

**PT98042**

**Evaluation of Potato Publications**

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**McGregor Marketing**



*Know-how for Horticulture™*

**PT98042**

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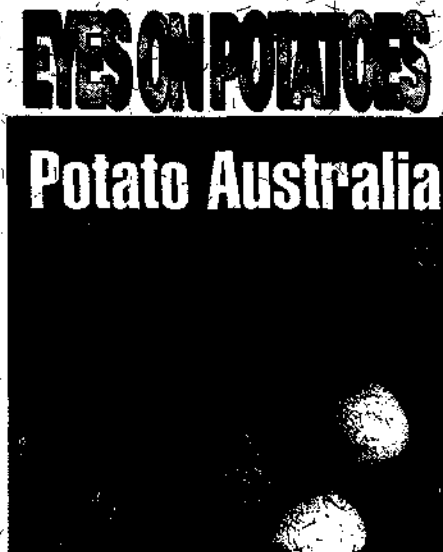
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# **McGREGOR MARKETING MARKET INSIGHT - MARKET FACTS**



## **EVALUATION OF POTATO PUBLICATIONS STAGE 1**

**Prepared for:** Department of Primary Industry, Water & Environment

**On behalf of:** Australian Potato Industry Council  
Nathalie Jarosz and Leigh Walters

**Principal Consultants:** Ian McGregor, Carmen Higgins and Nigel Starck

**Project No:** 4787

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Australian Potato Industry Council

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# INTRODUCTION



Australian Potato Industry Council

The Australian Potato Industry Council publishes "Potato Australia", which is a glossy magazine published annually. It is regarded as the leading industry publication and is strongly research orientated, giving a brief synopsis of all current HRDC projects and delivering articles on diseases, management, new varieties, consumer research, hygiene, demand information and new technologies.

"Eyes on Potatoes" is an industry newsletter published three times per year. Together these publications constitute a quarterly communication forum for the national potato industry.

Both publications are the prime vehicles for disseminating information on research outcomes within the industry but are also, and increasingly, covering a wide range of industry issues.

Both publications are distributed nationally free of charge to all Australian Potato Industry participants (growers, merchants, agribusiness and processors) with assistance from the Horticultural Research and Development Corporation and the Potato Levy.

The magazines have a distribution of 2,856 with around 600-700 in Tasmania and Victoria, 300-400 in each of Queensland, Western Australia, New South Wales and South Australia.

Since these publications are financed by the potato industry in conjunction with associated advertising, it is essential to determine to what extent the magazines meet the needs of the industry and whether changes are required. Information on how best to attract advertising is also sought.

McGregor Marketing was commissioned to undertake research on these issues.

A two-stage study was agreed as follows:

**Stage 1 – Understanding the issues** conducting 2 mini-group discussions and 5 in-depth interview with readers, contributors and advertisers/advertising agencies.

**Stage 2 – Measuring response** implementing 330 phone interviews with readers, 30 with researchers and 20 with advertisers/advertising agencies.

This document details the results of **Stage 1 – Understanding the issues.**

A qualitative research methodology was agreed for **Stage 1**. Being relatively unstructured, qualitative research is an ideal means of exploring the dynamics of a situation:

- it avoids making assumptions about the market place
- although the researcher guides the course of the discussions to some extent, sufficient flexibility is maintained to enable respondents to raise and elaborate upon issues which are relevant to them
- The researcher is able to fine-tune the relevancy of the lines of enquiry and evolve and test out hypotheses actively during the process of the research.

Among readers and contributors, the specific technique of **mini group discussions** was recommended. These groups involve gathering together approximately 4-5 target respondents into a casual, non-threatening setting to discuss the topic at hand for

approximately one hour, under the guidance of a trained moderator. These discussions carry all the advantages of qualitative research, with very thorough treatment of the subject matter being ensured through the "interactive" nature of the group discussions.

The participants in each mini group were:

**Group 1:** Readers including growers, merchants/packers, agribusiness and processors.

**Group 2:** Contributors, who have published article/s in "Potato Australia" and/or "Eyes on Potatoes".

Group 1 was held at Virginia Horticultural Centre, Virginia in South Australia on the evening of the 8 December 1998. Group 2 was held at the Institute of Horticultural Development, Knoxfield in Victoria at lunchtime on the 9 December 1998.

The lines of enquiry for the readers group included:

- Involvement in potato industry
- Media they use e.g. brochures, pamphlets, magazines, books, Internet
- What is the purpose of using these media e.g. to be informed or entertained
- What topics are they interested in regarding the potato industry?
- Awareness of "Potato Australia" and "Eyes on Potatoes" and other publications
- Frequency and thoroughness of readership
- Interest in "Potato Australia" and "Eyes on Potatoes" and specific topics of interest

- Attitude towards format and presentation of "Potato Australia" and "Eyes on Potatoes" e.g. colour, format, title
- Importance as a source of industry information and information of outcomes from the R&D program
- Evaluation of topics in "Potato Australia" and "Eyes on Potatoes". What topics should be added or deleted?
- Attitude towards advertisements in "Potato Australia" and "Eyes on Potatoes"
- What should be changed to make "Potato Australia" and "Eyes on Potatoes" more attractive?

The lines of enquiry for the contributors group included:

- Involvement in research and potato industry
- Topic of their articles
- Media of interest to publish article/s
- Awareness of "Potato Australia" and "Eyes on Potatoes" and how they gained knowledge of them
- Motivation to contribute to "Potato Australia" and "Eyes on Potatoes"
- Perception of "Potato Australia" and "Eyes on Potatoes"
- Attitude towards format and presentation of "Potato Australia" and "Eyes on Potatoes"
- Is publication effective in getting the contributor's information out to the industry?
- What should be changed to enhance editorial support/make publications more attractive?



In addition five depth interviews were conducted with three Melbourne based direct advertisers and two advertising agencies that place advertisements in these publications. These interviews were conducted on the 9 and 10 December 1998 at each participant's premises.

The lines of enquiry for the in-depth interviews included:

- What product categories/markets are they in? (advertisers only)
- Preferred media for advertising
- Is the distribution size and/or reader profile and issue?
- Awareness of "Potato Australia" and "Eyes on Potatoes"

- Interest in "Potato Australia" and "Eyes on Potatoes"
- What other publications/media would be "competitors" for "Potato Australia" and "Eyes on Potatoes"? Why?
- Are publications meeting advertiser's needs?
- What can be improved to make "Potato Australia" and "Eyes on Potatoes" more attractive?

Because of the qualitative and diagnostic nature of the research, no numbers or statistics are attached to the report. This document contains the principal findings and our preliminary assessment, based on the observations and interpretations of the researchers.

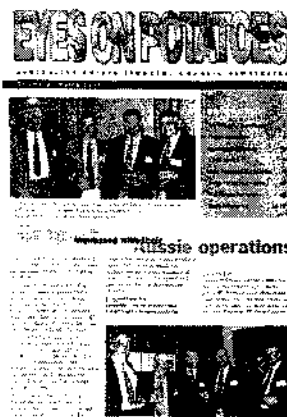
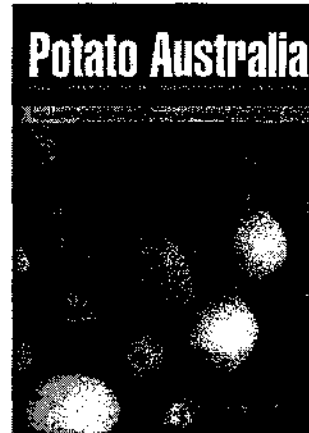


# PRELIMINARY ASSESSMENT

## Readers & Contributors

The publishers of **Eyes on Potatoes** and **Potato Australia** have acquired a number of editorial achievements. Prominent amongst those, on the basis of this study, are:

- Successful, if not entirely unblemished, penetration of the grower readership market.
- Acknowledgment, by readers and contributors alike, that the content is relevant and informative - in this regard, there was sustained appreciation of the published research material.
- Recognition, by contributors, that the publications do a professional and effective job in disseminating information.
- Acceptance, also by contributors, that the editor has the right to impose certain demands in terms of style, content and length.
- Appreciation of the space devoted to crop disease management and pesticide issues.
- Gratitude for the opportunity to promote field days and industry development issues.



From the complementary standpoints of readers and writers, then, the magazines in their existing format are not doing anything demonstrably wrong. Overt criticism, from those two demographic groups, was limited to observations that:

- Growers did not enjoy sufficient column space or pictorial display - there was a concern that academics and "industry high-fliers" received, by contrast, too great a prominence.
- **Eyes on Potatoes** needed to be upgraded aesthetically through a colour centre-spread.

In terms of editorial and advertising innovation, there were calls too for:

- Publication of Internet material - particularly as American research was seen as being "five years ahead".
- The regular appearance of a web-site list.
- Classified advertising - especially for second-hand equipment.
- A greater element of "industry politics" - on such topics as freight charges and export incentives.
- A growers' hotline, with opportunities to contribute to the magazines through brief telephoned comment. This device, it was said, would remove the inhibitions currently experienced by growers.
- Publication of contributors' "mugshot" plus e-mail address.

In addition, opportunities were seen of linking both magazines with a travelling industry seminar program and with information-based video production.



## Advertisers

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The apparent challenge confronting the publishers is much greater in this area of enquiry.

In their favour, the potato magazines do have the advantage of:

- Advertising rates which are seen as fair and competitive.
- A clearly defined target audience.

However, the less palatable - and more sustained - finding is that neither publication is truly meeting advertisers' needs. The perceived shortcomings, surfacing in this round of interviews as allegations and complaints, can be summarised as follows:

- The content, particularly in **Potato Australia**, is too academic - and seen therefore as of limited interest.
- Format and design are old-fashioned.
- Editorial approach and appearance lack innovation.

- Both magazines are of strictly limited appeal, comparing unfavourably with such publications as **Good Fruit & Vegetables** and **National Market Place News**.
- The colour combination of **Eyes on Potatoes** imposes limitations on corporate image, and makes reading difficult at times.
- An annual publication (**Potato Australia**) is an unattractive commercial proposition. It was suggested also, on this point, that the publishers would be better advised to produce the same title four times a year.
- The track record has been decidedly modest, with a poor audience response to advertising and mail-outs.
- No opportunities for supporting advertorial space - an issue identified as important in interviews with a current advertiser and a potential advertiser .
- Neither magazine impresses potential advertisers as likely to attract the *"top 20 per cent of the market"*.
- Unreasonable demands in terms of advertising lead time - two months is seen by some as excessive.
- A dislike of upfront payment requests.
- An absence of relationship building, through an apparent unwillingness (on the part of the publishers) to offer either personal contact or assistance with meeting individual customer needs.
- Infrequency of publication - monthly magazines emerged, in some interviews, as having much greater appeal to advertisers.



At this preliminary stage of the research exercise, therefore, the challenge confronting the publishers appears to be one of cultivating client confidence in a decidedly uncertain advertising marketplace.



# PRINCIPAL FINDINGS

## Readers

The membership of this demographic group ranged from senior potato industry identities with more than 30 years' growing experience to an agribusiness representative "new to the industry from university". What they had in common was a healthy interest in the pages of both **Potato Australia** and **Eyes on Potatoes**.

Within that interest was a strong approval rating too, notably of:

- The colour photography in **Potato Australia**.
- The "authoritative" information level of both publications.
- The size of each publication.
- The general style - seen as "simple and straightforward".
- The space devoted to crop disease management and pesticide issues.

Clearly, then, the magazines figured as important and respected sources of information. Other prominent media identified at this session included **Good Fruit & Vegetables**, **National Market Place News** and **Landline** (ABC Television).

To an increasing degree, information was also being sourced from the Internet:

*"My daughter got me into it. She calls up these sites on the other side of the world and, if there's something I want, she prints it out. It's amazing."*

*"You can get whatever you need to know.... from Idaho or wherever."*

*"I reckon they're about five years ahead of us in America, in their research and their practice, so with that (Internet access) I feel I'm right up with it."*

While the research material published in **Potato Australia** was still regarded as valid, readers believed both magazines should acknowledge the power of the Worldwide Web by:

- Reprinting relevant material first appearing on this medium.
- Publishing a web-site column listing Internet addresses of interest to growers.

Indeed, the question of growers' interest was of lasting concern at this session. It was argued repeatedly that, although both magazines were required reading, their editorial appeal could be improved through:

- Carrying more editorial about growers rather than consultants, managers and academics - "The growers' president in each state should write something in every edition."

- A **Growers' Hotline** - "Some growers don't like to write stuff because they think they're not educated like other people are, so they (the magazines) could have a means of phoning in your comments."
- Photographs of growers rather than "high fliers having meetings".
- A classified advertising section - particularly for second-hand machinery.
- A colour section in **Eyes on Potatoes** (perhaps in the centre pages) - *"Maybe it is a bit drab, the way it looks now."*
- Greater space devoted to "industry politics" - such as information on export market strategies and freight costs, and reports on the emerging practice of franchised product.

Readers also showed a desire to become viewers of information produced by authoritative sources. They saw an opportunity for the publishers to diversify into tape production:

*"They could hire them out through your regional (horticultural) centre.... seven dollars a week and it'd be tax-deductible."*

## Contributors

With professional pursuits extending from seed potato management to genetic engineering, these regular contributors had a shared need for the publication opportunities afforded by **Eyes on Potatoes** and **Potato Australia**:

*"Eyes on Potatoes is a good vehicle for promoting major field days."*

*"It's a platform for raising issues in the industry."*

*"We like the opportunity to get out short, pithy articles in **Potato Australia**. I actively encourage the people I work with to write something for **Eyes on Potatoes** as well. They have to be mini-summaries, but that's all right."*

They showed a willingness to be governed by editorial decisions, notably in:

- Accepting the editor's right to dictate the length of contributed material.
- Agreeing that, in some circumstances, a journalist should be commissioned to re-write their contributions - *"We resolved a dispute like that. It was a philosophical argument over the degree of scientific content in an article I'd submitted. I had no problems with the outcome."*
- Acknowledging the need for a process of conciliation between publisher and contributor.

Of the two publications, **Potato Australia** was clearly their favourite:

*"Last time I had an article in there, I had several phone calls afterwards. It was a pleasing response."*

*"I would say it's a very effective way of getting information out to the industry."*

It could be even better, they said, if:

- It published Internet material and web-site addresses of relevance to the industry.
- Contributed material displayed not only the name and telephone contact point of the contributor, but also the writer's photograph and e-mail address.
- Readers were offered a free reference service, with previous editions available on demand.

**Eyes on Potatoes** also won some plaudits for its *"good mix of information and articles"*. There was, however, the feeling too that this magazine might:

- Offer a greater percentage of "hard science and technology transfer".
- Re-think its generous use of orange spot colour - *"It makes it very hard to read under artificial light."*



- Develop the web-site list as a permanent feature.

Taking the editorial brief of both publications into new territory, contributors called for the industry-wide launch of what they called "*a travelling road show*". They said there should be:

- A panel of expert speakers, exploring a defined theme, travelling to grower groups right around Australia.
- Development of this type of venture as a replacement for formal conferences.
- Promotion of the event's progress through **Eyes on Potatoes** and **Potato Australia**.

## Advertisers

### Current advertisers

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Current Advertiser A will not be current for much longer, because:

*"We had a new product, so we dropped it in their magazines - but we had almost zero response. So I don't think we'll bother again."*

He had been disappointed too by:

- No follow-up enquiry by the publishers.
- The "continued old-fashioned" design of **Eyes on Potatoes** - *"It just doesn't hit the spot like **Good Fruit & Vegetables** does."*
- An apparent lack of innovation in both magazines' format - *"**Good Fruit & Vegetables** has lots of fresh ideas and features. Bang! Bang? They give you all these snapshots of the industry."*
- The heavy emphasis on academic and laboratory research in **Potato Australia** - *"Those reports are probably fine in themselves but they become boring when that's all you've got to read. It's too academic."*

However, his policy was that *"nothing is ever a closed door"*. Accordingly, if the publishers adopted a changed attitude and editorial policy, he would not reject a request for a fresh sales pitch.

Current Advertiser B, from the agricultural chemicals sector, saw some value in continuing to use **Potato Australia** and **Eyes on Potatoes** because:

*"If you've got a product that's aimed specifically at potato growers, it's the ideal way of getting to your market."*

He himself had been in his present job for three months, and intended to re-shape the firm's advertising policy by focusing on specific products on a seasonal basis:

*"My policy is to advertise in those magazines which are aimed at individual industries."*

However, during those three months he had yet to be approached by a representative of the potato magazines, a situation which he found *"a bit of a worry, if they're interested in our advertising"*.

By contrast, he had already placed material with **Good Fruit & Vegetables**, **Grapegrower and Winemaker** and **Australian Viticulture**.

In building a long-term relationship with such media outlets, his major requirements would be:

- Reasonable cost and lead-time - the information which we supplied, on behalf of **Potato Australia** and **Eyes on Potatoes**, impressed him as *"fair and acceptable"*.
- Hard data from magazine publishers generally on readership response - *"They should be able to give us some idea of how effective our advertising is. They should be able to say 'X-amount of growers remember this ad, or we had this sort of response to this feature'. All they say is how many growers it goes to. They don't seem to do any quantitative research themselves."*
- The availability of advertorial space - *"If I don't get advertorial space, I wouldn't be so keen to advertise with them, particularly if it's a new product. If you have a concept or a theme, and you have some interesting technical information, I would definitely expect to get some sort of editorial or advertorial."*

## Potential advertisers

**Potential Advertiser A** had exhausted that potential through unsuccessful promotional ventures in both magazines:

*"We have done mail-outs with **Potato Australia** and **Eyes on Potatoes** but we got a very small feedback and we wouldn't bother again."*

In reviewing that failure, he had concluded that:

- As a service provider to wide-ranging agricultural and horticultural interests, he needed to use media outlets with a similarly extensive readership mix.
- Both **Potato Australia** and **Eyes on Potatoes** were, by way of contrast, *"too industry-specific"* - *"We need something that hits all growers, not just specific lines."*
- Publications with a broad editorial and advertising base tended, in any case, to produce special editions with a focus on selected crops - *"A few months ago **Good Fruit & Vegetables** did a special on the potato industry."*

Accordingly, **Potential Advertiser A** had a permanent three-quarter-page booking in **Good Fruit & Vegetables**. This magazine had the advantage too of appearing every month. **Potato Australia** and **Eyes on Potatoes**, with their quarterly appearance, *"failed to provide the market penetration or saturation"* which his company required.

In addition, he was interested in having his advertising read by *"the top 20 per cent of the market"*. He did not see **Potato Australia** and **Eyes on Potatoes** as achieving a target of that prestige.

**Potential Advertiser B** was also intent on reaching - through media advertising - *"the upper market"*. Once more, **Potato Australia** and **Eyes on Potatoes** were seen as unable to achieve such readership heights.

The perception that these magazines were of unacceptably narrow interest was another factor in deterring **Potential Advertiser B**:

*"We always advertise in the general-interest publications, like **The Weekly Times** and **Stock & Land**. We need to target our clients in the dairy industry, and in grain, wool and grapes. I get the feeling that the potato industry by itself would have been a limited market that's getting smaller every year."*

Nevertheless, both **Potato Australia** and **Eyes on Potatoes** did have some redeeming attributes, notably in terms of:

- The quality of reproduction and the "air of authority" displayed in **Potato Australia**.
- The "straightforward, honest newsletter" style of **Eyes on Potatoes**.
- The advertising rates - seen as "very fair".

Such virtues, however, were not sufficient to convert **Potential Advertiser B** - particularly as, again, quarterly publication was seen as too infrequent to achieve the desired degree of marketplace penetration.

**Potential Advertiser C**, as a consultant to major machinery suppliers, had a constant need to reach primary producers of defined types:

*"So, if we have equipment which is specific to potato-growing, you don't want to waste it by advertising in general publications like **The Weekly Times**. It'd be a helluva wastage because only five per cent of the readers would be potato growers."*

The potential in this instance, therefore, was strong. Yet the magazines had ultimately failed to attract his business, for a variety of reasons:

- The green-and-orange colour throughout **Eyes on Potatoes**. This made it impossible to use clients' livery as a spot colour - "So much product and equipment is reliant on colour recognition. But we can't use ours because of the green-and-orange in **Eyes on Potatoes**. We can't even use a neutral black. That means, if we did advertise, we'd have to compromise our market image. In marketing terms, the colour (of the magazine) has been a concern."
- Lead time of two months - "We were going to put an ad in, but we were worried about the lead time for production. In our business, you have to respond to market conditions at relatively short notice, and then it depends on whether the boat arrives or whether the equipment is shipped on time or whether prices have gone through the floor or through the roof. But **Eyes on Potatoes** and the other one (**Potato Australia**) both say you have to book two months ahead. It's impossible, and it's just not in the culture of the client to think that far off or make a decision so far in advance."
- Frequency of publication, regarded as a particular problem for **Potato Australia** - "I have a concern about annuals. All the evidence shows that readers don't keep them.... the life of a magazine like that is a short one. People read it and then throw it

away. *But we have advertised in **Potato Australia**, just to remind people we're still out there.*" (His advice to the publishers was that they should switch to one masthead only, published four times a year.)

- Apparent unwillingness to offer advertorial space, in support of paid advertising - *"That's standard industry practice these days. But they don't offer any - not even limited advertorial. There's nothing wrong with it. It doesn't compromise the magazine, and it can give readers essential information."*
- No apparent provision for classified advertising (a comment, which reflected views, voiced at the **Readers** session).

For **Potential Advertiser C**, the temptation to buy space in either **Potato Australia** or **Eyes on Potatoes** had been further eroded by the publishers' perceived attitude:

*"They seem to be more interested in securing an order for media space and not so interested in helping you with your marketing solution. There's no guidance on design, size or colour. The contact seems to be limited to 'Give me the order and pay the bill'."*

Accusing the publishers of failing to "*build a relationship*", **Potential Advertiser C** also complained about:

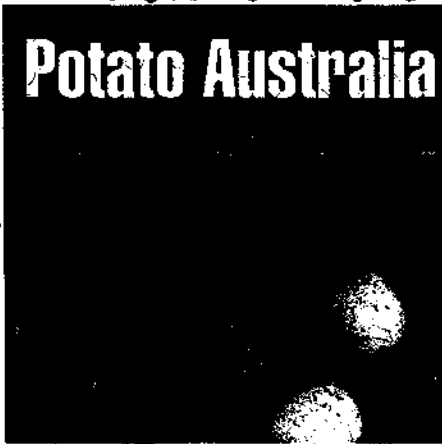
- A demand for upfront payment - *"My advice to my client was 'Tell them to get stuffed'. Payment on publication is the normal practice."*
- No personal contact - *"It's only by phone. They're never on your doorstep."*

So, despite the need for an industry-specific publication, his business instead had been placed with **Good Fruit & Vegetables** and **National Market Place News** - the two leading monthlies with general readership.

# **McGREGOR MARKETING MARKET INSIGHT - MARKET FACTS**

**EYES ON POTATOES**

**Potato Australia**



**EVALUATION  
OF POTATO  
PUBLICATIONS**

**STAGE 2  
MEASURING  
RESPONSE**

**Prepared for:** Nathalie Jarosz and Leigh Walters  
Dept of Primary Industries, Water & Environment

**Principal  
Consultants:** Ian McGregor, Frances Eltridge  
and Carmen Higgins

**Project No:** 4787

**Date:** 30 April 1999



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# INTRODUCTION





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**Stage 2 – Measuring Response** - implementing 330 phone interviews with readers, 30 with researchers and 40 with advertisers and/or advertising agencies.

This document details the results of **Stage 2 – Measuring Response**.

As the numbers for growers and service providers in each State were known, we were able to set quotas by this criterion.

The research for Stage 2 was conducted from 4-8 March 1999 and included 337 interviews with growers/service providers from distribution lists, 30 contributors, 22 actual advertisers and 20 potential advertisers.

Several problems were encountered in receiving the distributor lists for each State, especially Tasmania, which caused delays with the research. It was important to implement all interviews before the new publication of "*Eyes On Potatoes*", due in March 1999, was distributed, in order to ensure that all respondents related their answers to the editions of *Eyes On Potatoes* up to December 1998.

We would like to acknowledge and thank the Editors of *Potato Australia* and *Eyes On Potatoes*, Nathalie Jarosz and Leigh Walters, and all staff involved in forwarding distributor lists/grower lists to us. In particular, we thank Leigh Walters for his efforts to organise the distributor lists for Tasmania and specific other States.

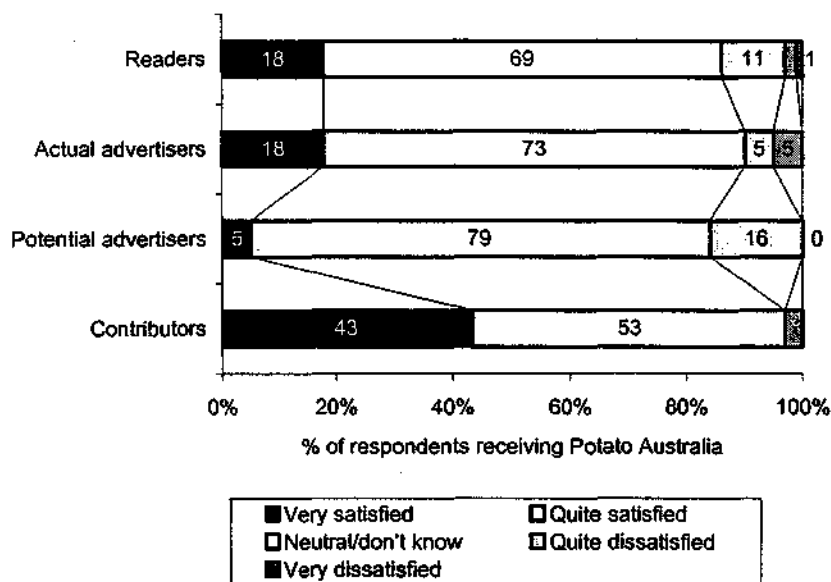
# EXECUTIVE SUMMARY

## General findings

The three market segments covered by this research included Readers - comprising growers (72%) and service providers (28%), Contributors and Advertisers. The latter group has been further segmented into actual advertisers (those who said they have placed ads in either PA or EOP) and potential advertisers (those who have not placed ads in either publication). Whenever relevant, Advertisers have been split into these two groups, as have Readers into their grower and service provider components. Several questions were common among the segments. This section highlights the comparisons.

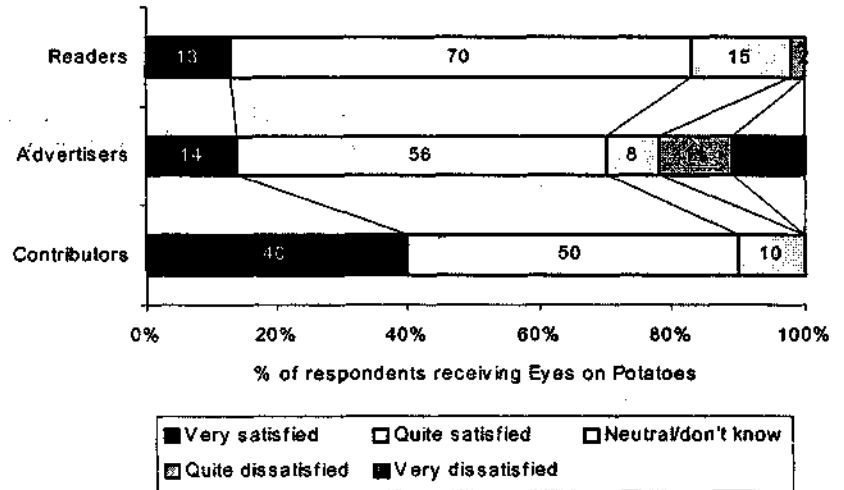
Contributors cited the greatest level of **satisfaction** with the format and general presentation of both *Potato Australia* and *Eyes On Potatoes*, although the overall level of satisfaction was very high in all segments.

### LEVEL OF SATISFACTION WITH FORMAT AND GENERAL PRESENTATION OF POTATO AUSTRALIA



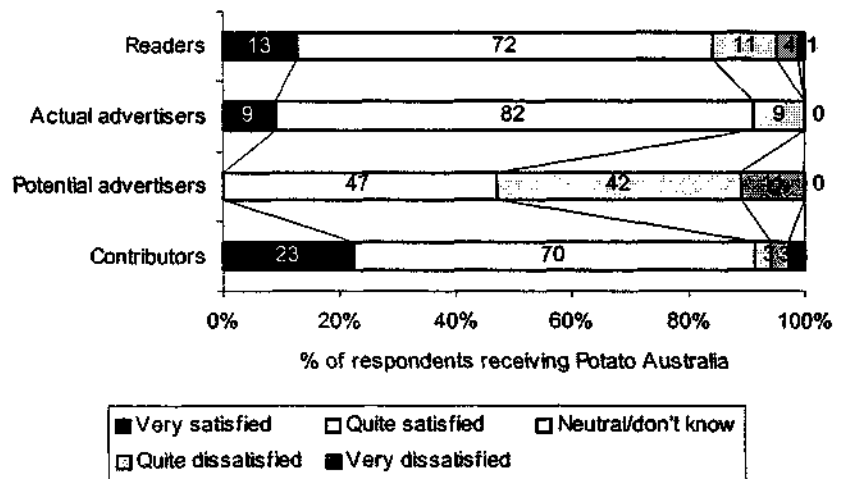
A similar pattern also followed for *Eyes On Potatoes*, with four in ten contributors very satisfied with the format and general presentation, compared with less than 15% of readers and advertisers. Advertisers were the only group to record any extreme dissatisfaction, although the overall satisfaction level remained very positive.

**LEVEL OF SATISFACTION WITH FORMAT AND GENERAL PRESENTATION OF EYES ON POTATOES**



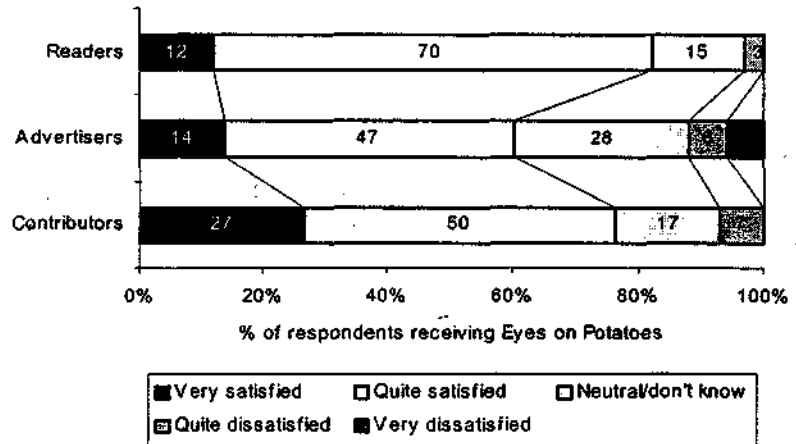
Contributors cited the highest levels of satisfaction with the mix of research, advertising and general information in *Potato Australia*, while potential advertisers showed the lowest level.

**LEVEL OF SATISFACTION WITH MIX OF RESEARCH, ADVERTISING AND GENERAL INFORMATION IN POTATO AUSTRALIA**



Readers recorded the highest level of overall satisfaction with the mix of research, advertising and information in *Eyes On Potatoes*, although contributors had a higher incidence of being very satisfied.

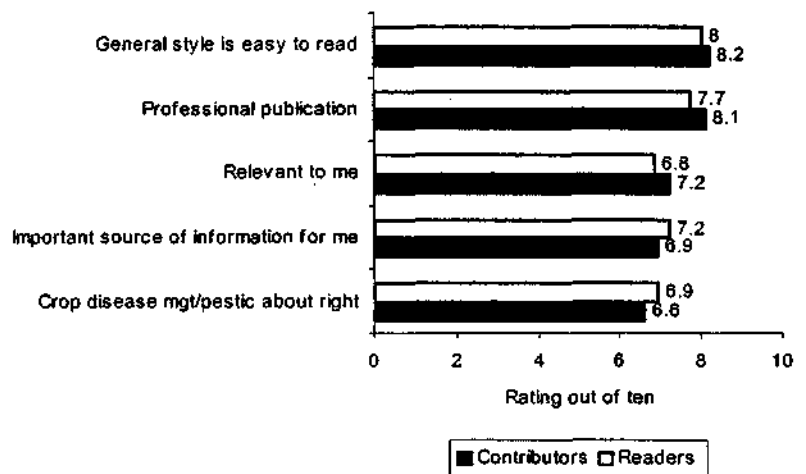
**LEVEL OF SATISFACTION WITH MIX OF RESEARCH, ADVERTISING AND GENERAL INFORMATION IN EYES ON POTATOES**



Readers and contributors were asked to rate a number of statements about the two publications.

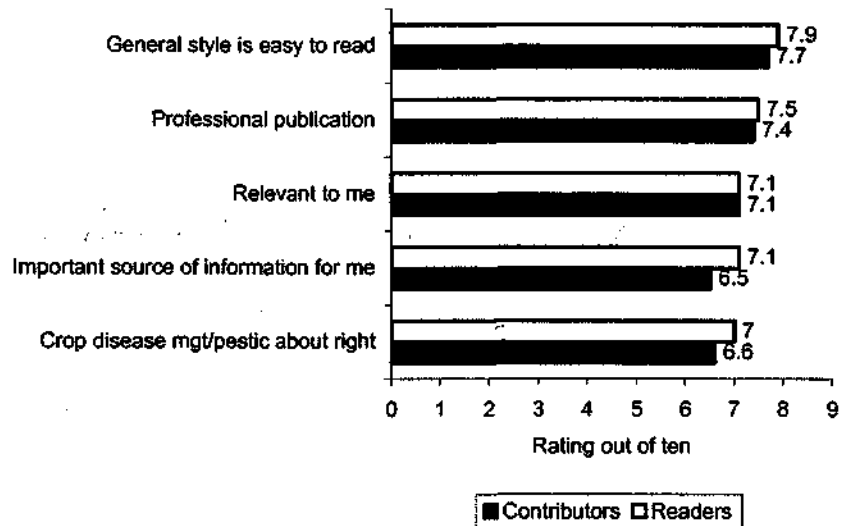
Three of the five statements about *Potato Australia* were rated marginally higher by contributors, while general style is easy to read topped the list among both groups. An important source of information for me and the space allowed for crop disease management and pesticides issues is about right were rated slightly higher by readers.

**AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT POTATO AUSTRALIA**



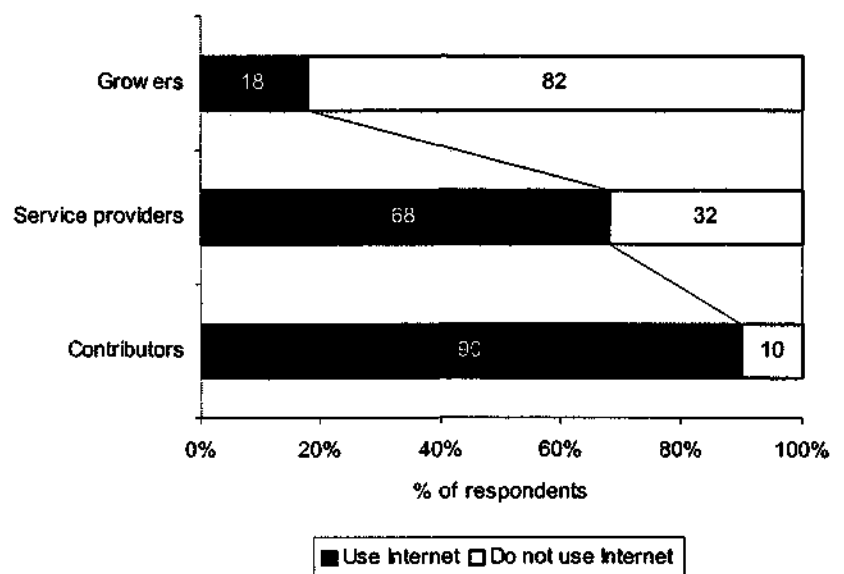
All statements about *Eyes On Potatoes* were rated fractionally higher by readers, with general style easy to read again emerging as the most favourable perception.

### AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT EYES ON POTATOES



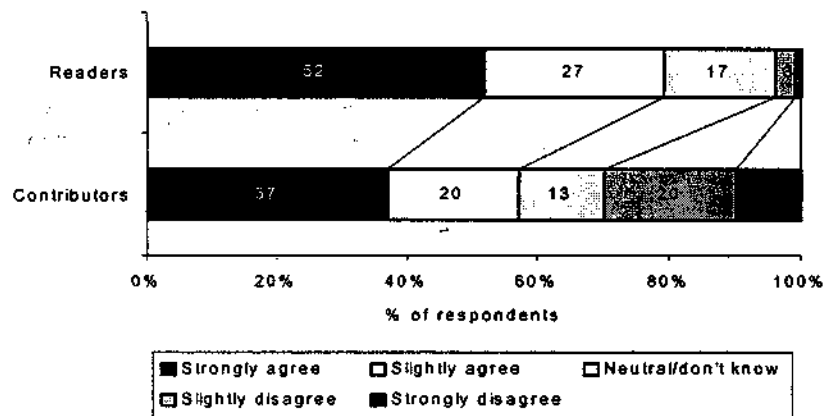
Internet use was far more predominant among contributors than readers. Service providers showed a significantly higher proportion using the Internet (68%) than growers (18%).

### USE OF THE INTERNET



Perhaps due to the lack of access to the Internet, readers showed a higher level of agreement that relevant material from the Internet should be published in *Potato Australia* &/or *Eyes On Potatoes*.

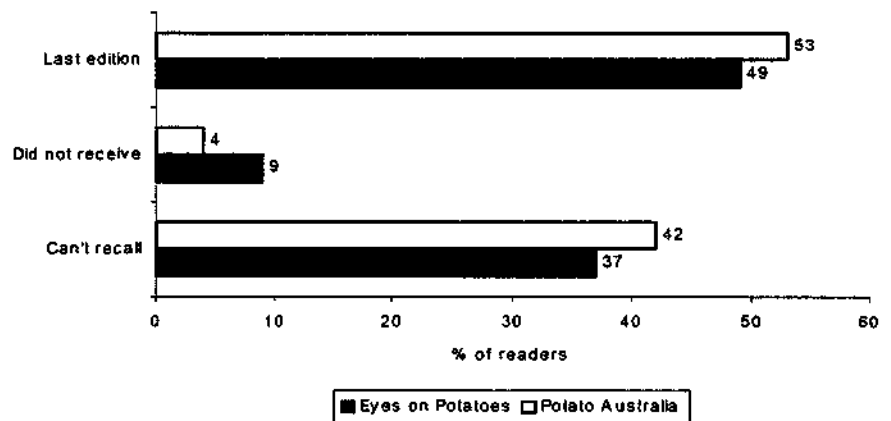
**AGREEMENT THAT RELEVANT MATERIAL FROM THE INTERNET SHOULD BE PUBLISHED IN POTATO AUSTRALIA &/OR EYES ON POTATOES**



**Reader-specific findings**

Half the readers (53%) stated that they received a copy of *Potato Australia* from September 1998 to February 1999 and half had received a copy of *Eyes On Potatoes* from December 1998 to February 1999. However, a significant proportion could not recall when they last received issues.

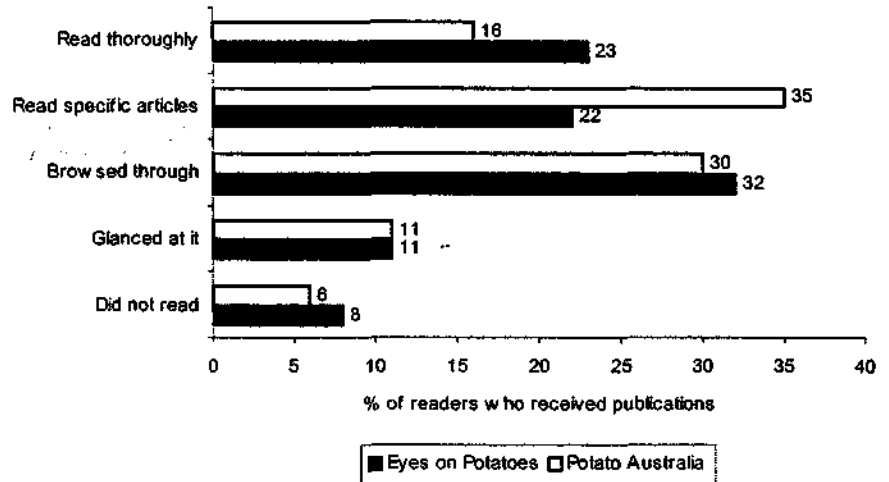
**WHEN RECEIVED LAST COPY OF THE PUBLICATIONS - unprompted**



The majority of those who recalled receiving the publications had read the last issue of the publications they received (92% *Potato Australia*, 88% *Eyes On Potatoes*).

16% read *Potato Australia* thoroughly, while 23% had done so with the newsletter.

**INCIDENCE AND DEPTH OF READING LAST ISSUE OF POTATO PUBLICATIONS**



Overall 62% of readers keep both publications, 16% keep only *Potato Australia* and 4% keep *Eyes On Potatoes* only. 18% do not keep either.

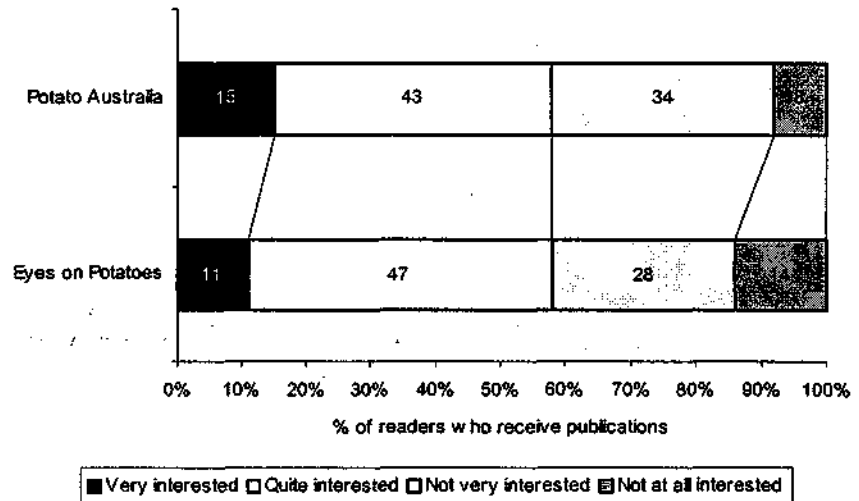
Contact with other farmers/farm groups/cooperatives and with the Department of Agriculture/Primary Industries were the two main sources which readers use to obtain information (34% and 32% respectively).

Almost half of the readers surveyed thought the balance of articles about growers and other topics should remain the same (47%). 32% favoured more articles about growers and 22% more articles about other things.



Six in ten readers who received either the magazine and/or the newsletter were interested in the advertisements.

**LEVEL OF INTEREST IN ADVERTISEMENTS IN PUBLICATIONS**



The majority of readers considered no aspects of the publications needed improvement (57% *Potato Australia*, 72% *Eyes On Potatoes*). In fact, no specific improvement could be named by more than 7% for the magazine and 2% for the newsletter.

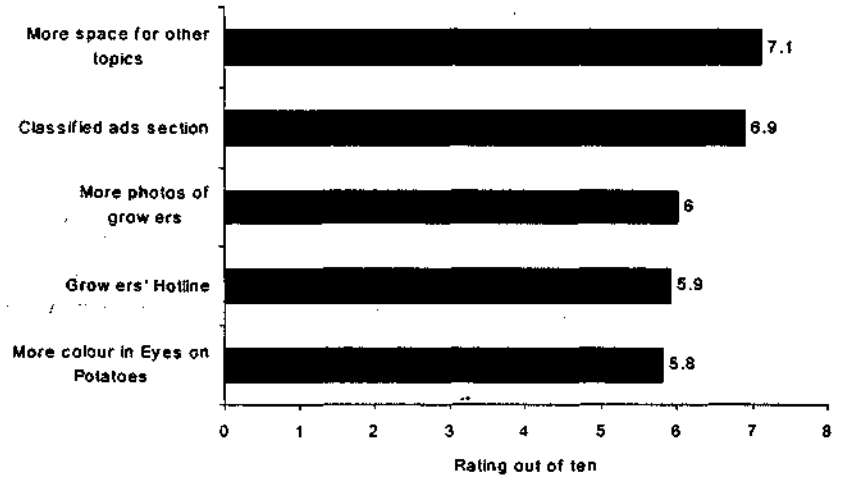
Two thirds of readers were aware that their potato levy funds are used to subsidise *Potato Australia* and *Eyes On Potatoes*. Overall 86% considered the levy was put to good use.

As stated previously, three in ten readers surveyed use the Internet, of these 95% agreed that relevant Web-site addresses should be published in the magazine and/or newsletter.

Eight in ten readers agreed that relevant material which is available on the Internet should be printed in the publications.

Of five propositions for the publications rated for their interest to readers, more space for other topics achieved the highest interest level at 7.1 out of 10.

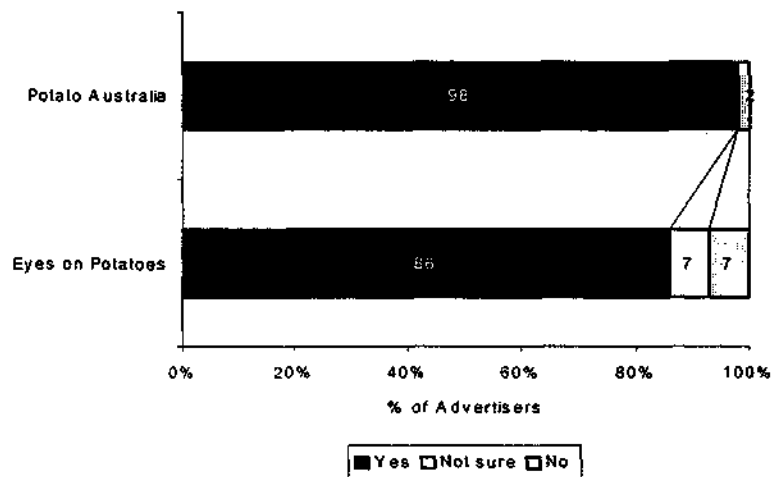
**PROPOSITION TESTING AMONG READERS**



**Advertiser specific findings**

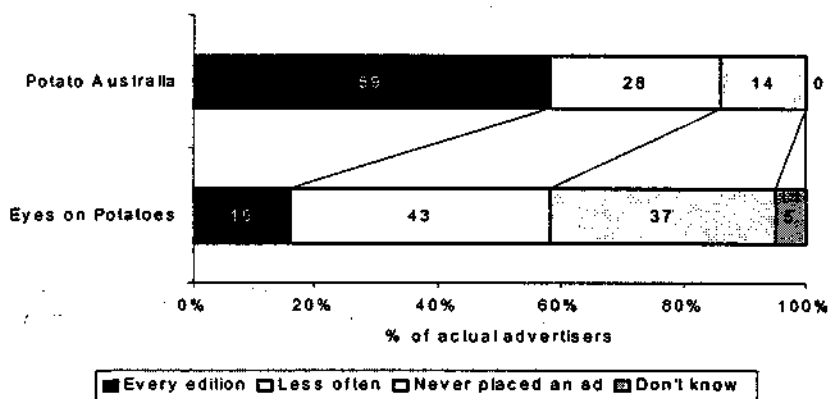
The majority of advertisers were aware of both publications (98% *Potato Australia*, 86% *Eyes On Potatoes*).

**AWARENESS OF PUBLICATIONS**



Three in five actual advertisers in *Potato Australia* placed advertisements in every magazine edition, while just 16% had done so in the newsletter.

FREQUENCY OF PLACING ADVERTISEMENTS IN PUBLICATIONS

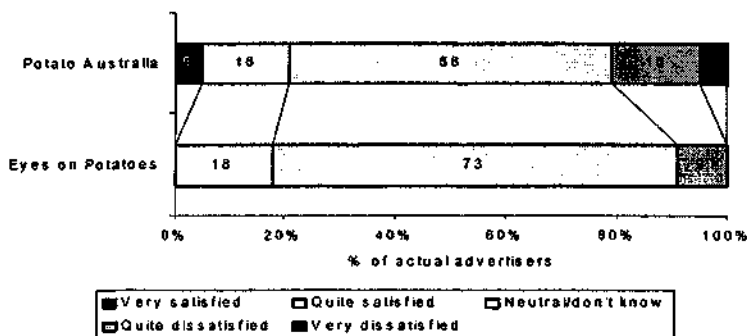


Seven in ten had placed advertising in publications other than *Potato Australia* or *Eyes On Potatoes* relevant to the potato industry including a higher percentage of actual advertisers (73%) than potential advertisers (65%). Good Fruit and Vegetables was the predominant publication named (66%).

The main reason for not placing advertising in publications other than *Eyes On Potatoes/Potato Australia* was no need to advertise as sales figures were fine, recorded by four of the ten respondents who had not placed advertising elsewhere.

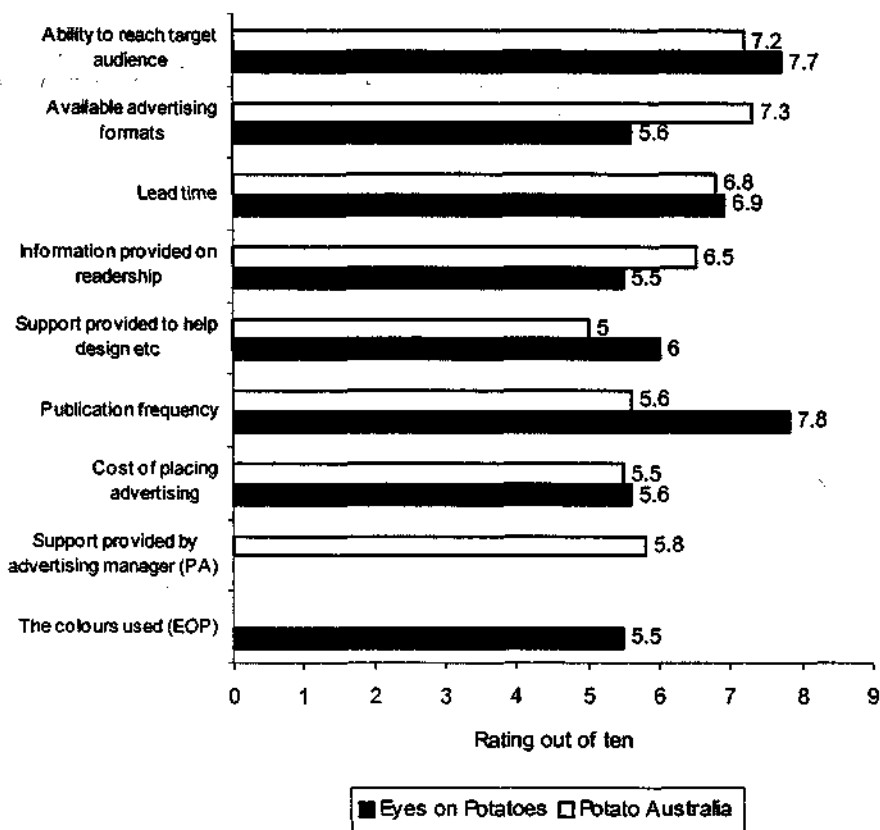
Satisfaction with the response from advertising was similar among those who placed advertisements in *Potato Australia*, (21%) and/or *Eyes On Potatoes* (18%). But, in both cases, a high proportion of respondents were neutral or didn't know (58% *Potato Australia*, 73% *Eyes On Potatoes*).

LEVEL OF SATISFACTION WITH RESPONSE ACHIEVED FROM ADVERTISING IN PUBLICATIONS



A range of elements relating to advertising in the publications were rated for their level of satisfaction, where 10 = extremely satisfied and 0 = extremely dissatisfied. Available advertising formats and ability to reach target audience ranked highest for advertisers in *Potato Australia* (7.3 and 7.2 respectively), while the publication's frequency and the ability to reach the target audience were highest for *Eyes On Potatoes* (7.8 and 7.7 respectively).

**SATISFACTION WITH THE FOLLOWING ELEMENTS ...**

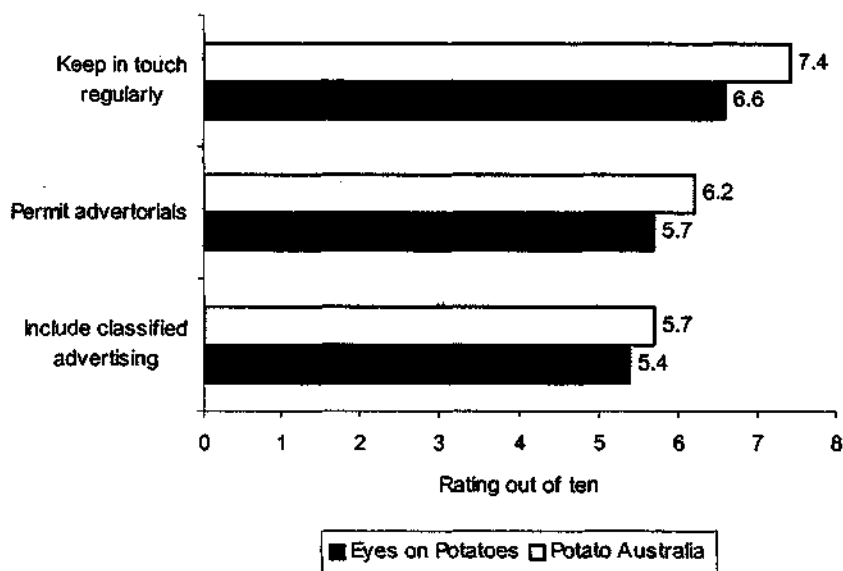


It is interesting to note there were three factors where potential advertisers showed higher satisfaction levels with most factors for *Potato Australia*, while potential advertisers showed higher levels for *Eyes On Potatoes*. The three factors are publication frequency, cost of placing advertising and available advertising formats.

Three aspects of the publications were rated for their importance. Keeping in touch regularly was regarded as the most important aspect (7.4 *Potato Australia*, 6.6 *Eyes On Potatoes*).

Actual advertisers gave a higher importance rating for keeping in touch than potential advertisers for both *Potato Australia* (7.8; 6.8) and *Eyes On Potatoes* (7.2; 6.0). Permitting advertorials showed the same findings for *Potato Australia* (actual advertisers: 6.6; potential advertisers: 5.7).

**IMPORTANCE THAT PUBLICATIONS SHOULD...**



The main reason for advertisers not enquiring or advertising in the publications was the use of another publication (3 respondents *Potato Australia*, 6 respondents *Eyes On Potatoes*). Product mismatch was also mentioned among those who read *Potato Australia* (3 respondents).

Half the advertisers did not have suggestions on how the two publications could be improved. Fewer potential advertisers had suggestions than actual advertisers for both publications. Some 27% of actual advertisers and 5% of potential advertisers stated that they are interested in a greater frequency of the publication for *Potato Australia*. Making it more commercial was another suggestion with regard to both publications.

## Contributor specific findings

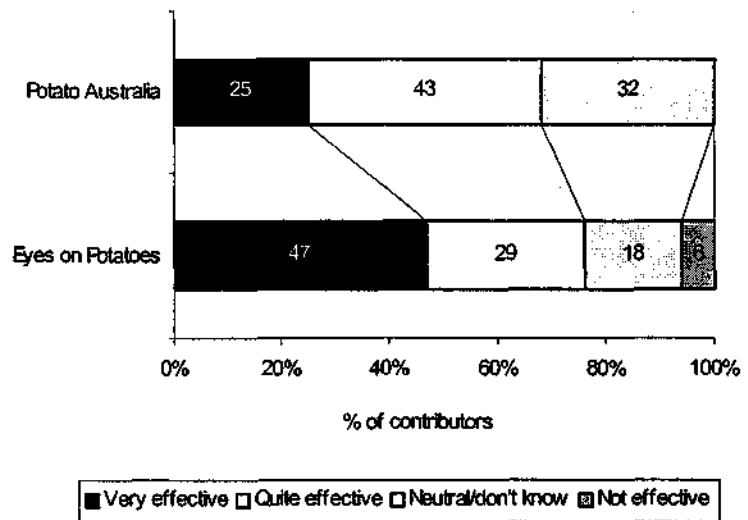
The vast majority of contributors receive every edition of either *Potato Australia* or *Eyes On Potatoes* (100% and 97% respectively).

The majority of contributors had published in *Potato Australia* (93%) and some 57% of contributors had published in *Eyes On Potatoes*.

The predominant reason for contributing was the distribution profile of the publications (61% *Potato Australia*, 82% *Eyes On Potatoes*).

The majority of respondents considered the two publications effective in getting their message across to the potato industry (68% *Potato Australia*, 76% *Eyes On Potatoes*).

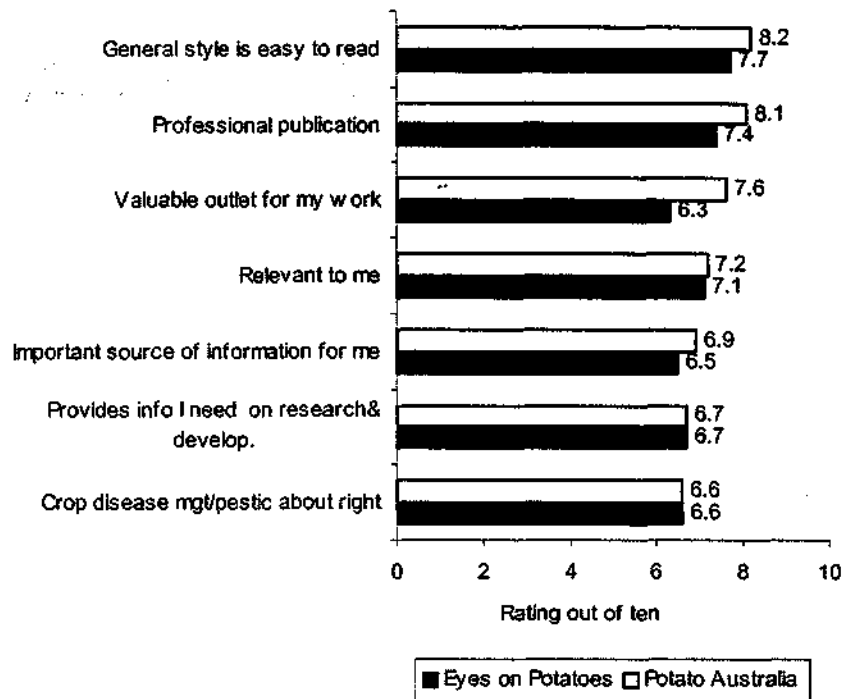
**EFFECTIVENESS OF PUBLICATIONS GETTING MESSAGE ACROSS TO THE POTATO INDUSTRY**



Seven statements were rated for their agreement about the publications. The statements rating highest included the general style is easy to read, it is a professional publication and it is relevant to me.

Valuable outlet for my work scored significantly higher for *Potato Australia* than *Eyes On Potatoes*.

**AGREEMENT WITH THE FOLLOWING STATEMENTS ABOUT THE PUBLICATIONS**



Nine in ten respondents use the Internet, with the same proportion agreeing that their e-mail addresses should be included with their articles. 97% agreed their Web-site addresses should be published in the magazine and newsletter. A further six in ten agreed that relevant material which is available on the Internet should be published.

Half of *Potato Australia* contributors and two thirds of *Eyes On Potatoes* contributors could not name an aspect upon which the publications could improve.

## Recommendations

Overall, there is a pleasing level of consistency between the Stage 1 qualitative and Stage 2 quantitative research findings.

### Content & format

We recorded general satisfaction among all segments with the format, general presentation and content mix of both publications, although some of the concerns raised by advertisers during Stage 1 were validated. In particular, advertisers' perceptions of *Eyes On Potatoes* as providing limited advertising formats and colours were reinforced.

⇒ We suggest that consideration be given to changing the limited colour scheme available for *Eyes On Potatoes*

There is currently limited use of the Internet among growers and significant support among both growers and service providers for relevant Internet material to be reproduced in both publications. Contributors were clearly in favour of the publications including their contact details.

⇒ Publish selected material from the Internet that cannot easily be obtained by growers etc. through other means.

⇒ Include e-mail and Web site addresses with articles in both publications.

The propositions for extending the publications which received the greatest support were more space for other topics and classified advertisements; however, the level of backing was not overwhelming. Topics such as information on export market strategies and franchised products achieved the best response among both growers and service providers.

⇒ If space and other factors permit, trial the inclusion of classifieds and the extension of the topic base.

In Stage 1, there was a call for the publications to be amalgamated and published four times a year. Advertisers interviewed for Stage 2 are clearly more satisfied with the publication frequency of *Eyes On Potatoes*. However, this research program did not directly explore this area.



- ⇒ Further investigate among advertisers, contributors and readers the potential benefits and disadvantages of merging the two journals.

## **Promotion**

---

Although there was strong support for the levy being used to subsidise the two publications, just two thirds of growers were aware of this utilisation.

- ⇒ Increase promotion of this role for the levy funds, so that more growers are aware of their funds' positive application.

At least half the readers agreed they are interested in the advertising and most keep both *Potato Australia* and *Eyes On Potatoes*.

- ⇒ Promote these factors to actual and potential advertisers for both publications. It may increase the frequency of placing ads, particularly for *Eyes On Potatoes*.

High proportions of actual and potential advertisers place advertising elsewhere, most notably in *Good Fruit and Vegetables*.

- ⇒ When approaching advertisers, current or potential, clearly identify the benefits of promoting to a more targeted audience.

Advertisers are largely unaware of the response to their advertising, although they rated the publications quite well for being able to reach the target audiences.

- ⇒ Gather data on an ongoing basis to show how readers have responded to the advertising published. Cite examples from successful advertisers who are prepared to share their response experiences.
- ⇒ Keep in touch regularly.



# KEY FINDINGS

This section outlines the key findings of the research. For more in depth analysis by sub-group, please refer to the Computer Tabulations in Appendix 5.

The key findings were as follows...

## Readers

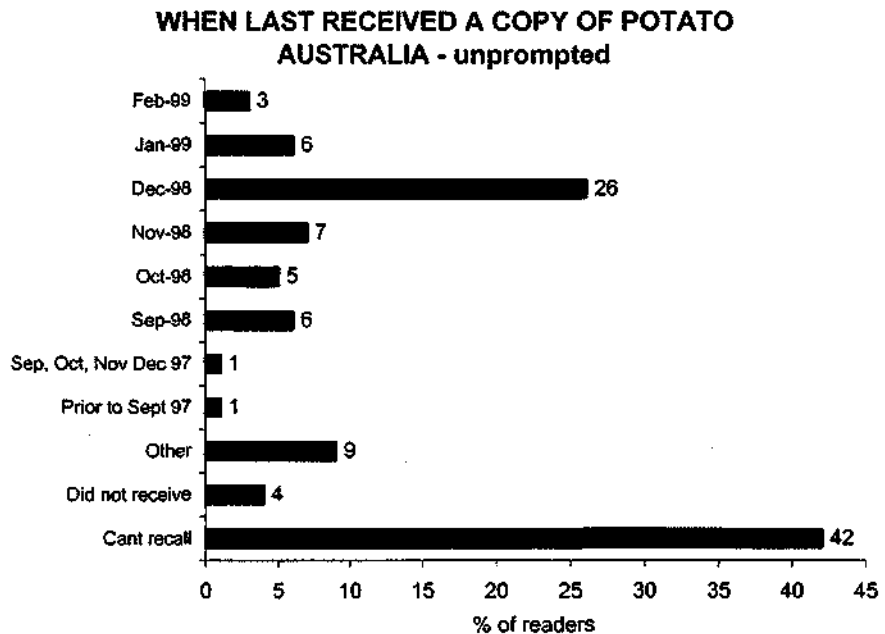
Readers of the publication are divided into growers and service providers.

### Readership behaviour

#### Last copy of the Potato Australia magazine received

- ❖ All readers we interviewed were asked when they last received a copy of the *Potato Australia* magazine, 26% responded their last issue was delivered in **December 1998**. Another 9% stated they received a copy in January/February 1999.
- ❖ A total of 53% of readers stated that they received a copy from **September 1998 to February 1999**.

Perhaps a little disappointing was the response of 42% of those interviewed **unable to recall** when they received a copy.



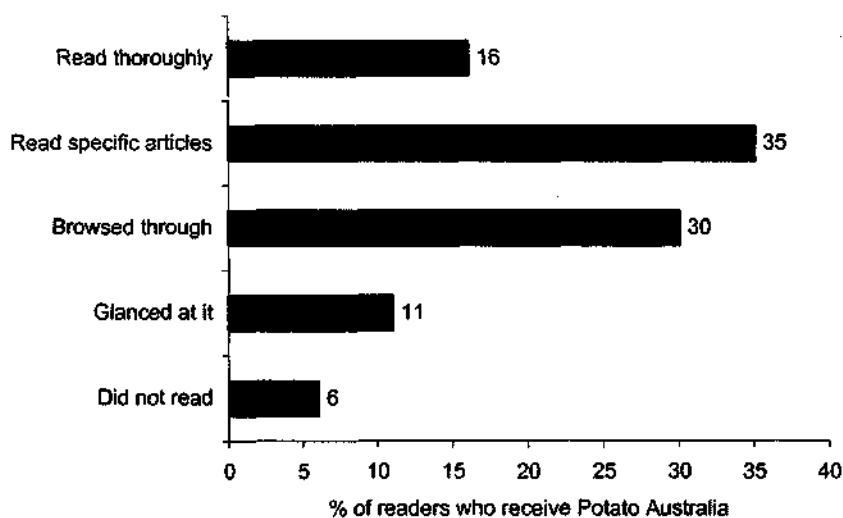
Service providers showed a higher proportion (64%) indicating that they received a copy from September 1998 to February 1999 compared to growers (44%).

- ❖ Those growing potatoes for processing cited the highest incidence of being **unable to recall** when they received *Potato Australia* (57%).

### **Incidence of reading the last edition of Potato Australia**

- ❖ Of those respondents who recalled when they last received *Potato Australia*, 92% read the edition.
- ❖ When asked how well they read it, 35% responded they **read specific articles**. 16% read the magazine **thoroughly**.

**INCIDENCE AND DEPTH OF READING LAST ISSUE OF POTATO AUSTRALIA**

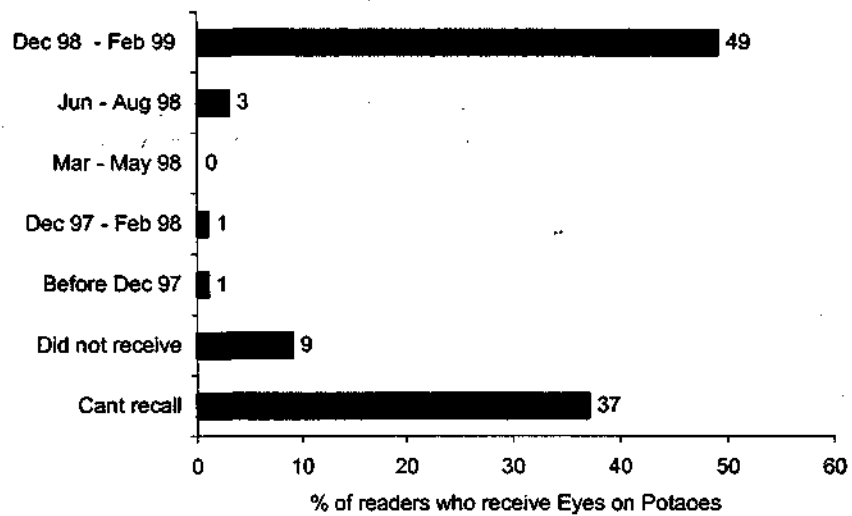


- ❖ A high 50% of respondents from South Australia claimed that they read specific articles.
- ❖ Other segments who **read** the magazine **thoroughly** included growers with 25 or more hectares (27%).

**Last copy of the Eyes On Potatoes newsletter received**

- ❖ Almost half of the readers received a copy of *Eyes On Potatoes* in **December 98 – February 99 (49%)**. A significant proportion could **not recall** when they received their last copy (37%).

**INCIDENCE OF RECEIVING LAST EYES ON POTATOES NEWSLETTER - unprompted**

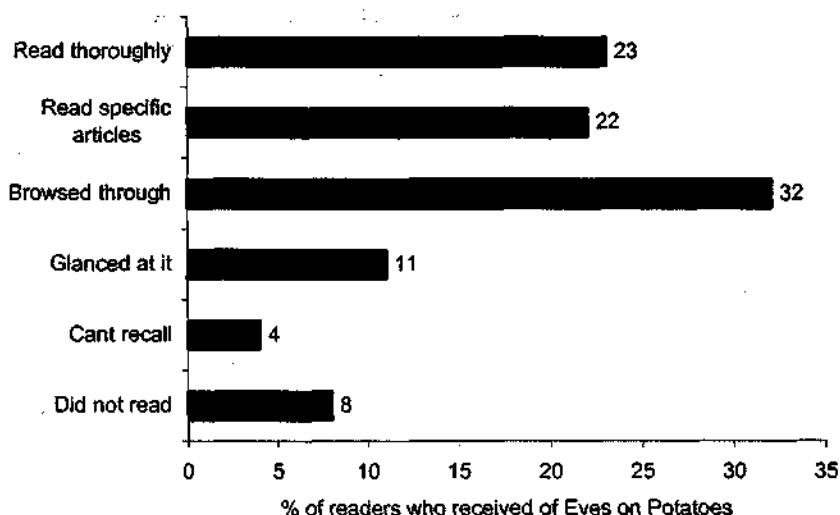


- ❖ Sub-groups citing the highest incidence of receiving the **December 98 – February 99** copy of the newsletter included service providers and respondents living in South Australia (61% and 68% respectively).

### Incidence of reading the last edition of *Eyes On Potatoes*

- ❖ The majority of readers read the last copy of *Eyes On Potatoes* they received (88%).
- ❖ Three in ten browsed through the newsletter (32%), with 23% reading it thoroughly.

INCIDENCE AND DEPTH OF READING EYES ON POTATOES

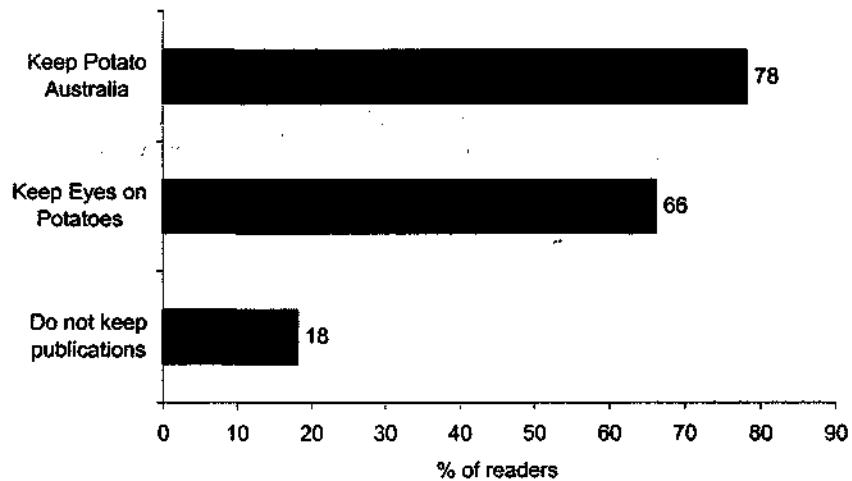


- ❖ Those citing the highest incidence of **thoroughly reading** the newsletter were respondents living in NSW/ACT (38%).
- ❖ 42% of those who were unaware of the potato levy use **browsed through** the newsletter.

### Incidence of keeping publications

- ❖ Some 62% kept **both** publications, 16% kept **Potato Australia** only and 4% kept **Eyes On Potatoes** only.

**INCIDENCE OF KEEPING PUBLICATIONS FOR  
 FUTURE REFERENCE**  
 (includes multiple responses)



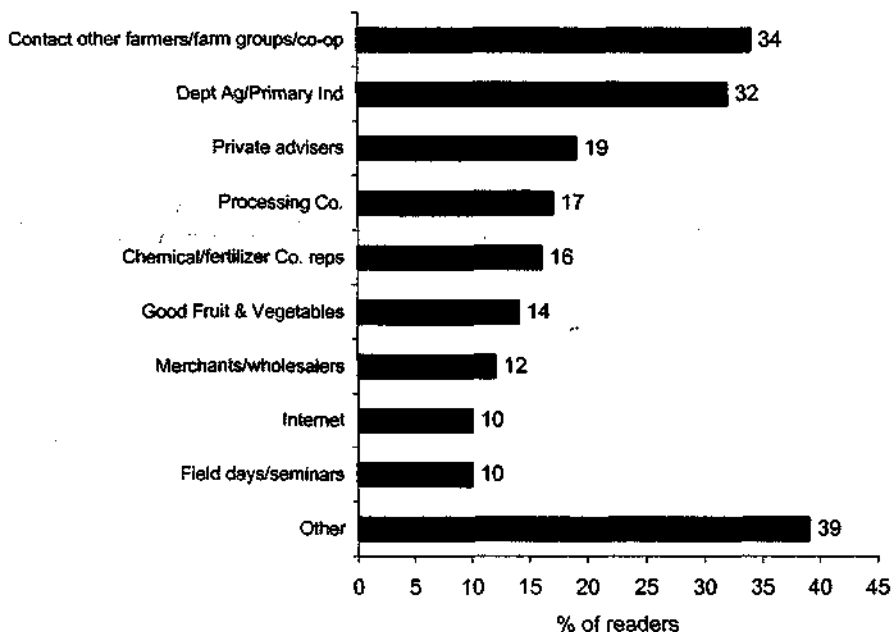
- ❖ Service providers showed a higher incidence of retaining both publications than growers (71% and 58% respectively).

### Other sources of obtaining information

- ❖ The two main sources readers use to obtain information on potatoes or the potato industry were **contact with other farmers/farm groups/cooperatives** and the **Department of Agriculture/Primary Industries** (34% and 32% respectively). One in five readers used **private advisers** (19%).

- ❖ Four in ten readers mentioned they receive information from **other sources** (39%). However, no significant themes occurred in the responses recorded (see *Appendix 2 Additional Comments*).

**MAIN OTHER SOURCES OF OBTAINING  
INFORMATION ON POTATOES OR THE POTATO  
INDUSTRY - unprompted**  
(includes multiple responses)



- ❖ Responses varied considerably between sub-groups. The table below indicates those with the highest incidence of obtaining information from the particular sources.

Source of Information	Sub-group – those seeking info	%
Farmers/farm groups/co-op	Victorian residents	46
Dept Agriculture/Primary Industries	Seed producers	45
	Western Australian residents	48
Private advisers	Tasmanian residents	38
	Process growers	36
	Up to 3 staff	34
Processing companies	Tasmanian residents	54
	Process growers	38
	Up to 3 staff	32
Good Fruit & Vegetables	South Australian residents	30
	NSW/ACT residents	26
	Service providers	24
Merchants/wholesalers	Queensland residents	30
	Service providers	23
Internet	Service providers	26

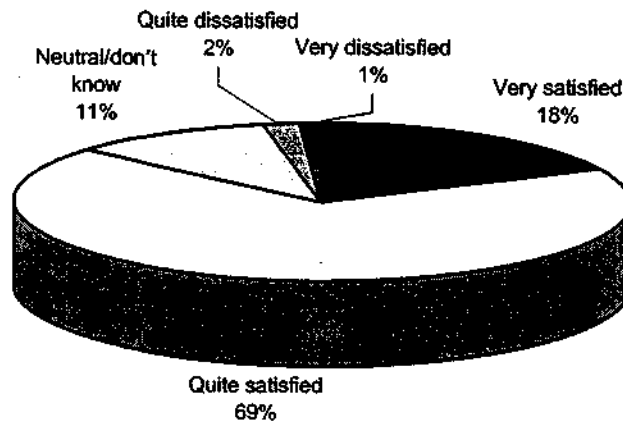


## Satisfaction with formal aspects

### Level of satisfaction with format and general presentation of Potato Australia

- ❖ Readers who recalled receiving *Potato Australia* were asked how satisfied or otherwise they were with the format and general presentation of the magazine as the industry's leading annual publication. The majority of respondents replied they were **satisfied** with the format and presentation (87%) with one in five being **very satisfied** (18%).

**LEVEL OF SATISFACTION WITH FORMAT AND  
 GENERAL PRESENTATION OF POTATO AUSTRALIA**  
 % of readers receiving Potato Australia

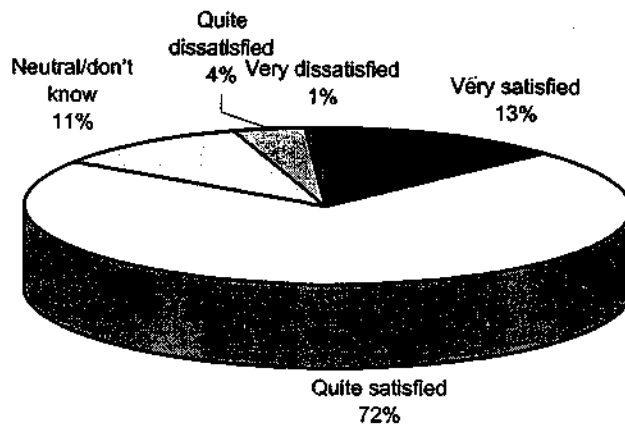


- ❖ Respondents showing the highest levels of overall **satisfaction** included those who resided in Queensland, service providers and those aware of the levy (96%, 94% and 91% respectively).

### **Satisfaction with mix of research, advertising & general information in Potato Australia**

- ❖ Similar results were recorded for the level of satisfaction with the mix of research, advertising and general information in *Potato Australia*, with 85% responding they were **satisfied** including 13% who indicated they were **very satisfied** with the mix.

**LEVEL OF SATISFACTION WITH MIX OF RESEARCH, ADVERTISING AND GENERAL INFORMATION IN POTATO AUSTRALIA**  
% of readers who receive Potato Australia



- ❖ A high 97% of Service providers indicated they were **satisfied** with the mix.

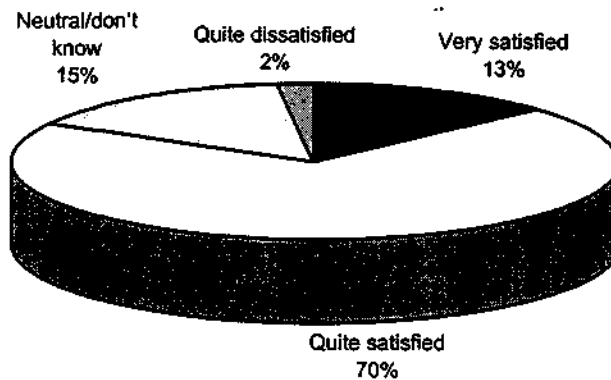
**Level of satisfaction with format and general presentation of Eyes on Potato newsletter**

- ❖ Satisfaction with format and general presentation of the newsletter was high with 84% of respondents indicating they were **satisfied**. This included 13% citing they were **very satisfied** with the format and presentation.

No respondents expressed **extreme dissatisfaction**.

**LEVEL OF SATISFACTION WITH FORMAT AND GENERAL PRESENTATION OF EYES OF POTATOES NEWSLETTER**

% of readers who received Eyes on Potatoes



Service providers and Internet users showed the highest level of overall satisfaction (92% and 89% respectively).

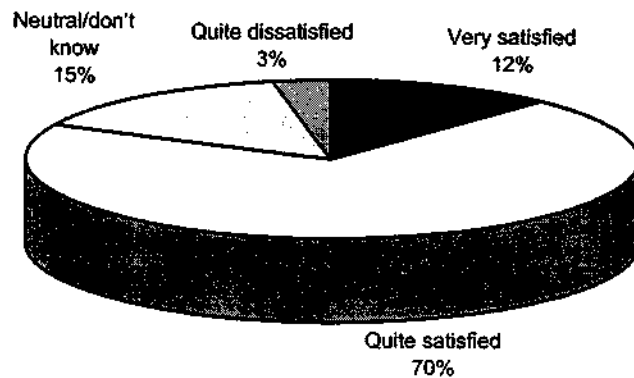
### **Satisfaction with mix of research, advertising & general information in Eyes of Potatoes newsletter**

- ❖ The level of satisfaction was almost identical for the mix of research, advertising and general information in *Eyes On Potatoes*, with 82% citing overall **satisfaction** including 12% citing they were **very satisfied** with the mix.

Again no reader expressed **extreme dissatisfaction**.

#### **LEVEL OF SATISFACTION WITH MIX OF RESEARCH ADVERTISING AND GENERAL INFORMATION IN EYES ON POTATOES**

% of readers receiving Eyes on Potatoes



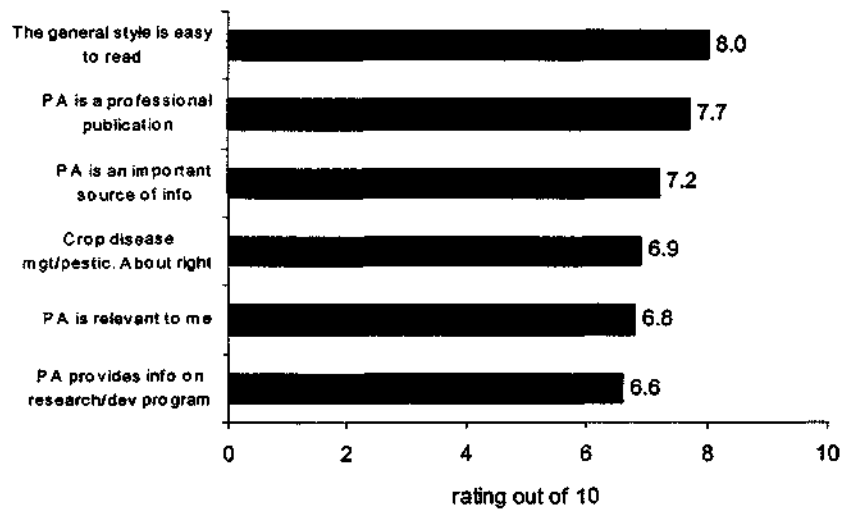
- ❖ Respondents living in South Australia recorded the highest level of overall **satisfaction** with the mix (93%).

## Evaluation of publications

### Rating of the following statements about Potato Australia

- ❖ Readers were asked to rate six statements about *Potato Australia*, where a rating of 10 meant they strongly agree and 0 meant strongly disagree.
- ❖ *The general style is easy to read* was the highest rated statement (8.0), followed closely by *Potato Australia is a professional publication* (7.7).
- ❖ The lowest rating was given for *Potato Australia providing information on research and development* (6.6).

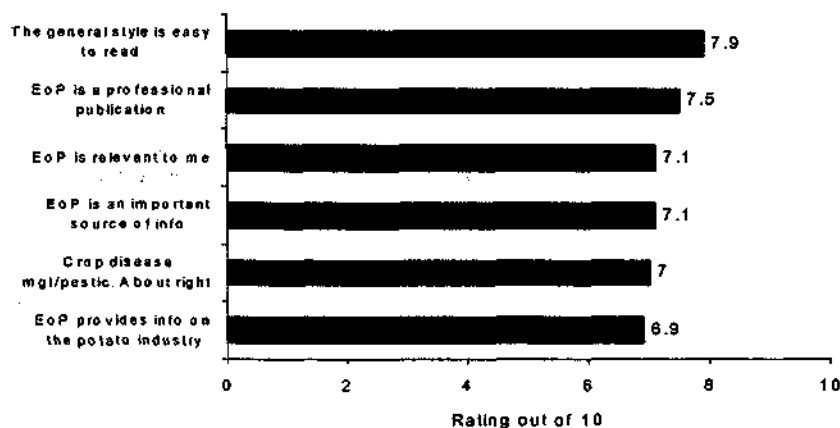
#### AGREEMENT WITH THE FOLLOWING STATEMENTS FOR POTATO AUSTRALIA...



### Rating of the following statements about Eyes On Potatoes

- ❖ The *general style is easy to read* again rated the strongest agreement among the factors considered for *Eyes On Potatoes* (7.9), and again the publication *providing information on the potato industry* was rated the lowest (6.9).

#### AGREEMENT WITH THE FOLLOWING STATEMENTS ON EYES ON POTATOES ...

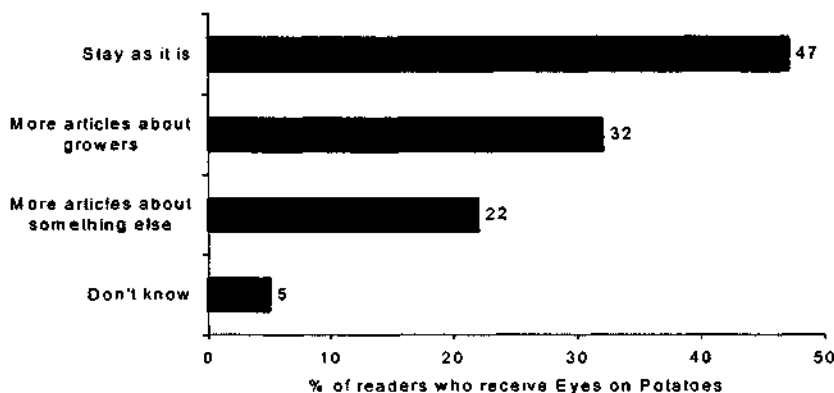


### Balance of articles

- ❖ Readers were asked, for both publications, whether there should be more articles about growers, more about something else, or staying the same as is.

Half considered the balance of articles should **remain the same** (47%). Three in ten replied there should be **more articles on growers** and two in ten would like to see **information on other issues** (32% and 22% respectively). No significant themes occurred in the responses recorded for other issues (see *Appendix 2 Additional Comments*).

#### BALANCE OF ARTICLES - unprompted (includes multiple responses)



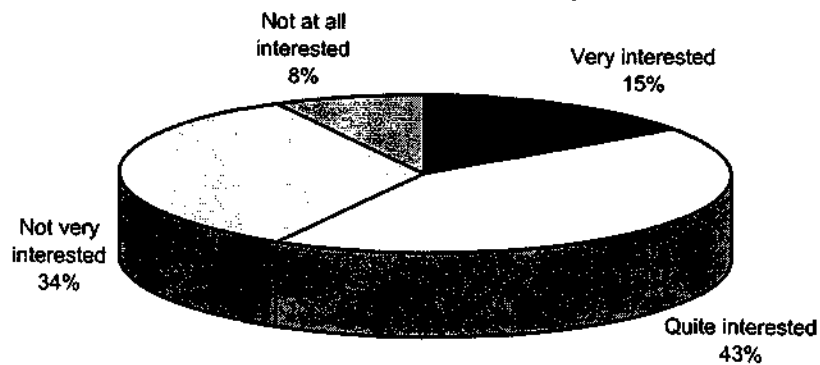
- ❖ As could be expected a greater proportion of growers would like to see **more articles about growers** (37%), while service providers would like **more articles on something else** (33%). No significant themes were recorded (see *Appendix 2 Additional Comments*).

**Level of interest in advertising in Potato Australia**

- ❖ Six in ten readers who received *Potato Australia* were **interested** in the advertisements shown in the magazine (58%).

**LEVEL OF INTEREST IN ADVERTISEMENTS IN POTATO AUSTRALIA**

% of readers who receive Potato Australia

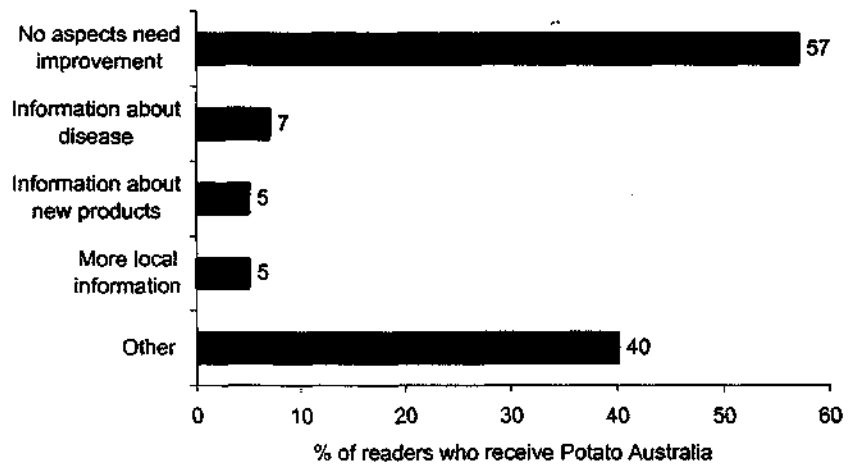


- ❖ Interest was significantly higher among growers, South Australians, fresh growers, growers with over 25 hectares and those who do not use the Internet (63%, 74%, 67%, 72% and 63% respectively).
- ❖ Only 45% of the service providers were **interested** with 55% being **not interested**.

**Comments or suggestions on improving Potato Australia**

- ❖ The majority of readers considered there were no aspects of *Potato Australia* to be improved (57%). No specific answers were mentioned by more than 7% of readers.
- ❖ Information about disease, information about new products and more local information were named by 17% of readers (5%, 5% and 7% respectively).

**IMPROVEMENTS TO POTATO AUSTRALIA - unprompted**  
(includes multiple responses)



- ❖ There was a myriad of other responses recorded by 40% of the readers interviewed. Issues covered marketing, frequency of publication and information on development. However, no significant themes occurred in the responses recorded (see *Appendix 2 Additional Comments*).

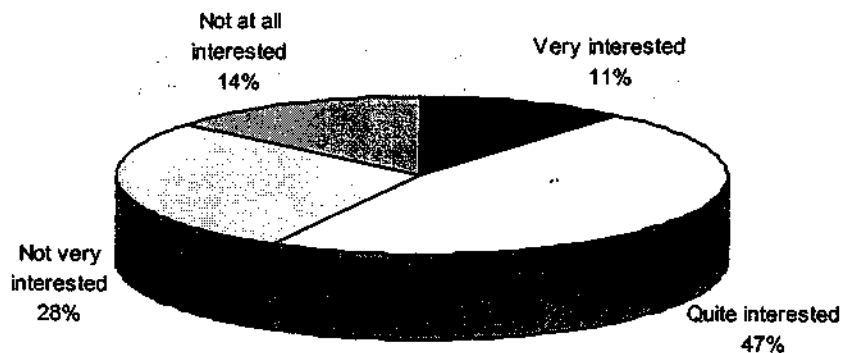


**Level of interest in advertising in Eyes On Potatoes**

- ❖ As with the industry magazine, six in ten of the readers who receive *Eyes On Potatoes* were **interested** in the advertisements shown in the newsletter (58%).

**LEVEL OF INTEREST IN ADVERTISEMENTS IN EYES ON POTATOES**

% of respondents who receive Eyes on Potatoes



- ❖ Those citing the highest levels of **interest** included growers, respondents from South Australia, fresh produce growers, growers with over 25 hectares of planting, growers with 4-10 staff and those who don't use the Internet (65%, 72%, 68%, 68%, 67% and 62% respectively).

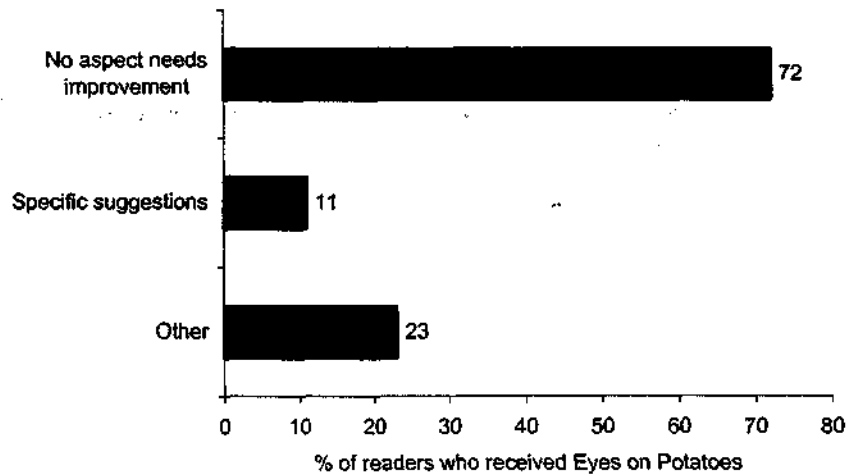
One quarter of readers from Queensland said they were **very interested** in the advertisements (24%) with a high 66% being interested overall.

- ❖ Not surprisingly six in ten service providers were **not interested** in the advertisements (61%), one quarter was **not at all interested**.

**Comments or suggestions on improving Eyes On Potatoes**

- ❖ Seven in ten readers who received *Eyes On Potatoes* thought there were **no aspects to be improved (72%)**. Not one specific improvement was suggested by more than 2% of respondents.

**SUGGESTIONS ON IMPROVING EYES ON POTATOES .  
unprompted  
(includes multiple responses)**



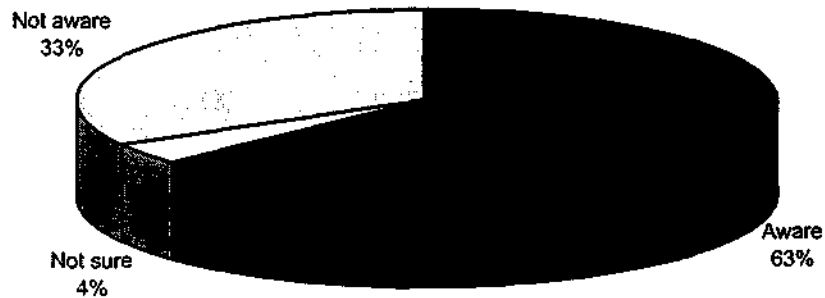
## Usage of potato levy funds

### Awareness of Potato levy use

- ❖ Two thirds of readers were **aware** that their potato levy funds are used to subsidise *Potato Australia* and *Eyes On Potatoes* (63%).

#### AWARENESS THAT POTATO LEVY IS USED TO SUBSIDISE POTATO PUBLICATIONS

% of readers

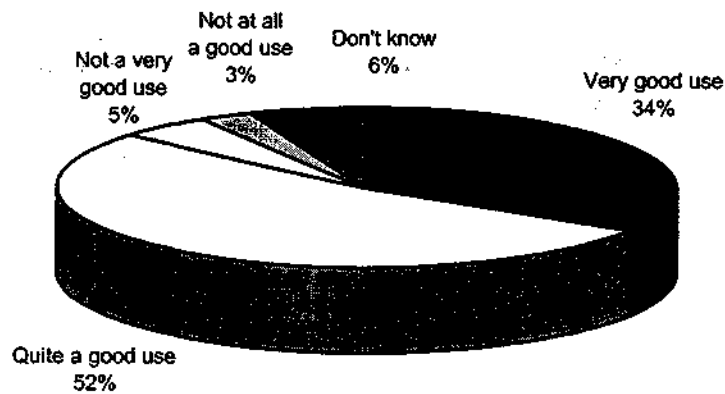


- ❖ Eight in ten South Australian respondents (80%) and 69% of respondents aged 40-54 were **aware** of this, while only 51% of those from Tasmania were **aware** the levy subsidised the magazine and newsletter.

**Perceptions of subsidy use.**

- ❖ The majority of readers considered the levy funds were being put to **good use** in subsidising *Potato Australia* and *Eyes On Potatoes* (86%). One third considered it **very good use** of funds (34%).

**CONSIDERATION THAT LEVY FUNDS ARE BEING  
 PUT TO GOOD USE BY SUBSIDISING POTATO  
 INDUSTRY PUBLICATIONS**  
 % of readers



- ❖ Although growers (85%) and service providers (88%) showed almost the same percentage considering it a good use of the funds, a higher proportion of service providers considered it a very good use (service providers 47%; growers: 29%)
- ❖ Readers aware of the levy use showed a higher percentage of considering it a good use (91%) than those who were not aware/not sure of the levy use (78%).

## **Interest in Internet related issues**

### **Use of the Internet**

- ❖ Three in ten readers (31%) use the Internet.

**USE OF THE INTERNET**  
% of readers

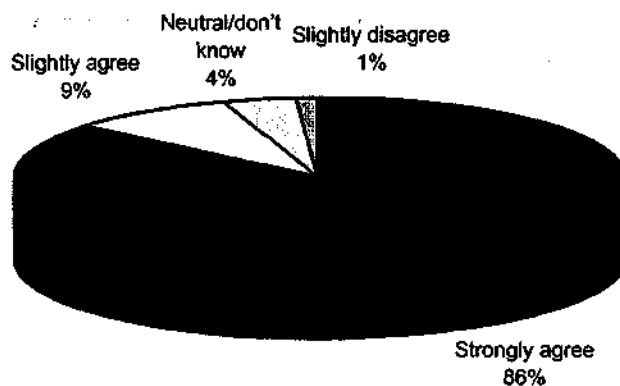


- ❖ Service providers showed a significantly higher proportion using the Internet (68%) than growers (18%).
- ❖ Showing significantly higher use of the Internet were those aged 18-39. In fact, the older the age group, the lower the incidence of using this medium.

### **Agreement with publication of web-site addresses**

- ❖ The vast majority of those who use the Internet **agreed** that the relevant web-site addresses should be published in the magazine &/or the newsletter (95%), including 86% who **strongly agreed**. Just 1% (1 person) was in disagreement.

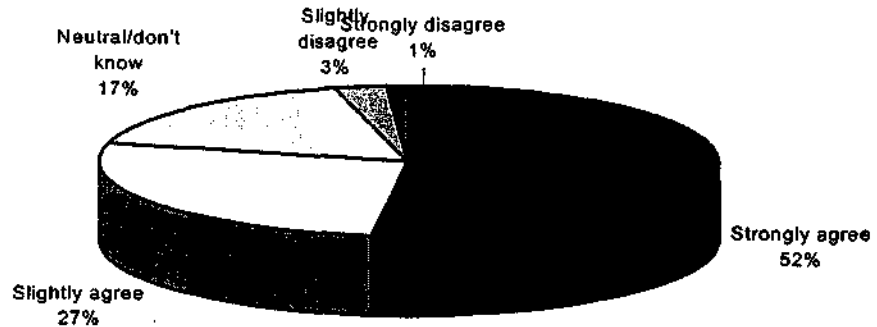
**AGREEMENT THAT WEB-SITE ADDRESSES IN  
POTATO AUSTRALIA &/OR EYES ON POTATOES  
SHOULD BE PUBLISHED**  
% of readers who use Internet



### **Agreement with inclusion of Internet material**

- ❖ Eight in ten respondents **agreed** that relevant material which is available on the Internet should be published in the magazine and newsletter.

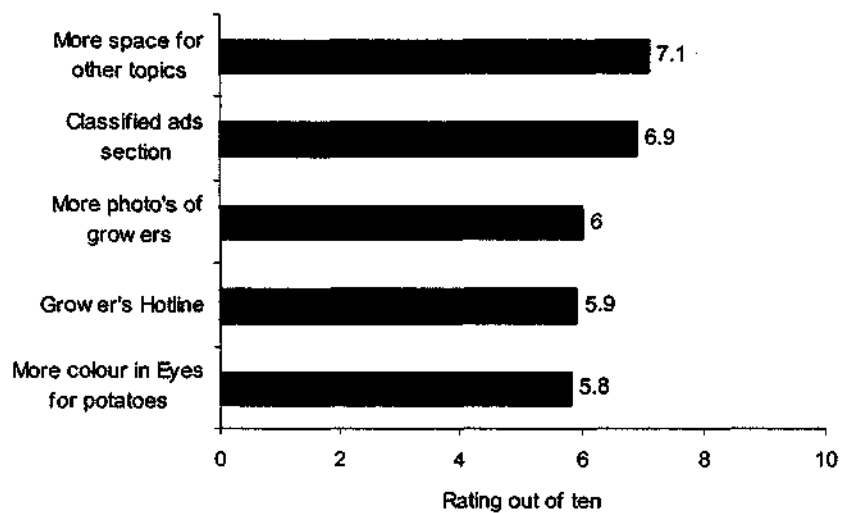
**AGREEMENT THAT RELEVANT MATERIAL FROM THE INTERNET SHOULD BE PUBLISHED IN POTATO AUSTRALIA &/OR EYES ON POTATOES**  
 % of readers



**Comments and suggestions**

- ❖ Respondents were asked to rate their interest in a series of propositions for the publications using a scale of 0 to 10.
- ❖ The best rated suggestion, with a mean of 7.1, was *more space for other topics*, followed by *classified ads section* (6.9).

**RATING OF THE FOLLOWING SUGGESTIONS FOR THE PUBLICATIONS...**



## Advertisers

### Researcher's note:

Care should be taken as sample sizes are small. Analysis should be considered indicative rather than being statistically reliable.

Please notice that respondents who had placed advertising in *Potato Australia* and/or *Eyes On Potatoes* are called Actual Advertisers in this document, while Potential Advertisers are those who had not placed any advertising in either *Potato Australia* or *Eyes On Potatoes* but had products relevant to the potato industry.

### Awareness of publications

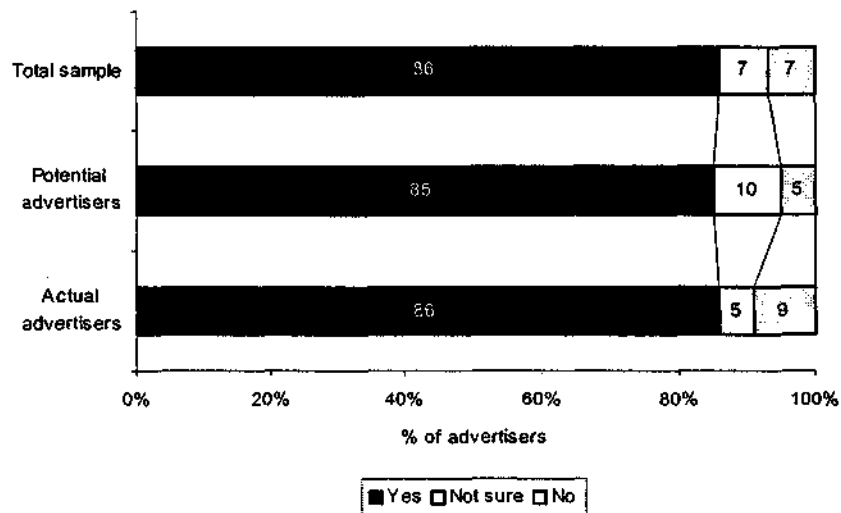
#### Awareness of *Potato Australia*

- ❖ Advertisers were informed that *Potato Australia* is a colour magazine that is published annually and asked whether they had heard of the publication. The vast majority of potential (95%) and all actual advertisers 100% had heard of *Potato Australia*.

#### Awareness of *Eyes On Potatoes*

- ❖ Respondents were then told that *Eyes On Potatoes* is a green and orange printed newsletter published three times a year, and asked whether they had heard of the publication. 86% of all advertisers were aware of *Eyes On Potatoes*. 9% of actual advertisers and 5% of potential advertisers were not aware of *Eyes On Potatoes*.

AWARENESS OF EYES ON POTATOES

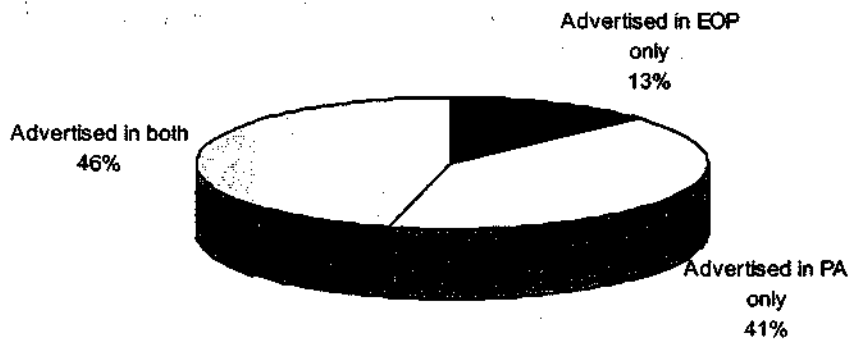




## Advertising placement/enquiry

- ❖ Of the 20 people who have actually placed advertising in these publications, 8 had done so only in *Potato Australia* (41%), 3 only in *Eyes On Potatoes* (13%) and 9 (46%) had advertised in both.

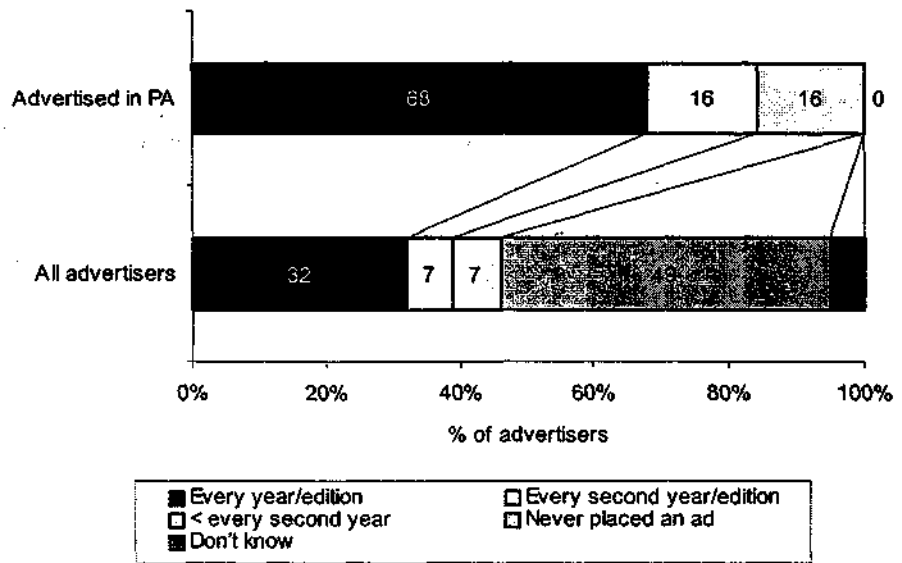
### USE OF ADVERTISING IN PUBLICATIONS % of actual advertisers



### Frequency of advertising in Potato Australia

- ❖ Two thirds of advertisers who use *Potato Australia* do so every year/edition (68%). This equates to 32% of all advertisers. Half the advertiser sample have never placed advertising in *Potato Australia*.

FREQUENCY OF PLACING ADVERTISING IN POTATO AUSTRALIA

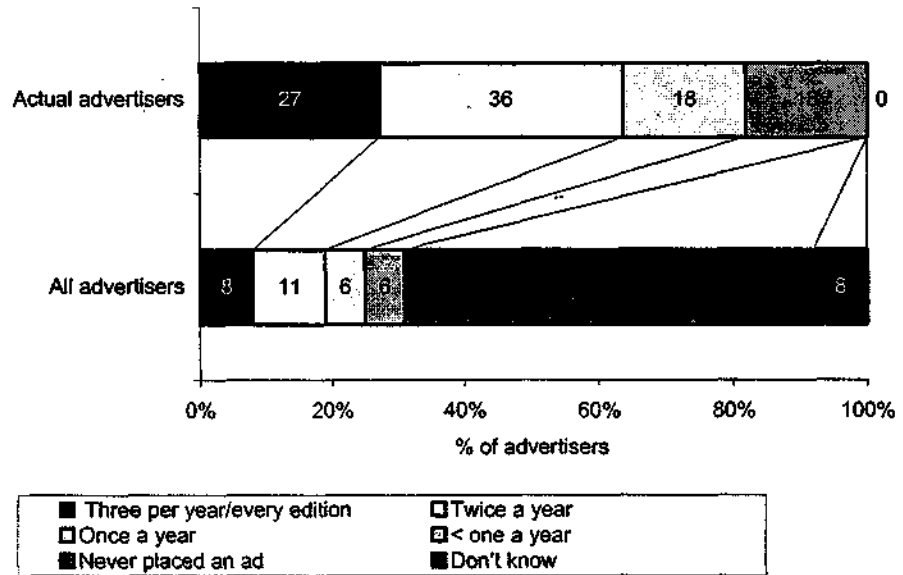


- ❖ Of the 22 respondents who had never placed advertising in *Potato Australia*, eight respondents had enquired in two years prior to interview (36%).

### Frequency of advertising in Eyes On Potatoes

- ❖ 27% of those who advertise in *Eyes On Potatoes* do so every edition, while slightly more (36%) access space twice a year. This equates to 19% of all advertisers with *Eyes On Potatoes* at least twice a year. However six in ten never use this publication.

#### FREQUENCY OF PLACING ADVERTISING IN EYES ON POTATOES

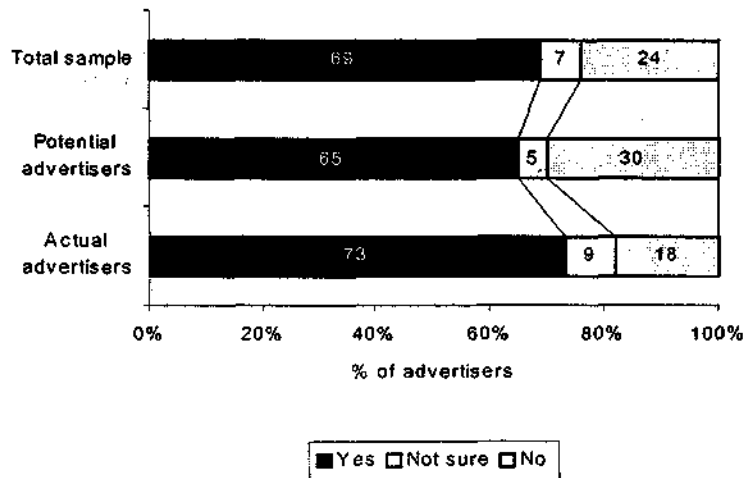


- ❖ One in five respondents (20%) who had never placed advertising in *Eyes On Potatoes* had **enquired** about doing so in the two years prior to interview.

### Other publications

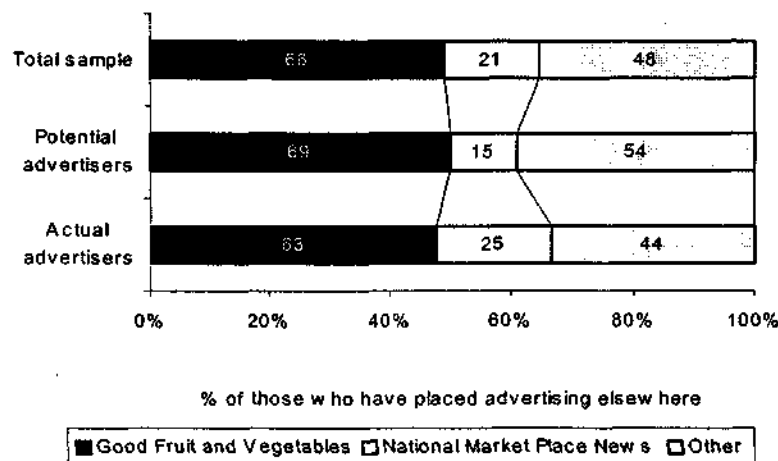
- ❖ Apart from *Potato Australia* and *Eyes On Potatoes*, seven in ten advertisers (69%) had placed advertising that could be relevant to the potato industry in other publications during the past two years. Actual advertisers showed a marginally higher percentage (73%) compared to potential advertisers (65%).

INCIDENCE OF PLACING ADVERTISING IN OTHER PUBLICATIONS DURING THE LAST TWO YEARS



- ❖ Of those who placed advertising in other publications that service agriculture or the potato industry, **Good Fruit and Vegetables** was the predominant publication nominated (66%).

OTHER PUBLICATIONS ADVERTISED IN THAT SERVICE THE POTATO INDUSTRY (includes multiple responses)



- ❖ The main reason for not placing advertising in other publications was **no need to advertise as sales figure are fine**, named by four of the ten respondents who had not placed advertising elsewhere.

Other reasons given included:

- No money/budget available (2 people)
- Money/advertising budget already spent (2)
- Distribution profile not appropriate (1)

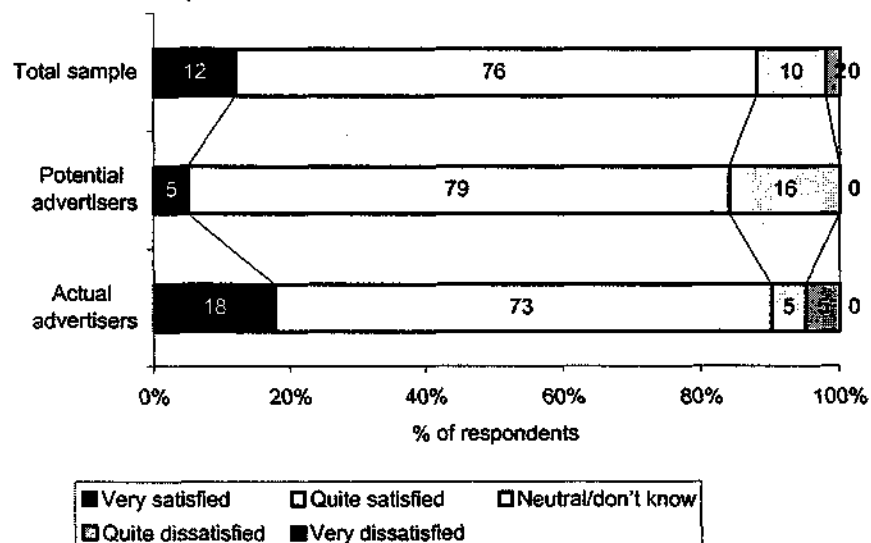
## Satisfaction with formal aspects

### Format and general presentation of Potato Australia

- ❖ Almost nine in ten Advertisers aware of *Potato Australia* were **satisfied** with the format and general presentation of the magazine (88%) with 91% actual advertisers and 84% of potential advertisers indicating they were **satisfied**.

However, the proportion **very satisfied** was, in each case, quite low.

**LEVEL OF SATISFACTION WITH FORMAT AND GENERAL PRESENTATION OF POTATO AUSTRALIA**



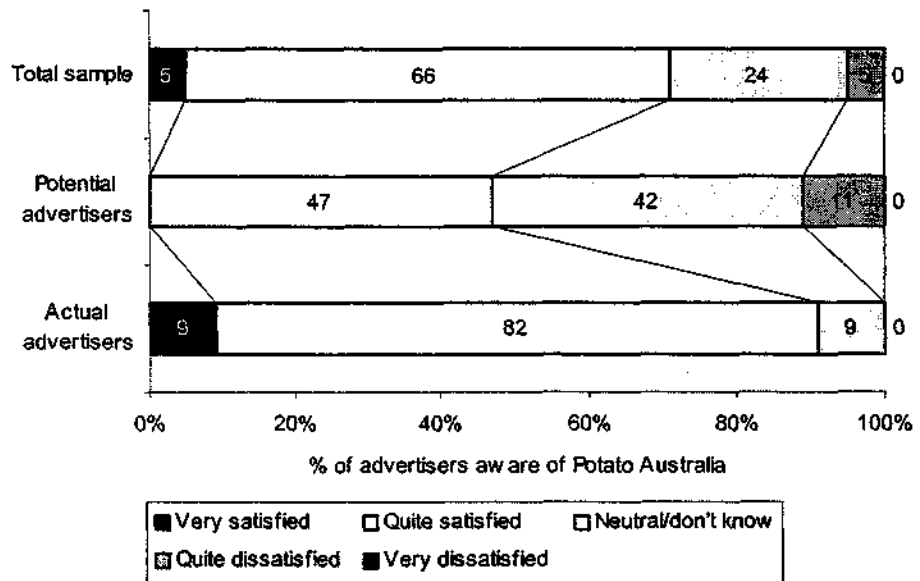
### Mix of research, advertising and general information in Potato Australia

- ❖ Seven in ten advertisers were **satisfied** with the mix of research, advertising and general information in *Potato Australia*.

Actual advertisers (91%) showed a higher percentage of being **satisfied** than potential advertisers (47%), while potential advertisers showed a higher percentage indicating they do not know/or are neutral (42%).

Again, the proportion **very satisfied** was low, with none of the potential advertisers giving this response.

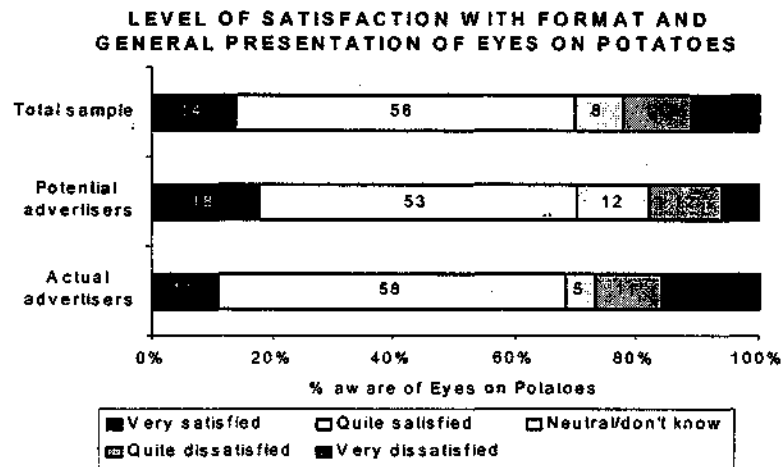
**SATISFACTION WITH MIX OF RESEARCH, ADVERTISING & GENERAL INFO IN POTATO AUST.**



### Format and general presentation of Eyes On Potatoes

- ❖ Seven in ten advertisers aware of the newsletter were **satisfied** with the format and general presentation (69%). Some 22% responded they were **dissatisfied** with these elements, including 26% of actual advertisers and 18% of potential advertisers.

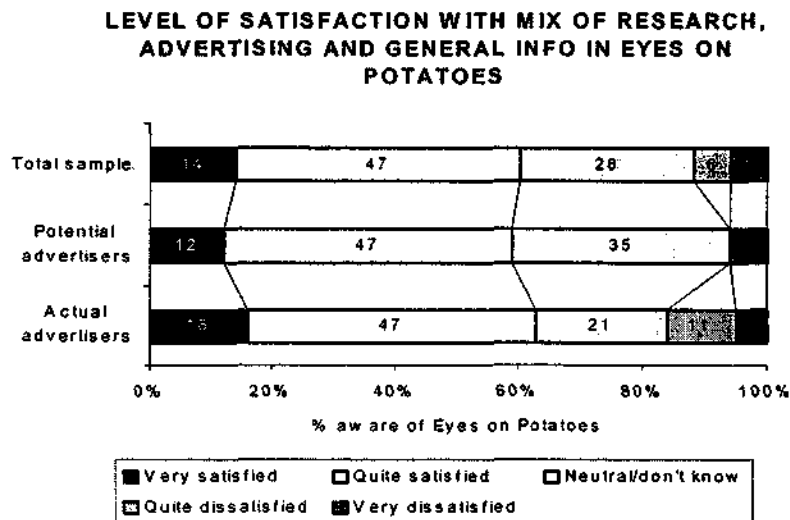
As with *Potato Australia*, those satisfied were generally quite satisfied rather than unsatisfied.



### Mix of research, advertising and general information in Eyes On Potatoes

- ❖ Six in ten advertisers who were aware of *Eyes On Potatoes* were **satisfied** with its mix of research, advertising and general information, with 14% being quite satisfied.

While 3 of the 22 actual advertisers indicated they were dissatisfied, just 1 potential advertiser did so.



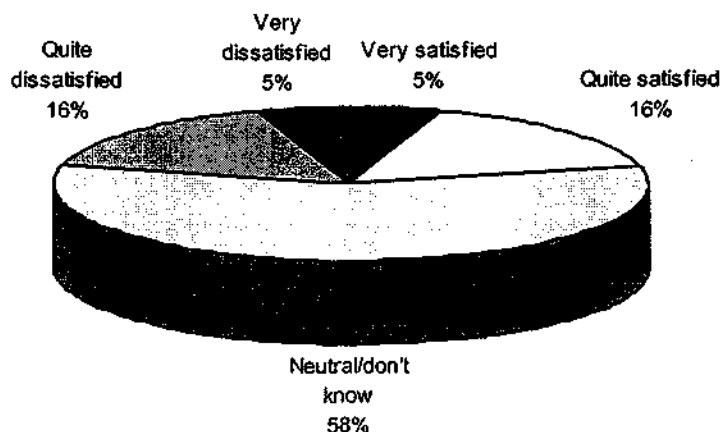
## Evaluation of advertising related issues

### Satisfaction with response to advertising in Potato Australia

- ❖ One in five respondents who placed advertising in *Potato Australia* were **satisfied** with the response they achieved (21%). 58% were either **neutral** or **didn't know**, while the remaining 21% were **dissatisfied**.

#### LEVEL OF SATISFACTION WITH RESPONSE ACHIEVED IN ADVERTISING IN POTATO AUSTRALIA

% of advertisers in Potato Australia



- ❖ The reason respondents were dissatisfied was because **there was hardly any response**.



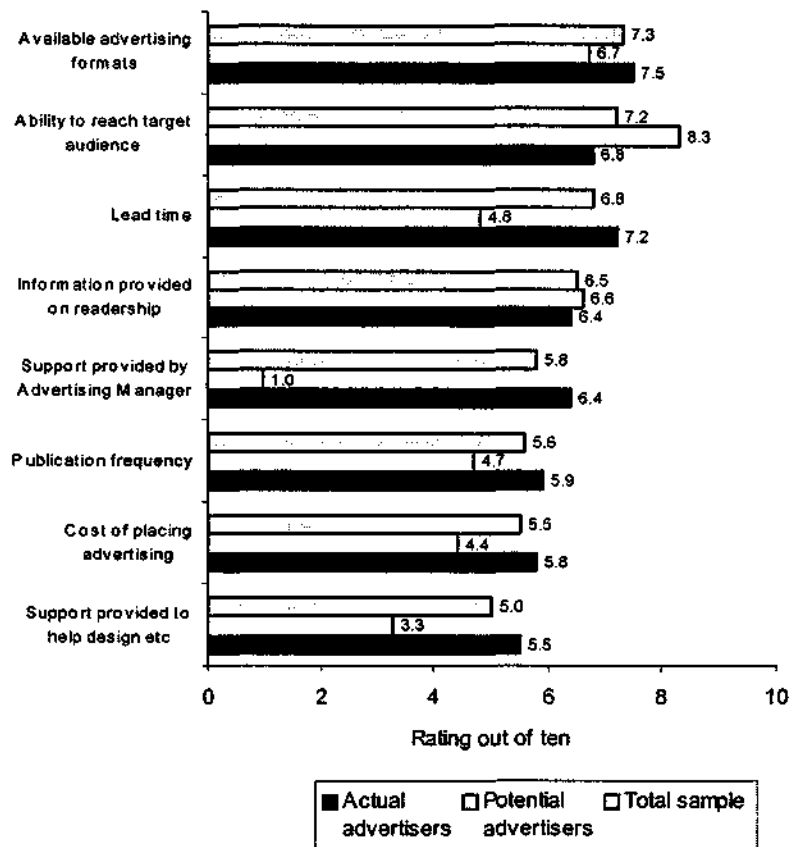
### Satisfaction with specific elements in Potato Australia

- ❖ Respondents were asked to rate their level of satisfaction with a range of elements relating to advertising in the magazine. Two factors available advertising formats and ability to reach target audience (7.3 and 7.2 respectively) were rated most favourably.

Several factors of concern emerged:

- Most factors were rated by actual advertisers at 6 or less out of 10.
- Potential advertisers gave particularly low scores for lead time, support provided by Advertising Manager, publication frequency, cost of placing advertising and support provided to help design etc.

#### SATISFACTION WITH THE FOLLOWING ELEMENTS OF POTATO AUSTRALIA

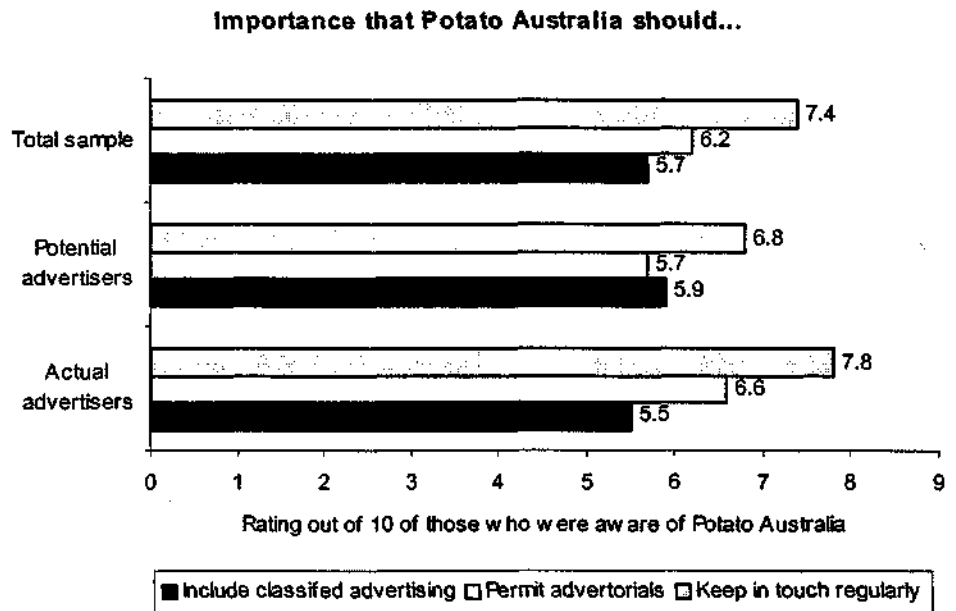


### Importance of aspects of Potato Australia

- ❖ Respondents then rated three aspects on an importance scale. **Keeping in touch regularly** was the highest ranked of all three statements (7.4). Actual advertisers rated it as more important (7.8) than potential advertisers (6.8), but it clearly rated most important among both groups.

Actual advertisers rated **permit advertorials** (6.6) more important than potential advertisers (5.7).

Among actual advertisers, **include classified advertising** rated least important of the three factors tested, but among potential advertisers it was equal with **permit advertorials**.

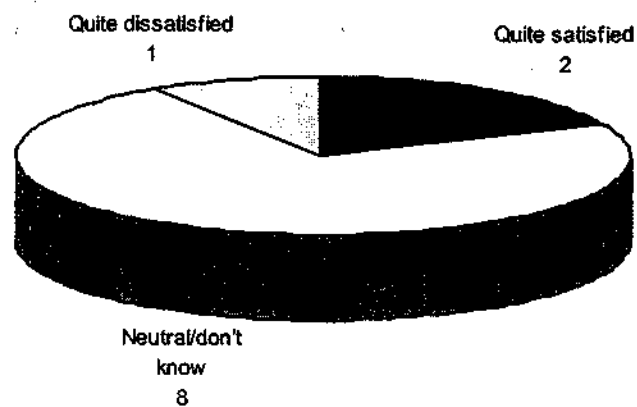


### **Satisfaction with response to advertising in Eyes On Potatoes**

- ❖ Three quarters of respondents who placed advertising in *Eyes On Potatoes* were **neutral or didn't know** how satisfied they were with the response achieved. Some 2 advertisers cited they were **satisfied**, although no one indicated they were **very satisfied**. 9% were dissatisfied.

#### **LEVEL OF SATISFACTION WITH RESPONSE ACHIEVED BY ADVERTISING IN EYES ON POTATOES**

Number actual advertisers



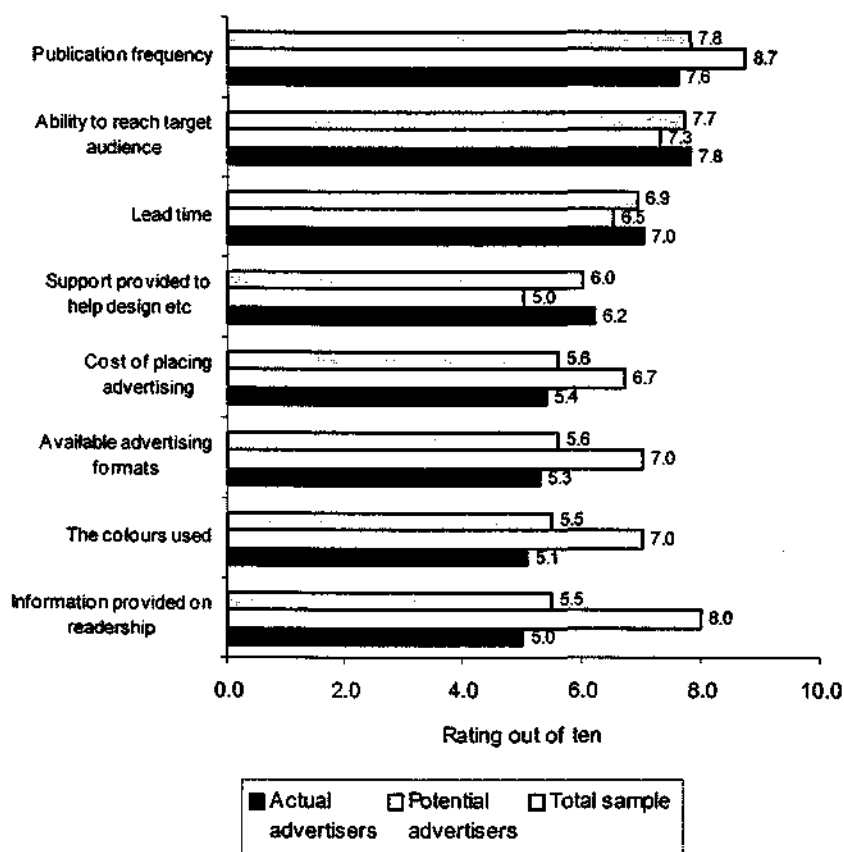
- ❖ Again the reason for dissatisfaction was there was **hardly any response** (1 person).

### Satisfaction with specific elements in Eyes On Potatoes

- ❖ A number of factors were rated on a 0-10 satisfaction scale. The most favourable ratings were given to **publication frequency (7.8)** and **ability to reach target audience (7.7)**.

Apart from the top three aspects, there were obvious differences in ratings given by actual and potential advertisers. However, it was interesting that all but one of these differences showed potential advertisers rating significantly more favourably than actual advertisers.

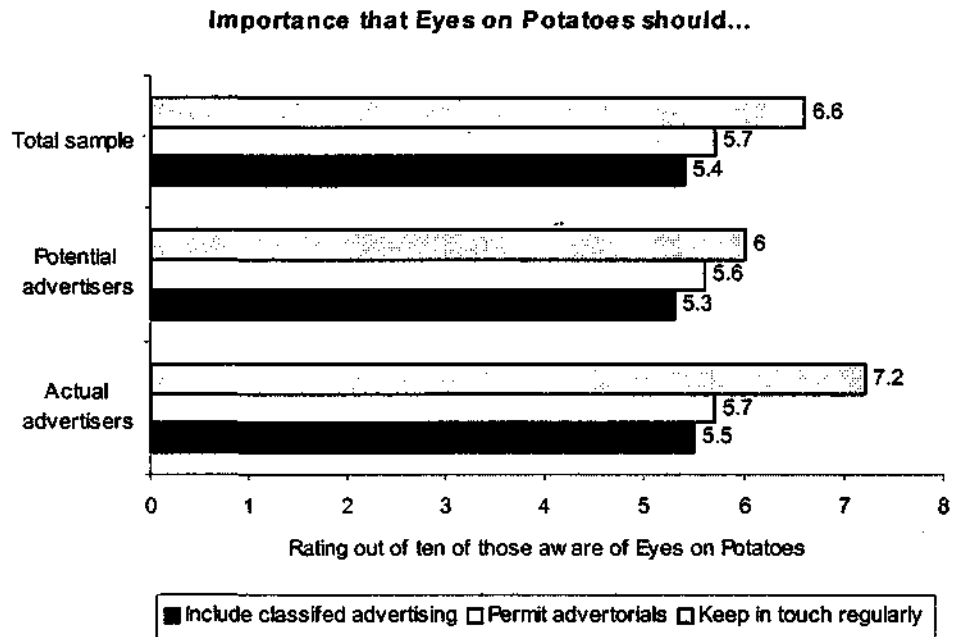
SATISFACTION WITH THE FOLLOWING ELEMENTS OF EYES ON POTATOES



### Importance of aspects of Eyes On Potatoes

- ❖ *Keep in touch regularly* was the highest rated element (6.6) on an importance scale from 0 to 10, particularly among actual advertisers.

The other two factors measured rated almost equally for their importance to both groups.

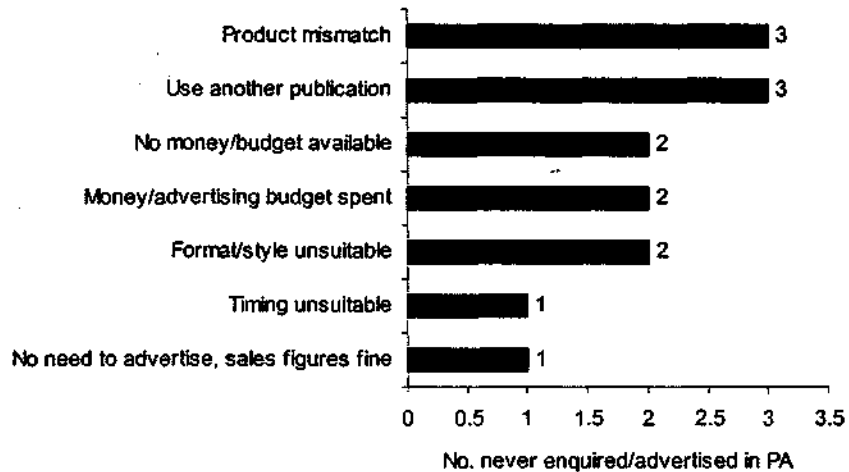


## Reasons for not enquiring or advertising

- ❖ Of the 14 respondents who had never placed or enquired about advertising in *Potato Australia*, the main reasons for not doing so were **product mismatch** and **use of another publication** (each mentioned by 3 people).

### REASON FOR ENQUIRING OR ADVERTISING IN POTATO AUSTRALIA

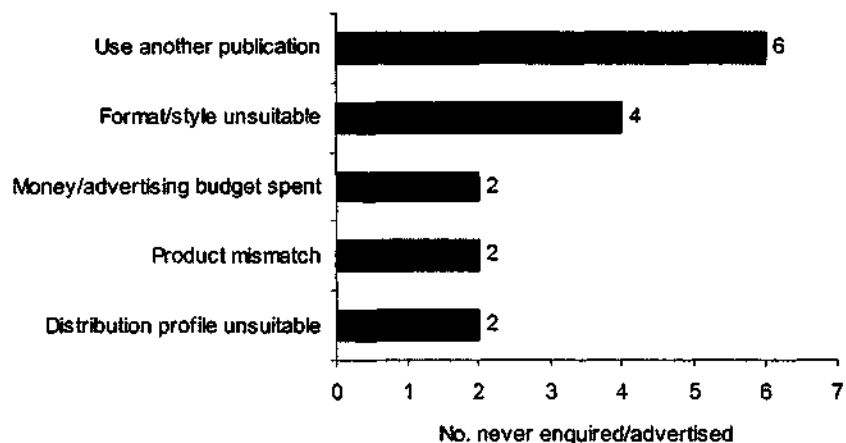
(includes multiple responses)



- ❖ The main reason among the 20 respondents who never enquired about advertising in *Eyes On Potatoes* was that they **use another publication** (6 respondents). Some 4 respondents stated that **format/style of the publication was unsuitable**.

### REASON FOR NOT ENQUIRING OR ADVERTISING IN EYES ON POTATOES

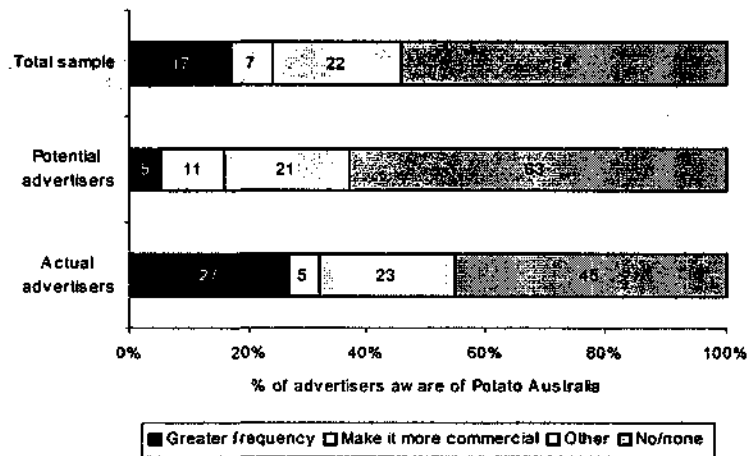
(includes multiple responses)



## Comments and suggestions

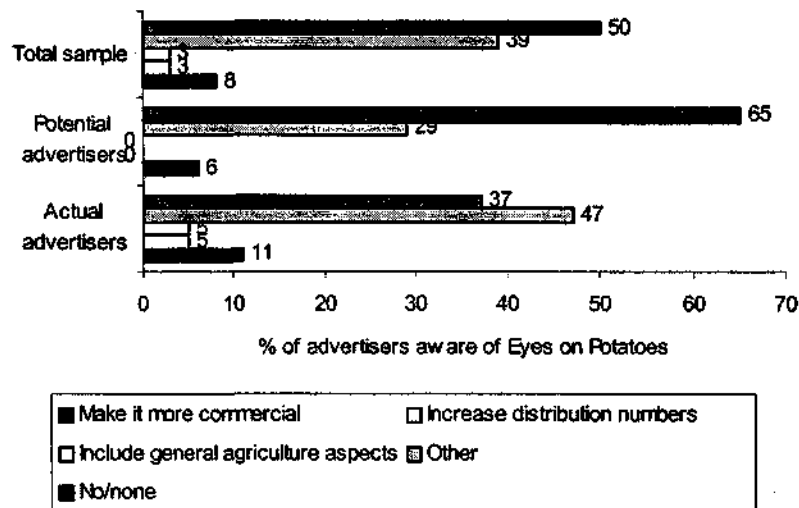
- ❖ Advertisers who were aware of *Potato Australia* were asked how the publication could better meet their needs. Over half responded there were **no suggestions** they could provide (54%), including 63% of potential advertisers and 45% actual advertisers.
- ❖ Some 27% of actual advertisers and 5% of potential advertisers stated they are interested in **greater frequency of the publication**.

COMMENTS OR SUGGESTIONS ON HOW TO MAKE POTATO AUSTRALIA BETTER



- ❖ Some 65% of potential and 37% of actual advertisers who were aware of *Eyes On Potatoes* could not make any suggestions about how the newsletter could better meet their needs. **Make It more commercial** was proposed by 11% of actual advertisers and 6% of potential advertisers.

SUGGESTIONS ON HOW TO MAKE EYES ON POTATOES BETTER  
(includes multiple responses)



## Contributors

### Receipt of Potato Australia

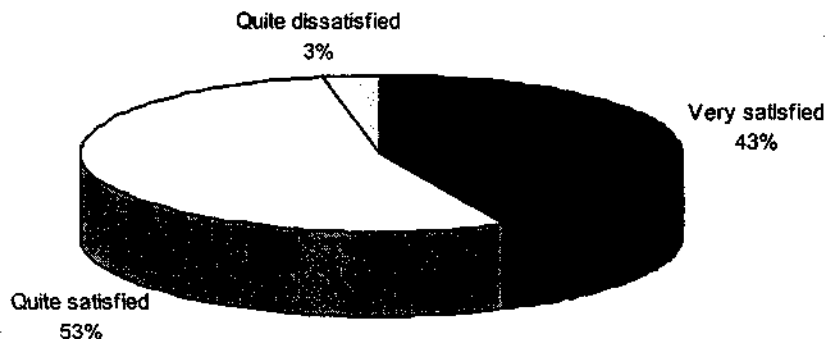
- ❖ Those contributing to *Potato Australia* were asked how often they received the publication. All 30 contributors receive **every edition**.
- ❖ Some 97% of those who wrote for *Eyes On Potatoes* received **every edition** of the newsletter. The remaining 3% said they receive a copy **twice a year**.

### Satisfaction with formal aspects

#### Format and general presentation of Potato Australia

- ❖ All but one contributors were **satisfied** with the format and general presentation of *Potato Australia* (97%), including 43% **very satisfied**. No one expressed **extreme dissatisfaction**, although one person was quite dissatisfied.

LEVEL OF SATISFACTION WITH FORMAT AND  
GENERAL PRESENTATION OF POTATO AUSTRALIA  
% of contributors

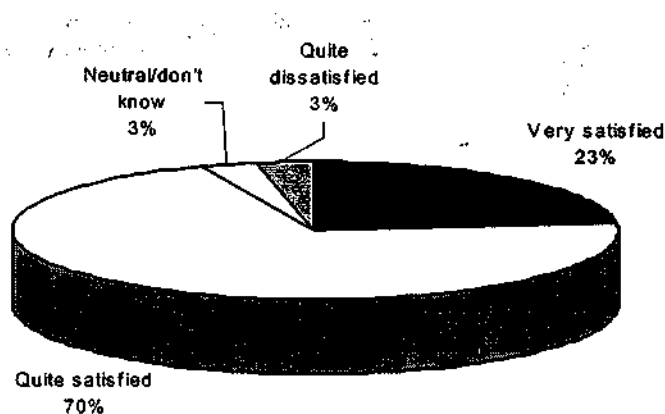




### **Mix of research, advertising and general information in Potato Australia**

- ❖ Overall 93% of contributors were **satisfied** with the mix of research, advertising and general information in the magazine. Some 23% said they were unsatisfied. Again, no one replied they were **very dissatisfied**.

**LEVEL OF SATISFACTION WITH MIX OF RESEARCH,  
ADVERTISING AND GENERAL INFORMATION IN  
POTATO AUSTRALIA**  
% of contributors

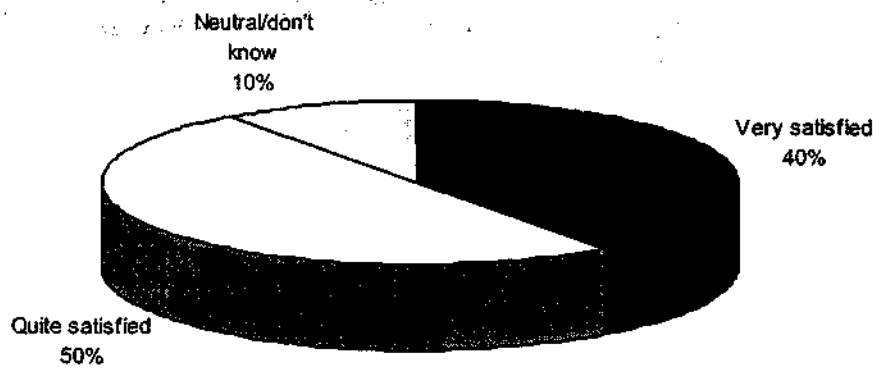


- ❖ For the single respondent who expressed dissatisfaction, **less advertising and more illustrations/key points** were seen as ways the publication could be improved.

### **Format and general presentation of *Eyes On Potatoes***

- ❖ Nine in ten contributors were **satisfied** with this aspect of *Eyes On Potatoes*, four in ten replied they were **very satisfied**. No one expressed **dissatisfaction** with the format and general presentation of newsletter.

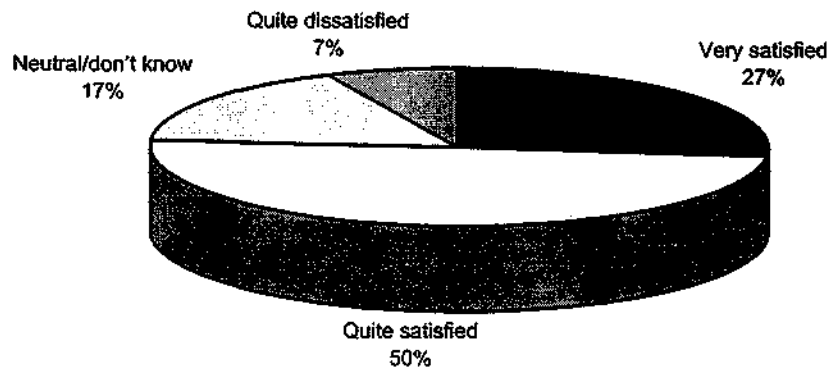
**LEVEL OF SATISFACTION WITH FORMAT AND  
GENERAL PRESENTATION OF EYES ON POTATOES**  
% of contributors



### **Mix of research, advertising and general information in Eyes On Potatoes**

- ❖ Three quarters of respondents were **satisfied** with the research mix, advertising and information provided in *Eyes On Potatoes* (77%). One quarter was **very satisfied** with these elements (27%). Some 17% indicated they felt **neutral or didn't know** and 7% were dissatisfied.

#### **LEVEL OF SATISFACTION WITH MIX OF ADVERTISING AND GENERAL INFORMATION IN EYES ON POTATOES** % of respondents who receive Eyes on Potatoes



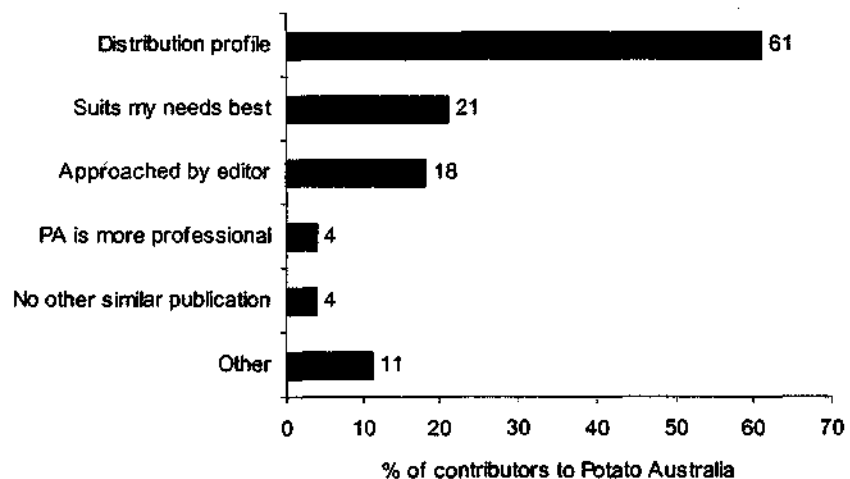
- ❖ For the two people dissatisfied, more research, more detail of industry events, conferences and field days and too much emphasis on computers and Internet were seen as areas for improvement.

## Submission and publication of articles

### Incidence of publishing in Potato Australia

- ❖ The majority of contributors had published articles in *Potato Australia* (93%).
- ❖ Six in ten had submitted to *Potato Australia* because of its distribution profile (61%), while a further 21% responded that it suited their needs best.
- ❖ 5 respondents (18%) had been approached by the editor to submit an article.

#### REASONS FOR SUBMITTING MATERIAL TO POTATO AUSTRALIA RATHER THAN ANOTHER PUBLICATION (includes multiple responses)

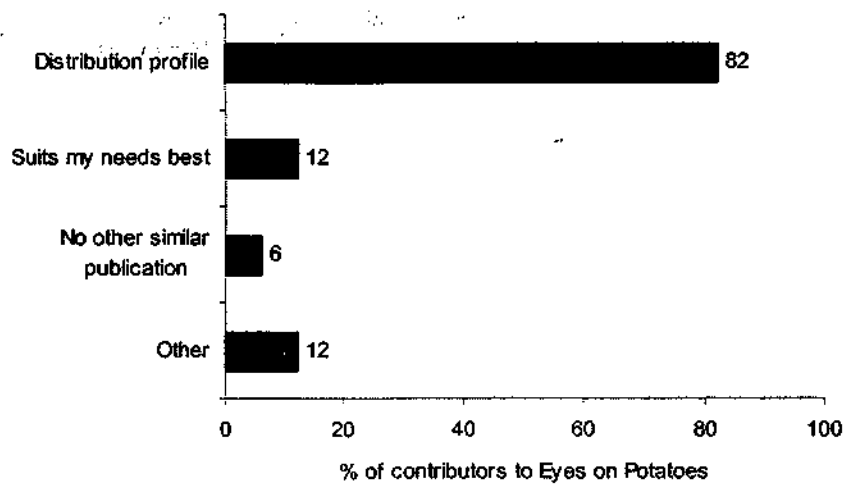


- ❖ The two people who had not had articles published in the magazine had not submitted material.

### Incidence of publishing in *Eyes On Potatoes*

- ❖ 57% of contributors had published material in *Eyes On Potatoes*.
- ❖ The **distribution profile** was the predominant reason for choosing the newsletter above other publications (82%).

#### REASONS FOR SUBMITTING MATERIAL TO EYES ON POTATOES RATHER THAN ANOTHER PUBLICATION (includes multiple responses)



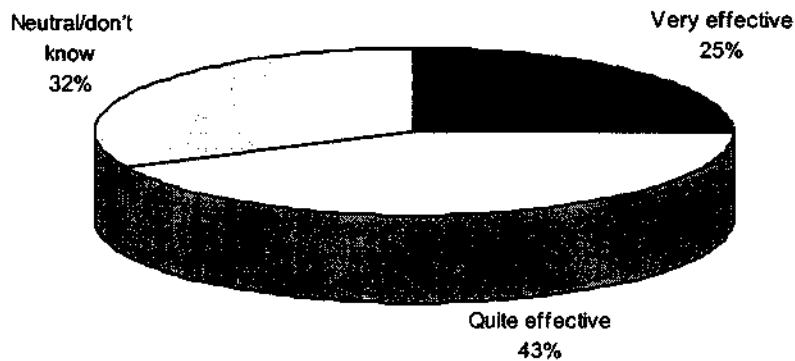
- ❖ One of the thirteen respondents who had not had material published in *Eyes On Potatoes* had **submitted** an article.

## Evaluation of publication

### Effectiveness of Potato Australia in getting message across

- ❖ Seven in ten respondents considered *Potato Australia* was **effective** in getting their message across to the potato industry (68%). One quarter considered the magazine **very effective**. No one responded that the magazine was **ineffective**.
- ❖ One third of respondents could not determine or felt neutral about the effectiveness.

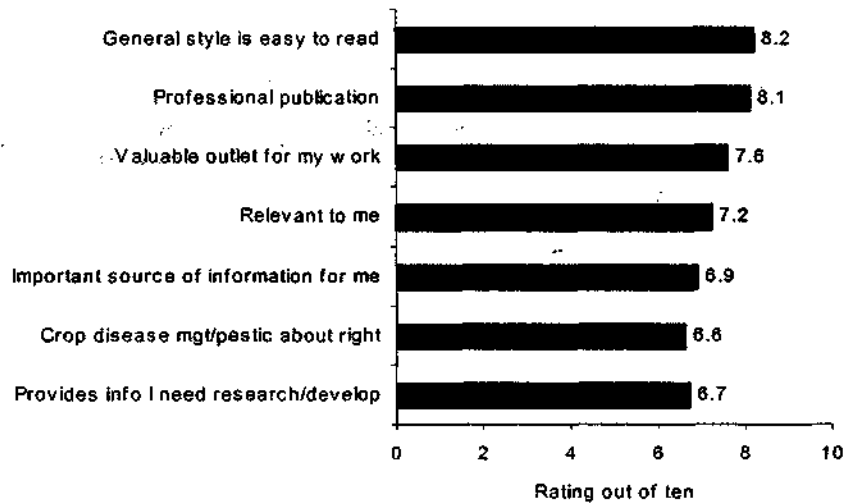
**EFFECTIVENESS OF POTATO AUSTRALIA GETTING  
MESSAGE ACROSS TO THE POTATO INDUSTRY**  
% of contributors to Potato Australia



### Prompted perceptions of Potato Australia

- ❖ Respondents were asked to rate their level of agreement with seven statements about *Potato Australia*. Rating highest in agreement were *general style is easy to read* and *it is a professional publication* (8.2 and 8.1 respectively).

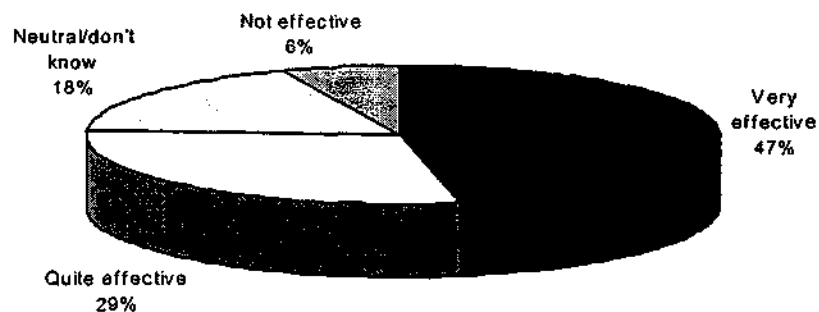
#### PROMPTED PERCEPTIONS OF POTATO AUSTRALIA



### Effectiveness of Eyes On Potatoes in getting message across

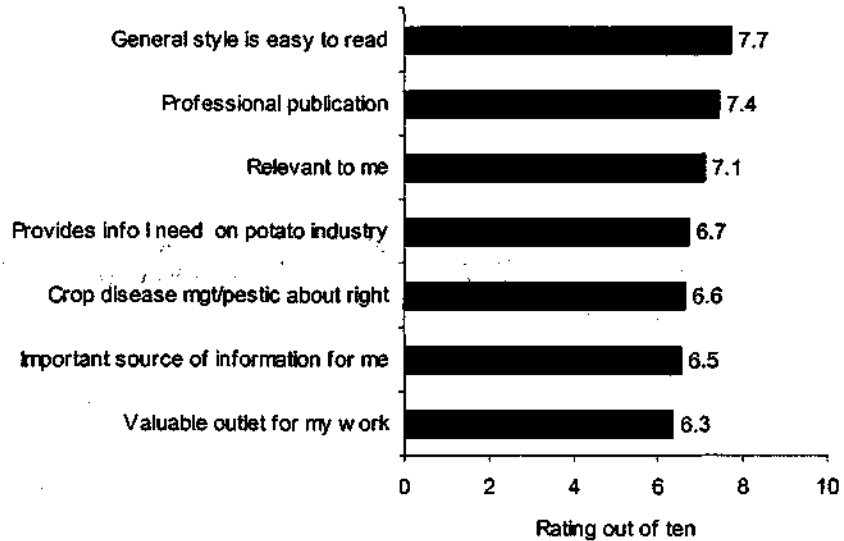
- ❖ Three quarters of those who published in *Eyes On Potatoes* considered the newsletter was **effective** in getting their message across to the potato industry (76%). Almost half thought it was **very effective**.

#### EFFECTIVENESS OF EYES ON POTATOES GETTING MESSAGE ACROSS TO THE POTATO INDUSTRY % of contributors to Eyes on Potatoes



- ❖ Statements rating the highest levels of **agreement** about *Eyes On Potatoes* included: *general style is easy to read*, *it is a professional publication* and *it is relevant to me* (7.7, 7.4 and 7.1 respectively).

**PROMPTED PERCEPTIONS OF EYES ON POTATOES**



- ❖ The one person who had not submitted material to *Eyes On Potatoes* was asked to rate three factors about the process of submitting articles, where 10 = extremely good and 0 = extremely bad. The ratings were *Time frame* - 7, *article length* - 8 and *editorial support* - 8.

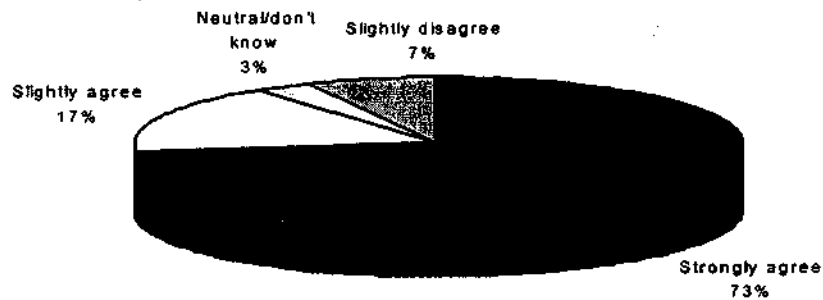




## Interest in Internet related issues

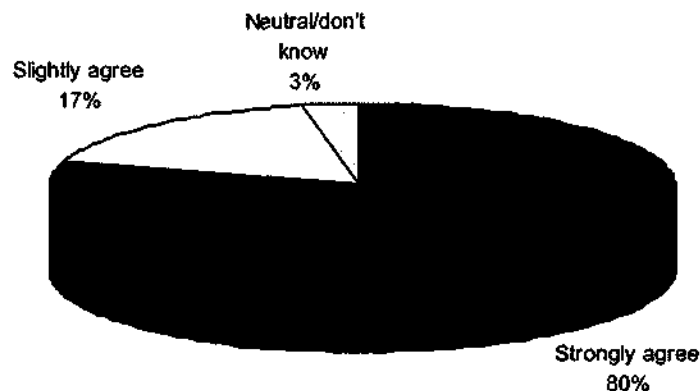
- ❖ Nine in ten respondents use the Internet.
- ❖ The majority of contributors agreed that their e-mail addresses should be included with their articles (90%), 73% strongly agreed.

**AGREEMENT THAT CONTRIBUTORS E-MAIL ADDRESS SHOULD BE INCLUDED IN THEIR ARTICLES**  
% of contributors



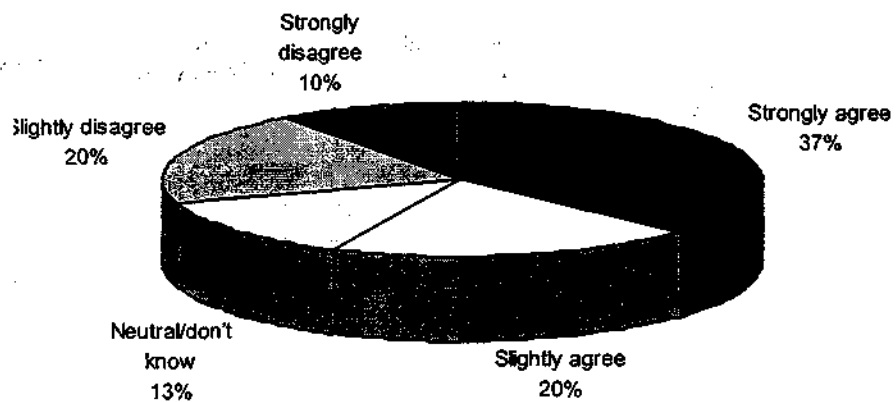
- ❖ Contributors were then asked whether they agreed or disagreed that relevant Web-site addresses should be published in *Potato Australia* and/or *Eyes On Potatoes*. 97% agreed, with eight in ten citing strong agreement. No one disagreed with the suggestion.

**AGREEMENT THAT RELEVANT WEB-SITE ADDRESSES SHOULD BE PUBLISHED IN POTATO AUSTRALIA AND/OR EYES ON POTATOES**  
% of contributors



- ❖ Almost six in ten respondents **agreed** that relevant material which is available on the Internet should be published in *Potato Australia* and/or *Eyes On Potatoes* (57%). Three in ten **disagreed**.

**AGREEMENT THAT RELEVANT MATERIAL AVAILABLE ON THE INTERNET SHOULD BE PUBLISHED IN POTATO AUSTRALIA AND/OR EYES ON POTATOES**  
% of contributors



### Comments and suggestions

- ❖ Half the respondents **could not name an aspect** which could be improved in *Potato Australia*. No specific suggestion was recorded by more than three people.
- ❖ One third of contributors **had comments or suggestions** on how *Eyes On Potatoes* could be improved. With each suggestion different. (See *Appendix 2: Additional Comments*).

# APPENDIX 1: ABOUT THE RESEARCH

## How we did the research

We interviewed 337 readers (growers and service providers) who receive the magazine/newsletter, 30 contributors, who published articles in *Potato Australia* or *Eyes On Potatoes*, 22 actual advertisers who have advertised in the publications and 20 potential advertisers.

All interviews were conducted from 4 March to 8 March 1999.

### Readers

We were provided with lists of readers of the publications. Quotas were set, including a breakdown by State and whether recipients are potato growers or service providers.

QUOTAS SET (number of growers and service providers in brackets)							
	NSW/ACT	QLD	SA	TAS	VIC	WA	TOTAL
Growers	23 (199)	31 (268)	29 (255)	68 (589)	53 (457)	36 (311)	240 (2079)
Service Providers	20 (175)	14 (126)	15 (125)	13 (108)	20 (172)	8 (71)	90 (777)
<b>Total</b>	<b>43</b> <b>(374)</b>	<b>45</b> <b>(394)</b>	<b>44</b> <b>(380)</b>	<b>81</b> <b>(697)</b>	<b>73</b> <b>(629)</b>	<b>44</b> <b>(382)</b>	<b>330</b> <b>(2856)</b>

In some of the States a few more interviews were done than required as indicated in brackets. The final sample is reflected in the following table:

ACTUAL SAMPLE (no. above quota in brackets)							
	NSW/ACT	QLD	SA	TAS	VIC	WA	TOTAL
Growers	25 (+2)	33 (+2)	29	68	53	36	244
Service providers	21(+1)	14	15	14 (+1)	21 (+1)	8	93
<b>Total</b>	<b>46</b>	<b>47</b>	<b>44</b>	<b>82</b>	<b>74</b>	<b>44</b>	<b>337</b>

### Advertisers

We also received lists for advertisers. Respondents have been segmented by us into actual and potential advertisers according to whether respondents indicated they have advertised in the past in *Eyes On Potatoes* and/or *Potato Australia*.

Actual advertisers have advertised in either publication, potential advertisers in neither of them.

### Contributors

A list was received from the Australian Potato Industry and 30 contributors participated in the research.

## Who was involved

### Readers

#### Gender and Age

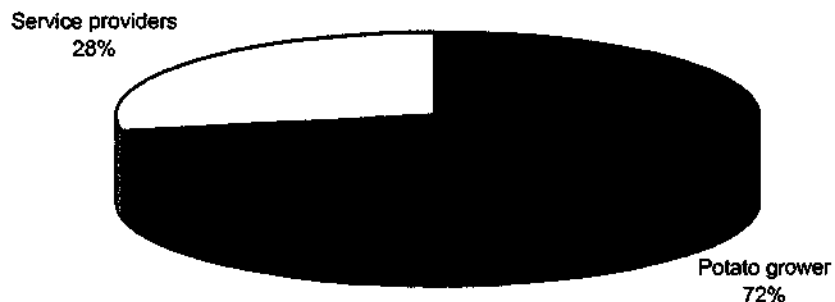
A total of 337 readers were interviewed comprising 303 males (90%) and 34 females (10%). Almost half fell into the 40–54 year old age bracket (47%).

Gender and Age	Readers	
	No	%
Males	303	90
Females	34	10
18 – 24	5	1
25-30	26	8
31-39	78	23
40 54	158	47
55-64	52	15
65 and over	18	5

#### Industry involvement

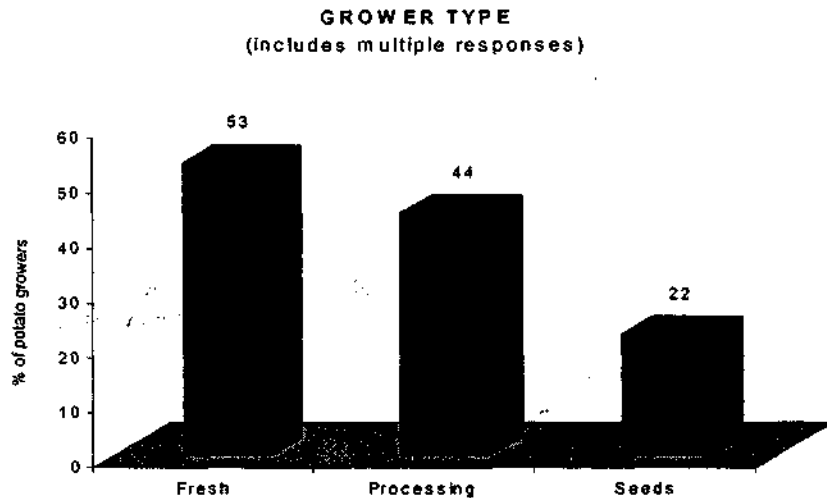
Of those surveyed, 72% were potato growers, while 28% were service providers who were involved in the industry in another capacity.

**INDUSTRY INVOLVEMENT**  
% of readers



### Main product type grown (growers only)

Of the 244 respondents who are potato growers, 53% mainly grow for fresh produce, 44% mainly grow for processing and 22% for seeds.

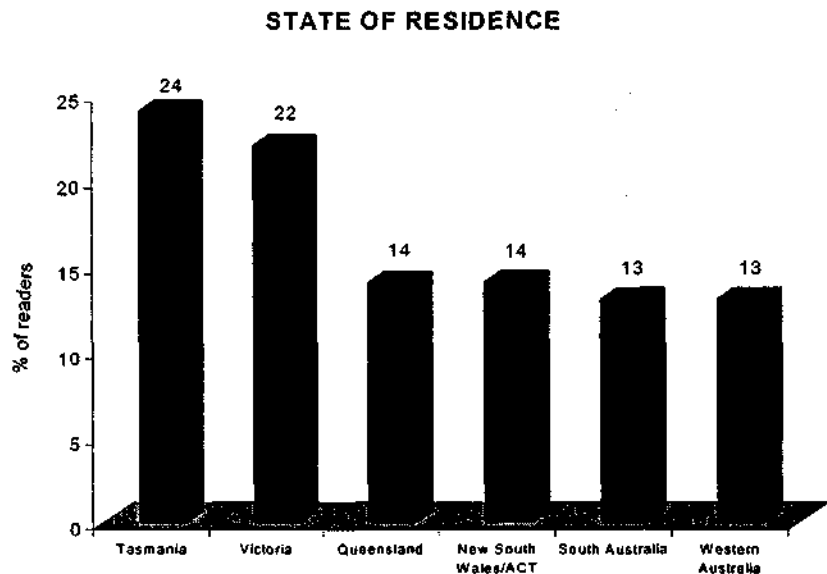


All Queensland growers grow for the fresh produce market, while 84% of Tasmanian growers grow for processing. Victoria has the highest proportion of seed growers (57%).

Three quarters of those with staff of 11 or more were fresh potato producers (76%).

### State of residence

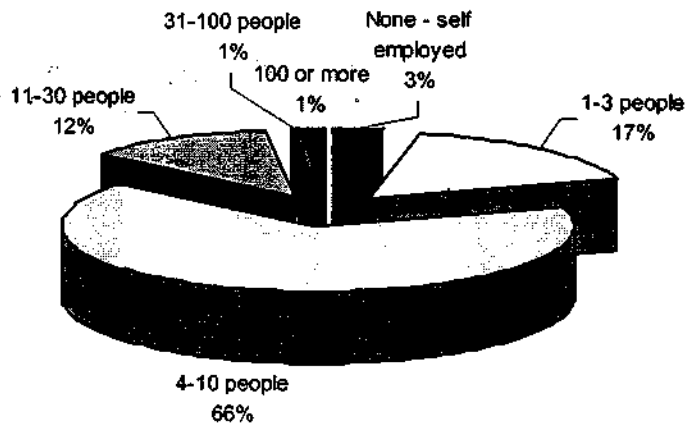
In line with the quotas set, Tasmania represented one quarter of the readers (24%), while one fifth were from Victoria (22%), 14% were from Queensland and 14% from New South Wales, with a further 13% from South Australia and 13% Western Australia.



**Staff employed (growers only)**

Two thirds of potato growers employed 4–10 staff, including family members and casual workers in peak times.

**NUMBER OF STAFF EMPLOYED IN PEAK TIMES**  
 (% of potato growers)

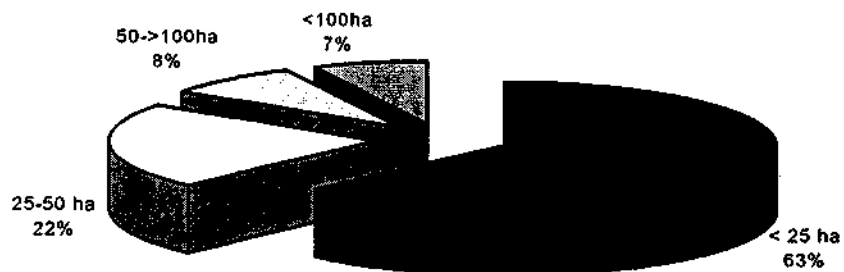


Some 30% of Victorian growers employed 1 to 3 staff.

**Hectares grown per year**

The majority of growers plant less than 25 hectares per year (62%).

**NUMBER OF HECTARES GROWN PER YEAR**  
 (% of growers)



# **APPENDIX 2: ADDITIONAL COMMENTS**



**This section lists the responses, made by individual interviewees, which did not fit within the coded responses. Each is a single response, except where specified by a number of respondents shown in brackets.**

**These comments are included for completeness, but always remember they are minor responses, negligible in relation to the main, coded data. In other words, remember that these are generally isolated comments, providing flavour but not constituting the main ingredients.**

## READERS

### Q.2 When did you last receive a copy of the Potato Australia magazine?

#### Potato growers

- February 1999 (16)
- January 1999 (7)
- Mid Year: June-July 1998 (2)

#### Service providers

- February 1999 (4)
- January 1999 (2)

### Q.7 Using a scale of 0-10, where 10 means you strongly agree and 0 means you strongly disagree, how would you rate the following statements about Potato Australia?

**Potato Australia provides me with the information I need on the potato research and development program (if 5 or less, specify why)**

#### Potato growers

- Not relevant to me (5)/ More information is needed (1)/ No concrete information given (1)/ Not my area, interstate only (1)
- More information on Tasmania is needed (4)
- Not enough information on potato research and development (2)/ Research and development in *Potato Australia* seems like 'old news'.
- More articles on this subject (2)
- Focus on the fresh market rather than the processing industry (2)
- Not relevant to Western Australian climate or growing (2)
- Anything in it has been said many times before.
- Because it's not a clever publication, it's simplistic and doesn't help potato growers.
- Can get information from other places, it is not essential.
- Doesn't apply as I only grow one type of potato.
- Don't take much notice. I like to see the action, I go to seminars.
- Don't take too much notice as half of the research is not even right.



- Get bits out of everything, I get a lot of papers and if something catches my eye, I read it.
- I don't recall what I got out of it.
- I get information from professional advisers as you don't always get this from PA
- Information in practical terms e.g. field days.
- Magazine goes to people who grow potatoes and know what they are doing, we need more on marketing potatoes.
- More Lockyer Valley research.
- More specific information such as phone numbers and contacts to follow up specific issues.
- No one in the publication can cover all of the research on potato growing. You need research reports from HRDC.
- No reason, I do what the field officer suggests.
- Not enough detail applicable to my area (my district, Maitland).
- Not enough information on disease.
- Not enough technical advice.
- Not fresh in mind.
- Not interested in a lot of research.
- Not relevant to where we are growing our potatoes all the time.
- Not that interested in potatoes.
- Nothing to compare as we are unsure if they have compiled all of the up-to-date information.
- Only deals with issues lightly and does not give marketplace intelligence.
- Primary Industries does not do enough with the money given.
- Provides too much information that I don't need. You tell us the problems but do not tell us how to fix them.
- They are very much chemically orientated, I am an organic grower and miss out on all aspects associated with organic producing.
- They will never catch up as research is a wide subject and there is a lot to be researched at the moment.
- Undecided.
- Use own knowledge for the best results.
- We get another publication (HRDC). This is a report for other specific information.
- Would like more research into washed potatoes and cooking quality.

#### **Service providers**

- Not enough detail in the articles on disease and pest management (2)
- More detailed information on research (2)/ More research on technical information (2)/ Research for farmers is good, but not for processors, more research needs to be done in this area (1)
- Haven't read enough magazines.
- I am not a grower so this is not much interest to me.
- Information that I seek from the author as it comes too late.
- Lacks detail and has a tendency to undersell the lowest common denominator.

- More space provided to have more articles on integrated research which is better packaged with ideas on this research.
- Our business related to this and I would like to see more about it.
- This is not my major source of information, I get this from other sources.
- We are in machinery and irrigation, so this really doesn't apply.
- We don't get enough feedback on specific programs e.g. general research programs.

**The space allocated for crop disease management and pesticide issues is about right (if 5 or less, specify why)**

**Potato growers**

- More detailed information on pest control. (4)/ More information on disease management is needed (4)
- Don't know (3)/ Don't take much notice (1)/ No comment (1)
- Could be much better for insects and pesticides (2)/ Need to know what the disease is and a quick fix to go with it, not what causes it though (1)
- Far more information needs to be provided (1)/ A lot of information is not done thoroughly, they need to be more specific so we are aware of what is happening (1)/ More information needed particularly on crop management and how that relates to different growing areas and how growers deal with the problems that are relevant to their area (1)/ More information on problems because they don't come to you when you have a problem ie. Vic Dept of Agriculture and Vic. Certified seed growers (1)
- Articles about the fresh market e.g. there are a lot of trends occurring now and we need to know the implications of growing and license classifications.
- Don't see the relevance of it. They have themes and concentrate on exports etc.
- Handy to know more about this as it is hard to get this information.
- It's about right.
- More research results are needed.
- More would be helpful.
- No concrete information given.
- No cure for Western Flower fruit yet, have to use nylon string.
- No reason, I just follow the Field Officer's advice.
- Not fresh in mind.
- There is a lack of content in organics.
- There is a lot of information for the eastern states only.
- They don't know much compared to the average farmer and what he knows.
- They have potato disease, soil burn, don't have enough on scab and eelworm and how to control it.

**Service providers**

- Could be more on pesticide issues (2)
- Need more information (2)
- Doesn't really stand out.
- I am not a grower, so this is not really relevant to me.

- Lot of issues to be addressed as for each area. Not all problems are the same in the same areas, cover all problems not just a small selection of them.
- More information on fertilisers and how it affects soils.
- More space for classification and research on these.
- More space for Tasmanian information, as some of the mainland information is not relevant.

**Q.8 Thinking about all the various aspects of Potato Australia, do you have any comments or suggestions about how Potato Australia could be improved?**

**Potato growers**

- Four publications a year/Quarterly publications (4)/ Two publications per year would be good (5)
- More local information (3)/ More local issues on Qld (2)/ More SA information (1)/ Not enough information relevant to Tasmania (3)/ More information sections on Western Australia (6)/ Articles should include most areas of production in Australia, not just the eastern states but all states and areas (2)/ Articles should be more specific to the different potato growing areas in Australia.
- Information on disease management (3)/ More trials to find out about diseases and how to control them without masses of chemicals (1)
- Export markets (2)
- Marketing directions on new products (2)
- Marketing on a national scale and statistics, what the consumer wants, surveys need to be done at the point of sale and see what the consumer wants e.g. washed or unwashed. Supermarkets are dictating to consumers (2)
- More information and results on research (1)/ More research/information into problems regarding handling of potatoes from grower to merchant/wholesaler/retailer (1)/ More information regarding the Maitland area (1)
- Grass roots reports on technology irrigation (1)/ Grass roots information for the average grower (1)
- Growers are getting dissatisfied with the time taken to pay growers, have articles on that.
- Articles from commercial growers.
- Articles on contractors and how to advise them on much more careful handling of product.
- Average prices across Australia are done monthly.
- Broader range of information including Geelong.
- Consumer demands.
- Consumer trends and overseas information.
- Contribute more money to go into research and publish the results and the findings with recommendations.
- Cover more national issues (not all-Victorian news) and keep up with the research and development programs.
- Different varieties, some are better used for chips or something else.
- Don't split it up state by state as this encourages rivalry between the states. Potatoes are potatoes, it shouldn't matter.



- . Focus with a little more on organic issues such as biological control, soil management that is non-chemical. Anything to do with non-chemical weed control.
- . Grower profiles.
- . How many hectares are grown in each area across Australia, how much they plant, how much they yield. This would help us know the market demands and can then fill demands according to the market.
- . How to advertise to the public.
- . Include more articles for female potato growers like recipes etc.
- . Information on prices and against the supermarkets.
- . Information on value adding to potatoes.
- . Information on winter potatoes as supermarkets phase out the current potato.
- . Information to be correct.
- . Less on McCain's contract system and more on the fresh market.
- . More about processors and what caterers do with the product and information about value adding.
- . More areas, not just for South Australia.
- . More competitions.
- . More growers' case studies.
- . More information on Centre Pivot Irrigators.
- . More information on certified seed growers.
- . More information on, French Fries industry i.e. research and development in other states from a Growers point of view, not a processor's point of view.
- . More information on what the chain stores need from the grower ie. Coles, Woolworths.
- . More information that ordinary growers can understand, not information that is over the top.
- . More on newer seed varieties.
- . More photos of farmer and farms.
- . More technical information needed.
- . Most information is a summary of things that we have heard and seen many times before.
- . New cultivars.
- . New ideas on growing bigger crops and on-going research.
- . Overseas information on Britain, Europe and America.
- . Potato research is being done in each state to be reported.
- . Provide more information on price indicators for the eastern states.
- . Publish the farmers' inventions.
- . Retail side varieties, marketing with quality assurance. More information on retail aspects of the potato industry.
- . Sections that are broken up state by state or sections added to the magazine that specialise in that area. *Potato Australia* with states actually added to it depending on where it is distributed.
- . Should contain information that covers what is happening in other states i.e. if yields are high or low, if diseases are present etc.

- Stop looking at potatoes as a commodity and start looking at it as a variety of marketing products.
- There is a lot of theory but there is not a lot of practical.
- There is too much on research and not enough on the physical side of production, irrigation and harvesting etc.
- Truthful about matters that count, large companies dominate the market.
- Up-to-date information
- Varieties of potatoes suitable for Western Australia and fertilisers used.
- Yield and quality i.e. technology breakthrough such as who, when and where.

### **Service providers**

- Less quantity as the articles are too crammed and narrow the focus, need to enlarge the print (2)/ Make it more reader friendly as there is too much fine print and the articles put you off (2)/
- I am concerned about duplication of information. On two publications, why not produce one national magazine only? (2)
- Should be a monthly magazine, make it more regular (2)/ Every 2 months (1)/ Twice a year would be great (1)
- More world research information (1)/ More Western Australian research is needed (1)/ More research on soil types as soil is a living system, it is the support of the product (1)/ More technical research (1)
- A little more general industry advertising, maybe an index with a full range of people in the industry body and contacts.
- Articles on the market or marketing side of the industry with market forecasts, prices and reports.
- Calendar of events and field day workshops and a list of research programs and contact numbers.
- I feel as though the same contributors appear; I would like to see more contributors from a wider range of the industry, such as the processing companies which could be interviewed by *Potato Australia* journalists and marketing trends would be something that could be covered.
- Information on exports of potatoes.
- It needs to be more technical.
- Looking more at the market view and the trends for the future.
- Market feedback.
- More articles on exports and also on frozen processed foods.
- More articles on quality assurance issues and requirements.
- More contributions from people involved in the industry.
- More information from overseas.
- More information on case studies of growers on management in particular and introduce an "enterprise of the month" as appears in *Good Fruit & Vegetables*.
- More information on marketing such as crisps, French fries and the quality of the fresh product as in consumer perceptions.
- More information since editorial related to adverts.
- More postharvest material, marketing trends and quality assurance procedures and grading procedures.
- Need more of a "go-between" between research and growers.

- . Pest control and management from a growers perspective.
- . Raising issues that are current.
- . Recent changes to the assessment, all projects are covered in the magazine.
- . Reference to international work.
- . Should contain more meat in its reviews.
- . Trends from public companies in breeding.

**Q.9 When did you last receive a copy of the newsletter Eyes On Potatoes?**

**Potato growers**

- . September 1998.
- . October 1998.
- . Today 9/3/99.

**Service providers**

- . No comments

**Q.14 Using a scale of 0-10, where 10 means you strongly agree and 0 means you strongly disagree, how would you rate the following statements about Eyes On Potatoes?**

**Eyes On Potatoes provides me with the information I need on the potato industry (if 5 or less, specify why)**

**Potato growers**

- . More information needed (4)/ Not enough local information on our region and our problems (2)/ Does not supply information that I am looking for – more Tasmanian information (1)/ More information on growing in South Australia in the South Eastern area (1)
- . A lot of articles are not relevant to me. Not interested in a lot of the articles (2)/ Not relevant to Western Australian growers (2)/ Could provide with more information and variety in articles (1)/ Don't remember articles in the magazines (1)
- . More information on disease and pest identification (2)
- . A lot of the information is repeated from other magazines, there is not enough original material (2)
- . All lies, tonnes not correct and prices were not correct in the newsletter.
- . Can't say.
- . Directed to larger growers and pre-packing market, not the processing side of the market.
- . Finding new markets.
- . Get information from other places as well.
- . I am looking for more information regarding the growing of the crop.
- . I would like to see more about this subject.
- . Information on storage and transportation.
- . Mainland information is mainly about fresh produce.

- . Marketing information required.
- . More information is obtained from Serv-Ag than E.O.P.
- . More research needs to be done.
- . More technical advice needed.
- . Not broad enough information.
- . Not correct.
- . Not covering levy promotion on potatoes very little is said about it.
- . Enough high tech stuff, don't need to know about it.
- . Only gives updated information rather than new information.
- . *Potato Australia* Letter and American Potato is much better.
- . Take the Field Officer's advice.
- . Tell us what the forecast of production is for each state prices and market forecasts and reports.
- . There are many questions on the articles that are unanswered.
- . There is no organic content at all.
- . Uninformed and undirectional.
- . Use local advisers regarding the processing of potatoes.
- . You need a cross-section of all publications to get a true cross section of information.

#### **Service providers**

- . Specific information on pest control and disease management (2)
- . As I am now a consultant and not a grower, this doesn't apply as much.
- . It does but it is more for the growers.
- . Just that it needs to be focused on specific and current issues and in depth.
- . Main focus to be on seed varieties.
- . More information on World statistics.
- . More integrated research in these areas – package results.
- . More national scope with more detail on each state and more reports on each state.
- . More relevant to farmers.
- . Not as comprehensive as it used to be.

**The space allocated for crop disease management and pesticide issues is about right (if 5 or less, specify why)**

#### **Potato growers**

- . Not enough information given/available (3)/ More quality information needed (2)
- . Don't know (2)
- . Would like to see more information on crop disease (2)
- . Because information is available through other publications.
- . Bit more research. More certified seed information on seed from Victoria. Not as good in the last couple of years.
- . Could be more space and focus on crop management.





- Information should come from the growers and growers groups, not from the Department of Agriculture groups.
- More articles about this subject.
- More details on alternative pesticides.
- Need more information on why supermarkets don't like our potatoes and why red soil is different from black soil.
- No help for Western Flower Fruit.
- Not relevant to Western Australian growers.
- Potato Australia* is much better.
- Some are research results and others are just from companies who want to push their product but there has been no real research done on them.
- There is no organic content at all, should have biological information.

#### **Service providers**

- I would like to see more space allocated on this subject.
- Information on storage and transportation.
- More information on crop disease.
- Not as informative as it could be.
- This is more for growers.
- Would like more information on this issue.

#### **Q.15 Thinking about all the various aspects of Eyes On Potatoes, do you have any comments or suggestions about how Eyes On Potatoes could be improved?**

##### **Potato growers**

- More information on disease and pesticide management (4)
- More local information (3)/ More articles relating to Queensland (1)
- More focus on Western Australia (3)
- A lot of the information is not relevant, there are only general stories with no research.
- Bi-monthly publications.
- Biological situation and the varieties and their yield capabilities.
- Broader based publication is needed to inform people about varieties of potatoes (2)
- Crop reporting could be clearer.
- Development of overseas markets.
- Every issue should focus on a different potato growing area. In every issue a different area should be covered.
- How to sell Melbourne potatoes.
- Information about what will happen with the potatoes (fresh) in the long run and what the implications are. The Tasmania one is only geared to what the publisher wants, which is processed.
- Information on government schemes for farmers.
- Information on machinery for washing potatoes.

- . Inventions that have been proven.
- . Latest news from the industry such as a levy mentioned earlier.
- . More articles relevant to processing to fish and chip shops.
- . More consumer trend in the next 4-5 years, market trends have on-going information.
- . More facts and figures required.
- . More information on marketing and group marketing.
- . More information on marketing.
- . More on supermarkets and what they are doing.
- . More personal articles about specific people. People profiles about the industry.
- . More varied adverts.
- . New technology on every area in relation to potatoes.
- . New things are seen in overseas magazines and are much more interesting to me, these should be included.
- . Overall the package could be improved.
- . Safety issues for using sprays.
- . Summary of harvest yields, what they're selling and how many retailers are selling them for.
- . There could be more information about seed growers.
- . There should be more organic research and development, pest management and soil management.
- . Update information, a lot of it is old and not in use.
- . Updates on markets in other states and new varieties of potatoes.
- . Wants to know what GST will mean to potato growers.
- . What seed companies are producing that we have to grow.

### **Service providers**

- . Articles on soil management like fertiliser type for that soil.
- . Combine with *Potato Australia*.
- . Different print method, black and white with minimal colour which is cost efficient and easy to read.
- . Grower feedbacks and testimonial methods on seed products.
- . More articles from the processors and the distributors who know the marketplace.
- . More articles on quality assurance and requirement issues.
- . More general agricultural business information.
- . More indepth information on current issues.
- . More lead time for articles and let us know when the deadline is.
- . More marketing issues.
- . More on fresh potatoes and the fresh markets.
- . More regional information about our area in Mt Gambier as this is very much a developing area for potato growers and needs to be highlighted.
- . More retail availability in area and what time of the year it is available and the types of potatoes that grow in certain areas and what disease is around.
- . More trial information.



- . Only one publication regarding the potato industry would be better use of information.
- . To include any development from overseas.
- . To incorporate the two magazines together and make more commercial and the broaden the appeal to New Zealand.
- . To provide a wide coverage of all states and information that is relevant to each state to be more even.
- . Would like to see a change in the industry with emphasis on how Australia is influenced by global conditions.

**Q.17 What other sources do you use to obtain information on potatoes or the potato industry?**

**Radio**

**Potato growers**

- . 4QS Radio/4QS – country hour (7)
- . 4WK (963) (3)
- . 4QG.
- . 7NP
- . ABC Radio.
- . ABC Rural Program.

**Service providers**

- . Horticulture news from New Zealand International Agra Business Manating Association.

**Other Sources**

**Potato growers**

- . Western Australian Potato Publication – Potato Grower (10)/ Potato Growers Association of Western Australia (5)/ Potato Grower of Idaho (1)/ Potato Growers (1) Potato magazines from Europe, Britain and USA (1)/ Potato Review – published in England (1)
- . Weekly Times Paper (5)
- . Vic Spar (4)
- . The Grower Magazine (SA based) (3)
- . Qld Fruit and Vegetable (4)
- . Toolangi Research Station (2)
- . Stock Journal (2)
- . Tasmanian Country – weekly paper which is sent to all farmers (2)
- . Grower Magazine from Victoria (2)
- . HRDC publications (2)
- . Land Newspaper (2)
- . Country Newspaper (1)/ Country Man (1)
- . Farm Journal (1)/ Farming books (1)

- . Acres Magazine.
- . Advertiser Newspaper.
- . AG notes from VIC Spar.
- . An English potato magazine.
- . BioDynamic Gardeners and Farmers Association of Australia.
- . Courier Newspaper.
- . English and USA publications
- . Fritolay Company.
- . Guest speakers from overseas.
- . Holland.
- . Horticulture Expo at Q.A.C. at Lawes.
- . Irrigation companies.
- . Journal from overseas
- . Local papers.
- . Manjip Trading Company.
- . McCains Processors.
- . More information on growing in North Queensland/Atherton tablelands.
- . Past family experiences.
- . Pick up brochures etc. when going into shops/wholesalers etc.
- . Potato Board.
- . Potato shows.
- . Power Farming magazine.
- . Reference libraries.
- . Research and development organisation.
- . Rural Press.
- . Simplots Australian Paper.
- . Smith's Chips (snack food).
- . Teelings – Victorian Publication.
- . Telling Research Farm for Potatoes.
- . Tony Pitt's publication for VIC Seed Growers.
- . Travel overseas and visit other growers subscribe to overseas magazines.
- . Universities in Canberra and Western Sydney.
- . Victorian potato growers association magazine.

#### **Service providers**

- . Potato Growers of Western Australia (3)/ Potato Growers Magazine (2)/ Potato Grower – US magazine (2)
- . Overseas publications from the library (3)/ Own library (1)
- . Books from the library (3)
- . HRDC (Horticulture and Research Development Corp. (4)
- . Agriculture in Tasmania (2)



- . American Potato Journal/Grower (2)
- . Various/international universities (2)
- . Scientific literature (2)/ international journals (1)/ Research journals (1)
- . CSIRO (2)
- . Spud Man (1)/ Spud Man has lots of American Publications 3-4 at least (1)
- . Agrilink - QLD.
- . Horticulture Focus magazine.
- . Internet.
- . Market research company surveys.
- . My staff have access to a network of people.
- . Other local newsletters eg. Simplot & McCains.
- . Pivot – Library resources.
- . Potato Review from the UK.
- . Potato World magazine.
- . Research Institution in the USA.
- . Research Scientist.
- . Seed Potato journal.
- . Simplot Australia – McCains Processors.
- . Tallungy Research Farm.
- . TFGA Industry Body.
- . The Land Newspaper.
- . Travelling overseas.
- . Visit different states and keep in touch with markets in those states and talking to people etc.

**Q.21 Thinking of both publications should there be more articles about growers or more about something else or should the balance of articles stay as is?**

**Potato growers**

- . More articles on disease management and pesticides and how to fix them (6)
- . Market trend information (2)/ Consumer trends (1)
- . Marketing (1)/ More help in marketing, I know how to grow but needs more help in selling (1)/ More marketing issues (1)
- . More about the variety of potatoes available in Victoria (1)/ More articles on different varieties of potatoes (1)
- . Articles on growing in different climates and soil structure.
- . Articles on research.
- . Balance of growers and technology and advancements with results.
- . Breakdown of import and areas and when harvesting.
- . DPI seed potato information.
- . DPI trials, anything they do about the local area or testing in the local area.



- . EOP – better mix.
- . Forecast on season's projected planning.
- . How to survive in this area for washed potatoes and how to keep them selling in the large supermarkets as they don't want the Geelong spuds.
- . Information about the cooking quality of various potatoes.
- . Information on how Growers can make more money than Processors.
- . Information on other districts and updates of marketing strategies.
- . More about certified seed growers.
- . More about machinery.
- . More articles about varieties and trends ie. organic growing methods, information about genetic engineered products.
- . More articles on practical growing experiences.
- . More articles on the consumer's point of view.
- . More information on handling potatoes when they leave farm and reach merchants or retailers.
- . More information on varieties, chemicals and soil types.
- . More information that is relevant to South Australia situation.
- . More innovative articles from overseas.
- . More news about growers and their families – human interest stories.
- . More research.
- . People profiles on industry people and growers.
- . People should buy by name and know their potato.
- . Production in and outs of growing potatoes.
- . Research information, even from growers.
- . Should balance from farmer to retailers so you can know the whole story and not just on farmers.
- . What is happening in the area of growing potatoes?

#### **Service providers**

- . More research, development and articles on disease (3)
- . Keep a balance between the growers and end users (processors and consumers) (2)
- . Articles about new developments overseas.
- . Articles regarding other business undertakings.
- . Case studies to be published.
- . Current problems touching throughout different areas of the potato industry e.g. from the grower to chinastore level and all the other levels in between.
- . Focus on different growing areas in each issue.
- . Human-interest articles which should be topical at the time of publication and relevant for the time of year it is published. *Eyes On Potatoes* should be relevant to the time of the year.
- . In *Eyes On Potatoes*, there could be more articles about growers and what they do, management systems etc.
- . Information about the fresh markets and all the little problems we have.

- Market based and quality assurance procedures and grading procedures used for supply to supermarkets like us.
- Market focus.
- Marketing trends and what are happening with potato varieties available and their attributes.
- More about case studies, more growers and the diversity into the different markets or crops.
- More about the industry perception of the issues confronting them.
- More about the variety of potatoes grown.
- More about wash packing operations.
- More articles relevant to production areas and trends.
- More information on processors and the market trends from people who supply to the general public.
- More on exports and processed foods.
- More on growing issues such as solving the problem rather than a profile on growers.
- Total profitability of the total industry and increase the information on growing, processing and exporting profits.

## ADVERTISERS

**Q.9 For Potato Australia, using a scale of 0-10, where 10 means extremely satisfied and 0 means extremely dissatisfied, how satisfied or dissatisfied were you with...**

**Available advertising formats – size, colours etc. (If 5 or less, specify why)**

**Actual Advertisers**

- . Not much variety offered, extremely limited.
- . Variety of shape and format available, not enough variety.

**The support provided to help you design your advertising (If 5 or less, specify why)**

**Actual Advertisers**

- . No support provided.
- . No sufficient support. Put out a small brochure explaining the costs and also show the different sizes of advertisements etc. It's that simple.

**Potential Advertisers**

- . No support provided/No offer of assistance. (2)

**The ability of the publication to reach your target audience (If 5 or less, specify why)**

**Actual Advertisers**

- . Need to push it more commercially, reach better market.
- . Nobody enquired. Does it reach the target audience?
- . The distribution is poor.

**The support provided by the advertising manager (If 5 or less, specify why)**

**Actual Advertisers**

- . Difficult to contract.
- . No support provided.
- . They don't employ the same person long enough, lack of stability.

**Potential Advertisers**

- . No contact at all with manager.
- . No support provided.





## **Q.10 Why have you not enquired or advertised in Potato Australia?**

### **Potential Advertisers**

- Our needs are very sporadic. Compliance initiatives so we can assist from a taxation point of view, reaching out to the people concerned.

## **Q.11 Do you have any comments or suggestions of how Potato Australia could better meet your needs?**

### **Actual Advertisers**

- Needs to be sent out at least twice a year/It needs to be put out 3 or 4 times a year (4)/ To be put out 4 times a year and do away with the *Eyes On Potatoes* (1)/ It should be published twice a year and be more topical (1)
- A lot of growers have fax machines. Most important to fax out circular a couple of months before publication, raising specific issues and to make us aware of these issues. Provide opportunities for us to respond.
- Find a "heart" for magazine (with more feeling), add character.
- Having a cheaper rate of advertising available.
- Make articles short, punchy and relevant to the readers.
- More presence of the advertising manager.

### **Potential Advertisers**

- Have a high standard – articles very good.
- More information on packaging and marketing.
- Needs to come out monthly.
- Need to show how to sell what is produced.

## **Q.20 For Eyes On Potatoes, again using a scale of 0-10, but in this case where 10 means extremely satisfied and 0 means extremely dissatisfied, how satisfied or dissatisfied were you with...**

### **Available advertising formats – size, colours etc. (if 5 or less, specify why)**

#### **Actual Advertisers**

- A bit drab.
- Cannot accommodate spot colour.
- Do not like the colours, should be in full colour.
- Orange and green doesn't fit food stuff, it's disgusting.

**The support provided to help you design your advertising (If 5 or less, specify why)**

**Actual Advertisers**

- . No support.

**Potential Advertisers**

- . Support was not offered.

**The colours used (If 5 or less, specify why)**

**Actual Advertisers**

- . Looks a bit drab/a little drab (3)
- . Like to see it in full colour as it is awful text in black and white.

**Potential Advertisers**

- . Not suitable for clients.

**Q.21 Why have you not enquired or advertised in Eyes On Potatoes?**

**Potential Advertisers**

- . Needs are sporadic, as referred to before with compliance initiatives.

**Q.22 Do you have any comments or suggestions how Eyes On Potatoes could better meet your needs?**

**Actual Advertisers**

- . Be more flexible with colours.
- . Change colours.
- . Change format.
- . More names of potato producers and agents entered in the publication. Even possibly a directory of names.
- . Needs to be more like *Potato Australia* magazine for practical reasons (i.e. so the same advertisement can be put in both magazines without having to change anything).
- . Needs to be more up-to-date with information.
- . Should be in full colour. The two publications should be incorporated together.
- . The key combination would be to advise and remind large organisations to be aware of the deadlines before next issue, which would promote more articles and more advertising. It is important for the focus to remain on the articles.
- . To change format, incorporate with *Potato Australia* and bring out 4 times a year.
- . Would like more colour, it also looks a bit cluttered.

### **Potential Advertisers**

- . Being more specific (packaging and marketing).
- . Incorporate into Good Fruit and Vegetables.
- . It can be a bit too technical.
- . More information on the marketing side of potatoes.
- . Very happy with the publication.

### **Q.24 What other publications do you advertise in that service agriculture in general or the potato industry in particular?**

#### **Actual Advertisers**

- . The land (2)
- . Field day hand books (1)/ Field day magazines (1)
- . Advertising Tasmania.
- . Agriculture Tasmania.
- . Asia Fruit.
- . Queensland Fruit and Vegetable News.
- . Tasmania Country.
- . WA Farmer.
- . Weekly times.
- . Yellow Pages.

#### **Potential Advertisers**

- . Rural press group/limited (2)
- . Stock Journal (2)
- . Australian Viticulture.
- . Bundaberg Veg. Growers.
- . Farm Weekly.
- . Food Australia.
- . Food and Packaging.
- . Grape Grower and Winemaker.
- . Onions Australia.
- . Potato Grower.
- . The Grape Grower.
- . The Grower.
- . The Land.
- . WA Horticulture.
- . Weekly Times.

**Q.25 What was the reason for not placing any advertising in other publications?**

**Potential Advertisers**

- . Product is not ready to be advertised and marketed.

**Q.26 Are you an advertising agency or are you an organisation that advertises directly?**

**Potential Advertisers**

- . Apples/pear distribution crate company.
- . Bank of Australia.
- . Food safety training.
- . Go through an advertising agency.
- . Occupational health training.
- . Primary industries.

**Q.27 What types of clients do you have who could be interested in advertising in Potato Australia or Eyes On Potatoes?**

**Actual Advertisers**

- . EDP packaging and handling.

**Potential Advertisers**

- . Agents for Hi-Fert.

## CONTRIBUTORS

### Q.4 If dissatisfied with mix of research etc How could it be improved?

- More illustrations, key points etc.

### Q.5 Using a scale of 0-10, where 10 means strongly agree and 0 means strongly disagree, how would you rate the following statements about Potato Australia?

**Potato Australia provides me with the information I need on the potato research and development program (If 5 or less, specify why)**

- Information needs are greater than those presented in this publication.
- Interesting, but not enough technical detail to make it of high value for researchers.
- More strategic planning and funding information.
- Not enough research articles.
- Poorly promotes key research.
- Research information level needs greater than presented in this publication.
- Useful results of research should be published on an on-going basis.

**The space allocated for crop disease management and pesticide issues is about right (If 5 or less, specify why)**

- Can't comment.
- Too focused on pest and disease articles.
- Too much space allocated.
- Unsure.

**Potato Australia is a valuable outlet for my work (If 5 or less, specify why)**

- Don't view it as a venue for publications of scientific value.
- Main area of interest is promotion, not enough of this is included.
- Most of the work is aimed at more scientific publications.
- The magazine is a publication of poor quality so I choose not to submit any more.

### Q.7 What prompted you to submit to Potato Australia rather than another publication?

- Approached by editor to submit/ Contacted by editor (5)
- Publishers to have more personal contact to encourage items.
- Recommended by supervisor.

**Q.10 Using a scale of 0-10, where 10 means extremely good and 0 means extremely bad, how would you rate the following factors about the process of submitting articles to Potato Australia?**

**Article length (If 5 or less, specify why)**

- Article had to be short.
- Too long and wordy.

**Editorial support and demand (If 5 or less, specify why)**

- Changes made to article submitted without writer's approval.
- Lacking in support, but problem addressed when brought to their attention.
- Too many drafts needed.
- Unsure of reasons.

**Q.11 Thinking about all the various aspects of Potato Australia, do you have any comments or suggestions about how Potato Australia could be improved?**

- Consider publishing more frequently. Publication should ensure information/articles are current/Publish more frequently (2)/ Twice yearly publications (1)
- Change it to a magazine style instead of a journal with more pictures and illustrations.
- Concerned about late delivery of magazine.
- Follow through information should be made available to growers to implement changes suggested by research.
- Good many articles are submitted by various authors. Need to pick up key issues and solicit specific articles, e.g. potatoes review magazine in UK.
- HRDC annual list is too long and too expensive for inclusion in this magazine.
- Inclusion of a forward planning diary.
- Insert a column "Handy hints for growers".
- List of industry contacts and point of contact.
- More graphics and illustrations.
- More industry news and a list of research projects and key contact people for each project.
- More news from "industry readers meetings".
- More review articles or at least one major review article annually.
- No changes should be made to articles submitted without approval from the author.
- Not enough industry information.
- Seek and publish articles of broad interest eg. International protocols, Australia's trade issues, GATT issues etc.
- Short summary of research articles for those not technically minded.
- Shorter articles.
- Strong consideration of the audience needs to be given when the articles are written.

**Q.16 If dissatisfied with mix of research etc. : how could it be improved?**

- . More detail of industry events, conferences and field days.
- . Too much emphasis on computers and Internet.

**Q.17 Using a scale of 0-10, where 10 means you strongly agree and 0 means you strongly disagree, how would you rate the following statements about Eyes On Potatoes?**

**Eyes On Potatoes provides me with the information I need on the potato industry (If 5 or less, specify why)**

- . Already familiar with some of the information.
- . Can't say, as I don't read it very often.
- . Information is not specific for me.
- . More interested in promotional aspects.
- . My requirements are too specific for this publication to meet.
- . Paucity of articles in my area of interest (entomology).
- . Reads mainly for interest and not for information.
- . Too topical, not enough technical information.
- . Tries to cover many items, and is not current enough. Should target new/major changes and not simple updates.

**The space allocated for crop disease management and pesticide issues is about right (If 5 or less, specify why)**

- . Can't comment.
- . Not enough articles of interest.
- . Not enough space allocated to other important issues, there is not enough balance. Why just ask about disease management and pesticides?
- . Should target the varieties of crops more specifically.

**Eyes On Potatoes is a valuable outlet for my work (If 5 or less, specify why)**

- . Hasn't a wide readership and a lot of people haven't heard of it .
- . Information is not relevant to my work.
- . Not a scientific publication.
- . Prefer to place work in *Potato Australia*.
- . Should be an interim magazine published each 6 months, I then would be more inclined to contribute.

**Q.19 What prompted you to submit to Eyes On Potatoes rather than to another publication?**

- . Editor's request.
- . More industry general articles.

**Q.23 Thinking about all the various aspects of Eyes On Potatoes, do you have any comments or suggestions about how Eyes On Potatoes could be improved?**

- . Don't like overprinting e.g. print over maps etc. especially writing over writing.
- . Improve colour and design.
- . Industry should be asked whether it is now appropriate to make this publication bi-annual.
- . More articles from companies marketing services and products to the potato industry.
- . More illustrations and pictures.
- . More technical information e.g. progress reports on HRDC projects.
- . Should come as stand alone publication and not as an insert in the WA Potato Grower.
- . Should have a review of overseas reports from other publications eg. gossip column.
- . Should have market round up section. Prices of domestic potatoes should be listed. French fries market outlook should be put in magazine, as it's an international product. Should list contract prices as it affects us all.
- . Should include a calendar of coming events.
- . Shouldn't try to be all things to all people, need to focus on high impact happenings within the industry.
- . Too cluttered.
- . Vet the information so it is more accurate.

**Q.26 Do you agree or disagree that relevant material which is available on the Internet should be published in Potato Australia and/or Eyes On Potatoes?**

**Slightly disagree**

- . Any information needs to be analysed by someone to ensure it is appropriate.
- . Concerned about who would referee the content for relevance.
- . Feel it would be repetitious.
- . Much of the Internet information is not quality assured.
- . Too much available for consideration.

**Strongly disagree**

- . Duplication (2)
- . Unreliable source of data.





**Q.27 What is your role within the potato industry?**

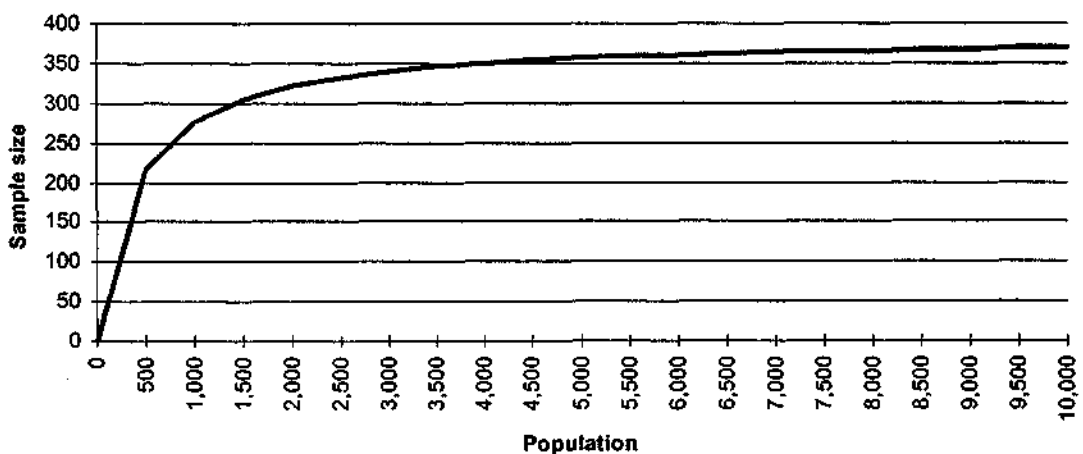
- Editor of Potato Grower WA magazine and executive officer of potato growers' association.
- Government extension officer.
- Promotions company contracted by Potato growers of SA.
- Regional agronomist and regional manager for Technico.
- Seed potato provider service.

# APPENDIX 3: SAMPLING TOLERANCE

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance. That is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table below). Only variations clearly designated as *significantly* different are statistically valid differences and these are clearly pointed out in the Key Findings section of this report. Other divergences are within the normal range of fluctuation at a 95% confidence level; they should be viewed with some caution and not treated as statistically reliable changes.

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5
500	2	3	3	4	4	4	4	4	4	5
600	2	2	3	3	4	4	4	4	4	4
700	2	2	3	3	3	4	4	4	4	4
800	2	2	3	3	3	3	3	4	4	4
900	2	2	2	3	3	3	3	3	3	3
1000	1	2	2	3	3	3	3	3	3	3
1500	1	2	3	2	2	2	3	3	3	3
2000	1	1	2	2	2	2	2	2	2	2
3000	1	1	1	2	2	2	2	2	2	2

**OPTIMUM SAMPLE SIZES TO ENSURE A MAXIMUM VARIATION OF  
± 5% GIVING A PARTICULAR ANSWER  
(at the 95% confidence level)**





Australian Pigmeat Industry Council  
www.aic.org.au

McGREGOR MARKETING PTY. LTD.  
MARKET INSIGHT : MARKET FACTS

# **APPENDIX 4: QUESTIONNAIRES**



Australian Potato Industry Council

McGREGOR MARKETING PTY. LTD.  
MARKET INSIGHT : MARKET FACTS

**Project No: 4787grow**

## EVALUATION OF POTATO PUBLICATIONS – GROWERS

Good ..... my name is ..... from McGregor Market Research, the independent market research company. We are conducting a survey about the publications *Potato Australia* and *Eyes On Potatoes* on behalf of the Australian Potato Industry Council and would appreciate your opinions.

**Screen:** Have you ever received the *Potato Australia* magazine or the newsletter *Eyes On Potatoes*? If **yes** continue, if **no**, **probe:** *Potato Australia* is a colour magazine and *Eyes On Potatoes* is a green and orange printed newsletter and both publications are about potato issues. Can you recall if you have ever received one of these publications? If **yes** continue. If **no** thank and terminate.

1. **Screen:** Are you a potato grower? If **no**, **ask:** Are you involved in the potato industry?
  - 1..... Potato grower - **continue**
  - 2..... Involved in industry – **continue**
  - 3..... Neither potato grower nor involved in industry – **terminate**

**I'd like to concentrate first on *Potato Australia*.**

2. **Ask all:** When did you last receive a copy of the *Potato Australia* magazine? **unprompted - single response**
  - 1..... December 1998 - **check they mean PA, not EOP**
  - 2..... November 1998
  - 3..... October 1998
  - 4..... September 1998
  - 5..... Sept, Oct, Nov, Dec 1997
  - 6..... Prior to September 1997
  - 7..... Other - **specify (check they mean PA. If yes, record month & year)**
  - 8..... Can't recall
  - 9..... Did not receive - **go to Q.9**
3. **If received PA (code 1-8 in Q1):** Did you read the last edition you received of *Potato Australia* magazine? If **yes:** How well did you read it? - **single response**
  - 1..... Read thoroughly
  - 2..... Read specific articles
  - 3..... Browsed through
  - 4..... Glanced at it
  - 5..... Did not read
  - 6..... Can't recall
4. **If received PA (code 1-8 in Q1):** Overall, how satisfied or dissatisfied are you with the format and general presentation of *Potato Australia* as the industry's leading annual publication? **single response**
  - 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied



5. **If received PA (code 1-8 in Q1):** How satisfied or dissatisfied are you with the mix of research, advertising and general information in *Potato Australia*? **single response**
- 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
6. **If received PA (code 1-8 in Q1):** How interested or otherwise are you in the advertisements shown in *Potato Australia*? **single response**
- 1..... Very interested
  - 2..... Quite interested
  - 3..... Not very interested
  - 4..... Not at all interested
7. **If received PA (code 1-8 in Q1):** Using a scale of 0-10, where 10 means you strongly agree and 0 means you strongly disagree, how would you rate the following statements about *Potato Australia*? **read out - insert dashes if unable to rate**
- ..... *Potato Australia* is relevant to me
  - ..... *Potato Australia* is a professional publication
  - ..... *Potato Australia* provides me with the information I need on the potato research and development program ...**if 5 or less, specify why**
  - ..... The space allocated for crop disease management and pesticide issues is about right ... **if 5 or less, specify why**
  - ..... The general style is easy to read
  - ..... *Potato Australia* is an important source of information for me
8. **If received PA (code 1-8 in Q1):** Thinking about all the various aspects of *Potato Australia*, do you have any comments or suggestions about how *Potato Australia* could be improved? **unprompted – multiple response –max 5**
- 01.... Growers' hotline
  - 02.... More editorials about growers
  - 03.... Classified ads
  - 04.... More space for industry politics
  - 05.... Articles from the Internet
  - 06.... Website information
  - 07.... Information about new products
  - 08.... Information about disease
  - 09.... Other - **specify**
  - 10.... None



**Now I'd like to move on to *Eyes On Potatoes*.**

9. **Ask all:** When did you last receive a copy of the newsletter *Eyes On Potatoes*? **unprompted - single response**
- 1..... December 1998 - February 1999
  - 2..... June - August 1998
  - 3..... March - May 1998
  - 4..... December 1997 - February 1998
  - 5..... Longer ago than December 1997
  - 6..... Other - **specify** If September – November 1998 is named, check they mean EOP. If yes, record month & year,
  - 7..... Can't recall
  - 8..... Did not receive - go to Q.16
10. **If received EOP (code 1-7 in Q9):** Did you read the last edition you received of the newsletter *Eyes On Potatoes*? If yes: How well did you read it? - **single response**
- 1..... Read thoroughly
  - 2..... Read specific articles
  - 3..... Browsed through
  - 4..... Glanced at it
  - 5..... Did not read
  - 6..... Can't recall
11. **If received EOP (code 1-7 in Q9):** Overall, how satisfied or dissatisfied are you with the format and general presentation of *Eyes On Potatoes* as an industry newsletter? **single response**
- 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
12. **If received EOP (code 1-7 in Q9):** How satisfied or dissatisfied are you with the mix of research, advertising and general information in *Eyes On Potatoes*? **single response**
- 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
13. **If received EOP (code 1-7 in Q9):** How interested or otherwise are you in the advertisements shown in *Eyes On Potatoes*? **single response**
- 1..... Very interested
  - 2..... Quite interested
  - 3..... Not very interested
  - 4..... Not at all interested



14. **If received EOP (code 1-7 in Q9):** Using a scale of 0-10, where 10 means you strongly agree and 0 means you strongly disagree, how would you rate the following statements about *Eyes On Potatoes*? **read out - insert dashes if unable to rate**

..... *Eyes On Potatoes* is relevant to me

..... *Eyes On Potatoes* is a professional publication

..... *Eyes On Potatoes* provides me with the information I need on the potato industry

**if 5 or less, specify why**

..... The space allocated for crop disease management and pesticide issues is about right ... **if 5 or less, specify why**

..... The general style is easy to read

..... *Eyes On Potatoes* is an important source of information for me

15. **If received EOP (code 1-7 in Q9):** Thinking about all the various aspects of *Eyes On Potatoes*, do you have any comments or suggestions about how *Eyes On Potatoes* could be improved? **unprompted- multiple response – max 5**

01.... Change format and presentation

02.... Growers' hotline

03.... More editorials about growers

04.... Classified ads

05.... More space for industry politics

06.... Articles from the Internet

07.... Website information

08.... More colour

09.... Other - **specify**

10.... None

**Now I'd like you to think of both publications**

16. **Ask all:** Do you keep any of these publications for future reference? - **multiple response – max 2**

1..... Yes, keep *Potato Australia* magazine

2..... Yes, keep the newsletter *Eyes On Potatoes*

3..... No, don't keep





17. What other sources do you use to obtain information on potatoes or the potato industry?  
**unprompted - multiple response max 5**
- 01.... Internet
  - 02.... Good Fruit & Vegetables
  - 03.... National Market Place News
  - 04.... Landline (ABC Television)
  - 05.... Radio - **specify**
  - 06.... Department of Agriculture/Primary Industries
  - 07.... Field days/seminars
  - 08.... Contact with other farmers/farmer groups/cooperatives
  - 09.... Farmer organisations
  - 10.... Merchants/wholesalers
  - 11.... Chemical & fertiliser company representatives
  - 12.... Processing companies
  - 13.... Packers
  - 14.... Private Advisers (consultants, Serve-Ag, Elders, IAMA etc)
  - 15.... Other - **specify**
  - 16.... Don't use other source
18. Do you use the Internet? **single response only**
- 1..... Yes
  - 2..... No - **go to Q20**
19. **If use Internet (code 1 Q18):** Do you agree or disagree that relevant Web-site addresses should be published in *Potato Australia* and/or *Eyes On Potatoes*? **single response**
- 1..... Strongly agree
  - 2..... Slightly agree
  - 3..... Neutral/don't know
  - 4..... Slightly disagree
  - 5..... Strongly disagree
20. **Ask all:** Do you agree or disagree that relevant material which is available on the Internet should be published in *Potato Australia* and/or *Eyes On Potatoes*? **single response only**
- 1..... Strongly agree
  - 2..... Slightly agree
  - 3..... Neutral/don't know
  - 4..... Slightly disagree
  - 5..... Strongly disagree
21. Thinking of both publications should there be more articles about growers or more about something else or should the balance of articles stay as it is? **unprompted - Multiple response max 3**
- 1..... More articles about growers
  - 2..... More articles about something else - **specify**
  - 3..... Stay as it is
  - 4..... Don't know



22. On a scale from 0 to 10 where 0 means not at all interested and 10 means very interested, how would you rate the following suggestions? **read out – insert dashes if unable to rate**
- ..... A growers' hotline to phone in your comments for both publications
  - ..... Classified advertising section e.g. second-hand machinery
  - ..... More photographs of growers in both publications
  - ..... More colour in the newsletter *Eyes On Potatoes*
  - ..... More space for topics such as information on export market strategies, franchised products etc.
23. Are you aware that your potato levy funds are used to subsidise *Eyes On Potatoes* and *Potato Australia*?
- 1..... Yes
  - 2..... Not sure
  - 3..... No
24. Knowing that *Potato Australia* and *Eyes On Potatoes* are subsidised by the potato levy, do you consider this is a good use or not a good use of the levy funds? **Unprompted – single response**
- 1..... Very good use
  - 2..... Quite good use
  - 3..... Not a very good use
  - 4..... Not at all a good use
  - 5..... Don't know

#### CLASSIFICATIONS

25. In which of these age groups do you fall?
- 1..... 18-24
  - 2..... 25-30
  - 3..... 31-39
  - 4..... 40-54
  - 5..... 55-64
  - 6..... 65 or over
26. In which state do you live?
- 1..... Tasmania
  - 2..... South Australia
  - 3..... Victoria
  - 4..... New South Wales/ACT
  - 5..... Queensland
  - 6..... Western Australia
27. **Record gender.**
- 1..... Male
  - 2..... Female

If involved in potato industry but not a grower (code 2 in Q1), thank and close



28. **If potato grower (code1 in Q1):** As you told me earlier, you are a potato grower. Do you mainly grow for fresh produce, for processing or for seed? **multiple response – max 3**
- 1..... Yes – processing
  - 2..... Yes - fresh
  - 3..... Yes - seed grower
29. **If potato grower (code 1 in Q1):** How many staff do you have working including family members and casual workers in peak times?
- 1..... None – self-employed
  - 2..... 1 - 3
  - 3..... 4 - 10
  - 4..... 11 - 30
  - 5..... 31 - 100
  - 6..... More than 100
  - 7..... Refused
30. **If potato grower (code 1 in Q1):** How many hectares of potatoes do you generally grow per year on your property? **Single response**
- 1..... Less than 25 ha
  - 2..... 25 to less than 50 ha
  - 3..... 50 to less than 100 ha
  - 4..... More than 100 ha
  - 5..... Refused



Project No: 4787adv

## EVALUATION OF POTATO PUBLICATIONS - ADVERTISERS

Good ..... my name is ..... from McGregor Market Research, the independent market research company. We are conducting a survey about the publications *Potato Australia* and *Eyes On Potatoes* on behalf of the Australian Potato Industry Council and would appreciate your opinions.

**Screen:** Do you offer services or products to the potato industry? **If no:** Are you an advertising agency who has clients who offer services or products to the potato industry? **If still no: thank and terminate.**

**I'd like to concentrate first on *Potato Australia*.**

1. *Potato Australia* is a colour magazine published annually. Have you heard of the annual publication *Potato Australia*? **single response only**
  - 1..... Yes
  - 2..... Not sure - go to Q.12
  - 3..... No - go to Q.12
  
2. **If aware of PA (code 1 in Q1):** Overall, how satisfied or dissatisfied are you with the format and general presentation of *Potato Australia* as the potato industry's leading annual publication? **single response only**
  - 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
  
3. **If aware of PA (code 1 in Q1):** How satisfied or dissatisfied are you with the mix of research, advertising and general information in *Potato Australia*? **single response only**
  - 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
  
4. **If aware of PA (code 1 in Q1):** On a scale of 0-10, where 10 means extremely important and 0 means not at all important, how important or otherwise is it to you that *Potato Australia* should...
  - ..... permit advertorials
  - ..... include classified advertising
  - ..... keep in touch regularly
  
5. **If aware of PA (code 1 in Q1):** How often, if ever, do you place advertising in *Potato Australia*? **single response only**
  - 1..... Every year/ every edition
  - 2..... Every second year/ every second edition
  - 3..... less than every second year
  - 4..... Never placed ad - go to Q.8
  - 5..... Don't know - go to Q.8



6. **If placed ads (code 1-3 in Q.5):** How satisfied or dissatisfied were you with the response achieved by this advertising? **single response only**
- 1..... Very satisfied - go to Q.9
  - 2..... Quite satisfied - go to Q.9
  - 3..... Neutral/don't know - go to Q.9
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
7. **If dissatisfied (codes 4-5 in Q.6) :** Why is that? **unprompted - multiple response max 3**
- 1..... There was hardly any response - go to Q.9
  - 2..... Response was negative - go to Q.9
  - 3..... Other - specify - go to Q.9
8. **If never placed (code 4-5 in Q.5):** Have you ever enquired in the last two years about placing advertising in *Potato Australia*? **single response only**
- 1..... Yes
  - 2..... No - go to Q.10
9. **If placed (code 1-3 in Q.5) or enquired (code 1 in Q8):** Again using a scale of 0-10, but in this case where 10 means extremely satisfied and 0 means extremely dissatisfied, how satisfied or dissatisfied were you with... **rotate order**
- ..... cost of placing advertising
  - ..... lead time
  - ..... available advertising formats - size, colours etc. **-if 5 or less, specify why**
  - ..... the support provided to help you design your advertising **-if 5 or less, specify why**
  - ..... information provided on readership
  - ..... its publication frequency - once a year
  - ..... the ability of the publication to reach your target audience **-if 5 or less, specify why**
  - ..... the support provided by Advertising Manager- **if 5 or less, specify why**
- Now go to Q.11**
10. **If never enquired (code 2 in Q.8):** Why have you not enquired or advertised in *Potato Australia*? **unprompted - multiple response max 5**
- 01.... No money/budget available; tight economic times
  - 02.... Money/advertising budget already spent
  - 03.... Product mismatch
  - 04.... Distribution profile unsuitable
  - 05.... Use another publication
  - 06.... Timing unsuitable
  - 07.... Format and style of publication unsuitable
  - 08.... No need to advertise, sales figures are fine
  - 09.... Prefer other media to print media
  - 10.... Other - specify
  - 11.... Don't know



11. **If aware of PA (code 1 in Q1):** Do you have any comments or suggestions of how *Potato Australia* could better meet your needs? **single response only**
- 1..... Increase distribution numbers
  - 2..... Make it more commercial
  - 3..... Include general agricultural aspects
  - 4..... Offer advertorials
  - 5..... Other - **specify**
  - 6..... No/none

**Ask all: Now I'd like you to think about *Eyes On Potatoes*.**

12. **Ask all: *Eyes On Potatoes*** is a green and orange printed newsletter published three times a year. Have you heard of the publication *Eyes On Potatoes*? **single response only**
- 1..... Yes
  - 2..... Not sure - **go to Q.23**
  - 3..... No - **go to Q.23**
13. **If aware of EOP (code 1 in Q12):** Overall, how satisfied or dissatisfied are you with the format and general presentation of *Eyes On Potatoes* as an industry newsletter? **single response only**
- 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
14. **If aware of EOP (code 1 in Q12):** How satisfied or dissatisfied are you with the mix of research, advertising and general information in *Eyes On Potatoes*? **single response only**
- 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
15. **If aware of EOP (code 1 in Q12):** On a scale of 0-10, where 10 means extremely important and 0 means not at all important, how important or otherwise is it to you that *Eyes On Potatoes* should...
- ..... permit advertorials
  - ..... include classified advertising
  - ..... keep in touch regularly
16. **If aware of EOP (code 1 in Q12):** How often, if ever, do you place advertising in *Eyes On Potatoes*? **single response only**
- 1..... Three times a year/every edition
  - 2..... Twice a year
  - 3..... Once a year
  - 4..... Less than once a year
  - 5..... Never placed ad - **go to Q.19**
  - 6..... Don't know - **go to Q.19**
17. **If placed ads (codes 1-4 in Q16):** How satisfied or dissatisfied were you with the response achieved by this advertising? **single response only**
- 1..... Very satisfied - **go to Q.20**



- 2..... Quite satisfied - go to Q.20
  - 3..... Neutral/don't know- go to Q.20
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
18. **If dissatisfied (codes 4-5 in Q17): Why is that? unprompted - multiple response max 3**
- 1..... There was hardly any response - go to Q.20
  - 2..... Response was negative - go to Q.20
  - 3..... Other - specify - go to Q.20
19. **If never placed (codes 5-6 in Q.16): Have you ever enquired in the last two years about placing advertising in *Eyes On Potatoes*? single response only**
- 1..... Yes
  - 2..... No - go to Q.21
20. **If placed (codes 1-4 in Q.16) or enquired (code 1 in Q.19): Again using a scale of 0-10, but in this case where 10 means extremely satisfied and 0 means extremely dissatisfied, how satisfied or dissatisfied were you with... rotate order**
- ..... cost of placing advertising
  - ..... lead time
  - ..... available advertising formats - size, colours etc. -if 5 or less, specify why
  - ..... the support provided to help you design your advertising -if 5 or less, specify why
  - ..... information provided on readership
  - ..... its publication frequency - three a year
  - ..... the ability of the publication to reach your target audience -if 5 or less, specify why
  - ..... the colours used - if 5 or less, specify why
- Now go to Q.22.**
21. **If never enquired (code 2 in Q19): Why have you not enquired or advertised in *Eyes On Potatoes*? unprompted - multiple response max 5**
- 01.... No money/budget available; tight economic times
  - 02.... Money/advertising budget already spent
  - 03.... Product mismatch
  - 04.... Distribution profile unsuitable
  - 05.... Use another publication
  - 06.... Timing unsuitable
  - 07.... Format and style of publication unsuitable
  - 08.... No need to advertise, sales figures are fine
  - 09.... Prefer other media to print media
  - 10.... Other - specify
  - 11.... Don't know



22. **If aware of EOP (code 1 in Q.12):** Do you have any comments or suggestions how *Eyes On Potatoes* could better meet your needs? **Unprompted -multiple response max 3**
- 1..... Increase distribution number
  - 2..... Make more commercial
  - 3..... Include general agricultural aspects
  - 4..... Offer advertorials
  - 5..... Other - **specify**
  - 6..... No/none

**Ask all: Now just a couple of questions about advertising elsewhere.**

23. **Ask all:** Apart from *Potato Australia* or *Eyes On Potatoes*, have you placed any advertising that could be relevant to the potato industry in any other publication during the past two years? **single response only**
- 1..... Yes - go to Q.24
  - 2..... Not sure go to Q.26
  - 3..... No - go to Q.25
24. **If placed elsewhere (code 1 in Q.23):** What other publications do you advertise in, that service agricultural in general or the potato industry in particular? **unprompted - multiple response max 5 - go to Q.26**
- 1..... Good Fruit & Vegetables
  - 2..... National Market Place News
  - 3..... Other - **specify**
25. **If not placed elsewhere (code 3 in Q.23):** What was the reason for not placing any advertising in other publications? **unprompted - multiple response max 3**
- 1..... No money/budget available; tight economic times
  - 2..... Money/advertising budget already spent
  - 3..... No need to advertise, sales figures are fine
  - 4..... Distribution profile of existing sources for advertising not appropriate
  - 5..... Prefer other media than print media
  - 6..... Other – **specify**
  - 7..... Don't know

**CLASSIFICATIONS:**

26. **Ask all:** Are you an advertising agency or are you an organisation that advertises directly? **multiple response max 2**
- 1..... Advertising agency
  - 2..... Advertise directly - **thank and terminate**
  - 3..... Other - **specify, then thank and terminate**
27. **If advertising agent (code 1 in Q.26):** What types of clients do you have who could be interested in advertising in *Potato Australia* or *Eyes On Potatoes*? **prompt if necessary - multiple response max 3**
- 1..... Machinery suppliers
  - 2..... Seed producers
  - 3..... Fertiliser/chemical supplier
  - 4 ..... Other – **specify**
  - 5 ..... Don't know
  - 6 ..... None





Project No: 4787contrib

## EVALUATION OF POTATO PUBLICATIONS - CONTRIBUTORS

Good ..... my name is ..... from McGregor Market Research, the independent market research company. We are conducting a survey about the publications *Potato Australia* and *Eyes On Potatoes* on behalf of the Australian Potato Industry Council and would appreciate your opinions.

**Screen:** We are speaking to people who have contributed to either of these publications and I believe you have had an article or research summary published in either the *Potato Australia* magazine or the newsletter *Eyes On Potatoes*. Is this correct? **If so: continue; if no, thank and terminate.**

**I'd like to concentrate first on *Potato Australia*.**

1. How often do you receive *Potato Australia*? **single response only**
  - 1..... Once a year/every edition
  - 2..... Every second year/every second addition
  - 3..... Less than every second year
  - 4..... Never - go to Q.5
  - 5..... Don't know - go to Q.5
  
2. **If received PA (code 1-3 in Q1):** Overall, how satisfied or dissatisfied are you with the format and general presentation of *Potato Australia* as the industry's leading annual publication? **single response only**
  - 1..... Very satisfied
  - 2..... Quite satisfied
  - 3..... Neutral/don't know
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
  
3. **If received PA (code 1-3 in Q1):** How satisfied or dissatisfied are you with the mix of research, advertising and general information in *Potato Australia*? **single response only**
  - 1..... Very satisfied - go to Q.5
  - 2..... Quite satisfied - go to Q.5
  - 3..... Neutral/don't know - go to Q.5
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
  
4. **If dissatisfied (code 4 or 5 in Q3):** How could it be improved? **Unprompted - multiple response max 4**
  - 1..... More research
  - 2..... Less research
  - 3..... More advertising
  - 4..... Less advertising
  - 5..... More general information
  - 6..... Less general information
  - 7..... Other - **specify**
  - 8..... Don't know



5. **Ask all:** Using a scale of 0-10, where 10 means you strongly agree and 0 means you strongly disagree, how would you rate the following statements about *Potato Australia*? **read out - insert dashes if unable to rate**
- ..... *Potato Australia* is relevant to me
  - ..... *Potato Australia* is a professional publication
  - ..... *Potato Australia* provides me with the information I need on the potato research and development program ...if 5 or less, specify why
  - ..... The space allocated for crop disease management and pesticide issues is about right ... if 5 or less, specify why
  - ..... The general style is easy to read
  - ..... *Potato Australia* is an important source of information for me
  - ..... *Potato Australia* is a valuable outlet for my work ... if 5 or less, specify why
6. Have you ever been published in *Potato Australia*? **single response only**
- 1..... Yes
  - 2..... No - go to Q.9
7. **If published in PA (code 1 in Q.6):** What prompted you to submit to *Potato Australia* rather than to another publication? **unprompted - multiple response max 5**
- 1..... PA - more professional
  - 2..... PA - distribution profile
  - 3..... Price
  - 4..... Suits my needs best
  - 5..... No other publication is around like PA
  - 6..... Submitted also to other publications
  - 7..... Other - **specify**
  - 8..... Don't know
8. **If published in PA (code 1 in Q.6):** In your opinion, how effective was *Potato Australia* in getting your message across to the potato industry? **single response only**
- 1..... Very effective
  - 2..... Quite effective
  - 3..... Neutral/don't know
  - 4..... Not effective
  - 5..... Not effective at all
- NOW GO TO Q.10**
9. **If not published in PA (code 2 in Q.6):** Have you ever submitted material to *Potato Australia*? **single response only**
- 1..... Yes
  - 2..... No - go to Q.11



10. **If submitted (code 1 in Q.9) to or published in PA (code1 in Q.6):** Using a scale of 0-10, where 10 means extremely good and 0 means extremely bad, how would you rate the following factors about the process of submitting articles to *Potato Australia*? **read out - insert dashes if unable to rate**
- ..... Time frame
  - ..... Article length **-if 5 or less, specify why**
  - ..... Editorial support and demand **- if 5 or less, specify why**
11. **Ask all:** Thinking about all the various aspects of *Potato Australia*, do you have any comments or suggestions about how *Potato Australia* could be improved? **Unprompted multiple response max 5**
- 01.... Deliver more editorial support
  - 02.... Restrict editorial demand
  - 03.... Change article length
  - 04.... Extend time frame
  - 05.... Promotion of field days
  - 06.... Promotion of industry development issues
  - 07.... Publication of Internet material
  - 08.... Publication of Web-site pages
  - 09.... Other - **specify**
  - 10.... Don't know
  - 11.... No/none

**Now I'd like to move on to *Eyes On Potatoes*.**

12. How often do you receive *Eyes On Potatoes*? **single response only**
- 1..... Three times a year/every edition
  - 2..... Twice a year
  - 3..... Once a year
  - 4..... Less than once a year
  - 5..... Never **- go to Q.17**
  - 6..... Don't know **- go to Q.17**
13. **If received *Eyes On Potatoes* (code 1-4 in Q.12):** Overall, how satisfied or dissatisfied are you with the format and general presentation of *Eyes On Potatoes* as an industry newsletter? **single response only**
- 1..... Very satisfied **- go to Q.15**
  - 2..... Quite satisfied **- go to Q.15**
  - 3..... Neutral/don't know **- go to Q.15**
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied



14. **If dissatisfied (code 4-5 in Q.13): How could it be improved? Unprompted -multiple response max 4**
- 1..... Use more colour
  - 2..... Use different two colour settings
  - 3..... General presentation
  - 4..... Format
  - 5..... Other - **specify**
  - 6..... Don't know
15. **If received *Eyes On Potatoes* (code 1-4 in Q.12): How satisfied or dissatisfied are you with the mix of research, advertising and general information in *Eyes On Potatoes*? single response only**
- 1..... Very satisfied - **go to Q.17**
  - 2..... Quite satisfied - **go to Q.17**
  - 3..... Neutral/don't know- **go to Q.17**
  - 4..... Quite dissatisfied
  - 5..... Very dissatisfied
16. **If dissatisfied (code 4-5 in Q.15): How could it be improved? Unprompted -multiple response max 4**
- 1..... More research
  - 2..... Less research
  - 3..... More advertising
  - 4..... Less advertising
  - 5..... More general information
  - 6..... Less general information
  - 7..... Other - **specify**
  - 8..... Don't know
17. **Ask all: Using a scale of 0-10, where 10 means you strongly agree and 0 means you strongly disagree, how would you rate the following statements about *Eyes On Potatoes*? read out - insert dashes if unable to rate**
- ..... *Eyes On Potatoes* is relevant to me
  - ..... *Eyes On Potatoes* is a professional publication
  - ..... *Eyes On Potatoes* provides me with the information I need on the potato industry  
...if 5 or less, **specify why**
  - ..... The space allocated for crop disease management and pesticide issues is about right ... **if 5 or less, specify why**
  - ..... The general style is easy to read
  - ..... *Eyes On Potatoes* is an important source of information for me
  - ..... *Eyes On Potatoes* is a valuable outlet for my work ... **if 5 or less, specify why**
18. **Have you ever been published in *Eyes On Potatoes*? single response only**
- 1..... Yes
  - 2..... No - **go to Q.21**



19. If published in *EOP* (code 1 in Q.18): What prompted you to submit to *Eyes On Potatoes* rather than to another publication? **unprompted -multiple response max 5**
- 1..... *EOP* - more professional
  - 2..... *EOP* - distribution profile
  - 3..... Reasonable price
  - 4..... Suits my needs best
  - 5..... No other publication is around like *EOP*
  - 6..... Submitted also to other publications
  - 7..... Other - **specify**
  - 8..... Don't know
20. If published in *EOP* (code 1 in Q.18): In your opinion, how effective was *Eyes On Potatoes* in getting your message across to the potato industry? **single response only**
- 1..... Very effective
  - 2..... Quite effective
  - 3..... Neutral/don't know
  - 4..... Not effective
  - 5..... Not effective at all
- Go to Q.22**
21. If *not* published in *EOP* (code 2 in Q.18): Have you ever submitted material to *Eyes On Potatoes*? **single response only**
- 1..... Yes
  - 2..... No - go to Q.23
22. If submitted (code 1 in Q.21) or published in *EOP* (code 1 in Q.18): Using a scale of 0-10, where 10 means extremely good and 0 means you extremely bad, how would you rate the following factors about the process of submitting articles to *Eyes On Potatoes*? **read out - insert dashes if unable to rate**
- ..... Time frame
  - ..... Article length **-if 5 or less, specify why**
  - ..... Editorial support and demand **-if 5 or less, specify why**
23. **Ask all:** Thinking about all the various aspects of *Eyes On Potatoes*, do you have any comments or suggestions about how *Eyes On Potatoes* could be improved? **Unprompted -multiple response max 5**
- 01.... Deliver more editorial support
  - 02.... Restrict editorial demand
  - 03.... Change article length
  - 04.... Extend time frame
  - 05.... Promotion of field days
  - 06.... Promotion of industry development issues
  - 07.... Publication of Internet material
  - 08.... Publication of Web-site pages
  - 09.... Other - **specify**
  - 10.... Don't know
  - 11.... No/none

**Now thinking about both these publications...**

24. As a past contributor, do you agree or disagree that contributors' e-mail addresses should be included with their articles? **single response only**
- 1..... Strongly agree
  - 2..... Slightly agree
  - 3..... Neutral/don't know
  - 4..... Slightly disagree
  - 5..... Strongly disagree
25. Do you agree or disagree that relevant Web-site addresses should be published in *Potato Australia* and/or *Eyes On Potatoes*? **single response only**
- 1..... Strongly agree
  - 2..... Slightly agree
  - 3..... Neutral/don't know
  - 4..... Slightly disagree
  - 5..... Strongly disagree
26. Do you agree or disagree that relevant material which is available on the Internet should be published in *Potato Australia* and/or *Eyes On Potatoes*? **single response only**
- 1..... Strongly agree
  - 2..... Slightly agree
  - 3..... Neutral/don't know
  - 4..... Slightly disagree - **specify why**
  - 5..... Strongly disagree - **specify why**

**CLASSIFICATIONS:**

27. What is your role within the potato industry? **multiple response max 3**
- 1..... Researcher
  - 2..... Farmer/Grower
  - 3..... Other - **specify**
28. Do you use the Internet? **single response only**
- 1..... Yes
  - 2..... No