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# MARKET INFORMATION - 2007

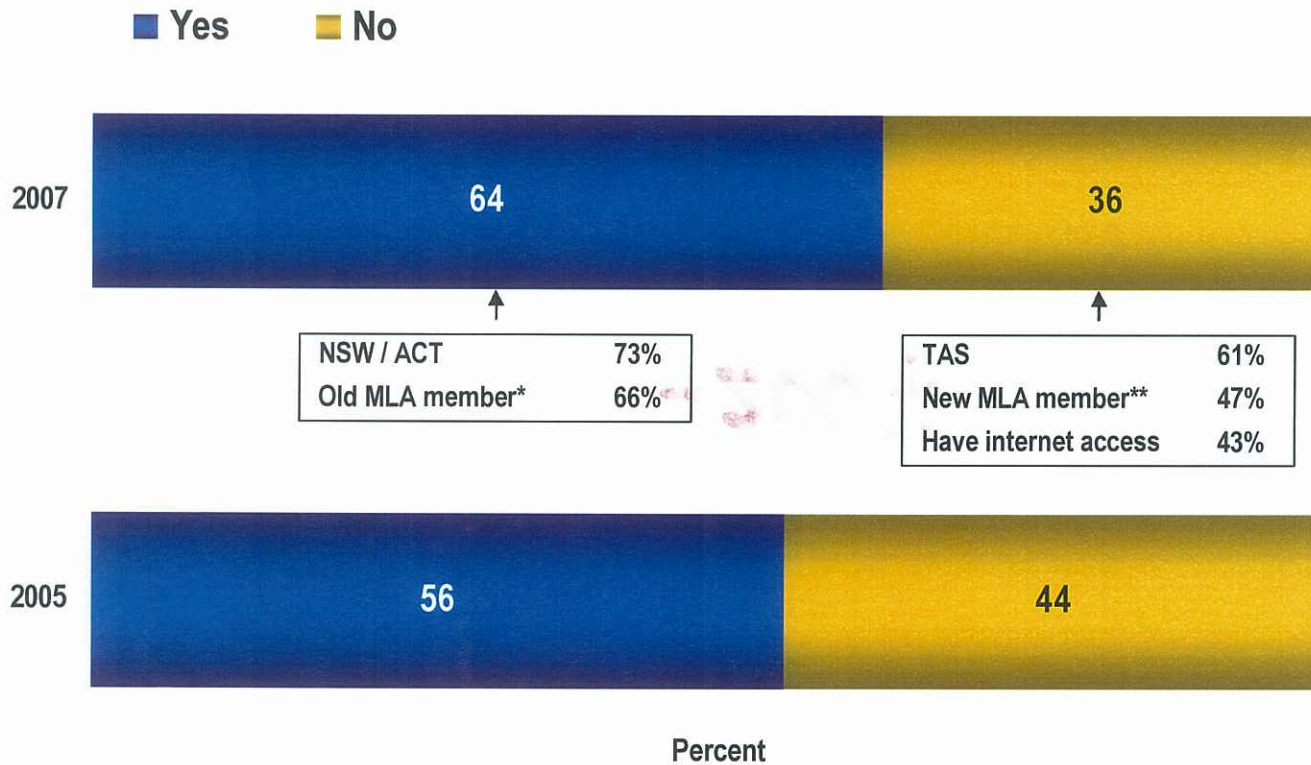
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# Awareness of NLRS as an MLA service

6 in 10 respondents are aware that the NLRS is an MLA service  
 Old MLA members and those in NSW and the ACT are more likely to be aware of this

Base:  
 n= 500 / 750



\*A member for 1 year+  
 \*\*A member for <1 year



Q27 Are you aware that the NLRS – the National Livestock Reporting Service is an MLA service?

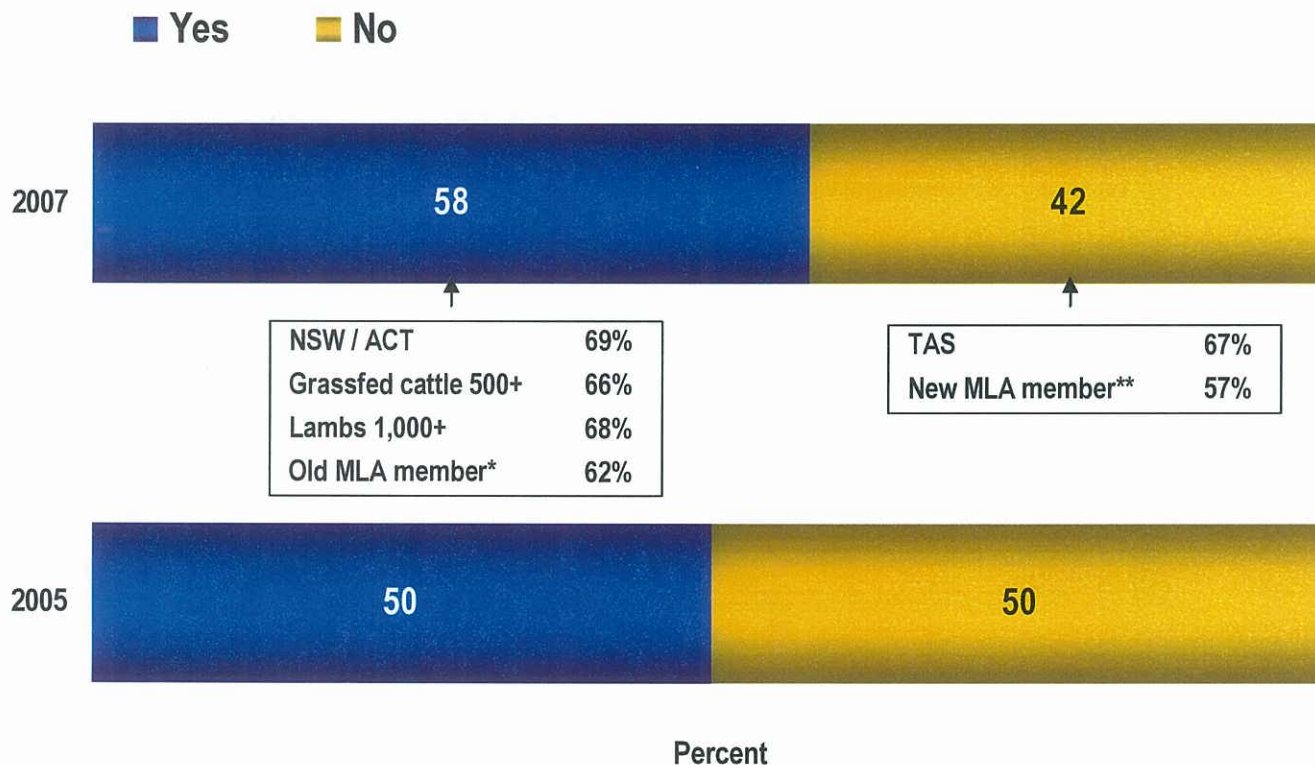


# Awareness of market information provided by MLA

Producers' awareness that market information is provided by MLA has climbed from 50% in 2005 to 58% in 2007

Awareness is particularly high in NSW and ACT

Base:  
n= 500 / 750



\*A member for 1 year+  
\*\*A member for <1 year

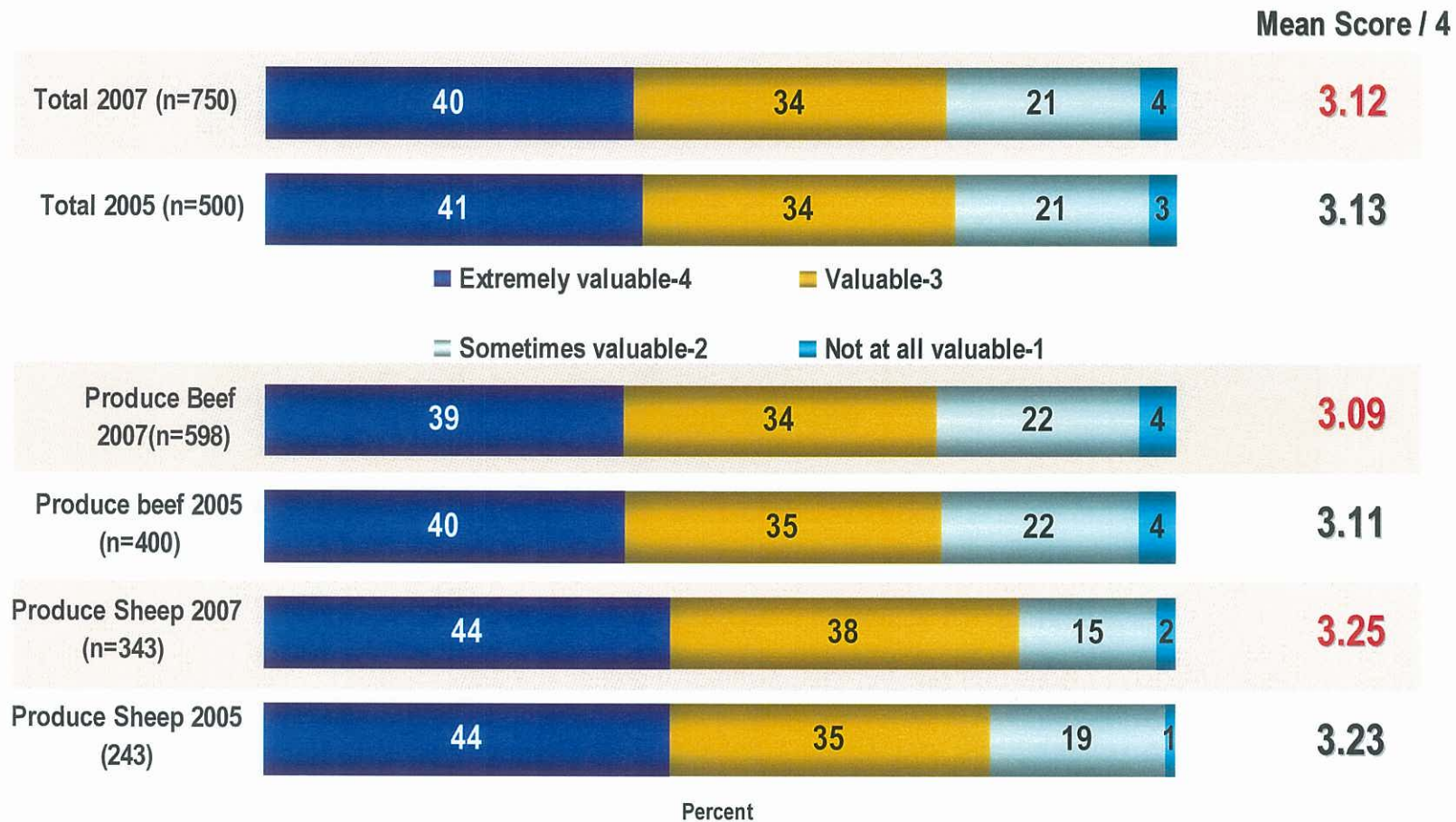


Q28 A range of market information is delivered through rural newspapers and radio. Are you aware that this market information, including NLRS - National Livestock Reporting Service information, is provided by MLA?



# Value of market information

Producer-perceived value of MLA market information remains stable from 2005 to 2007



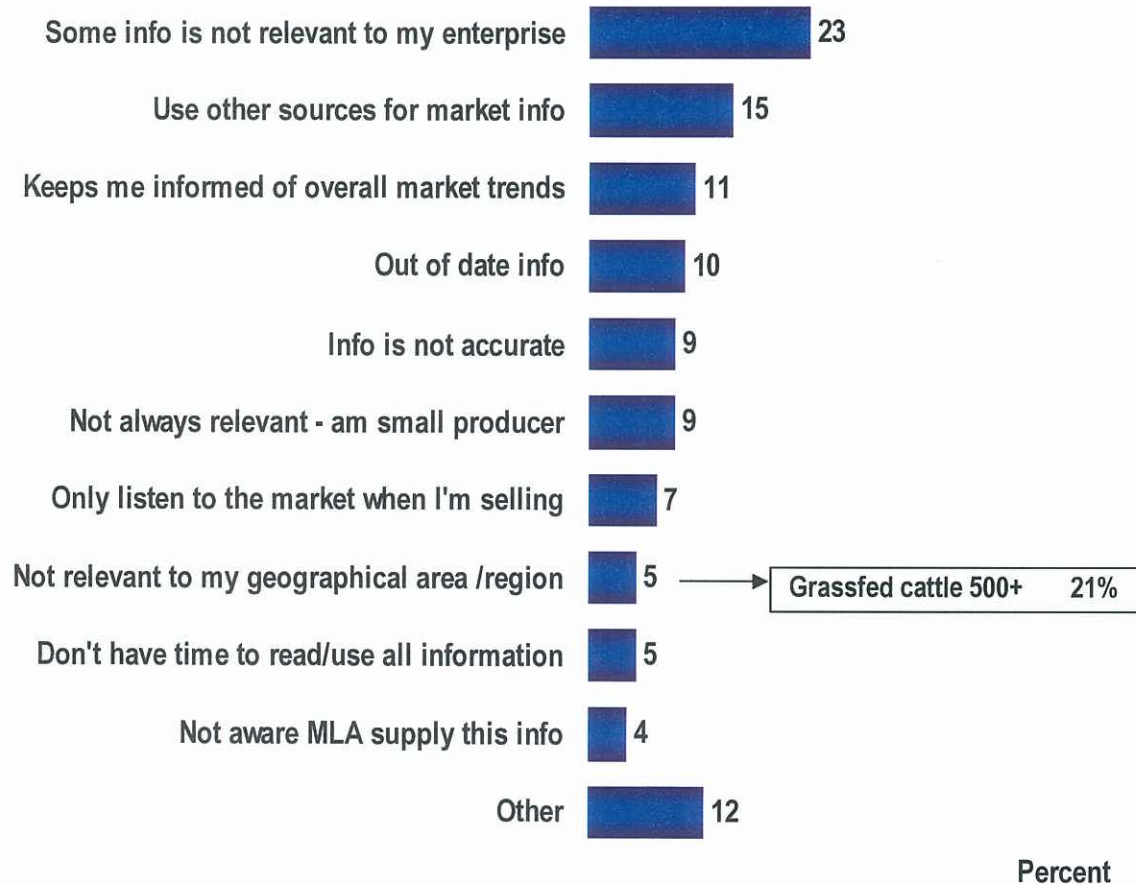
Q29 In your opinion how valuable is the market information MLA provides to members? Would you say...



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# MAIN reasons why MLA's market information is not always valuable - 2007

Respondents who do not always find MLA's market information to be valuable say this is mainly because the information is not relevant to their enterprise, or that they use other sources of market information



Base:  
Believe market info is  
sometimes/not at all valuable  
n= 187



Q30 Why do you say that?

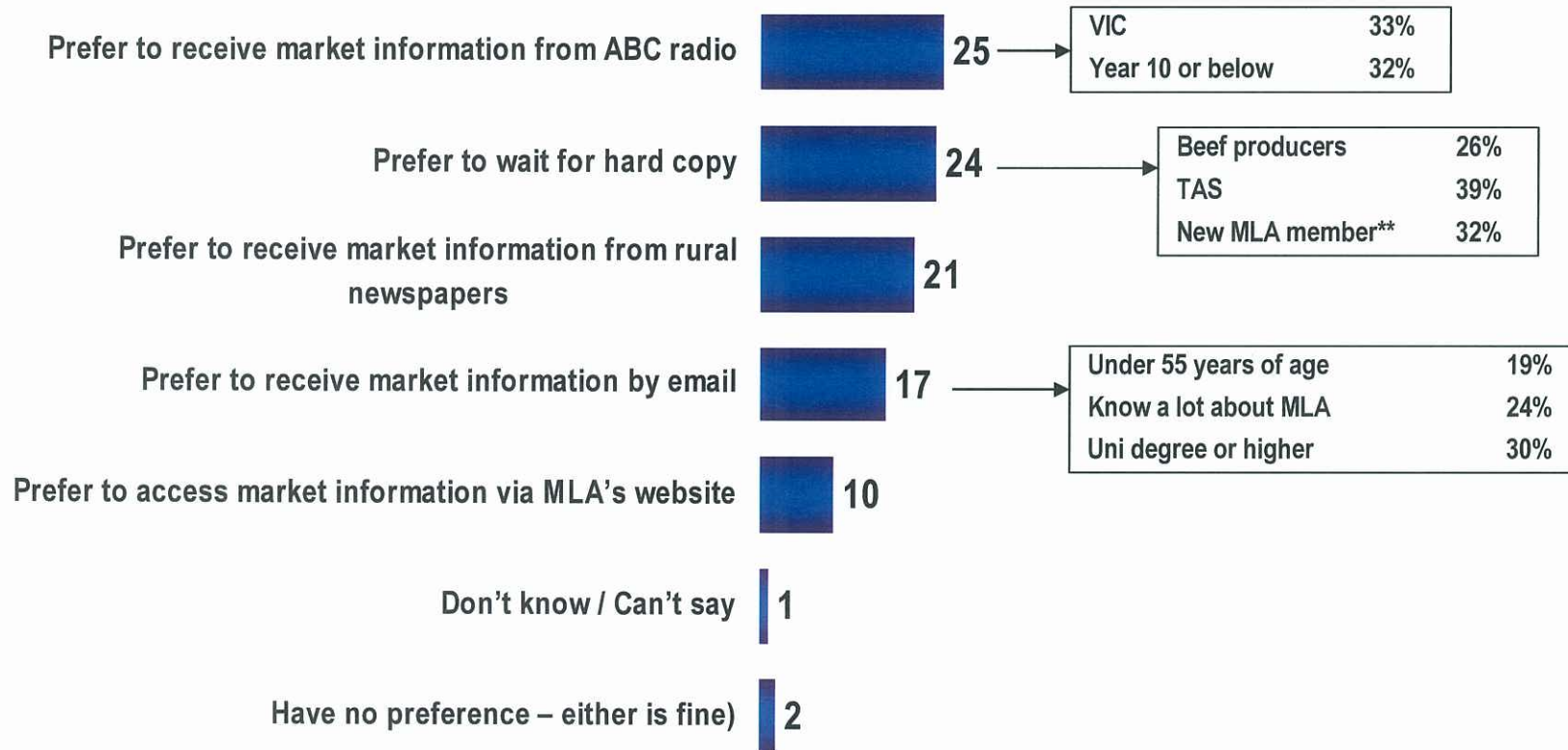


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# Preferred method of receiving market information – 2007 (Prompted)

Overall, respondents prefer to receive market information via ABC radio and hard copy

Base:  
n= 750



\*\*A member for <1 year

Percent



Q30a Given a choice between receiving market information electronically from MLA as soon as it is available, OR waiting a few days until you receive the same information in a hard copy format from MLA or via the rural press, which would you prefer?



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