

Australian Banana Growers Communication Program

Jonathan Eccles
Australian Banana Growers Council Inc

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Australian Banana Growers' Communication Program

November 2010

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Australian Banana Growers' Council Inc

HAL Project N°: BA06006



Know-how for Horticulture™

HAL Project N°: BA06006

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Summary

The Australian Banana Growers' Council (ABGC) undertook to investigate how best to communicate information to growers and other banana industry supply chain participants to enable better informed decision making leading to improved productivity and profitability.

The project took place from June 2007 to February 2010 and was aimed at all growers and supply chain participants interested in sourcing better information with which to make better business decisions. The proposal for the project included three main objectives:

- Develop a national strategy to deliver information to growers and supply chain participants that is supported by all stakeholders;
- Reduce the amount of cross-over between industry bodies with respect to the communication of information;
- Enhance the timeliness, quality and reliability of the information that is communicated.

The project aimed to address a number of points within the existing Australian Banana Industry Strategic Plan, as well as gain greater control in understanding how best to accommodate for emerging trends of industry consolidation and the introduction of the national banana promotion and R&D Program.

Issues that the project addressed within the (then) strategic plan included:

- Package relevant information and maintain up-to-date industry web-site.
- Maintain and regularly review current industry newsletters and other media formats to provide growers with the latest information.
- Visit local banana grower associations to determine appropriate practices for increasing attendance.

The scope of the project included a grower survey, further development of the Australian Bananas magazine, analysis of the ABGC website, development of an industry stakeholder email distribution list and assisting with co-ordination of the Seventh and Eighth Banana Industry Congresses.

The benefits of the project were diverse in that:

- The grower survey revealed widespread satisfaction with then-current industry communication initiatives while at the same time revealing some gaps in information.
- The final conclusion in relation to the industry stakeholder email distribution list was that it would be an on-going task to be completed by the ABGC.
- The Australian Bananas Magazine was published six times throughout the duration of the project with all editions receiving positive feedback from readers.
- The Seventh Banana Industry Congress was held at Conrad Jupiter's on the Gold Coast from 14 to 16 June 2007 and the Eighth Banana Industry Congress was held at Conrad Jupiter's on the Gold Coast from 4 to 6 June 2009.
- The ABGC website was re-designed during the course of the project with increased access to information and services.

Introduction

The Australian Banana Growers' Communications Project (HAL Project N^o BA06006) was conducted through ABGC from June 2007 to February 2010 with the aim of improving overall awareness and greater communication of the Banana Industry in Australia.

The tasks of the project included grower surveys distributed through the Australian Bananas magazine, re-development of the ABGC website with the inclusion of a crop forecasting schedule, compilation of an industry stakeholder list, development of the bi-annual Australia Bananas magazine and organisation of the Seventh and Eighth Banana Industry Congress held in June 2007 and June 2009 respectively.

The outcomes of the project meant that growers would benefit from the delivery of up-to-date news, research and development information, an research and development (R&D) brand to unify and promote levy-funded projects, a website to house R&D outcomes and industry news, a successful industry conference, awards process and a commencement of a coordinated media strategy.

The strategies for adoption of the project included the following:

1. Establishment of the position of Communication Manager within the ABGC who will be responsible for overseeing the development and implementation of the national communication strategy.
2. Re-development of the ABGC website to better reflect the needs of the various sectors of the industry that will seek access to the information ABGC will gather and make available through the site.
3. Continued bi-annual publication of the popular and respected *Australian Bananas* magazine but with enhanced focus on areas where the communications effectiveness audit determines more coverage is required.
4. Development of a monthly snapshot newsletter that will cover areas such as Australian Pesticides & Veterinary Medicines Authority (APVMA) changes to chemical regulations, industrial relations information and/or government announcements.
5. Upgrading the crop forecasting program together with a renewed push to recruit more growers and marketers to the system thereby further enhancing its predictive reliability.
6. Development of an email distribution list incorporating contacts from all sectors of the industry that receive regular updates on issues relating to bananas.
7. Ongoing further development of the information for the Australian Banana Congress.

Activities and Outcomes

Grower surveys distributed through Australian Bananas Magazine

In 2007, the ABGC contacted and interviewed 36 individuals over the whole supply chain including growers from all regions, researchers, politicians or their representatives both state and federal, government departments, horticultural representative bodies, regional press and radio, wholesalers, marketers, chain stores, independent retailers and other industry suppliers.

The outcomes from the survey were consistent across the whole supply chain, not only in relation to issues that needed to be addressed but also in regards to positive feedback about information currently supplied and how effectively it can be delivered.

The survey consisted of seven questions:

1. *As part of the industry supply chain, where do you find most of the information about industry matters relevant to you?*
2. *What information is of specific interest or relevance to you?*
3. *Do you ever receive the same information from multiple sources?*
4. *What information do you find difficult to access?*
5. *How effective is relevant information communicated to you? ("tick a box" 4 options)*
6. *What information would enable you to make better business decisions?*
7. *In what format would you prefer to receive your information?*

Question 1 responses were particularly high for the *Australian Bananas* magazine (15) and the ABGC website (14) and interestingly there was a very strong response to direct contact with ABGC and their directors (9) and growers (10). Other forms of access for information were through media releases (7), Congress (5) and wholesalers/suppliers (3).

Question 2 indicated that general industry information was the most important (14). Of specific interest were crop forecasting (12), R&D (9) and market activity reports (8), pest and disease (6) and policy (4) were mentioned as of specific interest.

Question 3 unanimously responded that even though in a few cases participants did receive information from more than one source from time to time (4), there were no issues regarding multiple deliveries.

Question 4 responses were surprising in that 13 participants said they had no difficulty accessing information with six of those referring to direct communication with ABGC. The most sought after information were statistics – production/crop forecasts (9), market activity (4) and industry statistics (3).

Question 5 resulted in an almost unanimous result with 33 out of 36 respondents answering positively with two out three negative responses from chain stores.

Question 6 was not relevant to approximately half of our respondents but crop forecasting (7), market activity (3) and benchmarking data (3) were the high priority issues across the supply chain from growers to wholesalers, retailers and suppliers.

Question 7 was an interesting split between electronic and hard copy. Electronic newsletter was certainly far and away the most popular method of information transfer (26) with half of that number also opting for the magazine (13). The website is preferred

by seven respondents with three of those using it as their only direct source of information.

For more information see Appendix 1: Grower Survey results.

ABGC website & Crop Forecasting Schedule

The ABGC website was re-designed during the course of the project, with the Crop Forecasting Schedule incorporated into the website. Website development company Experience Media undertook the technical side of the re-development.

Access to information increased in availability as well as the website's user friendliness with instant screen tags and drop down menus added for increased use in relation to specific subjects.

One such facility provided by the website was the Banana Crop Forecasting Schedule (BCFS) program which was accessible through the web site but only to participants with existing passwords.

During the course of the project, the BCFS was upgraded to be compatible with Windows Vista. There were major advances made to the website reporting in both design and capability in response to requests/suggestions made by growers in the grower survey.

These included:

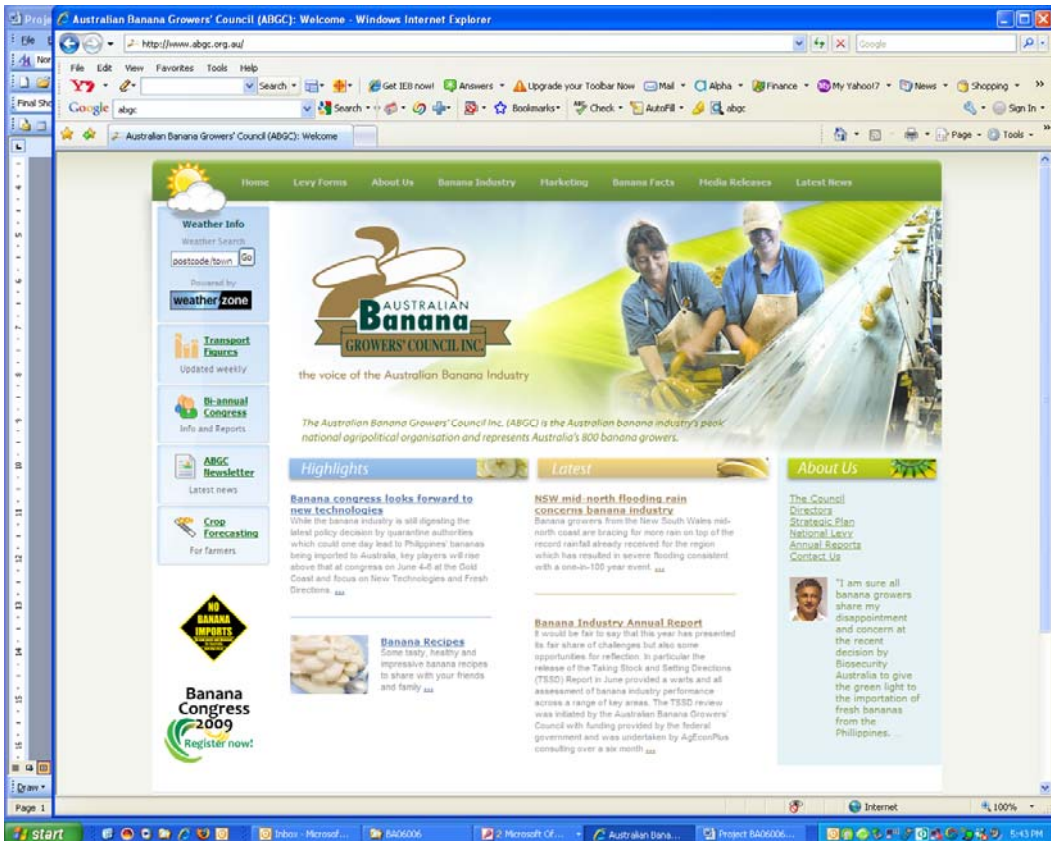
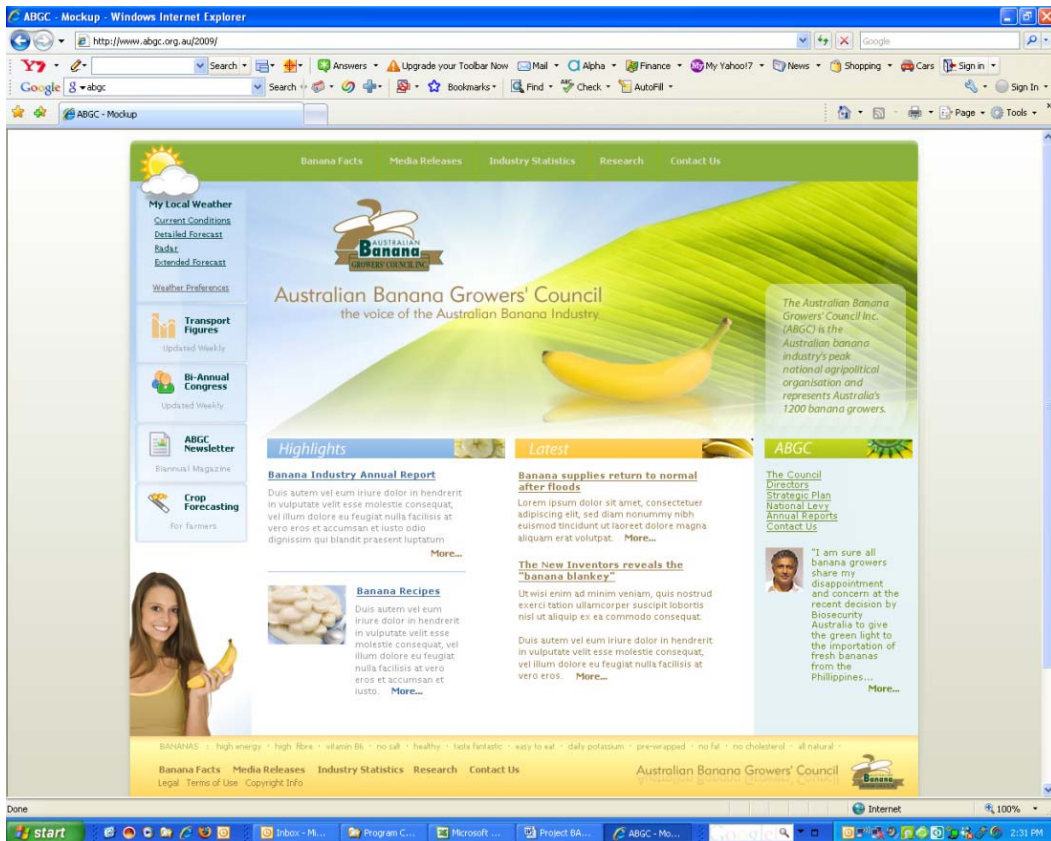
- Weekly updating data and graphs rather than fortnightly;
- Bell injection inputs displayed as a separate graph;
- New regional graphs included;
- Ability to transport figures into an Excel spreadsheet;
- Ability to group growers into specific marketing groups if permissions given by the individual growers to their marketer. This grouping is also available to multiple farms owned by the one growing entity.

These improvements in the web reporting capacity enabled ABGC in partnership with the Queensland Department of Employment, Economic Development & Innovation (DEEDI) to install and update the program onto 12 new properties in a three day visit to North Queensland.

The BCFS has also been updated to include the Carnarvon growing region in Western Australia with that update being conducted on farm. There is also on-going work to include NSW being conducted with a number of growers but the varying conditions and varieties have made the inclusion of NSW far more challenging than originally anticipated.

See Figure 1 for example of the ABGC website pages.

Figure 1: Screenshots of the ABGC website



Industry stakeholder email distribution list

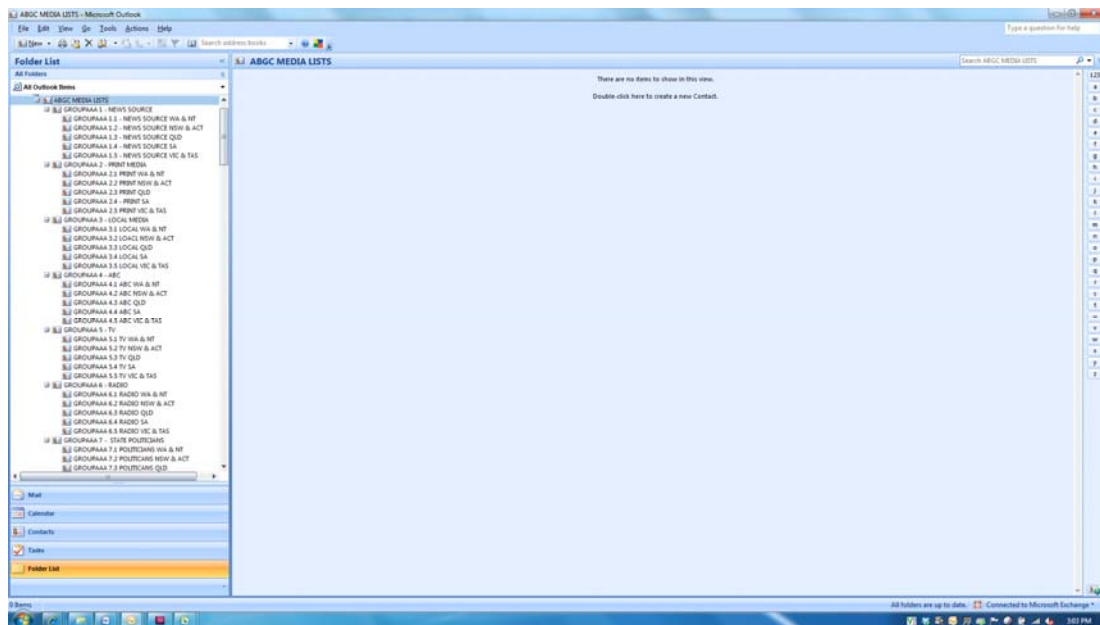
One of the major goals for this project was to develop an industry stakeholder email distribution list.

The conclusion about the progress of the list is that it will be an on-going task to be completed by the newly appointed Communications Manager of the Australian Banana Growers' Council.

Experience to date would suggest that at any point in time approximately five percent of all email addresses on the list are invalid because people change their Internet service provider and acquire a new email address in the process.

On-going investigations include the use of Margaret Gee's Media List and how often the list would need to be updated.

Figure 2: Screenshot of the Industry Stakeholder List. List names are on the right and contain contact details



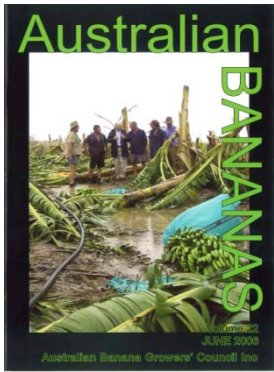

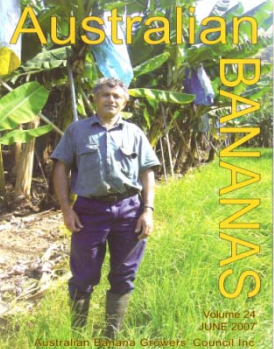

Development of *Australian Bananas* magazine

Australian Bananas Magazine was published six times throughout the duration of the project. The publications received positive feedback from readers. See Evaluation *Australian Bananas* Magazine Survey Question 5.

The following research articles were published in *Australian Bananas* Magazine from June 2006 to December 2009

Table 1 reports on the titles of the R&D articles in the editions.

Table 1: Magazine schedule June 2006 – December 2009

| Edition Date | R&D Articles | Cover Page |
|---------------|---|---|
| June 2006 | <ul style="list-style-type: none"> • Plan ahead to avoid disappointment • Using sub-surface drainage method • Research shows Fusarium wilt can be controlled • Backyard Banana Bunchy Top Virus • Black Sigatoka in global spotlight • Farewell from the CRC for Tropical Plant Pathology • Soil microbes help bring success for Sustainable Banana Plantation |  |
| December 2006 | <ul style="list-style-type: none"> • Nutritional extras to boost bananas • Fighting Fusarium in Indonesia • Resistant, marketable types elusive but disease management helps • Wide geographical spread of production essential • Cameroon comparison useful • Leaf diagnostic useful |  |
| June 2007 | <ul style="list-style-type: none"> • Chlorine proves unviable as a sanitising agent • Sustainable banana farming practise in North Queensland • Investigating fruit speckle, control management options • Tissue culture provides benefits |  |
| December 2007 | <ul style="list-style-type: none"> • Soil management study in Costa Rica • Phosphorus update • Fusarium threatens Philippines • Fighting Fusarium TR4 • Protecting livelihoods and lifestyles |  |

| Edition Date | R&D Articles | Cover Page |
|---------------|--|--|
| June 2008 | <ul style="list-style-type: none"> • Researchers tour de France to learn new diagnostic techniques • Banana Bunchy Top Virus Update 3 • Prof Dale continues world class work • Growing uptake of tissue culture reflects benefits and spark change • Global strategy for crop protection • Plant Pathologist on the case |  <p>Australian Bananas Volume 26 JUNE 2008 Australian Banana Growers' Council Inc</p> |
| December 2008 | <ul style="list-style-type: none"> • Protect your livelihood and industry • Oro verde – green gold of Ecuador • A grower's perspective of ACORBAT • Pacific builds germplasm stocks • Improved and sustainable banana production using tissue culture • Protecting livelihoods and lifestyles • Marasmiellus rot damage in PNG • Post harvest disease hits hard |  <p>Australian Bananas Volume 27 DECEMBER 2008 Australian Banana Growers' Council Inc</p> |
| June 2009 | <ul style="list-style-type: none"> • Innovative diagnostic solutions to protect Australian crops from exotic leaf diseases • Unlocking better banana soil health • Status, challenges and trends of Chinese industry • Reef friendly banana nutrition • Australian banana industry embraces use of tissue culture and QBAN labs • Niche banana varieties – Gros Michael • Exotic wilt threats • Waste to energy powering on • Variety resource at South Johnstone |  <p>Australian Bananas Volume 28 JUNE 2009 Australian Banana Growers' Council Inc</p> |
| December 2009 | <ul style="list-style-type: none"> • Eradicating Bunchy Top • Crop Uniformity benefits • The battle against Fusarium wilt fungus is there to be won • Healthy soils help in pathogen control • Tropical Race 4 Fusarium wilt – what if? • Better phosphorus fertiliser management of bananas |  <p>Australian Bananas Volume 29 DECEMBER 2009 Australian Banana Growers' Council Inc</p> <p>Nature's Energy Snack.</p> |

Australian Banana Industry Congress

The Seventh Banana Industry Congress was held from 14 to 16 June 2007 and the Eighth Banana Industry Congress was held from 4 to 6 June 2009 both at Conrad Jupiter's Hotel on the Gold Coast. See HAL Final Report BA06004 *2007 Seventh Banana Industry Congress* and HAL Final Report BA08027 *2009 Eighth Banana Industry Congress*.

Attendance levels and sponsorship support for the events was excellent and provided a clear demonstration of how important the biennial event has become to the Australian Banana Industry. Delegates from sectors of industry and growing areas around Australia attended and participation at all sessions was high.

The Congress provided an important forum for suppliers to demonstrate their products and services in a relaxed environment where growers actually had time to speak to company representatives and be appraised of the features and potential benefits of their products and services.

The Eighth Banana Industry Congress was officially opened by the Governor-General of Australia, Quentin Bryce AC and was followed by the official launch of the new banana Marketing Plan 2009-12.

The new plan was met with widespread support across the supply chain with virtually everyone agreeing on the need to target the 18 to 34 year age group who are under consumers of bananas whilst still supporting our traditional base of mothers with young children.



Seventh Australian Banana Industry Congress logo



Eighth Australian Banana Industry Congress logo

Australian Bananas Reader Survey Results 2008

Question 1: When you receive Australian Bananas do you generally:

1. Read all the articles in detail
2. Skim through the articles
3. Read only a few selected articles
4. Not read it at all

Respondents to Question 1 predominately answered that they read all the articles in details

Question 2: How many people, including you, generally read/skim through Australian Bananas. (a. 1 b. 2 c.3 d.4 e. More than 4)

The majority of respondents replied that they forward their copy of Australian Bananas onto more than two people.

Question 3: Please rate the following statements on a scale of 1 to 10 (1 being strongly disagree to 10 being strongly agree)

Question 3 (i) I find Australian Bananas informative

Question 3 (ii) I find the articles in Australian Bananas interesting to read

Question 3 (iii) I find the articles in Australian Bananas relevant to my operation

Question 3 (iv) I like the layout of Australian Bananas

The responses to Question 3 resulted in that more than five respondents find the magazine informative, three or more respondents believe the articles of the magazine are interesting to read, more than five respondents believe the articles from the magazine are relevant to their business and more than four respondents like the layout of Australian Bananas.

Q4: Are there any current issues affecting your business that aren't being covered in Australian Bananas? (NB: Not all readers responded to this question)

- Benchmarking Australian production costs and productivity against Ecuador/Costa Rica/Philippines industries (consultant, Northern NSW).
- Wages & salaries compared to other industries and the import message to the public (grower, North QLD).
- The occasional article for the small grower/registered part timer (small grower, Springwood QLD).
- Soldier fly control (grower, Northern NSW)
- The mandatory code of conduct and what growers' think about the code (*Brisbane wholesaler*)

Q5: Please provide positive or negative comments to ensure that Australian Bananas better meets your needs. (NB: Not all readers responded to this question)

- As we are a propagation nursery and only occasionally deflask banana starts your magazine is probably wasted on us. (*nursery, NSW*)
- Doing quite a good job (*unknown*)

- Well balanced, informative, current and good layout – enough photos to balance text. Good work! (*consultant, Northern NSW*).
- The magazine is well laid out, very colourful and easy to read. (*grower, North QLD*)
- Keep reminding growers of the importance of them staying on top of trends and issues by reading the journal (*small grower, Springwood QLD*)
- Move on the Code (*Brisbane wholesaler*)
- Keep up the good work (*grower, Carnarvon*)

Table 1: Results of Australian Bananas Reader Surveys - 2008

| Respondent | Sector | Location | Related magazine | Q1 | Q2 | Q3 (i) | Q3 (ii) | Q3 (iii) | Q3 (iv) |
|----------------|----------------|----------------|------------------|------|------|--------|---------|----------|---------|
| Reader 1 | Nursery | Burringbar | Volume 26 | 3 | 1 | 5 | 4 | 2 | 7 |
| Reader 2 | | | Volume 26 | 2 | 2 | 7 | 8 | 8 | 9 |
| Reader 3 | Consultant | Nthn NSW | Volume 26 | 1 | 2 | 10 | 10 | 10 | 10 |
| Reader 4 | Grower | Nth QLD | Volume 26 | 1 | 3 | 8 | 8 | 8 | 7 |
| Reader 5 | Grower | Nth QLD | Volume 26 | 1 | 3 | 7 | 10 | 10 | 10 |
| Reader 6 | small grower | Springwood QLD | Volume 26 | 3 | 2 | 10 | 8 | 6 | 10 |
| Reader 7 | Industry assoc | Tully | Volume 26 | 1 | 3 | 8 | 7 | 6 | 8 |
| Reader 8 | Industry assoc | Mareeba | Volume 27 | 3 | 2 | 8 | 8 | 8 | 8 |
| Reader 9 | Grower | Nthn NSW | Volume 27 | 1 | 2 | 8 | 8 | 10 | 10 |
| Reader 10 | | Brisbane | Volume 27 | 2 | 2 | 7 | 5 | 7 | 7 |
| Reader 11 | Grower | Tuly | Volume 27 | 1 | 2 | 8 | 9 | 6 | 9 |
| Reader 12 | | | Volume 27 | 1 | 3 | 8 | 9 | 10 | 8 |
| Reader 13 | Growers | Carnarvon WA | Volume 27 | 1 | 3 | 10 | 10 | 10 | 10 |
| Average | | | | 1.62 | 2.31 | 8 | 8 | 8 | 8.69 |

Implications

Based on an assessment of the activities undertaken for the ABGC Communications Project, the following are recommendations for future directions for the Banana Industry's communication strategy

Grower surveys distributed through *Australian Bananas* magazine

The grower surveys completed as part of the project can be used for further development of *Australian Bananas*. It is recommended that surveys are undertaken on a more frequent basis (for example, once per year) to gain a greater understanding of growers' preferences as to the ongoing development of the magazine.

Industry stakeholder email distribution list

The industry stakeholder list can be used for future communications releases of the Australian Banana Growers' Council, including media releases and newsletters.

As an ongoing task, the list can be further developed through the inclusion of contacts from Margaret Gees media contacts, which can be obtained through subscription to the National Library of Australia.

Development of *Australian Bananas Magazine*

Further development of *Australian Bananas* might be undertaken to include more frequent editions throughout the year. For example, three editions of 32 pages, published in an approximate schedule of April, August and December.

Information from the magazine could also be included in a monthly newsletter for growers in far north Queensland and the Subtropical regions, as well as external stakeholders.

Sections of the magazine could also be published as separate documents. For example, research stories released as fact sheets, or the ABGC Annual Report which is published in each current December edition.

ABGC website & Crop Forecasting Schedule

The ABGC website can further be developed to include more information relevant to growers, such as newsletters, the magazine and social communication tools such as Facebook and Twitter. These inclusions would be beneficial not just for the Banana Industry but for the entire horticultural industry as it would enable greater communication particular to a younger audience.

Banana Industry Congress

With the outstanding success of both Congress events, it would be recommended to continue the same format of the Congress on a biennial basis.

Recommendations

As a result of the project outcomes and implications detailed above, it is recommended that the project continue and be expanded to include a wide-scale study of the needs for the development of communications for the Australian Banana Industry. The ABGC is the appropriate organisation to manage this program. This would include:

- Engagement of a dedicated communications manager for ABGC
- Strengthening the industry's communication system and infrastructure
- Developing content sources of internal communication
- Develop the banana industry story for external audiences
- Refresh ABGC branding

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References

Australian Banana Magazine

Australian Banana Growers' Council website

Final Report BA06004 *2007 Seventh Banana Industry Congress*

Final Report BA08027 *2009 Eighth Banana Industry Congress*

Appendix 1: Grower survey results

| Respondent | Question 1 | Question 2 | Question 3 | Question 4 | Question 5 | Question 6 | Question 7 | Comments |
|---------------------------|--|---|----------------------------------|--|---------------------|---|---|---|
| Grower NSW | Magazine | R&D | BIC n/letter ABGC Magazine | None | Effectively | Not relevant | Hard copy – electronic if not a big file | |
| Grower QLD | Field days/grower assoc ABGC/Growcom publications ABC radio | Accurate market info Agri political R&D Pest & disease | Yes – but not an issue | Market activity | effectively | Market activity | electronic | Not interested in website – too busy Breaking information on growing improvements needs to be communicated faster |
| Grower NSW | Faxed info ex BIC & Chair Market reports from BIC BGA meetings – product info | Production related information Getting growers involved in whole of industry | No | Production forecasts – predicted market potential | effectively | Production related information R&D disease management | Magazine Faxed newsletter | Dial up not satisfactory – broadband not available |
| Grower WA | Perth markets info – daily supply prices R&D ex mag Congress | General – magazine Nematodes | No | Nothing specific | Very effectively | Qld fruit transported to Perth | Magazine Newsletter - electronic | |
| Grower QLD | Company director on ABGC Board Congress | Production related info R&D Promotions | No | Information is accessible | Effectively | Benchmarking re cost of production would be useful | Magazine Newsletter - post | |
| Commodity rep national | Auto scan to stay abreast of what's happening Access to hard copy | All dynamics across all industries that may affect their commodity directly or indirectly Changing dynamics internationally/ nationally | No | More info on quick newsletters Media releases | effectively | N/A | Mix of magazine & electronic Electronic to make you aware magazine for deeper analysis of info | |

| Respondent | Question 1 | Question 2 | Question 3 | Question 4 | Question 5 | Question 6 | Question 7 | Comments |
|----------------------|--|---|---|---|---------------------|--|---|--|
| Rep NSW | Rural suppliers DPI for R&D Bulletins/press releases trigger deeper research Magazine | Marketing – value adding Grower requirements | Yes but not an issue | Difficulty with time – tends to be reactive rather than proactive | effectively | Plenty of information available | electronic | Information needs to be sent regularly |
| Hort Rep QLD | Media releases Website for specifics | General industry news Pest & disease ex DPI | No | Prices back to grower Information on promotions | effectively | N/A | Electronic – website & newsletter | Alert to updates on website |
| Hort Rep National | ABGC office + Chair Magazine Congress | General industry news R&D where applicable across industry | Yes but better to receive than not be aware | Regular discussions most valuable with industry | effectively | N/A | Electronic newsletter | |
| Hort Rep National | ABGC – discussions Individual growers | Production forecasts for planning R&D and marketing needs Industry structure & function – whole supply chain General industry news | No | No difficulty currently Good quality industry stats and forecasts could be difficult | Very effectively | N/A | Electronic website & newsletters Magazine good for reference | Face to face Congress and project workshops |
| R&D QLD | Aust Banana Magazine Website Assoc Meeting Word of mouth | Industry stats – number of growers/production International trends in mktg/growing | No | Production stats – delivery timeline Int biosecurity issues Bacterial wilt in Uganda | Effectively | Clear indication of what industry requires – needs & opportunities in R&D Understand project development – procedures & personnel | Magazine e-newsletter | Website needs to have R&D sub set to deliver milestones & reporting Links to QDPI&F farm notes |

| Respondent | Question 1 | Question 2 | Question 3 | Question 4 | Question 5 | Question 6 | Question 7 | Comments |
|----------------------|---|--|------------|--|--|--|---|--|
| R&D QLD | Discussions with colleagues & ABGC ABGC Mag Contact with growers | Anything industry related R&D is important but must be relevant to real issues affecting industry | no | Perceived as opposed to actual – is it personal, local or national Significant issues often go under radar Potential market gains/losses | Not very effectively – distributes what ABGC has but other info not seen | Dependent on delivery of current info – fix missing link between growers & researchers | Magazine e-newsletter about emerging issues | Liaison co-ordinator who will not only bring info ex growers but researchers and markets Research updates back to growers |
| R&D QLD | Aust Bananas GF&V | As a horticulturist look more holistically – market to production | No | Lacking industry stats | effectively | N/A | Magazine Hardcopy newsletter | Need access to reporting both hard copy & electronic |
| R&D National Project | Website for stats Scientifically – colleagues/print media/INIBAP/ online databases | Pest & diseases General industry R&D Alternate funding sources Collaboration | No | No have multiple access point – ABGC media releases immediate | Effectively | Timelines for call for project applications | Electronic Magazine to stay hard copy | |
| Fed Political | Directly ex ABGC CEO & Chair | General industry – particularly imports Cyclone | No | No problems accessing info | Very effective | N/A | Electronic (media releases) | |
| Fed political | Media releases Magazine Website Industry reps- ABGC/growers | General industry news incl imports | no | User friendly – ABGC CEO if unable to find | Very effectively | N/A | Electronic newsletter | |
| State political | ABGC website Banana mag Industry – ABGC/Growcom/ FGA's Congress | Interface between industry & govt decisions pertaining to industry | no | Print media Improve issue alerts | effectively | N/A | Newsletter hard copy & electronic Magazine | ABGC most organised progressive organisation – has great regard for ABGC |

| Respondent | Question 1 | Question 2 | Question 3 | Question 4 | Question 5 | Question 6 | Question 7 | Comments |
|----------------|--|---|------------|---|-------------|---|-----------------------------------|---|
| Govt dept | ABGC Website | Current status on positioning re profitability-production and current issues & trends | No | True commercial info a challenge particularly profitability | effectively | N/A | Electronic preferable | Reporting project results effectively to public New communication challenges |
| Govt dept | ABGC direct magazine | All industry info Pest & disease Generic sustainable practices | No | Nothing because of direct communication link with ABGC | effectively | N/A | Electronic newsletter Magazine | |
| Wholesaler Rep | Website Magazine Word of mouth | Crop forecasting | No | Production forecasts | effectively | Market wholesalers require effective forecasting system | Web site | Anything that can bring together the whole of industry the better the outcomes for all stakeholders |
| Wholesaler Rep | Press releases | Anything that affects markets – prices, opinion, regulations, events | No | Contact direct to ABGC – no issue hard to access | effectively | N/A | Electronic newsletter | |
| Wholesaler | Direct contact with growers Website | Crop forecasting Market analysis | No | Crop forecasting Packed on dates on cartons Market activity | effectively | Crop forecasting Market reports | Website | Nice to have a cross section of retail prices |
| Wholesaler | ABGC website Press clips Growcom newsletter Reps at grower meetings | Across the board | No | Forecasting system | effectively | | Website Email | |
| Chain Retail | Wholesalers | Volume production data Promotions | No | No knowledge of how to access info | Poorly | Production/ volume projections | Electronic newsletter | |

| Respondent | Question 1 | Question 2 | Question 3 | Question 4 | Question 5 | Question 6 | Question 7 | Comments |
|----------------------|---|---|------------|---|--------------------|---|--------------------------------|--|
| Chain retail | Marketers | Volume, price, production info | No | nothing | effectively | Benchmarking Market share data Consumption trends | Electronic newsletter | Co-ordination between ABGC & promotions – combined communication |
| Chain retail | Website Growers & suppliers | Crop forecasting Bell injection Market analysis Consumption weather | No | Crop forecasting - regional | Not very effective | Quality Current supply Crop forecasting Consumption data | Website e-newsletter | |
| Independent Retail | Agents News - weather | Fruit quality – price not major issue | No | Information not difficult to find through contacts | Effectively | No | Newsletter – hard copy | |
| Supplier – packaging | Web site & grower co-op | Production volume – bell injection figures (BCFS) | No | Production forecasts | Effectively | Crop forecasting (bell injection figures) | Electronic newsletter | |
| Supplier - Packaging | Website Grower groups Transport Chemical companies | All information | No | Production forecasts | Very effectively | Industry productivity Benchmarking data | Electronic – links to websites | |
| Supplier - Packaging | Client direct Magazine | Market analysis Crop forecasting | No | No major issues Narrow market | effectively | Productivity month to month Wholesale prices | Magazine | Import issue – would be nice if industry supported Australian industry not imports |
| Supplier – Chemical | Company reps Magazine Congress | Pest & disease R&D funding bodies Production related info | No | Industry stats – more regular updates Pest & disease issues Chain influence re quality & MRLs | effectively | Consumer – retailer requirements | Print – magazine & newsletter | |
| Media – press Qld | Patrick Leahy & ABGC | General industry | No | R&D updates | effectively | n/a | Electronic delivery | Very interested in e-newsletter with “quick bites” and links |

| Respondent | Question 1 | Question 2 | Question 3 | Question 4 | Question 5 | Question 6 | Question 7 | Comments |
|-------------|--|--|------------|--|-------------|------------|--|--|
| Press Qld | ABGC media releases & direct contact to ABGC | Policy All other industry info | No | Overseas and market information | effectively | n/a | Email – not PDF's or newsletters – preferred media release style | Use media to industry advantage – write a column |
| Press NSW | Grower connections | Disease issues Price issues Growing techniques | No | Grower groups very informative | effectively | n/a | e-newsletter | |
| Radio NSW | Media release Web site Vice president | Levy vote R&D pests & disease profiles | No | Info picked up through horti groups (DPI NSW) and NS | Effective | n/a | e-newsletter | |
| Radio - Qld | Website Growers | Industry background Production stats | No | Market activity | effective | n/a | e-newsletter | |