

National Vegetable Industry Database

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Project Number: VG08058

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National Vegetable Industry Database Final Report

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Outcomes:

The primary outcome of this project was to establish a National Vegetable Industry Database as a key communication tool to distribute research and development (R&D) information to industry.

- The National Vegetable Industry Database has been implemented and contains over 6250 entries.
- The database allows for *Vegetables Australia* and *Vegetables Australia Notes* to be distributed to National Vegetable Levy-paying growers in an efficient manner.
- The successful completion of the National Vegetable Industry Database is beneficial for minimising levy spending on communications distribution. It will ensure greater accuracy in the magazine mailing list, thus ensuring fewer mail-out returns and magazine print runs. This has the benefit of reducing printing and mailing costs.

Background:

On completion of the National Vegetable Industry Communication Audit in 2004, a recommendation was made that a National Vegetable Levy database be developed. This audit identified that a database was required for the distribution of communication materials.

“Currently the magazine is mailed to growers using individual state databases controlled by state vegetable growing associations via the IDO network. Unfortunately, the random telephone surveys have found this data to be of varying quality between states and there has been frustration expressed by many growers about their details not being correct despite reporting the inaccuracies several times. The politics surrounding the use of this data also greatly delayed the commencement of *Vegetables Australia* magazine”¹.

The National Vegetable Industry Database was implemented after consultation with industry and HAL to ensure a more efficient and transparent communication channel is available to industry.

Prior to the database, *Vegetables Australia* and *Vegetables Australia Notes* were heavily relied upon to disseminate industry communication. Although these publications still actively communicate with levy payers, the database allows for communications to accurately reach levy payers via other mediums.

The national database is an important part of the National Vegetable Industry Communication Strategy.

¹ Improving communication networks in the Australian Vegetable Industry, 2007, Lisa Maguire AUSVEG Ltd Project Number: VG03094

Data collection:

Various methods of data collection were used to complete this database. These methods include:

- Sourcing information and contact details from industry contacts and established AUSVEG networks.
- Extracting data from the existing AUSVEG database.
- Collecting data through the vegetable industry's national magazine - *Vegetables Australia*.
- Sourcing additional information from reader surveys, communication surveys and a form distributed at the Australian Vegetable Industry Conference held in Melbourne from 4-6 May 2009. Conference delegates were asked to provide their details to AUSVEG, in order to be added to the National Vegetable Database.
- Contacting state associations and grower associations requesting the provision of their member contact details to AUSVEG.
- Sourcing additional information through a data-entry person who was temporarily employed by AUSVEG to input details into the database. This person looked at various methods of acquiring data, including other information through industry personnel and grower networks. Once obtained, this information was entered into an Excel spreadsheet.

Ongoing maintenance:

The maintenance of the database will be ongoing and function according to the outcomes of the Vegetable Industry Communication Strategy 2009 - 2012.

AUSVEG staff will also frequently update and amend the database for each edition of the bi-monthly *Vegetables Australia* magazine.