISHMENT promotional collateral						\$-
to be applied to >>>						\$-
PVTN MarComms officer	\$60,000	\$72,000	\$75,000	\$78,000	\$81,000	\$366,000
under contract						\$-
BRAND LOGO DEVICE						\$-
BRAND DEVICE creative development/formats	\$3,500	\$500	\$500	\$500	\$500	\$5,500
BRAND PLATFORM development	\$2,500	\$1,500	\$1,000	\$500	\$500	\$6,000
BRAND DEVICE style guide/ Appln of use	\$2,000	\$500	\$500	\$500	\$500	\$4,000
PRINT DISPLAY ADVERTS						\$-
DISPLAY ADVERTISEMENT(1) Base creative dev	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$27,500
DISPLAY ADVERTISEMENT(2) Base creative dev	\$4,500	\$3,500	\$3,500	\$3,500	\$3,500	\$18,500
DISPLAY ADVERTISEMENT(3) Base creative dev	\$4,500	\$3,500	\$3,500	\$3,500	\$3,500	\$18,500
						\$-
						\$-
PVTN WEB BANNER (LINKED) - Development of Display						\$-
Creative and functional development	\$1,800	\$1,500	\$1,500	\$1,500	\$1,500	\$7,800
						\$-
						\$-
VIDEO (AV, YOUTUBE, WEB, Frontier TV, OTHER) - annual						
creative brief, storyboard ,direction	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$22,500
Production and producer distribution by MLA						\$-
Estimate of the in-kind contribution by MLA \$VALUE	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$92,500
PRESS RELEASES AND EDITORIAL - GENERAL MEDIA						
Content acquisition(MLA) & photography	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000
Newsprint and magazine editorial - authoring (MLA)						\$-
Media Disk distribution						\$-
Distribution to producers by the MLA						
Estimate of the in-kind contribution by MLA \$VALUE	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$150,000
						\$-
COREFLUTE FENCE AND TRIAL COREFLUTE DISPLAY	\$8,000	\$3,500	\$2,500	\$2,500	\$2,500	\$19,000
Creative design , content , layout						\$-
Print and Supply						\$-

PULL UP CONFERENCE & FIELD DAY DISPLAYS	\$12,500	\$2,000	\$5,000	\$2,000	\$2,000	\$23,500
Creative design , content , layout						\$-
Print and Supply (25)						\$-
						\$-
						\$-
DATABASE (incl. email) build of	\$15,000	\$10,000	\$10,000	\$10,000	\$10,000	\$55,000
Seed suppliers & wholesalers						\$-
Rural suppliers and seed resellers						\$-
Consultants and advisors						\$-
Producers						\$-
Acquisition strategy						\$-
FUNCTIONAL SPECIFICATION						\$-
Execution strategy						\$-
						\$-
PARALLEL PROGRAMS (MLA)	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
Existing pasture tools and new developments						\$-
Existing pasture guides and new developments						\$-
						\$-
						\$-
NEWSPRINT	\$30,000	\$120,000	\$60,000	\$60,000	\$60,000	\$330,000
Newspaper and Magazine targets (20cm x 5 col)150 ads						\$-
inclusive of media, reset of capital creative, execution & delivery						\$-
VIC- Herald and Weekly Times						\$-
Stock and Land						\$-
Gippsland farmer						\$-
Western District farmer						\$-
North East Farmer						\$-
The Country News (Shepparton) - inserted						\$-
Warnambool Standard						\$-
Leongatha Star						\$-
TAS						\$-
Tas Country						\$-
Tas Farmer magazine						\$-
Circular Head chronicle						\$-
						\$-
SA						\$-
SA Stock Journal						\$-
Mt Gambier Borderwatch						\$-
Naracoorte Herald						\$-
NSW						\$-
The Land						\$-
Western magazine - inserted						\$-
Southern Weekly SW NSW - inserted						\$-
Hunter Vally T & C Leader - inserted						\$-
North Coast T & C magazine - inserted						\$-
South East T & C magazine - inserted						\$-
The Rural SNSW - inserted						\$-
Country Leader - NNSW - inserted						\$-
NW Magazine - inserted						\$-
WA						\$-
the Countryman						\$-
Farm Weekly						\$-

						\$-
Industry and specialist magazines						\$-
						\$-
Feedback MLA						\$-
						\$-
Ram and Lamb SW Vic & SE SA						\$-
Beef and Bull SW Vic and SE SA						\$-
Australian Dairy Farmer						\$-
Dairy News						\$-
Devondaler						\$-
						\$-
						\$-
DIRECT MARKETING						\$-
						\$-
FEEDBACK MAGAZINE quarterly distribution						\$-
Distributed to 48000 red meat producers editorial						\$-
flysheet adverts	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000
	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$15,000
PRINT						\$-
BROCHURE(national) creative development		\$5,500	\$5,500	\$5,500	\$5,500	\$22,000
PRINT(40000)		\$15,000	\$15,000	\$15,000	\$15,000	\$60,000
Newspaper Insert DISTRIBUTION (NATIONAL)		\$25,000	\$25,000	\$25,000	\$25,000	\$100,000
						\$-
PVTN ANNUAL PASTURE VARIETY GUIDE						\$-
Creative design/imagery/copy			\$4,500	\$4,500	\$4,500	\$13,500
Layout and data compilation			\$3,500	\$3,500	\$3,500	\$10,500
Print (15000 @ 32pp)			\$20,000	\$20,000	\$20,000	\$60,000
AusPost Distribution (15000) MLA			\$25,000	\$25,000	\$25,000	\$75,000
						\$-
ON-LINE MARKETING web display and email						\$-
						\$-
PDF (eNEWSLETTER) bi-monthly (6 per year) to 18000 producers						\$-
creative development of masthead (e-PVTN)	1500	1500	1500	1500	1500	\$7,500
Layout/content/imagery/design for appln to 1. PRINT 2. e-PDF	1500	1500	1500	1500	1500	\$7,500
e-PVTN update SEED CO.	1500	1500	1500	1500	1500	\$7,500
e-PVTN update ADVISORS & CONSULTANTS	2500	2500	2500	2500	2500	\$12,500
e-PVTN update RURAL SUPPLIERS (MLA)	7500	7500	7500	7500	7500	\$37,500
PVTN WEBSITE (Main)		\$35,000	\$10,000	\$10,000	\$10,000	\$65,000
FUNCTIONAL SPEC & CREATIVE/COPY/ LAYOUTS						\$-
Content population						\$-
PHASE 5. CONSOLIDATION						\$-
MICRO-SITE Development of PVTN Promotional Micro-site	\$15,000	\$4,000	\$3,500			\$22,500
Inclusive of brand and content						\$-
This Mircosite is the precursor to the full main PVTN site						\$-

and used for as hyperlink destination for banners/email/other						\$-
						\$-
						\$-
eNEWSPAPER (MAJOR WEEKLY RURALS)						\$-
HWT, The Land, SASJ, Tas C, Countryman,						\$-
MEDIA Banner or Display HYPERLINK TO ...		\$15,000	\$15,000	\$15,000	\$15,000	\$60,000
						\$-
						\$-
Beef and Sheep Societies - web banner & e-casting						\$-
Angus, Hereford, Murray Grey, Charolais, Shorthorn, Holstein, Texel, Corridale, Dorper, Suffolk, Border Leicester, Other						\$-
web banner		\$7,500	\$7,500	\$7,500	\$7,500	\$30,000
d-base fortnightly e-casting with banner hyperlink to...		\$4,500	\$4,500	\$4,500	\$4,500	\$18,000
						\$-
State and National Farmer Federation		\$3,000	\$3,000	\$3,000	\$3,000	\$12,000
web banner						\$-
d-base fortnightly e-casting with banner hyperlink to...						\$-
						\$-
MLA web site (40000 unique visits per month)	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
tools/ publications/webinars/blogs etc/ home page stories						
web press releases/ case studies						
web banner linkages						\$-
						\$-
						\$-
SEED COMPANIES AND WHOLESALERS INITIATIVES		\$40,000	\$40,000	\$40,000	\$40,000	\$160,000
Pre/custom formatted PVTN display adverts						\$-
Pre/custom formatted Web banner with hyperlink to ...						\$-
Seed client PDF display adverts						\$-
Draft press release targeting seed clients						\$-
Supply of PVTN imagery						\$-
Company field days						\$-
d-base e-casting with banner hyperlink to...						\$-
						\$-
RURAL SUPPLIER AND SEED RESELLER INITIATIVES						\$-
Elders		\$5,000	\$5,000	\$5,000	\$5,000	\$20,000
MLA/Reseller mailer						\$-
Elders Pasture Guide - PVTN advert						\$-
Staff eNewsletter						\$-
farmer d-base e-casting with banner hyperlink to...						\$-
						\$-
Intranet Banner Advert and PVTN Link						\$-
CRT & Ruralco (Roberts & Websters)		\$5,000	\$5,000	\$5,000	\$5,000	\$20,000

MLA/Reseller mailer						\$-
House Pasture Guide- PVTN advert						\$-
Staff Newsletter						\$-
Intranet Banner Advert and PVTN Link						\$-
farmer d-base e-casting with banner hyperlink to...						\$-
Landmark		\$5,000	\$5,000	\$5,000	\$5,000	\$20,000
MLA/Reseller mailer						\$-
Landmark pasture guide- PVTN advert						\$-
Staff Newsletter						\$-
Intranet Banner Advert and PVTN Link						\$-
farmer d-base e-casting with banner hyperlink to...						\$-
Murray Goulburn		\$5,000	\$5,000	\$5,000	\$5,000	\$20,000
MLA/Reseller mailer						\$-
MG pasture guide- PVTN advert						\$-
Staff Newsletter						\$-
Intranet Banner Advert and PVTN Link						\$-
IHD		\$5,000	\$5,000	\$5,000	\$5,000	\$20,000
MLA/Reseller mailer						\$-
House Pasture Guide- PVTN advert						\$-
Staff Newsletter						\$-
Intranet Banner Advert						\$-
farmer d-base e-casting with banner hyperlink to...						\$-
NRI		\$5,000	\$5,000	\$5,000	\$5,000	\$20,000
MLA/Reseller mailer						\$-
House pasture guide						\$-
Staff Newsletter						\$-
Intranet Banner Advert and PVTN Link						\$-
farmer d-base e-casting with banner hyperlink to...						\$-
AIRR		\$5,000	\$5,000	\$5,000	\$5,000	\$20,000
MLA/Reseller mailer						\$-
House Pasture Guide- PVTN advert						\$-
Staff Newsletter						\$-
Intranet Banner Advert and PVTN Link						\$-
farmer d-base e-casting with banner hyperlink to...						\$-
						\$-
ADVISORS AND CONSULTANTS INITIATIVES	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
Intranet Banner and PVTN Link						\$-
farmer d-base e-casting with banner hyperlink to...						\$-
Other unspecified initiatives targeting consultants						\$-
MARKET MULTIPLIERS (not specified)		\$15,000	\$15,000	\$15,000	\$15,000	\$60,000
ASF, AIAST, GRASSLANDS, BREED SOCIETIES, ETC						\$-
Other unspecified initiatives targeting consultants						\$-
						\$-

FIELD DAYS AND CONFERENCES - VARIOUS		\$35,000	\$35,000	\$35,000	\$35,000	\$140,000
Unspecified initiatives						\$-
Co-Opting with resellers and Seed Co.s						\$-
						\$-
MLA EVENTS AND FIELD DAYS		\$25,000	\$25,000	\$25,000	\$25,000	\$100,000
MORE BEEF FROM FIELD DAYS/ MAKING MORE FROM SHEEP/ BEEF UP						
TOTAL Budget INCLUSIVE of "inkind" and cash	\$330,300	\$654,000	\$626,000	\$622,000	\$625,000	\$2,857,300
TOTAL budget CASH component	\$206,300	\$392,000	\$339,000	\$335,000	\$338,000	\$1,610,300
TOTAL budget "in-kind" contribution (MLA, industry, others)	\$124,000	\$262,000	\$287,000	\$287,000	\$287,000	\$1,247,000
TOTAL "in-kind" contribution by MLA ONLY	\$124,000	\$149,000	\$174,000	\$174,000	\$174,000	\$795,000

Appendix 6

milestone report

MLA project code: B.PBE.0012 **B.PBE.0012**
MLA project title: **NVT Marketing and Communication Plan Development**
Project leader: **Peter Shaw**
MLA project manager/coordinator: **Stuart Kemp**
Milestone number: **2**
Date: **30/11/11**

Milestone

1. COMPLETION OF WORKSHOP/ SURVEY PROGRAM
2. FEEDBACK AND RECOMMENDATIONS ARISING FROM THE WORKSHOP PROGRAM

Abstract

A survey study of seed company personnel, rural supplier personnel, advisors and consultants and farmer producers was undertaken over a two-month period in relation to the proposed Pasture Variety Trial Network (PVTN). An objective of the PVTN is to influence the rate of pasture renewal amongst producers. A sophisticated web based survey questionnaire was used with over 810 respondents directly emailed. A separate direct contact strategy for each survey group was also undertaken. The study revealed a high level of endorsement for the program notwithstanding several recommendations and project course amendments. A marketing plan engaging all stakeholders is currently being drafted along with draft project marketing collateral.

Project objectives

By 27 January 2012:

1. Develop a simple, highly recognizable brand and logo for the PVTN
2. Develop a detailed plan for marketing campaign that:
 - a. Raises awareness of the PVTN across all parts of the pasture seed supply chain
 - b. Is particularly focussed on the sheep/beef market

c. Includes an “establishment phase” which reflects the need for promotion

as well as recognizing the incremental rate at which data becomes available from the PVTN

d. Is on-going – maintaining awareness and supporting further growth in the program

e. Describes education materials required by supply chain participants that will enable all relevant parts of the seed supply chain to understand, appreciate and then use information that comes through the PVTN.

Success in achieving milestone

Materials and methods

The approach taken by the project incumbent was to identify and survey key stakeholders of the developing PVTN program. These stakeholders having been identified as 1. Seed Companies and Wholesalers 2. Rural suppliers and Seed resellers 3. Consultant and Advisors 4. Farmer producers.

Four sophisticated web based survey questionnaires were developed and implemented comprising of 15 or so tick-box and/or open-ended questions targeting each stakeholder group.

Part A required respondents to answer questions centred on the respondent groups educational and promotional requirements in relation to the PVTN.

Part B questions centred on the preferred mechanisms for delivering PVTN outcomes to the target group. Other questions related to the capacity of the respondent group to advocate the outcomes of the PVTN program as well as questions on the importance of pasture traits, preference for specific data, pasture tools, advisory guides and other.

An overview of the contact strategy that was targeted to each group is as follows:

1. Over 810 potential respondents were directly invited (email) to participate in the four surveys. The producer respondents were made up of a mixed sample of livestock producers belonging predominantly to sheep or cattle breed societies throughout South-East SA, Victorian pastoral regions, Tasmania, Northern and Southern Tablelands regions of NSW.

2. An article describing the proposed PVTN program was authored and published (with accompanying imagery) in *Rural Business* magazine encouraging stakeholders to take the survey. This was distributed to over 6000 rural supplier stakeholders, rural businesses, agronomists and advisors.

3. A direct link to the surveys was hardcoded on the landing page of *ruralbrand.com.au* ensuring respondents could access the surveys from ‘word of mouth’ or passively. An outline of the proposed PVTN program was also provided.

4. A newsworthy story and survey invitation was published and electronically broadcast to 1200 consultants and advisors through the Australian Institute of Agricultural Science and Technology (AIAST) monthly updates.
5. No less than 70 potential respondents (seed company, supplier agronomists and consultants) were telephoned directly requesting that they take the survey questionnaire as well as soliciting their feedback.
6. On contact and request to the CEO of the Australian Seeds Federation, a personal endorsement and invitation to participate in the PVTN survey was sent using the ASF pasture seed database.
7. A presentation with discussion and feedback was also undertaken on 24 Nov 2011 with the Australian Seed Federation 'Proprietary Marketers Group'. At this meeting the draft PVTN logo device and draft PVTN promotional collateral were shown as well as other feedback received.
8. Detailed discussion has also taken place with 4-5 CEO's of the leading seed companies. Discussion has also taken place with most supply chain principals responsible for pasture seed i.e. Elders, Landmark, CRT, IHD and others.

Survey response rate

	Seed Co.'s & Wholesalers	Rural suppliers & Resellers	Consultan ts & Advisors	Farmer producer s	%	TOTA L	%
Survey program Invites	21	42	2	748		813	
Survey visits	59	51	39	166	22	315	39
Survey complet es	17	13	15	75	10	120	15

On the whole, the survey completes response rate was remarkable at 15%, nearly 4 times the recognised industry standard (4-5%). Almost 40% of respondents invited clicked through to open the survey (presumably reading the survey preamble).

As remarkable was the survey completes response rate from producers at 10%, more than twice the recognised industry standard. 22% of producer respondents clicked through to open the survey (presumably reading the survey preamble).

Note: No gratuity to take the survey was offered. At 30/11/11 the surveys remain open.

Provisional results overview and discussion

A. SEED COMPANIES AND WHOLESALERS

Feedback from presentation to the ASF Proprietary Seed Marketing Group meeting 24/11/11.

The feedback discussion from this meeting centred on the following:

1. The programs prime objective – namely ‘improving the pasture feed base by increasing the net rate of pasture renewal’ is pivotal and that varietal performance measurement and producer communication is but one contributing factor in the context of the producer decision-making process to renew pastures.
2. The PVTN program needs to encapsulate the other contributing factors influencing the producer decision-making process if the PVTN program itself is to be successful.
3. A ‘feed base’ business plan needs to be tabled to the industry detailing the core objectives, the role of the PVTN and other unspecified educational and informational programs that contribute to producers decision making.
4. The whole program requires adequate resourcing and funding and that at present, industry is not convinced that this will be the case.
5. Auditing of Seed company sown trials need to be finalised and timely.
6. Response to the draft PVTN logo device and draft advertising was positive but possibly seen as pre-emptive of 1. The feed base business plan 2. Discovery of the ‘other contributing factors influencing the producer decision-making process.’

Survey Results – Overview Highlights and Discussion

A. SEED CO.’S AND WHOLESALERS

1. On the question on preference for PVTN information ranking highest to lowest:

1. Variety performance data
2. Individual variety descriptions
3. Overview of the PVTN network

Note: There was a very high preference for this information overall

2. On the question for access to PVTN personnel ranking highest to lowest:

1. The PVTN programs manager
1. Equal to PVTN marketing services manager

Note: 56% marked preferred or essential, approx. 40% marked indifferent

3. On the question for access to Pasture Tools ranking highest to lowest:

1. Pasture quality and quantity assessment tool
1. Pasture health assessment tool
1. Live weight gain predictive tool
1. Break even cost / benefit calculator
2. Pasture variety selection tool

Note: There was a very high preference for this information overall

4. On the question of preference for Pasture Advisory Guides ranking highest to lowest:

1. Pasture agronomy and grazing management
2. New pastures (why, when and how)
3. Pasture health (above and below ground)
4. Productive soils (nutrient cycling and soil biology)

Note: There was a very high preference for this information overall

5. Key pasture traits of importance to farmer producers ranking highest to lowest is:

1. Herbage quality (by fair margin)
2. Herbage production
2. Persistence
3. Tolerance to pests and diseases
4. Varietal maturity
4. Soil fertility

4. Optimal sowing rates
5. Tolerance to salt and/or soil acidity
6. Risk of establishment failure.

6. In regard to the PVTN name:

- 38% don't like or request change
- 38% are indifferent
- 25% like or prefer the current name

Note: There was a presumption that 'P' equals "Plant"

7. PVTN renaming suggestions include 'Forage' and 'Pasture' to replace 'Plant'

8. On the question of notification of PVTN outcomes ranking highest to lowest:

1. Email (by a long margin)
2. PVTN programs manager
3. AusPost

9. On the question of the preferred format for receiving or accessing information ranking highest to lowest is:

1. PDF eNewsletter
2. Annual PVTN pasture variety guide
3. PVTN website
4. MLA publications
4. Regional PVTN brochures

10. On the question of rural media for promoting the PVTN program ranking highest to lowest is:

1. ABC radio
2. Direct mail to farm

2. Published editorial content
3. Newspapers and magazines
3. TV
4. On-line media

Note: Collectively this group marked that they were largely 'indifferent' to which rural media is utilised.

11. On the question of field days and outings for promoting PVTN outcomes ranking highest to lowest is:

1. Farmer discussion groups
2. Seed company field days
3. Farmer field days
4. MLA beef week
5. Grasslands society conferences

12. On the question of likelihood in promoting the PVTN to other stakeholders

50% are likely or highly likely
44% don't know

Note: this is a good indication of where this groups mind set is at, 44% are wait and see.

13. Responses to open ended questions included, the need for the PVTN branded logo device to be professionally developed and communicated such that the target audience embrace the PVTN 'story', actively requesting and discerning PVTN outcomes.

B. RURAL SUPPLIERS AND SEED RESELLERS

1. On the question for PVTN information type ranking highest to lowest:

1. Variety performance data
2. Individual variety descriptions
3. Overview of the PVTN network

Note: There was a very high preference for this information overall

2. On the question for access to PVTN personnel ranking highest to lowest:

1. The PVTN programs manager
2. PVTN marketing services manager

Note: 77% marked preferred or essential for PVTN programs manager

3. On the question for access to Pasture Tools ranking highest to lowest:

1. Pasture quality and quantity assessment tool
2. Pasture health assessment tool
3. Pasture variety selection tool
4. Break even cost / benefit calculator
5. Live weight gain predictive tool
6. Gross Margin calculator

Note: There was a very high preference for this information overall

4. On the question of preference for Pasture Advisory Guides ranking highest to lowest:

1. Pasture agronomy and grazing management
2. New pastures (why, when and how)
3. Pasture health (above and below ground)

4. Productive soils (nutrient cycling and soil biology)

Note: There was a very high preference for this information overall

5. Key pasture traits of importance to farmer producers ranking highest to lowest is:

1. Persistence (by fair margin)
2. Varietal maturity and regrowth
3. Herbage quality
4. Seasonal production
5. Risk of establishment failure
5. Tolerance to pests and diseases
6. Soil fertility
7. Tolerance to salt and/or acidity
8. Optimal sowing rates

6. In regard to the PVTN name:

- 31% don't like or request change
- 62% are indifferent
- 8% like or prefer the current name

Note: on presumption that 'P' equals 'Plant'

7. All PVTN renaming suggestions include using the word 'Pasture'

8. On the question of notification of PVTN outcomes ranking highest to lowest:

1. Email (by a long margin)
2. AusPost
3. Company head office communications
4. PVTN programs manager
5. Seeds Co. field manager

9. On the question of the preferred format for receiving or accessing information ranking highest to lowest is:

1. Annual PVTN pasture variety guide
2. PDF eNewsletter
3. Regional PVTN brochure
4. PVTN website
5. News content served On-line
6. Spread sheet
7. MLA magazines

Note: 62% of respondents' marked MLA magazines, *Prograzier*, *Frontier* and *Feedback* as 'indifferent'.

10. On the question of rural media for promoting the PVTN program ranking highest to lowest is:

1. Direct mail to farm
2. Rural newspapers and magazines
3. Published editorial content
4. Brochure inserts into rural newspapers
5. ABC radio

Note: TV, commercial radio and on-line media ranked poorly

11. On the question of field days and outings for promoting PVTN outcomes ranking highest to lowest is:

1. Farmer discussion groups and Farmer field days
3. Reseller group field days
4. Grasslands society conferences
5. MLA beef week

12. On the question of likelihood in promoting the PVTN to other stakeholders

85% are likely or highly likely

15% don't know

Note: this group (rural supply chain) is highly supportive

13. Other open-ended responses from this group indicate that they are highly supportive. They indicate a willingness to disseminate information, assist with field days, consult with producers one on one, assist with requests for pasture tools and information and other. The rural supplier group also openly requested PVTN brochures and collateral for use consulting with farmers.

A response from the Pasture seed manager of one of the rural suppliers reads:

'250 branches across the whole of Australia with livestock production advisors and pasture agronomists. You supply the information and we will take it to the producer' (sic).

C. ADVISORS AND CONSULTANTS

1. On the question for PVTN information type ranking highest to lowest:

1. Variety performance data
2. Individual variety descriptions
3. Overview of the PVTN network

Note: There was a very high preference for this information overall

2. On the question for access to PVTN personnel ranking highest to lowest:

1. The PVTN programs manager
2. PVTN marketing services manager

Note: 57% marked preferred or essential for PVTN programs manager

3. On the question for access to Pasture Tools ranking highest to lowest:

1. Pasture quality and quantity assessment tool
2. Pasture health assessment tool
2. Live weight gain predictive tool
3. Pasture variety selection tool
3. Gross Margin calculator
5. Break even cost / benefit calculator

Note: There was a very high preference for this information overall

4. On the question of preference for Pasture Advisory Guides ranking highest to lowest:

1. Pasture advisory and grazing management
2. Pasture health (above and below ground)
2. New pastures (why, when and how)
3. Productive soils (nutrient cycling and soil biology)

Note: There was a very high preference for this information overall

5. Key pasture traits of importance to farmer producers ranking highest to lowest is:

1. Persistence (by fair margin)
2. Herbage quality
2. Seasonal production
3. Risk of establishment failure
3. Tolerance to pests and diseases
4. Soil fertility
4. Varietal maturity and regrowth
4. Optimal sowing rates
5. Tolerance to salt and/or acidity

6. In regard to the PVTN name:

14% don't like

57% are indifferent

29% like the current name

Note; on presumption that 'P' equals 'Plant'

7. All PVTN renaming suggestions include using the word 'Pasture'

8. On the question of notification of PVTN outcomes notification, ranking highest to lowest:

1. Email (by a long margin)

2. AusPost

3. PVTN programs manager

4. Seeds Co. field manager

9. On the question of the preferred format for receiving or accessing information ranking highest to lowest is:

1. Annual PVTN pasture variety guide

2. Regional PVTN brochure

3. PDF eNewsletter

4. PVTN website

5. Spread sheet

6. MLA magazines

7. News content served on-line

Note: 86% of respondents' marked MLA magazines, *Prograzier*, *Frontier* and *Feedback* as 'indifferent' or 'little preference'.

10. On the question of rural media for promoting the PVTN program ranking highest to lowest is:

1. Direct mail to farm
1. Rural newspapers and magazines
2. ABC radio
2. Published editorial content
3. Brochure inserts into rural newspapers
5. On-line media
6. Commercial radio
7. Online media

Note: with the exception of Direct mail and Newspapers, this group (consultants) were largely indifferent (up to 70%) to endorsing rural media on the whole (presumably preferring direct contact with farmer clients).

11. On the question of field days and outings for promoting PVTN outcomes ranking highest to lowest is:

1. Farmer discussion groups
2. Farmer field days
3. Seed company field days
4. MLA beef week
5. Grasslands society conferences

12. On the question of likelihood in promoting the PVTN to other stakeholders

64% are likely or highly likely

36% don't know

Note: this group (Advisors and Consultants) is highly supportive

13. Other open-ended responses from this group indicate that they are quite supportive. They indicate a willingness to disseminate information, assist with field days, consult with producers one on one, assist with requests for pasture tools and information and other. This group is also information hungry requesting additional information such as herbicide tolerance and apps for android and iPhone.

D. FARMER PRODUCERS

1. On the question for PVTN information type ranking highest to lowest:

1. Variety performance data
1. Individual variety descriptions
2. Overview of the PVTN network

Note: There was a very high preference for this information overall

2. On the question for access to Pasture Advisors ranking highest to lowest:

1. Independent agronomist
2. Local rural store advisor
3. Local seed company advisor

Note: 77% marked 'preferred' or 'essential' for an independent agronomist

3. On the question for access to Pasture Tools ranking highest to lowest:

1. Pasture quality and quantity assessment tool
2. Pasture health assessment tool
3. Pasture variety selection tool
4. Live weight gain predictive tool
5. Break even cost / benefit calculator
5. Gross Margin calculator

Note: There was a very high preference for these pasture tools overall

4. On the question of preference for Pasture Advisory Guides ranking highest to lowest:

1. Pasture Agronomy and grazing management
1. Pasture health (above and below ground)
2. Productive soils (nutrient cycling and soil biology)
3. New pastures (why, when and how)

Note: There was a very high preference for this information overall

5. Key pasture traits of importance to farmer producers ranking highest to lowest is:

1. Persistence (by fair margin)
2. Soil fertility requirement
3. Herbage quality
3. Tolerance to pests and diseases
4. Seasonal herbage production
5. Risk of establishment failure
5. Optimal sowing rates
6. Tolerance to salt and/or acidity
6. Varietal maturity

Note: 94% of producer respondents rated 'Pasture persistence' 4/5 or 5/5 for importance for their own grazing enterprise.

8. On the question of notification of PVTN outcomes ranking highest to lowest:

1. Email (by a long margin)
2. AusPost
3. Independent agronomist
4. Local rural store advisor
5. Seed company advisor
6. Telephone

Note: 78% of producers preferred or highly preferred to be notified by email

56% preferred or highly preferred AusPost

9. On the question of the preferred format for receiving or accessing information ranking highest to lowest is:

1. Annual PVTN pasture variety guide (booklet)
2. PDF eNewsletter
3. Regional PVTN brochure
4. MLA magazines

5. PVTN website

6. News content served on-line

Note: 43% of producers marked preferred or essential with a further 28% indifferent to a PVTN website. This guidance is consistent with GRDC ipsos research on how graingrowers access information on the NVT.

10. On the question of rural media for effectiveness in promoting the PVTN program ranking highest to lowest is:

1. Direct mail to farm
2. Rural newspapers and magazines
3. ABC radio
4. Brochure inserts into rural newspapers
5. Published editorial content
6. On-line media
7. Commercial radio

Note: Direct mail was ranked effective or highly effective by 85% of producers

Newspapers and magazines were ranked effective or highly effective by 72%

Brochures drop out in local newspapers were ranked effective or highly effective by 44% of producers with a further 35% indifferent.

11. On the question of field days and outings for promoting PVTN outcomes ranking highest to lowest is:

1. Farmer field days
2. Farmer discussion groups
3. Grassland society conferences
4. MLA Beef week

Note: Farmer field days was ranked effective or highly effective by 82% of respondents

9. On the question; how many years ago did you last resow a paddock?

57% of producer respondents resowed a paddock last year

25% resowed a paddock in the last 2-4 years

11% resowed a paddock 5-9 years ago

7% resowed a paddock 10 or greater years ago.

10. 67% of respondents took the optional question on 'suggesting anything that would strongly influence their decision to renew an old pasture?'

Responses include:

- increased stock numbers
- short term pastures that fit in with fodder crops
- deeper rooted plants
- feed quality
- finances
- erosion control
- success guarantee
- certainty, risk of failure
- proof of ROI vs. doing nothing
- better persistence
- weed invasion
- return on investment
- thinning and weed incursion
- feeling sure it would work
- quick regenerative grasses
- varieties suited to my farm (altitude, acidic soils)
- weed burden winter feed
- failure of existing pastures
- other

11. 67% of respondents also took the optional question on 'suggesting reasons why they do not renew pastures more often?'

Responses include:

- cost
- lack of suitable equipment,
- production losses,
- establishment risk,
- waterlogging,
- opportunity costs better elsewhere on farm (fencing),
- weed invasion,
- soil erosion from opening soil
- not successful in the past
- seed and fertiliser costs,
- previous failure,
- manpower,
- time and effort.
- turning soil brings up the salt
- destocking sown area
- poor establishment
- drought, dry seasons

- forget new pastures, come up with an effective way to control fireweed
- lack of suitable equipment for rocky ground

Note: the word COST is mentioned in 37 of 51 responses. Other responses may be interpreted as lack of confidence, aversion to risk (seen as high) and perceptions of poor return on investment verses doing nothing.

Overall progress of the project

Milestone No. 2 is complete with submission of this report i.e. 1. Completion of the workshops/ survey program 2. Feedback and recommendation arising from the workshop/survey program.

Deliverables for milestone No. 3 are well underway.

Recommendations

SEED CO. AND WHOLESALERS

A. Consider amending the name to include the word 'Pasture'. Suggestions include:

1. Pasture Variety Trial Network (PVTN)
2. Australian Pasture Variety Trials (APVT)
3. Australian Pasture Trial Network (APTN)

B. Seed Co.'s are the most critical stakeholders. They need to be won over by demonstrating that the program will achieve its stated objective of improving the producer feed base by increasing the rate of pasture renewal (and hence the demand for improved varieties and pasture seed in general). At present, they may be sceptical seeing the project singular, potentially discriminating one variety against another with no overall increase in seed demand. This group needs a demonstration of evidence that 'increasing the rate of pasture renewal' is a genuine objective.

C. Develop an inclusive communication strategy and executable plan for this group

D. Develop and submit the Feed base business plan

E. Develop educational and informational resources (pasture tools and advisory publications)

F. Consider a Program Marketing Services Manager (contractor or facility) to service the brand execution requirements of this group

An interesting observation is that this group ranks *Herbage Quality* as the pasture trait of highest 'importance to producers' whereas; the other three groups rank *Pasture persistence* most important by a fair margin, particularly producers.

RURAL SUPPLIERS AND RESELLERS

A. Develop an executable communication plan for this group

B. Develop educational and informational resources (pasture tools and advisory publications)

C. Develop an email database of rural suppliers and seed resellers

D. Consider a Program Marketing Services Manager (contractor or facility) to service the brand execution requirements of this group

CONSULTANTS AND ADVISORS

- A. Develop an executable communication plan for this group
- B. Develop educational and informational resources (pasture tools and advisory publications)
- C. Develop an email database of pasture consultants and advisors

FARMER PRODUCERS

- A. Develop an executable communication plan for this group
- B. Develop educational and informational resources (pasture tools and advisory publications)
- C. Develop an email database of producers and livestock graziers

GENERAL

Proceed with the project objectives as stated at the beginning of this report.

Appendices

Nil

END OF REPORT