



# final report

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## Qualitative research into *Feedback* magazine

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## Introduction

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Sefton & Associates was contracted by MLA to conduct qualitative research into member views of its member magazine, *Feedback*, which was redesigned at the beginning of 2012 and now incorporates the type of content that was previously included in *Prograzier* and *Frontier* magazines which are no longer produced.

The purpose of the qualitative research was to assist in:

- Understanding the extent to which *Feedback* influences reader business decisions
- Gauging reader thoughts on the refreshed design of *Feedback*
- Gauging reader thoughts on the ways in which *Feedback* can be improved

Based on the budget and timeframe it was agreed that Sefton & Associates would conduct two focus groups and four individual, in-depth telephone interviews.

This report reflects the feedback provided in these groups and individual interviews. The small sample size and the qualitative nature of the feedback means that the research results provide MLA with insights and opinions rather than statistically significant data. Some of these suggestions and views could be further tested in quantitative research.

### Summary of outcomes

In summary, the research indicated that participants value *Feedback* magazine and find the content interesting. They see *Feedback* magazine as a 'thought-starter' rather than an information source that impacts their decision making. They acknowledge that articles in the magazine provide ideas, insights and suggestions that may inspire further research or spur them onto making a business decision. The interviewees considered this to be an appropriate function for *Feedback* and did not expect that the magazine should be, or could be, any more influential in their decision making.

The new content and design for the magazine has been well received with the producer case studies being a clear favourite. The content seems to be appropriately pitched to the audience and the design is well liked. Numerous suggestions have been provided for both the content and format of the magazine. A frequently mentioned idea from the young producers that attended the Dubbo focus group was that the magazine should be provided online. This will enable producers to more easily follow the links for more information, share the content and access the magazine from any location. Feedback from both Emerald and Dubbo focus group sessions demonstrated that it is very important to continue to provide the magazine in hard copy format as well as online.

## Methodology

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Two focus groups were conducted comprising MLA members. One was held in Dubbo, western NSW and the other was held in Emerald, central Queensland to provide diversity in geographic location. The participants for the focus groups were sourced through Sefton & Associates' own contacts in the red meat industry.

The focus groups were both facilitated by Robbie Sefton.

The focus groups began with quantitative questions to help gain a better understanding of the group and then moved into open ended questions to encourage more in depth feedback and discussion.

Four in-depth phone interviews were conducted – each interview ran for approximately one hour and involved detailed discussion of the respondents' views. The interviewees were:

- A male sheep meat producer from Western Australia
- A male beef and lamb producer from the Western district of Victoria
- A young male sheep meat and beef producer from Tasmania
- A female beef producer from northern Western Australia.

These interviews added to the geographical diversity of the participants in the research.

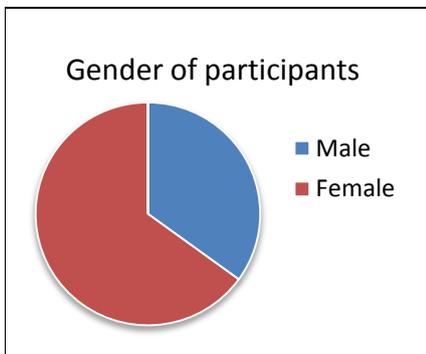
## Research population

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Across the two focus groups and four individual interviews, 40 people were involved in this research activity:

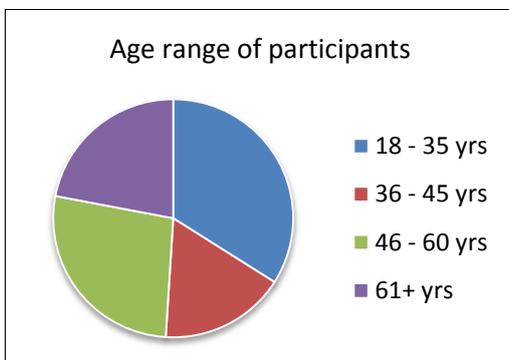
- 15 people attended the Dubbo focus group (19 had indicated their attendance 24 hours prior to the meeting)
- 21 people attended the Emerald focus group – all were beef producers
- 4 individual telephone interviews were conducted (one male sheep meat producer from Southern WA (age under 55), one female beef producer from Northern WA (age under 40), one male sheep meat and beef producer from Victoria’s Western District (under 50), one young male sheep meat and beef producer from Tasmania (under 30).

Of the focus group participants, 12 participants were male and 24 participants were female. The Dubbo focus group was fairly evenly divided between males and females but the Emerald group was primarily female<sup>1</sup>.



The age range of the participants was intentionally diverse with:

- 34% of participants in the 18 – 35 year old age group
- 17% of participants in the 36 – 45 year old age group
- 27% of participants in the 46 – 60 year old age group
- 22% of participants aged 61 years and older



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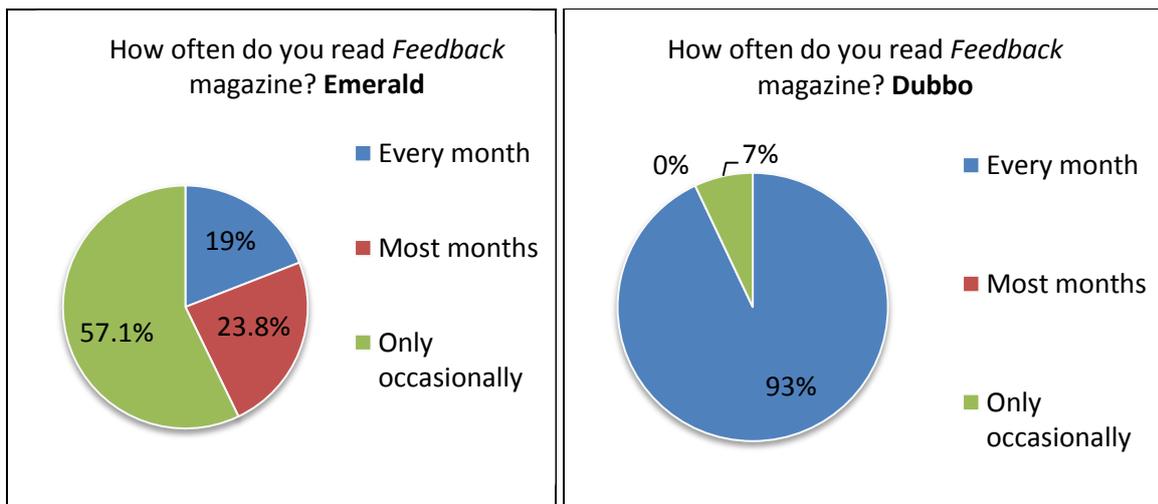
<sup>1</sup> A nearby cattle sale had an impact on male attendees, as did the short notice of the focus group meeting.

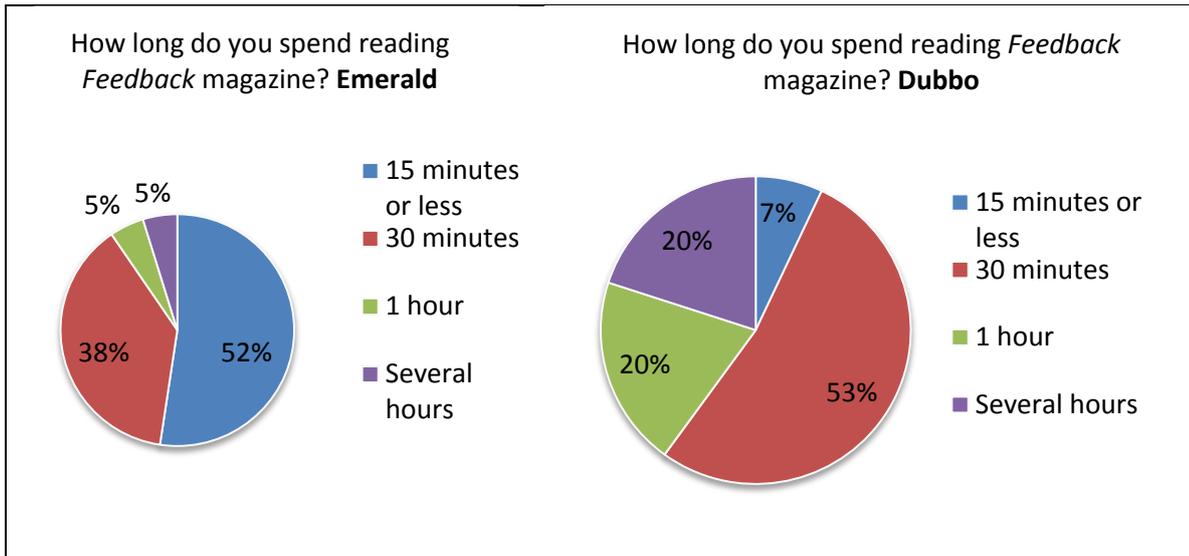
**Readership**

The commitment to reading *Feedback* magazine varied considerably amongst the research participants so the results reflect the views of a very diverse group of people in relation to their interest in *Feedback* magazine.

The vast majority of the Dubbo focus group participants (93%) read *Feedback* every month so can be classed as consistent or loyal readers. The remaining 7% read the magazine only occasionally. This group also spent more time consuming the magazine with just over half the group spending 30 minutes with the magazine, approximately a quarter of the group taking an hour to read and another quarter taking several hours. There was just one person in this group who only read the magazine for 15 minutes or less.

The response from Emerald was quite different with 57% of participants reading *Feedback* only occasionally, 23% read it most months and only 19% read it every month. This group also spent less time reading the magazine with half the group only spending 15 minutes or less reading it, another third said they spent 30 minutes reading the magazine and only two people in the group spent an hour or more reading the publication.





The four in-depth interviews had different responses to this question with one respondent reading *Feedback* every month and spending around one hour reading it, two reading it most months and spending more than one hour reading and the other reading it only occasionally and for just 15 to 20 minutes each time.

The results from this analysis of the participants' readership of the magazine suggest that although respondents say they value the publication, many read it very quickly and clearly only skim many of the articles. These differing levels of engagement with the magazine also clearly affect their response to other questions asked in the research.

The main reason participants gave for spending only a short time reading *Feedback* was that they are 'time poor'. They respect and value the magazine, but primarily skim it to find articles of interest to them – that being, topics of high interest (genetics for seed stock producers etc). The case studies were overwhelmingly the most read articles of the magazine.

## Key findings

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In response to the MLA brief the research results are grouped under the three main areas of interest to MLA:

1. The extent to which *Feedback* influences reader business decisions
2. Reader thoughts on the refreshed design of *Feedback*
3. Reader thoughts on the ways in which *Feedback* can be improve

Quotes from producers are included in italics to demonstrate the nature of the responses. Often the words from the producers themselves provide a better insight into their views.

### Influence on business decisions

The overall consensus from producers involved in the research was that *Feedback* stimulates thinking and can be a first step in the process of making a business decision but that the magazine by itself does not have a significant impact on their business decisions.

*“Yes, it gives producers things to think about....it helps with research ideas and first steps.”*

*“In a roundabout way it impacts my business decisions, probably not directly, Feedback might give me an idea or spur on some thought for me to go and find out more, even if it’s an event they have advertised and then the information learnt from that event is business decision changing.”*

*“I see Feedback as a good tool for a producer- gives you good information of what is happening in the MLA markets and beef/meat industry. I don’t think the information directly impacts my business decisions, but something I’ve read might encourage me to go and look for more information.”*

*“(The content is) interesting.....not necessarily useful though re making decisions.”*

The producers generally felt positively towards the magazine, found much of the content interesting and most believe that it is useful tool to give them new ideas and direct them to further information. Overall they believe the content is thought provoking and can have an impact if it is a subject matter the producer is already interested in.

None of the producers seemed willing to agree that *Feedback* alone has a significant influence on their decision making but agreed that it is a useful tool for sourcing information and stimulating ideas.

*“The case studies are a great source of information.”*

*“If I read it more intensively I would probably capture more information that is relevant to my decision making.”*

*“It doesn’t impact on my decisions but I do use it to capture additional information or to check in on what I already know.”*

Despite most producers claiming that *Feedback* does not impact their business decisions they generally believe that *Feedback* fulfils its role and provides the right amount of information at an appropriate level of complexity. They do not expect, or even want, *Feedback* to be more influential in their decision making and most seem to believe it provides an appropriate level of information and that they will then source more information as required from other trusted sources.

The participants were not able to name anything that they thought could be changed about *Feedback* to make it more influential.

*"I don't see the information provided through Feedback as influential as it isn't detailed enough to be – but I am not saying that it should have more detail. I think it's good at what it does in providing a good overview of the industry and what is happening."*

*"I see Feedback as the starting point, it gives me the insights and ideas then I go and find more information - I don't want it to be any longer but it can't really be too influential as it is only a small publication trying to fit a lot in."*

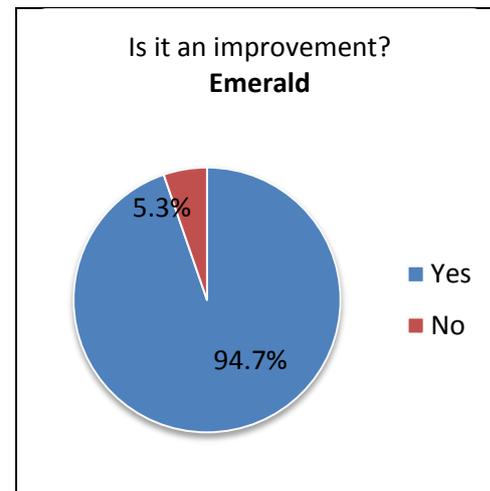
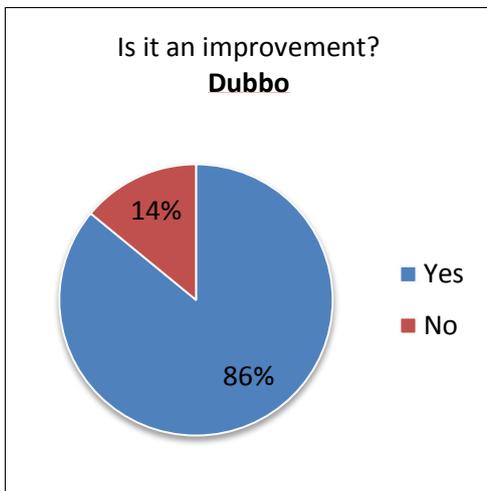
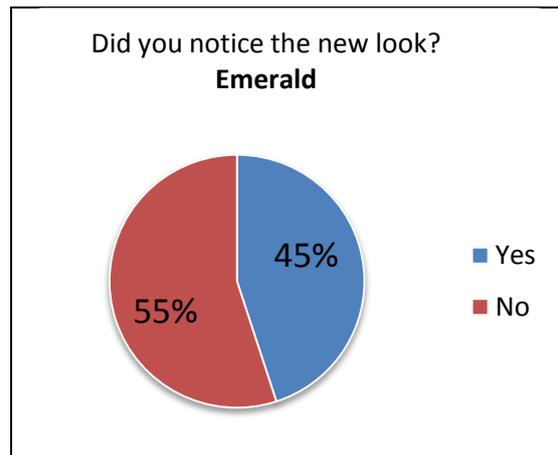
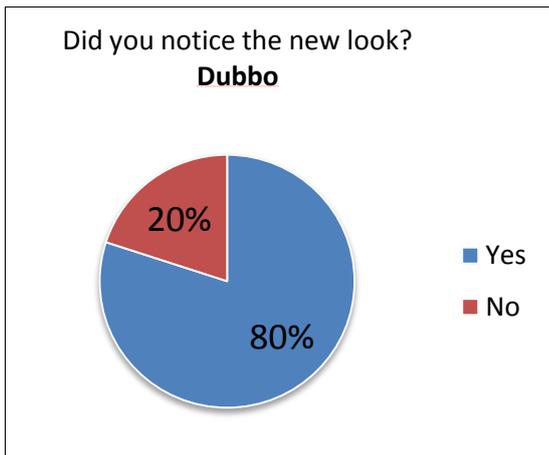
*"It is not too complicated....it is not too simple either. It has good technical information in it and successful operators would find it easy to use and make it work for their business."*

*"I have a few people that advise me on my sheep and beef business. I don't make changes to my business based on what I read, particularly Feedback as I rely on my vet, farm advisor for this information. I do like to read the case studies, particularly those that are geographically relevant to me or if I am interested in the same type of farming methods that they use."*

### **Refreshed look and content**

In Dubbo, 80% of participants had noticed the new look of the magazine. When asked whether the new look was an improvement, 86% of people at the focus group said they believed it was an improvement. The remaining 14% did not provide any clear reason as to why they did not think the new look was an improvement and when prompted after this initial question they indicated that they were very happy with the new design.

In Emerald, only 45% of participants had noticed the new look of the magazine earlier in the year. However when the new look was pointed out to them at the focus group, 95% of participants thought the new look was an improvement. These responses reflect the different levels of focus that the two groups placed on this question. Of the two groups, the Emerald group was more engaged in the overall design, whereas the Dubbo group placed more emphasis on the content of the magazine.



Three of the four people interviewed via telephone had noticed the new look. Of these three people, two said it was an improvement on the previous design. The one respondent who had not initially noticed the new look thought it was an improvement when it was pointed out during the telephone interview.

The majority of respondents believe that 40 pages is an appropriate length for the magazine.

### Preferred content

There was an overall favourable response from the participants in regards to the content of the magazine.

*"It is easy to read...more information and it is better quality."*

*"It fits both worlds ....technical and casual reading."*

*"I think the articles are interesting and they are of a broad range – they hit the mark. It is very comprehensive – all to be true and soundly based and that is what I like. I may not be interested in all articles but the research and science is very good. Production per hectare for me is very important to me and the science and stories are heading this way."*

*“The new magazine is more obvious about the sections and the articles are more aimed at scientists and more technical, more towards researchers rather than producers – it is obviously a new style of writing now for Feedback.”<sup>2</sup>*

Of the Dubbo group, only 40% of participants believe that the revised magazine fills the gap left by the discontinuation of *Prograzier* and *Frontier*. Within that group 27% were unsure as they weren't familiar with *Prograzier*. The remaining 33% do not believe *Feedback* adequately fills that gap; however, no one in this group asked for *Prograzier* to return nor could they be specific about why they preferred *Prograzier*. However, everyone in the Emerald group and all of the individual interviewees believe that the revised *Feedback* magazine does adequately replace *Prograzier* and *Frontier*.

Overwhelmingly there were three sections of the magazine that stood out as the sections producers are most interested in. These are:

**Producer case studies** – the majority of producers said they are ‘very interested’ in this type of article and case studies were the most well received component of the magazine. The participants expressed enthusiasm for case studies that are original and innovative and they liked having the contact details for the profiled producer available. They didn't necessarily link the page of technical information that supported these with the case studies themselves. *“I really enjoy reading what other producers are doing and I read the entire case study - I really like how they give direct contact details and share the quick facts of where they are from climate/environment etc.”*

*“Farmers love knowing what other farmers are doing.”*

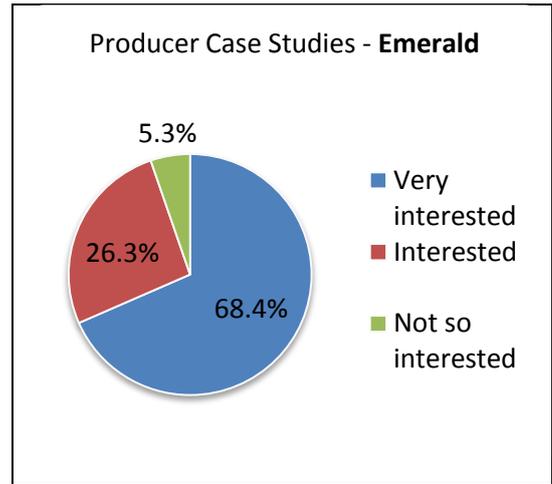
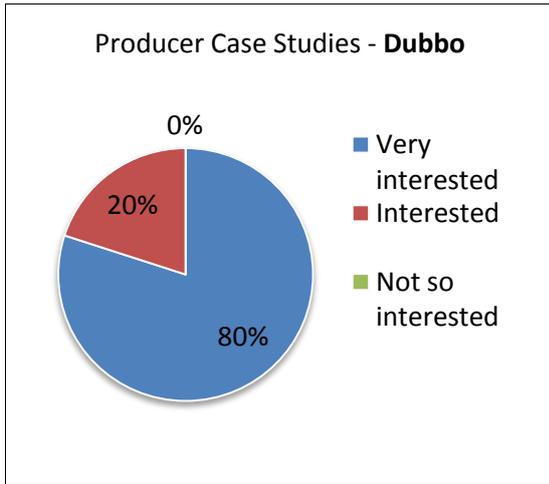
*“I find them interesting – if younger and had a son we would do this - make use of the stories so that he can see that he can do it – this is very powerful so we can see how it works. Case studies work like this – they help tell the story so it is simple and easy. They are useful and they show you someone who is making serious progress successfully.”*

*“Having a real producer plus the technical information is good – makes it more realistic and believable.”*

*“I like the idea that if I wanted to, I could go directly to the farmer or the researcher and get their information – it makes the story so much more real and relevant to me – not that I have ever done this nor am I likely to contact them – I just like the fact that they are both open to other producers comments.”*

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<sup>2</sup> This comment came from one of the longer telephone interviews and is from a very intelligent sheep producer / stud stock breeder who has regular contact with MLA senior scientists/executives. This participant is used to reading technical papers. He particularly liked the previous format's writing and layout style as he found it 'easy on the eye' (lots of what space, no clutter) and the writing style was 'simpler than it is now.'

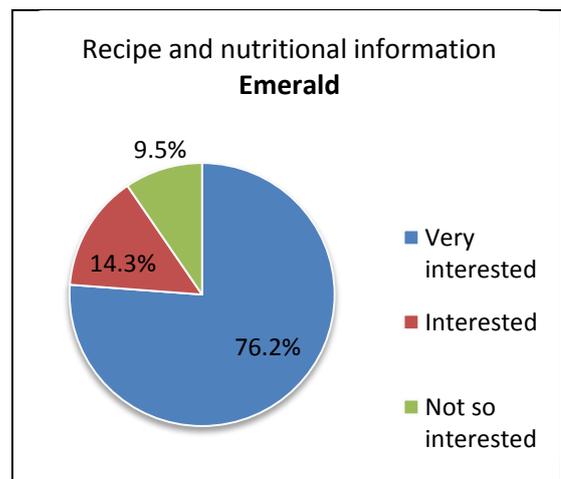
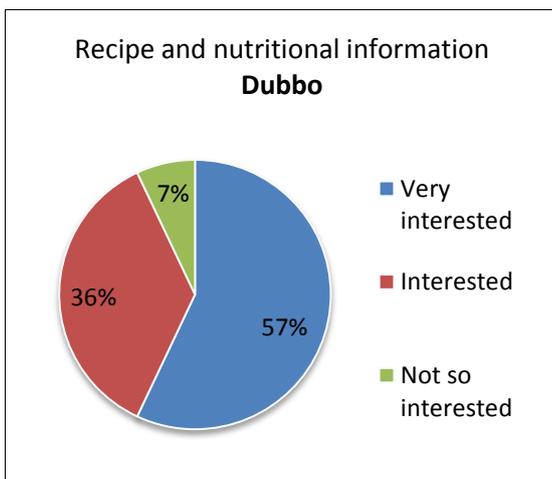


- **Recipes and nutritional information** - the interest in this section of the magazine was very high with the majority of respondents saying they are 'very interested' in this section of the magazine and some saying they read the recipes first.

However this high level of interest is likely to have been influenced by the high number of females participating in the research although many males also said this section was important but mostly because their wife / mother enjoys reading this section. There were a small number of male participants who said they were not at all interested in this section of the publication. It was suggested that MLA could produce a digital recipe book at the end of each year providing these recipes as a collection.

*"Have to say that I am interested in the recipes and they are good at providing you with realistic recipes not the type of ones you have to search for the ingredients - they seem to make them quite simple and with things you'd already have- well that's what Mum says!"*

*"Not interested in recipes but we are speaking to the converted."*



- **In Brief, Insight Column and On the Ground and Market Information** - The regular In Brief column, Insight column and On the Ground and Market Information were also all generally well received. The In Brief column was the first preferred section after the case studies and recipe information. There was some

feedback that the MLA In Action section needs more detail about spending and upcoming events. At the Emerald focus group there was a general consensus that the MLA In Action section summarise MLA's key investments while the remainder of the magazine was unrelated to MLA's levy investments.

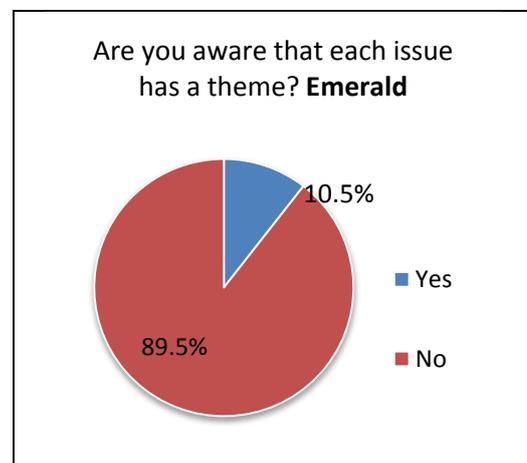
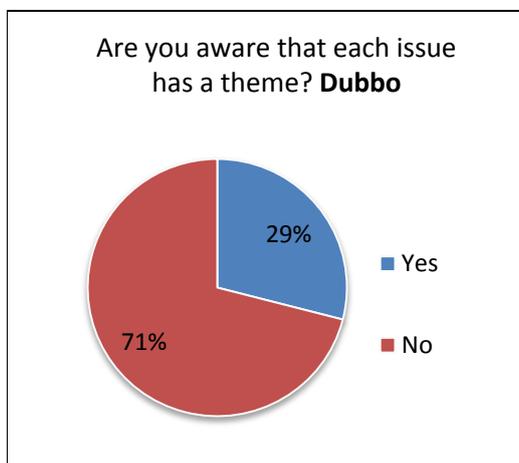
*"The In Brief column makes me read new things that I would normally be drawn to - keep me informed about other sectors."*

*"I like to see and hear what MLA is doing – what their staff and researchers are up to. Makes me more aware of where our levies are going"*

*"MLA has done a good job with marketing our beef and lamb, particularly globally. I want to read stories about this – how they do it, what our end customers want and so on. It links me to as a producer to the end user."*

### Themes

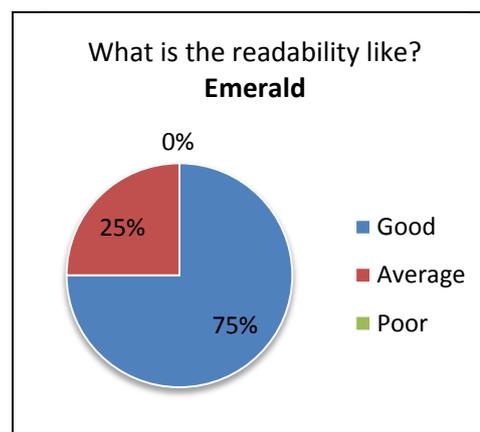
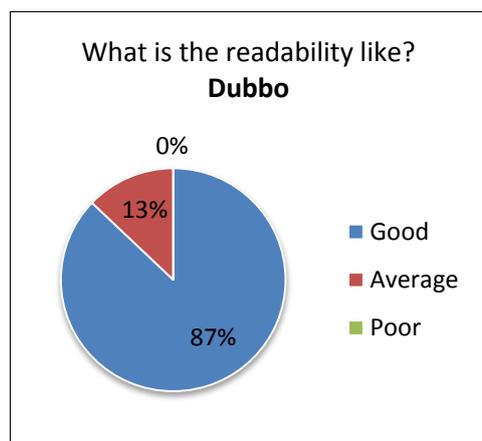
There was low awareness of the fact that each issue of the magazine has a theme and, perhaps as a result, mixed views on whether this is a useful approach. In Emerald almost 90% of the group were unaware that each issue of *Feedback* has a theme although when this was pointed out, half the group thought the concept of a theme was a good idea. In Dubbo just over 70% of participants were unaware that each issue is themed but again around half the group liked the idea of a theme.



Some suggested that more stories around the theme are needed in each issue to make the publication more clearly 'themed'.

In summary, the 'theme' area isn't of high consequence to the reader – they understand it (when pointed out) but don't believe it impacts on the quality of reading the magazine.

### Tone and readability



The vast majority of participants said that magazine was well written and easy to read with plenty of images to illustrate the stories. No respondents said there were too many images or that the readability of the magazine was poor except for one phone participant who thought that the previous version of *Feedback* was easier to read as it 'didn't have pictures under the words' and that the writing style was a bit simpler before. This participant was not negative about the new format, he just commented that his preferred style for publications was simple content with minimal visual aids.

There was a comment that there are too many abbreviations in the text that require the reader to have pre-knowledge of the topic or look up the abbreviations as they read. A glossary was suggested for each edition.

### Contact details and links

The provision of contact details and links for more information was well received by the participants. The links to more information, in particular, have been frequently used by the producers.

*"Yes I do research further and I normally would start it through the links provided by Feedback."*

### Content ideas

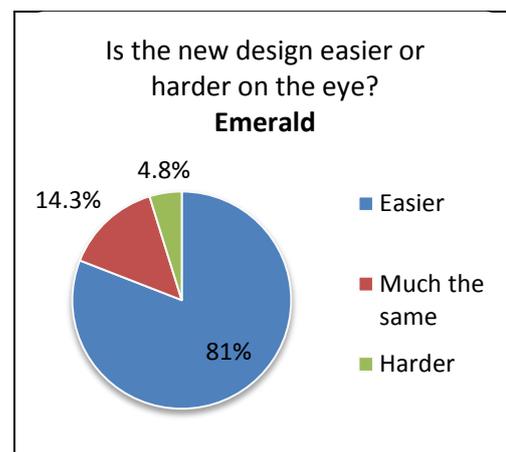
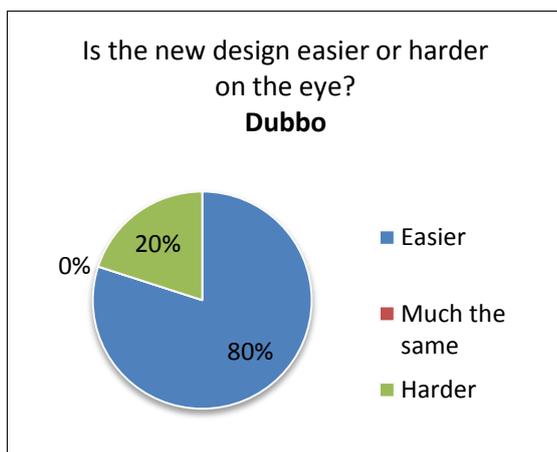
The ideas suggested by participants for improving the content of the magazine included:

- Including advertising in the magazine so that it is self-funded (this was from a small proportion from the Emerald Group. Other participants felt that this could compromise the editorial quality and readers perception of the authenticity of the content).
- Ensuring case studies come from all over Australia (every group and most individuals complained that there are not enough stories / case studies from their state / region / industry). This was particularly evident in Queensland with their comment being that there wasn't enough northern Australian content included.
- More information about how MLA is spending money and information about the people working at MLA.
- More information about research being conducted by CSIRO and other key MLA partners.
- Information about grants and funding available to producers (this comment was from a minority of producers).

- Follow through on stories – longitudinal case studies would be good - “*we want to see what happened when they adopted the research*” was a comment frequently communicated by both groups and on one or two of the phone interviews.
- More information about international activities, “*things happening around the world within the meat industry*”.
- Up to date legislation information and compliance details. This was a key comment in Dubbo and could be due to a participant who was a farmer and a consultant who works with other farmers managing their compliance needs. He experiences a lot of confusion amongst his clients about compliance and when we discussed this topic in the focus group the meeting concurred. Sefton & Associates informed this participant that it is not MLA’s role to provide compliance information to producers unless it is relevant to certain industry systems – ie NLIS, LPA etc.
- Case studies that show you ‘what not to do’. Producers want to hear the ‘*warts and all*’ (a comment from a participant in Dubbo). They want to hear of what didn’t work as well as what did work.
- More promotion of upcoming industry events with website links to the event and post-event stories. This was a particularly strong comment in Dubbo. Participants felt that if MLA provided the programme of events or a short summary of each event in *Feedback* then they would be more likely to attend these events. They also wanted to have access to a ‘post event report’ in *Feedback* (or a summary of this with a weblink to the full report) so they could either see what they missed and still learn from it or read more information from the topics that they found useful on the day

## Design

Overwhelmingly the new design of *Feedback* was considered to be ‘easier on the eye’ than the previous magazine design. In both focus groups some 80% of participants believed the new look is better and three of the four individual interviewees preferred the new design.



The respondents said they would like to see more people and livestock on the front cover, rather than technical images (both focus groups were provided with copies of the August 2012 edition of *Feedback* which featured a scientist on the cover).

As the appearance of the magazine is a matter of opinion there were some respondents who answered differently but the majority of respondents like the layout and felt that the images are an important hook as well as aiding the reader in understanding the story better.

A small number of respondents felt that there was too much colour and that some pages felt cluttered (key comments reflecting this are that with some stories the strength of images under the writing made the copy hard to read).

*“The layout makes it easy to read. Colours are good, practical layout. Images always give a magazine impact and this matters to me. They tell the story they will make me stop and have a look.”*

*“The layout gives you the options to go and pick out what is relevant to you, doesn’t make you feel bombarded with information.”*

*“Not just having all the beef stories in one section and the lamb in another is a good idea – this makes the reader look at new things outside of their industry.”*

*“The new look is busy and all the colour on some of the pages annoys me. Only really like the pages with white space as they draw my eye to them.”*

### **Opportunities for improvement: Recommendations**

Overall MLA *Feedback* magazine in its current form and style is valued by the majority of producers interviewed. Sefton & Associates makes the following recommendations to further enhance the magazine:

#### **Add an online version of the magazine**

There was an interest in having the magazine available online as this would make it easier to go directly to the links provided as well as ‘share’ stories. The idea of taking the magazine online was proposed, unprompted by some producers, particularly the younger people at the Dubbo focus group. There were a few producers at both focus groups that believe this would be cheaper to produce, more timely and able to be accessed from any location.

Overall producers were enthusiastic about a move to an online magazine; however, at the same, producers also derive enjoyment from reading the hard copy in a more relaxed manner so it is important that the hard copy version is available to producers. Many share their magazine amongst family members or staff, and many read it at unorthodox times and locations. High speed internet access makes reading the magazine online a challenge at the moment but this is a very viable option in the near future as many producers indicated that ipads are a tool of the future for them. At this point in time a hard copy should continue to be offered to MLA members in addition to providing an online version.

*“I wouldn’t mind an online version then I could follow the links through to further information straight away. In saying that I do enjoy having it to read at the brekkie or lunch table.”*

The following ideas recommended in Sefton & Associate’s previous research report, MLA Feedback Magazine Stakeholder Focus Groups from 15 December 2011 could be used to enhance the online magazine.

- Online polls  
Include a monthly online poll with the question and link provided in Feedback magazine. This will give dual benefits in allowing MLA to assess member opinions on current issues, positioning MLA as an opinion leader and engaging members in the website.

- Additional considerations  
Tracking of website and page visits could give the MLA valuable information about which issues are receiving the most interest from producers and members. This can be further analysed through the inclusion of a post code entry or use of 'web cookies' to identify the geographical location of the visitor.

### Communicate via social media

Some producers were also quite interested in having upcoming stories promoted through MLA's social media networks. In fact some were keen for social media networks to provide more immediate content and stories / updates in between issues of *Feedback*. Sefton & Associates endorses the producers' comments as this is an effective communication tactic which allows more than one communication tool to be used to reach multiple audiences, plus it empowers them to further participate and uptake MLA's projects.

As suggested in Sefton & Associates' previous research report into *Feedback* magazine, social media can be used in the following ways:

- Advertising upcoming articles  
MLA's editor of publications may advertise upcoming articles through MLA's Twitter and Facebook accounts.

*"Very interesting article with Annabelle Coppin, Pilbara Cattle Company – excellent look at weaner backgrounding – see this month's feedback Magazine"*

*"This month's feedback poll – Do you think consumers in general believe farmers don't produce food ethically? [www.mla.com.au](http://www.mla.com.au) #agchat @meatlivestock"*

- Looking for 'talent'  
Facebook and Twitter can be an excellent source of information, contacts or talent for upcoming articles. Putting out the call for an expert or ideas on who to talk to about an issue can yield excellent results.

*"Looking at alternate sources of fertilizers in next month's feedback Magazine – Any producers out there who have been spreading manure's? – contact @MLA"*

*"Taking an in-depth look at sowing tropical grasses in frost prone areas – We want your success stories! – Contact @MLA"*

- Integrate Twitter in *Feedback* Letters  
MLA is currently including Twitter in the Letters to the Editor, which is rotated with blogs, letter and Facebook. It is recommended that this is continued. Additionally, MLA could include a section "Who the MLA is following", which might include twitter accounts of MLA members and opinion leaders in the industry.

### The MLA in the Twitterverse this month...

@meatlivestock Tips for hiring and keeping good staff <http://bit.ly/s4K2Xc> #agchatoz

@NFF - calls for recognition of agricultural water savings"... <http://fb.me/Ph9fcll6>

@agchat - Interesting perspective on feeding 9 billion people by 2050? Solutions exist.  
Video at <http://www.youtube.com/watch?v=s2Hcf0VLzE4>. #agchat

### **Keep stories short**

Finding adequate time to read *Feedback* comprehensively was discussed by many producers at both focus groups. The majority of producers said they are 'very interested' in the short story type of articles.

The issue of competing priorities for time is a challenging issue that is hard to address across the board. Sefton & Associates recommends including short, condensed stories as many participants in the focus groups mentioned that they would like to see more of these – to save them time and to provide them with broader topics that they may not read or capture elsewhere.

The idea of adding short stories about what one or two producers are thinking in terms of seasonal issues and a listing of resources to address those issues was also well received.

*"The short stories from producers sounds good to me to, especially with the idea of how to solve or manage and dramas they might see arising."*

### **Avoid overlaying images with text**

Readability is an issue particularly for older readers when images are overlaid with text. It's suggested that text should be placed against clear backgrounds.

### **Increase prominence of Events**

Consideration could be given to making the Events section more prominent and include a webpage link to the program for each event. It is recommended that events are promoted more prominently in *Feedback* and its partner online publication, *fridayfeedback*.

### **Communicate the use of MLA funds**

The producers in both focus groups and some of the individual interviewees requested more information in the magazine about how their levy is being spent. Therefore, stories could include more financial information about research programs eg. how much MLA and its partners are contributing and what value will this have to levy payers? The importance of seeing how the MLA budget is being spent came through quite clearly in both groups. MLA could consider some future ideas from Grains Research Development's Ground Cover magazine regarding what they are doing for levy payers, what their future plans are etc. See:

<http://www.grdc.com.au/Media-Centre/Ground-Cover/Ground-Cover-issue-100/New-five-year-plan-targets-grower-profitability>

<http://www.grdc.com.au/Media-Centre/Ground-Cover/Ground-Cover-issue-100/New-regional-managers-to-help-research-and-development-uptake>

<http://www.grdc.com.au/Media-Centre/Ground-Cover/Ground-Cover-issue-100/Network-guides-research-and-development-by-region>

<http://www.grdc.com.au/Media-Centre/Ground-Cover/Ground-Cover-issue-100/A-year-of-milestones>

### **Focus on case studies**

The interest in case studies was very clear from the participants. The participants expressed enthusiasm for case studies that are original and innovative and they liked having the contact details for the profiled producer available. They didn't necessarily link the page of technical information that supported these with the case studies themselves so it may be useful to link them more strategically.

It is also very important to ensure diversity in the location and industry that is focused. MLA is already communicating the geographical location of the story by including a map with key details in the magazine. It is recommended that this is continued and if possible include a section on the website that has all case studies featured panning over a period of a few years and captured via geographical location so readers can source stories relevant to their location and industry interests.

Respondents agreed that adding a SWOT analysis to stories to demonstrate the practicality of implementing practices in their situation could be good idea with support behind it so readers can follow through for more information.

*"Keeping the stories well spread out is important, so it's not seen to be just getting their stories from one state. Keeping a good variety and showing all the research planned and current. Keeping us updated on where our levies go."*

## Conclusion

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This qualitative research conducted by Sefton & Associates shows strong positive attitudes towards MLA's *Feedback* magazine from a diverse range of producers – both male and female and across all age groups. As to be expected all producers want more of their region and their industry featured in the publication which emphasises how important it is to maintain diversity and demonstrate that all regions and industries are represented.

The research indicates that the new style of *Feedback* has been well received with very little negative response to the change. The suggestions for improving the magazine could be more broadly tested in quantitative research to assess their widespread appeal.

Producers do not believe *Feedback* is influential in their business decision making however it does play a role in stimulating ideas, prompting thoughts and keeping them informed about the industry. This is the role the producers expect *Feedback* to play and they believe it fulfils this role. Although producers do not acknowledge the impact of *Feedback* on their decision making, it would appear that by keeping them informed and exposing them to new ideas *Feedback* is indirectly contributing to their decision making.