

Final Report

Vegetable Industry Communications Program 2016-2019

Project leader:

Shaun Lindhe

Delivery partner:

AUSVEG Ltd

Project code:

VG15027

Project:

Vegetable Industry Communications Program 2016-2019 VG15027

Disclaimer:

Horticulture Innovation Australia Limited (Hort Innovation) makes no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in this Final Report.

Users of this Final Report should take independent action to confirm any information in this Final Report before relying on that information in any way.

Reliance on any information provided by Hort Innovation is entirely at your own risk. Hort Innovation is not responsible for, and will not be liable for, any loss, damage, claim, expense, cost (including legal costs) or other liability arising in any way (including from Hort Innovation or any other person's negligence or otherwise) from your use or non-use of the Final Report or from reliance on information contained in the Final Report or that Hort Innovation provides to you by any other means.

Funding statement:

This project has been funded by Hort Innovation, using the vegetable research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Publishing details:

ISBN 978 0 7341 4573 4

Published and distributed by: Hort Innovation

Level 7

141 Walker Street

North Sydney NSW 2060

Telephone: (02) 8295 2300

www.horticulture.com.au

© Copyright 2019 Horticulture Innovation Australia

Content

Content	3
Summary	4
Keywords	6
Introduction	7
Methodology	8
Outputs	11
Monitoring and evaluation	29
Outcomes	36
Recommendations	38
Refereed scientific publications	39
References	39
Intellectual property, commercialisation and confidentiality	39
Acknowledgements	39
Appendices	40

Summary

VG15027 *Vegetable Industry Communications Program 2016-2019* fostered increased awareness of the outcomes of research projects funded by Hort Innovation using the vegetable research and development levy and contributions from the Australian Government. By communicating research and development (R&D) results to growers and highlighting the practical on-farm benefits that can be gained from adopting the findings of relevant levy-funded projects, the program aimed to inspire Australian growers to take advantage of the ground-breaking and world-leading research taking place in the industry to gain real-world benefits on-farm and encourage business innovation, with the ultimate aim of improving profitability for the Australian vegetable industry.

The project has successfully delivered streamlined communications activities on behalf of the vegetable industry. These activities include the widely-read industry publications *Vegetables Australia* and *Vegenotes*; the publication of *Vegetable Grower Success Stories*, which highlights examples of growers who have adopted R&D and achieved success as a result; the management, maintenance and promotion of the InfoVeg national R&D database, InfoVeg Radio and InfoVeg TV; the AUSVEG Weekly Update e-newsletter; and media and social media relations to promote industry-funded research and related news items to growers and the wider industry.

AUSVEG successfully met all of the requirements for the wide range of communications outputs for the delivery of VG15027. These include the successful publication of the bi-monthly *Vegetables Australia*, *Vegenotes* and annual *Vegetable Grower Success Stories*, production and publication of InfoVeg TV videos and InfoVeg Radio podcasts, production of media content on industry research to generate media coverage, social media promotion of levy-funded projects and industry-related news, publishing final reports of vegetable levy-funded research on the InfoVeg database, and the promotion of vegetable levy-funded projects through the AUSVEG Weekly Update e-newsletter.

As a result of the communications outputs produced from VG15027, AUSVEG achieved the following:

- **290** projects featured in vegetable industry communications (tracked from the start of the project from *Vegetables Australia*, *Vegenotes*, *Vegetable Grower Success Stories* and the Weekly Update, and from Milestone 108 for social media);
- **21** editions of *Vegetables Australia*, with **588.7 pages** dedicated to industry research (an average of **28 pages** per edition), as well as a re-design of the publication to modernise its look, increase readability and more clearly promote industry research;
- **176** Weekly Update editions, including **1,156** vegetable industry-related articles covering **105 R&D projects** funded by the vegetable levy and other Hort Innovation-funded sources, as well as a re-design of the e-newsletter;
- **Three** editions of *Grower Success Stories*, highlighting **18 growers** who have benefited from levy-funded research and development;
- Uploading **76 Final Reports** to the InfoVeg R&D database and regular updates to AUSVEG website, including pages dedicated to vegetable industry-specific content;
- Media relations, including the production of media releases and direct media engagement, that resulted in **1,890 media mentions** on vegetable industry-related research (an average of **45 per month**);
- Social media promotion of levy-funded and industry-related research, news and events – this resulted in **1,550 tweets published (8 per week)**, a 239 per cent increase in Twitter followers, as well as the increased output of other social media channels to promote vegetable industry-related content;
- The production of 15 videos highlighting levy-funded research projects for the AUSVEG YouTube page, which achieved an average of **213 views**; and
- The production of 14 podcasts highlighting levy-funded research projects for the AUSVEG Soundcloud page, which achieved an average of **106 views**.

The successful production and promotion of these communications outputs has helped deliver the following outcomes:

- Increased knowledge and awareness of R&D outcomes, technologies and innovation;
- Increased accessibility to adopt R&D information;
- Increased understanding of the R&D levy investment system, including Hort Innovation’s role, the benefits of the vegetable levy and growers’ role in the system; and
- Increased awareness of the value of the R&D levy.

These outcomes have contributed to the broader goals for the vegetable industry through increasing awareness of industry research to encourage adoption, which will in turn help achieve the following:

- Increased productivity and profitability of the Australian vegetable industry through increased awareness, adoption and engagement of R&D, technologies and innovation; and
- Increased understanding of benefits of R&D levy, Hort Innovation's role in R&D levy investment and engagement with R&D levy investment process.

Keywords

AUSVEG, Vegetable, Grower, *Vegetables Australia*, *Grower Success Stories*, InfoVeg, Communication, Social Media, Twitter, YouTube, Magazine, media, newsletter, podcasts, *Vegenotes*.

Introduction

VG15027 *Vegetable Industry Communications Program 2016-2019* fostered increased awareness of the outcomes of research projects funded by Hort Innovation using the vegetable research and development levy and contributions from the Australian Government.

By communicating research and development (R&D) results to growers and highlighting the practical on-farm benefits that can be gained from adopting the findings of relevant levy-funded projects, the program aimed to inspire Australian growers to take advantage of the ground-breaking and world-leading research taking place in the industry to gain real-world benefits on-farm and encourage business innovation, with the ultimate aim of improving profitability for the Australian vegetable industry.

VG15027 is an amalgamation of four previous projects:

- VG12006 *Production of Australian Vegetable Industry Vegnotes series;*
- VG12014 *National Vegetable Industry Communication Strategy (VICS): management and implementation;*
- VG12033 *Vegetables Australia (continuation of VG09095); and*
- VG12071 *Coordinated Knowledge and Industry Development Program.*

The amalgamated project was designed to ensure that vegetable levy-paying growers and industry members have a cost-effective and efficient model for research communication. VG15027 and the Potato Industry Communication Program (PT15007) are similar in design, given the similarities between the vegetable and potato industries and AUSVEG's role as the service provider for both programs, which provided further efficiencies for vegetable levy-paying growers.

The project's outputs included the production and distribution of a number of hardcopy, online and social media communications materials to ensure that the outcomes of industry-funded research reaches as many growers and industry members as possible to maximise the impact of the project. The communications materials produced by AUSVEG as part of VG15027 include:

- *Traditional hardcopy publications*
 - *Vegetables Australia;*
 - *Vegnotes;*
 - *Vegetable Grower Success Stories; and*
 - *Vegetable Industry Annual Report 2014/15 (the production of future annual reports was undertaken by Hort Innovation separately from this project).*
- *Online communications*
 - The management, maintenance and promotion of the InfoVeg national R&D database;
 - InfoVeg TV videos;
 - InfoVeg Radio podcasts; and
 - The AUSVEG Weekly Update e-newsletter.
- *Media and social media relations to promote industry-funded research and related news items to growers and the wider industry*

These communications outputs were widely distributed to growers and other members of the vegetable industry through AUSVEG's extensive network of growers and industry members via its mailing distribution list and Weekly Update mailing list; AUSVEG's networks of state-based and regionally-based groups; leveraging AUSVEG's agribusiness, research and supply chain networks; and AUSVEG's increasing social media presence and its well-developed media networks to ensure that relevant vegetable industry-related content is shared across the mainstream media, with a particular focus on regional-based print and broadcast media.

The successful production and promotion of these communications outputs has helped deliver the following outcomes:

- Increased knowledge and awareness of R&D outcomes, technologies and innovation;
- Increased accessibility to adopt R&D information;
- Increased understanding of the R&D levy investment system, including Hort Innovation's role, the benefits of the vegetable levy and growers' role in the system; and
- Increased awareness of the value of the R&D levy.

Methodology

AUSVEG developed communications materials across a number of different platforms to communicate information about industry research, news and events to vegetable growers and industry members. These platforms included:

- *Vegetables Australia* magazine;
- *Vegenotes*;
- *Vegetable Grower Success Stories*;
- The Weekly Update e-newsletter;
- Media and social media channels;
- InfoVeg section of the AUSVEG website; and
- Videos and podcasts highlighting industry-funded research.

All project activities were underpinned by a robust project strategy and informed by ongoing stakeholder engagement and monitoring and evaluation.

***Vegetables Australia* magazine**

Vegetables Australia is an industry publication for the Australian vegetable industry that provides information on industry research, news and events to vegetable growers, industry members and other stakeholders. It is a bi-monthly publication that is distributed to around 5,200 people.

Vegetables Australia has been a key communications outlet for industry research and development for over a decade and is the most wide-reaching and well-received communications output for the Australian vegetable industry. The project required that AUSVEG produce at least 22 pages of R&D content per edition, including one page dedicated to providing information about the vegetable levy. This involved:

- Producing the R&D content for the publications, liaising with researchers, growers and other industry contributors to ensure all content was produced on time and met Hort Innovation guidelines. Given previous projects that it undertook on behalf of vegetable growers, AUSVEG had a vast amount of experience creating engaging and informative content for the vegetable industry's major print publication that helped increase awareness and adoption of research outcomes that growers want and need. This was further aided by AUSVEG's deep understanding of issues affecting Australian growers.
- Arranging the design, photography, printing and hardcopy distribution of each publication to ensure that content and other materials are delivered to growers on time and to the required specifications.
- Hosting each edition of the magazine on the AUSVEG website and promoting them via the Weekly Update e-newsletter and social media.

Vegenotes

Vegenotes is a technical publication that is released on a bi-monthly basis alongside *Vegetables Australia* magazine. Each edition presents the main findings of two R&D projects to give growers both technical and practical information to encourage better uptake of research outcomes. This involved:

- Producing the R&D content for the publications, liaising with to ensure all content was produced on time and met Hort Innovation guidelines.
- Arranging the design, imagery, printing and hardcopy distribution of each publication to ensure that content and other materials are delivered to growers on time and to the required specifications.
- Hosting each edition of the magazine on the AUSVEG website and promoting them via the Weekly Update e-newsletter and social media.

Vegetable Grower Success Stories

Vegetable Grower Success Stories, published annually and distributed with *Vegetables Australia*, is a booklet that highlights the potential real-world benefits and business success that growers can obtain by being involved in levy-funded R&D. Each edition highlighted six growers who had benefited from levy-funded R&D projects. This involved:

- Identifying growers who benefited from levy-funded research.
- Producing the R&D content for the publications, liaising with growers to ensure all content was produced on time and meets Hort Innovation guidelines.
- Arranging the design, photography, printing and hardcopy distribution of each publication to ensure that content and other materials are delivered to growers on time and to the required specifications.
- Hosting each edition of the publication on the AUSVEG website and promoting them via the Weekly Update e-newsletter and social media.

Weekly Update e-newsletter

The AUSVEG Weekly Update is a weekly e-newsletter that is distributed to around 5,200 growers and industry members in the vegetable and potato industries to provide information on industry-funded research, news and events. The project required that a feature article was produced each week on vegetable industry-related news and research, as well as re-designing the newsletter to make it more user-friendly on phones and tablets and to increase readability. This involved:

- Producing and designing each newsletter informing vegetable growers and industry members of R&D news, events and industry updates, including a dedicated vegetable industry feature article.
- Making this newsletter available to growers via email and the AUSVEG website.
- Monitoring the newsletter's performance through detailed monitoring of metric data to identify topics of interest to growers and to ensure that the newsletter continues to be relevant and useful.

Media and social media relations to promote industry R&D

AUSVEG promoted industry-funded research and events through mainstream media and social media to increase the reach of industry research and communications. The project required the production and distribution of media releases to generate at least 10 media mentions per month and the production of at least five tweets per week on industry-related research and news. This involved:

- Producing an industry communication strategy that includes a plan for media and social media engagement to build positive and successful relationships with journalists and to effectively communicate R&D directly to growers through social media.
- Producing media releases to promote levy-funded research and events through the media.
- Producing at least five tweets per week to maintain a Twitter account to promote industry-funded research and events to growers.
- Ongoing monitoring of media and social media channels to assess effectiveness.

Maintain R&D sections on the AUSVEG InfoVeg website

AUSVEG updated and maintain R&D sections of the AUSVEG industry website and the InfoVeg R&D database to ensure vegetable growers had access to levy-funded research project reports as they were published. This involved:

- Liaising with research providers and Hort Innovation to identify new R&D content for the AUSVEG website.
- Working with Hort Innovation to maintain and update the InfoVeg Database of past levy-funded projects to ensure that growers had access to research reports to remain up-to-date on the latest research.
- Promoting the publication of new reports available on InfoVeg via the AUSVEG Weekly Update and social media.

Videos

AUSVEG produced three YouTube videos per year highlighting levy-funded R&D and published on the AUSVEG YouTube page. The project required that these videos achieved at least 50 views each. This involved:

- Reviewing past and current levy-funded R&D projects to identify the projects that are relevant and suitable for video creation.

- Identifying and liaising with the interviewees, including researchers, Hort Innovation staff and vegetable growers. The filming and recording were undertaken by AUSVEG staff.
- Producing the videos to ensure they comply with Hort Innovation's branding requirements and that they are produced to a high-quality.
- Uploading these videos to YouTube and promoting them via the Weekly Update e-newsletter and social media.

Podcasts

AUSVEG produced four podcasts per year highlighting levy-funded R&D and published on the AUSVEG Soundcloud page. The project required that these videos achieved an average of at least 80 listens each. This involved:

- Reviewing past and current levy-funded R&D projects to identify the projects that are relevant and suitable for podcast creation.
- Identifying and liaising with the interviewees, including researchers, Hort Innovation staff and vegetable growers. The recording was undertaken by AUSVEG staff.
- Producing the podcasts to ensure they comply with Hort Innovation's branding requirements and that they are produced to a high-quality.
- Uploading these podcasts to Soundcloud and promoting them via the Weekly Update e-newsletter and social media.

Additional case studies

In addition to the requirements of VG15027 listed above, AUSVEG produced additional case studies of R&D projects and grower case studies to further promote awareness and adoption of industry-funded R&D.

Case study projects and growers have been identified and production is in the final stages. These will be made available to levy-paying growers shortly after the project finishes. They involved:

- Identifying growers and R&D projects to feature to highlight the benefits of the levy investment system.
- Liaise with project researchers and growers to produce the case studies.
- Arranging the design of the cases studies for them to be distributed online via the AUSVEG website and promoted via the Weekly Update e-newsletter and social media.

Strategy, monitoring and evaluation

AUSVEG developed an annual communications strategy that guided the delivery of the outputs for VG15027. This plan included: Communications strategy; Social Media Strategy; Stakeholder Engagement Plan; and Monitoring and Evaluation Plan.

AUSVEG conducted a yearly survey of growers and industry members to elicit feedback on its project performance. The results of these surveys were used to inform the direction and strategy of the program. Hort Innovation also organised a mid-term review of the program, which provided recommendations for program improvement and highlighted areas of focus for the rest of the program.

As part of the project's stakeholder engagement plan, AUSVEG has continued to consult with the Vegetable Industry Communications Stakeholder Engagement Committee (VICSEC), comprising industry representatives and extension personnel from each state and territory of Australia. This group met several times over the life of the project to provide feedback on AUSVEG's communications, as well as provide story ideas and grower profiles for investigation.

AUSVEG also hosted a booth at the annual Hort Connections conference to provide information on its levy-funded communications work to vegetable growers and industry stakeholders.

As part of its industry engagement, AUSVEG frequently received information from Hort Innovation on the new and completed projects that are funded by the Hort Innovation Vegetable Fund as part of the Better Together initiative. AUSVEG also maintained regular contact with the Vegetable Industry Relationship Managers on a variety of matters, including items of relevance from the Vegetable Strategic Investment Advisory Panel and other project-related matters from the Hort Innovation Vegetable Fund.

Outputs

During the project period, AUSVEG communicated a total of 290 separate levy-funded and Hort Innovation-funded projects to vegetable levy-paying growers and industry members. A breakdown of the number of projects communicated through each output is listed below (please note that some projects appear across multiple channels):

VG15027 output	Number of projects communicated
<i>Vegetables Australia</i>	145
<i>VegeNotes</i>	42
Weekly Update	105
InfoVeg database	76
<i>Grower Success Stories</i>	15
InfoVeg Radio podcasts	20
InfoVeg TV videos	14
Social media	98
Media relations	35
<i>Industry Annual Report 2014/15</i>	118
Hort Connections Booth	14
Additional R&D case studies	29

A spreadsheet with more detail about which projects were communicated in VG15027 can be found in Appendix One.

In addition to communicating the outcomes of levy-funded and Hort Innovation-funded projects to vegetable levy-paying growers and industry members, AUSVEG was required to meet certain requirements in the production of these outputs as part of its service delivery agreement for VG15027 *Vegetable Industry Communications Program 2016-2019*. These are listed below.

1.1 *Vegetables Australia*

Vegetables Australia is a bi-monthly magazine that is distributed nationally to those who pay the vegetable research and development levy and other individuals associated with the industry, such as local and international researchers and supply chain members.

The primary purpose of the magazine is to communicate outcomes of research and development that is funded by the levy, in addition to other relevant international research. It is also produced to communicate industry news from Australia and abroad, address timely issues and challenges, provide insight into the work of leading individuals in the industry and feature columns from regular contributors offering practical advice relating to on- and off-farm issues.

During the project, 21 editions of *Vegetables Australia* were published.

Requirement	Project Achievement
> 22 pages of industry R&D per edition, incl 1 page on the levy	March/April 2016 – 23.66 pages of R&D May/June 2016 – 26

Requirement	Project Achievement
system	<p>July/August 2016 – 24</p> <p>September/October 2016 – 25.75</p> <p>November/December 2016 – 22.66</p> <p>January/February 2017 – 29.66</p> <p>March/April 2017 – 26.41</p> <p>May/June 2017 – 27</p> <p>July/August 2017 – 25</p> <p>September/October 2017 – 26</p> <p>November/December 2017 – 31.5</p> <p>January/February 2018 – 36.57</p> <p>March/April 2018 – 33.41</p> <p>May/June 2018 – 28.41</p> <p>July/August 2018 – 27.32</p> <p>September/October 2018 – 31.41</p> <p>November/December 2018 – 36.41</p> <p>January/February 2019 – 32.82</p> <p>March/April 2019 – 25.23</p> <p>May/June 2019 – 27.32</p> <p>July/August 2019 – 22.16</p> <p>Total – 588.7 pages</p> <p>Average per edition – 28 pages</p>
Distribution	<p>Received by approximately 5,200 individuals per edition.</p> <p>Distribution audited annually by the Audited Media Association of Australia, which has found it to be the most widely distributed magazine in horticulture.</p>
Deadlines met	Met
Library of images	Maintained through stock imagery (Shutterstock) and freelance photography.
Notes	AUSVEG redesigned <i>Vegetables Australia</i> to increase readability and ensure that R&D content was clearer and easier to navigate. This has received overwhelmingly positive feedback from the industry.

A breakdown of *Vegetables Australia* articles that have featured levy-funded R&D projects and industry-related research during the project is included as Appendix Two.

1.2 Media Relations

Requirement	Project Achievement
<p>Production and distribution of media releases</p>	<p>Number of releases: 62</p> <p>23 February 2016: Confidence growing in the vegetable industry</p> <p>2 March 2016: Vegetable industry growing to new heights by 2020</p> <p>16 March 2016: Celery exports up by over 172 per cent</p> <p>17 March 2016: Growers can increase efficiency with single crop focus</p> <p>21 March 2016: ‘Fleece’ keeping vegetable crops warm this winter</p> <p>24 March 2016: AUSVEG alarmed by dramatic fall in vegetable production, imports pose major threat</p> <p>29 March 2016: Consumers changing their food preferences</p> <p>20 April 2016: Aussie shoppers could benefit from technological innovations</p> <p>4 May 2016: Aussie kids still not eating enough veggies</p> <p>5 May 2016: Growers to learn practicalities of vegetable exporting</p> <p>17 May 2016: Short-term gains are key to driving shopper attitudes to vegetables</p> <p>20 May 2016: Fresh veg the top priority for health-conscious Aussies</p> <p>23 May 2016: Fresh is best for Millennial shoppers</p> <p>27 May 2016: Soil health delivering a wealth of benefits to veg growers</p> <p>14 June 2016: Shoppers stocking up on veg winter warmers</p> <p>21 June 2016: International buyers come to Australia to check out local veg</p> <p>24 June 2016: Veg growers shown the way of the future at Seminar</p> <p>27 June 2016: Symposium gives growers ground rules of exporting</p> <p>1 July 2016: \$6 million to strengthen Aussie vegetable businesses (joint release with Hort Innovation)</p> <p>12 July 2016: Shoppers off the mark about fresh veg imports</p> <p>14 July 2016: Fresh vegetables the key to happiness</p> <p>20 July 2016: Veg industry calls for shift in thinking on healthy eating</p> <p>4 August 2016: Blueprint for growth could inspire veg industry</p> <p>12 August 2016: Vegetable growers’ confidence on the rise</p> <p>25 August 2016: Australians take fresh approach to vegetable</p>

Requirement	Project Achievement
	<p>shopping</p> <p>31 August 2016: Japan opens the door to Aussie pumpkins</p> <p>6 September 2016: Australian vegetables on show at Asia’s leading fresh produce trade show</p> <p>27 September 2016: Consumers trying new cooking styles for fresh veg</p> <p>28 September 2016: Streamlining fresh produce industry export access</p> <p>27 October 2016: Pre-washed veggies cleaning up with consumers</p> <p>7 November 2016: Beetroot brownies and pumpkin fries: the new veg options for Aussie plates</p> <p>9 December 2016: Flavours of Asia to trend on Aussie plates into 2017</p> <p>13 December 2016: Veg industry teaching kids their ABCs – Artichokes, Broccoli and Carrots</p> <p>16 December 2016: Aussie carrots helping kids keep an eye out for Santa</p> <p>20 December 2016: No silent nights this Christmas as Australians rev up their juicers</p> <p>25 January 2017: Aldi continues to make strides in Aussie fresh veg market</p> <p>31 January 2017: Driving a 40 per cent rise in vegetable exports</p> <p>7 March 2017: Chopping veggies cuts freshness expectations</p> <p>28 March 2017: Mission to MARS for Australian vegetable industry</p> <p>4 April 2017: Australians still not making the grade for veg consumption</p> <p>8 May 2017: Reverse Trade Mission highlights best of Aussie vegetables</p> <p>11 May 2017: Next crop of veg industry leaders heads to Hort Connections</p> <p>16 May 2017: Vegetable growers inspired to break into export markets</p> <p>17 May 2017: Innovation seminar inspires all sectors of Australian hort</p> <p>21 May 2017: Investment in plant biosecurity will help secure the future viability of the Australian horticulture industry</p> <p>1 August 2017: AUSVEG looks forward to helping the world Taste Australia</p> <p>30 August 2017: Growers urged to comply with HARPS for harmonised food safety standards</p> <p>15 September 2017: Transition to management plan, dedicated</p>

Requirement	Project Achievement
	<p>coordinator to manage tomato potato psyllid in Australia</p> <p>22 November 2017: ABARES survey reveals vegetable farm profits increase, number of farms decreases</p> <p>20 December 2017: New data arms growers with shopping insights</p> <p>3 May 2018: Aussie veg exports on track to meet ambitious \$315m target by 2020</p> <p>25 May 2018: Industry revamps its ‘Veggycation’ tool to consumers</p> <p>12 June 2018: Reverse Trade Mission brings foreign buyers to Australian soil</p> <p>19 June 2018: Global ambitions for Australian vegetable growers</p> <p>21 June 2018: Innovative seminar helps growers meet consumer needs</p> <p>1 September 2018: Vegetable industry welcomes trade deal between Australia and Indonesia</p> <p>4 September 2018: Vegetable industry helps the world Taste Australia at Asia Fruit Logistica</p> <p>21 November 2018: Demand for fresh Aussie veggies continues to rise</p> <p>31 January 2019: Japanese buyers coming to Tasmania to see high-quality local produce firsthand</p> <p>19 March 2019: Value of Aussie fresh vegetable exports increases over 11%</p> <p>11 June 2019: Aussie fruit and vegetable growers to showcase produce to international buyers</p> <p>25 June 2019: Vegetable grower seminar provides insights on innovations and technologies</p>
At least 10 mentions per month	<p>Total in project: 1890</p> <p>Average per month: 45</p>
Distribution	<p>AUSVEG network of journalists (approximately 300)</p> <p>Medianet subscription service of around 700 journalists</p> <p>Increased one-to-one engagement with metropolitan and regional journalists, including in key vegetable-growing regions</p>
Notes	<p>Media engagement has also involved directly approaching journalists to promote vegetable industry-related content, which produces effective placement of R&D-related stories in the media</p>

1.3 InfoVeg services

Requirement	Project Achievement
Final reports	Number uploaded: 78

Requirement	Project Achievement
<p>published on the InfoVeg database</p>	<p>MT16016 Surveillance of tomato potato psyllid in the Eastern States and South Australia</p> <p>VG08148 Developing a nutrient and/or health claim label for packaged baby leaf spinach or rocket</p> <p>VG12008 EnviroVeg program for promoting environmental best practice in the Australian vegetable industry</p> <p>VG12014 National vegetable industry communication strategy (VICS): management and implementation</p> <p>VG12017 Controlling multiple heading and transplant shock in lettuce</p> <p>VG12024 Vietnamese Field Extension Officer for the Western Australian vegetable industry</p> <p>VG12026 Field Extension Officer for Western Australia</p> <p>VG12033 Vegetables Australia (continuation of VG09095)</p> <p>VG12053 Growing Leaders 2013-2015 inclusive</p> <p>VG12071 Coordinated knowledge and industry development program</p> <p>VG12078 Consumer and market program for the vegetable industry</p> <p>VG12090 Conveying the positive social, economic, environmental and other benefits of Australian vegetables</p> <p>VG12103 Increasing productivity and extending seasonality in soil grown vegetables using capsicum as a candidate</p> <p>VG12109 Management of insecticide resistance in the green peach aphid</p> <p>VG12113 Enhancing best practice in vegetable production and business management in the Northern Territory</p> <p>VG12115 Integrating sustainable soil health practices into a commercial vegetable farming operation</p> <p>VG13004 Innovating new virus diagnostics and planting bed management in the Australian sweetpotato industry</p> <p>VG13028 Generation of Residue Data for Pesticide Minor-Use Permit Applications in Vegetable Crops 2013 – CPR</p> <p>VG13036 Graduate Alumni Industry Network (GAIN)</p> <p>VG13039 Remediation of soil contaminated by Salmonella enterica to expedite plant or replant of vegetables</p> <p>VG13040 Fruit fly research: Gap analysis</p>

Requirement	Project Achievement
	<p><u>VG13042 New in-field treatment solutions to control Fruit Fly (2)</u></p> <p><u>VG13052 Confirmation of ultra filtration as a viable low cost water disinfection and nutrient solution recycling option</u></p> <p><u>VG13068 Financial Performance of Australian Vegetable Farms 2013-14 to 2015-16</u></p> <p><u>VG13072 Export opportunities for carrots, sweet corn, bean, broccoli and baby leaf – Symposia</u></p> <p><u>VG13073 A revolutionary new sensor for in-field measurements of food safety in leafy vegetables</u></p> <p><u>VG13081 Prioritisation of vegetable crop commodities and activities for mechanisation</u></p> <p><u>VG13083 Identifying and sharing postharvest best practice on-farm and online</u></p> <p><u>VG13085 Benchmarking Australian vegetable industry points of difference</u></p> <p><u>VG13086 Identify process improvements for preserving peak freshness of broccoli</u></p> <p><u>VG13089 Development of a Vegetable Education Kit</u></p> <p><u>VG13092 Improved skill for regional climate in the ACCESS-based POAMA model</u></p> <p><u>VG13096 Minor Use and Agronomy Coordinator – Minor Use Priorities and Awareness Program</u></p> <p><u>VG13097 Vegetable industry market access and development program</u></p> <p><u>VG13101 Effective management of parsley summer root rot</u></p> <p><u>VG13105 Benchmarking and comparing the production and regulatory conditions of Aust vegetable producers with our competitors</u></p> <p><u>VG13113 Evaluation of automation and robotics innovations – Developing next generation vegetable production systems</u></p> <p><u>VG13706 Women’s Grower Study Tour 2014-2016</u></p> <p><u>VG14024 Market research around the opportunity to create more vegetable snacking options to quantify market size</u></p> <p><u>VG14025 Pre-harvest practices that will increase the shelflife and freshness of vegetables</u></p> <p><u>VG14026 Market research for investigating opportunities for more vegetable meal occasions</u></p> <p><u>VG14027 Identifying and understanding the factors influencing bioactive levels in vegetables</u></p>

Requirement	Project Achievement
	<p><u>VG14031 New product development information for the vegetable industry</u></p> <p><u>VG14038 Generation of residue data for pesticide minor use permit applications in vegetable crops 2014 – Peracto</u></p> <p><u>VG14039 Generation of Residue Data for Pesticide Minor-Use Permit Applications in Vegetable Crops 2014/2015</u></p> <p><u>VG14047 Landscape diversity and field margin management</u></p> <p><u>VG14048 Review of current irrigation technologies</u></p> <p><u>VG14060 Consumer and market program for the vegetable industry (Project Harvest) – stage 2</u></p> <p><u>VG14062 Process improvements for preserving peak freshness in broccoli</u></p> <p><u>VG15005 Implementation plan for increasing children’s vegetable intake</u></p> <p><u>VG15031 Economic modelling of impact of vegetable consumption on health costs and grower returns</u></p> <p><u>VG15051 Investigating on-farm HACCP programs for managing plant pests in biosecurity concern – an options paper</u></p> <p><u>VG15052 Vegetable industry export strategy</u></p> <p><u>VG15054 Data analytics and application technology to guide on-farm irrigation</u></p> <p><u>VG15060 Vegetable snacking options market research (Stage 2)</u></p> <p><u>VG15061 Sensitivity study – Impact of increasing vegetable exports on the domestic market</u></p> <p><u>VG15062 The Effects of Using Anhydrous Ammonia to Supply Nitrogen to Vegetable Crops</u></p> <p><u>VG15066 Improved knowledge of factors contributing to carrot crown rot</u></p> <p><u>VG15075 Vegetable industry participation in the South Australian Government trade mission to SE Asia 2016</u></p> <p><u>VG15701 European Industry Leadership and Development Mission 2016-2018</u></p> <p><u>VG15702 USA Industry Leadership and Development Mission 2016-2018</u></p> <p><u>VG15703 Women’s and Young Grower Leadership and Development Mission 2016-2018</u></p> <p><u>VG15704 Grower study tour of New Zealand – Precision vegetable production</u></p> <p><u>VG16010 New breeding technologies and opportunities</u></p>

Requirement	Project Achievement
	<p>for Australian vegetable industry – pulse check</p> <p>VG16011 Improving processing vegetable yields through improved production</p> <p>VG16016 Market opportunity for vegetable juices</p> <p>VG16024 Gap analysis and economic assessment for protected cropping vegetables in tropical Australia</p> <p>VG16026 Addressing vegetable consumption through food service organisations (chefs, TAFEs and other training institutions)</p> <p>VG16027 Vegetable trend forecasting and analysis</p> <p>VG16028 On-farm evaluation of vegetable seed viability using non-destructive techniques</p> <p>VG16031 VegWHS training resources</p> <p>VG16035 Training growers in direct consumer engagement – Scoping report</p> <p>VG16071 Boosting vegetable consumption through diet (VegEze)</p> <p>VG16083 Protected cropping: Review of research and identification of R&D gaps for levied vegetables</p> <p>VG17014 Review of issues and options for preventing and removing redback spiders in broccoli</p>
<p>Redesign of the InfoVeg database to remove password restrictions</p>	<p>The InfoVeg database was re-designed during the project to increase its readability and accessibility. While still containing all of the same information as the previous database, the new design is far more user-friendly, and enables users to better refine their searches.</p> <p>Importantly, the updated database no longer requires users to enter a password to access InfoVeg reports, leaving the entire site more accessible for the wider industry. This resolves issues identified with the database through previous evaluations, and is already showing results: over 9,100 unique pageviews to the InfoVeg Database section of the AUSVEG website have been recorded since 13 May 2017, and there have been over 6,720 searches of the InfoVeg database in the same period.</p>
<p>Production of four podcasts per year</p>	<p>Total podcasts produced during life of project: 14</p> <ul style="list-style-type: none"> • Soil Wealth – 159 listens • Global Innovations in Horticulture – 122 • Increasing vegetable consumption – 143 • On-farm power use – 139 • Food safety – 125 • Postharvest technology – 109 • Product Innovation – 100 • Vegetable Leafminer – 103

Requirement	Project Achievement
	<ul style="list-style-type: none"> • VegPRO – 73 • Vegetable cluster consumer insights program (Harvest to Home) – 85 • Boosting vegetable consumption through diet (VegEze) – 73 • Industry Leadership and Development Missions – Europe, U.S.A. and Women’s & Young Grower – 130 • Soil wealth and integrated crop protection – phase 2 – 111 • Highlights from the Australian vegetable R&D levy – 16
An average of at least 80 listens	Average listen rate: 106
Production of three videos per year	<p>Total videos produced during life of project: 15</p> <ul style="list-style-type: none"> • Episode 1 – VegNET 227 views • Episode 2 – Growing Leaders 226 • Episode 3 – InfoVeg Database - Vegetable 71 • Episode 4 – Product Development 134 • Episode 5 – VegInnovations Day 76 • Episode 6 – Soil Wealth and ICP 335 • Episode 7 – Vegetables Australia and Potatoes Australia 253 • Episode 8 – How your levy is invested 162 • Episode 9 – Vegetable industry export program – 539 • Episode 10 – National tomato potato psyllid coordinator (as part of video on transition to management plan) – 207 • Episode 11 – RD&E program for vegetable leafminer – 507 • Episode 12 – Women’s and Young Grower Industry Leadership and Development Mission – 84 • Episode 13 – An IPM extension program for the potato and onion industries – 169 • Episode 14 – Vegetable strategic investment plan – 85 • Episode 15 – Vegetable Cluster Consumer Insights Program – 123
An average of at least 50 views	Average view rate: 213
Promotion	<p>These videos have been promoted in the AUSVEG Weekly Update, as well as through our social media channels. We have created social media-friendly clips to attract viewers with appealing ‘grabs’ and quotes, which have been posted on our Facebook page.</p> <p>These videos are also embedded on the AUSVEG website for viewing.</p>
Notes	<p>In addition, five grower profiles of vegetable and potato industry members to promote the industry. Profiles published included:</p> <ul style="list-style-type: none"> • Darren Long, who discusses soil health • Ruby Daly, who discusses product development

Requirement	Project Achievement
	<ul style="list-style-type: none"> • Andrew Craigie, who discusses his passion for farming and succession planning • Deon Gibson, who discusses cover cropping • Jono Craven, who discusses sustainability, cover cropping and controlled traffic

1.4 Social media

Requirement	Project Achievement
Five tweets per week	<p>Twitter</p> <p>Number of vegetable tweets: 1,550 (8 per week)</p> <p>Followers: Since the start of the project, AUSVEG has increased its followers by 239 per cent, to a total of 4,302.</p>
Notes	<p>In addition to Twitter, AUSVEG also uses other social media channels to promote industry news, events and R&D:</p> <p>Facebook</p> <p>Number of posts: 589</p> <p>Followers: 2,926 (an increase of 2,926 since the start of the project)</p> <p>Instagram</p> <p>Number of posts: 195</p> <p>Followers: 1,183 (an increase of 1,183 since the start of the project)</p> <p>LinkedIn</p> <p>Number of posts: 36</p> <p>Followers: 1,659 (Since the start of the project, AUSVEG has increased its followers by 358 per cent, a total of 1,195)</p>

1.5 Communications Strategy and Program Evaluation

AUSVEG developed an annual communications strategy that guided the delivery of the outputs for VG15027. This plan included: Communications strategy; Social Media Strategy; Stakeholder Engagement Plan; and Monitoring and Evaluation Plan.

AUSVEG Communications staff continued to update and revise this strategy over the life of the project to evaluate the content and delivery of communications outputs in order to improve the effectiveness and efficiency of AUSVEG’s communications activities for the industry. Managing and implementing this strategy was a continuous, ongoing process that was informed by feedback and suggested recommendations from the following:

- Mid-term review of VG15027 and PT15007 (undertaken concurrently);
- Grower feedback from regular annual surveys of the Vegetable Industry Communications Program;

- Stakeholder feedback from regular discussions with members of the Vegetable Industry Communications Stakeholder Engagement Committee (VICSEC, see 1.6 Stakeholder Engagement) and stakeholder engagement meetings with growers and key industry figures at the Hort Connections conference;
- Regular feedback from growers and industry members;
- Regular reporting on levy-funded projects communicated in VG15027 and included in milestones 108, 109 and 110; and
- Monitoring and evaluation plan.

The strategy for VG15027 is included as Appendix Five.

Annual surveys of the Vegetable and Potato Industry Communications Programs

As part of its annual monitoring and evaluation of VG15027, AUSVEG undertook an annual survey for growers and industry stakeholders to provide feedback on the quality and relevance of the project's outputs.

These surveys were hosted online and promoted to growers and other industry stakeholders calling for their participation. The responses from these surveys were used to guide the project's outputs. A comprehensive overview of the project's survey results can be found in the Monitoring and Evaluation section of this report.

1.6 Stakeholder Engagement

Regular communications to engage with state-based extension personnel, agronomist representatives and consultant representatives

As part of the project's stakeholder engagement plan, AUSVEG established and regularly engaged with the VICSEC, comprising industry representatives and extension personnel from each state and territory of Australia. This group met several times over the life of the project to provide feedback on AUSVEG's communications, as well as provide story ideas and grower profiles for investigation.

The members of the VICSEC are:

- Shaun Lindhe, AUSVEG National Manager – Communications
- Dimi Kyriakou, AUSVEG Senior Communications Officer/Editor
- Jarrod Strauch, AUSVEG Communications and Public Affairs Advisor
- Ashley Zamek, Horticulture Innovation Australia R&D Manager
- John Shannon, vegetablesWA Executive Officer
- Susie Cunningham, Growcom Senior Communications Officer
- Greg Owens, NT Farmers CEO
- Sam Wedgwood, TFGA Senior Policy Advisor
- Jordan Brooke-Barnett, AUSVEG SA State Manager
- Jennifer Shillabeer, NSW Farmers Policy Advisor

AUSVEG also engaged regularly with VICSEC members one-on-one, as well as other relevant state-based personnel and extension staff.

As part of its industry engagement, AUSVEG frequently received regular information from Hort Innovation on the new and completed projects that are funded by the Hort Innovation Vegetable Fund as part of the Better Together initiative. AUSVEG also maintained regular contact with the Vegetable Industry Relationship Manager on a variety of matters, including items of relevance from the Vegetable Strategic Investment Advisory Panel and other project-related matters from the Hort Innovation Vegetable Fund.

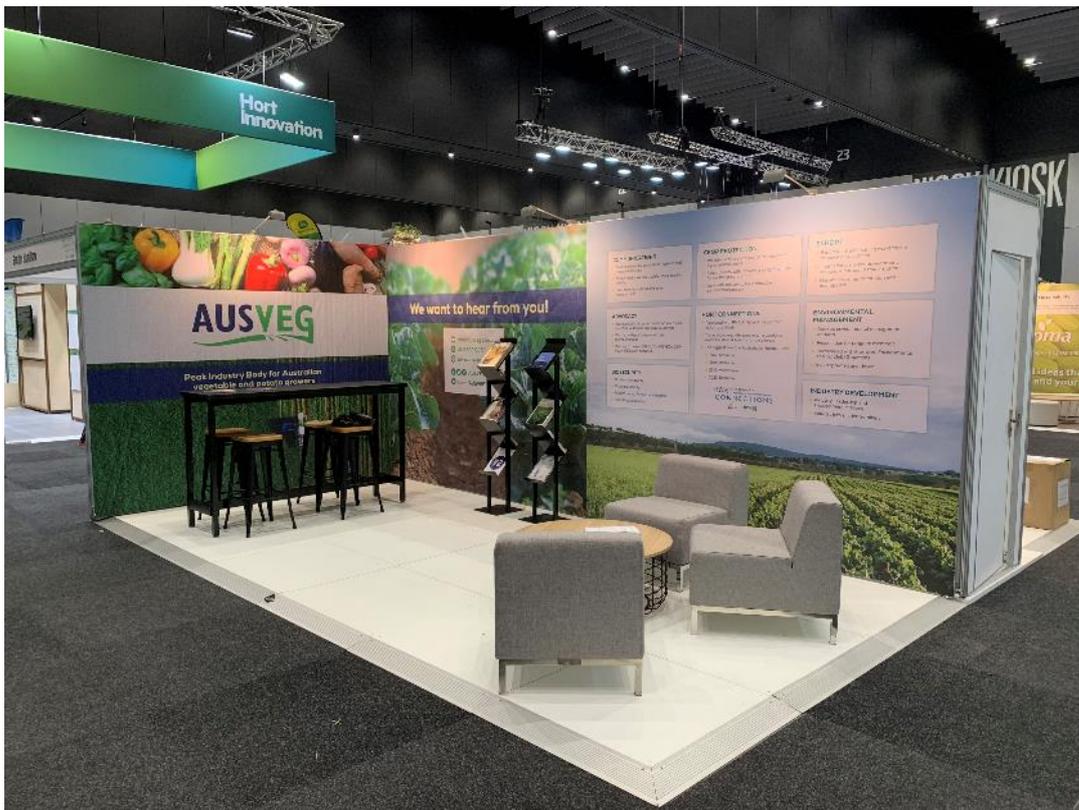
Booth at the National Horticulture Convention (now known as Hort Connections)

The AUSVEG Booth at Hort Connections provided regular opportunities to showcase the levy-funded communications that AUSVEG produced as part of VG15027 to promote industry research and development, obtain feedback from growers and industry around what content could be included in future communications and highlight the latest print communications released through the communications program, including *Vegetables Australia*, *Vegenotes* and *Vegetable Grower Success Stories*.

Staff from this project, as well as other levy-funded projects delivered by AUSVEG, were also available at the booth to discuss the levy-investment process and benefits of levy investment for the vegetable industry.



AUSVEG Booth at Hort Connections 2018



AUSVEG Booth at Hort Connections 2019

1.7 Vegetable Grower Success Stories

Vegetable Grower Success Stories is a booklet published annually that highlights the potential real-world benefits and business success that growers can obtain by being involved in levy-funded R&D.

During the project, three editions of *Vegetable Grower Success Stories* were published, featuring a total of 18 grower case studies. Copies of each publication are made available on the AUSVEG website.

An introduction to each publication booklet also provides an overview of the vegetable research and development levy and outlined the process of how the levy is invested in research projects to benefit growers.

Requirement	Project Achievement
Six profiles of growers using levy-funded R&D per edition	<p>Total number of case studies: 18</p> <p>Grower/Project for each case study below:</p> <p>2016</p> <p>David East: – <i>Soil Wealth Program</i> (VG13076)</p> <p>Duy Ly: <i>EnviroVeg program</i> (VG12008)</p> <p>Ryan McLeod: <i>Vegetable Industry Market Access and Development Program</i> (VG13097)</p>

Requirement	Project Achievement
	<p>Claire Russell: <i>2015 Women in Horticulture Industry Leadership and Development Mission</i> (VG13706)</p> <p>Mike Badcock: <i>Global Innovations in Horticulture Seminar</i> (VG15032)</p> <p>Kane Busch, Victoria – <i>Growing Leaders</i> (VG15030)</p> <p>2017</p> <p>John Said: <i>Vegetable Industry Export Program</i> (VG16061)</p> <p>Steve Allie: <i>A strategic approach to weed management for the Australian Vegetable Industry</i> (VG15070)</p> <p>Jamie Jurgens: <i>Soil condition management – Extension and capacity building</i> (VG13076)</p> <p>Val and Sam Micallef: <i>Regional capacity building to grow vegetable businesses – national coordination and linkage project</i> (VegNET, VG15049)</p> <p>Josh Wing: <i>Grower study tour of New Zealand – Precision vegetable production</i> (VG15704)</p> <p>Lisa Brassington: <i>Masterclass in Horticultural Business</i> (LP15001)</p> <p>2018</p> <p>Jono Craven: <i>Knowledge transfer at the 2018 International Spinach Conference</i> (VG17004)</p> <p>Anthony De Ieso: <i>Vegetable industry education and training initiative (VegPRO)</i> (VG15028)</p> <p>Stephanie Tabone: <i>Growing Leaders</i> (VG15030)</p> <p>Deon Gibson: <i>Optimising cover cropping for the Australian vegetable industry</i> (VG16068)</p> <p>Mulgowie Farming Company: <i>Vegetable Cluster Consumer Insights Program (Harvest to Home)</i> (MT17017)</p> <p>Satish Chand: <i>Regional capacity building to grow vegetable businesses – Victoria Gippsland (East Gippsland Food Cluster)</i> (VG15047)</p>
Notes	<p>These profiles have been made available via the AUSVEG website as part of AUSVEG’s Grower Profiles section to further promote the benefits of being involved in levy-funded research and development to growers and the wider industry.</p>

1.8 Vegenotes

Requirement	Project Achievement
Three publications	Total number of editions – 21

Requirement	Project Achievement
with two R&D case studies each per year	<p>Total R&D case studies – 42</p> <p>A full list of R&D projects covered in the <i>Vegenotes</i> publications can be found in Appendix Three.</p>
Available online	<p>Vegenotes 53 (March/April 2016)</p> <p>Vegenotes 54 (May/June 2016)</p> <p>Vegenotes 55 (July/August 2016)</p> <p>Vegenotes 56 (September/October 2016)</p> <p>Vegenotes 57 (November/December 2016)</p> <p>Vegenotes 58 (January/February 2017)</p> <p>Vegenotes 59 (March/April 2017)</p> <p>Vegenotes 60 (May/June 2017)</p> <p>Vegenotes 61 (July/August 2017)</p> <p>Vegenotes 62 (September/October 2017)</p> <p>Vegenotes 63 (November/December 2017)</p> <p>Vegenotes 64 (January/February 2018)</p> <p>Vegenotes 65 (March/April 2018)</p> <p>Vegenotes 66 (May/June 2018)</p> <p>Vegenotes 67 (July/August 2018)</p> <p>Vegenotes 68 (September/October 2018)</p> <p>Vegenotes 69 (November/December 2018)</p> <p>Vegenotes 70 (January/February 2019)</p> <p>Vegenotes 71 (March/April 2019)</p> <p>Vegenotes 72 (May/June 2019)</p> <p>Vegenotes 73 (July/August 2019)</p>
Library of images	Maintained through stock imagery (Shutterstock)
Notes	AUSVEG redesigned <i>Vegenotes</i> to increase readability and ensure that R&D content was clearer and easier to navigate. This has received overwhelmingly positive feedback from the industry.

1.9 e-Newsletter

Requirement	Project Achievement
Feature Article (A full list can be found at Appendix Four)	Total feature articles – 176 Total R&D articles – 1,156 Total R&D projects funded by the vegetable levy and other Hort Innovation-funded projects covered – 144
Audience	27.34 per cent unique open rate (Average 875 unique opens) 17.1 per cent click-to-open rate (Average 149 unique clicks) over project period This has improved substantially over the project, with the click-to-open ratio rate per year breakdown: <ul style="list-style-type: none"> • 2016: 8.65 per cent • 2017: 13.33 per cent • 2018: 25.34 per cent • 2019: 23.00 per cent Total subscribers: 3,201 Bounce back average: 3.6 hard bounces per email on average (rate of 0.11 per cent), less than a third of the industry average Unsubscribe average: 1.9 unsubscribes per email on average (rate of 0.06 per cent), a third of the industry average
Notes	The Weekly Update underwent a major redesign during the project to improve the readability and accessibility of the newsletter, with a particular focus on making it more user-friendly on phones and tablets. In addition, several other areas of interest to growers have been included in the e-newsletter, including regional weather updates, a collation of news stories of interest that directly link stories to articles on the website and information on project opportunities available through Hort Innovation.

1.10 Industry Annual Report 2014/15

Requirement	Project Achievement
Produce Vegetable Industry Annual Report 2014/15	AUSVEG published the Vegetable Industry Annual Report 2014/15 in June 2016.

1.11 Additional publications

Requirement	Project Achievement
R&D case studies linked to the Strategic Investment Plan, grower tour case studies and Growing Leaders case studies	Projects and growers have been identified and production of the cases studies is in the final stages. These will be made available to levy-paying growers shortly after the project finishes.

Monitoring and evaluation

There were a number of key performance indicators (KPIs) that AUSVEG was required to meet to deliver VG15027 *Vegetable Industry Communications Program 2016-2019*. These KPIs were related to the amount of research published in the project outputs and the level of engagement, awareness and reach that these outputs were required to achieve.

As demonstrated below, AUSVEG not only met the base requirement in each output, but produced more research-related content in its outputs and reached a wider audience than was required for its communications.

Summary of VG15027 KPIs

VG15027 Output	KPI	Result
<i>Vegetables Australia</i>	> 22 pages of industry-related R&D, including 1 page dedicated to the vegetable levy	Total of 588.7 pages of R&D across 21 editions (average of 28 pages per edition), with page on the levy included in each edition
	Distribute to a minimum of 3,500 recipients	Received by approximately 5,200 recipients per edition
<i>Vegenotes</i>	Two case studies of R&D projects per edition	Total of 42 R&D project case studies across 21 editions
	Distribute alongside <i>Vegetables Australia</i>	Distributed alongside <i>Vegetables Australia</i>
Weekly Update	Production of 50 editions of the Weekly Update per annum	Production of 176 editions of the Weekly Update (50 per year for years 1, 2 and 3, as well as 24 in year 4)
	Production of 1 Vegetable Feature article per edition	Production of 176 vegetable feature articles, included in the 1,156 total articles relevant to research and news in the vegetable industry
	Re-design of the Weekly Update	The Weekly Update underwent a major redesign during the project to improve the readability and accessibility of the newsletter
InfoVeg database	Upload research reports as approved by Hort Innovation	AUSVEG uploaded a total of 76 vegetable levy-funded reports onto the InfoVeg database
	Re-design of the InfoVeg database	The InfoVeg database was re-designed during the project to increase its readability and accessibility
<i>Grower Success Stories</i>	Production of 6 profiles per year	Total of 18 profiles over three publications
InfoVeg TV videos	Production of 3 videos per year	A total of 15 videos were produced during the project
	Videos achieve average view count of 50	Videos received an average view count of 213
InfoVeg Radio podcasts	Production of 4 podcasts per year	A total of 14 podcasts were produced during the project
	Podcasts achieve average listen count of 80	Podcasts received an average listen count of 106
Social media	Production of at least 5 tweets per week	1,550 tweets were published in the project period related to vegetable industry research,

		news and events (an average of 8 per week)
Media relations	Production of media releases to achieve an average of 10 media hits per month	A total of 1,890 media hits were achieved during the project period (an average of 45 per month)
<i>Industry Annual Report 2014/15</i>	Production of <i>Vegetable Industry Annual Report 2014/15</i>	AUSVEG published the <i>Vegetable Industry Annual Report 2014/15</i> in June 2016
R&D case studies linked to the Strategic Investment Plan, grower tour case studies and Growing Leaders case studies	Production of case studies	Projects and growers have been identified and production of the cases studies is in the final stages. These will be made available to levy-paying growers shortly after the project finishes

Summary of project's progress towards Key Evaluation Questions

AUSVEG developed a monitoring and evaluation plan for VG15027 following the mid-term review. This plan (included in Appendix Five) outlined a number of key evaluation questions (KEQs) that helped guide the program's direction and would be used to determine if the program achieved the desired outcomes. The results described below are derived from annual surveys of growers and industry members in the vegetable and potato industries (the surveys for VG15027 and PT15007 were undertaken concurrently due to the similarities of the programs and the industries), as well as conversations with vegetable industry members and other metrics obtained during the life of the program.

Key Evaluation Questions

Effectiveness

- i. *Was the project effective in increasing knowledge and awareness of R&D outcomes, technologies and innovation?*
 1. *To what extent did Australian growers and the wider industry increase knowledge and awareness of R&D outcomes, technologies and innovation?*
 2. *To what extent did Australian growers and the wider industry want to find out more information about R&D as a result of the communications from this program?*

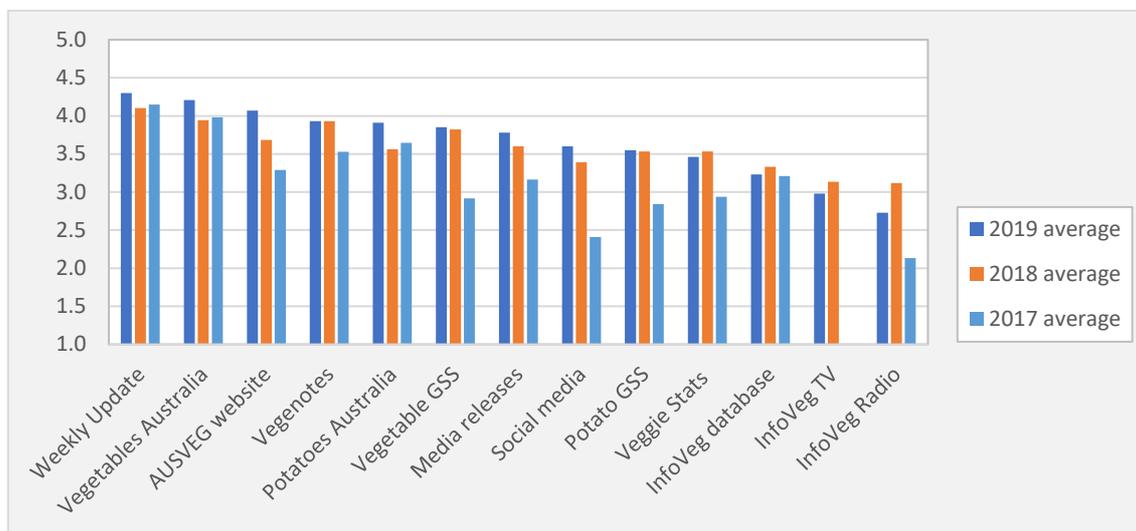
AUSVEG distributed its communications outputs via a variety of ways to ensure that growers and industry members were aware and accessed the research-related information that was produced as part of VG15027.

These include:

- AUSVEG's extensive network of growers and industry members via its mailing distribution list and Weekly Update mailing list, which are the most comprehensive databases of vegetable growers and industry members.
- Utilising AUSVEG's networks of state-based and regionally-based groups to share content, grower profiles and distribute materials produced by the project.
- Leveraging AUSVEG's agribusiness, research and supply chain networks to share content widely across the country.
- Increasing the presence of AUSVEG's social media channels to ensure that content is communicated in a variety of ways and that it reaches growers and industry members who are active on social media.
- Utilising AUSVEG's well-developed media networks to ensure that relevant vegetable industry-related content is shared across the mainstream media, with a particular focus on regional-based print and broadcast media.

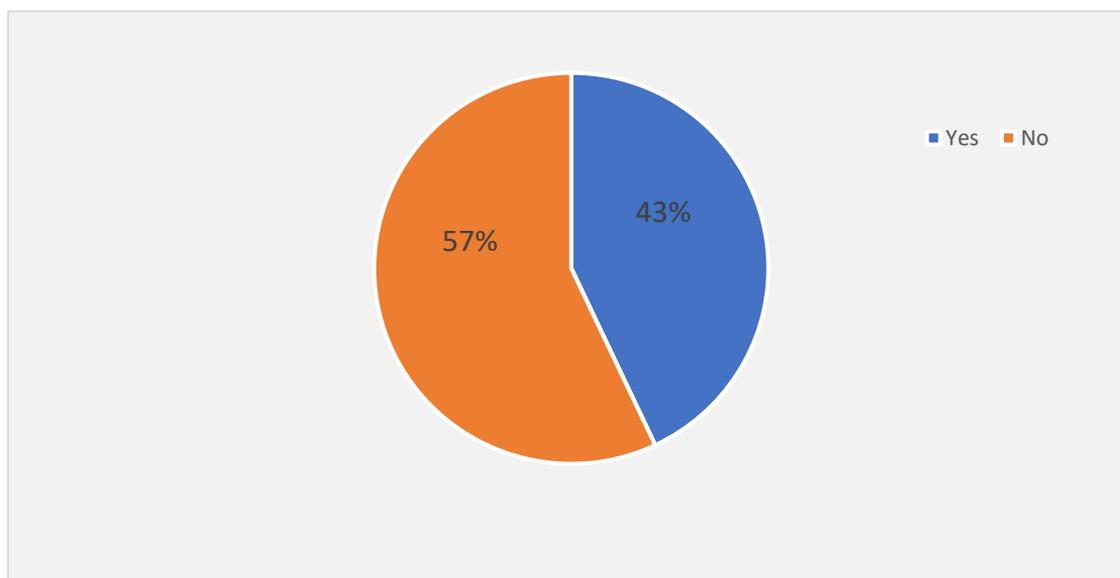
These distribution channels ensured that information produced as part of VG15027 was widely shared within the industry and maximised the ability of AUSVEG to reach growers and stakeholders in the vegetable industry.

The following graph demonstrates that, over the project period, growers and industry members found AUSVEG’s communications more informative year on year, which indicates that the industry is responding positively to the information that has been produced by AUSVEG and indicates that these outputs are a useful source to increase awareness and knowledge of R&D outcomes, technologies and innovation.



Q: Please let us know how informative you find the following AUSVEG communications:

Furthermore, in each project survey when growers were asked if they had implemented R&D that they learned through AUSVEG’s communications, 43 per cent of grower respondents had indicated that they had implemented some research outcomes. This is particularly high given that VG15027 does not incorporate any extension element. It is expected that with the vegetable industry investigating more resources into extension that the two components of research adoption can achieve significant practice change in the industry.



Q: Have you implemented R&D on your growing operation after seeing it in AUSVEG communications?

ii. Was the project effective in increasing the accessibility of R&D information?

1. To what extent were Australian growers and the wider industry able to access R&D information?

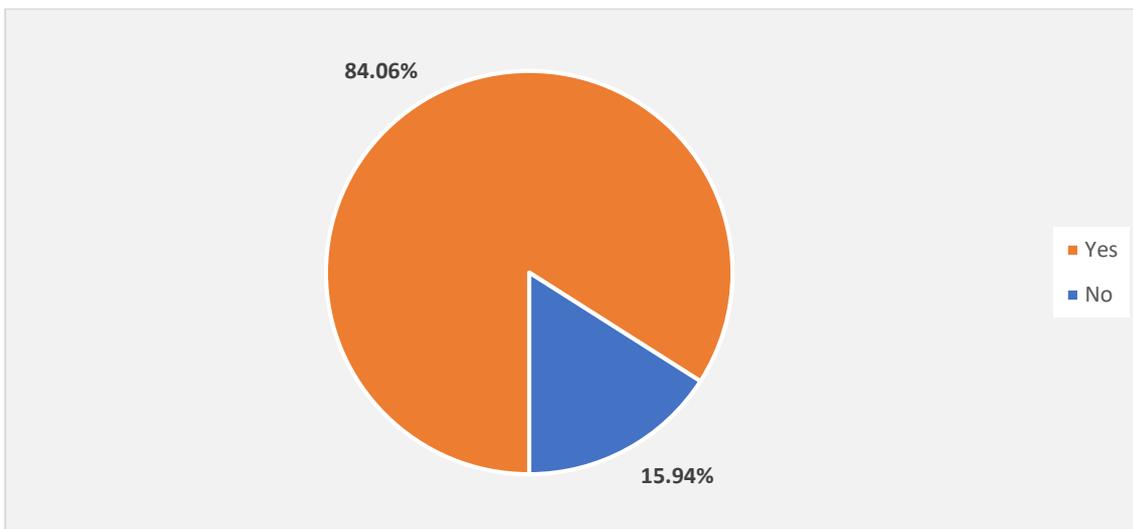
The outputs from VG15027 were made freely accessible to all vegetable levy-paying growers and industry members via the following ways:

Output	Distribution method
<i>Vegetables Australia and Vegenotes</i>	Freely distributed to levy-paying growers and industry members in hardcopy, published on the AUSVEG website, promoted in Weekly Update and social media
Weekly Update	Published weekly to AUSVEG’s extensive database through MailChimp emails
InfoVeg database	Freely available to growers and industry members via the AUSVEG website, password restriction removed during the project period
<i>Grower Success Stories</i>	Published in hardcopy annually alongside <i>Vegetables Australia</i> , published on the AUSVEG website, promoted in the AUSVEG Weekly Update and on social media
InfoVeg TV videos	Hosted by AUSVEG on YouTube, promoted via the AUSVEG Weekly Update and via social media
InfoVeg Radio podcasts	Hosted by AUSVEG on Soundcloud, promoted via the AUSVEG Weekly Update and via social media
Social media	Easily accessible via AUSVEG’s Twitter channel, as well as tagging relevant content with relevant stakeholders to increase reach (e.g. Hort Innovation, @Hort_Au with levy-funded content)
Media relations	Press releases distributed to AUSVEG’s journalist database and via Medianet subscription service of around 700 journalists, press releases all accessible via the AUSVEG website and promoted on social media
<i>Industry Annual Report 2014/15 and R&D and grower case studies</i>	Freely available to growers and industry members via the AUSVEG website and promoted via the AUSVEG Weekly Update and social media

iii. Was the project effective in increasing the understanding of the R&D levy investment system, including Hort Innovation’s role in levy investment?

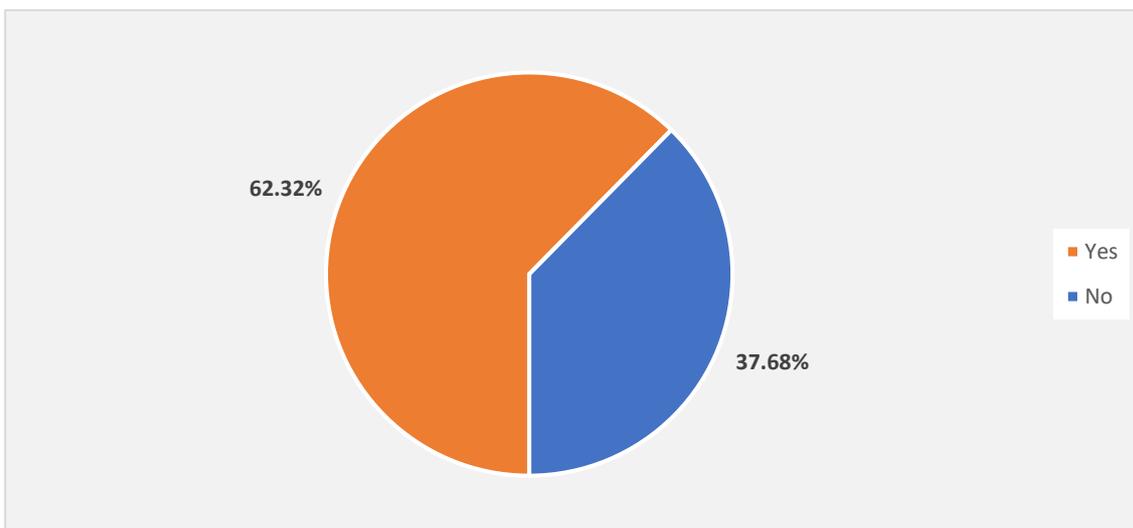
1. To what extent did Australian growers increase their understanding of the R&D levy system?
2. To what extent did Australian growers increase their awareness of Hort Innovation’s role in R&D levy investment?

AUSVEG industry communications have been highly successful in improving industry understanding of how Hort Innovation’s Strategic Levy Investment system works, with over 80 per cent of respondents from AUSVEG’s most recent annual survey indicating that they have a greater understanding of the levy investment process (and Hort Innovation’s role) through information produced by AUSVEG.



Q: Hort Innovation invests levy funds into industry-specific research through industry funds (for example, the Vegetable Fund and the Fresh Potato Fund). Has your knowledge of this process and the projects being funded been improved through industry communications?

Furthermore, growers and the wider industry are more informed on how the Hort Frontiers investment system operates, with over 60 per cent of respondents from AUSVEG’s most recent annual surveys indicating they have a greater understanding of the Hort Frontiers Funds and investment system through industry communications.



Q: Hort Innovation invests funds from co-investors into cross-sector research through the seven Hort Frontiers funds (for example, the Leadership Fund and the Fruit Fly Fund). Has your understanding of this process and the projects being funded been improved through industry communications?

The responses to the two above questions show the clear success of this project’s work in promoting the process of Hort Innovation investing the levy in industry-specific R&D projects, as well as the actual investment process itself. We have also been successful in increasing industry understanding of the Hort Frontiers co-investment process and its investments.

- iv. *Was the project effective in increasing awareness of the value of the vegetable R&D levy?*
 1. *To what extent did Australian growers understand the value of vegetable R&D levy investments for their businesses and the wider industry?*

Through the outputs generated in VG15027, growers have more information on projects funded under the Vegetable Fund and are incorporating practice change as a result of seeing the outcomes in industry

communications.

As growers' awareness of levy-funded research has increased as a result of the outputs from VG15027 and growers have implemented R&D outcomes as a result of the project, it is clear that growers' understanding of the value of the levy system has also increased as a result of the communications outputs produced by AUSVEG as part of VG15027.

Sustainability

i. Will the project have an enduring legacy regarding awareness and promotion of R&D, technologies and innovation in the vegetable industry?

1. What was the legacy of the project – was there ongoing practice change in how industry seeks and receives R&D as a result of the promotion of R&D outcomes communicated through VG15027?

As indicated above, in each project survey when growers were asked over the life of the project if they had implemented R&D that they learned through AUSVEG's communications, 43 per cent of grower respondents had indicated that they had implemented some research outcomes. The areas that growers indicated they had implemented research outcomes will have a dramatic, long-term impact on their productivity and profitability, as well as enduring positive impacts on the environment. These include:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Soil health and management • Compost and soil biology • Increasing soil organic matter • Trials with new products • IPM and strategies –
reduction in chemical use,
more targeted chemical use • Soil microbiology and disease
pathogens • Controlled traffic • Variable fertigation • Duck light • Agtech • Beneficial insects • Crop covers • Cover crops • Researching different
cultivars of fruit and
vegetables that are in
demand in international
markets and new fresh food
trends within Australia • Soil pathology tests • Water usage • Disease recognition /
prevention | <ul style="list-style-type: none"> • Biosecurity • Fertiliser changes • Fertigation • Saving on water costs by
recycling water • Saving power costs by
turning to LED lighting • Biofumigation • Biosecurity plan and signage • Disease management
strategies • Product changes based on
consumer insights • Hot water treatment post-
harvest • Slow release fertiliser • GPS auto-rate functionality • Spray programs • Disease / pest identification • DNA testing of seed • Use of mulch plastic against
no use • Sprayer applications and
nozzles |
|--|---|

Reach

i. Did the project reach all of the intended audiences, including growers, researchers, media and other industry stakeholders?

1. To what extent did the project reach its intended audiences?

As indicated above, AUSVEG distributed its communications outputs via a variety of ways to ensure that growers and industry members were aware and accessed the research-related information that was produced as part of VG15027, including:

- Utilising the AUSVEG website to host all communications outputs produced during the project.
 - AUSVEG’s website metrics also demonstrate that the project was successful in reaching growers and industry members:
 - Following the removal of the InfoVeg password restriction, over 9,100 unique pageviews to the InfoVeg Database section of the AUSVEG website have been recorded since 13 May 2017, and there have been over 6,720 searches of the InfoVeg database in the same period – this has steadily grown since the completion of the redesign, but unfortunately this cannot be benchmarked as the previous database did not have the ability to track individual searches.
- AUSVEG’s extensive network of growers and industry members via its mailing distribution list and Weekly Update mailing list.
- Utilising AUSVEG’s networks of state-based and regionally-based groups.
- Leveraging AUSVEG’s agribusiness, research and supply chain.
- Increasing the presence of AUSVEG’s social media channels.
- Utilising AUSVEG’s well-developed media networks, with a particular focus on regional-based print and broadcast media.

Outcomes

The *Vegetable Industry Communications Program 2016-2019* fostered increased awareness of the outcomes of research projects funded by Hort Innovation using the vegetable research and development levy and contributions from the Australian Government. By communicating research and development (R&D) results to growers and highlighting the practical on-farm benefits that can be gained from adopting the findings of relevant levy-funded projects, the program aimed to inspire Australian growers to take advantage of the ground-breaking and world-leading research taking place in the industry to gain real-world benefits on-farm and encourage business innovation, with the ultimate aim of improving profitability for the Australian vegetable industry.

Key outcomes from the project included:

Increased knowledge and awareness of R&D outcomes, technologies and innovation

AUSVEG distributed its communications outputs via a variety of ways to ensure that growers and industry members were aware and accessed the research-related information that was produced as part of VG15027. These included:

- AUSVEG's extensive network of growers and industry members via its mailing distribution list and Weekly Update mailing list, which are the most comprehensive databases of Australian vegetable growers and industry members.
- Utilising AUSVEG's networks of state-based and regionally-based groups to share content, grower profiles and distribute materials produced by the project.
- Leveraging AUSVEG's agribusiness, research and supply chain networks to share content widely across the country.
- Increasing the presence of AUSVEG's social media channels to ensure that content is communicated in a variety of ways and that it reaches growers and industry members who are active on social media.
- Utilising AUSVEG's well-developed media networks to ensure that relevant vegetable industry-related content is shared across the mainstream media, with a particular focus on regional-based print and broadcast media.

These distribution channels ensured that information produced as part of VG15027 was widely shared within the industry and maximised the ability of AUSVEG to reach growers and stakeholders in the vegetable industry.

During the project period, growers and industry members found AUSVEG's communications more informative year-on-year, which indicates that the industry is responding positively to the information that has been produced by AUSVEG and indicates that these outputs are a useful source to increase awareness and knowledge of R&D outcomes, technologies and innovation.

Increased accessibility to adopt R&D information

AUSVEG undertook measures to ensure that its communications outputs were easily accessible to growers and the wider vegetable industry in a variety of ways, including:

- Distributing hardcopy publications free-of-charge to growers and industry members;
- Hosting all content on the AUSVEG website;
- Removing the password restriction on the InfoVeg database to allow growers and industry members to access research information from levy-funded projects;
- Re-designing many of its communications outputs to increase readability and make them more accessible to download, which is particularly important for growers and industry members in regional communities; and
- Liaising with AUSVEG's extensive industry, research and agribusiness network to ensure that information is distributed widely across the broader industry.

Furthermore, across each project survey when growers were asked if they had implemented R&D that they learned through AUSVEG's communications, 43 per cent of grower respondents had indicated that they had implemented some research outcomes as a result of seeing them in industry communications. This is particularly

high given that VG15027 does not incorporate any extension element.

Increased understanding of the R&D levy investment system, including Hort Innovation’s role, the benefits of the vegetable levy and growers’ role in the system

AUSVEG industry communications have been highly successful in improving industry understanding of how Hort Innovation’s Strategic Levy Investment system works, with a vast majority of respondents from AUSVEG’s annual surveys indicating that they have a greater understanding of the levy investment process (and Hort Innovation’s role) through information produced by AUSVEG.

Furthermore, growers and the wider industry are more informed on how the Hort Frontiers investment system operates, with over 60 per cent of respondents from AUSVEG’s most recent annual survey indicating they have a greater understanding of the Hort Frontiers Funds and investment system through industry communications, demonstrating the success of the project in increasing awareness of the levy investment process and Hort Innovation’s role in investing grower levies.

Increased awareness of the value of the R&D levy

As growers’ awareness of levy-funded research has increased as a result of the outputs from VG15027 and growers have implemented R&D outcomes as a result of the project, it is clear that growers’ understanding of the value of the levy system has also increased as a result of the communications outputs produced by AUSVEG as part of VG15027.

Given growers have more information on projects funded under the Vegetable Fund and are incorporating practice change as a result of seeing the outcomes in industry communications, the program was effective in demonstrating the value of levy investments to growers and industry members.

Recommendations

The recommendations for the next iteration of the vegetable industry communications program are as follows:

Ongoing investment in industry communications, with a particular focus on hardcopy publications, e-newsletters, social media and video production

- It is clear that growers and industry members have benefited from the suite of communications outputs that have been produced from VG15027 and it is vital that communication of the outcomes from levy-funded and industry research is communicated in formats that growers will access – this includes hardcopy publications and regular e-newsletters, as well as an increasing preference to watch videos highlighting industry research and research information through social and online media.

Closer engagement with industry extension programs

- While the program demonstrated significant success in encouraging practice change among vegetable growers, ensuring that a future communications program is closely tied with an industry extension program will provide the best platform for increasing adoption of industry-funded research by incorporating more one-on-one interactions with growers to complement industry communications to demonstrate the value of adopting research outcomes on-farm.

Promoting grower case studies to highlight benefits of adopting research outcomes

- Given that vegetable growers respond well to grower case studies that demonstrate the benefits of adopting research outcomes, it is recommended that grower case studies are used to demonstrate the benefits of being up-to-date on industry research and adopting research outcomes on-farm and in their businesses.

Detailed monitoring of the breadth of research projects communicated in industry communications program

- It is important that the breadth of research that has been funded by the levy – not just during the project but historically over many years – is communicated to growers, as research can retain its value over many years. It is recommended that future service providers develop a historical catalogue of research projects funded by the levy and work with Hort Innovation to remain updated on ongoing and new investments to inform communication strategies and calendars so that relevant research is communicated to growers and the wider industry.

Investigate efficiencies with other industry programs in the fresh potato, potato processing and other industries with significant crossover and similarities with the vegetable industry

- There are significant cross-overs and similarities between the vegetable industry and many other horticultural industries, so it is recommended that efficiencies between like programs in these industries are investigated to ensure that vegetable levy-paying growers have a cost-effective and efficient model of research communication.

Refereed scientific publications

Not applicable

References

Not applicable

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report.

Acknowledgements

AUSVEG wishes to acknowledge and thank the following individuals and organisations for their contribution, service or assistance in what has been the highly successful implementation of VG15027 *Vegetable Industry Communications Program 2016-2019*.

- Hort Innovation
- Growers who agreed to be profiled in *Vegetable Australia*, *Vegetable Grower Success Stories*, InfoVeg TV videos, InfoVeg Radio podcasts and in other communications
- Members of the Vegetable Industry Communications Stakeholder Engagement Committee
- Vegetable R&D researchers, consultants and others belonging to institutions, universities and any other relevant bodies
- Commissioned freelance photographers and journalists
- Contributors to *Vegetables Australia* and other communications

Appendices

Appendix One – Spreadsheet of projects communicated in VG15027

Appendix Two – List of *Vegetables Australia* articles communicating research

Appendix Three – List of *Vegetables Australia* articles and R&D projects featured

Appendix Four – List of AUSVEG Weekly Update Vegetable Feature articles communicating industry research, news and events

Appendix Five – AUSVEG Communication Strategy for VG15027

Appendix One – Spreadsheet of projects communicated in VG15027

During the project, a total of 290 levy-funded and Hort Innovation-funded projects were covered in communications materials produced by AUSVEG. For each communications output:
 Weekly Update: 145
 Vegetables Australia : 105
 Vegnotes : 42
 InfoVeg Database: 76
 Grower Success stories : 15
 InfoVeg Radio podcasts: 20

InfoVeg TV videos: 14
 Social media: 98
 Media relations: 35
 Stakeholder engagement (Hort Connections booth): 14
 Annual Report 2014/15: 118
 Additional publications: 29

Project Code	Project Title	W. Update	Veg Australia	Vegnotes	Database	GSS	Podcast	Videos	Social media	Media	S.E.	Annual Report	Other pubs
AH12009	HARPS												
AH13027	Plant Protection: Regulatory Support and co-ordination												
AH15001	Horticulture Statistics Handbook 2015 – 2018												
AI13001	Dietary sterilisation of male Qfly												
AM15002	Serviced supply chains: Monitoring and modelling to improve the quality of Australian fresh produce into Asian markets												
AM16002	Asia Fruit Logistica 2016/17 (Hong Kong)												
AS17000	National Tree Genomics Project												
FF15000	SITplus: Port Augusta Qfly SIT Factory												
GC15001	Expanding the living architecture industry in Australia												
GC15002	Which Plant Where?												
GC15004	Measuring Australia's green space asset												
GC15005	Greener cities, healthier lives												
GC16000	Investigating the performance of green roofs and walls on temporary buildings												
HG13034	SITplus: Improved management system for Qfly												
HG13039	Medfly Eradication from Carnarvon using AWM and SIT												
HG13045	Larval diets for high-productivity mass-rearing												
HG14033	SITplus: Raising Qfly sterile insect technique to world standard												
HG14035	Establishment of the sterile Qfly facility												
HN15000	Innovative cold plasma for horticultural industries												
HN15000	Supercharged Air Technology												
HN15001	Naturally Nutritious												
HN16001	Consumer insights into nuts												
HN17002	Nuts for Life - educating health professionals												
LP15001	Masterclass in Horticultural Business												
LP15006	Attracting new entrants into Australian horticulture – promoting careers in horticulture												
LP16000	Leadership training for women in Australian horticulture												
LP16001	Horticulture Alumni												
LP16002	Churchill Fellowships												
MT07055	Facilitating the communication and development of the Tasmanian Vegetable Industry (continuation of VG00070)												
MT09040	Development and demonstration of controlled traffic farming techniques for production of potatoes and other vegetables												
MT09067	Managing the nematode threat												
MT10029	Managing pesticide access in horticulture (cont. from AH04009 and MT07029)												
MT12004	Improving efficacy of MAT to enhance areawide management of Queensland fruit fly												
MT12011	National honey bee pest surveillance program												
MT12028	OHMA Operational Support 2012 to 2015												
MT12029	Horticultural Market Access Manager 2012 to 2015												
MT13040	Area-wide integrated pest management using SIT technique												
MT13059	SITplus: Developing and optimising production of a male-only, temperature-sensitive-lethal, strain of Qfly, B. tryoni												
MT14006	Export - Import Market Intelligence Project 2014 to 2016												
MT14027	Horticultural Market Access Manager 2014 to 2015												
MT14058	Asia Fruit Logistica 2015												
MT15033	Strategic Investment Plan												
MT16003	Women' Leadership Forum												
MT16004	RD&E program for control, eradication and preparedness for vegetable leafminer												
MT16005	Enhanced National Bee Pest Surveillance Program 2016-2021												
MT16009	An IPM extension program for the potato and onion industries												
MT16016	Surveillance of tomato potato psyllid in the Eastern States and South Australia												
MT16018	National tomato potato psyllid (TPP) program coordinator												
MT17010	World of Perishables, Dubai - Taste Australia attendance												
MT17012	Generation of data for permit pesticide application in horticulture crops												
MT17017	Vegetable Cluster Consumer Insights Program												
MT17019	Regulatory Support and Coordination												
NY11001	Plant health biosecurity risk management and capacity building for the nursery industry												
NY15002	Building the resilience and on-farm biosecurity capacity of the Australian production nursery industry												
NY15004	National nursery industry biosecurity program												
PH15001	Healthy bee populations for sustainable pollination in horticulture												
PH16000	Stingless bees as effective managed pollinators for Australian horticulture												
ST15026	Generation of residue data for pesticide minor use permit applications in horticulture crops 2015/16 - Peracto												
ST15027	Generation of residue data for permit pesticide minor use permit applications in horticulture crops 2015/16 - Eurofins												
ST16006	Generation of residue efficacy and crop safety data for pesticide applications in horticulture crops 2017												
ST16010	iMapPESTS												
ST17000	Generation of data for pesticide application in horticulture crops												
TL00210	Western flower thrips and tomato spotted wilt virus												
VG08087	Opportunities and challenges faced with emerging technologies in the Australian vegetable industry (Production and Harvest)												
VG08087	Opportunities and challenges faced with emerging technologies in the Australian vegetable industry (Supply chain and logistics)												
VG08102	Efficacy of dimethoate and fenthion at low dose rates												
VG08148	Developing a nutrient and/or health claim label for packaged baby leaf spinach or rocket												
VG09023	Alternative fruit fly control for market access and IPM enhancement in eggplant												
VG09188	The production of baby-leaf lettuce under floating crop covers												
VG10081	Breeding capsicum for tospovirus resistance												

Project Code	Project Title	W. Update	Veg Australia	Vegetables	Database	GSS	Podcast	Videos	Social media	Media	S.E.	Annual Report	Other pubs
VG10094	Consumer attitudes and usage in the green leaf category												
VG11001	Nuffield Farming Scholarship												
VG11013	Strengthening biosecurity for the Australian vegetable industry												
VG11033	Vegetable minor use allocation												
VG11711	Vegetable Young Growers Tour 2012-2014												
VG12006	Production of Australian Vegetable Industry VegeNotes series												
VG12008	EnviroVeg program for promoting environmental best practice in the Australian vegetable industry												
VG12014	National vegetable industry communication strategy (VICS): management and implementation												
VG12017	Controlling multiple heading and transplant shock in lettuce												
VG12024	Vietnamese Field Extension Officer for the Western Australian vegetable industry												
VG12026	Field Extension Officer for Western Australia												
VG12033	Vegetables Australia (continuation of VG09095)												
VG12034	Pilot scale development and assessment of microwave postharvest disinfestation of insects of economic significance												
VG12041	Understanding and managing impacts of climate change and variability on vegetable industry productivity and profits												
VG12043	Conveying health benefits of Australian vegetables												
VG12046	Identifying new products, uses and markets for Australian vegetables: A desktop study												
VG12052	Generation of Efficacy, Crop Safety and Residue Data for the Control of Anthracnose in lettuce												
VG12053	Growing Leaders 2013-2015 inclusive												
VG12063	Improving the efficiency of the carrot export industry												
VG12071	Coordinated knowledge and industry development program												
VG12075	Generation of residue and crop safety data for pesticide minor-use permit applications in vegetables 2012 - Agrisearch												
VG12078	Consumer and market program for the vegetable industry												
VG12080	Leadership program expenses 2013 - 2016												
VG12083	Understanding the nature, origins, volume and values of vegetable imports												
VG12087	Updating & Republishing Valuable Vegetable Industry Resources												
VG12090	Conveying the positive social, economic, environmental and other benefits of Australian vegetables												
VG12096	New Vegetable Products for Personal Nutrition												
VG12103	Increasing productivity and extending seasonality in soil grown vegetables using capsicum as a candidate												
VG12104	An intelligent farm robot for the vegetable industry												
VG12108	Improving the management of insect contaminants in processed leafy vegetables												
VG12109	Management of insecticide resistance in the green peach aphid												
VG12112	Improving grower access to new chemistry to control downy mildew disease												
VG12113	Enhancing best practice in vegetable production and business management in the Northern Territory												
VG12114	Minor use permit management for the vegetable industry												
VG12115	Integrating sustainable soil health practices into a commercial vegetable farming operation												
VG12700	USA Growers Tour 2013-2015												
VG13004	Innovating new virus diagnostics and planting bed management in the Australian sweetpotato industry												
VG13018	Implementation Officer and Design Team Coordination for the Vegetable R&D Program - (AUSVEG) - stage 2												
VG13019	Vegetable R and D program implementation and design team support (HAL) - Phase 2												
VG13025	Plant Health Plan Implementation for the Vegetable Industry												
VG13026	Generation of Residue Data for Pesticide Minor-Use Permit Applications in Vegetable Crops 2013 - Agrisearch												
VG13027	Generation of Residue Data for Pesticide Minor-Use Permit Applications in Vegetable Crops 2013 - AgriSolutions												
VG13028	Generation of Residue Data for Pesticide Minor-Use Permit Applications in Vegetable Crops 2013 - CPR												
VG13029	Adaptive pest management for horticulture under climate change - pilot pest scoping												
VG13033	2014 Produce Innovations Seminar: USA Showcase												
VG13035	2014 Reverse Trade Mission												
VG13036	Graduate Alumni Industry Network (GAIN)												
VG13039	Remediation of soil contaminated by Salmonella enterica to expedite plant or replant of vegetables												
VG13040	Fruit Fly research: Gap analysis												
VG13041	New in-field treatment solutions to control Fruit Fly (1)												
VG13042	New in-field treatment solutions to control Fruit Fly (2)												
VG13043	New end-point treatment solutions to control Fruit Fly (1)												
VG13044	New end-point treatment solutions to control Fruit Fly (2)												
VG13047	Malaysia and UAE market analysis and strategy: carrots and sweet corn												
VG13048	Market analysis and strategy: Broccoli to Japan												
VG13051	On-farm power generation - options for vegetable growers												
VG13052	Confirmation of ultra filtration as a viable low cost water disinfection and nutrient solution recycling option												
VG13053	Develop vegetable industry occupational health and safety resources												
VG13054	Economic evaluation of farm energy audits and benchmarking of energy use on vegetable farms												
VG13055	Building codes and greenhouse construction												
VG13057	Environmental Assessment of the Vegetable Industry												
VG13059	Vegetable industry Academy of Excellence												
VG13063	Guest worker scheme desktop study												
VG13064	Enhanced influencing and negotiation training program												
VG13068	Financial Performance of Australian Vegetable Farms 2013-14 to 2015-16												
VG13069	Developing vegetable export opportunities in Asia and the Middle East - 2014												
VG13071	ABS Survey of Additional Vegetable Commodities 2013-14												
VG13072	Export Opportunities for Carrots, Sweet Corn, Beans, Broccoli and Baby Leaf - Symposia												
VG13073	A Revolutionary New Sensor for In-Field Measurements of Food Safety in Leafy Vegetables												
VG13075	An investigation of low-cost protective cropping												
VG13076	Soil condition management - Extension and capacity building												
VG13077	Soil-Borne Disease Management Diagnostics												
VG13078	Extension of integrated crop protection information												
VG13079	Weed Management for the Vegetable Industry - Scoping Study												
VG13080	Global scan for vegetable innovation - Fresh and Minimally Processed												
VG13081	Prioritisation of vegetable crop commodities and activities for mechanisation												
VG13082	Evaluation of quality assurance software for the vegetable industry												
VG13083	Identifying and sharing postharvest best practice on-farm and online												

Project Code	Project Title	W. Update	Veg Australia	Vegenotes	Database	GSS	Podcast	Videos	Social media	Media	S.E.	Annual Report	Other pubs
VG13084	Investigating the physical supply chain to improve transport efficiency												
VG13085	Benchmarking Australian vegetable industry points of difference												
VG13086	Identify process improvements for preserving peak freshness of broccoli												
VG13087	Review Optimal Cooking Techniques for Vegetables to Maximise Retention of Nutrients												
VG13088	Baseline Demographic Research for the Vegetable Industry												
VG13089	Development of a Vegetable Education Kit												
VG13090	A Strategy to Address Consumption of Vegetables in Children												
VG13092	Improved skill for regional climate in the ACCESS-based PDAMA model												
VG13096	Minor Use and Agronomy Coordinator - Minor Use Priorities and Awareness Program												
VG13097	Vegetable industry market access and development program												
VG13101	Effective management of parsley summer root rot												
VG13105	Benchmarking and comparing the production and regulatory conditions of Australian vegetable producers with our competitors												
VG13106	Evaluation of commercially available farm management software programs for the vegetable industry												
VG13107	Benchmarking international road transport regulations												
VG13109	Innovative ways to address waste management on vegetable farms												
VG13110	Economic modelling of the vegetable industry												
VG13111	Manipulation of regulatory microRNAs to suppress insecticide resistance in diamondback moth												
VG13113	Evaluation of automation and robotics innovations – Developing next generation vegetable production systems												
VG13114	Printing of Tropical Pests and Diseases Field Guide												
VG13116	2015 Global Innovations in Horticulture Seminar												
VG13706	Women's Grower Study Tour 2014-2016												
VG13707	Vegetable Industry's Participation at the International Horticultural Congress, Brisbane,												
VG14010	Management and detection of bacterial leaf spot in capsicum and chilli crops												
VG14023	Development of a China market access strategy for the Australian vegetable industry												
VG14024	Market research around the opportunity to create more vegetable snacking options to quantify market size												
VG14025	Pre-harvest practices that will increase the shelf-life and freshness of vegetables												
VG14026	Market research for investigating opportunities for more vegetable meal occasions												
VG14027	Identifying and understanding the factors influencing bioactive levels in vegetables												
VG14031	New product development information for the vegetable industry												
VG14035	Health Claims in Food Advertising												
VG14036	Development of a stakeholder engagement plan to enhance uptake of vegetable consumer and market research outputs												
VG14038	Generation of residue data for pesticide minor-use permit applicants in vegetable crops												
VG14039	Generation of Residue Data for Pesticide Minor-Use Permit Applications in Vegetable Crops 2014 – Eurofins												
VG14040	Scoping Study of a disorder that reduces shelf life and consumption of green beans												
VG14047	Landscape diversity and field margin management												
VG14048	Review of current vegetable irrigation technologies												
VG14060	Consumer and market program for the vegetable industry (Project Harvest) – Stage 2												
VG14061	Vegetable Industry Education & Training Gap Analysis												
VG14062	Process improvements for preserving peak freshness in broccoli (Stage 2)												
VG14064	Facilitating Knowledge Sharing and Extension through the National Vegetable Convention												
VG14063	Innovative solutions to management of tospoviruses of vegetable crops												
VG14065	Nuffield Scholarship												
VG14707	2015 European Industry Leadership and Development Mission - Berlin Fruit Logistics												
VG14709	PIRSA Netherlands Trip												
VG14800	Vegetable Industry Advisory Committee Annual Report 2013/14												
VG15002	Advanced stable fly management for vegetable producers												
VG15003	Using autonomous systems to guide vegetable decision making on-farm												
VG15004	Regional capacity building to grow vegetable businesses - Bowen Gumlu and Far North Queensland												
VG15005	Implementation plan for increasing children's vegetable intake												
VG15008	Viruses of national importance to the vegetable industry												
VG15009	Improved soilborne disease diagnostic capacity for the Australian vegetable industry												
VG15010	A multi-faceted approach to soil-borne disease management												
VG15013	Improved management options for cucumber green mottle mosaic virus												
VG15014	2016 Practicalities for exporting vegetables symposium												
VG15016	Crisis management awareness for the Australian vegetable industry												
VG15019	Demographic research for the vegetable industry - phase 2												
VG15020	Strengthened biosecurity for the vegetable industry – phase 2												
VG15023	Consultancy services for strengthened biosecurity for the vegetable industry - phase 2 (VG15020)												
VG15024	Automation robotics and sensing for the vegetable industry												
VG15027	Vegetable Industry Communications Program 2016-19												
VG15028	VegPRO Veg industry education and training initiative												
VG15030	Growing Leaders												
VG15031	Economic modelling of impact of increased vegetable intake on health expenditure												
VG15032	Global Innovations in Horticulture Seminar 2016-18												
VG15034	Facilitating adoption of IPM through a participatory approach with local advisors and industry - training component												
VG15035	Facilitating adoption of IPM through a participatory approach with local advisors and industry – coordination component												
VG15036	Facilitating adoption of IPM through a participatory approach with local advisors and industry – evaluation component												
VG15037	Optimising the benefits of vermiculture in commercial-scale vegetable growing												
VG15039	Precision seeding benefits for processing pea production												
VG15040	VegNET - Regional capacity building to grow vegetable businesses - Wide Bay Burnett (Bundaberg Fruit and Vegetable Growers)												
VG15041	VegNET - Regional capacity building to grow vegetable businesses - Lockyer Valley and SE Queensland (Lockyer Valley Growers)												
VG15042	VegNET - Regional capacity building to grow vegetable businesses - NSW (Local Land Services)												
VG15043	VegNET - Regional capacity building to grow vegetable businesses - WA (vegetablesWA)												
VG15044	VegNET - Regional capacity building to grow vegetable businesses - NT												
VG15045	VegNET - Regional capacity building to grow vegetable businesses - SA												
VG15046	VegNET - Regional capacity building to grow vegetable businesses - Tasmania												
VG15047	VegNET - Regional capacity building to grow vegetable businesses - East Gippsland (East Gippsland Food Cluster)												
VG15048	VegNET - Regional capacity building to grow vegetable businesses - Victoria												

Project Code	Project Title	W. Update	Veg Australia	Vegenotes	Database	GSS	Podcast	Videos	Social media	Media	S.E.	Annual Report	Other pubs	
VG15049	Regional capacity building to grow vegetable businesses – national coordination and linkage project													
VG15050	Regional capacity building to grow vegetable businesses – training and evaluation													
VG15051	Investigating on-farm HACCP programs for managing plant pests in biosecurity concern - an options paper													
VG15052	Vegetable industry export strategy													
VG15054	Sensor irrigation technology RFP (also known as 'Data analytics and app technology to guide on-farm irrigation')													
VG15059	Evaluating and testing autonomous systems developed in VG15003 in Australian vegetable production systems													
VG15060	Vegetable snacking options market research (Stage 2)													
VG15061	Sensitivity study – impact of increasing vegetable exports on the domestic market													
VG15062	The effects of using anhydrous ammonia to supply nitrogen to vegetable crops													
VG15064	Improved management of pumpkin brown etch													
VG15066	Improved knowledge of factors contributing to carrot rot													
VG15068	Improving safety of vegetable produce through on-farm sanitation, using electrolysed oxidising (EO) water													
VG15070	A strategic approach to weed management for the Australian vegetable industry													
VG15071	Understanding consumer triggers and barriers to consumption of Australian indigenous vegetables and Asian vegetables													
VG15073	Characterisation of a carlavirus of French bean													
VG15075	Vegetable industry participation in the South Australian Government trade mission to SE Asia 2016													
VG15076	Creating value from edible vegetable waste													
VG15077	Financial performance of Australian vegetable farms 2016-2017 to 2018-2019													
VG15078	Facilitating knowledge sharing and extension through the horticulture vegetable convention													
VG15701	European Industry Leadership and Development Mission													
VG15702	U.S.A. Industry Leadership and Development Mission													
VG15703	Young Grower and Women's Industry Leadership and Development Missions													
VG15704	Grower study tour of New Zealand – Precision vegetable production													
VG16004	Developing technical guidelines and a best practice extension toolbox for greenhouse construction and safe operation													
VG16005	ProbiSafe – Development of new bio control agents to inhibit pathogens on vegetables													
VG16009	Adoption of precision systems technologies in vegetable production													
VG16010	New breeding technologies and opportunities for Australian vegetable industry – pulse check													
VG16011	Improving processing vegetable yields through improved production practices													
VG16016	Attitudes driving juice purchases (also known as 'Market opportunity for vegetable juices')													
VG16018	Educational opportunities around the perceptions and aversions to vegetables through digital media													
VG16020	Vegetable industry minor use program													
VG16024	Gap analysis and economic assessment for protected cropping vegetables in tropical Australia													
VG16026	Addressing Vegetable Consumption through Food Service Organisations (Chefs, TAFE's and Other Training Institutions)													
VG16027	Vegetable trend and forecasting analysis													
VG16028	On-farm evaluation of vegetable seed viability using non-destructive techniques													
VG16031	VegWHS training resources													
VG16031	VegPRO subprojects													
VG16035	Training growers in direct consumer engagement – Scoping report													
VG16037	Novel topical vegetable, cotton virus and whitefly protection													
VG16042	Pathogen persistence from paddock to plate													
VG16060	Vegetable agrichemical pest management for the Australian vegetable industry													
VG16061	Vegetable Industry Export Program													
VG16062	Field and landscape management to support beneficial arthropods for IPM on vegetable farms													
VG16063	The EnviroVeg Program 2017-2022													
VG16064	Tools and interventions for increasing children's vegetable knowledge: VegKIT													
VG16067	Impact of pesticides on beneficial arthropods of importance in Australian vegetable production													
VG16068	Optimising cover cropping for the Australian vegetable industry													
VG16070	Research and operations to trial innovative glass and photovoltaic technologies in protected cropping													
VG16071	Boosting vegetable consumption through diet (VegEze)													
VG16078	Soil wealth and integrated crop protection - phase 2													
VG16080	Vegetable digital asset redevelopment - Veggycation													
VG16081	Vegetable market price reporting pilot program - market data													
VG16083	Protected cropping – Review of research and identification of R&D gaps for levied vegetables													
VG16084	Vegetable market price reporting pilot program - reporting													
VG16085	Vegetable Export Facilitation Project													
VG16086	Area wide management of vegetable diseases													
VG16087	Minor use permit management for vegetable industry													
VG17000	Vegetable business benchmarking (WA Vegetable Growers)													
VG17000	Vegetable business benchmarking (RMCG)													
VG17004	Vegetable knowledge transfer at the 2018 International Spinach Conference													
VG17013	Building the business case to grow domestic demand for vegetables in Australia													
VG17014	Review of issues and options for preventing and removing redback spiders in broccoli													
VG18001	Annual Vegetable Industry Seminar													
VG18002	Industry Leadership and Development Missions 2019													
Total Projects		290	145	105	42	76	15	20	14	98	35	14	118	29

Appendix Two – List of *Vegetables Australia* articles communicating research

Appendix Two – List of Vegetables Australia articles communicating research

Edition	Article Title	Project code	Pages
March/ April 2016	Veggie bites	VG15027	1
	The National Vegetable Levy at work	VG15027	1.5
	A touch of frost: Using 'fleece' for winter crop protection	VG13075	1.5
	Veggie Stats: Celery	VG15027	2.5
	Analysing the economics of horticulture	VG13110	1.5
	New meal occasions on the Horizon	VG14026	1.5
	German innovation on the agenda	VG15701	1.5
	The Front Line: Researchers contribute innovative solutions to the fight against Green peach aphid	VG12109	2
	Export Development: Consumers in Malaysia are hungry for Australia's fresh produce	VG13097	1
	Export commodity snapshot: Cauliflower and headed broccoli	VG13097	1
	EnviroNews	VG12008	1
	EnviroNews: Soil recovery from intensive cropping: methods and benefits in practice	VG12008	1
	EnviroVeg profile: Setting a high standard brings a golden reward	VG12008	2
	Economic Update: Tips on risk management and planning for vegetable growers	VG15027	2
	Minor Use Awareness Program: Latest news	VG13096	1
	Minor use permits	VG13096	0.66
	Industry in the media	VG15027	1
	May/June 2016	Veggie bites	VG15027
The National Vegetable Levy at work		VG15027	1
Global Innovations in Horticulture Seminar: Making the most of the ideas boom		VG15032	1
How do we stack up? Comparing the Aussie veg industry to the rest of the world		VG13105	1.5
Speaker line-up: 2016 Practicalities for Exporting Vegetables Symposium		VG15014	1
Ask the industry		VG15027	1
Veggie Stats: Brussels sprouts		VG15027	2.5
InfoVeg Radio: Keeping soils healthy		VG15027	1
Export Development: Exporters take a closer look at Thailand		VG13097	1.5
Effects of growing environment on greenhouse cucumber quality		VG14025	1.5
Continuing the Cobble Dick legacy		VG15030	2
In veg we trust: taking inspiration from America		VG15702	1.5
The Front Line: Preventing and managing rust diseases in vegetables		VG15027	1.5
EnviroNews		VG12008	1
EnviroNews: Protecting bees and wildlife		VG12008	1
EnviroVeg profile: Growing a sustainable model		VG12008	2
Industry in the media		VG15027	0.5

Edition	Article Title	Project code	Pages
	Economic Update: The deciding factor – comparing costs and benefits	VG15027	2
	Minor use permits	VG13096	1
	Minor Use Awareness Program: Latest news	VG13096	0.5
July/August 2016	Veggie Bites	VG15027	1
	Vegetable growers tune in to innovative ideas	VG15032	1.5
	The National Vegetable Levy at work	VG15027	1
	Ask the industry	VG15027	1
	Veggie Stats: Cucumber	VG15027	2.5
	Grower profile: Planning for a positive future	VG15702	2
	Growers gain an insight into the Australian export industry	VG15014	1.5
	The Front Line: The exotic fruit fly edition	VG15027	2
	EnviroNews	VG12008	1
	EnviroNews: Using water to combat difficult growing conditions	VG12008	1
	EnviroVeg profile: Educating, connecting and growing	VG12008	2
	Minor Use Awareness Program: Latest news	VG13096	1
	Minor use permits	VG13096	0.5
	Export Development: Export-ready growers form key contacts during 2016 Reverse Trade Mission	VG13097	1
	Export commodity snapshot: Pumpkin, squash and gourd	VG13097	1
	Economic Update: Using game theory to explain real world behavior in the vegetable industry	VG15027	2
	Industry in the media	VG15027	1
	Benefits of silicon in vegetable crops	VG14025	1
September /October 2016	Veggie Bites	VG15027	1
	The National Vegetable Extension Network is up and running	VG15049	1.5
	The National Vegetable Levy at work	VG15027	1
	Ask the industry	VG15027	1
	Veggie States: Eggplant	VG15027	2.5
	The Front Line: Endemic fruit fly edition	VG15027	2.5
	Soil Wealth and Integrated Crop Protection industry update	VG13076/VG13078	1.5
	Economic Update: Analysing the results of the latest Grower Confidence Survey	VG15027	1.5
	The role of honey bees and wild pollinators in vegetable production	VG15027	1
	Export Development: Australian growers showcase their produce at Asia Fruit Logistica	VG13097	1.5
	Fresh is best for Millennial shoppers	VG12078	1.5
	EnviroNews	VG12008	1
	EnviroNews: Beneficial bacteria: An avenue to unlock soil wealth	VG12008	1
	EnviroVeg profile: Invention borne of necessity; Innovation in practice	VG12008	2

Edition	Article Title	Project code	Pages
	Minor Use Awareness Program: Latest news	VG13096	1
	Minor use permits	VG13096	0.5
	Sweetpotato project showing steady progress	VG13004	1.5
	Industry in the media	VG15027	0.75
	Boosting productivity with vermiculture	VG15037	1.5
November/ December 2016	Veggie Bites	VG15027	1
	Soil Wealth/ICP: Focusing on healthy soils in Queensland and Victoria	VG13076/VG13078	1
	Ground-breaking robotics hub officially open	VG15027	0.5
	The National Vegetable Levy at work	VG15027	1
	Hitting the road for grower consultations	VG15027	1
	Targeted training available for vegetable industry members	VG15028	0.5
	Export Development: Freight uncertainty for fresh produce exporters	VG13097	1.5
	Vegetable and Potato Biosecurity Program update	VG15027	1
	Ask the industry	VG15027	1
	Veggie Stats: Beetroot	VG15027	2.5
	National Vegetable Extension Network: Spotlight on Tasmania and New South Wales	VG15049	1.5
	The Front Line: Endemic fruit fly edition part 2: Research, development and extension	VG15027	2
	EnviroNews	VG12008	1
	EnviroNews – Product application: Increasing cost-efficiency	VG12008	1
	EnviroVeg profile – Driving a profit: Sustainability at the wheel	VG12008	2
	Tax incentives and grants help growers plan for future business investment	VG15027	1.66
	Economic Update: Farm size a contributing factor to grower economic confidence	VG15027	1
	Minor Use Awareness Program: Chemical Access Advisory Group hosts inaugural meeting	VG13096	0.5
	Minor use permits	VG13096	0.5
	Industry in the media	VG15027	0.5
January/ February 2017	Veggie Bites	VG15027	1
	The National Vegetable Levy at work	VG15027	1
	Managing a crisis in the vegetable industry	VG15016	1
	National Vegetable Extension Network: Extension updates from around the nation	VG15049	1.5
	The Front Line – All quiet on the home front: Why a working biosecurity system is as noiseless as a well-oiled machine	VG15027	2
	Young growers receive a taste of South America’s veg industry	VG15703	1.75
	Benefits of accounting for nutrients in organic soil amendments	VG15027	1.5
	Ask the industry: Factors in crop protection application	VG15027	1

Edition	Article Title	Project code	Pages
	Veggie Stats: Lettuce	VG15027	2.5
	Soil Wealth/ICP: Cover crops, compost and more help growers boost soil and plant health	VG13076/VG13078	1
	Veg training program aims to upskill at all levels	VG15028	0.75
	Export Development: Vegetable Industry Export Strategy 2020	VG15052	3.66
	EnviroNews	VG12008	1
	EnviroNews: Increasing efficiencies in vegetable crops	VG12008	1
	EnviroVeg profile – Legacy of the land: Environmental management for the next generation	VG12008	2
	Industry in the media	VG15027	0.5
	Economic Update: Sensitivity of Australian vegetable trade to the exchange rate	VG15027	2
	Minor Use permits	VG15027	0.5
	Breakdown of levy projects 2016-17	VG15027	4
March/ April 2017	Veggie Bites	VG15027	1
	The National Vegetable Levy at work	VG15027	1
	Victoria's regional veg industry to take centre stage at two-day event	VG15047	1
	Attention pumpkin growers: Have you seen this etch?	VG15064	1.5
	Women on a mission: North America inspires Australia's vegetable growers	VG15703	1.66
	VegNET: Program updates from around the nation	VG15049	1
	Veggie Stats: Carrot	VG15027	2.5
	Ask the industry: Spotlight on white blister: A highly destructive disease	VG15027	1
	Biosecurity brief: Responding to an exotic pest incursion	VG15023	0.75
	The Front Line: Tomato-potato psyllid detection: What happens from here?	VG15027	1.5
	Managing a crisis in the vegetable industry (including magnet)	VG15016	0.5
	Maintaining a productive and profitable pea industry in Tasmania	VG15039	1.5
	Soil Wealth/ICP: Practical action on cover crops, pest management and vegetable crop nutrition	VG13076, VG13078 and VG15010	1
	VegPRO: New training opportunities in the pipeline for veg industry members	VG15028	0.75
	New resistance found in vegetable pest	VG12109	2
	Building stronger relationships with veg growers to achieve long-term, sustainable growth	VG15027	1.5
	A multi-faceted approach to soil borne disease management	VG15010	2
	Economic update: Comparison of field and covered capsicum and lettuce production	VG15027	1.75

Edition	Article Title	Project code	Pages
	Veg Growing Leaders announced for 2017	VG15030	1
	Minor use permits	VG15027	1
	Industry in the media	VG15027	0.5
May/June 2017	Veggie Bites	VG15027	1
	Harvesting consumer attitudes towards fresh vegetables	VG12078	1.5
	Fair Farms Initiative: New initiative to provide a fair go for workers and growers	VG15027	1
	The National Vegetable Levy at work	VG15027	1
	Investigating cavity spot and forking on carrots	VG15010	1.5
	Strengthening ties between the European and Australian vegetable industry	VG15701	1.5
	VegNET celebrates a successful first year	VG15049	1
	Biosecurity brief: Focus on tomato-potato psyllid incursion	VG15023	0.75
	The Front Line: Developing an on-farm biosecurity plan	VG15027	2
	Understanding the net benefits for fruit flies	VG13042	1.5
	Ask the industry: Gaining an insight into herbicide selectivity	VG15027	1
	Veggie Stats: Broccoli	VG15027	2.5
	Soil Wealth/ICP: Cover crops: A special edition	VG13076 and VG13078	1
	Developing a strategic approach to managing weeds	VG15070	1.5
	Export development: Australia's fresh produce performs on the world stage	VG13097	1
	EnviroVeg: A fresh start for environmental sustainability in the vegetable industry	VG16063	0.75
	Extending the shelf life of vegetables through smart packaging	VG15027	1
	Harmonising Australian food safety standards	VG15027	0.5
	Industry in the media	VG15027	0.5
	VegPRO initiative welcomes industry feedback	VG15028	1
Economic update: Growers' ongoing trade surplus adds to national prosperity	VG15027	2	
Minor use permits	VG15027	1.5	
July/August 2017	Veggie Bites	VG15027	1
	Vegetable growers inspired to break into export markets	VG15014	1.5
	Vegetable growers reap global rewards	VG15032	1.5
	First-hand insight into various sectors of the veg industry	VG13076 and VG13078	1
	Tomato-potato psyllid market access information	VG15027	1
	Biosecurity brief: Tomato-potato psyllid update	VG15023	1
	Ask the industry: Plant-parasitic nematodes: The demon hidden beneath the surface	VG15027	1
	Veggie Stats: Pumpkin	VG15027	2.5

Edition	Article Title	Project code	Pages
	Two-day event showcases innovation in leafy veg, brassica and herb production	VG15047	1.5
	Export development: Reverse Trade Mission connects Australian growers with international buyers	VG16061	1
	The National Vegetable R&D Levy at work	VG15027	1
	Economic update: How Australian households buy their vegetables	VG15027	1.5
	Soil Wealth/ICP: Soil testing and managing inputs below and above ground	VG13076 and VG13078	1
	VegNET: Vegetable extension updates from around the nation	VG15049	1.75
	The Front Line: Australian plant pest surveillance gets smarter in 2017	VG15027	2
	Fair Farms Initiative: Moving towards market recognition for Fair Farms employers	VG15027	1
	VegPRO: New training opportunities for vegetable growers	VG15028	0.75
	US State of Mind: Growers explore American vegetable industry	VG15702	2
	Industry in the media	VG15027	0.5
	Minor use permits	VG15027	0.5
September /October 2017	Veggie Bites	VG15027	1
	Workshopping a road map for the next big vegetable trend	VG16027	1.5
	Maintaining profitability and productivity in veg processing	VG16011	1.5
	VegPRO: Resources and training opportunities offered to veg industry members	VG15028	1
	Creating a culture where food safety is top priority	VG15027	1.5
	Sam Turner: Strategic investments improve industry profitability	VG15027	1
	Look out for the Hort Innovation Vegetable Fund Logo	VG15027	0.5
	Biosecurity brief: Discussing biosecurity and trade in the event of an incursion	VG15023	1
	The Front Line: Slimy snail a giant threat to the Australian horticulture industry	VG15027	1.5
	The <i>Dickeya dianthicola</i> response in WA	VG15027	1
	Veggie Stats: Cabbage	VG15027	2.5
	VegNET Extension updates: Gippsland, Victoria and New South Wales	VG15049	1.5
	Economic update: What consumers are looking for in food	VG15027	1.5
	Ask the industry: Getting the best results from crop protection products	VG15027	1
	Hort360 cuts through complexity of Fair Work compliance	VG15027	1.5
	Strategic Investment Advisory Panel update	VG15027	0.75

Edition	Article Title	Project code	Pages
	Soil Wealth/ICP video special: Soil Wealth and ICP deliver real impact for the vegetable industry	VG13076 and VG13078	1
	Industry in the media	VG15027	0.5
	The vegetable R&D levy at work	VG15027	1
	Identifying agrichemical needs and priorities in the vegetable industry	VG16060	0.75
	Minor use permits	VG15027	1.5
	Global Innovations: What does vertical farming mean for the veg industry?	VG15032	1
	Bee involved for a sustainable future	PH15001	1
November/ December 2017	Veggie Bites	VG15027	1
	Fostering leadership in the vegetable industry	Hort Frontiers	1.5
	Horticultural industries get active in preparing for exotic leafmining pest	MT16004	2.5
	Wrap-up of 2017 export activities	VG16061	1.5
	Tips for protecting vulnerable farm workers	VG15027	1
	TPP National Coordinator: Coordinating tomato potato psyllid management on a national scale	MT16018	1.5
	Management approach for <i>Dickeya dianthicola</i>	VG15027	1
	Tomato potato psyllid surveillance continues in WA	VG15027	0.5
	Soil Wealth/ICP: Masterclasses and more in store for veg industry members	VG13076 and VG13078	1
	Veggie Stats: Cauliflower	VG15027	2.5
	VegNET Extension updates: Bundaberg and WA	VG15049	1.5
	Biosecurity brief: The unseen challenges of dealing with potential pathogens	VG15023	1
	VegPRO: Training ideas required for veg industry project	VG15028	0.5
	Emma Germano examines Australia's export opportunities	VG11001	1.5
	Ask the industry: Exploring pre-emergent herbicides in summer vegetable plantings	VG15027	1
	VegNET: Lockyer Valley Growers look to the future	VG15041	0.5
	Economic update: Vegetables in food service	VG15027	2
	The Front Line: Parsley pathogens and pilot programs: A two-part update	VG15027	1.5
	Industry in the media	VG15027	0.5
	Growing Leaders 2017 present their vision for the future of the Australian vegetable industry	VG15030	1.75
	Science takes centre stage at plant health conference	VG15027	1
	The challenge to decrease horticultural waste inside the Australian farm gate	VG15027	2
	The vegetable R&D levy at work	VG15027	1
Minor use permits	VG15027	0.75	
January/ February 2018	Veggie Bites	VG15027	1
	AUSVEG to consult with growers to raise biosecurity levies	VG15027	1

Edition	Article Title	Project code	Pages
	Five-year strategic investment unveiled for vegetable industry	MT15033	1
	Industry welcomes dedicated greenhouse research and education hub	VG15027	1.5
	Leading ladies experience Asia's veg industry	VG15703	1.5
	Fair employment certification pilot underway	VG15027	1
	The vegetable R&D levy at work	VG15027	1
	Product development workshop helps growers collaborate and innovate	VG15028	1.66
	The Front Line: Urban biosecurity could provide benefits to the Australian vegetable industry	VG15027	2
	Cross-pollination of information helps secure the future of horticulture	Hort Frontiers	2
	Project profiles growth potential for native vegetable varieties	VG15071	1
	Veggie Stats: Sweet corn	VG15027	2.5
	Export development: Industry on track to meet growth targets in vegetable export strategy	VG16061	1
	Ask the industry: Timely reminders for crop protection application	VG15027	1
	VegNET Extension updates: Victorian regions and Far-North Queensland	VG15049	1.5
	Industry in the media	VG15027	0.5
	Tomato potato psyllid incursion: What have we learnt?	VG15023	1.66
	VegPRO: A taste of veg industry training in 2018	VG15028	1
	National TPP Coordinator: Update on National Tomato Potato Psyllid Coordinator activities	MT16018	1
	Janneke leads the way in post-harvest technology	VG15032	1.75
	Soil Wealth/ICP: Heading west, and controlling insects with the best	VG13076 and VG13078	1
	Economic update: Four pillars of influence on consumer diet	VG15027	2
	Tassie veg facility opens its doors to showcase industry research	VG15027	1
	VegNET: Celebrating Gippsland's women in horticulture	VG15047	1
	Minor use permits	VG15027	1
	Breakdown of levy projects 2017-18	VG15027	4
March/ April 2018	Veggie Bites	VG15027	1
	New online info-hub helps industry better understand consumer habits	MT17017	1.5
	Employment records: An essential chore	VG15027	1
	The vegetable R&D levy at work	VG15027	1
	VegNET Extension updates: Northern Territory and South Australia	VG15049	1.5
	The Front Line: Brown marmorated stink bug	VG15027	2
	Door to Europe opens for Australia's young growers	VG15703	2

Edition	Article Title	Project code	Pages
	Biosecurity brief: Learning from the past to prepare for the future	VG15023	1
	EnviroVeg Pilot Program: Apply now	VG16063	1
	Ask the industry: Soil health: Setting up your crop for success	VG15027	1
	Industry in the media	VG15027	0.5
	Veggie Stats: Green peas	VG15027	2
	Community gardens provide surveillance and sampling opportunities for vegetable industry	VG15027	1.66
	Controlling fruit fly populations for a sustainable horticultural future	Hort Frontiers	1.5
	VegPRO: Coaching opportunities available for veg industry members	VG15028	1
	Hort Innovation establishes export facilitator network to support growers	VG16085	1
	Soil Wealth/ICP: R&D extension project enters new phase to meet veg industry demands	VG16078	1.5
	Hazel MacTavish-West: 'The VegDoctor' fosters a love for value-added vegetables	VG15027	1.75
	TPP National Coordinator: Study trip to New Zealand highlights lessons learnt from TPP	MT16018	1.5
	Promising results from research trials for tomato potato psyllid	VG15027	2
	Tomato potato psyllid (TPP) Transition to Management plan	VG15027	1
	National tomato potato psyllid surveillance gets underway (and InfoVeg ad)	MT16016	1
	International study tour aims to build a better home biosecurity system	VG15027	2
	Minor use permits	VG15027	2
May/June 2018	Lettuce facts and data	VG15027	1
	Vegetable BizCheck offers opportunities for grower-focused benchmarking	VG17000	1
	Boosting beneficial insects on vegetable farms	VG16062	2.5
	The vegetable R&D levy at work	VG15027	1
	The Front Line: Melon thrips under the microscope	VG15027	1.5
	'Mock' surveillance prepares growers for potential arrival of vegetable leafminer	MT16004	0.5
	Aussie growers get a taste of the states, from east to west	VG15702	1.5
	Supporting farm businesses in fair employment practices	VG15027	1
	Hort Innovation Relationship Manager Advertisement	VG15027	1
	VegNET: Extension spotlight on Southern Queensland and Gippsland	VG15049	1.5
	Veggie Stats: Green beans	VG15027	2
	Managing brown etch in pumpkins	VG15064	1.5

Edition	Article Title	Project code	Pages
	Driving green urban space to deliver a healthier future	Hort Frontiers	1.66
	Soil Wealth/ICP: Crop variability, pest management and cover crops: What can drones tell us?	VG16078	1
	Passion for fresh food and the community inspires cluster leader	VG15047	2
	Ask the industry: Soil biology: Building the bigger picture	VG15027	1
	New Australian program aims to simplify the export process	VG15027	1
	Industry in the media	VG15027	0.75
	Industry plans to help growers manage tomato potato psyllid through the supply chain	VG15027	1
	Biosecurity brief: Strengthening relationships to improve an incursion response	VG15023	1
	Investigating influences that affect leafy veg shelf-life	VG15027	1
	Minor use permits/Label updates	VG15027	2
July/August 2018	Speaker sessions give delegates a glimpse of the future of vegetables	VG15027	1
	Growers inspired to break into export markets	VG13072	1
	Growers tune in for a global perspective on innovation	VG15032	1.5
	Australian horticulture impresses foreign buyers during Reverse Trade Mission	VG16061	2
	Developing area wide management of veg diseases	VG16086	1.5
	Studying the impact of pesticides on beneficial insects	VG16067	1
	VegPRO: Wide range of training opportunities available for veg industry	VG15028	0.5
	Carrot facts and data	VG15027	1
	Growers gain an insight into the global spinach industry	VG17004	1.5
	Veggie Stats: Celery	VG15027	2
	Opening opportunities to break into the Asian export market	Hort Frontiers	1.5
	Awards, agreements and arrangements	VG15027	1
	Aussie vegetable growers lead the way to Europe	VG15701	1.5
	Ask the industry: Planning crop rotations and residual herbicides	VG15027	1
	Biosecurity brief: Putting biosecurity into perspective	VG15023	1
	Industry in the media	VG15027	0.66
	The Front Line: Enhancing future preparedness for the vegetable leafminer	MT16004	1.66
	Soil Wealth/ICP: Spotlight on soil health: Disease Management, biofumigation and reduced till	VG16078	1
	VegNET Extension updates: Tasmania and New South Wales	VG15049	1

Edition	Article Title	Project code	Pages
	The vegetable R&D levy at work	VG15027	1
	Minor use permits	VG15027	1
	Tomato potato psyllid Transition to Management (T2M) plan complete	VG15027	1
	T2M: Snapshot of TPP R&D results	VG15027	1
September /October 2018	Broccoli facts and data	VG15027	1
	Optimising yield prediction in vegetable crops	VG16009	1.5
	How safe are my soils?	VG16042	2
	Experiencing Europe's veg industry: Australian ladies lead the way	VG15703	2
	Industry in the media	VG15027	0.5
	Modern slavery laws drive transparency push in fresh produce chains	VG15027	0.5
	New airfreight security screening requirements	VG15027	1.5
	Soil Wealth/ICP – Cover crop special edition: Managing residues and demonstration site updates	VG16078	1
	Assisting growers to optimise their on-farm water use	VG15054	1
	Ask the industry – Are you ready to jump into action?	VG15027	1
	VegNET – Meet the vegetable industry's extension officers: south-eastern Victoria and WA	VG15049	1.5
	Veggie Stats: Brussels sprouts	VG15027	2
	Building consumer confidence among Australians	Hort Frontiers – Health, Nutrition and Food Safety Fund	1.5
	Gathering veg industry agrichemical needs and priorities	VG16060	0.5
	Exploring bacterial leaf spot in capsicum and chilli crops	VG14010	1.5
	Investment in surveillance underpins industry growth	VG15027	1.66
	Try for 5 Panel aims to boost Aussies' vegetable intake	VG15027	2
	Vegetable use expanding into new products and meal occasions	VG15027	2
	Biosecurity brief – Focus on protecting Australia's borders	VG15023	1
	VegPRO – Training successfully delivered to veg industry members	VG15028	0.75
The Front Line – State biosecurity update: NSW Department of Primary Industries	VG15027	2	
National TPP Coordinator – Psyllid monitoring in far-north Queensland	MT16018	1	
Minor use permits	VG15027	1	
The vegetable R&D levy at work	VG15027	1	
	Eggplant facts and data	VG15027	1

Edition	Article Title	Project code	Pages
November/ December 2018	A new Phenomenom: Changing the way children think about veg	VG16018	2
	Nuffield Australia Conference showcases value of research	VG14065	1.5
	Growing Leaders 2018: Four tangible ways to strengthen our vegetable industry	VG15030	2
	Regional Outlook Conference: Putting weather on the map	VG15027	1
	The next generation of veg growers head to NZ, U.S.A.	VG15703	2
	Building a solid foundation for pest and disease management	VG16037	1
	Soil Wealth/ICP – Shedding a practical light on challenging soilborne diseases	VG16078	1
	VegNET – Spotlight on WA and SA veg industry development officers	VG15049	1.5
	Update on vegetable extension network activities	VG15049	1
	Daniel Hoffman: Controlling pests using an integrated approach	VG15027	2
	National TPP Coordinator – Regulatory update for industry stakeholders	MT16018	1
	Veggie Stats: Cucumber	VG15027	2
	Update on pilot certification phase and social audit findings	VG15027	1
	Ask the industry – Take control of weed resistance	VG15027	1
	Industry collaborates for plant pest and disease surveillance across Australia	ST16010	1
	Industry in the media	VG15027	0.5
	The vegetable R&D levy at work	VG15027	1
	Vegetable exports continue to climb in 2018	VG16061	1.5
	Suppressing vegetable pests on your farm	VG16062	2
	International R&D: Enhancing crop self defence against aphids	VG15027	1.66
	Forging a relationship to deliver outcomes for vegetable growers	VG15027	2
	Biosecurity brief – On-farm biosecurity: Preventing the (seemingly) inevitable	VG15023	1
	Understanding the sustainability of greenhouse production	VG15027	1
	VegPRO – Establishing career pathways into the vegetable industry	VG15028	0.75
	The Front Line – State biosecurity update: Biosecurity Queensland	VG15027	2
	Minor use permits	VG15027	1
	January/ February 2019	Capsicum facts and data	VG15027
Export airfreight security changes starting 1 March 2019		VG15027	1
Growing demand: Research breaks down the business case behind veg marketing		VG17013	2

Edition	Article Title	Project code	Pages
	What's a redback doing in my broccoli?	VG17014	1.5
	Winter cover crop effects on weeds: Results from Tas and WA trials	VG15070	2
	Paving the way for a successful career in horticulture field	LP15001	2
	Soil Wealth/ICP – IPM and precision technology: Updates and designing your own trial	VG16078	1
	National TPP Coordinator – TPP forecast: What's next on the psyllid agenda	MT16018	1
	Reflecting on the tomato-potato psyllid incursion in WA	VG15027	1
	Biosecurity brief – Grower lessons learnt from an exotic plant pest incursion	VG15023	1
	Urgency for renewed focus on fair work compliance highlighted by report	VG15027	1
	VegPRO – New resources available in veg training initiative	VG15028	0.66
	Veggie Stats: Beetroot	VG15027	2
	VegNET – Extending knowledge and support to growers across northern Australia	VG15049	1.5
	Ask the industry – Steps to minimise waste with spraying	VG15027	1
	Advancing production across the Australian horticulture industry	Hort Frontiers Advanced Production Systems Fund	1.5
	Control of lettuce anthracnose using biological agents	VG15027	1
	Industry in the media	VG15027	0.66
	The Front Line – State biosecurity update: Western Australia	VG15027	2
	Queensland fruit fly eradication success	VG15027	1
	WA growers gather for industry summit	VG15043	1
	Regeneration: Production with a purpose	VG16063	1
	The vegetable R&D levy at work	VG15027	1
	Update on vegetable levy investment	VG15027	4
March/ April 2019	Leafy Asian vegetables facts and data	VG15027	1
	Cultivating innovation in Australian horticulture	Hort Frontiers – Leadership Fund	0.75
	VegNET: Gippsland and Lockyer Valley reflect on successful extension project	VG15049	1.5
	Growers benefit from industry support to increase veg export opportunities	VG16085	2.5
	Soil Wealth/ICP: Strip-till: what is it, and how can you benefit? / New video on strip-till for veg production	VG16078	1.25
	Minor use permits	VG15027	0.75
	National TPP Coordinator: TPP surveillance during the 2018-19 vegetable growing season	MT16018	2

Edition	Article Title	Project code	Pages
	Sensing the future of food safety testing in-field	VG13073	1.5
	VegPRO: From little things, big things grow	VG15028	0.66
	Veggie Stats: Eggplant	VG15027	2
	Value of Aussie fresh veg exports increases over 11%	VG16061	1.5
	Ask the industry: Easy steps to sprayer calibration	VG15027	1
	Supervisors and leading hands play key roles in fair farms	VG15027	1
	Industry in the media	VG15027	0.66
	The Front Line: State biosecurity update – Tasmania	VG15027	1.5
	Biosecurity brief: Final farewell, and an invaluable biosecurity message	VG15023	1
	Aiming for the sky: surveillance project in full swing	ST16010	2.66
	Have your say on agrichemical needs and priorities in the veg industry	VG16060	1
	The vegetable R&D levy at work	VG15027	1
	May/June 2019	Commodity profile: Pumpkin	VG15027
Innovative seminar aims to inspire veg growers		VG18001	1
VegNET: Looking forward, looking back at on-farm practice changes		VG15049	1.5
Soil Wealth/ICP: From Tasmania to the USA – tillage, erosion and weed management innovations		VG16078	1
Soil Wealth/ICP: Andrew Braham: Committed to healthy soil		VG16078	0.5
Matthew Fealy: It's time to change how we farm in Australia		VG15027	2
Ask the industry: Strategic use of genetic resistance		VG15027	1
Managing performance in your workplace		VG15027	1
European mission inspires Australian vegetable growers		VG18002	2.25
Compost: Good for the health of both plants and people		VG15027	1.5
Hort Stats: Key insights from the Australian vegetable industry		VG15027	2
Industry in the media		VG15027	0.5
National TPP Coordinator: TPP and the northern growing regions of Western Australia		MT16018	1.5
Vegetable industry export program tracking well in 2019		VG16061	1.5
Automating plant counts using drone imagery		VG16009	1.66
The Front Line: Strengthening biosecurity practices across Australia's Top End		VG15027	1.66
VegPRO: Horticulture education – The next step		VG15028	0.75
Minor use permits		VG15027	1
On-farm plastic waste: Where to now?		VG15027	1
The vegetable R&D levy at work		VG15027	1
A fresh approach to extending the shelf life of broccoli	VG15027	1	

Edition	Article Title	Project code	Pages
	The Vegetable Fund has a new website (Hort Innovation ad)	VG15027	1
July/August 2019	Vegetable Industry Seminar provides insights on innovations and technologies	VG18001	1
	Australian growers leave their mark on foreign buyers during Reverse Trade Mission	VG16061	2
	Foreign buyers 'Taste Australia' at Fresh Produce Showcase	VG16061	1
	Area wide management project continuing across the nation	VG16086	1.5
	Vegetable leafminer under the microscope in far-north Queensland	MT16004	2
	VegNET: Extension highlights from Victoria and north Queensland	VG15049	1.5
	Ask the industry: Plan for the likelihood of a warmer winter	VG15027	1
	Industry-led workplace training and certification program launched	VG15027	1
	Working with growers to secure a cleaner, greener future	VG16062	1.5
	Estimating the cost benefits of managing soilborne diseases	VG15010	1.5
	Soil Wealth/ICP: Getting the dirt on soil microbes and compost	VG16078	1
	National TPP Coordinator: WA to lead collaboration with TPP monitoring and testing	MT16018	1
	Minor use permits	VG15027	0.5
	The Front Line: PIRSA Biosecurity SA: Keeping South Australia fruit fly and phylloxera free	VG15027	1.5
	AUSVEG in the Media	VG15027	0.5
	Spotlight on silverleaf whitefly: A destructive pest	VG15027	1
	The vegetable R&D levy at work	VG15027	1
	Commodity profile: Zucchini	VG15027	1
	Chemical risk management highlighted at annual conference	VG15027	0.66

Appendix Three – List of *Vegenotes* articles and R&D projects featured

Appendix Three – List of *Vegenotes* articles and R&D projects featured

Issue	Projects
53	VG15010 – A multi-faceted approach to soil-borne disease management VG14062 – Process improvements for preserving peak freshness of broccoli (Stage 2)
54	VG14024 – Market research around the opportunity to create more snacking options to quantify market size VG14027 – Identifying and understanding the factors influencing bioactive levels in vegetables
55	VG12053 – Growing Leaders 2013-2015 inclusive VG12063 – Improving the efficiency of the carrot export industry
56	VG12017 – Controlling multiple heading and transplant shock in lettuce VG14025 – Pre-harvest practices that will increase the shelf-life and freshness of vegetables
57	VG12103 – Increasing productivity and extending seasonality in soil grown vegetables using capsicum as a candidate VG12113 – Enhancing best practice in vegetable production and business management in the Northern Territory
58	VG14038 – Generation of residue data for pesticide minor-use permit applicants in vegetable crops VG15031 – Economic modelling of impact of increased vegetable intake on health expenditure
59	VG15062: The effects of using anhydrous ammonia to supply nitrogen to vegetable crops VG14048: Review of current vegetable irrigation technologies
60	VG15061: Sensitivity study – Impact of increasing vegetable exports on the domestic market VG15704: Grower study tour of New Zealand – Precision vegetable production
61	VG15008: Viruses of national importance to the vegetable industry VG12108: Improving the management of insect contaminants in processed leafy vegetables

62	<p>VG16031: VegWHS training resources</p> <p>VG13113: Evaluation of automation and robotics innovations – Developing next generation vegetable production systems</p>
63	<p>VG14062: Process improvements for preserving peak freshness in broccoli (Stage 2)</p> <p>VG15060: Vegetable snacking options market research (Stage 2)</p>
64	<p>VG16035: Training growers in direct consumer engagement – Scoping report</p> <p>VG10081: Breeding capsicum for tospovirus resistance</p>
65	<p>VG16028 – On-farm evaluation of vegetable seed viability using non-destructive techniques</p> <p>VG13083 – Identifying and sharing postharvest best practice on-farm and online</p>
66	<p>VG16083 – Protected cropping – Review of research and identification of R&D gaps for levied vegetables</p> <p>VG16016 – Market opportunity for vegetable juices</p>
67	<p>VG16004 – Developing technical guidelines and a best practice extension toolbox for greenhouse construction and safe operation</p> <p>VG16026 – Addressing Vegetable Consumption through Food Service Organisations (Chefs, TAFEs and Other Training Institutions)</p>
68	<p>VG16024: Gap analysis and economic assessment for protected cropping vegetables in tropical Australia.</p> <p>VG16011: Improving processing vegetable yields through improved production practices.</p>
69	<p>VG15076: Creating value from edible vegetable waste.</p> <p>VG16071: Boosting vegetable consumption through diet. (VegEze)</p>
70	<p>VG15068: Improving safety of vegetable produce through on-farm sanitation, using electrolysed oxidising (EO) water.</p> <p>VG15073: Characterisation of a carlavirus of French bean.</p>
71	<p>VG15002 – Advanced stable fly management for vegetable producers;</p> <p>VG15013 – Improved management options for cucumber green mottle mosaic virus.</p>
72	<p>VG15066 – Improved knowledge of factors contributing to carrot rot;</p> <p>VG13051 – On-farm power generation – options for vegetable growers.</p>

73	VG13101 – Effective management of parsley summer root rot; VG16064 – Tools and interventions for increasing children’s vegetable knowledge: VegKIT.
----	---

Appendix Four – List of AUSVEG Weekly Update Vegetable Feature articles communicating industry research, news and events

Appendix Four – List of AUSVEG Weekly Update Vegetable Feature articles communicating industry research, news and events

These articles are accessible on the AUSVEG website at ausveg.com.au/news-media/weekly-update/

- 23 February 2016: Integrated Crop Protection (ICP) fact-sheet – Celery pests (VG13078)
- 1 March 2016: EnviroVeg R&D session (VG12008)
- 8 March 2016: ICP fact-sheet: Lettuce pests (VG13078)
- 15 March 2016: Export development activities at FOODEX Japan (VG13097)
- 22 March 2016: Global Innovations in Horticulture Seminar (VG15032)
- 29 March 2016: ICP fact-sheet: Frost cloths for vegetables (VG13078)
- 5 April 2016: Soil Wealth fact-sheet: Protecting against erosion (VG13076)
- 12 April 2016: Economic Confidence Survey (VG15027)
- 19 April 2016: ICP fact-sheets: Spinach and lettuce pests (VG13078)
- 26 April 2016: Nielsen consumer research (VG15019)
- 3 May 2016: Soil Wealth fact-sheet: Carbon storage in vegetable soils (VG13076)
- 10 May 2016: Applications for Nuffield Farming Scholarships (VG11001)
- 17 May 2016: ICP fact-sheet: Managing blindness in lettuce seedlings (VG13078)
- 24 May 2016: Project Harvest report on Millennials (VG12078)
- 31 May 2016: InfoVeg Radio – soil health edition (VG15027)
- 7 June 2016: Pre-harvest practices to increase quality of greenhouse cucumbers (VG14025)
- 14 June 2016: Nielsen consumer research (VG15019)
- 28 June 2016: Soil Wealth farm walk (VG13076)
- 5 July 2016: ICP fact-sheet: Silicon for crop health (VG13078)
- 12 July 2016: Soil Wealth soilborne disease master class (VG13076)
- 19 July 2016: Occupational health and safety in the vegetable industry (VG13053)
- 26 July 2016: New resistance management strategy for Green peach aphid (VG12109)
- 2 August 2016: ICP fact sheet: Brassica whitefly control in vegetables (VG13078)
- 9 August 2016: Soil Wealth farm walk (VG13076)
- 16 August 2016: Nutrient element functions in vegetable crops (VG13076)
- 23 August 2016: Global Innovations in Horticulture Seminar presentation recordings (VG15032)
- 30 August 2016: Soil Wealth farm walk (VG13076)
- 6 September 2016: Review of vegetable consumer data collection and analysis projects (VG15027)
- 13 September 2016: EnviroVeg article – using water to combat difficult growing conditions (VG12008)
- 20 September 2016: Nielsen data presentations roadshow (VG15019)
- 27 September 2016: Soil Wealth online tool – using cover crops for soil management (VG15032)
- 4 October 2016: InfoVeg Radio podcast – Global Innovations in Horticulture edition (VG15027)
- 11 October 2016: Vegetable Strategic Investment Plan workshops (MT15033)
- 18 October 2016: Vegetable Strategic Investment Plan workshops (MT15033)
- 25 October 2016: VegPRO surveys (VG15028)
- 2 November 2016: Soil Health workshop (VG13076)

- 8 November 2016: Precision Agriculture to Decision Agriculture workshop (VG15027)
- 15 November 2016: European Industry Leadership and Development Mission (VG15701)
- 22 November 2016: Crisis management in the Australian vegetable industry (VG15016)
- 29 November 2016: Soil Wealth farm walk (VG13076)
- 6 December 2016: Soil Wealth fact sheet (VG13076)
- 13 December 2016: Vegetable Strategic Investment Plan consultation (MT15033)
- 20 December 2016: Implementing IPM on-farm (VG13078)
- 3 January 2017: Cover crops in vegetable production (VG13076)
- 10 January 2017: Vegetable Strategic Investment Plan workshops (MT15033)
- 17 January 2017: Nielsen consumer research reports and podcasts (VG15019)
- 24 January 2017: InfoVeg Radio podcast – increasing vegetable consumption edition (VG15027)
- 31 January 2017: Soil Wealth farm walk (VG13076)
- 7 February 2017: Vegetable Strategic Investment Plan: Queensland workshop locations (MT15033)
- 14 February 2017: Expressions of interest for export seminar for Australian vegetable growers (VG13072)
- 21 February 2017: Implementing IPM on farm – experiences from leading growers (VG13076)
- 28 February 2017: Vegetable and Potato Industry Communications Survey (VG15027)
- 7 March 2017: New R&D project: The EnviroVeg Program 2017 – 22 (VG16063)
- 14 March 2017: East Gippsland Vegetable Innovation Days 2017 (VG15040)
- 21 March 2017: Expression of Interest: 2017 Reverse Trade Mission – Produce Display (VG13097)
- 28 March 2017: What is a cover crop worth? Cover crops in Australian vegetable systems (VG13076)
- 4 April 2017: EnviroVeg Technical Panel – Applications open (VG16063)
- 11 April 2017: New energy usage edition of InfoVeg Radio podcast released (VG15027)
- 18 April 2017: 2018 Nuffield Scholarships – Applications now open! (Nuffield)
- 26 April 2017: Winter cover crops fact sheet (VG13076)
- 2 May 2017: VegPRO Tractor Driver training – Feedback requested (VG15028)
- 9 May 2017: Soil Testing and Interpretation for Vegetable Crops: A guide (VG13076)
- 23 May 2017: Protected Cropping Workshop (VG15049)
- 30 May 2017: AUSVEG Economic Confidence Survey – March quarter 2017 (VG15027)
- 6 June 2017: Expressions of interest open for vegetable industry leadership and development missions (VG15703)
- 13 June 2017: Cucumber green mottle mosaic virus workshop (VG15049)
- 20 June 2017: Veggie Stats – financial snapshots of key vegetable commodities (VG15027)
- 27 June 2017: Asia Fruit Logistica – applications closing Friday! (VG16061)
- 4 July 2017: InfoVeg TV – Episode three now live! (VG15027)
- 11 July 2017: New edition of InfoVeg Radio podcast released (VG15027)
- 18 July 2017: New edition of Vegetables Australia now online! (VG15027)
- 25 July 2017: New Nielsen reports available (VG15019)
- 1 August 2017: New fact sheet: Damping off in spinach (VG13076)
- 8 August 2017: VegWHS – Workplace health and safety on vegetable farms (VG16031)
- 15 August 2017: New project tackling vegetable leafminer (MT16004)
- 22 August 2017: Spray application workshops – NSW (VG15042)

- 29 August 2017: Workshop: Negotiations and influencing course (VG15028)
- 5 September 2017: Workshop: Agrichemical pest management needs and priorities (Werribee South, VIC) (VG16060)
- 12 September 2017: Workshop: Negotiations and influencing course (Gatton, QLD) – New details (VG15028)
- 19 September 2017: Workshop: TPP update and on-farm biosecurity (Forthside, TAS) (VG15046)
- 26 September 2017: Industry update: Vegetable industry Strategic Investment Plan (MT15033)
- 3 October 2017: Resource: Product development and innovation edition of InfoVeg Radio now available (VG15027)
- 10 October 2017: Webinar: Getting soil and nutrition management right with the EnviroVeg program (VG16011)
- 17 October 2017: Trade mission: World of Perishables Dubai - Applications open (VG16061)
- 24 October 2017: Factsheets: The nature, origins, volume and value of vegetable imports (VG12083)
- 31 October 2017: Event: Gippsland Women in Horticulture Advance (Ellinbank, VIC) (VG15047)
- 8 November 2017: Industry update: New high-tech protected cropping facility launched (VG15027)
- 14 November 2017: Project update: Industry leadership and development mission to USA (VG15702)
- 21 November 2017: Project update: Mission to Berlin Fruit Logistica - Applications open now! (VG15701)
- 28 November 2017: Resource: 2017 Grower Success Stories showcase real results of levy research (VG15027)
- 5 December 2017: Vegetable grower case study: Fresh Select grows roots in export markets (VG16061)
- 12 December 2017: Project update: Help AUSVEG develop pest, disease and weed solutions through the National Pest Survey (VG16060)
- 19 December 2017: Trade show visit: Gulfood 2018 - Applications now open! (VG16061)
- 9 January 2018: Resource: Harvest to Home project launches online veg consumer data dashboard (MT17017)
- 16 January 2018: Project update: Express your interest in study tours for young growers and women in the veg industry (VG15703)
- 23 January 2018: Project update: AUSVEG SA hiring Vietnamese Community Extension Officers (VG15045)
- 30 January 2018: Project update: Field walk at IPM trial site (Virginia, SA) (VG15034, VG15035, VG15036)
- 6 February 2018: Revised HARPS definitions aim to bring clarity to industry (AH12009)
- 14 February 2018: Soil Wealth and ICP projects to enter new phase (VG16078)
- 20 February 2018: Learn more about Hort Code of Conduct through VegPRO workshops (VIC + NT)
- 27 February 2018: New video explains Hort Innovation veg levy investment
- 6 March 2018: Harvest to Home dashboard updated with latest veg consumer data
- 13 March 2018: Levy-funded project helping carrot and pea growers with agrichemical needs
- 20 March 2018: EnviroVeg helping Queensland growers adopt sustainable practices

- 27 March 2018: New Soil Wealth fact sheet gives tips on using winter cover crops
- 3 April 2018: VegNET workshop gives growers hands-on experience in pest surveillance
- 10 April 2018: Fruit fly fight boosted by brigade of sterile insects deployed over SA
- 17 April 2018: Greater clarity ahead for seasonal climate outlooks thanks to levy-funded research
- 24 April 2018: Levy-funded project researching impact of pesticides on beneficials
- 1 May 2018: Levy-funded report analyses viability of protected cropping in tropical Australia
- 8 May 2018: Vegetable wholesale market price reports available for free through levy-funded project
- 15 May 2018: 'Phenomenom' campaign to get kids excited about eating veggies
- 22 May 2018: New biofumigation factsheet from the Soil Wealth project
- 29 May 2018: Veggycation tool re-launched with updated information for growers and public
- 5 June 2018: Levy-funded project explores ways to increase veg consumption through food service
- 12 June 2018: Broccolattes: Turning second-grade produce into first-grade coffee
- 21 June 2018: RIPPA heads north for the winter roadshow next week
- 26 June 2018: Levy-funded project looking to attract young blood to the sector
- 3 July 2018: New project visits growers to lay foundation for area wide management
- 10 July 2018: Project partners work to optimise irrigation water use in levy-funded research
- 17 July 2018: Australian veg industry continues to strengthen food safety with new research project
- 24 July 2018: Freshcare Supply Chain Standard approved under HARPS
- 31 July 2018: Sweetpotato growers given leg up through levy-funded virus research
- 7 August 2018: New fact sheets investigate issues affecting yields for processing vegetables
- 14 August 2018: Soil DNA testing webinar recording now available online
- 21 August 2018 – VegEze app helps Australians increase their veg consumption volume and variety
- 28 August 2018 – Levy-funded project creates online greenhouse toolbox for veg growers
- 4 September 2018 – The influence of affluence: Nielsen releases new case study
- 11 September 2018 – Integrated Pest Management webinar to help growers with sustainable pest solutions
- 18 September 2018 – Production and consumer insights workshop for SA growers
- 25 September 2018 – Latest economic data for Australian vegetable farms published by ABARES
- 2 October 2018 – Levy-funded scholarship supports developing women leaders in horticulture
- 9 October 2018 – Soil safety, natural nutrition, yield prediction and industry extension headline new Vegetables Australia
- 16 October 2018 – Don't miss the application deadline for the Masterclass in Horticultural Business!
- 23 October 2018 – Levy-funded research improving yields for processing vegetables
- 30 October 2018 – Review vegetable levy investment with annual report for 2017/18
- 7 November 2018 – New AUSVEG page brings together levy-funded consumer resources
- 13 November 2018 – Redbacks in green veg: Levy-funded research manages risk of spiders in broccoli
- 20 November 2018 – Levy-funded paper investigates use of HACCP programs for pest management

- 27 November 2018 – Fresh case studies look at value of Harvest to Home data for veggie businesses
- 4 December 2018 – Seminars deliver value for growers as industry exports increase
- 11 December 2018 – Satish Chand enhances the future flavour thanks to East Gippsland Vegetable Innovation Days
- 18 December 2018 – Mulgowie Farming Company reaps rewards from Harvest to Home
- 8 January 2019 – Deon Gibson optimises production with cover cropping
- 15 January 2019 – A royal pain: New research investigates factors contributing to carrot crown rot
- 22 January 2019 – Levy-funded research studies scaled-down sensor for supporting salad safety
- 29 January 2019 – Levy-funded research investigates more effective pathways to management of parsley summer root rot
- 5 February 2019 – Study suggests solarized sandy soils shorten Salmonella survival
- 12 February 2019 – New tour reports bring overseas experiences to the Australian industry
- 19 February 2019 – Levy-funded research yields data-driven irrigation insights
- 26 February 2019 – Chance for Victorian growers to shape Hort Innovation’s strategy at upcoming workshops
- 5 March 2019 – Educational resources from levy-funded Phenomenom project offer less schtick and more carrot
- 12 March 2019 – Veggycation revamp brings a fresh face to consumer education for the vegetable industry
- 19 March 2019 – Full report from International Spinach Conference tour now available
- 26 March 2019 – New research details the how and why of vegetable imports – and how Australian growers can respond
- 2 April 2019 – Low-cost protective cropping assessed as a way of managing climate variability
- 9 April 2019 – Project looks at rapid yield assessment using vision systems for vegetable crops
- 16 April 2019 – New fact sheet looks at precision agriculture in vegetable production
- 23 April 2019 – Project focuses on strengthening biosecurity in the Australian veg industry
- 30 April 2019 – Winter is coming: Case study shows warming soups big driver for leek consumption
- 7 May 2019 – Case study explores the application of precision agriculture technologies
- 14 May 2019 – Veg Inductions training site provides industry with valuable resources
- 21 May 2019 – Spaces running out quickly for Annual Vegetable Industry Seminar
- 28 May 2019 – Upcoming Freshcare Training sessions for West Australian growers
- 4 June 2019 – Hayden Bogicevic brings global experience back to the Peninsula
- 11 June 2019 – Help AUSVEG develop pest, disease and weed solutions through the 2019 Crop-Specific Pest Survey
- 18 June 2019 – Levy-funded project shows benefits of automation for hort industry
- 2 July 2019 – Vegetable grower seminar provides insights on innovations and technologies
- 9 July 2019: Vegetable Crop Nutrition Masterclass 2019
- 16 July 2019: Research Summary – Reducing listeria contamination from salad vegetables
- 23 July 2019: Latest project update from Vegetable Agrichemical Pest Management Needs and Priorities
- 30 July 2019: Video: Strip tillage and cover cropping
- 6 August 2019: Vegetable leafminer under the microscope

- 13 August 2019: Harvest to Home – Leafy Asian vegetables comprehensive review
- 20 August 2019:
- 27 August 2019:

Appendix Five – AUSVEG Communication Strategy for VG15027



Australian vegetable and potato industry Communications Strategy

2016-2019

Contents

Australian vegetable and potato industry Communications Strategy.....	76
Summary	77
Background	77
AUSVEG	77
Current communications – Grower Feedback	78
Communications objective	80
Target audience	80
Key messages	83
Key strategies	83
Delivery	84
Outputs	85
Stakeholder Engagement.....	87
Review.....	87

Australian vegetable and potato industry Communications Strategy

Summary

The purpose of the Horticulture Innovation Australia Limited (Hort Innovation) funded Vegetable and Potato Communications programs is to effectively communicate the findings of levy-funded R&D to growers and industry, and ensure that levy payers throughout Australia are aware of the outcomes from the investment of their levies.

AUSVEG uses an extensive range of both traditional and contemporary communication tools to ensure that the communication strategy devised is implemented effectively and utilised to maximise the reach of our communications to the widest possible audience.

Communication activities conducted by AUSVEG include:

- Publication of the weekly e-newsletter, the Weekly Update.
- Publication of the annual vegetable and potato *Grower Success Stories* publications, the bi-monthly *Vegetables Australia* and *Potatoes Australia* magazines, and *Vegenotes*.
- Media relations for R&D-related news, including media releases, interaction with journalists and contributions to external publications.
- Publication of information explaining the National Vegetable Levy and National Potato Levy systems.
- Digital communications including social media activities, and producing InfoVeg Radio and InfoVeg TV content.
- Stakeholder relations, including attending relevant industry seminars and forums.
- Economic analysis, provision of data and statistics to key stakeholders, and production of a variety of publications utilising economic information relevant to vegetables and potatoes.
- Establishment and maintenance of an industry R&D database and photographic library.

As there are over 150 different levied vegetable types that are covered by this project, it is imperative that communications activities account for the various issues affecting the broadest possible range of vegetable types. Key outcomes of past communications projects include:

- The continuation of a strong media presence in both metropolitan and regional/rural Australia, which has resulted in the ability for widespread penetration and awareness of key issues and outcomes relating to the Australian vegetable and potato industries, which has been essential to ensuring cost-effective coverage of R&D-related news.

- High level of grower participation in vegetable industry workshops, seminars and forums.
- Increasingly positive feedback about the weekly e-newsletter, the Weekly Update, which regularly features important news and information for members of the vegetable and potato industries and is now distributed to more than 3,500 growers and relevant stakeholders.
- Positive feedback from growers and industry regarding the annual *Grower Success Stories* publications and Vegetable and Potato Levy brochures.
- Positive results from the independent review of the communications program undertaken in 2015.

Background

AUSVEG

AUSVEG is the national peak industry body representing the interests of Australian vegetable and potato growers and is committed to securing the industry's future. We represent the interests of growers to government and assist growers by making sure the National Vegetable and Potato Levies are invested in R&D that best meets the needs of the industry and that growers have access to the research outcomes of these projects to get benefit from levy investment.

AUSVEG is also a service provider for a number of levy-funded research projects that are funded by Hort Innovation using levy and government funds. Ensuring the results from these research projects are made available to Australian vegetable and potato growers is vital for the vegetable and potato industries to remain on the forefront of global horticulture production and for local growers to be able to operate an efficient, productive and profitable growing operation.

AUSVEG has completed the following levy-funded communications projects for the vegetable and potato industries:

- VG12014 Vegetable Industry Communications Strategy
- VG12006 Production of Vegetable Industry *Vegenotes* series
- VG12033 *Vegetables Australia*
- VG12071 Coordinated Knowledge and Industry Development Program
- PT12004 Potato Industry Communications Strategy
- PT12019 *Potatoes Australia*

These projects have been combined into two new communications projects for the vegetable and potato industries:

- VG15027 Vegetable Industry Communications Program
- PT15007 Potato Industry Communications Program

These two new communications projects are effectively an amalgamation of the six previous projects.

Current communications – Grower Feedback

Grower Feedback survey

During the final year of the above projects, AUSVEG conducted an online survey for growers and industry members to evaluate the different components of both the AUSVEG Vegetable and Potato Communications programs and provide feedback on their effectiveness.

Results from the *entire survey* sample of 91 indicated:

- 73.63 per cent ‘agreed’ or ‘strongly agreed’ that the Weekly Update kept them informed of current events and R&D projects (19.78 per cent somewhat agreed).
- 66.67 per cent ‘agreed’ or ‘strongly agreed’ that the *Grower Success Stories* publication was entertaining and informative (26.67 per cent somewhat agreed).
- 60.67 per cent ‘agreed’ or ‘strongly agreed’ that AUSVEG information (including flyers and brochures) were useful (25.84 per cent somewhat agreed).
- 62.50 per cent believed AUSVEG’s media and communications activities were ‘good’ or ‘very good’ (27.27 per cent indicated they were adequate).
 - Of those active in social media, 62.16 per cent believed AUSVEG’s social media presence was ‘adequate’.

Feedback for this survey included responses from 35 vegetable and potato growers. Results from grower respondents indicated that the preferred methods of R&D information delivery were email, the magazine publications and the website, while the least preferred were social media, USB and text. This may be due to a low recognition of these services, as there was a high number of respondents who did not select any of these methods.

Further feedback from *growers* also indicated that:

- 65.72 per cent of growers either ‘agree’ or ‘strongly agree’ that the Weekly Update kept them informed of current events and R&D information (25.71 per cent somewhat agreed).
- 54.29 per cent ‘agree’ or ‘strongly agree’ that information on the AUSVEG website is easy to navigate (40 per cent somewhat agreed).
- 65.72 per cent ‘agree’ or ‘strongly agree’ that *Grower Success Stories* is entertaining and informative (28.57 per cent somewhat agreed).
- 54.29 per cent believe AUSVEG brochures and flyers keep them informed about R&D activities (31.49 per cent somewhat agreed).
- 34.29 per cent believed AUSVEG’s social media presence was ‘adequate’ or ‘fairly strong’, but 62.86 per cent were not active on social media.

Overall, 65.71 per cent of growers rate AUSVEG Communications performance as ‘good’ or ‘very good’, while 17.14 per cent indicated it was adequate and only 14.29 per cent rated it negatively.

Communications objective

The objective of the Vegetable and Potato Communications Programs is to deliver information on the outcomes of levy-funded R&D to growers and industry stakeholders in an easily accessible format to increase the adoption of these outcomes.

Target audience

The primary audience for the Vegetable and Potato Communications Programs are **levy paying vegetable and potato growers**.

A varied technology mix will be needed to communicate with this audience as the average age in Australian farming is still 57 years of age (see Figure 1 below), and there are differing levels of technological ability and adoption within the industry. Many growers still prefer to receive communications via hard copy formats like printed magazines.

Figure 1. Demographics in Farming

FARM MANAGEMENT, year ended 30 June 2015

	Aust.	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT
Average age of respondent (yrs)	57	58	58	56	55	57	57	52	57
Average time respondent involved in farming (yrs)	34	33	35	35	33	34	34	25	25
Male respondents (%)	77	76	79	71	81	81	81	66	81
Female respondents (%)	23	24	21	29	19	19	19	34	19

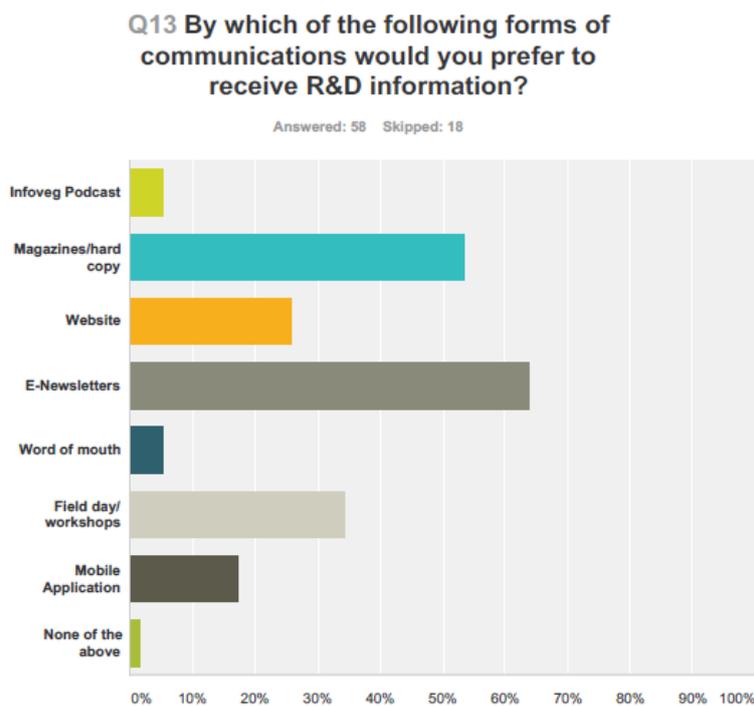
Source: ABS Catalogue 7121.0 - *Agricultural Commodities, Australia, 2014-15*.

A survey undertaken for the Vegetable Industry Development Survey (VG12071) in 2015 confirmed that a diverse communications mix is vital for the target audience, with a variety of channels preferred by the 76 growers who responded (see Figure 2 below). Therefore, AUSVEG's strategy will continue to provide growers with a range of different communications channels for R&D information, including both digital and hard copy formats.

This is important as 62 per cent of growers who responded to the survey indicated they are not active on social media and more than half of the respondents said the main reason they don't use InfoVeg is because they don't have enough time. As such, utilising different modes of delivery that suit different people's timetables and technological capacity is imperative. It is worth noting that some rural areas have poor internet connectivity for instance.

It is also important to note that the native language of many vegetable and potato growers is a language other than English (LOTE), with a 2007 report into communications in the vegetable industry (VG03094) showing that LOTE growers make up around 40 per cent of industry members. It is essential to take this into consideration in order to effectively communicate with the wider vegetable growing community, as this group requires a different approach to communicate the outcomes of research and development projects.

Figure 2. Preferred communication formats of growers



Source: Industry Development Survey, 2015.

The secondary audiences for the Vegetable and Potato Communications Programs are as follows:

- Industry stakeholders
- Researchers
- Political representatives
- Media representatives
- General public

Input from secondary audiences will be sought in accordance to the Stakeholder Engagement Plan, which identifies the importance of feedback from each group.

Key messages

Investment in industry research occurs through levy funds from growers and contributions from the Australian Government. This means that there is both public investment through taxpayer funds and private investment by way of the statutory levies paid by vegetable and potato growers, and the messaging must be targeted accordingly.

The image of the Australian vegetable and potato industries must be portrayed in a positive light that enhances its reputation and promotes the key innovation initiatives being undertaken by levy payers. To achieve this goal, AUSVEG will communicate the following messages to growers and other key industry stakeholders.

Grower / Industry Messages:

- Investment through Hort Innovation using levy funds and contributions from the Federal Government provides growers with the latest information regarding consumer trends, domestic and export markets and on-farm productivity enhancements that will benefit their business;
- Growers can embrace emerging industry-funded research initiatives to improve the productivity and viability of their growing operations and remain competitive;
- Constant innovation and technological advancement is central to achieving tangible benefits in a grower's business;
- Australian growers who have implemented the latest research are seeing beneficial results and tangible outcomes in their businesses;
- As levy payers, vegetable and potato growers can seek information about new research through AUSVEG.

Stakeholder Messages:

- Australian growers produce high quality, clean, green and fresh vegetables and potatoes;
- The Australian vegetable industry is a modern, innovative and agile industry;
- Australian growers are leaders in implementing new cutting-edge research which allows them to deliver the best quality products to consumers;
- Australian vegetable growers are highly efficient resource users and are regarded as custodians of the land;
- The Australian industry is strengthening its capability to export local produce to neighbouring markets which are increasingly seeking high quality Australian vegetables.

Key strategies

As discussed, AUSVEG will use a range of communications channels to convey its key messages to both growers and other key stakeholders. The ultimate objective is to construct a positive narrative

around the vegetable and potato industries, in particular those research projects that have been commissioned by Hort Innovation to advance the industry and have produced tangible results.

As outlined above, messages will be tailored depending on the audience.

The following are some key objectives of the project:

- Increase awareness of new research findings;
- Highlight tangible implementation of actual research outcomes being adopted in vegetable and potato growing businesses so that growers can appreciate the benefits through their industry peers;
- Frame the vegetable and potato industries as modern, cutting-edge industries that are innovative and agile, and provide strong contributors to the Australian economy.

Delivery

AUSVEG can deliver its key messages through already established communications channels, including:

- *Vegetables Australia* and *Potatoes Australia* magazines;
- Weekly Update e-newsletter;
- Media relations;
- InfoVeg services (including the InfoVeg database, InfoVeg Radio and InfoVeg TV);
- Social Media;
- *Vegenotes*; and
- *Grower Success Stories* (Vegetable and Potato).

Outputs

The outputs of the vegetable and potato industry communications programs are as follows:

Vegetable Industry Communications Program

***Vegetables Australia* magazine**

- Production of at least 22 R&D pages
- Production of at least one page on levy information
- Make available on the AUSVEG website

E-newsletter

- Distribution of E-newsletter
- One Vegetable R&D feature article

Media relations

- Production of up to 12 media releases per year

InfoVeg services

- Quarterly InfoVeg Radio podcasts
- InfoVeg YouTube videos – three per annum
- Promotion of InfoVeg services

Social media

- Content creation – five tweets per week
- Responding to twitter activity on an ad hoc basis

Communications strategy / program evaluation

- Annual Communications Strategy, including Logic Framework
- Annual Communications survey (phone, online or focus groups)
- Mid-term review

Stakeholder Engagement

- Develop Stakeholder Engagement Plan
- Regular communication with stakeholders
- Booth at the National Horticulture Convention

Vegetable *Grower Success Stories*

- Publish and Distribute – one per annum

Vegenotes

- Publish and Distribute – six per annum

Economics

- Veggie Stats published with each edition of *Vegetables Australia*
- Economic Discussion Papers – two per year
- Quarterly Economic Confidence Survey
- Commentary on topical economic issues
- Feature article in *Vegetables Australia* magazine
- Production of up to four media releases per year
- Respond to ad hoc requests from media, growers and stakeholders
- Stakeholder Engagement

Potato Industry Communications Program

***Potatoes Australia* magazine**

- Production of at least 15 R&D pages
- Production of at least one page on levy information
- Regional updates
- Make available on the AUSVEG website

E-newsletter

- Distribution of E-newsletter
- One Potato industry news article

Media relations

- Production of up to 12 media releases per year

InfoVeg services

- InfoVeg YouTube videos – three per annum
- Promotion of InfoVeg services

Social media

- Content creation – five tweets per week
- Responding to twitter activity on an ad hoc basis

Communications strategy / program evaluation

- Annual Communications Strategy, including Logic Framework
- Annual Communications survey (phone, online or focus groups)
- Mid-term review

Stakeholder Engagement

- Develop Stakeholder Engagement Plan
- Regular communication with stakeholders
- Booth at the National Horticulture Convention

Potato Grower Success Stories

- Publish and Distribute – one per annum

Stakeholder Engagement

The aim of AUSVEG's stakeholder engagement program is to ensure vegetable and potato related communications material addresses the most appropriate issues and is being delivered in the most effective method.

AUSVEG's Stakeholder Engagement Plan has been created to drive engagement activities with interested industry members, including vegetable and potato growers, Hort Innovation, state-based extension personnel, journalists, researchers and other industry associates.

AUSVEG has created the Vegetable Industry Communications Stakeholder Engagement Committee (VICSEC) and the Potato Industry Communications Stakeholder Engagement Committee (PICSEC), which will meet on a quarterly basis to gain feedback on AUSVEG communications and ascertain the relevancy of the content communicated and the effectiveness of the mode of delivery.

The Stakeholder Engagement Plan can be found at Appendix 1.

Review

To measure the effectiveness of the Vegetable and Potato Industry Communications Program, AUSVEG will conduct an annual survey of growers and other industry members. This survey will include questions on all aspects of the vegetable and potato communications projects, including the rate of R&D adoption as a result of AUSVEG communications. This data will allow AUSVEG to determine changing industry needs and alter practices if required.

In addition, AUSVEG will continue to monitor and evaluate the adoption of R&D outcomes and recommendations as communicated through AUSVEG's communications strategy, utilising feedback from growers and industry stakeholders, including the VICSEC and PICSEC.

AUSVEG has demonstrated its capacity to evaluate project performance and use feedback for the purpose of continuous improvement of its national publications and communications programs. AUSVEG will continue to regularly source feedback from levy payers on an annual basis through online surveys, phone surveys and focus groups (where appropriate) regarding its communications activities, so that improvements can be made to further meet the needs of the target audience.



Australian vegetable and potato industry Social Media Strategy



Contents

Australian vegetable and potato industry Social Media Strategy	90
Background	90
AUSVEG	90
Industry demographics	91
Project requirements	92
Social media goals.....	92
Aim	92
Content Creation.....	94
Key messages (as detailed in the Communications Strategy)	94
Review.....	95
Potential alternate social media channels for consideration	95

Australian vegetable and potato industry

Social Media Strategy



For AUSVEG to continue to foster its reputation for being the national Peak Industry Body for growers, it must maintain a presence on social media. By using social media, AUSVEG can quickly update the public on important grower-related issues, stir up debate and comment on government policy affecting growers.

AUSVEG currently employs the Twitter and YouTube social media platforms for these aims. Other channels will be explored and potentially incorporated into the 2016 Social Media Strategy.

Relevant content should continually be created and shared on our official social media channels. Regular sharing of information keeps the AUSVEG name in the public sphere and builds on our existing reputation of being the official representation of Australian vegetable and potato growers.

One of the major aims of the AUSVEG social media strategy going forward will be to build up a following of journalists interested in issues related to AUSVEG. This will improve the distribution of our media releases through re-tweeting by journalists looking to share developments with their followers, as well as their uptake by journalists that we may otherwise miss through traditional media distribution. AUSVEG anticipates that Twitter is the platform that will best help it to achieve this aim, with YouTube helping to a lesser degree.

Background

AUSVEG

AUSVEG is the national peak industry body representing the interests of Australian vegetable and potato growers and is committed to securing the industry's future. We represent the interests of growers to government and assist growers by making sure the National Vegetable and Potato Levies are invested in research and development (R&D) that best meets the needs of the industry and that growers have access to the research outcomes of these projects to get benefit from levy investment.

AUSVEG is also a service provider for a number of levy-funded research projects that are funded by Hort Innovation using levy and Government funds. Making the information that results from these research projects available to Australian vegetable and potato growers is vital for the vegetable and potato industries to remain at the forefront of global horticulture production and for local growers to be able to operate an efficient, productive and profitable growing operation.

Industry demographics

The primary audience members for social media activities that are funded by the Vegetable and Potato Communications Programs are **levy-paying vegetable and potato growers**.

A varied technology mix is needed to communicate with this audience, as the average age in Australian farming is still over 50 years of age (see Figure 1 below), and there are differing levels of technological ability and adoption within the industry. Many growers still prefer to receive communications via hard copy formats like printed magazines; however, exploring online communication platforms is important.

Figure 1. Demographics in Farming

	FARM MANAGEMENT, year ended 30 June 2015								
	Aust.	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT
Average age of respondent (yrs)	57	58	58	56	55	57	57	52	57
Average time respondent involved in farming (yrs)	34	33	35	35	33	34	34	25	25
Male respondents (%)	77	76	79	71	81	81	81	66	81
Female respondents (%)	23	24	21	29	19	19	19	34	19

Source: ABS Catalogue 7121.0 - Agricultural Commodities, Australia, 2014-15

It is important to note that 62 per cent of growers have indicated they are not active on social media (as per AUSVEG Industry Development Survey, 2015); as such, reaching a majority of growers in the vegetable industry through social media is unlikely. However, there are some growers and companies that are heavily active on social media, and it is likely that this trend will only increase as more and more young people become involved in the industry.

The secondary audiences for social media activities funded through the Vegetable and Potato Communications Programs include the following:

- Industry stakeholders;
- researchers;
- political representatives;
- media representatives; and
- the general public.

Input on how to improve the adoption of social media activities in the industry will be sought from secondary audiences in accordance to the Stakeholder Engagement Plan, which identifies the importance of feedback from each group.

Project requirements

The following requirements for social media activities are outlined in the Vegetable and Potato Industry Communications Programs.

Twitter

- Content creation – 10 tweets per week (five for vegetable levy-funded content and five for potato industry content)
- Responding to Twitter activity

Podcast (Vegetables only)

- InfoVeg Radio podcasts – four per annum

YouTube

- InfoVeg YouTube videos – six per annum (three for vegetables and three for potatoes)

Social media goals

Aim

Social media is by its nature highly participatory; therefore, to build a strong social media presence for the industry, users must not only be content generators but also content sharers. A strong presence on social media is essential to build the public image of the Australian vegetable industry and to provide a public face to the vegetable industry and its growers. The need to bolster the image of the industry is becoming more pressing as more and more consumers are becoming disconnected from where their food comes from.

To ensure we meet our requirements for social media activities in the Vegetable and Potato Industry Communications Programs, AUSVEG will undertake the following level of output for AUSVEG social media channels:

Twitter

Relevant tweets must be created and shared daily.

- **A quota of at least four tweets per day (20 per week) of original content will be met (two for vegetable levy-funded activities and two for potato industry news)**
 - These tweets must be created by AUSVEG with original content sourced from AUSVEG or online sources.

- Re-tweets are allowed but should not count towards the daily quota.
- Tweets relating to AUSVEG media releases do not count towards the daily quota and are considered bonus/supplementary.
- *PLEASE NOTE: All tweets that relate to vegetable or potato levy-funded material must acknowledge Hort Innovation by tagging @Hort_Au.*

All tweets should tag major agriculture Twitter users and use appropriate #hashtags to further reach potential followers when appropriate. Combined with regular tweets, this should result in an increase in awareness of AUSVEG’s Twitter presence and will lead to more followers.

The major agriculture Twitter users and #hashtags relevant to AUSVEG are:

Hashtags:

1. #agchatoz
2. #agriculture
3. #auspol
4. #vegetable
5. #potato
6. #InfoVeg

Users:

1. @abcrural – 28.1K followers.
2. @Hort_Au – 1,516 followers.
3. @weeklytimesnow – 8,158 followers.
4. @GoodFruitandVeg – 1,474 followers.

InfoVeg Radio podcast

- InfoVeg Radio podcasts – four per annum (only applicable for vegetables)
 - Podcasts are to be compiled from interviews relating to levy-funded activities, such as project researchers, growers or other industry members. These are to be promoted using existing AUSVEG communications and social media channels.
 - Levy-funded activities, including industry seminars and research papers and reports (such as Project Harvest), should be considered for the podcasts.
 - Podcasts should be no longer than 10-15 minutes.

InfoVeg TV YouTube videos

- InfoVeg YouTube videos – six per annum (three for vegetables and three for potatoes)
 - Videos are to be compiled from materials from levy-funded activities, such as seminars, and are to be considered for publication on the official AUSVEG YouTube channel and promoted on other social media channels.
 - Levy-funded activities, including research papers and reports (such as Project Harvest), should be considered for publication. Interviews with researchers should be sought for these videos.
 - Videos should be no longer than 4-5 minutes.

Content Creation

In order to develop appropriate content for our key audiences, AUSVEG will include the following materials for consideration for its social media activities:

- official AUSVEG announcements, events and media releases;
- online agriculture sources (such as information on in-season vegetables, import/export statistics, and other topics);
- economic data relevant to growers;
- news stories relevant to the local and international industry; and
- re-tweets.

In order to increase engagement with audiences and help AUSVEG tweets to stand out from the crowd by increasing their value to readers, it is intended that these tweets will incorporate (where possible) images, links, hashtags and the tagged usernames of relevant users.

Key messages (as detailed in the Communications Strategy)

Social media is an important tool in communicating the benefits of investment in industry research that occurs through levy funds from growers and Federal Government funding. This message can be communicated more widely to growers using social media, but also to the identified secondary audiences mentioned above to highlight the volume of levy-funded initiatives taking place in the industry and the benefits that the levies provide growers.

The image of the Australian vegetable industry must be portrayed in a positive way that enhances its reputation and promotes the key innovations and initiatives being undertaken using levy funds. To achieve this goal, the following messages will be communicated by AUSVEG to growers and other key industry stakeholders:

Grower / Industry Messages

- Investment through Hort Innovation using levy funds and matched Federal Government funds provides you with the latest information regarding consumers, markets and on-farm productivity enhancements that will benefit your business.
- Growers can embrace emerging industry-funded research initiatives to improve the productivity and viability of their growing operations and remain competitive.
- Constant innovation and technological advancement is central to achieving tangible benefits in your business.
- Australian growers who've implemented the latest research are seeing beneficial results and tangible outcomes in their businesses.

- As levy payers, growers can seek information about new research through AUSVEG.

Stakeholder Messages

- Australian growers produce high quality, clean, green and fresh vegetables and potatoes.
- The Australian vegetable industry is a modern, innovative, and agile industry.
- Australian growers are at the cutting edge in implementing new research which allows them to deliver the best quality products to consumers.
- Australian vegetable growers are highly efficient resource users and are regarded as custodians of the land.
- The Australian industry is strengthening its capability to export local produce to neighbouring markets which are increasingly seeking high quality Australian vegetables.

Review

Much like the Vegetable and Potato Industry Communications Programs, in order to measure the effectiveness of the projects' social media activities, AUSVEG will incorporate an annual survey of growers and industry members to measure the effectiveness of the programs' social media content and delivery.

AUSVEG will continue to monitor and evaluate the adoption of R&D outcomes and recommendations as communicated through AUSVEG's communications strategy, utilising surveys and feedback from growers and industry stakeholders. AUSVEG will conduct surveys that provide data on adoption rates and determine changing industry needs.

Potential alternate social media channels for consideration

Given that most AUSVEG staff not only network with growers and other industry members but are also highly visible in local, international and online media, it is vital that the industry has a professional image. Given the prominence of LinkedIn as a professional social networking platform in horticulture and wider agriculture, it is recommended that AUSVEG staff maintain up-to-date and professional-quality profiles, including professional photos (if available) and current and accurate working titles, job descriptions and job histories.

Other social media channels will be investigated by AUSVEG as required on a case-by-case basis.

Vegetable and Potato Industry Communications Program Stakeholder engagement plan



Contents

Overview	98
Project background	98
Stakeholder engagement plan	98
Stakeholder assessment	100
Stakeholder matrix	100
Engagement grid	101
Engagement plan	102
High priority	102
Australian vegetable and potato growers	102
Horticulture Innovation Australia	103
State-based extension personnel, agronomists and consultants	103
Medium priority	105
Service providers	105
Journalists	105
Low priority	105
Other industry members	105
Researchers and academics	106
Measuring the effectiveness of stakeholder engagement	106
Health check/review	106

Overview

Project background

The levy-funded projects VG15027 *Vegetable Industry Communications Program 2016-2019* (VICP) and *Potato Industry Communications Program 2016-2019* (PICP) aims to foster increased awareness (and on-farm adoption) of the results of levy-funded projects within the Australian vegetable and potato industries. This goal will be achieved through the delivery of communications materials that highlight the valuable work being undertaken in the industry, explore the possibilities for on-farm application of research outcomes, and highlight the successes of growers and industry members who have adopted the results of levy-funded R&D in their own growing operations.

These communications materials include:

- *Vegetables Australia* and *Potatoes Australia* magazines;
- *Weekly Update* e-newsletter;
- External communications to the media;
- InfoVeg services, including the InfoVeg database, InfoVeg Radio podcasts and an InfoVeg YouTube series;
- Social media communications;
- *Vegetable and Potato Grower Success Stories*, highlighting the results of on-farm application of R&D outcomes;
- *Vegenotes*, an in-depth exploration of levy-funded R&D projects;
- *Veggie Stats*, providing a snapshot of the financial performance of individual vegetable commodities;
- Economic discussion papers, which provide a detailed analysis of economic trends and issues relevant to the vegetable industry; and
- Commentary on topical economic and business issues.

By tailoring these communications to cover issues of importance to the Australian vegetable and potato industries and respond to short-, medium- and long-term industry concerns, the VICP and PICP will be able to provide ongoing benefits to the industry and ensure that levy-funded research translates into tangible outcomes on-farm.

Stakeholder engagement plan

This plan aims to clearly define the principles behind stakeholder engagement for the VICP and PICP and establish a coherent, consistent strategy for stakeholder engagement over the life of the program. A communications strategy for the VICP and PICP will be delivered as a separate document.

With the VICP PICP looking to build on the success of previous communications programs delivered by AUSVEG, it is important that the service provision for this program includes consistent stakeholder engagement that can provide guidance and direction for VICP and PICP outputs over the life of the project.

As such, this document:

- Identifies the key stakeholder groups with which this program will come into contact, and acknowledges each group's core goals as they relate to the program and its outputs;
- Assesses these groups based on their interest in the project and potential influence on the overall success of the program in achieving its goals;
- Plans future engagement activities to inform, consult and collaborate with these groups, as appropriate, to ensure that VICP and PICP communications are relevant and effective; and
- Proposes methods to assess the ongoing success of engagement efforts.

The high-level goals of the VICP and PICP are to foster increased awareness (and on-farm adoption) of the results of levy-funded projects. As such, the core issues to be considered by all engagement activities are:

- Whether or not the format of the communications delivered by the project are appropriate to achieving this goal; and
- Whether or not the information being communicated is relevant for the purposes of achieving this goal.

It is anticipated that this stakeholder engagement plan, while being intended as a guide for ongoing stakeholder engagement activities by VICP and PICP staff, will remain flexible to respond to any change in priorities or stakeholder relationships within AUSVEG or within the Australian vegetable and potato industries. This document therefore also contains provisions for a mid-term review of the plan to ensure it remains appropriate and relevant to the work of the VICP and PICP.

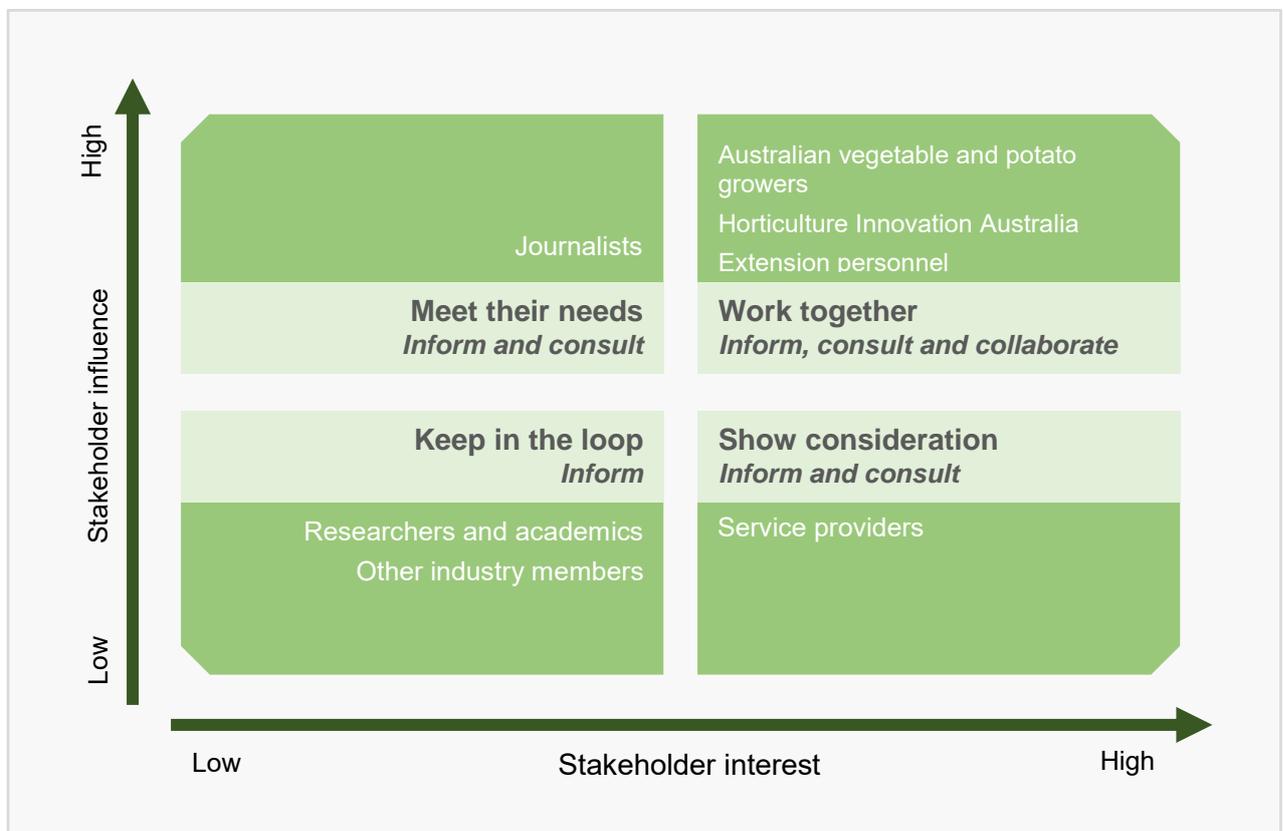
Stakeholder assessment

Stakeholder matrix

	Stakeholder goals	Stakeholder concerns	Prioritisation
Australian vegetable and potato growers	<ul style="list-style-type: none"> Learning about and understanding the results of levy-funded R&D. Applying results of levy-funded R&D to their growing operations. 	<ul style="list-style-type: none"> Lack of tangible outcomes from levy-funded R&D. Lack of detailed understanding of levy investment and its outcomes. 	<p>High importance</p> <p>Levy-funded communications should be tailored to helping growers meet their goals. Consult with growers to ensure communications are appropriate, relevant and informative.</p>
Horticulture Innovation Australia (Hort Innovation)	<ul style="list-style-type: none"> Promoting the results of levy-funded R&D to industry and other stakeholders. Receiving value for the investment of levy funds. 	<ul style="list-style-type: none"> Lack of industry awareness of levy-funded programs. Not receiving value for money from investment of levy funds. 	<p>High importance</p> <p>Service provision of the communications projects should be delivered in collaboration with the investor. Consult with representatives to ensure service provision is meeting Hort Innovation's needs.</p>
State-based extension personnel, agronomists and consultants	<ul style="list-style-type: none"> Learning about the results of levy-funded R&D. Communicating these results to growers and the industry. 	<ul style="list-style-type: none"> Lack of tangible outcomes from levy-funded R&D. Need to improve productivity and alleviate other concerns in growing operations. 	<p>High importance</p> <p>These stakeholders are a vital channel for R&D outcomes to achieve on-farm application. Consult with individuals to ensure communications are appropriate and relevant.</p>
Service providers	<ul style="list-style-type: none"> Disseminating the outcomes of their levy-funded projects. Ensuring that stakeholders perceive them as having delivered value for money. 	<ul style="list-style-type: none"> Potential failure to build upon the outcomes of their projects. External perceptions of lack of value in their service provision of projects. 	<p>Medium importance</p> <p>Valuable to have their insight and contributions into communications about their projects. Seek contributions and guidance for communications, but retain independence when developing and delivering outputs.</p>

Journalists	<ul style="list-style-type: none"> Developing media content for their own organisations. 	<ul style="list-style-type: none"> Lack of interest from readers in vegetable and potato industry-related stories. Time-poor work environment reducing the amount of time that can be spent on a story. 	Medium importance Valuable channel for communicating to a broader audience, so ensuring stories suit their goals will deliver benefits. Assist with requests where possible to ensure a good relationship.
Researchers and academics	<ul style="list-style-type: none"> Learning about the results of levy-funded R&D. 	N/A	Low importance End users of communications. No input required.
Other industry members, including consumers	<ul style="list-style-type: none"> Learning about the results of levy-funded R&D. 	N/A	Low importance End users of communications. No input required.

Engagement grid



Engagement plan

High priority

Engagement with stakeholders in this category will include structured, formal consultations and collaboration involving VICP and PICP staff.

Australian vegetable and potato growers

Engagement goal: To ensure that communications achieve the core goals of helping growers to understand the results of levy-funded R&D and encouraging growers to adopt the benefits of R&D investment on-farm.

National Horticulture Convention

The annual National Horticulture Convention is the largest gathering of growers, researchers and other industry representatives in Australia. Booths hosted by other projects for which AUSVEG has been the service provider have, historically, been highly successful in communicating directly with growers about important industry information. By hosting a booth at the Convention every year for the life of the project, VICP and PICP staff will be able to make themselves available for discussion with Australian vegetable and potato growers who would like to engage with the program.

The development of a proposal for the VICP and PICP booth each year, including considerations about attracting foot traffic from Convention attendees and initiatives to promote the outputs of the VICP, PICP and levy-funded R&D, will be undertaken internally by VICP and PICP staff.

The core goal of this engagement will be to ensure that growers are aware of the communications outputs being produced by the VICP and PICP. This will have a direct impact on the overall success of the VICP and PICP's communications material in raising industry-wide awareness about R&D outcomes from levy investment.

Annual survey

As identified during AUSVEG's delivery of previous projects, including VG12071 *Coordinated Knowledge and Industry Development Program*, annual surveys are a successful method of obtaining feedback from growers and other industry members that can be referred to when considering improvements to project activities.

As such, VICP and PICP staff will conduct annual surveys to receive feedback from growers and assess the ongoing success of the program's communications efforts. These surveys will be conducted in January of each year, using an appropriate platform to ensure the broadest possible reach – it is anticipated that this will likely involve the use of an online survey system.

These surveys will assess the effectiveness of each individual communications channel used by the VICP and PICP in communicating with growers, their usefulness as perceived by growers, and their impact on on-farm practices as assessed by growers.

Industry forums and seminars

VICP and PICP staff will attend industry forums and seminars. Attendance at these seminars will ensure that VICP and PICP staff are kept up-to-date on the latest developments of R&D projects and levy investment, while also providing opportunities for VICP and PICP staff to meet face-to-face with growers and industry members to discuss program activities and any issues and concerns facing these growers and the industry.

Horticulture Innovation Australia

Engagement goal: To ensure that communications are meeting the required standard and that stakeholders are satisfied that they are receiving value for levy investment, and to remain abreast of industry concerns.

Consultation meetings

As the service providers for this levy-funded project, senior VICP and PICP personnel will consult with representatives of Hort Innovation regularly to ensure that delivery of the project requirements is being performed to Hort Innovation's satisfaction. These consultations will include feedback and guidance on the communications material being produced by the VICP and PICP, with amendments or modifications made as is considered appropriate.

Senior VICP and PICP personnel will also communicate regularly with Hort Innovation staff throughout the life of the project for informal discussions on the direction of the program's communications.

Industry forums and seminars

VICP and PICP staff will attend relevant industry forums and seminars, including those coordinated by Hort Innovation. Attendance at these seminars will ensure that VICP and PICP staff are kept up-to-date on the latest developments of R&D projects and levy investment, as well as providing opportunities for VICP and PICP staff to meet face-to-face with growers, Hort Innovation staff and industry members to discuss program activities and any issues and concerns facing these growers and the industry.

State-based extension personnel, agronomists and consultants

Engagement goal: To ensure that outputs are helping extension personnel communicate the results of levy-funded R&D to growers and the industry, and to ensure that VICP and PICP staff remain informed about concerns or issues in the Australian vegetable and potato industries.

Consultation meetings

State-based extension personnel are a vital channel for the extension of the outcomes of levy-funded R&D to Australian vegetable and potato growers. As such, AUSVEG will conduct regular meetings with extension personnel throughout the year to engage with them and solicit feedback on the communications delivered by the program – specifically, on its suitability for their purposes, and any suggestions or advice they may have to improve the effectiveness of these communications in achieving the goals of the project.

These meetings will also allow VICP and PICP staff to communicate directly with industry participants with on-the-ground knowledge of industry concerns and issues facing growers. This exchange of information will allow VICP and PICP staff to develop relevant, timely communications for the benefit of the entire industry.

Given the geographical dispersal of these extension officers, the most effective way of conducting these meetings will be through teleconferencing. AUSVEG has the appropriate resources and administrative infrastructure to conduct these teleconferences.

These teleconferences be held quarterly and will include (where possible) state-based extension personnel, agronomist representatives and consultant representatives. Records will be kept of the participants in each consultation for reporting purposes.

Annual survey

As noted above, surveys have historically been a successful method of obtaining feedback on project activities from industry members. The VICP and PICP annual surveys will also be distributed to state-based extension personnel, agronomists and representatives from other industry organisations to receive their feedback on VICP and PICP activities and subsequently incorporate suggestions where appropriate.

Medium priority

Engagement with stakeholders in this category will include as-needed consultation and discussions involving VICP and PICP staff.

Service providers

Engagement goal: To ensure that communications about levy-funded projects are well-informed and accurately reflect their outcomes and results.

The R&D conducted by service providers for levy-funded projects and the outputs produced by these projects are central to the communications developed by the VICP and PICP.

Therefore, in line with the assessment of this group noted above, engagement with service providers will be limited to consulting with them to source material and information for communication. This will be undertaken on an as-needed basis during the production of VICP and PICP communications, including the *Weekly Update*, *Vegetables Australia*, *Potatoes Australia*, vegetable and potato *Grower Success Stories*, *Vegenotes*, *InfoVeg Radio* and *InfoVeg TV*.

Journalists

Engagement goal: To ensure that external communications are appropriate and relevant to a broader, non-industry audience.

Journalists are a valuable channel to help VICP and PICP communications reach a broader audience than the industry members and stakeholders to which AUSVEG can directly communicate. It is therefore important to maintain a good relationship with journalists and media organisations who report on the vegetable and potato industries (or the horticulture or agriculture industries).

For these purposes, engagement will centre on the distribution of communications such as media releases (as laid out in the communications strategy for the VICP and PICP), but will also include responses to media requests for information and other relationship-building as considered appropriate by VICP and PICP staff.

Low priority

Engagement with stakeholders in this category will be limited to communications or potential briefings by VICP and PICP staff.

Other industry members

Engagement goal: To inform other industry members about levy-funded R&D being undertaken in the vegetable and potato industries.

There is a wide range of other individuals and organisations who are involved in the Australian vegetable and potato industries, but who are not covered in any of the other stakeholder groups considered above. These other members include (but are not limited to) supply chain participants and members of State and Federal Government Departments. Where possible, AUSVEG will look to ensure these industry members receive the communications material produced by the VICP and PICP and are aware of the levy-funded R&D being undertaken in the Australian vegetable and potato industries. This will be covered further in the communications strategy for the VICP and PICP.

Researchers and academics

Engagement goal: To inform researchers and academics about levy-funded R&D being undertaken in the vegetable and potato industries.

It is important that researchers and academics who work in the vegetable, potato, horticulture or agriculture sectors – or may do so in the future – are aware of existing and ongoing R&D being undertaken to avoid duplication of work and wasted investment. Where possible, AUSVEG will therefore look to ensure they receive the communications material produced by the VICP and PICP. This will be covered further in the communications strategy for the VICP and PICP.

Measuring the effectiveness of stakeholder engagement

Health check/review

The VICP and PICP include proposals for a mid-term reviews, the details of which will be agreed upon between Hort Innovation and AUSVEG closer to the time of the reviews.

During this review, the VICP and PICP's stakeholder engagement efforts will be assessed to determine their strengths and weaknesses, and to identify any potential opportunities or threats to these efforts that may arise following the review period.

The overall effectiveness of the program's stakeholder engagement will also be assessed. To this end, AUSVEG will endeavour to track and record instances of engagement and any tangible results of this engagement, such as changes to internal practices, modifications to the format or delivery of communications materials, or any other amendments to the program's activities in response to key stakeholders. These records will be used to gauge the ongoing impact and value of the program's stakeholder engagement.

As the landscape of the Australian vegetable and potato industries may have changed in the period between the formulation of the programs' stakeholder engagement plans and the mid-term reviews, the plans will also be reviewed to identify any possible amendments or modifications that could be made to improve their effectiveness in directing engagement efforts.

Key questions to be considered at the time of these reviews could include:

- Are the core goals and concerns of stakeholders still accurately represented by the stakeholder matrix?
- Is the prioritisation of stakeholders in the stakeholder matrix still appropriate for the programs' goals?
- Do any changes need to be made to overall or specific engagement principles for particular stakeholder groups?

The engagement goals for each stakeholder group as listed in the stakeholder engagement plan (see above) will also be considered in these review.

Other potential aspects of a review of the VICP and PICP's stakeholder engagement work will be agreed to between Hort Innovation and AUSVEG.



The Vegetable and Potato Industry Communications Programs are funded by Horticulture Innovation Australia using the National Vegetable and Potato Levies and funds from the Australian Government.

**Horticulture
Innovation
Australia**

VEGETABLE INDUSTRY COMMUNICATIONS PROGRAM

(VG15027)

Monitoring and Evaluation Plan



VEGETABLE
FUND



This project has been funded by Hort Innovation, using the vegetable industry research and development levies and contributions from the Australian Government.

Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.

Contents

Purpose	109
Background	109
Scope.....	109
Program logic	110
Project outputs	111
Project outcomes	113
Key evaluation questions	113
Monitoring and evaluation questions.....	114
Evaluation plan.....	115

Purpose

The Monitoring and Evaluation Plan (M&E plan) for VG15027 Vegetable Industry Communications Program has been developed to evaluate the effectiveness, relevance and reach of the project following a recommendation from the Mid-Term review conducted by Clear Horizon. While previous M&E of the project has focused on the quality of the project outputs and meeting the contractual obligations between AUSVEG Ltd (the service provider) and Hort Innovation, this plan has a particular focus on ensuring effective evaluation of program outcomes in relation to the broader vegetable research and development (R&D) levy investment landscape. This plan lays out the methodology of the continuous monitoring and evaluation feedback which will ensure the effective monitoring of project outputs in achieving the desired project outcomes.

Background

The Vegetable Industry Communications Program is a three year project funded by Hort Innovation using the Hort Innovation Vegetable Fund. The project commenced on 20 February 2016 and is due for completion on 20 February 2019. The project was an outputs-based project focusing on communicating levy-funded R&D outcomes to levy payers using a combination of traditional and online media. The outputs of the project included:

1. *Vegetables Australia, Vegnotes and Grower Success Stories* publications
2. Weekly Update e-newsletter
3. Media relations
4. Social media
5. InfoVeg services (podcasts and videos)
6. Communications strategy and Stakeholder Engagement
7. Additional publications

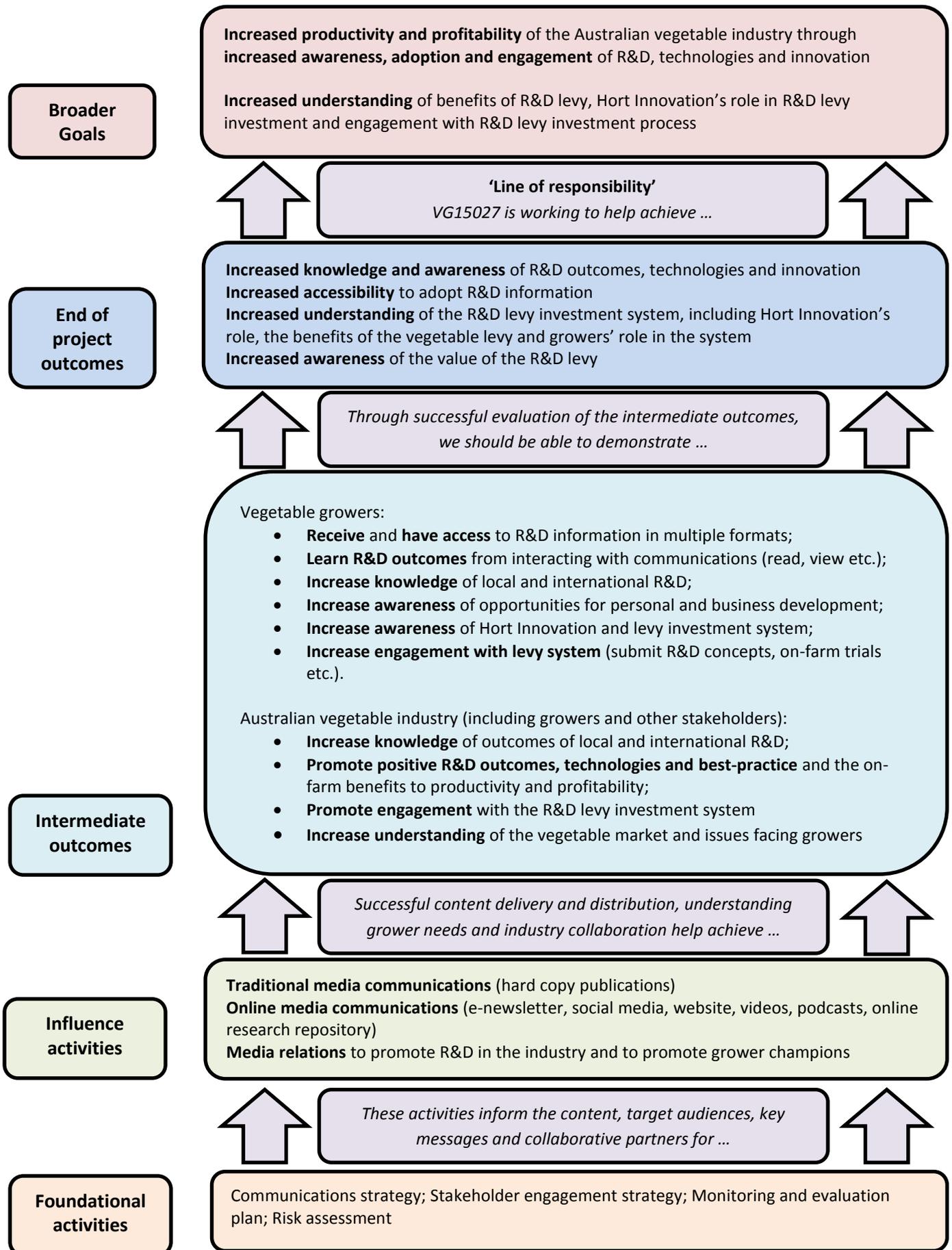
The program originally included a sub-program for economic activities for the vegetable industry, but following the Mid-Term review it was agreed by AUSVEG and Hort Innovation that this component of the program would provide more value to levy payers if it was separated from the communications program and re-scoped.

Scope

The M&E plan has been developed with the intent of:

- Measuring the success of the project against the contracted project evaluation metrics and its impact on achieving the desired industry outcomes;
- Ensuring accountability and best practice in measuring the success of VG15027; and
- Providing regular assessment and feedback on the ongoing success and legacy of the project, and opportunities to assess program design to successfully continue to deliver the current project and future communications projects.

Program logic



Project outputs

<i>VG15027 Activity</i>	<i>Output</i>	<i>Key performance indicators</i>
Vegetables Australia magazine	<ul style="list-style-type: none"> Production of at least 22 R&D pages Production of at least 1 page on levy information Deadlines for publishing met Upload VA on website 	<ul style="list-style-type: none"> Production of at least 22 R&D pages Production of at least 1 page on levy information Publication deadlines met Distribute to a minimum of 4500 recipients Upload VA on website
E-newsletter	<ul style="list-style-type: none"> Distribution of E-newsletter One Vegetable R&D feature article Upload newsletter on AUSVEG website Re-design of newsletter template 	<ul style="list-style-type: none"> 50 per year One Vegetable R&D feature article per edition Upload newsletter on AUSVEG website Re-design of newsletter template
Media relations	<ul style="list-style-type: none"> Production of up to 12 media releases per year Monitor and collate media mentions (by project) 	<ul style="list-style-type: none"> Production of up to 12 media releases per year Average of 10 media mention per month
InfoVeg services	<ul style="list-style-type: none"> Regular Updates to InfoVeg portal Re-Development of InfoVeg database Removal of password restriction Quarterly InfoVeg Radio podcasts Tri-annual InfoVeg YouTube videos Promotion of InfoVeg services 	<ul style="list-style-type: none"> Regular Updates to InfoVeg portal Re-Development of InfoVeg database Removal of password restriction 80 hits per edition 50 views per video Increased awareness of InfoVeg services
Social media	<ul style="list-style-type: none"> Annual social media strategy Content creation Responding to twitter activity 	<ul style="list-style-type: none"> Annual social media strategy Average of minimum of 5 tweets per week Responding to twitter activity
Communications strategy	<ul style="list-style-type: none"> Annual Communications Strategy 	<ul style="list-style-type: none"> Annual Communications Strategy

	Logic Framework Annual Communications survey Mid-term review	Logic Framework Annual Communications survey Mid-term review
Stakeholder Engagement	Develop Stakeholder engagement Plan Regular communications with stakeholders Booth at National Horticulture Convention	Develop Stakeholder engagement Plan 4 meetings per annum Booth at National Horticulture Convention
Vegetable Grower Success Stories	Identify grower case studies Organise freelance journalists Commission freelance photographers Organise freelance designer Publish and Distribute	Six grower case studies Organise freelance journalists Commission freelance photographers Organise freelance designer Publish and Distribute
Vegenotes	Identify R&D projects for publication Organise freelance journalists Organise freelance designer Publish and Distribute	Two R&D projects per edition Organise freelance journalists Organise freelance designer Publish and Distribute
Additional publications	Strategic Investment Plan publications Hort Frontiers publication International Success Stories publication Growing Leaders publication Concept to Results	Five themed publications on each outcome Case studies on each Hort Frontiers fund Six case studies Three videos Six case studies Three videos Six case studies

Project outcomes

Key evaluation questions

1. *Effectiveness*
 - a. How effective was the project in increasing knowledge and awareness of R&D outcomes, technologies and innovation?
 - b. How effective was the project in increasing the accessibility of R&D information?
 - c. How effective was the project in increasing the understanding of the R&D levy investment system, including Hort Innovation's role in levy investment?
 - d. How effective was the project in increasing awareness of the value of the vegetable R&D levy?

2. *Sustainability*
 - a. Will the project have an enduring legacy regarding awareness and promotion of R&D, technologies and innovation in the vegetable industry?

3. *Reach*
 - a. Did the project reach all of the intended audiences, including growers, researchers, media and other industry stakeholders?

Monitoring and evaluation questions

Effectiveness

1. How effective was the project in knowledge and awareness of R&D outcomes, technologies and innovation?
 - a. To what extent did Australian growers and the wider industry increase knowledge and awareness of R&D outcomes, technologies and innovation?
 - b. To what extent did Australian growers and the wider industry want to find out more information about R&D as a result of the communications from this program?
2. How effective was the project in increasing the accessibility of R&D information?
 - a. To what extent were Australian growers and the wider industry able to access R&D information?
3. How effective was the project in increasing the understanding of the R&D levy investment system, including Hort Innovation's role in levy investment?
 - a. To what extent did Australian growers increase their understanding of the R&D levy system?
 - b. To what extent did Australian growers increase their awareness of Hort Innovation's role in R&D levy investment?
4. How effective was the project in increasing awareness of the value of the vegetable R&D levy?
 - a. To what extent did Australian growers understand the value of vegetable R&D levy investments for their businesses and the wider industry?

Sustainability

5. Will the project have an enduring legacy regarding awareness and promotion of R&D, technologies and innovation in the vegetable industry?
 - a. What was the legacy of the project – was there ongoing practice change in how industry seeks and receives R&D as a result of the promotion of R&D outcomes communicated through VG15027?

Reach

6. Did the project reach all of the intended audiences, including growers, researchers, media and other industry stakeholders?
 - a. To what extent did the project reach its intended audiences?

Evaluation plan

Question	Methods	When/How
1. To what extent did Australian growers and the wider industry increase knowledge and awareness of R&D outcomes, technologies and innovation?	Annual online survey Questions 1, 2, 3, 4, 5, 6, 7, 8	Annual
2. To what extent did Australian growers and the wider industry want to find out more information about R&D as a result of the communications from this program?	Stakeholder Engagement Committee Questions 1, 2, 3, 4, 5, 6, 7, 8	Quarterly
3. To what extent were Australian growers and the wider industry able to access R&D information?	Stakeholder consultation Questions 1, 2, 3, 4, 5, 6, 7, 8	Ongoing
4. To what extent did Australian growers increase their understanding of the R&D levy investment system?	Data collection (incl media monitoring, web analytics) Questions 1, 2, 3, 8	Ongoing
5. To what extent did Australian increase their awareness of Hort Innovation’s role in R&D levy investment?	Milestone reporting – through the above evaluation methods Questions 1, 2, 3, 4, 5, 6, 7, 8	Biannually
6. To what extent did Australian growers understand the value of vegetable R&D levy investments for their businesses and the wider industry?		
7. What was the legacy of the project – was there practice change in the industry as a result of the promotion of R&D outcomes communicated through VG15027?		
8. To what extent did the project reach its intended audiences?		