

# final report

Project code: E.MBF.1502

Prepared by: Angela Schuster  
Schuster Consulting Group Pty Limited

Date published: 31 October 2016

PUBLISHED BY  
Meat and Livestock Australia Limited  
PO Box 1961  
NORTH SYDNEY NSW 2059

## More Beef from Pastures eNewsletter

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.

## **Executive summary**

MLA deploys a quarterly More Beef from Pastures eNewsletter as the primary online communication vehicle for MLA's More Beef from Pastures program.

This report incorporates the performance report for the final issue which was sent on 20 October 2016, as well as a review of the performance of the eNewsletter January 2014-October 2016.

Since January 2014, 11 editions of the More Beef from Pastures eNewsletter were sent.

Over the course of this period, the number of subscribers opening the eNewsletter (Unique Opens) and the number of subscribers that click through to an article after opening the eNewsletter (Click Throughs) has been relatively consistent.

## Table of contents

Table of contents .....	3
1 Background.....	4
2 Performance - recent issue .....	4
2.1 Popularity of articles .....	4
3 Performance - recent issue .....	5
3.1 Popularity of articles .....	6

# 1 Background

MLA deploys a quarterly More Beef from Pastures eNewsletter as the primary online communication vehicle the majority market program.

This report incorporates the performance report for the final issue which was sent on 20 October 2016, as well as a review of the performance of the eNewsletter January 2014-October 2016.

## 2 Performance - recent issue

The October issue of the eNewsletter was the final for the program and was sent to 14,740 active subscribers.

**Table 1: Subscriber Numbers, Unique Opens and Open Rates (12 months)**

	Oct 2016	May 2016	Mar 2016	Nov 2015
Subscribers	14,740	15,145	15,380	15,539
Unique Opens	4,098	4,306	4,405	4,284
Open Rate	28%	28%	29%	28%
Click to open (CTO)	23%	30%	29%	20%

### 2.1 Popularity of articles

The popularity of the main articles from the October 2016 edition are provided in Table 2.

**Table 2: Popularity of main articles based on CTO**

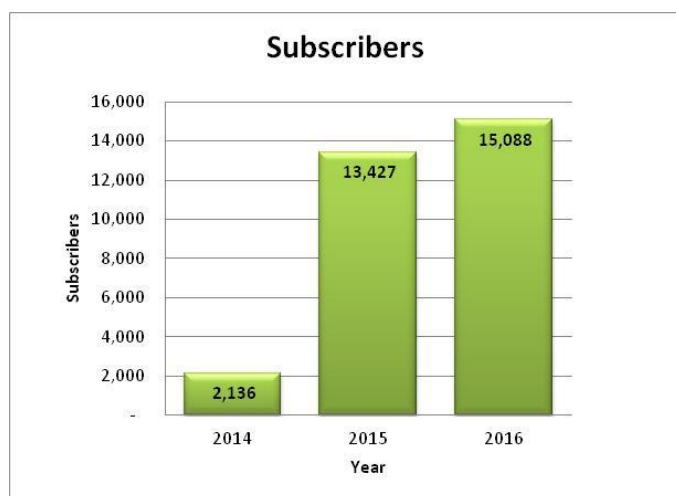
Article	Unique clicks	CTO
Beating bloat this spring	290	30%
Guide to making silage	256	27%
What's in a trade?	224	23%
New approach to profitable grazing	210	22%
Case Study: Performance recording the key	168	18%
ReproActive ticks the boxes	94	10%
Restocker demand for cattle strong	87	9%
Making the most of feed test figures	79	8%
Business EDGE continues to deliver	36	4%
Rainfall to pasture growth tool (highlight)	17	2%
Stocking rate calculator (highlight)	18	2%
Cost of production calculator (highlight)	14	1%
MBfP online (highlight)	11	1%
Pastoral module (highlight)	7	1%

### 3 Performance - recent issue

Since January 2014, 11 editions of the More Beef from Pastures eNewsletter were sent. Graph 1 shows the total average active subscriber numbers year-on-year.

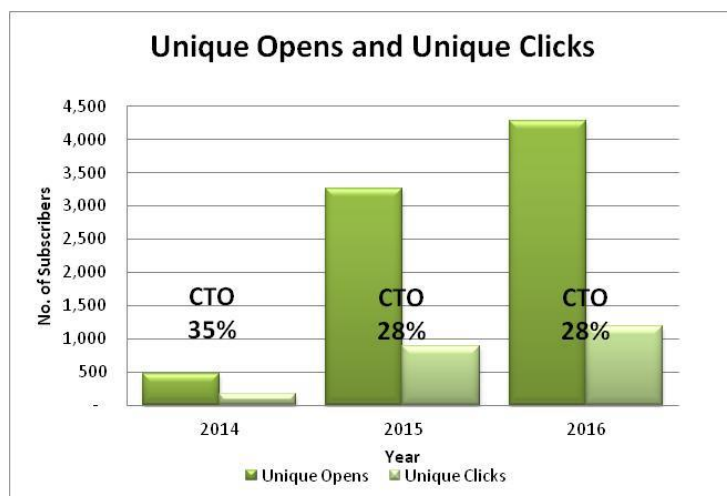
It should be noted that in 2015 the decision was made to increase the subscriber base to include all MLA producer members in the southern areas. As a result, subscriber numbers increased between 2014 and 2015. Furthermore, it should be noted that the 2014 and 2015 figures are over four issues, whereas 2016 represents only three issues.

*Graph 1: More Beef from Pastures average active subscriber numbers year-on-year*



As Graph 2 shows, over the reporting period, the average number of subscribers opening the eNewsletter (Unique Opens) and the average number of subscribers that click through to an article after opening the eNewsletter (Click Throughs) has been relatively consistent, allowing for the significant increase in subscriber numbers between 2014 and 2015.

*Graph 2: More Beef from Pastures average Unique Opens and Click Throughs*



### 3.1 Popularity of articles

The popularity of all articles tracked over the reporting period is provided in Table 3. The top 20 most popular articles are shaded lighter green.

Table 3: Popularity of Articles based on CTO

Article	CTO	Issue
Castration: Animal welfare requirements	49%	Oct-14
Case study: Tackling productivity by managing pastures more effectively	41%	May-14
2015 cattle industry projections	40%	Jan-15
Feed wedges for increased production	40%	Jan-16
Is bigger always better?	40%	May-16
Legumes get a leg-up	38%	Jan-14
Weaning spring calves for performance	36%	Jan-16
Introducing new bulls successfully	34%	May-15
Pasture assessment: getting it right	32%	May-15
Bovine anaemia: Theileria is more than a bug in the blood	31%	May-15
Pasture assessment: effects on livestock performance	31%	Aug-15
Case study: Succession success through learning	31%	Nov-15
Case study: Business growth through realignment	30%	Aug-15
Coming to grips with dark cutting	30%	May-16
Beating bloat this spring	30%	Oct-16
Costing out supplementary feed	29%	May-14
Inducting bought weaner cattle	29%	Jan-16
Using the haystack on a cow's back	29%	May-16
Case study: Costing production to increase profit	28%	Aug-14
Feed budgeting to drive stocking rate	28%	Jan-15
Case study: Breeding success	28%	May-16
The economics of pasture profitability	27%	Aug-14
Guide to making silage	27%	Oct-16
Making supplementation pay off in 'pasture fed' systems	24%	Aug-15
Drought feeding	23%	Jan-14
The building blocks behind stocking rate optimisation	23%	Aug-14
What's in a trade?	23%	Oct-16
Management reminders for spring calving	22%	Aug-14
Action time for livestock producers	22%	Oct-14
Meeting minimum growth rates for heifers	22%	Aug-15
New approach to profitable grazing	22%	Oct-16
Mid-year beef industry projections	21%	Aug-14
Case study: 'Open book' benchmarking stimulates motivation for change	19%	Jan-14
Seasonal conditions influence markets	19%	Nov-15
Buying bulls based on value	19%	Jan-16

Article	CTO	Issue
MSA premiums during summer	18%	Nov-15
Case study: MBfP helps fine-tune production	18%	Jan-16
Case Study: Performance recording the key	18%	Oct-16
Feeder cattle prices highest in two years	17%	Oct-14
Workshops improve understanding	17%	Nov-15
Selecting the right bulls	17%	May-16
Case study: Great value in knowing cost of production	16%	Oct-14
Tackling tough seasons proactively	16%	Nov-15
Seasonal feed budgeting pays off	15%	Jan-15
Australian herd forecast to decline	15%	Jan-16
From little things big things grow	13%	Jan-14
Market report	13%	Jan-14
Aussie beef producer input costs increase in line with CPI	13%	May-14
AI delivers commercial results	12%	May-15
Debunking the Brazilian beef debate	12%	Aug-15
More opportunities to be involved	11%	May-14
Beef production falls in 2016	11%	May-16
ReproActive ticks the boxes	10%	Oct-16
Phone seminars draw a crowd	9%	May-14
Increased production drives profit	9%	May-14
Maximising red meat returns	9%	Jan-15
New selection indexes for Angus cattle	9%	Jan-15
Restocker demand for cattle strong	9%	Oct-16
Growth paths for better beef and lower emissions	8%	Aug-14
Fifty billion reasons why biosecurity is important	8%	Oct-14
Pastoral zone back in sights	8%	Aug-15
Making the most of feed test figures	8%	Oct-16
LPA education resources	7%	May-14
Information is power	5%	May-15
An update of MISP4	4%	Oct-14
Business EDGE continues to deliver	4%	Oct-16
Aside: How much P do you put out?	3%	Aug-14
Free Trade Agreements: what will they mean over time?	3%	May-15