



final report

Project Code: E.INV.1308
Prepared by: Kaliber Marketing Pty Ltd
Date published: November 2012

PUBLISHED BY
Meat and Livestock Australia Limited
Locked Bag 991
NORTH SYDNEY NSW 2059

Quantitative Review of Feedback Magazine

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government to support the research and development detailed in this publication.

This publication is published by Meat & Livestock Australia Limited ABN 39 081 678 364 (MLA). Care is taken to ensure the accuracy of the information contained in this publication. However MLA cannot accept responsibility for the accuracy or completeness of the information or opinions contained in the publication. You should make your own enquiries before making decisions concerning your interests. Reproduction in whole or in part of this publication is prohibited without prior written consent of MLA.

**A QUANTITATIVE REVIEW
OF FEEDBACK MAGAZINE
FINAL REPORT
NOVEMBER 2012**

RUNNING ORDER

- ☑ **1.0 Executive Summary**
- ☑ **2.0 Research Objectives**
- ☑ **3.0 Methodology**
- ☑ **4.0 Farmographics**
- ☑ **5.0 Objective 1: Influence on Business Decisions**
- ☑ **6.0 Objective 2: Refreshed Design**
- ☑ **7.0 Objective 3: Further Enhancements**

I.0 EXECUTIVE SUMMARY

The primary focus of this research was to provide MLA with: baseline data on how Feedback influences business decisions; reader thoughts on the refreshed design and other enhancements to the magazine; and recommendations on how Feedback can be enhanced and further influence the business decisions of its readers.

A telephone survey of 302 MLA members who receive Feedback was undertaken in October 2012. The sample was designed to be representative of the state structure of the MLA Member database. Members who had participated in recent MLA surveys or who were shortly to participate in another MLA survey conducted by Kaliber were excluded from selection to avoid respondent burden.

Key findings for each of the three research objectives were as follows:

Objective 1: Feedback's influence on business decisions

The following national benchmarks have been established for the influence of Feedback articles on farm business decisions:

- No influence at all 13%
- A minor influence 39%
- Some influence 46%
- A major influence 2%

I.0 EXECUTIVE SUMMARY

A *major* impact on farm business decisions was not evident and realistically cannot be expected primarily due to *how* Feedback influences decisions. Feedback's *modus operandi* was found to be indirect via the stimulation of ideas (41%) and encouraging producers to seek further information on particular topics or practices (20%) rather than the direct application of learnings to the property (10%) or the direct alteration of farm business plans (5%). "*Giving me something to think about*" and allowing the producer to "*combine Feedback with other information to do what's relevant*" is the magazine's primary influence on decisions as it forms part of the producer's 'knowledge network'.

For the small proportion of readers who felt Feedback had no influence, the major barrier was a lack of relevance due to either geography (location), species or even financial (where limited funds do not allow implementation of ideas). A number of options are provided in the recommendations as to how MLA could address this barrier. It was also evident that the independent, confident nature of some readers mean that any external information source is not needed, and therefore any influence is difficult to achieve.

Benchmarks were also established for readers' overall opinion of Feedback and relevance of Feedback to the farm business. Readers have a very positive opinion of the magazine with 75% rating it as either good (65%) or excellent (10%). Furthermore, the majority of readers (63%) consider the publication either relevant (58%) or highly relevant (5%). While there may appear to be an opportunity for MLA to shift readers' perceptions from good to excellent or relevant to highly relevant, the challenge is that perceptions are strongly associated with reader type with those reading cover to cover rating the magazine more positively than those reading just the articles of interest or skim reading. Increasing relevance by more targeted articles may help improve the magazine's benchmarks but it may be more difficult to change a member's readership style.

I.0 EXECUTIVE SUMMARY

Objective 2: Refreshed Design

Overall, the new design of Feedback has been well received and supported by the vast majority of readers. This is evidenced by the following metrics:

- 78% of those aware of the new design believe it is an improvement;
- 81% of all readers believe the overall balance of stories across farm, marketing and other articles is “just right”;
- 82% rate the average current length of articles as “just right”;
- 92% rate the text size as easy to read; and
- 63% rate the new design as easy on the eye.

The current amount of text, photos and graphics were also well supported by the most readers as was the balance of stories across on farm, marketing and other articles (81% rating the balance “just right”). For the small proportion perceiving an imbalance, many felt that there was not enough covering on-farm information.

Readers have indicated a clear (although by no means exclusive) preference for the “personal and practical” components of Feedback such as producer case studies and technical articles. Market and marketing information was also well received however Twitter / blog comments were considered the least valuable component. This may change however as social media gradually gains more traction in the rural sphere.

MLA would appear to have little to be concerned about regarding reader pushback on the consolidation of Prograzier and Frontier into Feedback. Ninety percent (90%) of readers thought that having one magazine is better than having three separate publications.

I.0 EXECUTIVE SUMMARY

Objective 3: Further Enhancements

Six new components of Feedback were tested with readers. The percentage rating each component as either valuable or highly valuable was as follows:

- | | |
|---|-----|
| • More specific hints, tips and tools to help producers trial new management practices | 65% |
| • Including in on-farm stories the SWOT of implementing practices | 64% |
| • Provide brief producers' perspectives on seasonal issues and resources to address them | 60% |
| • For on-farm articles, a clear indication of stage the R&D project is at eg 1 yr into 3 yr program | 59% |
| • For each article, provide the amount of levies MLA is investing | 53% |
| • Providing briefer articles with link to MLA website for more detailed / practical information | 47% |

Clearly, the more “practical and personal” enhancements were considered more valuable by readers, no doubt driven by readers’ ability to easily relate to such articles. MLA should continue to leverage these aspects in Feedback to improve the relevance and overall success of the publication.

Of the 302 readers surveyed, only around one third (38%), suggested other enhancements outside of those specifically tested which reflects readers’ overall satisfaction with the current format and the proposed enhancements. Respondents’ suggestions centred around improving relevance of Feedback either at the local, enterprise or regional / state level (accounting for 36% of suggestions). While requests for more in depth analysis, farming success stories, trials and industry and market information were also evident, these were significantly lower (between 1% and 16% of suggestions). Active promotion of Feedback’s local, enterprise and regional / state focus relevance should therefore be a focus of MLA’s efforts to improve the success of Feedback in the future.

I.0 EXECUTIVE SUMMARY

Recommendations

It is a challenging task for a national magazine such as Feedback to be “all things to all readers all the time”. Different reader types, from the skim reader to the information hungry cover to cover reader, combined with a myriad of topics and issues, mean that there will always be readers who either cannot be satisfied or whose requirements cannot be met without sacrificing the “balance” of the magazine.

Nevertheless, based on the research, MLA should consider the following as options to enhance Feedback and further influence the business decisions of its readers:

1. Include more articles that address the “practical and personal” preferences of readers. This would include at a minimum: more specific hints, tips and tools to help producers trial new management practices; for on-farm stories, include the strengths, weaknesses, opportunities and threats of implementing practices; and brief producers' perspectives on seasonal issues and resources to address them.
2. It is evident from the focus groups and the quantitative research, that some readers have a desire to know “how their money is being spent”. Two enhancements that specifically address this include providing a clear indication of where the on-farm R&D program is at and how much MLA is investing in the program. These enhancements have been tested and well received and should be considered by MLA in conjunction with the practical and personal enhancements. Note that actively promoting MLA's investment in specific programs could cause member pushback if the cost is perceived as being excessive, a possible drawback of the enhancement.

I.0 EXECUTIVE SUMMARY

Recommendations (Continued)

3. To increase the relevance of Feedback at the regional or state level, MLA could consider (if not already undertaken):
 - State / regional supplements in the magazine;
 - A state / regional focus in particular issues;
 - A rotating schedule of state / regional articles throughout the yearly publication period; and
 - A state / regional supplement distributed via email (promoted via an opt in question in the Feedback magazine).

A similar strategy could be employed to improve relevance to small (versus large) operations.

4. Conduct an annual or biennial survey (either internally or externally) to track any shifts in reader perceptions of Feedback and its effectiveness in influencing business decisions. The output of tracking studies can be used to further refine and constantly update the relevance of Feedback.
5. Readers provided a wealth of qualitative information throughout the survey. It is recommended that MLA communication managers review the comments and suggestions and categorise them as: (1) MLA / Feedback already addresses this and no further action is needed (other than to communicate the existing activities); (2) MLA does not need to address this (eg it may not be relevant) and most importantly (3) MLA should take this suggestion on board and prioritise and implement accordingly. Excel worksheets have been provided with the Report for this purpose and provide MLA with further actionable research results.

2.0 RESEARCH OBJECTIVES

The primary objectives of the research project were to:

- Establish baseline data on the extent to which Feedback influences reader business decisions;
- Gauge reader thoughts on the refreshed design of Feedback; and
- Gauge reader thoughts on ways Feedback can be further enhanced to meet its key performance indicators of success.



☑ 3.0 Methodology



KALIBER

Market research with a difference

4.0 METHODOLOGY

DATA COLLECTION

- ☑ 302 11 minute Computer Assisted Telephone Interview (CATI) surveys
- ☑ Respondents were selected at random from MLA's Member Database. Members who participated in the Beef 2015 and Beyond research, MLA Member Communications research and Feedback focus groups or who may be called for the More Beef From Pastures survey were excluded. MLA's top 50 levy payers were also excluded however one was included after they were approached by MLA
- ☑ Sample stratified by state to ensure representation of Member distribution

RESEARCH PERIOD

8 – 23 October 2012

RESPONDENTS

☑ NSW	n = 74	(24%)
☑ VIC	n = 60	(20%)
☑ QLD	n = 58	(19%)
☑ SA	n = 42	(14%)
☑ WA	n = 44	(15%)
☑ TAS	n = 20	(7%)
☑ NT	n = 3	(1%)

3.0 METHODOLOGY

Interpretation of Results:

- It should be noted that the results presented in this study are derived from a survey (as opposed to a census when all members of a population are captured). The survey results are used to make inferences about the total population.
- As all surveys are subject to errors, a survey result should not be treated as a single value but rather as the midpoint of the likely range that the true population result would lie within. The range around the survey result is the “margin of error”.
- For example, a survey result of 50% may have a margin of error of plus or minus 3 percentage points ie 47% - 53%. The margin of error depends on the sample size (smaller sample sizes have larger errors) and the actual sample result (a result closer to 50% has a larger percentage error). Due to a high margin of error associated with a small sample, results based on a small sample in the analysis should be treated with caution. Care should be taken with any results from a sample of less than 30.
- The following matrix summarises the margin of errors for different sample sizes and different survey results. The matrix is based on a 95% confidence level, that is, you are 95% confident that the true result (the result derived from interviewing the entire population) would be in the range specified in the table.

3.0 METHODOLOGY

	Survey Result									
Sample	5%/95%	10%/ 90%	15%/85%	20%/80%	25%/75%	30%/70%	35%/65%	40%/60%	45%/55%	50%
25	9	12	14	16	17	18	19	19	20	20
50	6	8	10	11	12	13	14	13	14	14
75	5	7	8	9	10	10	11	11	11	11
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	3	4	4	4	4	4	4
600	2	2	3	3	3	4	4	4	4	4
700	2	2	3	3	3	3	4	4	4	4
800	2	2	2	3	3	3	3	3	3	3
900	1	2	2	3	3	3	3	3	3	3
1,000	1	2	2	2	3	3	3	3	3	3
2,000	1	2	2	2	2	2	2	2	2	2

As a guide to interpretation, a survey result of 30% from a sample of 300 respondents would have a margin of error of 5 percentage points, that is, you are 95% confident that the true answer would lie between 25% and 35%.

3.0 METHODOLOGY

Analysis of Results:

Results have been analysed based on a number of demographic and behavioural characteristics. These included:

- Farm Type:

Producers were classified into different farm types based on the ANZSIC system (Australia and New Zealand Standard Industrial Classification) as used by ABS and ABARE. Farms were allocated to different ANZSIC farm types based on the percentage share of each enterprise in overall farm income.

ANZSIC farm types were as follows:

3.0 METHODOLOGY

Farm Type	Definition	% of Sample
Grain Specialist	At least 75% of farm income derived from grain production	5%
Grain / Livestock	Less than 75% of farm income derived from both enterprises	13%
Beef Specialist	At least 75% of farm income derived from beef production	49%
Sheep Specialist	At least 75% of farm income derived from sheep production	14%
Beef / Sheep	Less than 75% of farm income derived from both enterprises	9%
Goat	At least 75% of farm income derived from goat production	1%
Dairy	At least 75% of farm income derived from dairy production	2%
Other		7%

3.0 METHODOLOGY

Analysis of Results:

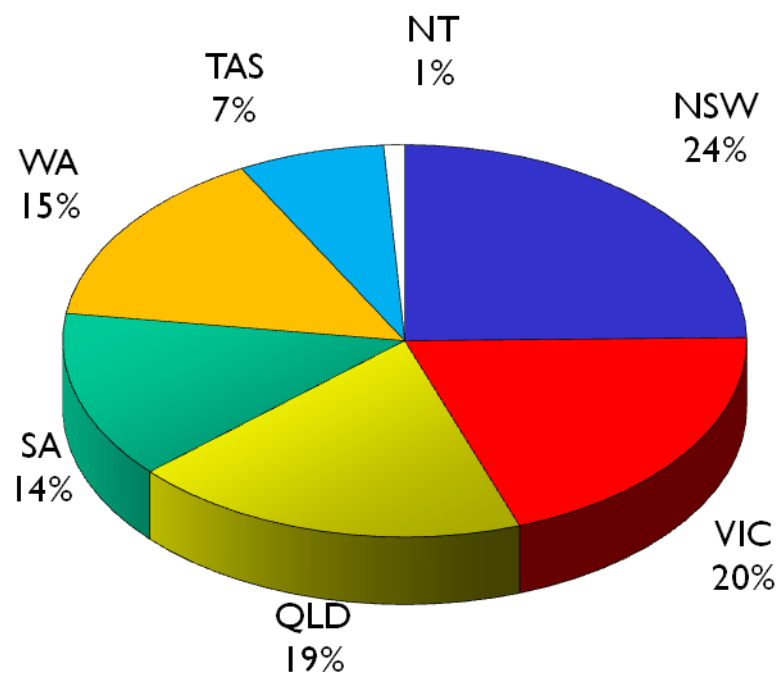
- Region:
Two groups were examined: Northern region - Queensland, Northern Territory and northern Western Australia (n = 62) and Southern region - New South Wales, Victoria, Tasmania, South Australia and southern Western Australia (n = 239)
- Herd Size: Three groups: under 100 head, 100 - 299 head and 300 head and over
- Flock Size: Three groups: under 1,000 head, 1,000 - 2,999 head and 3,000 head and over
- Education: Four groups: School Certificate or equivalent, Year 12 / HSC, TAFE and Graduate
- Age and Gender
- Other variables were also analysed to identify any differences in opinions or behaviour. These included reader type (eg skim v cover to cover), opinion of Feedback (poor v good), influence of Feedback on business decisions (eg none, minor, major).
- With the Excel tabular results, a group result highlighted in green means that the result is statistically significantly higher than the total sample result whereas a result in red means that it is statistically significantly lower than the total sample result.
- Kaliber is available to conduct additional cross tabular analysis if MLA require.



☑ 4.0 Farmographics

4.0 FARMOGRAPHICS

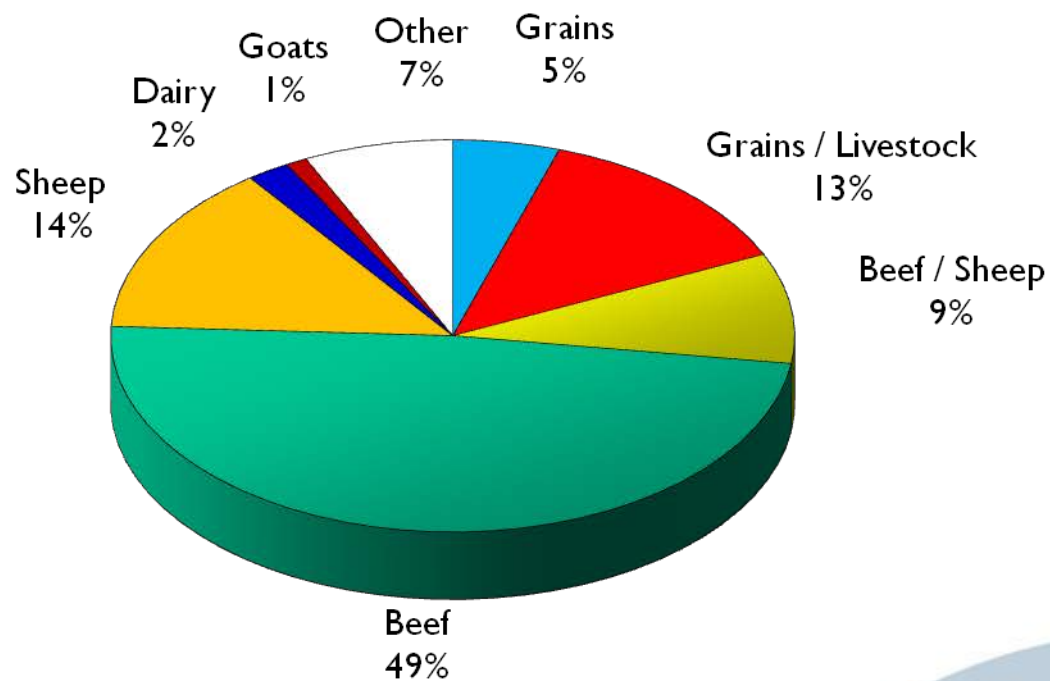
State



Northern: 21%
Southern: 79%

4.0 FARMOGRAPHICS

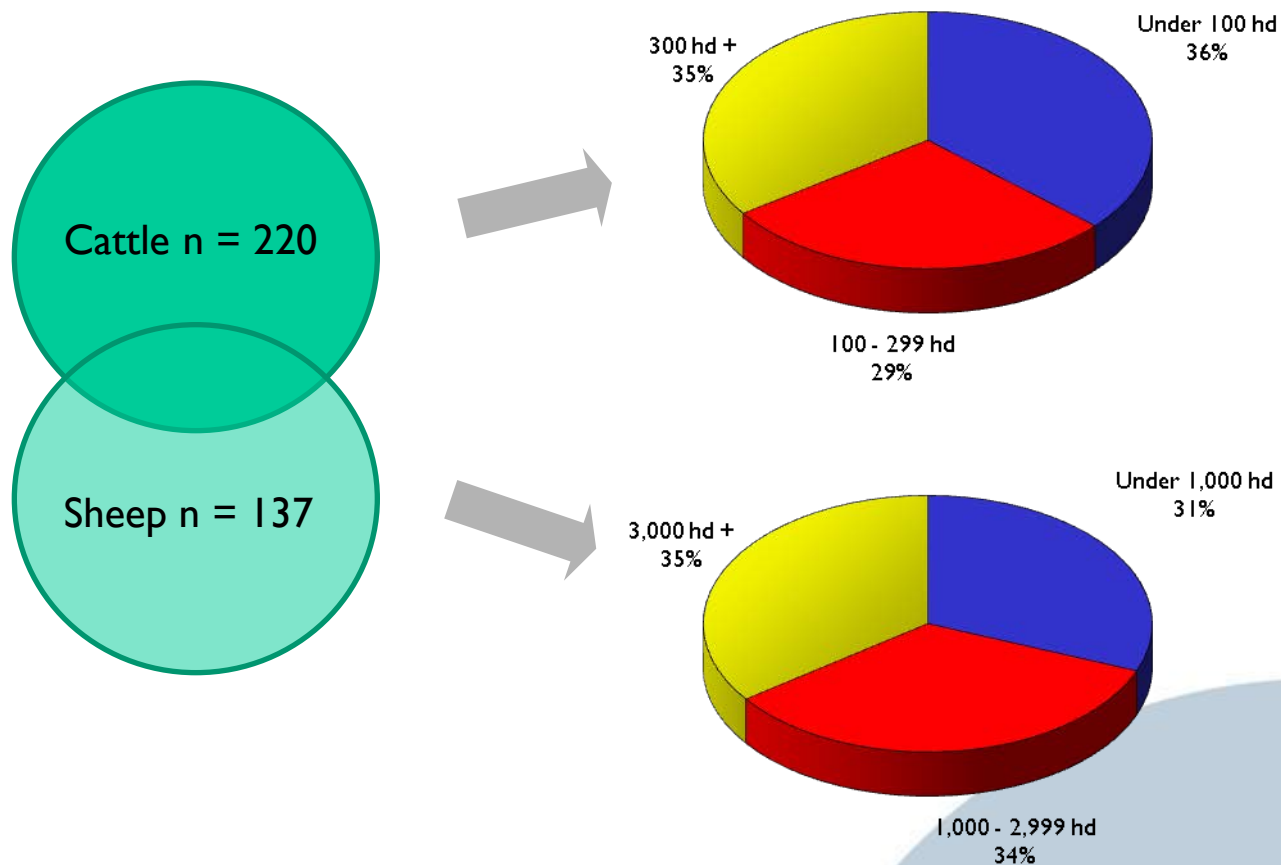
Farm Type



Q40 BASE: All Respondents (n = 302)

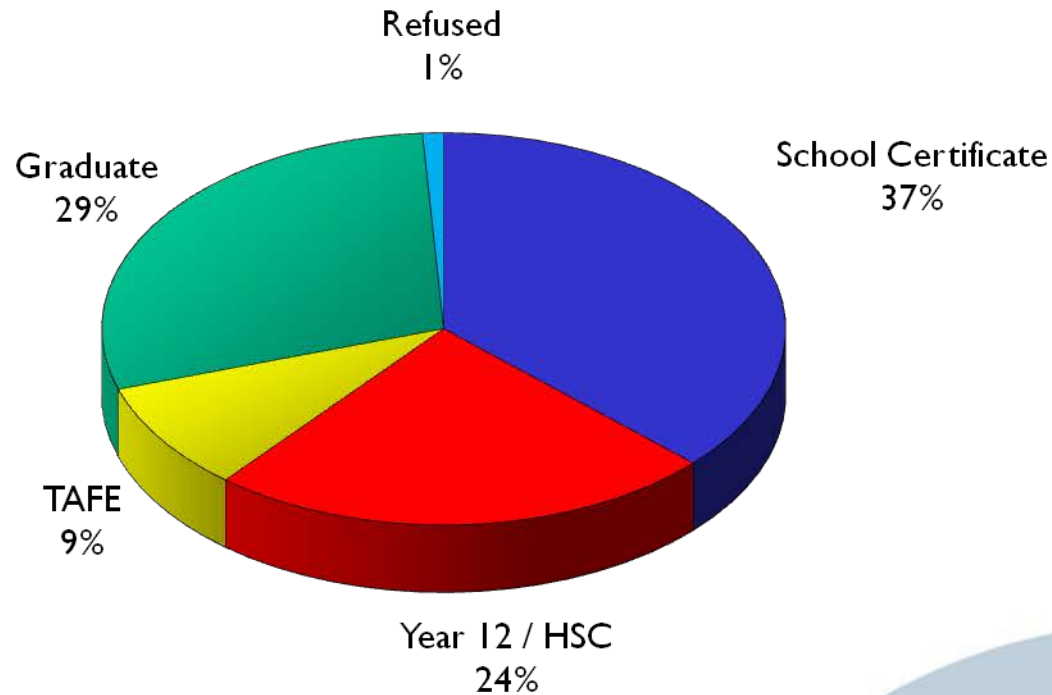
4.0 FARMOGRAPHICS

Herd and Flock Size



4.0 FARMOGRAPHICS

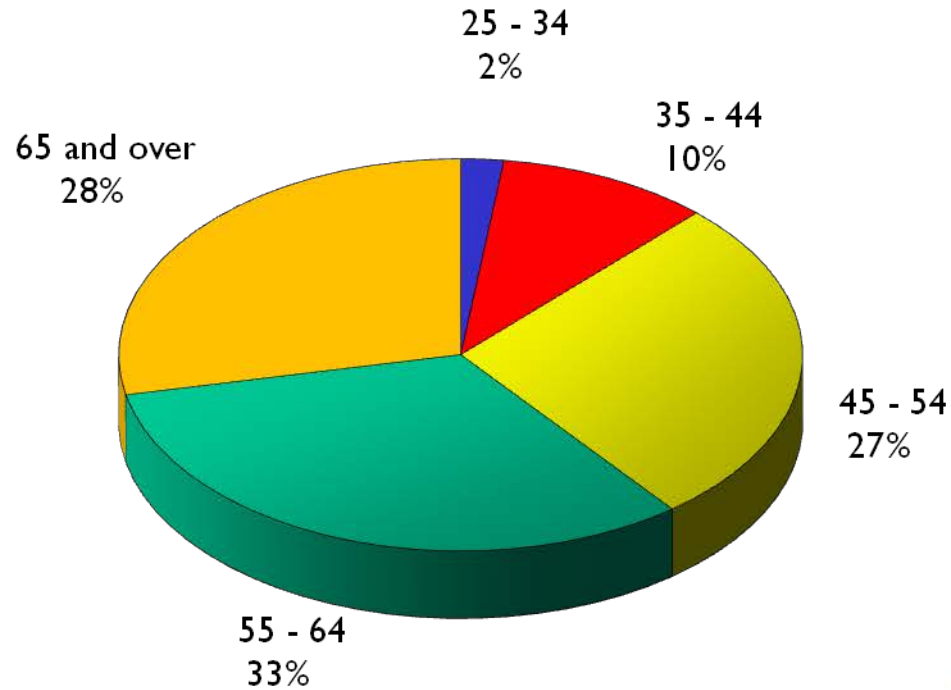
Highest Level of Education Achieved



Q43 BASE:All Respondents (n = 302)

4.0 FARMOGRAPHICS

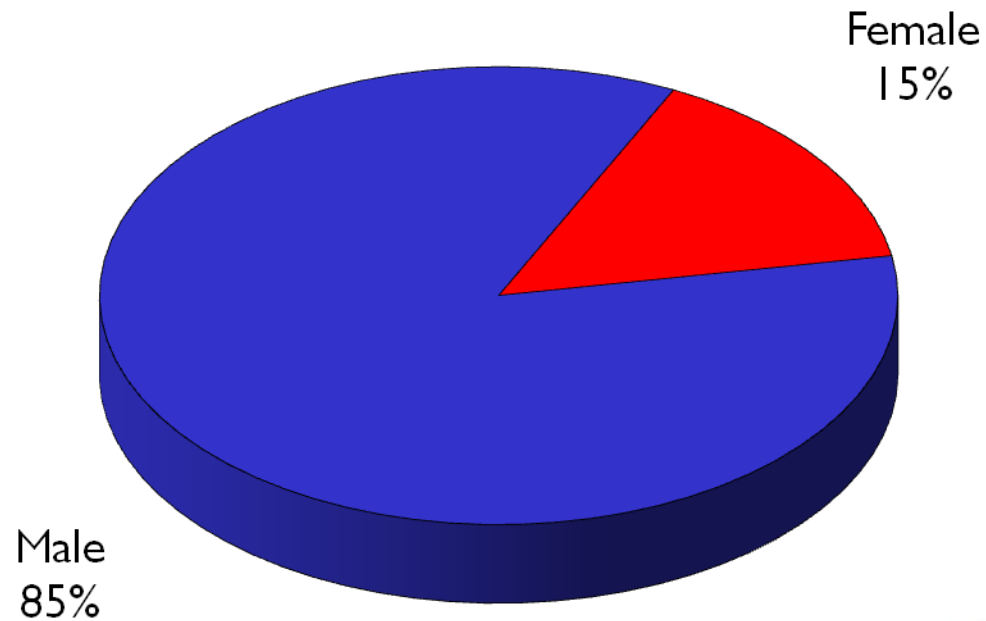
Age



Average Age of Readers Surveyed: 57

4.0 FARMOGRAPHICS

Gender

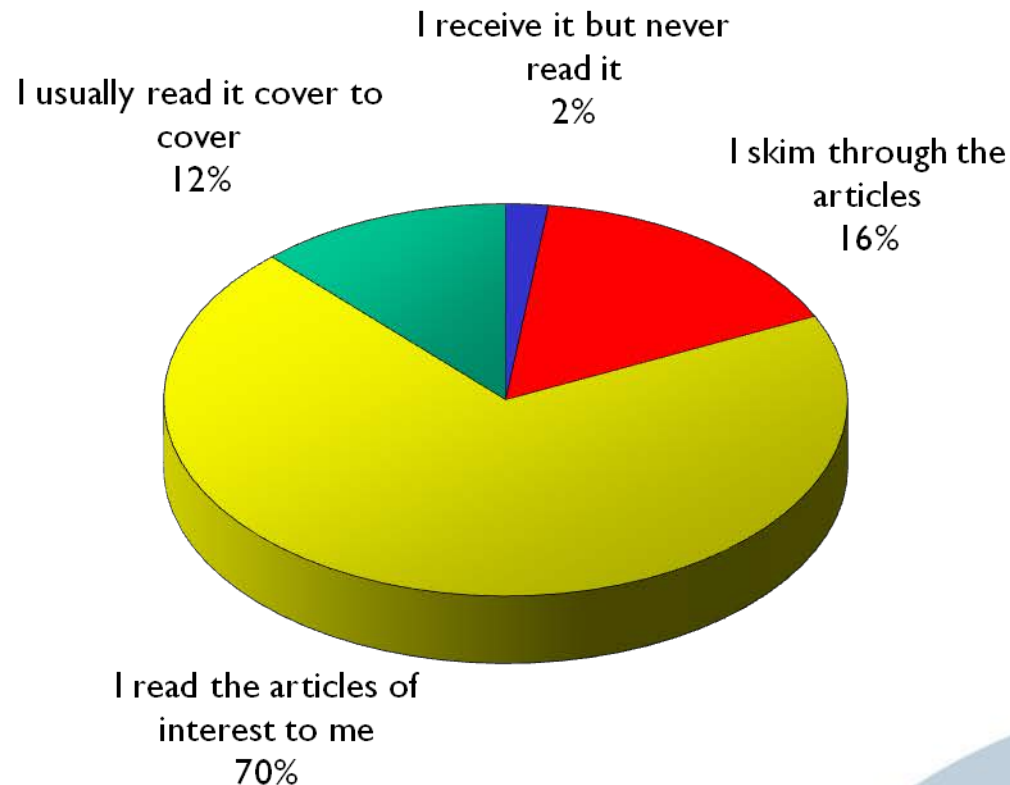


Q44 BASE: All Respondents (n = 302)

4.0 FARMOGRAPHICS

Readership Type

'Which of the following best describes what you do with Feedback magazine?'



Feedback enjoys a very high readership rate with only 2% of respondents receiving it but never reading it. Non readership was higher however among Grain and Grain / Livestock producers (7%) reflecting the lower relevance

Three quarters of all readers (74%) were aware that all the content in Feedback relates to MLA's levy investments



KALIBER

Market research with a difference

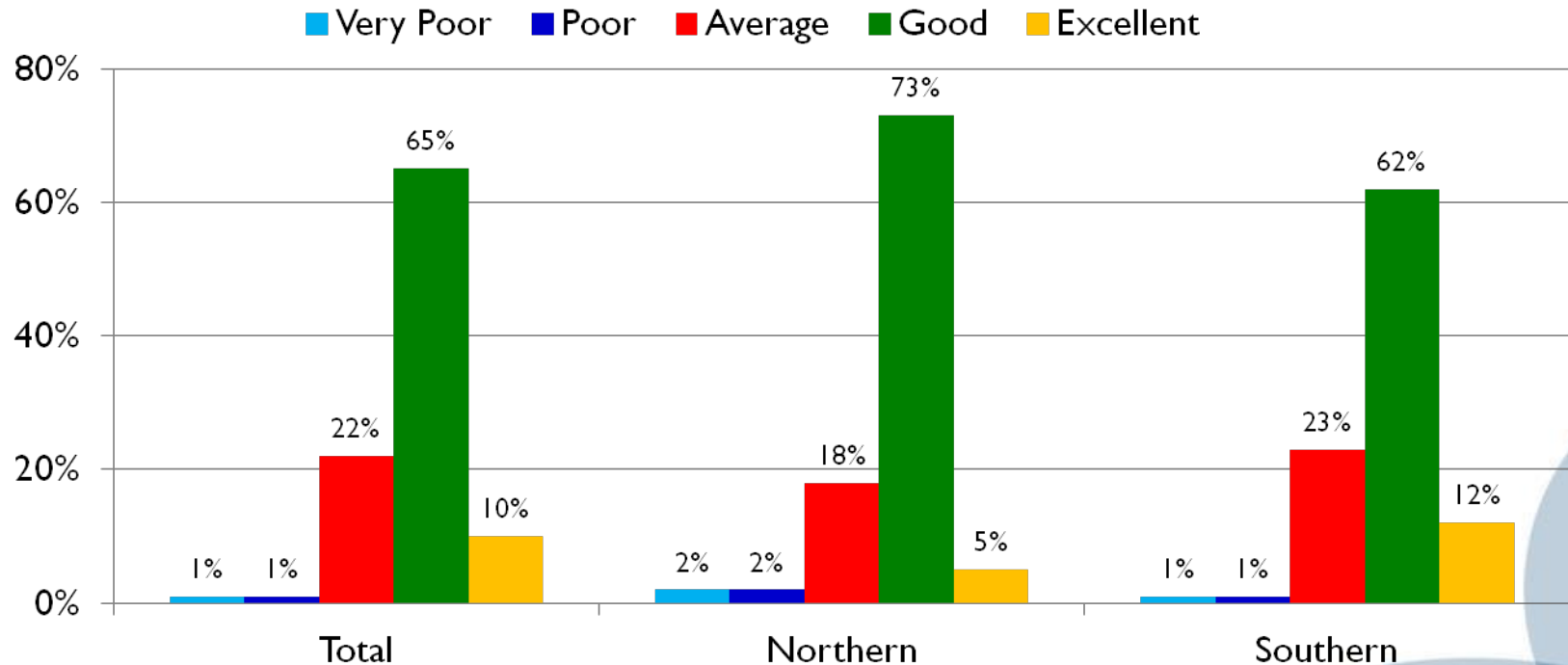


✓ 5.0 Objective 1: Influence on Business Decisions

5.0 INFLUENCE ON BUSINESS DECISIONS

Overall Opinion of Feedback – by Region

‘Overall, what’s your opinion of Feedback magazine? Would you say it was very poor, poor, average, good or excellent?’

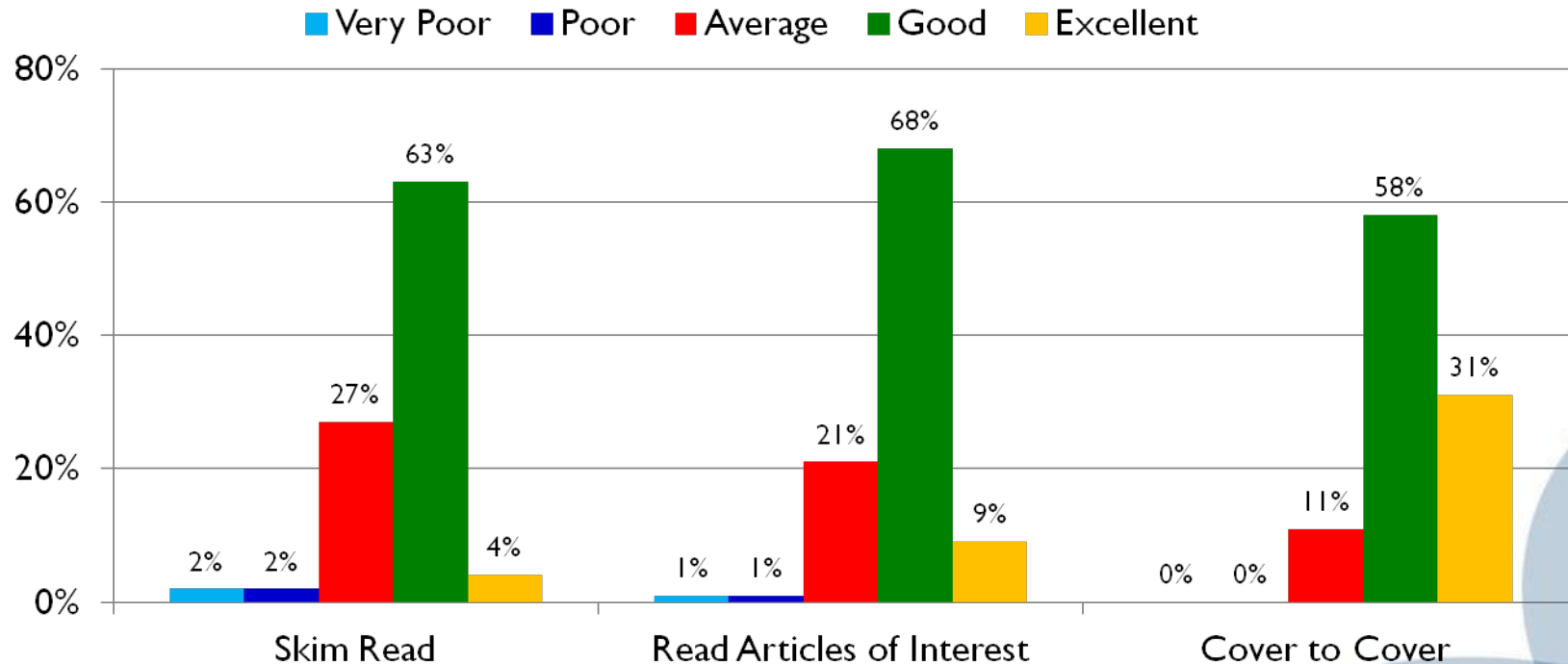


Readers surveyed have an overwhelmingly positive opinion of Feedback with 75% rating the magazine as good or excellent. This finding was consistent across region, readership type and other demographic variables. Even respondents who considered the magazine had no relevance or little relevance to their operation still rated the magazine relatively positively (41% average, 49% good or excellent)

5.0 INFLUENCE ON BUSINESS DECISIONS

Overall Opinion of Feedback – by Reader Type

‘Overall, what’s your opinion of Feedback magazine? Would you say it was very poor, poor, average, good or excellent?’

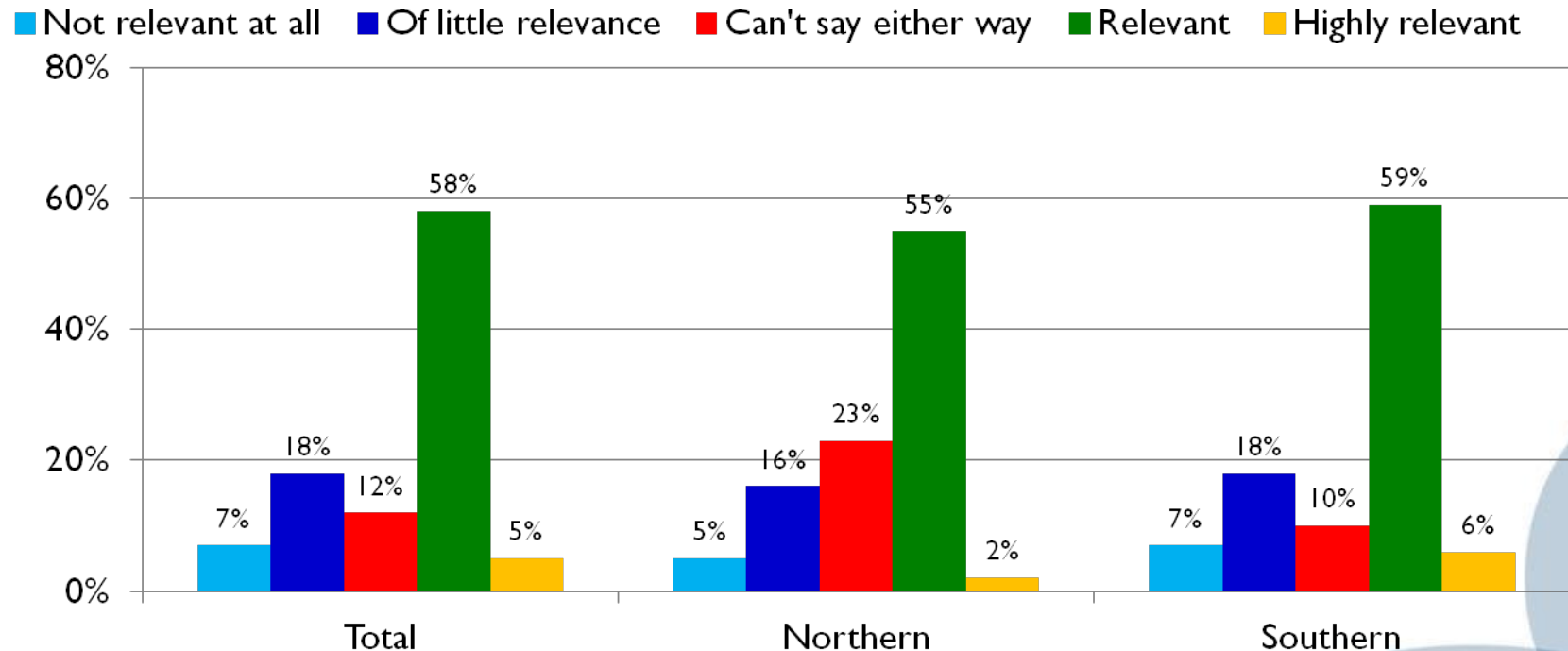


Not surprisingly, the “information seeking” Cover to Cover readers were more likely to have an excellent opinion of Feedback (31%)

5.0 INFLUENCE ON BUSINESS DECISIONS

Relevance of Feedback – by Region

‘How relevant is Feedback magazine to your farm business? Would you say it was ...?’

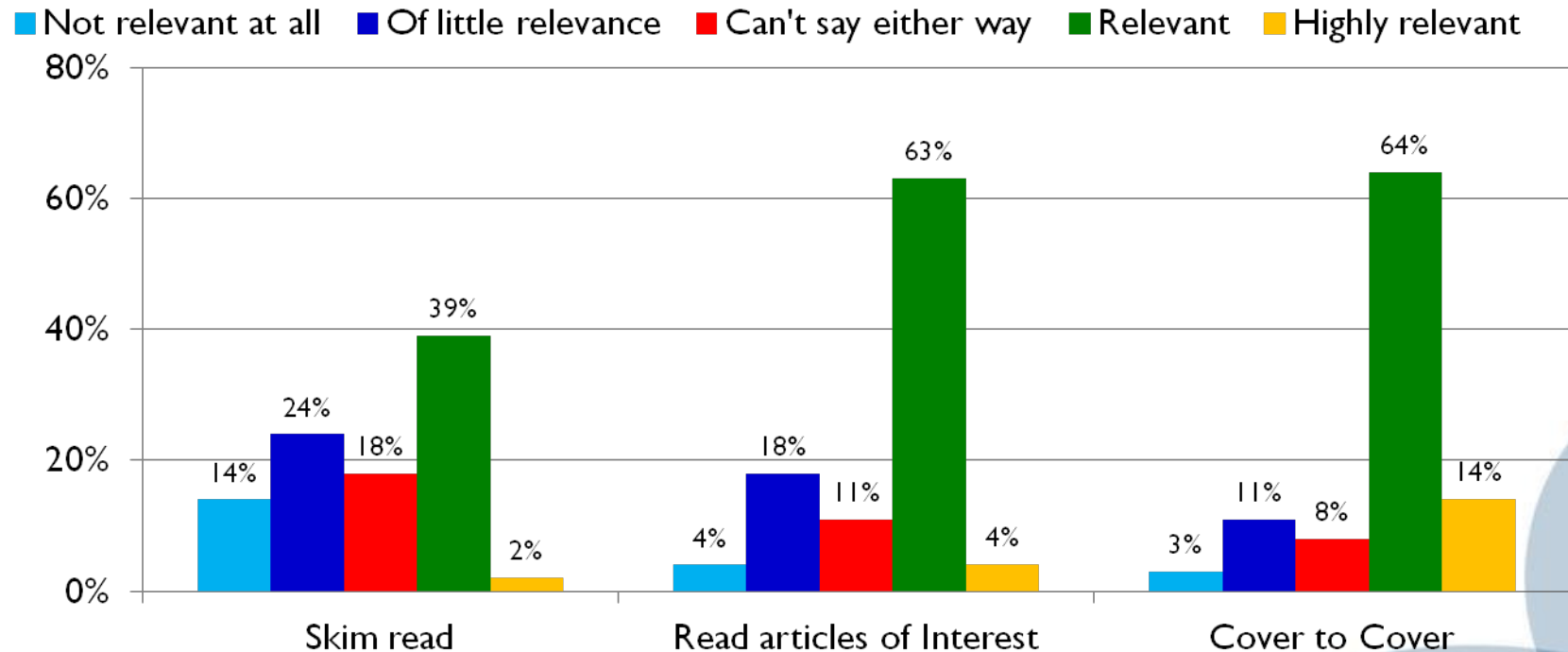


Around 2 in 3 readers considered Feedback either relevant or highly relevant to their farm business. Northern respondents were statistically more likely to “sit on the fence” to this question compared to their southern counterparts (23% versus 10%). While this may highlight an opportunity to increase relevance to northern readers, the ongoing challenge however is to maintain a balance for both northern and southern readers. In this regard, Feedback would appear to “meet the mark” overall.

5.0 INFLUENCE ON BUSINESS DECISIONS

Relevance of Feedback – by Reader Type

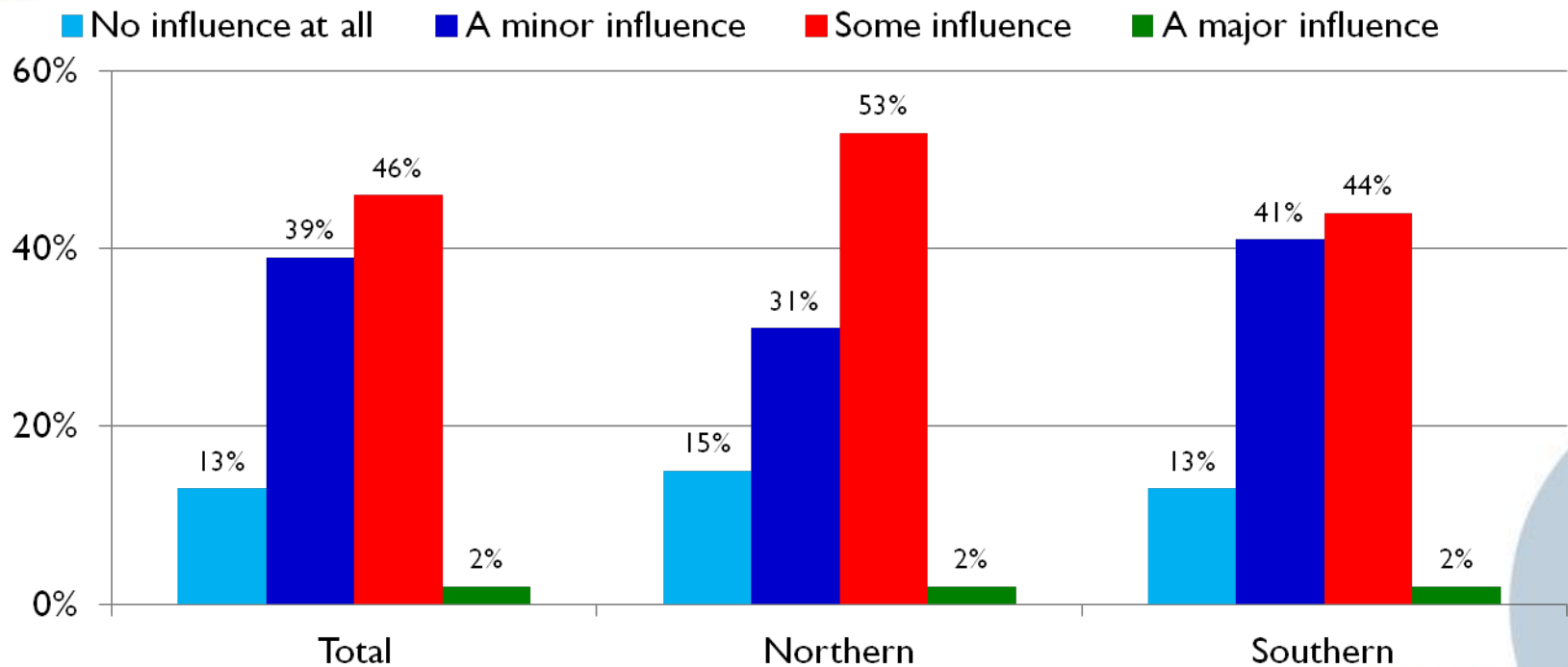
'How relevant is Feedback magazine to your farm business? Would you say it was ...?'



5.0 INFLUENCE ON BUSINESS DECISIONS

Influence on Farm Business Decisions – by Region

‘To what extent do the articles influence your farm business decisions? Would you say they have ...?’



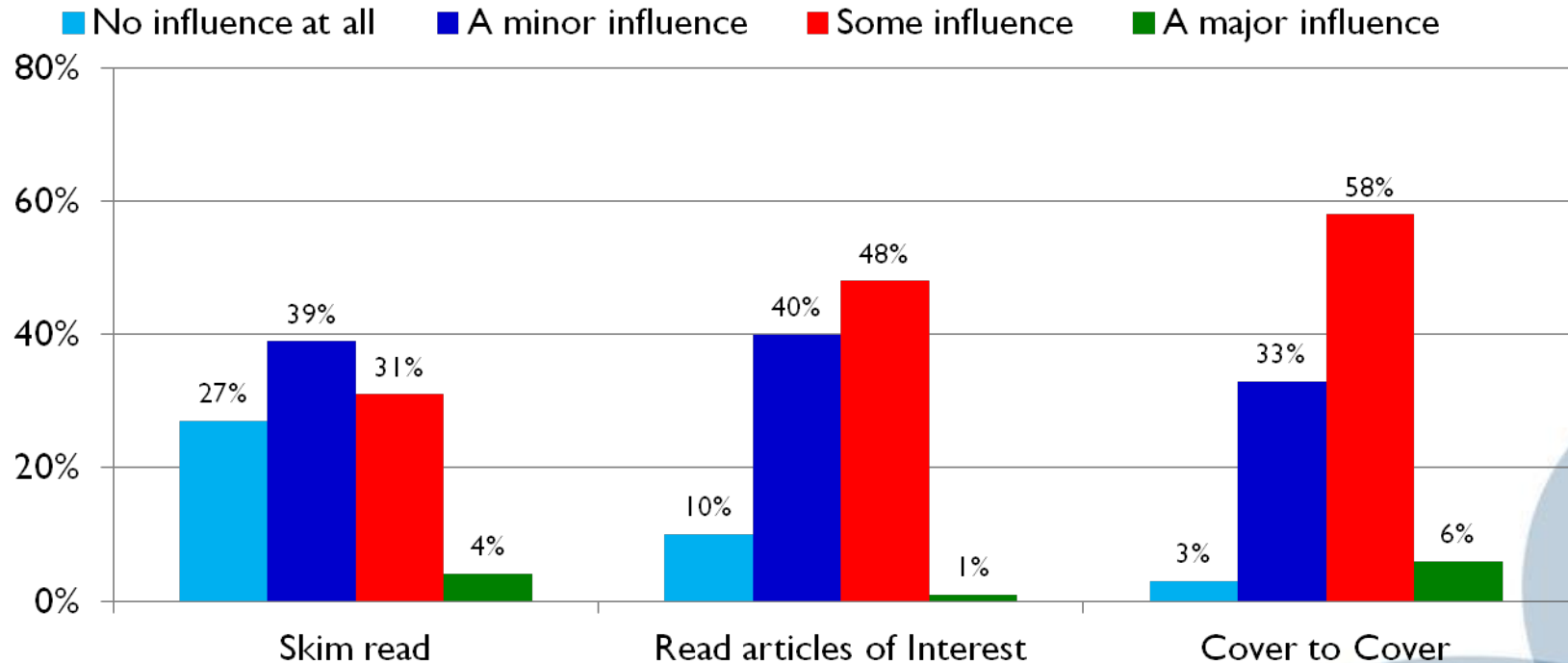
Consistent with focus group findings, Feedback has a minor influence or some influence on business decisions rather than a major impact. The lack of any real major impact of Feedback in decisions is not unexpected given that Feedback in just one of a number of publications that producers receive and one of a number of influencers that producers use such as word of mouth and advice of resellers and consultants (based on other research conducted by Kaliber). Nevertheless, this question provides valuable baseline data from which MLA can track the impact of Feedback in the future.

Although northern readers were more likely than southern readers to nominate Feedback as having some influence (53% versus 44%), this difference was not statistically significant.

5.0 INFLUENCE ON BUSINESS DECISIONS

Influence on Farm Business Decisions – by Reader Type

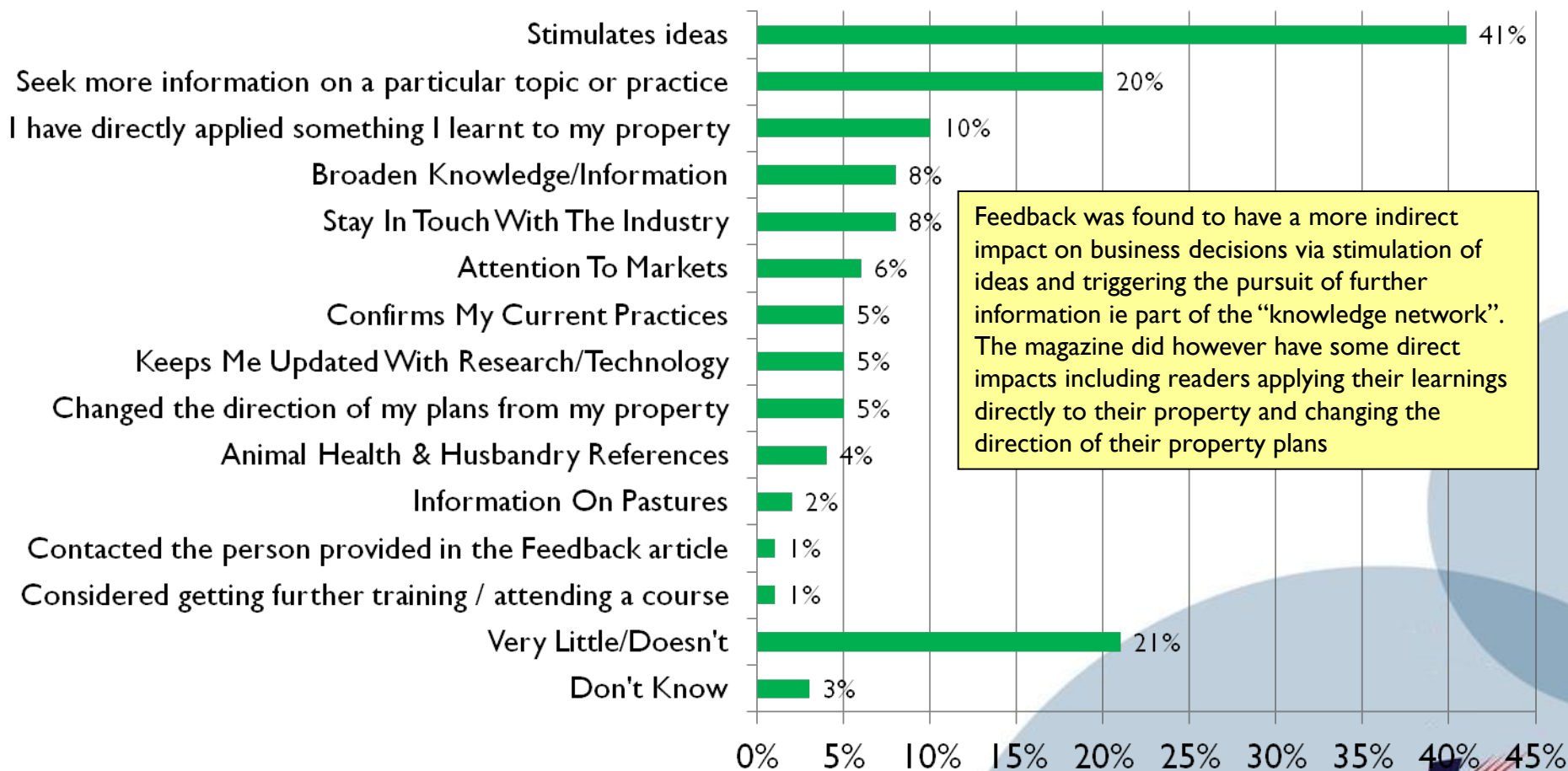
‘To what extent do the articles influence your farm business decisions? Would you say they have ...?’



5.0 INFLUENCE ON BUSINESS DECISIONS

Method of Feedback Influence

'How does the content of Feedback influence your business decisions?'



Q11 BASE: All respondents saying Feedback has a minor influence, some influence or a major influence (n = 263)

5.0 INFLUENCE ON BUSINESS DECISIONS

Method of Feedback Influence

'How does the content of Feedback influence your business decisions?'

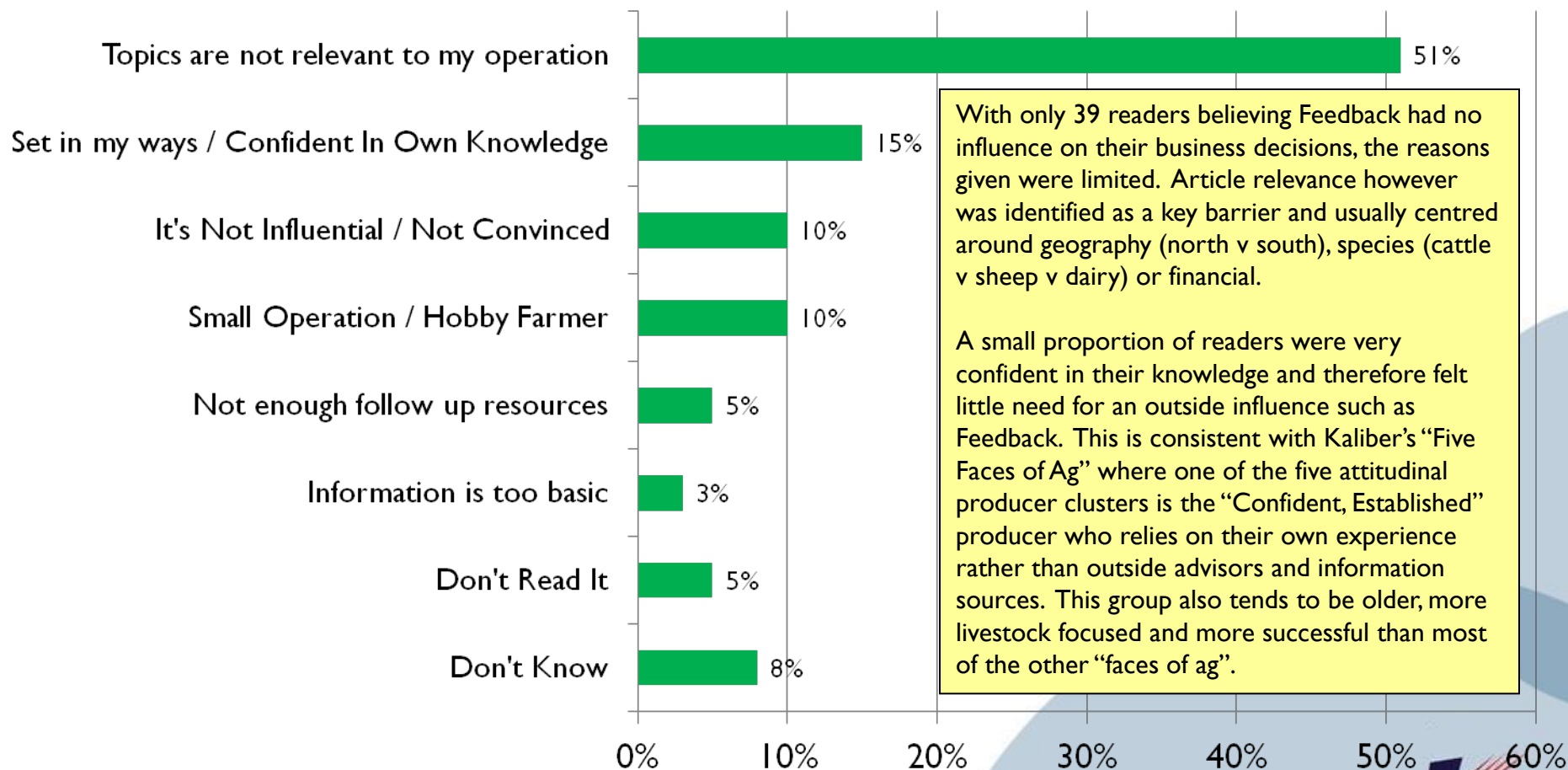
Method	Verbatim
Stimulates ideas (n = 108)	<i>I suppose more ideas</i>
	<i>Picking up whatever people have done in the magazine</i>
	<i>Makes you think about it to apply to farming practices</i>
	<i>Glean ideas and implement</i>
	<i>Combining with other information to do what's relevant</i>
	<i>I make my own decisions but there may be paths that interest me a bit</i>
	<i>Different way of going about things</i>
	<i>Well it's just one of the things that you can consider</i>
	<i>Gets you something to think about</i>
	<i>Gives us different ideas to try and read about what other people are doing and see if it is reasonable to try myself</i>

Q11 BASE: All respondents saying Feedback has a minor influence, some influence or a major influence (n = 263)

5.0 INFLUENCE ON BUSINESS DECISIONS

Lack of Influence of Feedback

'Why hasn't the content of the articles been influential in your business decisions?'



Q13 BASE: Respondents saying Feedback has no influence at all (n = 39)

5.0 INFLUENCE ON BUSINESS DECISIONS

Lack of Influence of Feedback

‘Why hasn’t the content of the articles been influential in your business decisions?’

Reason	Verbatim
Topics are not relevant to my operation (n = 20)	95% is to do with northern Australia
	It is more for the people in Queensland
	There is articles that are of things of great interest but financially they are out of my grasp
	The enterprises mentioned are very different to mine. The context is quite different.
	I’m primarily a wool producer
	The articles don’t relate to where we farm
	Mostly because they don’t seem to be specifically in what I’m doing in my area
	Too centred on cattle production
	Because we are now just traditional farmers that fatten cattle

Q13 BASE: Respondents saying Feedback has no influence at all (n = 39)

5.0 INFLUENCE ON BUSINESS DECISIONS

Lack of Influence of Feedback

‘Why hasn’t the content of the articles been influential in your business decisions?’

Reason	Verbatim
Set in my ways / Confident in my own knowledge (n = 6)	<i>I stick to what I know and works</i>
	<i>I have just done it all the time anyway</i>
	<i>We go our own way, set in our ways</i>
	<i>Not any different to what I’m doing</i>
	<i>We market our own products and there hasn't been any particular reasons why it hasn't been influential</i>
	<i>I’ve got my own ways of doing things and I just don’t see the Feedback being influential</i>

Q13 BASE: Respondents saying Feedback has no influence at all (n = 39)

5.0 INFLUENCE ON BUSINESS DECISIONS

Information at the end of Articles

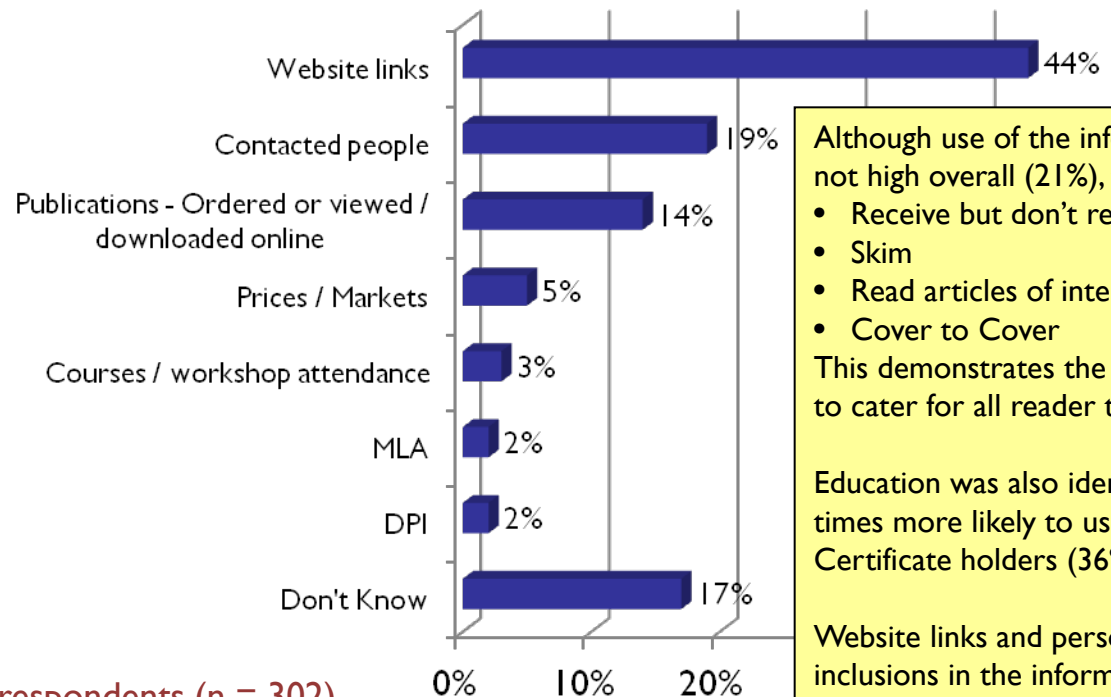
'Have you ever used the 'more information' box at the end of articles to find more information?'

➤ **No – 79%**

➤ **Yes – 21%**



'What 'more information' resources have you used?'



Although use of the information box at the end of articles was not high overall (21%), this varied significantly by Reader Type:

- Receive but don't read (0%)
- Skim (2%)
- Read articles of interest (22%)
- Cover to Cover (42%)

This demonstrates the importance of Feedback being designed to cater for all reader types.

Education was also identified as a factor with Graduates three times more likely to use the information box than School Certificate holders (36% versus 13%)

Website links and personnel contact details are clearly key inclusions in the information box.

Q15 BASE: All respondents (n = 302)

Q15a BASE: Respondents who have used the 'more information' box (n = 63)



☒ 6.0 Objective 2: Refreshed Design

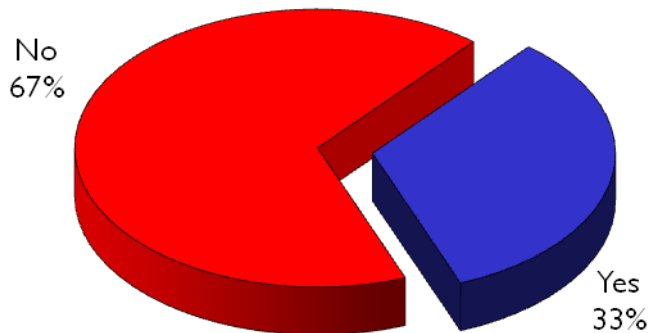
6.0 REFRESHED DESIGN OF FEEDBACK

Awareness and View of the New Design

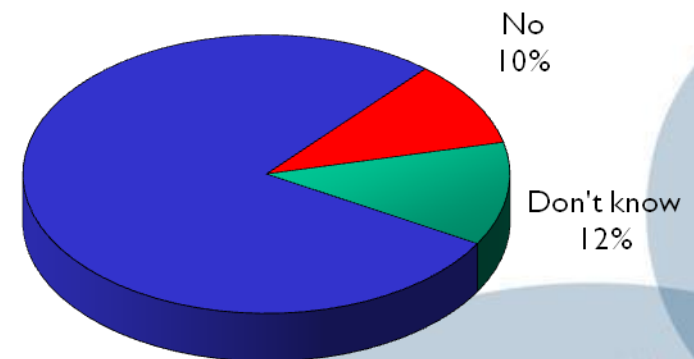
'The editions of Feedback from January / February 2012 onwards have had a new design compared to last year in 2011 and earlier editions. Have you noticed this new design?'

'Do you think the new design is an improvement?'

Awareness



Improvement



Around 1 in 3 readers (33%) were aware of the new design although this was higher among the Cover to Cover readers (53%). Of significance is that of those aware, the vast majority (78%) felt that the redesign was an improvement, a finding consistent across most demographic groups

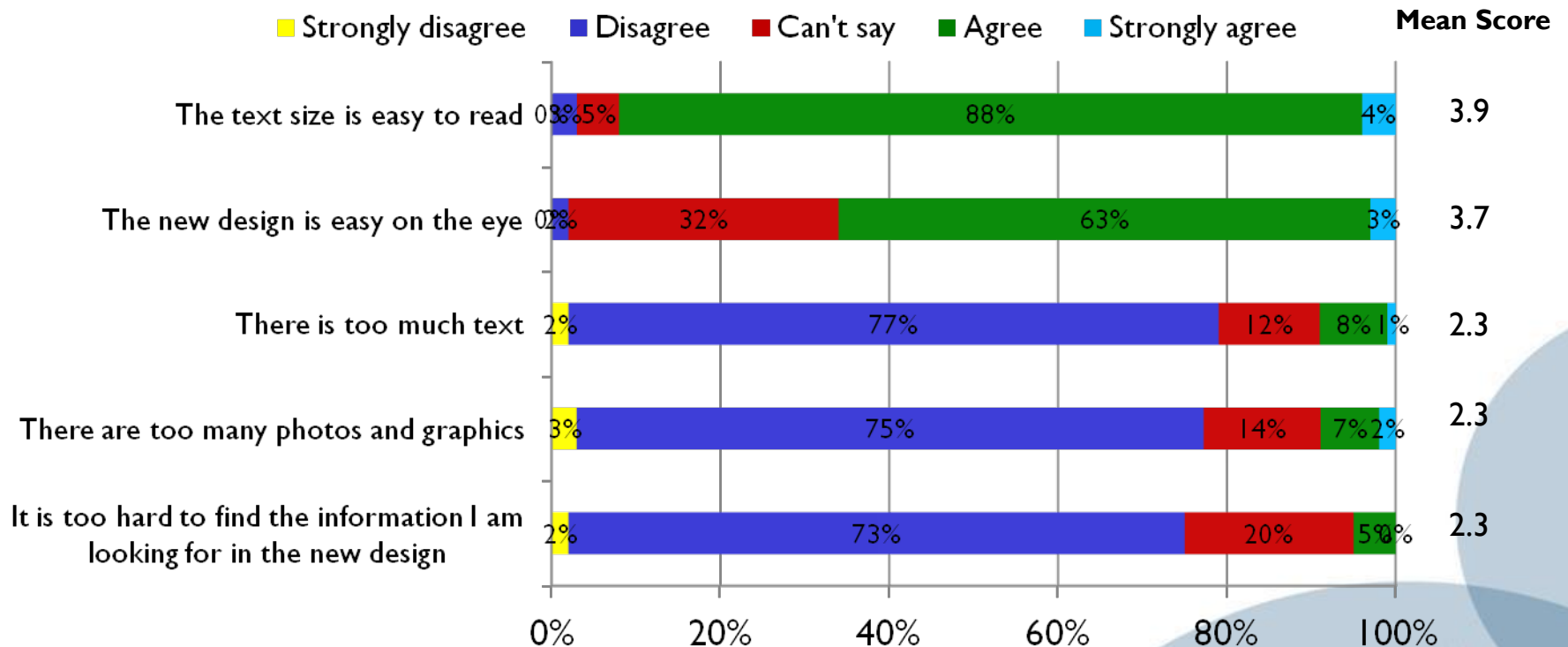
Q16 BASE: All respondents (n = 302)

Q17 BASE: Respondents who have noticed the new design (n = 100)

6.0 REFRESHED DESIGN OF FEEDBACK

Look and Feel of the Magazine

'How would you rate the look and feel of the magazine for the following criteria. Could you please tell me if you strongly disagree, disagree, can't say either way, agree or strongly agree with each criteria'



Assessing the look and feel of the magazine against five different criteria supports the focus group findings that the new design has been well received. Text size gained the greatest “tick of approval” at 92% support (88% agree, 4% strongly agree). “Ease on the eye” was still well supported but less so than text size due to higher proportion of “can’t say either way” (not unexpected given that “easy on the eye” is more difficult to gauge). The overwhelming **disagreement** with negative statements such as too much text, too many photos and graphics and difficulty in finding information again indicates the acceptance of the new design among readers.

6.0 REFRESHED DESIGN OF FEEDBACK

Overall Balance of Stories

'Is the overall balance of stories across on farm, marketing and other articles about right?'

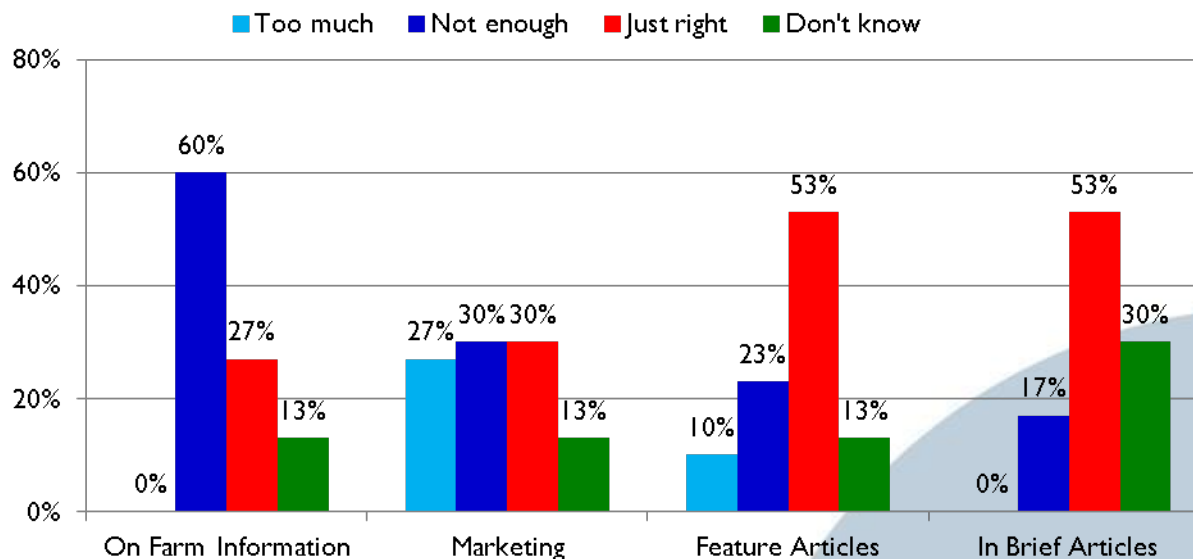
The new Feedback design appears to have the correct balance of stories with 81% in the affirmative and only 10% in the dissenting.

- **Yes – 81%**
- **D/K - 8**
- **No – 10%**



'Is the proportion of pages devoted to the following areas too much, not enough or just right?'

Of the 30 readers who felt an imbalance in the stories, it was evident that many sought more pages devoted to on farm information (60% nominating 'not enough' in this category). This is partly at the expense of marketing where 1 in 4 perceived too many pages in this area.



Q19a BASE: All respondents (n = 302)

Q19b BASE: Respondents who perceive an imbalance in stories (n = 30) * Examples were given for each story type



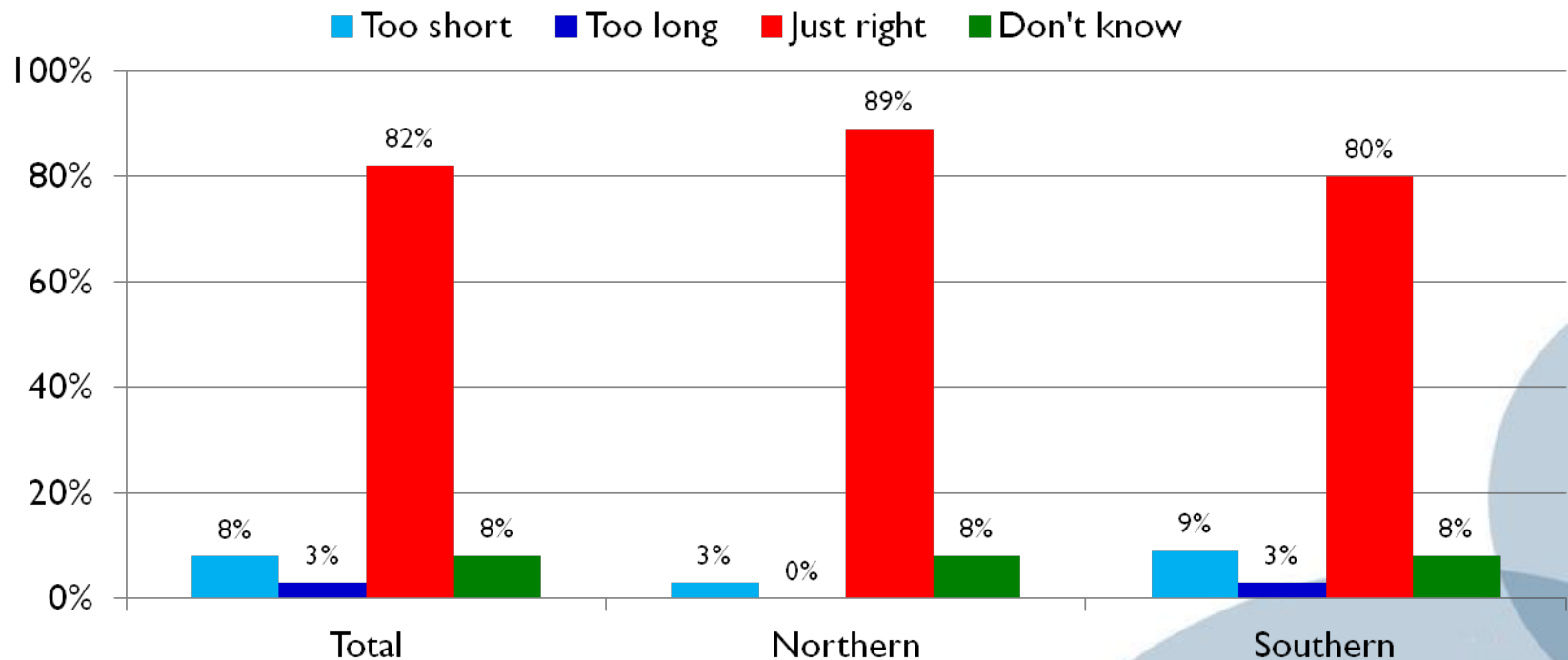
KALIBER

Market research with a difference

6.0 REFRESHED DESIGN OF FEEDBACK

Length of Articles – by Region

‘While the length of articles varies, on average would you say that the current length of the articles is too short, too long or just right?’

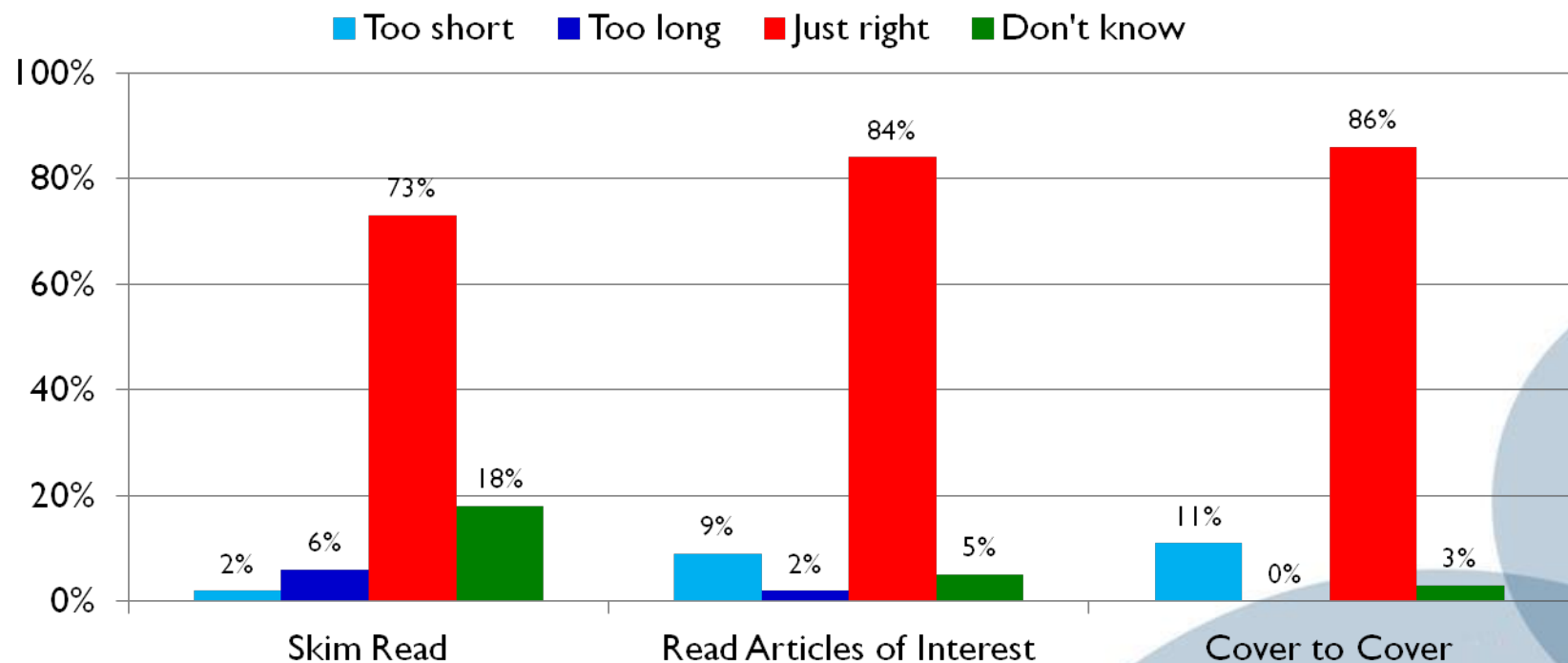


As with the balance of stories, the current length of articles in Feedback has met the “Goldilocks” requirement with 82% of readers rating article length as not too short, not too long but “just right”, a view shared by all demographic groups. The 8% of readers who don’t know were largely readers who see no relevance or little relevance in Feedback.

6.0 REFRESHED DESIGN OF FEEDBACK

Length of Articles – by Reader Type

'While the length of articles varies, on average would you say that the current length of the articles is too short, too long or just right?'

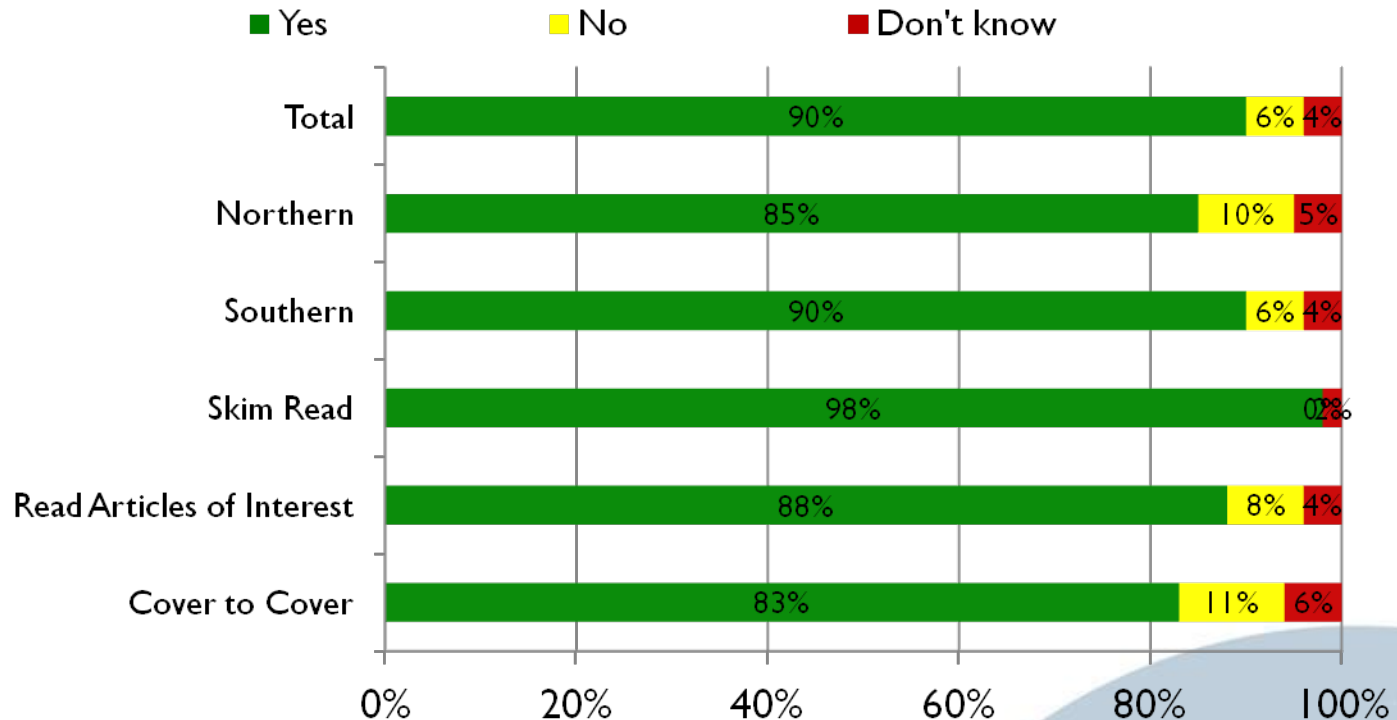


Q22 BASE: All respondents (n = 302)

6.0 REFRESHED DESIGN OF FEEDBACK

Consolidation of Prograzier and Frontier into Feedback

'MLA ceased publishing "Prograzier" and "Frontier" magazine earlier this year and expanded the content of Feedback to include the topics previously covered by Prograzier and Frontier. Do you think that having one magazine (Feedback) is better than having 3 separate publications?'

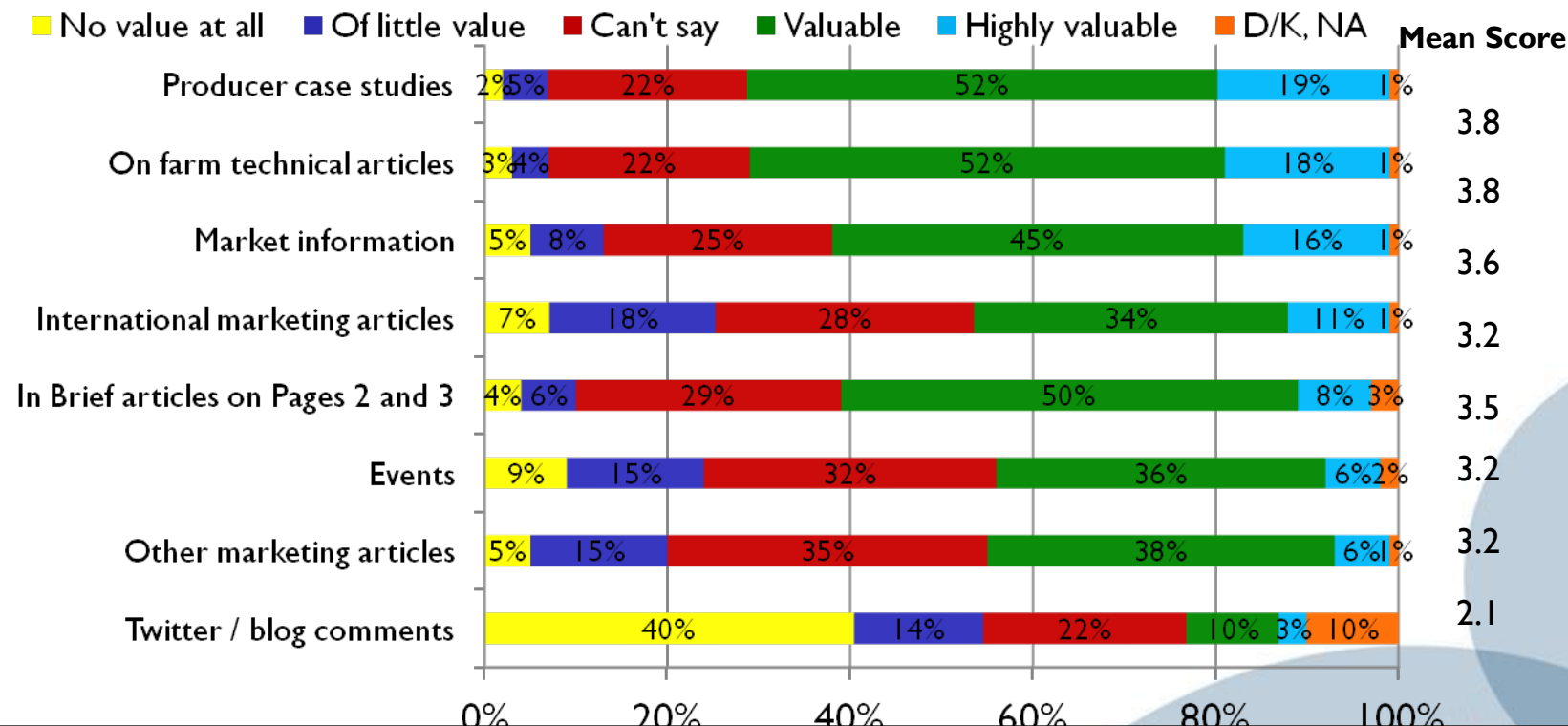


The consolidation of Prograzier and Frontier into the one magazine has been well received by 90% of readers surveyed. The minor difference in support between Northern and Southern readers (85% v 90%) is not statistically significant and supports a geographic consensus, an important finding given that a southern and a northern publication were consolidated. Note that the one magazine was particularly well supported by the Skim Reader (98%), with one magazine obviously matching their reading style.

6.0 REFRESHED DESIGN OF FEEDBACK

Evaluation of Existing Feedback Components

'Could you now rate how valuable you find each of these components of Feedback on a scale of 1 to 5 where 1 is no value at all, 2 is of little value, 3 is can't say either way, 4 is valuable and 5 is highly valuable'



Readers have placed the greatest value on the more “personal and practical” components of Feedback including producer case studies and on farm technical articles, most likely a reflection of the “hands on” nature of primary production and how this is working on other properties. The low value attached to Twitter / blog comments reflects the low current adoption of this medium among rural producers in general, as confirmed by Kaliber’s “New Bush Telegraph” study into the social media habits of rural producers. This study has identified however that around 1 in 5 non users of social media intend to use social media in the future. While Facebook and forums dominate future intentions, Twitter and blogs are also mentioned.

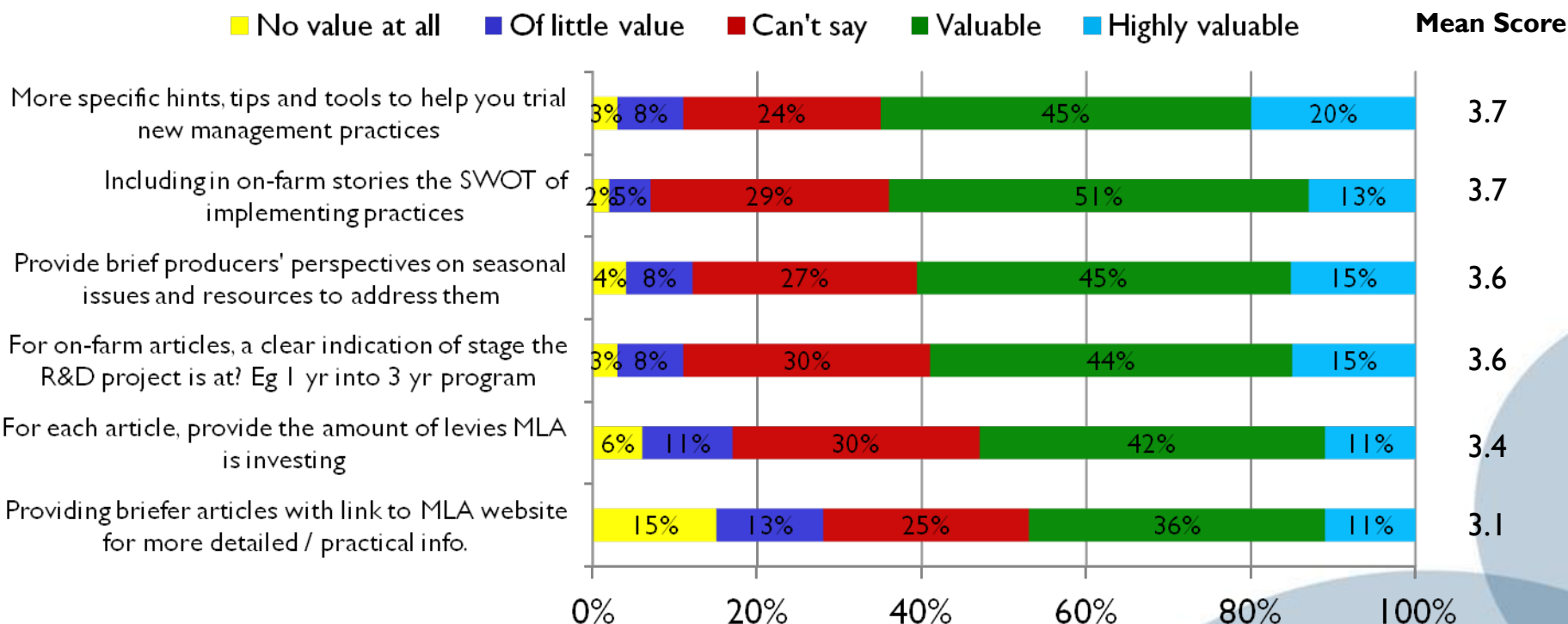


☑ 7.0 Objective 3: Further Enhancements

7.0 FURTHER ENHANCEMENTS

Evaluation of Possible Enhancements to Feedback (Prompted)

'Could you now rate how valuable you find each of these components of Feedback on a scale of 1 to 5 where 1 is no value at all, 2 is of little value, 3 is can't say either way, 4 is valuable and 5 is highly valuable'

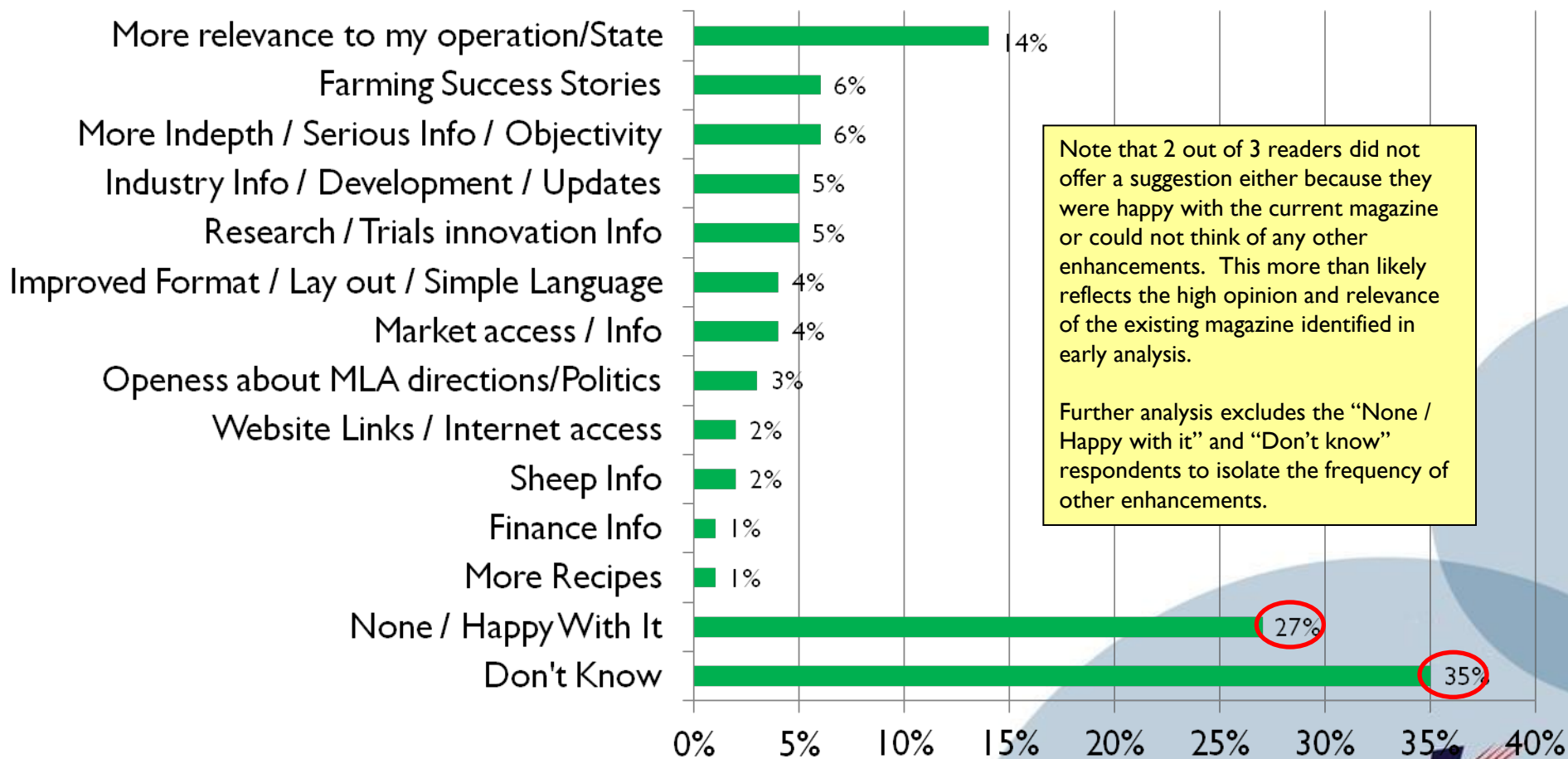


Readers' "practical preferences" are again evident with hints, tips and tools to help trial new management practices and SWOT for on-farm stories being rated the most valuable enhancement (65% and 64% considered valuable or highly valuable). The importance of other producers' experiences has also been confirmed with 60% of readers supporting producer' perspectives on seasonal conditions. As identified in the focus groups, informing producers of where the R&D work program is at was well supported (59% considering valuable) as was the amount of levy MLA is actually investing (53% considering valuable). Note that the information seeking Cover to Cover readers were particularly interested in specific hints, tips and tools (86% valuable) and the R&D work program stage (69% valuable). It is also evident that most readers value to current length of articles (as identified earlier) with preferences for briefer articles with links to the MLA website gaining the least support.

7.0 FURTHER ENHANCEMENTS

Other Enhancements to Feedback (Unprompted)

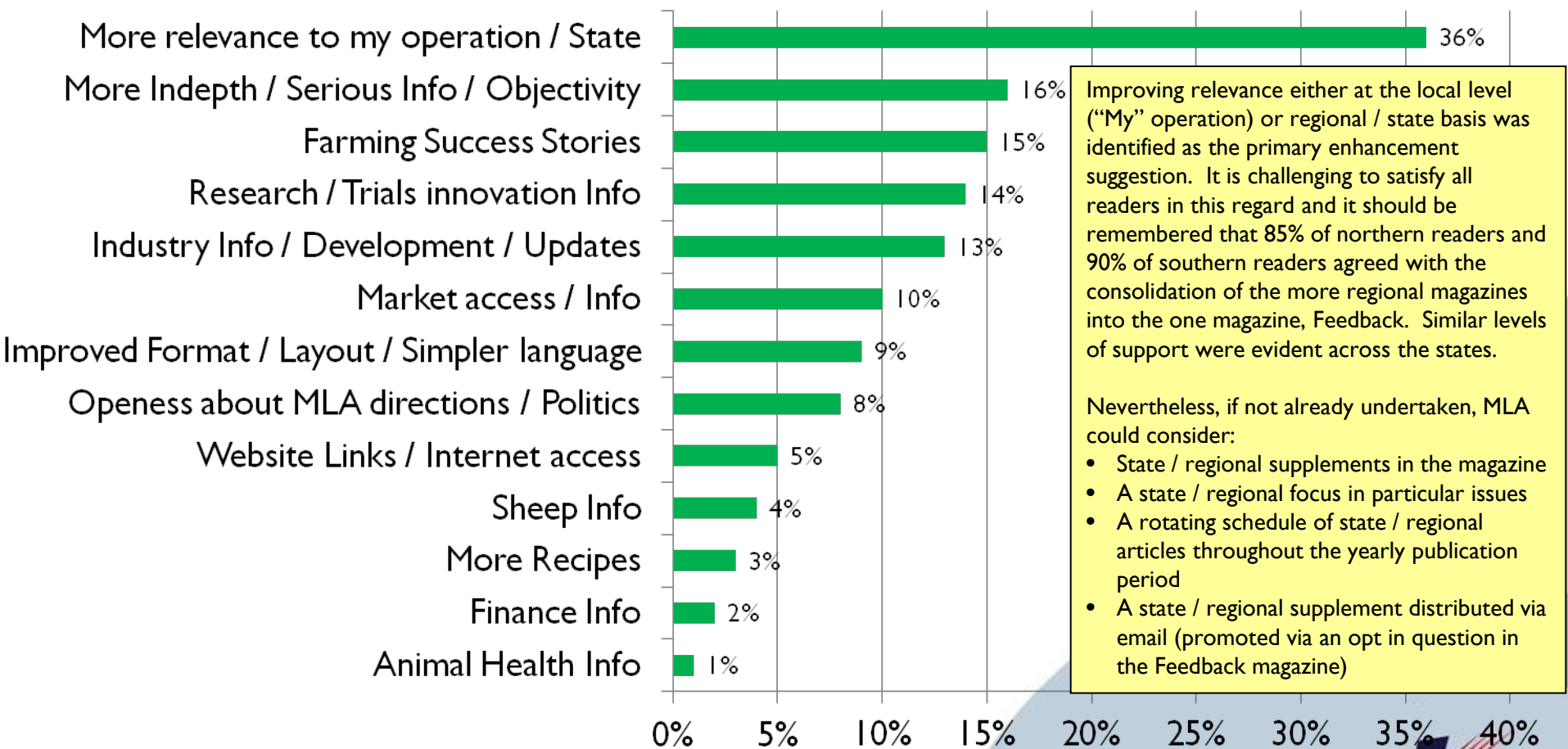
‘What other ways do you think Feedback can be enhanced?’



7.0 FURTHER ENHANCEMENTS

Other Enhancements to Feedback (Unprompted – Excluding None / Don't know)

'What other ways do you think Feedback can be enhanced?'



7.0 FURTHER ENHANCEMENTS

Other Enhancements to Feedback (Unprompted)

‘What other ways do you think Feedback can be enhanced?’

Enhancement	Verbatim
More relevance to my operation / state (n = 42)	By giving a small detail on management in our own particular area rather than Australia overall or western Queensland
	More articles on Tasmania, more case studies and articles on Tasmania
	The issue I have with it is that we're in Tasmania which is fairly different to most of the other articles and being a small state we need a little more specific information for Tasmanian residents
	More relevant things to north west Victoria, so things going on in Queensland is of no interest to us, more cattle and sheep in our parts of Australia
	I'm living in Victoria so I am not interested in what's happening in other areas
	I would like to see more emphasis on smaller, more intensive type enterprises. This would help disseminate more information about different practices and how they work. I cannot remember the last time I read an article about a producer in the south west of Western Australia
	Personalise the magazine so the little guy can actually feel the magazine is tailored to them
	The magazine aims more at the big farmers rather than the small farms. Need articles in the Feedback that we can relate to better
	Broader spectrum of producers rather than aiming at the high end. Make it a bit more relevant for the day to day farmer

Q37 BASE: Respondents mentioning other enhancements to Feedback (n = 117)

7.0 FURTHER ENHANCEMENTS

Other Enhancements to Feedback (Unprompted)

‘What other ways do you think Feedback can be enhanced?’

Enhancement	Verbatim
More indepth / serious information / objectivity (n = 19)	<i>The only one thing I would like a bit more depth in articles go more further into it</i>
	<i>I think there needs to be a lot more articles on improving cattle herds and stuff like that. Also things on nutrition</i>
	<i>Articles could be into more details and can link to the website for more information</i>
	<i>More practical, less technical</i>
	<i>It's too much an exercise in self promotion. I want the technical information rather than self promotion. I also know that other organisations are involved in research for the feedback magazine and MLA don't acknowledge the other research companies. Too much self promotion</i>
	<i>It could be more independent. It makes no attempt to evaluate the actual work of MLA but I treat it as advertisement rather than being objective. It needs to be much more objective. Most of it and a lot of the articles are too short so I'd rather fewer articles but more longer and more detailed / for example as I said before if advantages or disadvantages were brought out in the article</i>

Q37 BASE: Respondents mentioning other enhancements to Feedback (n = 117)

7.0 FURTHER ENHANCEMENTS

Other Enhancements to Feedback (Unprompted)

‘What other ways do you think Feedback can be enhanced?’

Enhancement	Verbatim
Research / Trials innovation information (n = 16)	<i>Making Feedback magazine more serious in that it is placed at a higher level. Scientific research needs to be communicated better to stakeholders in the livestock industry. The magazine should include greater information on soil, feeding, grazing, emissions and other issues being worked on by universities such as UNE. Enlighten the industry and stand for more</i>
	<i>Demonstrate evidence of trials happening in the industry to members</i>
	<i>Good the way it is however more research and development</i>
	<i>Not much science in chemicals and how long they last</i>
	<i>Well I'm not really journalist but just keep doing what they are doing and every information that is out there and research</i>
	<i>I think just ongoing research and keeping in touch with the market. That's what I find most useful</i>
	<i>Hear more about the trials and outcomes. You hear about that they're doing there things, but you don't hear back</i>

Q37 BASE: Respondents mentioning other enhancements to Feedback (n = 117)

7.0 FURTHER ENHANCEMENTS

Other Enhancements to Feedback (Unprompted)

‘What other ways do you think Feedback can be enhanced?’

Enhancement	Verbatim
Industry information / Development / Updates (n = 15)	<i>Doing something that can compete with PETA and Animals Australia. MLA should be fighting animal activists more</i>
	<i>Just cover current topic of the time in the marketing area</i>
	<i>More articles linking management decision to environmental outcome</i>
Improved layout / format / simpler language (n = 11)	<i>Making it bigger / more content</i>
	<i>Graphics are over-complicated, too fancy-dancy. Use cheaper paper instead very glossy and fancy. Farmers wonder where the money is going</i>
	<i>Text size increase</i>
	<i>More pictures</i>
	<i>I don't know what it costs I don't think we need a glossy brochure to waste money</i>
	<i>More basic explanation of language. There is too much. They need to simplify things for the blokes that haven't been to university and 90% of farmers haven't been to uni. Simplify and explain things better ie tools for this and that, especially with lack of internet and phones services</i>

Q37 BASE: Respondents mentioning other enhancements to Feedback (n = 117)