



PRODUCER R & D AWARENESS AND ADOPTION RESEARCH

- NORTHERN BEEF REPORT -

Prepared for:

Meat and Livestock Australia

January 2004

SOLUTIONS MARKETING AND RESEARCH GROUP PTY LIMITED
ABN: 95 089 753 506

41 Military Road (PO Box 453) NEUTRAL BAY NSW 2089
Telephone: (+61) 02 9448 8700 Facsimile: (+61) 02 9953 6544

KEY FINDINGS

Awareness and Adoption of MLA Programs

The following table best summarises the range of MLA programs assessed across different variables. These include unaided awareness, aided awareness, attendance / involvement (of those aware), adoption of the practices promoted (of those attending or involved) and likely attendance or involvement in the future (of those who had not participated in the programs).

Table 1: MLA Program Awareness and Adoption Summary

Program	Unaided Awareness		Aided Awareness		Attended / Involved		Adopted Practices		Likely or Interested in Attending / be Involved / Use in Future	
	Sample Size	Percent	Sample Size	Percent	Sample	Percent	Sample	%	Sample	%
PIRDs	502	2%	502	33%	166	17%	NA	-	NA	-
EdgeNetwork	502	2%	502	24%	NA	-	NA	-	NA	-
Breeding Edge	502	-	502	21%	103	4%	4	100%	498	34%
Grazing Land Management	502	1%	502	50%	249	10%	26	73%	476	38%
Marketing Edge	502	-	502	35%	176	2%	4	75%	498	30%
Nutrition Edge / Northern Nutrition	502	3%	502	37%	188	20%	37	84%	465	41%
Selling Edge	502	-	502	14%	71	7%	5	60%	497	32%
Breedplan	502	3%	502	78%	NA	-	390	45%	327	25%
Genestar Marbling Test	502	1%	502	54%	NA	-	269	13%	466	24%
Genestar Tenderness Test	502	1%	502	48%	NA	-	243	14%	467	28%
BeefPlan	502	3%	502	52%	259	14%	NA	-	466	24%
Bullpower project	502	-	502	24%	NA	-	122	23%	NA	-
NIRS	502	-	502	19%	NA	-	95	25%	NA	-
Ecograz	502	-	502	23%	NA	-	115	19%	NA	-

NA - not asked