

Final Report

National Mango Industry Communication Program

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Project code:

MG17004

Project:

National Mango Industry Communication Program (MG17004)

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Public summary

Commencing in June 2018, the objective of the National Mango Industry Communication Program (MG17004) was to maintain and improve communication to all sectors of the Australian Mango Industry. This followed successful management of Mango Industry Communication Program (MG15006).

Communication was provided through the following communication materials:

- A quarterly magazine style publication (available electronically).
- A weekly in-season e-newsletter.
- A monthly out-of-season e-newsletter.
- An industry website www.industry.mangoes.net.au.
- Across social media and other ad-hoc communication when required.

The ultimate outcome of this program was to communicate with all Australian mango industry stakeholders to:

- Increase awareness of Hort Innovation's R&D investments and related programs by Australian mango growers.
- Increase knowledge through providing information to the mango industry value chain on research findings, best practice, emerging risks, and opportunities.
- Improve understanding of R&D program outcomes to support a stronger, more resilient Australian mango industry through providing information to industry that will also be transferred through other extension strategies in *Building best management practice capacity for the Australian mango industry (MG17000)*.
- Increase understanding of the levy system.

Mango industry stakeholders included growers (levy payers), retailers, wholesalers, industry organisations, researchers, industry media, federal and state government departments and more.

This project contributed to the achievement of the Mango Strategic Investment Plan (2017-2021) Outcome 3—Increased R&D and extension capacity and resources supporting industry development. The project team on this project worked closely with researchers, other industry bodies and the project team on *Building best management practice capacity for the Australian mango industry (MG17000)*, to ensure effective and efficient sharing of information, culminating in achieving this outcome.

It was successful in delivering outputs and outcomes, even with the added pressure of COVID-19. This was evidenced by all KPIs being met and feedback received—for example, close to 80% of respondents to the end of project feedback survey agreed that project outcomes were met. It is therefore recommended that a similar program be implemented.

Communication outputs delivered throughout the life of this project can be found on the mango industry website: www.industry.mangoes.net.au.

Keywords

Australian Mango Industry Association; Australian Mangoes; Mango Matters; My Mango; The Slice; mangoes; mango; Australia; communication; program; newsletter; magazine; industry website; Australian Mango Industry.

Introduction

Commencing in June 2018, the objective of the *National Mango Industry Communication Program (MG17004)* was to maintain and improve communication to all sectors of the Australian Mango Industry. This program objective aimed to facilitate uptake of existing and new research and development (R&D), by providing relevant information.

Prior to this project, the project team successfully managed *Mango Industry Communication Program (MG15006)*, which ran from 2016 until 2018.

The Australian Mango Industry comprises of approximately 800 growers, a wide cross section of wholesalers and many food retailers, including larger retailers, through to specialist green grocers and many families operated businesses. Mango production is principally located in northern Australia but there are smaller, yet significant production regions throughout Australia. Key industry stakeholders are therefore from a wide geographic and social cross section and there are varying levels of business maturity throughout the industry. Due to these factors, it was important to develop a communication program that utilised different methods to deliver information.

Traditionally, the mango harvest season commences in August/September and runs until February/March. Although there are mangoes harvested outside of this production period, 90% of production occurs during this period. The Australian Mango Industry is also characterised by seasonal fluctuation in supply and peaks in supply during the season when demand does not match supply. Delivering strategic communication to key industry stakeholder both in and out of season is important to ensure information is disseminated effectively.

A key deliverable of this project, working alongside the project *Building best management practice capacity for the Australian mango industry (MG17000)*, was to refine the industry website www.industry.mangoes.net.au, primarily to make R&D resources easier to search for. This originated as part of feedback received during the *Mango Industry Communication Program (MG15006)*.

During the *National Mango Industry Communication Program (MG17004)*, it became apparent that social media, could also be used as another way of extending information. Therefore, industry Facebook and LinkedIn pages were created for Australian Mangoes.

This *National Mango Industry Communication Program (MG17004)* contributed to the achievement of the Mango Strategic Investment Plan (2017-2021) Outcome 3—Increased R&D and extension capacity and resources supporting industry development, by facilitating, maintaining, and improving access to information.

Contributions from researchers, other industry bodies and the project team on *Building best management practice capacity for the Australian mango industry (MG17000)* was essential in achieving this outcome.

Methodology

Communication focused on ensuring the industry understands and knows how to support the industry's programs; understands the factors that impact productivity and quality; understands the improved production and supply chain management practices and how they can be applied to achieve improved outcomes; and ensuring the industry understands and knows how to access information and obtain required knowledge.

The Australian Mango Industry is a relatively young industry with varying levels of business maturity throughout the industry and a diverse range of people from wide geographic and social backgrounds. Key industry stakeholders (the target audience) include growers (levy payers), retailers, wholesalers, industry organisations, researchers, industry media and federal and state government departments.

Due to the diverse nature of the Australian Mango Industry, it was important to develop a communication program that would benefit the whole industry and consider the way different people absorb information. Therefore, a range of communication methods were utilised for this project. To deliver communication effectively, efficiently, and strategically there was the opportunity to share some information in multiple formats, so that the target audience could access information from a range of sources.

With the traditional mango season running from around August/September to February/March it was also important to consider timing of communication. During the season, weekly communication is required to keep key industry stakeholders updated. Out of season it is just as important to communicate regularly (though not as frequently) to ensure the target audience remains engaged and informed.

The project utilised resources, skills, and expertise both within and outside of the Australian Mango Industry to deliver relevant information on topics such as research and development (R&D), marketing and promotion, market development and access, and biosecurity. For example, communication activity utilised information from researchers, other industry bodies and from information developed as part of *Building best management practice capacity for the Australian mango industry (MG17000)*. This was primarily utilised for publications and in re-development of the industry website. Further detail can be found below.

The following key communication activities were delivered as part of the program:

- *Mango Matters*: a quarterly magazine style publication distributed to approximately 1,500 key industry stakeholders (and hosted on the industry website). This publication was usually 20 to 30 pages in length. The publication relies on contributions from several industry stakeholders to report on activities such as current R&D projects and industry marketing and PR. After editing of these articles, final approval is sought from contributors. Some advertising supports an AMIA component of the quarterly magazine.
- *My Mango* is the weekly in-season e-newsletter, due to the harvest season starting at different times each year, the number of editions is somewhat variable each season, however it is usually distributed between August and March on a Tuesday. It is distributed to approximately 1,200 industry stakeholders and is also hosted on the industry website. The e-newsletter provides, a crop forecast/crop flow report (part of MG1700), regional reports on how the harvest is progressing in each key production region, and regular updates on industry marketing and PR, as well as event and industry opportunities and other relevant news.
- *The Slice* is the monthly out-of-season e-newsletter and is distributed once a month during the off season (depending on content). It is released to the same database that subscribes to *My Mango* and is managed in a similar way. *The Slice* focuses on keeping the industry engaged out of season and shares information on events, industry opportunities and relevant news, such as chemical updates.
- The industry website www.industry.mangoes.net.au provides a platform to host information and is accessible to all key industry stakeholders (whether they subscribe to the above publications or not). Information from the above publications is regularly posted to the website to keep it up to date. It also hosts several resources that anyone can access, such as downloadable quality standards posters. A key deliverable of this project, working alongside the project, *Building best management practice capacity for the Australian mango industry (MG1700)*, was to refine the industry website www.industry.mangoes.net.au, primarily to make R&D resources easier to search for and to update and create new resources.
- To support/extend regular communication other ad-hoc communication materials were created and distributed when required. For example, media and biosecurity releases/alerts were produced.
- Social media channels were also created as another way of extending information.

The project was primarily managed by AMIA Communication Manager and Project Leader, Jessica Mitchell. Jessica took maternity leave during part of 2018 and part of 2020/2021. During this time suitable people were recruited to ensure the project was delivered.

In terms of the supporting team, the team personnel and structure changed several times during the project lifetime, with some vacancies over the course of the project. With contingencies in place, this did not impact the project being delivered. AMIA staff supported this project by review and approval of materials, acting as media spokespeople, writing/input, providing relevant information for publication and by providing administrative assistance.

Results and discussion

Communication was provided through the following communication materials:

- A quarterly magazine style publication (available electronically).
- A weekly in-season e-newsletter.
- A monthly out-of-season e-newsletter.
- An industry website www.industry.mangoes.net.au.
- Across social media and other ad-hoc communication when required.

For the most regular communication *My Mango* and *The Slice*, subscribers mostly grew steadily throughout the project lifetime (see graph one below, which is an interpretation of data represented in appendix one the M&E Plan—note figure for milestone 107 was inaccurately recorded, therefore has not been included in the graph below).

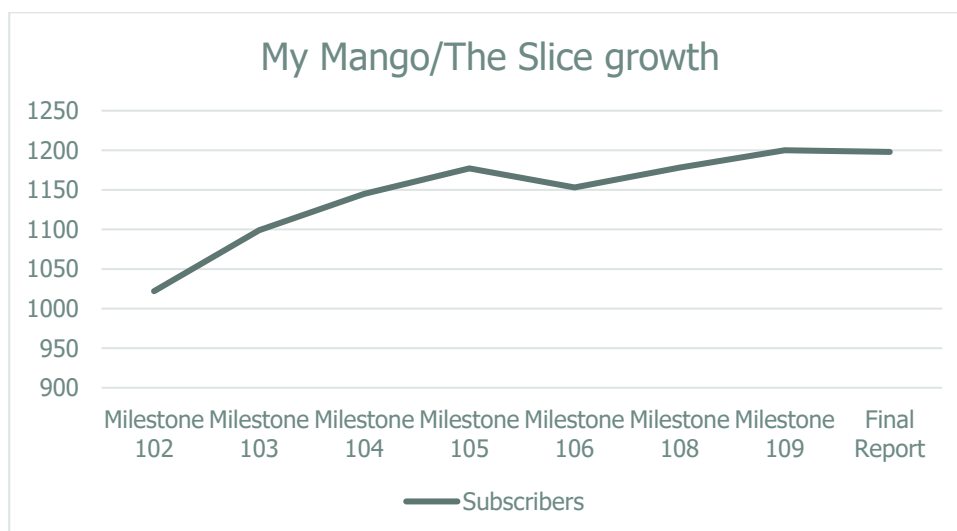
As you can see in graph one below, the number of subscribers grew over the project lifetime; showing that engagement with our communication from the Australian Mango Industry grew.

Other engagement figures have been recorded and show that click and open rates are similar to that of other campaigns from agriculture and food services industries (Source: MailChimp—more detail can be found in appendix two (data for outputs)).

Question four on the grower survey (appendix three) indicated that 90% of respondents seek/find information relating to the mango industry from Australian Mangoes resources.

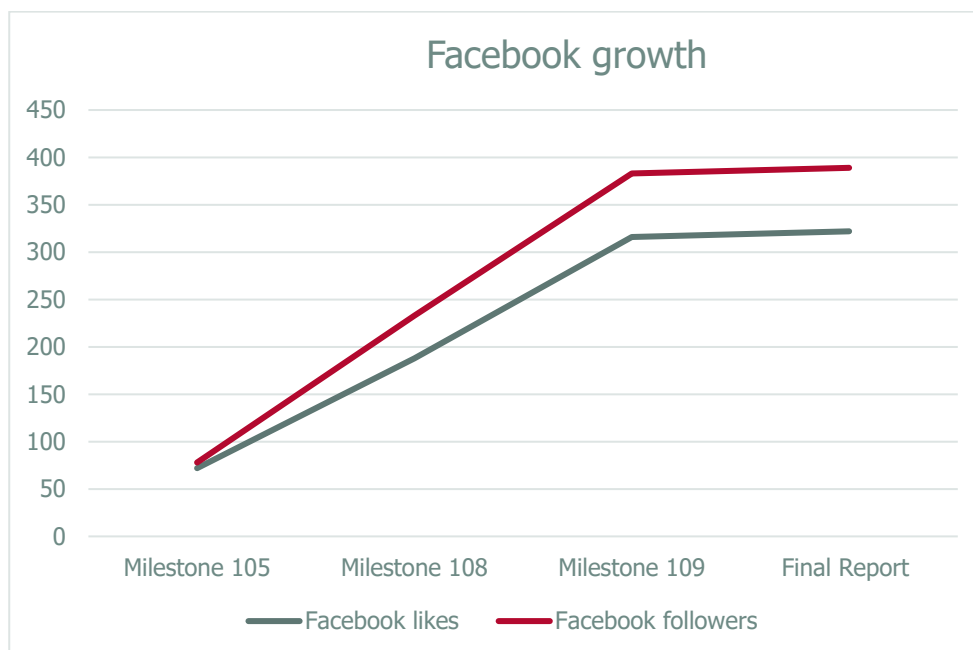
Overall, as indicated by graphs and appendices (survey feedback etc.) this shows that we have an engaged Australian Mango Industry that seek information from our resources. Of course, there is an opportunity to grow this engagement further during the next communication program. Particularly for Mango Matters which only had around 50% of subscribers often or sometimes engaged with communication according to MailChimp statistics (see appendix two for more detail).

Graph One – My Mango/The Slice subscriber growth



Facebook subscribers also grew organically over the project lifetime. See graph two below (which gives you examples of the growth recorded at the time of three milestone dates). Appendix four (summary of feedback survey) indicated that almost 50% respondents don't use the page with many not using Facebook/social media at all. This indicates that although useful to some key industry stakeholders, it should only be used as another tool to extend information and should certainly not be a key focus of the communication program. This indicates that this resource is of some value as an additional communication tool.

Graph 2 – Facebook growth



The industry website www.industry.mangoes.net.au currently has had 17,000 users (see appendix two data for outputs for more detail). 54% of respondents to the end of project survey (appendix four) rated the industry website as very good or good. 16% of respondents hadn't used the website. Lack of awareness of the website was also apparent in question 6, therefore a website explainer video was created at the end of the project to try and drive more awareness to the website and show industry stakeholders how to use it (see appendix three and four for further detail). More work on the website and communication about the website should occur over the next communication program to drive awareness.

79% of respondents (78% of which were growers) to question seven in the end of project feedback survey agreed that project outcomes were met (see appendix four for further detail), demonstrating that overall, the project was successful in achieving the outcomes it set to achieve. Some of the main recommendations for improvements are below, as well as some of the positive feedback received.

- Some industry stakeholders felt communication could be improved and they would like more on-farm visits to communicate directly with the growers. This may be due to lack of face-to-face contact due to COVID-19 restrictions and therefore reinforces the need to keep face to face contact/field days and events. The communication program works alongside the best practice program that delivers these resources and it would be recommended that this face-to-face contact continues, and online communication not be the only form of communication.
- Positive feedback included; '*communication is very good considering the resources*' and '*information is there for those that want to take the time to read it*' and '*the weekly My Mango has a plethora of information, including for me the key pieces of information from the Australian Mangoes field officers, who compile the crop forecast and growing region updates, to any marketing OOH that is relevant for me to share with our team and retailers around driving mango sales.*'

Outputs

Table 1. Output summary

Output	Description	Detail
<i>Mango Matters</i>	A quarterly magazine style publication aimed at all industry stakeholders, produced quarterly throughout the project. See methodology section for more information. Reach: Approximately 1,500 ((online distribution 1350; print distribution list of last edition 113). (See appendix two for more detail)).	<i>Mango Matters</i> was distributed quarterly throughout the project lifetime via MailChimp and is also available on our industry website here: https://www.industry.mangoes.net.au/news-events/mango-matters/. Printed copies are provided to AMIA members; printing is funded independently of the project through advertising. Engagement rate: 30% often, 22% sometimes, 45% rarely. Open rate: Average 36.8% (industry average 39.5%). Click rate: 13.9% (industry average 6.5%). 76% of respondents to the end of project survey rated <i>Mango Matters</i> as very good or good (see appendix two and four for further detail).
<i>My Mango</i>	A weekly in-season e-newsletter aimed at all industry stakeholders. See methodology section for more information. Reach: Approximately 1,200 (see appendix two for more detail).	<i>My Mango</i> was distributed weekly during each mango season over the project lifetime via MailChimp and is also available on our industry website here: https://www.industry.mangoes.net.au/news-events/my-mango/. Engagement rate: 55% often, 11% sometimes, 30% rarely. Open rate: Average 35.1% (industry average 39.5%). Click rate: 7.7.% (industry average 6.5%). 78% of respondents to the end of project survey rated <i>My Mango</i> as very good or good (see appendix two and four for further detail).
<i>The Slice</i>	A monthly out-of-season e-newsletter aimed at all industry stakeholders. See methodology section for more information. Reach: Approximately 1,200. (See appendix two for more detail).	<i>The Slice</i> was distributed monthly out of season over the project lifetime via MailChimp and is also available on our industry website here: https://www.industry.mangoes.net.au/news-events/slice/. Engagement rates etc. as per above (the same mailing list is used). 70% of respondents to the end of project survey rated <i>The Slice</i> as very good or good (see appendix two and four for further detail). Note – During 2020 no editions were produced as the project team decided to keep producing our weekly newsletter <i>My Mango</i>, instead of dropping back to monthly newsletter (<i>The Slice</i>) during the off season. This decision was made to keep industry stakeholders informed and updated during the beginning of the COVID-19 pandemic. In total 14 extra editions of <i>My Mango</i> were produced; an extra 10 publications (as usually only four editions of <i>The Slice</i> would be produced during the reporting period as it is a monthly publication).

		During 2021 no April edition of <i>The Slice</i> was produced as the weekly newsletter <i>My Mango</i> continued into April, in line with the season.
Industry website*	Industry website with relevant information and resources for industry aimed at all industry stakeholders. See methodology section for more information. Users since new website launched (18 March 2021): Approximately 17,000. (See appendix two for more detail).	The new website, which has the same URL as the previous website (www.industry.mangoes.net.au), was launched on 18 March 2021. A soft launch was done, whereby the website went live on 18 March and then it was announced as a feature piece, focusing on the resources section of the website, in the Autumn 2021 edition of <i>Mango Matters</i> (page 20-21). This was to allow time to test the live website, before being announced to industry. 54% of respondents to the end of project survey rated the industry website as very good or good. 16% of respondents hadn't used the website. Lack of awareness of the website was also apparent in question 6 ((a website explainer video was created at the end of the project to try and drive more awareness to the website and show industry stakeholders how to use it) (see appendix two and four for further detail)).
Industry Facebook page	Created in 2019 this page aims to extend information to all industry stakeholders. Data: 322 likes and 389 follows. (See appendix two for more detail).	The industry Facebook page was created in 2019 to extend information and is available here: https://www.facebook.com/australianmangoes. 32% of respondents to the end of project survey rated the industry Facebook page as very good or good. This might appear like a bad result, however almost 50% respondents indicated they don't use the page with many not using Facebook/social media at all. This indicates that although useful to some key industry stakeholders, it should only be used as another tool to extend information and should certainly not be a key focus of the communication program.
COVID-19 manual (in English and Vietnamese) and information page*	Created in early 2020 this manual and page was created to arm growers with information about COVID-19. The webpage has been kept updated and information has also been shared via <i>My Mango</i> over the project lifetime.	Manual and webpage available here: https://www.industry.mangoes.net.au/resources/covid-19/ .
Website explainer video*	This resource was created in early 2022 (at the end of the project) to address survey feedback received that there were still many industry stakeholders that weren't aware of the website. The purpose of the video is to show industry stakeholders how to use the website and create awareness about	Will be promoted shortly via our industry communication resources above and available here: https://www.industry.mangoes.net.au/resources/resources-library/australian-mangoes-website-instructional-video/.

	the website, to drive users to the website.	
Other ad-hoc communication/activity*	• Attendance and assistance with export registration communication each season. • Assisting Hort Innovation Marketing/PR team with messaging for in-season PR each season. Also assisting other industry with PR/media outreach e.g., AusTrade. • Sponsors secured to provide pricing information (each season). • Attendance and assistance with some of the pre-season roadshows, as well as presentation of the communication program at some of the pre-season roadshows (where relevant). • Many industry media requests were fielded, media releases and issues statements prepared e.g., Needle found in mango, mango shoot looper communication. • Promotion of the 12th Biennial Australian Mangoes Conference (held in 2019). • Media training was conducted in 2019 for Industry Development Officers Marine Empson and Sarah Hain (now departed company) and Industry Development Manager Bryony Hackett (now	Relevant outputs can be found on the industry website e.g., export registration communication: https://www.industry.mangoes.net.au/resources/export/. Some outputs are intangible e.g., training and assistance with message development but evidence can be provided upon request.

	departed company). • In 2020, additional communication was produced during the beginning of the COVID-19 pandemic. I.e., The project team decided to keep producing our weekly newsletter <i>My Mango</i>, instead of dropping back to monthly newsletter (<i>The Slice</i>) during the off season. This decision was made to keep industry stakeholders informed and updated. In total 14 extra editions of <i>My Mango</i> were produced; an extra 10 publications (as usually only four editions of <i>The Slice</i> would be produced during the reporting period as it is a monthly publication). • Assistance with additional webinars. • Feedback provided on the mango strategic investment draft plan (2022-2026). • The Communication Manager attended website and biosecurity training and attended several other industry meetings over the project lifetime. • Training provided to new staff over the project lifetime. • Re-design of <i>Mango Matters</i>. • Regular milestone reports and project monitoring and evaluation conducted.	
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*Note – resources showing a *, were created in conjunction with the project team for *Building best management practice capacity for the Australian mango industry (MG17000)*.

Note two – industry average comparison, means a comparison to other campaigns from agriculture and food services industries (Source: MailChimp—more detail can be found in appendix two (data for outputs)).

See appendix two for further details.

Outcomes

Table 2. Outcome summary

Outcome	Alignment to fund outcome, strategy and KPI	Description	Evidence
Increased awareness of Hort Innovation's R&D investments and related programs by Australian mango growers.	Contributing to Outcome 3 of the Mango Fund SIP (2017-2022): <i>Increased R&D and extension capacity and resources supporting industry development</i> , through establishing effective extension and industry development services to support the adoption of R&D output and industry capacity building measured by evidence of communication along the supply chain and sharing of knowledge and data.	Increased awareness was measured through survey feedback and analytics. By increasing awareness of R&D investments and related programs, industry stakeholders can use this information to improve their business practices and hopefully grow their businesses; contributing toward the overarching strategic intent of the SIP to grow the total value of the Australian mango industry.	At least three R&D/marketing articles appeared in each edition of <i>Mango Matters</i> and other project updates were communicated in a timely manner to ensure awareness was continual (see appendix one – M&E for further detail). Project leads from each of the projects included in Hort Innovation's Better Together spreadsheet (which details all levy funded and other projects) were emailed before each edition of <i>Mango Matters</i> was due out seeking contributors/articles from researchers.
Increased knowledge through providing information to the mango industry value chain on research findings, best practices, emerging risks, and opportunities.	Contributing to Outcome 3 of the Mango Fund SIP (2017-2022): <i>Increased R&D and extension capacity and resources supporting industry development</i> , through establishing effective extension and industry development services to support the adoption of R&D output and industry capacity building measured by evidence of communication along the supply chain and sharing of knowledge and data.	Increased knowledge through providing information was measured through survey feedback and analytics. By increasing knowledge through providing information to the mango industry value chain on research findings, best practices, emerging risks and opportunities, industry stakeholders can use this information to improve their business practices and hopefully grow their businesses; contributing toward the overarching strategic intent of the SIP to grow the total value of the Australian mango industry.	As evidenced in appendix three the grower survey, survey participants indicated that there was a knowledge change in some areas. For example, over the course of the project a 'biosecurity' section was added to <i>Mango Matters</i> and 67% of survey respondents indicated their knowledge on biosecurity and exotic pests increased.

Increased adoption of R&D program outcomes to build a stronger, more resilient Australian mango industry through providing information to industry that will also be transferred through other extension strategies in <i>Building best management practice capacity for the Australian mango industry (MG17000)</i>.	Contributing to Outcome 3 of the Mango Fund SIP (2017-2022): <i>Increased R&D and extension capacity and resources supporting industry development</i>, through establishing effective extension and industry development services to support the adoption of R&D output and industry capacity building measured by evidence of communication along the supply chain and sharing of knowledge and data.	Increased adoption of R&D program outcomes through providing information was measured through survey feedback and analytics. Increased adoption of R&D program outcomes to build a stronger, more resilient Australian mango industry through providing information to industry, means industry stakeholders can use this information to improve their business practices and hopefully grow their businesses; contributing toward the overarching strategic intent of the SIP to grow the total value of the Australian mango industry.	Key topics of the best practice project were growing, picking, and packing and supply chain. Information was provided on these topics via publications and the industry website. It was also extended via events and projects in the best practice project. E.g., Biosecurity information in the magazine <i>Mango Matters</i>, biosecurity alerts issued in regard to mango shoot looper and biosecurity events. See the best practice final report for further detail. Another example would be the temperature management project with Escavox. Participation in this project was advertised via industry communication, industry stakeholders became involved in the project and made improvements to their practices, results of which were communicated via industry communication (note-last results to be communicated in upcoming editions of <i>Mango Matters</i>).
Increased understanding of the levy system.	Contributing to Outcome 3 of the Mango Fund SIP (2017-2022) <i>Increased R&D and extension capacity and resources supporting industry development</i>, through establishing effective extension and industry development services to support the adoption of R&D output and industry capacity building measured by evidence of communication along the supply chain and sharing of knowledge and data.	Increased understanding of the levy system was measured through survey feedback and analytics. By industry stakeholders becoming aware of how the levy system works, they are better able to monitor what their levy is being used for. The levy is used to fund activity that contributes toward the overarching strategic intent of the SIP to grow the total value of the Australian mango industry.	Hort Innovation's branding guidelines were followed throughout the course of the project; including inclusion of logos and funding statements where applicable to increase key industry stakeholder's knowledge of projects, materials etc. that were levy funded. Also see outcome one (increased awareness).

Monitoring and evaluation

Table 3. Key Evaluation Questions

Key Evaluation Question	Project performance	Continuous improvement opportunities
To what extent has the project achieved its expected outcomes?	All performance expectations/ KPIs were met. See appendix one for further detail. 79% of respondents to the end of project feedback survey agreed that project outcomes were met (see appendix four for further detail).	Recommended that a similar program be delivered based on all KPIs being met and feedback received. Feedback received on improvements to be made will be considered for the next communication program, such as keeping in a face-to-face element of communication (see appendices three and four for further detail – end of project surveys).
How relevant was the project to the needs of intended audience?	The program was very relevant. Communication focused on ensuring the industry understands and knows how to support the industry's programs; understands the factors that impact productivity and quality; understands the improved production and supply chain management practices and how they can be applied to achieve improved outcomes; and ensuring the industry understands and knows how to access information and obtain required knowledge. Question four on the grower survey (appendix three) indicated that 90% of respondents seek/find information relating to the mango industry from Australian Mangoes resources.	Recommended that a similar program be delivered based on all feedback received. There are some recommendations for areas of improvement, and these will be taken into consideration. For example, one survey respondent to the end of project survey (appendix four) said: <i>"The weekly My Mango has a plethora of information, including for me the key pieces of information from the Australian Mangoes field officers, who compile the crop forecast and growing region updates, to any marketing OOH that is relevant for me to share with our team and retailers around driving mango sales."</i> While another said: <i>"Communication is good generally speaking but would like to see the Facebook page more industry focused...My Mango weekly newsletter has the relevant updates that Facebook doesn't have."</i>
How well has the intended audience been engaged in the project and to what extent were engagement processes successful to the target audiences of the project?	Engagement overall was good but could be improved. For the most frequent communication, over 50% of the database read it often. Open rates and click rates of industry media was on par with industry averages. See appendix two for further detail.	We could look at how to improve engagement of quarterly magazine and implement these changes. Some topics of interest from survey feedback include the new varieties, orchard styles and benefits, and managing safety at your property (see appendix three and four for further detail – feedback surveys).

What efforts did the project make to improve efficiency?	Communication was shared across several platforms to reinforce messages and capture as many industry stakeholders as possible. Where travel was not possible, online events were held. Some functions (such as the weekly newsletter) previously done by an external provider were brought in-house, however this did not necessarily save costs, as the Communication Manager needed to work additional hours to complete this work. An industry social media account was created to further extend communication. The project utilised resources, skills, and expertise both within and outside of the Australian Mango Industry to deliver relevant information on topics such as research and development (R&D), marketing and promotion, market development and access, and biosecurity. For example, communication activity utilised information from researchers, other industry bodies and from information developed as part of <i>Building best management practice capacity for the Australian mango industry (MG17000)</i>. This was primarily utilised for publications and in re-development of the industry website or at events like pre-season roadshows.	Online communication is an effective way to communicate with key industry stakeholders, but should not solely be relied upon, considering the make-up of our key industry stakeholders. For example, connectivity in regional areas. This is further evidenced by question five in the grower survey (appendix three) where most growers indicated that attending field days was one of the top methods, they use to develop understanding and skills. Other survey feedback received also indicated this (appendix four); “roadshows are pretty effective and a good way to communicate updates.”
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Recommendations

Recommendations are as follows:

- Recommended that a similar program be delivered based on all KPIs being met and feedback received. In particular, the communication program should continue to draw upon partnerships and contributions from the best practice project and other research and marketing projects, industry groups and researchers to ensure efficient and effective communication.
- Find out how we might be able to improve engagement of quarterly magazine and implement these changes. Some topics of interest that could be added to the magazine and communication from survey feedback include the new varieties, orchard styles and benefits, and managing safety at your property.
- Online communication is an effective way to communicate with key industry stakeholders, but should not solely be relied upon, considering the make-up of our key industry stakeholders and feedback received.
- More work on the website and communication about the website should occur over the next communication program to drive awareness.

Refereed scientific publications

None to report.

Intellectual property

No project IP or commercialisation to report.

Acknowledgements

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- The AMIA Project team; the Industry Development Managers, Industry Development Officers and Chief Executive Officers and Finance Manager. As well as the Marketing Manager and Supply Chain Engagement Manager who provided great input into the communication program.
- Kate Gowdie, Niamh Sullivan, and Jane Richter who ensured the communication program ran smoothly, while the Communication Manager was on maternity leave.
- All our contributors to weekly, monthly, and quarterly communication, such as Hort Innovation staff (in particular, the Marketing Manager), government staff and researchers.
- Our growers and other industry stakeholders who provided valuable feedback, input, pictures, and encouragement.
- Hort Innovation, government department and others who provided training sessions and strategic feedback.
- All our fabulous suppliers especially our graphic designer Clare De Luca.

Appendices

Appendix one - M&E plan.

Appendix two - Data for outputs.

Appendix three - Grower survey results.

Appendix four- Summary of feedback survey.

Appendix five - Communication Strategy.

Appendix six - Risk Management Plan.

Appendix seven - Stakeholder Engagement Plan.

Appendix one – M&E Plan – MG17004 – National Mango Industry Communication Program

Reviewed February 2022

Program logic level	What to monitor	Performance expectations KPIs	How to monitor	Data source (target audience)	When	Responsibility
Activities	- Communicate regional updates and forecast data - Communicate relevant R&D/marketing news - Communicate greater industry information - Provide access and links to industry information - Provide platforms to enable information sharing between industry stakeholders - Provide opportunities for feedback and review	- Maintain readership for electronic publications at approximately 1,200 Currently sitting at 1,198 for My Mango and 1,350 for Mango Matters - Present at least three R&D/marketing articles in every quarterly magazine and other project updates in a timely manner Achieved during reporting period - Maintain or improve readership of publications Achieved; readership has mostly improved (monthly/weekly newsletter):	- Mailchimp reports to demonstrate distribution and readership - Survey monkey/verbal or hardcopy feedback	- Growers/Packers/Processors - Retailers - Wholesalers/Market agents - Exporters/Importers - Suppliers/Transporters - Contributors e.g. Researchers, Government, Industry organisations, regional associations, consultants, Hort Innovation etc.	Ongoing during project from March 2018 – March 2022	AMIA specific team members will report on the activities as part of milestone reports and the final report for this project.

		○ 1022 people (MS102) ○ 1099 people (MS103) ○ 1,145 people (MS104) ○ 1,177 people (MS105) ○ 1,153 people (MS106) ○ 1,432 people (MS107) – <i>note this may have been the incorrect figure recorded by maternity leave cover</i> ○ 1,178 people (MS 108) ○ 1,200 people (MS 109) ○ 1,198 people (final report) • Continual sourcing of content from R&D and other stakeholders Achieved				
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Outputs	• Pre-season roadshow presentations on communications program • AMIA publications <i>My Mango</i>, <i>Mango Matters</i> and <i>The Slice</i> • AMIA Website • Press releases and other outputs as required • Industry Facebook page	• Include the communication program in agenda at pre-season roadshows Achieved • Source content and prepare <i>The Slice</i> Achieved • Source content and prepare <i>My Mango</i> Achieved • Source content and prepare <i>Mango Matters</i> Achieved • Update website regularly and as required Achieved • Distribute press releases and other activity as required Achieved • Update industry Facebook page regularly as required Achieved	• Mailchimp reports to demonstrate distribution and readership • Continual sourcing of content from R&D and other stakeholders • Survey monkey/verbal or hardcopy feedback	• Growers/Packers/Processors • Retailers • Wholesalers/Market agents • Exporters/Importers • Suppliers/Transporters • Contributors e.g. Researchers, Government, Industry organisations, regional associations, consultants, Hort Innovation etc. • Industry media End customer (consumers)	• Publications, electronic weekly (in-season) monthly (off-season and quarterly) • Website maintained • Ad-hoc communication as required e.g. industry press releases • Industry Facebook page maintained	• AMIA specific team members will report on the activities as part of milestone reports and the final report for this project.
Intermediate outcomes	• Increased awareness of Hort Innovation's R&D investments and related programs by Australian mango growers. • Increased knowledge through providing information to the	• Maintain readership for electronic publications at approximately 1,200 Achieved • Present at least three R&D/marketing articles in every quarterly magazine and other	• Mailchimp reports to demonstrate distribution and readership • Continual sourcing of	• Growers/Packers/Processors • Retailers • Wholesalers/Market agents • Exporters/Importers	• Mid-way through project (end of 2020)	• AMIA specific team members will report on activity as part of milestone reports and the final report for this project.

	mango industry value chain on research findings, best practices, emerging risks and opportunities. - Increased adoption of R&D program outcomes to build a stronger, more resilient Australian mango industry through providing information to industry that will also be transferred through other extension strategies in MG17000—Building best management practice capacity for the Australian mango industry. - Increased understanding of the levy system.	project updates in a timely manner Achieved - Maintain or improve readership of publications Achieved - Continual sourcing of content from R&D and other stakeholders Achieved	content from R&D and other stakeholders Survey monkey/verbal or hardcopy feedback	- Suppliers/Transporters - Contributors e.g. Researchers, Government, Industry organisations, regional associations, consultants, Hort Innovation etc. - Industry media - End customer (consumers)		
End-of-project outcomes	This project will be contributing to the achievement of the Mango SIP Outcome 3—Increased R&D and extension capacity and resources supporting industry development.	- Maintain readership for electronic publications at 1,200 Achieved - Present at least three R&D/marketing articles in every quarterly magazine and other project updates in a timely manner	- Mailchimp reports to demonstrate distribution and readership - Continual sourcing of content from R&D and	- Growers/Packers/Processors - Retailers - Wholesalers/Market agents - Exporters/Importers - Suppliers/Transporters	End of project in 2022	AMIA specific team members will report on activity as part of milestone reports and the final report for this project.

		Achieved • Maintain or improve readership of publications Achieved • Continual sourcing of content from R&D and other stakeholders Achieved	other stakeholders • Uptake of technologies from R&D presented • Survey monkey/ verbal or hardcopy feedback	• Contributors e.g. Researchers, Government, Industry organisations, regional associations, consultants, Hort Innovation etc. • Industry media • End customer (consumers)		
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Appendix two. Data for outputs (MG17004 Final Report).

Mango Matters

Reach – screenshot from MailChimp 24/2/22



Engagement and open rates etc. – screenshots from MailChimp 24/2/22

Engagement



Characteristics you and your peers share

Industry

Agriculture And Food Services

Your industry was either self reported or predicted using natural language processing techniques. You can update it in [your settings](#).

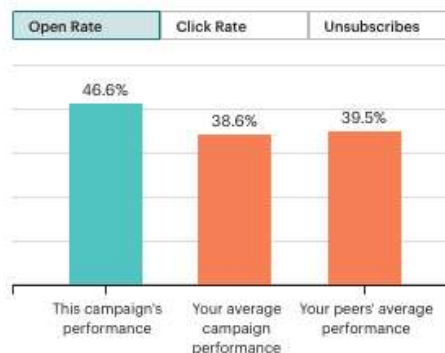
Audience demographics

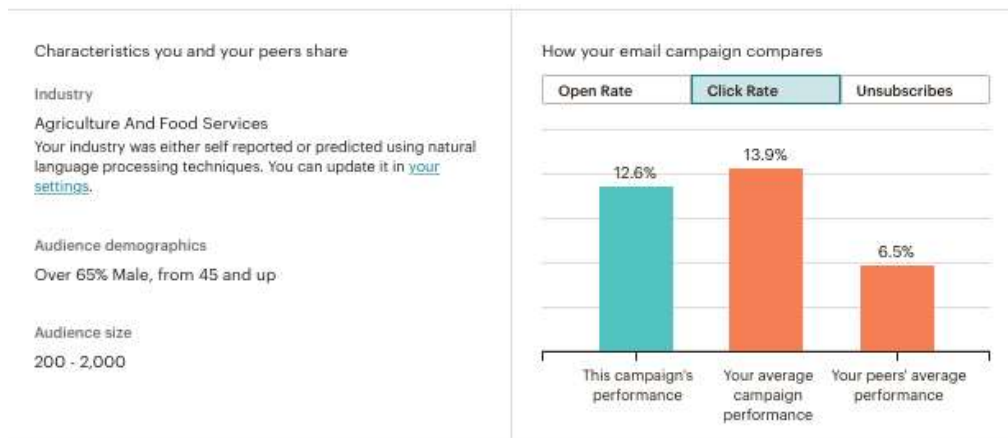
Over 65% Male, from 45 and up

Audience size

200 - 2,000

How your email campaign compares





My Mango/The Slice

Reach – screenshot from MailChimp 24/2/22

Audience

Current audience

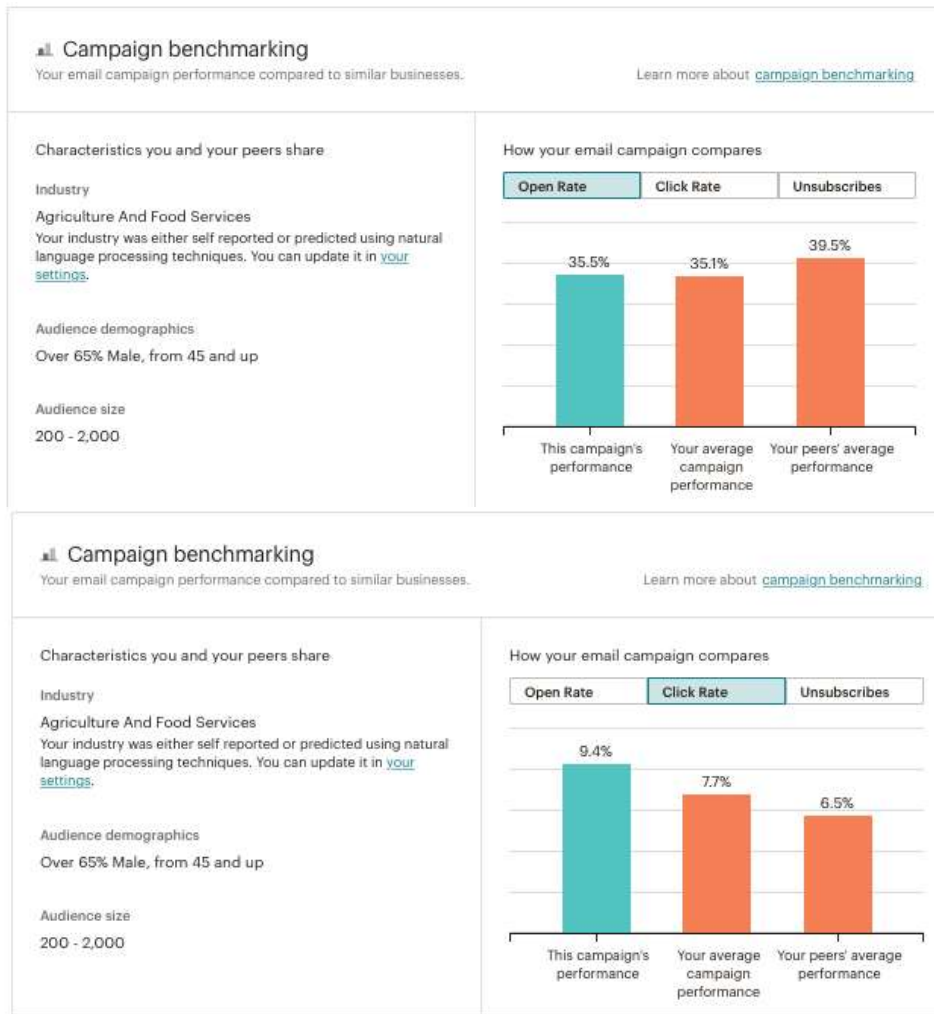
My Mango Subscriber List ▾

This audience has **1,501** contacts. **1,198** of them are subscribers.

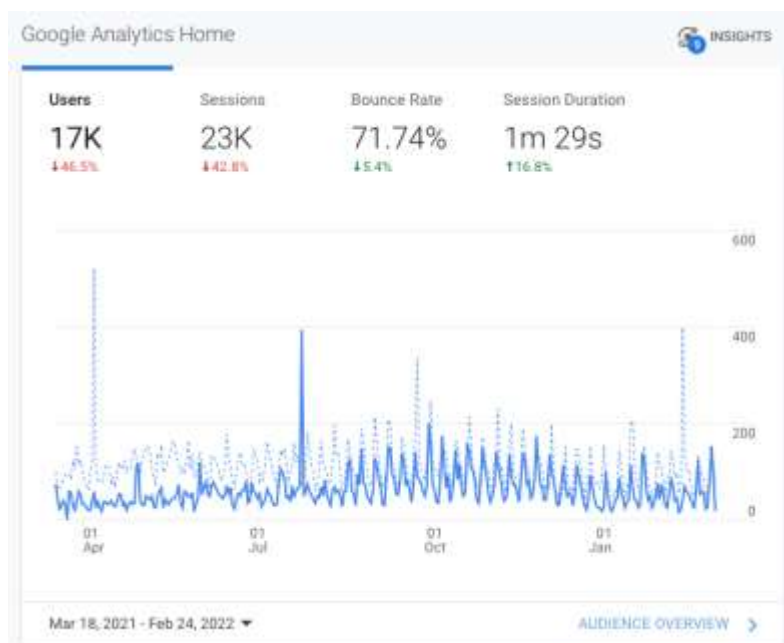
Engagement and open rates etc. – screenshots from MailChimp 24/2/22

Engagement





Website users: 18 March 2021-24 February 2022 – screenshot from Google Analytics 24/2/22



Social media

Facebook—screenshot 24/2/22

 Australian Mangoes

[+ Add a Button](#)

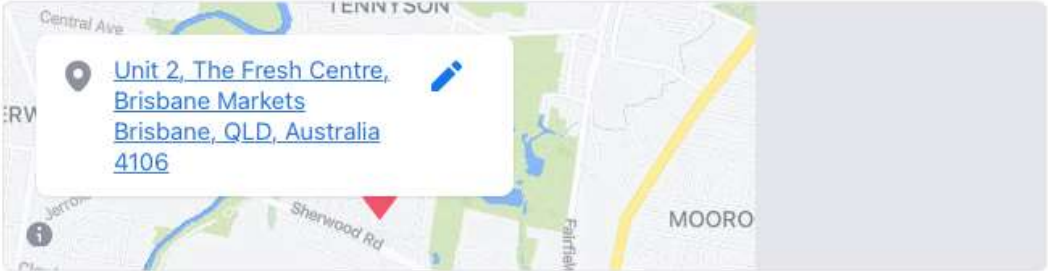
Promote







About



Unit 2, The Fresh Centre,
Brisbane Markets
Brisbane, QLD, Australia
4106

Promote your business locally to lead people directly to Unit 2, The Fresh Centre, Brisbane Markets Brisbane, QLD, Australia 4106.

Promote Local Business



The Australian Mango Industry Association (AMIA)/ Australian Mangoes is the peak industry body for the Australian mango industry. This page is for man... [See more](#)





SOCIAL MEDIA POLICY
Australian Mango Industry Association (AMIA) may, in its absolute discretion and for any reason, delete any comment posted on th... [See more](#)





322 people like this



389 people follow this

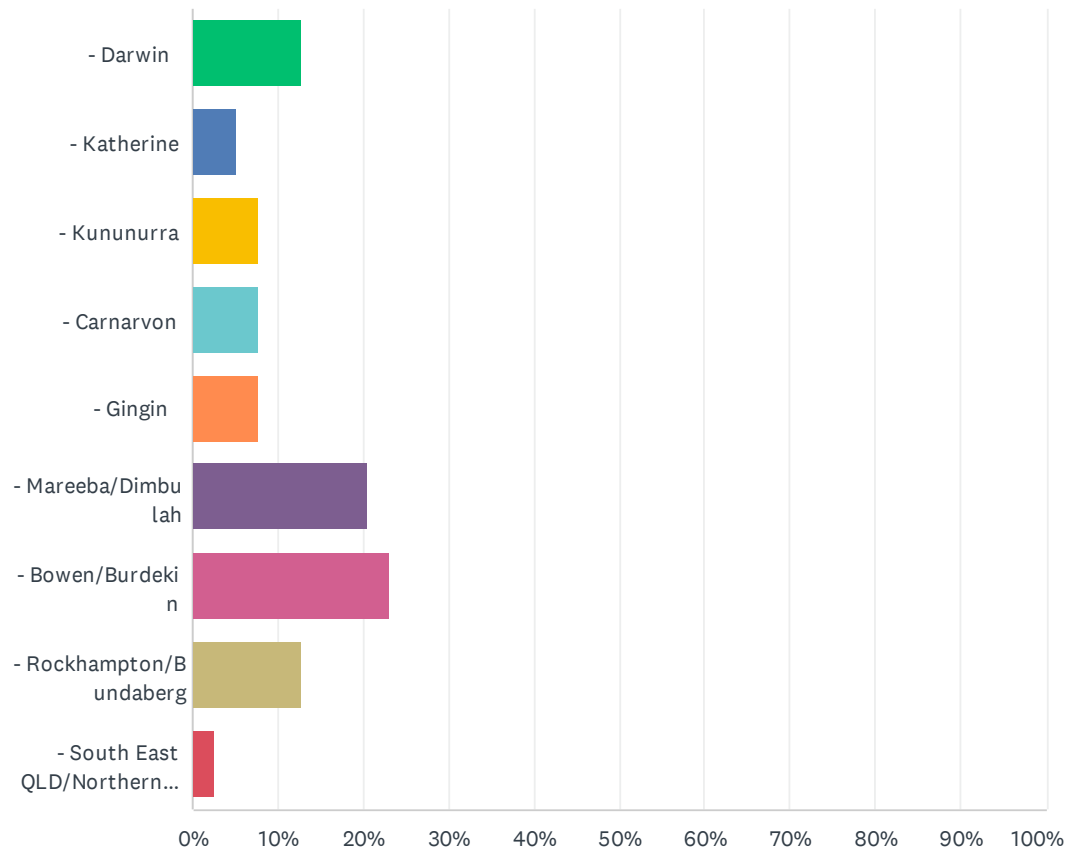


<https://www.industry.mangoes.net.au/contact-amia>



Q1 Which region is your property located in?

Answered: 39 Skipped: 0



ANSWER CHOICES	RESPONSES	
- Darwin	12.82%	5
- Katherine	5.13%	2
- Kununurra	7.69%	3
- Carnarvon	7.69%	3
- Gingin	7.69%	3
- Mareeba/Dimbulah	20.51%	8
- Bowen/Burdekin	23.08%	9
- Rockhampton/Bundaberg	12.82%	5
- South East QLD/Northern NSW	2.56%	1
TOTAL		39

Q2 Orchard information - Varieties

Answered: 38 Skipped: 1

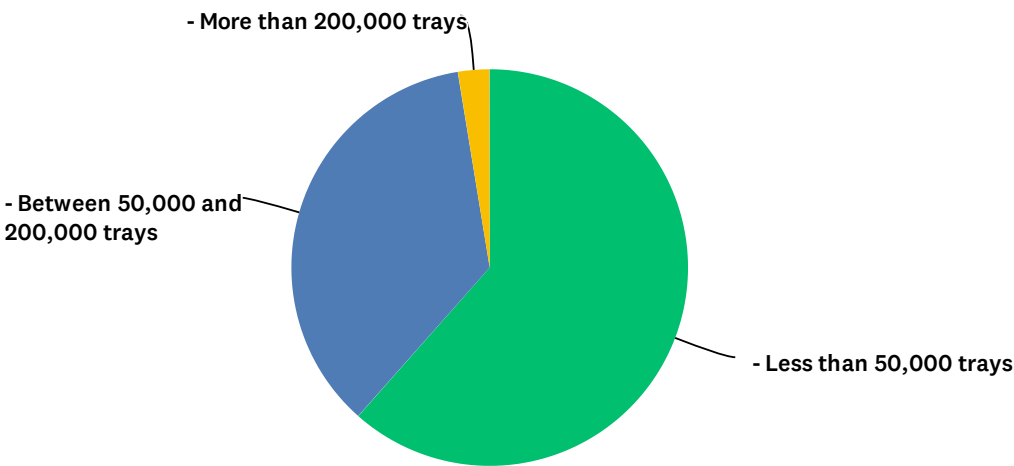
#	RESPONSES	DATE
1	KP R2E2, others	2/18/2022 6:25 PM
2	Keitt, Brooks, KP	2/18/2022 12:43 PM
3	Calypso	2/16/2022 2:10 PM
4	KP	2/15/2022 5:35 PM
5	R2E2 & HG	2/15/2022 5:16 PM
6	R2E2 Kensington pride	2/14/2022 4:00 PM
7	Honey Gold	2/14/2022 2:21 PM
8	R2E2	2/14/2022 4:19 AM
9	mango KP, R2E2, Kent, Keitt	2/13/2022 7:47 AM
10	KP	2/11/2022 5:43 PM
11	KP, R2E2, Heidi, Valencia Pride, Apple Romani	2/10/2022 5:30 PM
12	KP, Honey Gold	2/10/2022 3:28 PM
13	Honey Gold	2/10/2022 9:34 AM
14	KP, R2E2	2/10/2022 9:09 AM
15	KP R2E2	2/9/2022 7:32 PM
16	KP, R2E2, NDM	2/9/2022 2:27 PM
17	KP and R2E2	2/9/2022 11:57 AM
18	KP, 4069 NMPB, Edward	2/9/2022 9:23 AM
19	R2E2	2/8/2022 2:30 PM
20	R2E2	2/4/2022 12:57 PM
21	R2E2	2/4/2022 12:47 PM
22	KP, R2E2	2/4/2022 12:02 PM
23	KP, Brooks, Keitts, Palmers R2E2	2/4/2022 11:29 AM
24	KP, R2E2 , Keitt, 1243, 1201, 4069	2/1/2022 5:53 PM
25	R2E2 KP	2/1/2022 4:07 PM
26	Keitt Honey Gold Kensington Pride R2E2 Nan Doc Mai	1/31/2022 12:39 PM
27	Kensington Pride, R2E2, Keitt	1/27/2022 11:58 AM
28	KP and R2E2	1/24/2022 4:51 PM
29	KP Nam Doc Mai Keow Savoy Kiett	1/22/2022 6:44 AM
30	Mainly Kensington	1/20/2022 7:15 PM
31	KP only	1/20/2022 5:18 PM
32	Honey Gold	1/20/2022 11:23 AM
33	TPP1, TPP4, R2E2, Kow Savoy, Falan	1/19/2022 10:59 PM

Australian Mangoes - Grower survey

34	KP and R2E2	1/19/2022 4:52 PM
35	Ok/ r2e2	1/19/2022 2:35 PM
36	KP, R2E2, NMBP varieties	1/19/2022 12:04 PM
37	Kensington Pride	1/19/2022 11:38 AM
38	Kensington pride Calypso Honey gold	1/18/2022 6:48 PM

Q3 What is the average number of trays (7kg eq) produced per year?

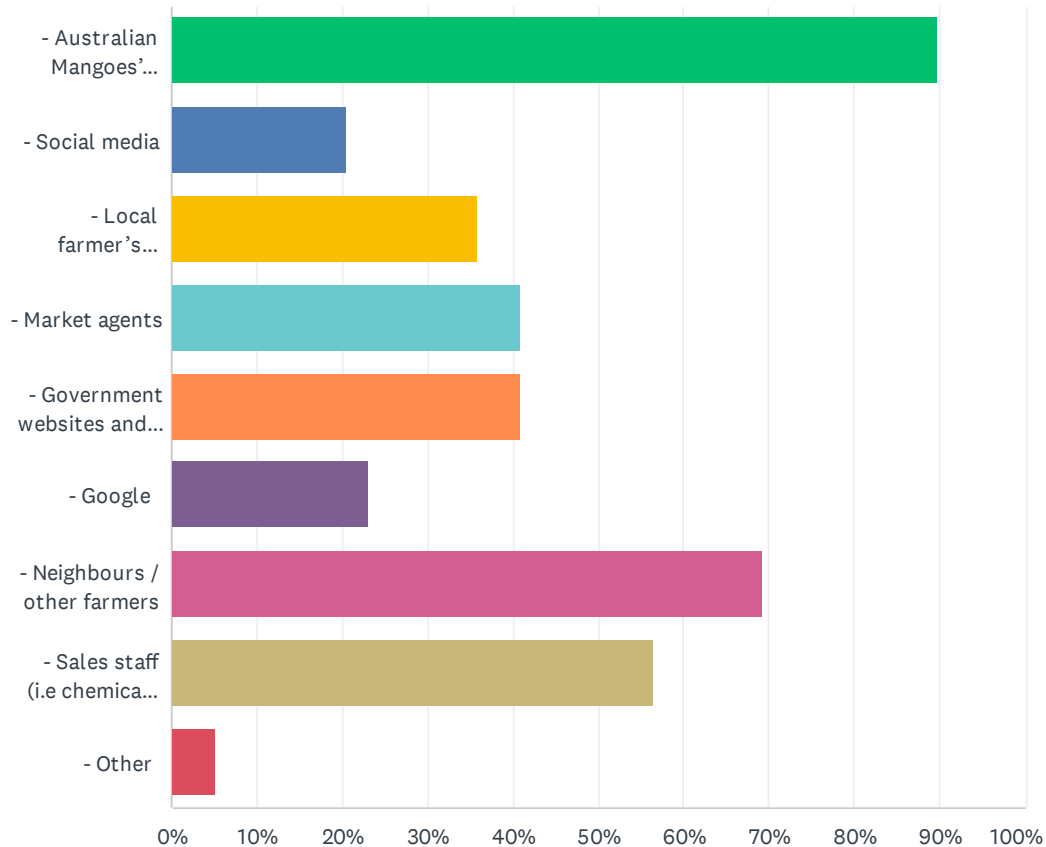
Answered: 39 Skipped: 0



ANSWER CHOICES	RESPONSES	
- Less than 50,000 trays	61.54%	24
- Between 50,000 and 200,000 trays	35.90%	14
- More than 200,000 trays	2.56%	1
- Prefer not to say	0.00%	0
TOTAL		39

Q4 Where do you seek / find out information relating to the mango industry?

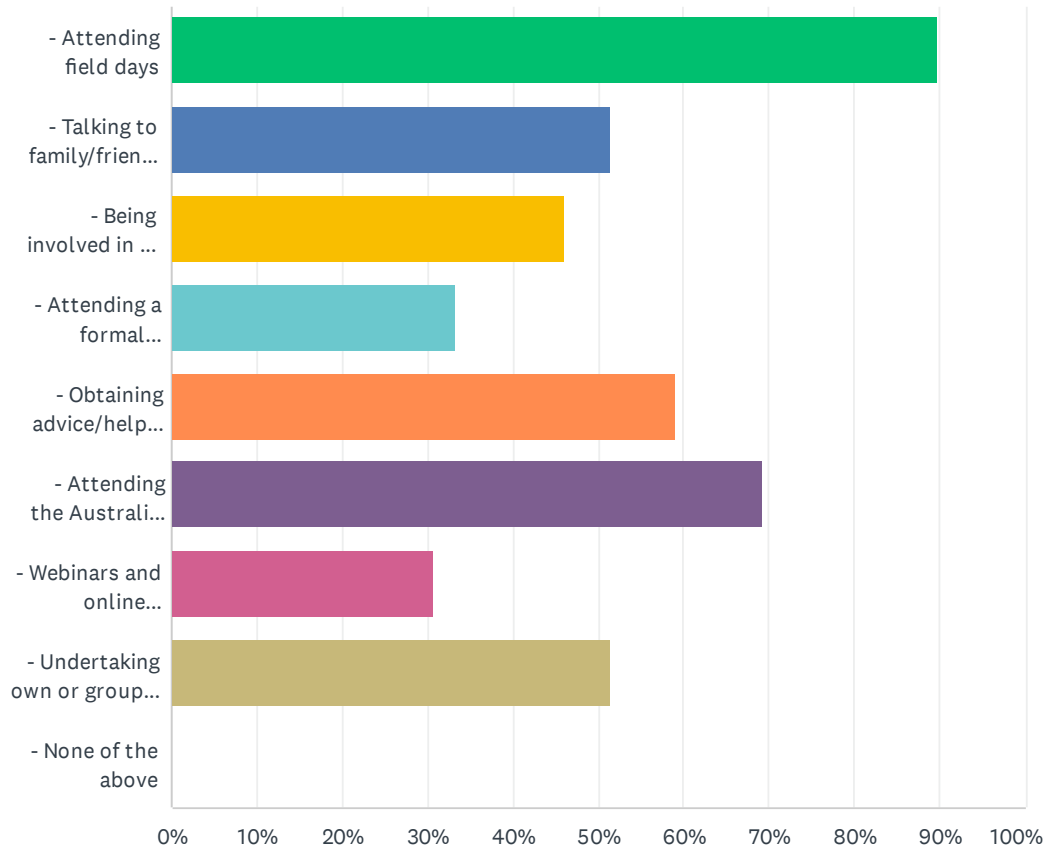
Answered: 39 Skipped: 0



ANSWER CHOICES	RESPONSES	
- Australian Mangoes' website resources and publications (My Mango, The Slice and Mango Matters)	89.74%	35
- Social media	20.51%	8
- Local farmer's organisations	35.90%	14
- Market agents	41.03%	16
- Government websites and publications (NT Department of Industry, Tourism and Trade, QLD Department of Agriculture and Forestry, etc)	41.03%	16
- Google	23.08%	9
- Neighbours / other farmers	69.23%	27
- Sales staff (i.e. chemical companies, etc) and private consultants (agronomists, etc)	56.41%	22
- Other	5.13%	2
Total Respondents: 39		

Q5 What is/are your preferred method(s) to develop your understanding and skills?

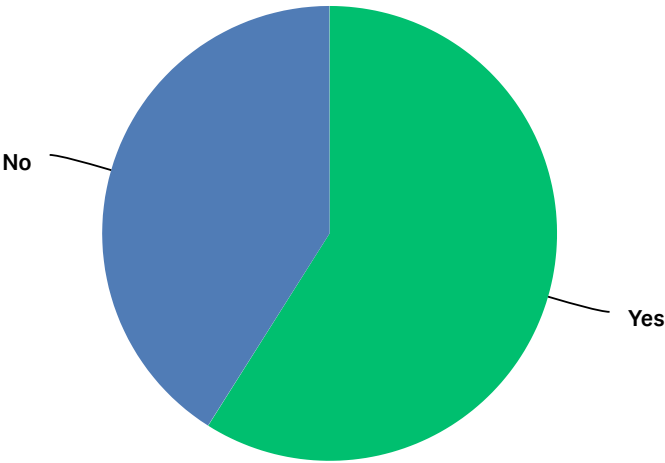
Answered: 39 Skipped: 0



ANSWER CHOICES	RESPONSES	
- Attending field days	89.74%	35
- Talking to family/friends/neighbours	51.28%	20
- Being involved in an on-farm research project	46.15%	18
- Attending a formal education or training program	33.33%	13
- Obtaining advice/help from a professional	58.97%	23
- Attending the Australian Mangoes Roadshows	69.23%	27
- Webinars and online courses/trainings	30.77%	12
- Undertaking own or group research	51.28%	20
- None of the above	0.00%	0
Total Respondents: 39		

Q6 Would you be interested in belonging to special interest group or network?

Answered: 39 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		58.97%	23
No		41.03%	16
TOTAL			39

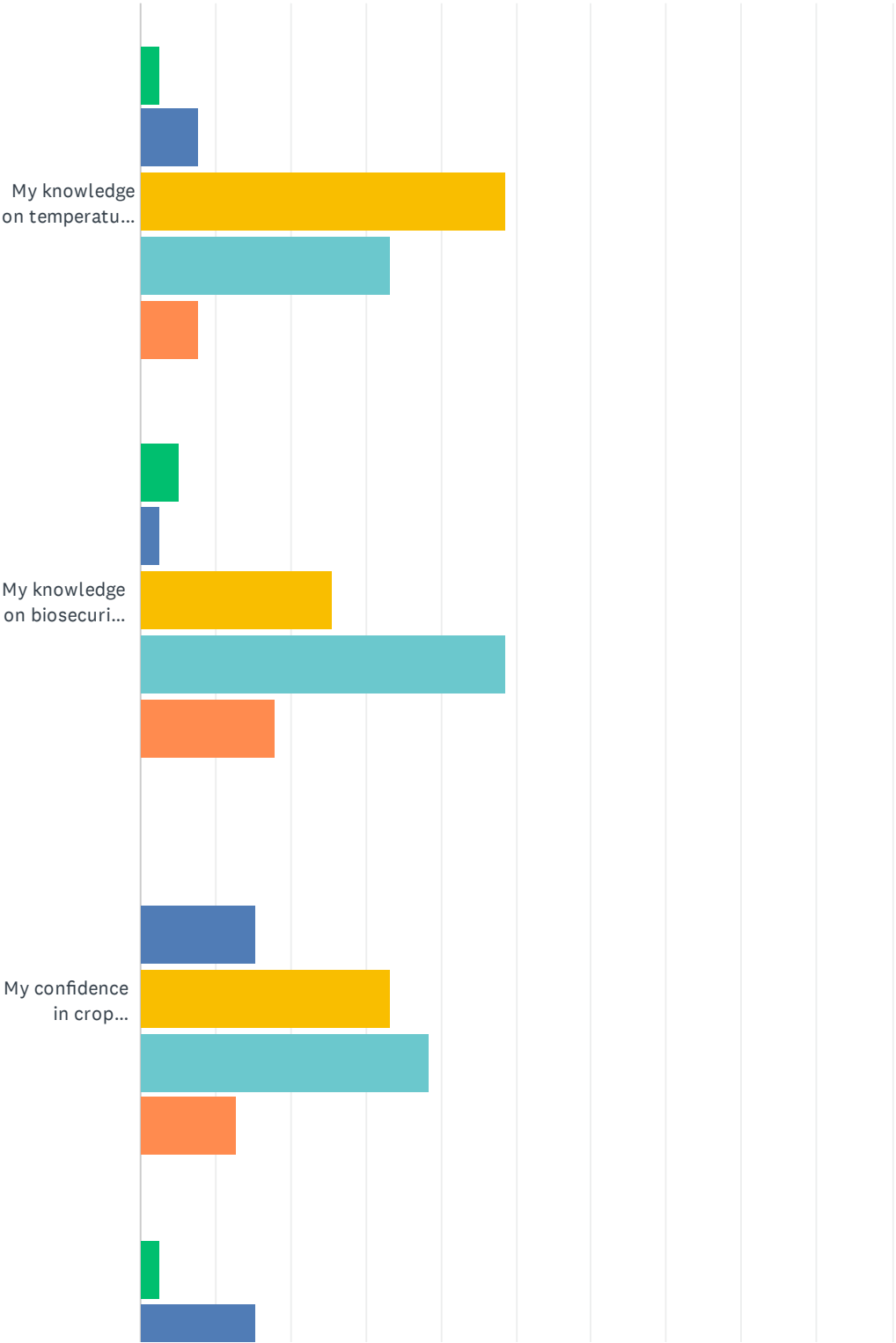
Q7 If yes, what topics would you most like to learn about?

Answered: 24 Skipped: 15

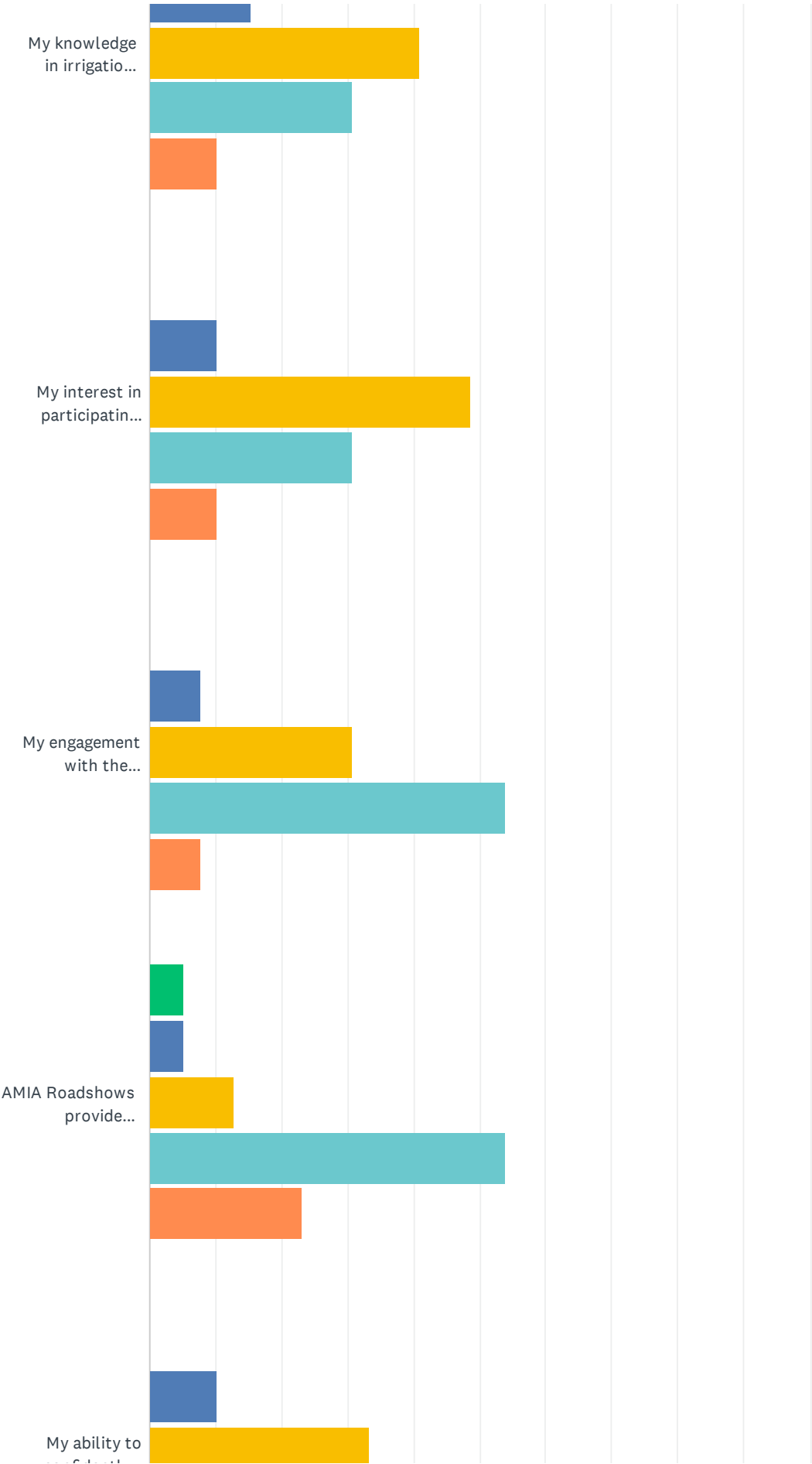
#	RESPONSES	DATE
1	Production , Export	2/18/2022 6:25 PM
2	cold storage. Handling and export handling. We currently send fruit to marketers and rely on them to best take care of it	2/16/2022 2:10 PM
3	Production enhancement	2/15/2022 5:35 PM
4	Getting the best from new varieties ie: pruning , nutrition. Techniques to minimise fruit drop. Network of Growers/researchers willing to share knowledge would be of interest.	2/15/2022 5:17 PM
5	more regional specific information (NNSW)	2/14/2022 2:21 PM
6	Flowering	2/14/2022 4:19 AM
7	management of mango diseases, chemical best utilization generics and alternatives, crop nourishment, pruning techniques for better yield, blower/mister nozzle setup	2/13/2022 7:47 AM
8	Latest ways to improve yields through better use of fertilisers and pest control.	2/11/2022 5:43 PM
9	Marketing and Carnarvon mangoes	2/10/2022 5:30 PM
10	Industry growth and improvement Private marketing ie not through the WA market floor Mango regenerative farming practices Improved business practices Biosecurity Good Agricultural Practices	2/9/2022 7:32 PM
11	Increase yields, improved quality, pest management	2/9/2022 3:36 PM
12	Diseases and pests in the area. Forecast. Post Harvest problems and ideas from other farmers. Covid Management. Labour issues.	2/9/2022 11:58 AM
13	marketing, external fruit colour	2/4/2022 12:57 PM
14	post-harvest management	2/4/2022 11:29 AM
15	How to have more ability/ understanding how to better access chain store and chain store requirements	2/1/2022 5:54 PM
16	N/A	2/1/2022 4:07 PM
17	Industry Development	1/20/2022 7:15 PM
18	Making the KP great again	1/20/2022 5:40 PM
19	mechanical aides and machinery	1/20/2022 11:24 AM
20	profit improving. Better returns.	1/19/2022 11:00 PM
21	better yeild, profitability, export, IPM	1/19/2022 4:52 PM
22	Irrigation	1/19/2022 2:35 PM
23	Nutrition management, disease control, irrigation	1/19/2022 12:06 PM
24	Low input sustainable farming	1/19/2022 11:39 AM

Q8 Thinking about your involvement in any AMIA's activities over the past three years (webinars, roadshows, field days, newsletters, Industry Development Officers, etc), please rate the extent to that you agree/disagree with the following statements:

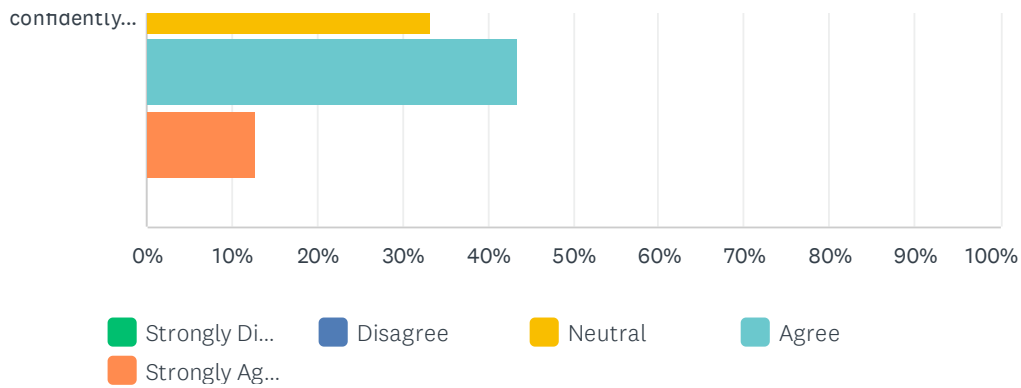
Answered: 39 Skipped: 0



Australian Mangoes - Grower survey



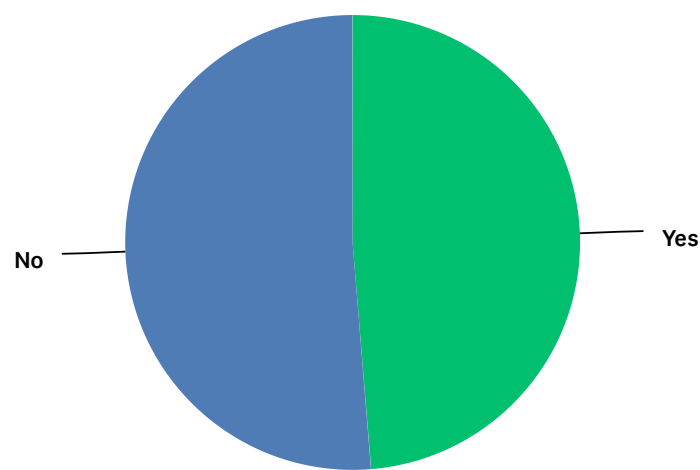
Australian Mangoes - Grower survey



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL
My knowledge on temperature management throughout the supply chain has increased	2.56% 1	7.69% 3	48.72% 19	33.33% 13	7.69% 3	39
My knowledge on biosecurity and exotic pests has increased	5.13% 2	2.56% 1	25.64% 10	48.72% 19	17.95% 7	39
My confidence in crop forecasting has increased	0.00% 0	15.38% 6	33.33% 13	38.46% 15	12.82% 5	39
My knowledge in irrigation and soil moisture monitoring has increased	2.56% 1	15.38% 6	41.03% 16	30.77% 12	10.26% 4	39
My interest in participating in research projects has increased	0.00% 0	10.26% 4	48.72% 19	30.77% 12	10.26% 4	39
My engagement with the broader industry has increased through my interactions with AMIA	0.00% 0	7.69% 3	30.77% 12	53.85% 21	7.69% 3	39
AMIA Roadshows provide industry updates that are relevant to me	5.13% 2	5.13% 2	12.82% 5	53.85% 21	23.08% 9	39
My ability to confidently decide when to pick has improved	0.00% 0	10.26% 4	33.33% 13	43.59% 17	12.82% 5	39

Q9 Do you use NIR testing to assist in your decision to pick process?

Answered: 39 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	48.72%	19
No	51.28%	20
TOTAL		39

Q10 If yes, have you noticed a difference in fruit quality, returns? Please describe.

Answered: 21 Skipped: 18

#	RESPONSES	DATE
1	Yes	2/18/2022 6:25 PM
2	No. NIR gun is one of the tools to assist with fruit maturity in picking time. We have already picked when out fruit is maturity even before the NIR gun. We have always been doing the right thing.	2/18/2022 12:43 PM
3	No. Already knew what we were looking for. With current volumes Another tool and checksheet.	2/16/2022 2:10 PM
4	No, just confirmation of age old methods!	2/15/2022 5:35 PM
5	No, only using to compare against our knowledge of when fruit is mature. Very low confidence in information derived from NIR testing.	2/15/2022 5:18 PM
6	Not as accurate as what it can be, guideline only.	2/14/2022 2:21 PM
7	Only done it this year. Made no difference to market acceptance or price.	2/11/2022 5:44 PM
8	Not necessarily, it is handy but still need to take other factors into account. We don't rely on it but it helps.	2/10/2022 5:30 PM
9	NO, We still leave picking another week or so as we dont believe they are mature even if the NIR is saying 16 or 17 and they are still cutting white.	2/10/2022 9:35 AM
10	fruit quality and returns. A great tool, use 80% of the tool and 20% experience	2/8/2022 2:30 PM
11	no difference, use as a confirmation	2/8/2022 2:06 PM
12	would have lost fruit if not using NIR gun - I did not think they were ready	2/4/2022 12:57 PM
13	I do not believe NIR can assist with fruit quality as quality occurs well before NIR testing occurs. The NIR is used purely to gauge maturity and is at present used as a guide in conjunction with experience.	2/1/2022 5:54 PM
14	NO. RETURNS ARE STILL THE SAME AS I HAVE ALWAYS BEEN PICKING WHEN FRUIT IS MATURING.	2/1/2022 4:07 PM
15	No, we have never been early pickers.	1/31/2022 12:40 PM
16	No. Many other issues that affect fruit quality and returns rather than when you pick. ie nutrition, irrigation, pests & disease, weather, oversupply of market.	1/22/2022 6:45 AM
17	Quality of fruit being presented to the consumer has improved considerably since NIR was introduced	1/20/2022 7:15 PM
18	no	1/20/2022 11:24 AM
19	yes, 1) Helps the right fruit to ripen with right internal. 2) especially with the back end of the picking window.. to avoid over maturing	1/19/2022 4:52 PM
20	No	1/19/2022 12:06 PM
21	Similar	1/18/2022 6:49 PM

Q11 If you do not use NIR testing, please explain why not?

Answered: 22 Skipped: 17

#	RESPONSES	DATE
1	Expensive/ unreliable/	2/18/2022 6:25 PM
2	Have used in the past.	2/14/2022 4:00 PM
3	The dry matter standards are totally wrong.	2/14/2022 4:20 AM
4	what is NRI, abbreviations are never self explanatory and things are called different things in different places and or im just not on the ball.	2/13/2022 7:48 AM
5	have own knowledge of when fruit is ready	2/10/2022 3:29 PM
6	NA	2/10/2022 9:35 AM
7	Annie came for one assessment of the KPs which gave us confidence to delay picking for a few days but warm weather and public holidays had a bigger impact on timing of picking	2/9/2022 7:32 PM
8	Believe the variations are to high & prefer to use tried & tested methods	2/9/2022 3:36 PM
9	Machine not available, and I don't find the results very reliable	2/9/2022 9:23 AM
10	also have to organise staff	2/4/2022 12:47 PM
11	own experience and knowledge is enough	2/4/2022 12:02 PM
12	own experience is enough	2/4/2022 11:29 AM
13	We do not use NIR testing to decide on when to pick our fruit, because there are too many other factors in play with the readings eg. fruit on western side has a higher reading than eastern side and is always picked after eastern side. More importantly you still have to go by shape and internal colour of fruit, You cannot solely use NIR testing does not mean you can strip pick your fruit, you still need to select pick a number of times.	1/27/2022 11:58 AM
14	Equipment broken or not available.	1/24/2022 4:51 PM
15	NA	1/22/2022 6:45 AM
16	Being and old fella know from experience how developed the fruit needs to be before picking	1/20/2022 7:15 PM
17	It's designed for eating quality and not a decesion to harvest	1/20/2022 5:40 PM
18	Our varities do not have standards with NIR guns	1/19/2022 11:00 PM
19	we do use NIR gun	1/19/2022 4:52 PM
20	We know when our mangoes are mature and ready to pick without the NIR	1/19/2022 2:35 PM
21	-	1/19/2022 12:06 PM
22	Our biggest indicators have been customer and consumer feedback, and our own shelf life tests	1/19/2022 11:39 AM

Q12 What are the current barriers preventing you from increasing your crop yield? Please describe.

Answered: 37 Skipped: 2

#	RESPONSES	DATE
1	Weather / fruit retention	2/18/2022 6:25 PM
2	Climate, varieties, fertiliser and pruning costs	2/18/2022 12:43 PM
3	Chemicals and fertiliser costs Input cost increasing without the returns Labour is okay Weather forecasting (BOM) our closest radar is Cairns. Dimbulah weather radar needed. Phone reception. One farm is 0 phone reception, no ability to contact staff. Can only do a daily report.	2/16/2022 2:10 PM
4	Abiotic stress - cold and heat.	2/15/2022 5:35 PM
5	water quality and unstable weather during flower/fruit set.	2/15/2022 5:18 PM
6	pruning	2/14/2022 4:00 PM
7	weather / climate (too much rain), unable to get skilled knowledge on-farm, getting past the leap from small to large grower, unwilling to expand farm size if compromising quality	2/14/2022 2:21 PM
8	Profit	2/14/2022 4:20 AM
9	plant nourishment, reps sell products this is how they are paid and if its all wrong they don't care its not their crop at the end of the day. An understanding of productivity vs input vs types of fertilizers would be interesting from a not selling based perspective.	2/13/2022 7:48 AM
10	Ignorance Lack of experience rather than lack of knowledge!	2/11/2022 5:44 PM
11	We have a good agronomist and good grip on the things we can control. Barriers are mainly what we cannot control, such a weather and diseases (ex: black spot in Carnarvon this year)	2/10/2022 5:30 PM
12	issues at fruit set	2/10/2022 3:29 PM
13	low fruit set.	2/10/2022 9:35 AM
14	Time. Need to improve our crop management practices	2/9/2022 7:32 PM
15	Timing to annual weather variations	2/9/2022 3:36 PM
16	Labour shortages.	2/9/2022 11:58 AM
17	Climate. More dedication from the growers I pack for.	2/9/2022 9:23 AM
18	weather and pests. FSB was really bad this year, harder to control due to available chemicals. Would be interested in a lot more beneficiaries.	2/8/2022 2:30 PM
19	weather	2/8/2022 2:06 PM
20	market price	2/4/2022 12:57 PM
21	property size, motivation	2/4/2022 12:47 PM
22	weather	2/4/2022 12:02 PM
23	I do not understand how any barriers can prevent crop yield increase on farm. Increase in the cost of fertilizers and other input cost may play a part in growers lowering the input the apply	2/1/2022 5:54 PM
24	prices decrease with increased supply	2/1/2022 4:07 PM
25	consistent + uniform flowering, irregular weather	1/31/2022 12:40 PM
26	Price at market.	1/27/2022 11:58 AM
27	Temperature	1/24/2022 4:51 PM

Australian Mangoes - Grower survey

28	Seasonal climatic effects dictating flowering percentage Labour shortages	1/22/2022 6:45 AM
29	Time and energy	1/20/2022 7:15 PM
30	Understanding the effect of temperature on trees	1/20/2022 5:40 PM
31	variety and location	1/20/2022 11:24 AM
32	None, we tend to have to much to pick vs volume sold before market is flooded.	1/19/2022 11:00 PM
33	Sunburnt, wind, pruning expertise	1/19/2022 4:52 PM
34	Expense	1/19/2022 2:35 PM
35	Climate/weather, varieties not adapted to our weather (especially KPs)	1/19/2022 12:06 PM
36	Weather	1/19/2022 11:39 AM
37	Water	1/18/2022 6:49 PM

Q13 What is your average packout rate (Class 1/Class 2 ratio)?

Answered: 37 Skipped: 2

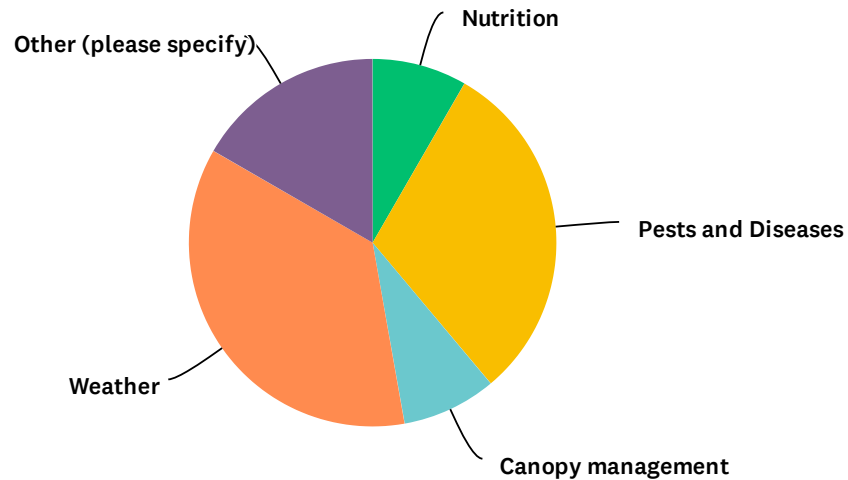
#	RESPONSES	DATE
1	55:45	2/18/2022 6:25 PM
2	depends on variety	2/18/2022 12:43 PM
3	60:40	2/16/2022 2:10 PM
4	80:20	2/15/2022 5:35 PM
5	R2E2 - Premium/Class 1 - 79% - Class 2/Juice 21% HG - Premium/Class 1 - 84% - Class 2 16%	2/15/2022 5:18 PM
6	10-12,000 trays	2/14/2022 4:00 PM
7	30:70	2/14/2022 2:21 PM
8	80/20	2/14/2022 4:20 AM
9	3-2	2/13/2022 7:48 AM
10	50% first, 30% seconds and 20% bulk third grade.	2/11/2022 5:44 PM
11	We are pretty strict with our grading. We never go above 50/50, usually 30/30/30 C1/C2/C3	2/10/2022 5:30 PM
12	60:40	2/10/2022 3:29 PM
13	80%/20%	2/10/2022 9:35 AM
14	60:40	2/10/2022 9:09 AM
15	55:30:10:5 First:2nds:bulk:waste	2/9/2022 7:32 PM
16	60/40	2/9/2022 3:36 PM
17	60/40	2/9/2022 11:58 AM
18	40/40/20 KP 60/40 R2E2	2/9/2022 9:23 AM
19	85:15	2/8/2022 2:30 PM
20	80:20	2/8/2022 2:06 PM
21	70:30	2/4/2022 12:57 PM
22	60:40	2/4/2022 12:47 PM
23	60:40	2/4/2022 12:02 PM
24	60:40	2/4/2022 11:29 AM
25	7 or 8 :1	2/1/2022 5:54 PM
26	class1 50% class2 50%	2/1/2022 4:07 PM
27	75:25	1/31/2022 12:40 PM
28	80% Class 1 20% Class 2	1/27/2022 11:58 AM
29	50:50	1/24/2022 4:51 PM
30	55/45	1/22/2022 6:45 AM
31	60/40	1/20/2022 5:40 PM
32	80% first.	1/19/2022 11:00 PM

Australian Mangoes - Grower survey

33	40/60	1/19/2022 4:52 PM
34	60/40	1/19/2022 2:35 PM
35	60% C1	1/19/2022 12:06 PM
36	In terms of average fruit quality our ratio is 1 to 3. Because we do a lot of composite grade (class 1,2,3) an average packout rate would be hard to work out	1/19/2022 11:39 AM
37	80/20	1/18/2022 6:49 PM

Q14 What are the current barriers preventing you from improving fruit quality?

Answered: 36 Skipped: 3



ANSWER CHOICES	RESPONSES	
Nutrition	8.33%	3
Irrigation	0.00%	0
Pests and Diseases	30.56%	11
Canopy management	8.33%	3
Weather	36.11%	13
Other (please specify)	16.67%	6
TOTAL		36

#	OTHER (PLEASE SPECIFY)	DATE
1	Experience staff	2/18/2022 6:25 PM
2	Lots of wind in Carnarvon marking fruit and affecting grading	2/10/2022 5:30 PM
3	All of the mentioned components. Eg this year was cold, windy and wet therefore we had increased blackspot. But also impacted by our not doing timely preventative sprays.	2/9/2022 7:32 PM
4	Weather, canopy management, irrigation, nutrition	2/9/2022 9:23 AM
5	Age of tree	1/20/2022 5:40 PM
6	Transport temperature on trucks.	1/19/2022 11:00 PM

Q15 Any other notes/comments?

Answered: 24 Skipped: 15

#	RESPONSES	DATE
1	Staffing shortages	2/18/2022 6:25 PM
2	Not enough registered chemicals	2/18/2022 12:43 PM
3	Nearly all defects from the weather. Disappointed with this year's roadshow. This year was very boring, the same stuff every year. The loopier was the most interesting information - where, what are we going to do, how to control it. Need fresh topics. Need money into export. R2E2's are ruining the domestic market, need to get them out of the market. Talk and upcoming things. Good to hear from the marketers and chemical companies Would like to hear of up-and-coming chemistry and fertiliser (why are prices are increasing). Market review. Where Brett's view and model are moving forwards in the mango industry - he should understand that there were fewer mangoes around but the returns were terrible. Competing against stonefruit and cherries.	2/16/2022 2:10 PM
4	Q14 is not well answered with one selection, for my business irrigation(water quality) and canopy management are two other areas where gains can and have been made, still more to learn.	2/15/2022 5:18 PM
5	Only 15% of crop last year, no staff to pick. Labour shortages	2/14/2022 4:00 PM
6	Packout rate is down on previous years. Huge problem with scale this year, new chemicals are expensive and not proven to entirely work. If we lose dimethoate we would be "out the door".	2/14/2022 2:21 PM
7	the work the Association dose in relation to the mango industry in collaboration with government departments and developing new practices is priceless, there is plenty of room for further development to improve crop quality and production. lets get the basics right Nutrition, spraying and correct picking before we look at automating the picking of fruit. the field day activities are priceless not just from the information displayed and presented but also the interactions between farmers and groups in the industry.	2/13/2022 7:48 AM
8	Lack of canopy management has made it difficult to manage pests and disease. Have embarked on a three year program to remedy the problem.	2/11/2022 5:44 PM
9	We appreciate the efforts of AMIA :)	2/9/2022 7:32 PM
10	Labour as a progressive issue the last 10 years or so	2/9/2022 3:36 PM
11	It would be great to see more research on new mango varieties more adapted to hot and humid climate especially with the shift happening with climate change.	2/9/2022 9:23 AM
12	FSB. It would be nice to get further training on available chemicals and application timing	2/8/2022 2:30 PM
13	14- also canopy management, weather, treatment of fruit after harvest.	2/8/2022 2:06 PM
14	need help on colour improvement	2/4/2022 12:57 PM
15	Planthopper was a big problem this year - tried all the chemicals and none of them work very well, weather	2/4/2022 12:47 PM
16	troubles with marketing, getting high prices consistently	2/4/2022 11:29 AM
17	minimum testing on R2E2 should be 15 not 13 as it currently stands. the fruit is immature and tastes terrible at 13.	2/1/2022 4:07 PM
18	The biggest quality issue was sooty mould.	1/31/2022 12:40 PM
19	Mango industry is in a slow death, due to high yielding , scientifically developed varieties that look fantastic, have a supposedly long shelf life, and no real mango flavour . AMIA needs to make sure all mango growers are profitable, because you don't really have a strong	1/27/2022 11:58 AM

Australian Mangoes - Grower survey

organisation with a handful of growers, growing tens of thousands of trees. The quality fruit also comes from the small growers, and not just the big growers with the scientific input.

20	With regards to Q14. All responses apply to fruit quality. Plus what standards you set for each class. Some fruit I've seen in chain stores were a very low standard.	1/22/2022 6:45 AM
21	NA	1/19/2022 11:00 PM
22	nothing else	1/19/2022 4:52 PM
23	For the question 14, both Weather + Pest and diseases are barriers for improving fruit quality.	1/19/2022 12:06 PM
24	no	1/19/2022 11:39 AM

Q2 Please state your town and state:

Answered: 36 Skipped: 1

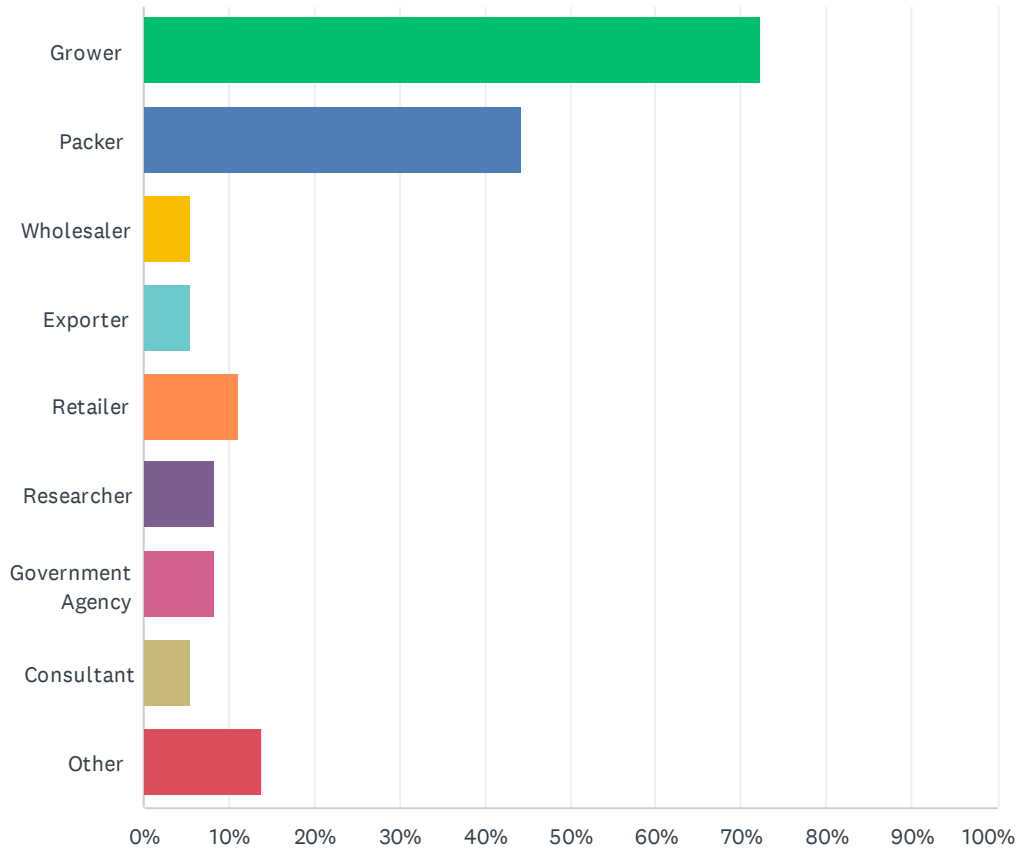
#	RESPONSES	DATE
1	Darwin, Katherine, Mataranka NT	1/24/2022 6:01 PM
2	Mareeba, Qld	1/21/2022 2:36 PM
3	Gingin, WA	1/21/2022 2:29 PM
4	Bowen, Qld	1/21/2022 2:19 PM
5	Brandon, Qld	1/21/2022 2:00 PM
6	Rockhampton, Qld	1/21/2022 1:27 PM
7	KUNUNURRA	1/20/2022 7:58 PM
8	Perth WA	1/20/2022 6:54 PM
9	Katherine NT	1/20/2022 6:11 PM
10	Berry Springs NT	1/20/2022 1:27 PM
11	Thornton, New South Wales	1/20/2022 12:37 PM
12	Darwin NT	1/20/2022 12:16 PM
13	Dandaragan, Western Australia	1/19/2022 5:47 PM
14	Ayr Queensland	1/19/2022 3:27 PM
15	Giru Qld	1/19/2022 12:22 PM
16	Narellan Vale NSW	1/19/2022 7:54 AM
17	Childers, Qld	1/18/2022 7:43 PM
18	Auckland, New Zealand	1/18/2022 5:24 PM
19	Gingin WA	1/17/2022 1:43 PM
20	Katherine NT Burdekin & tablelands, Qld	1/12/2022 7:02 AM
21	Yelgun NSW	12/23/2021 3:54 PM
22	Lambells Lagoon NT	12/22/2021 1:02 PM
23	Mareeba, Qld	12/17/2021 4:06 PM
24	Brisbane Qld	12/15/2021 8:19 AM
25	Mutchilba Qld	12/8/2021 8:09 PM
26	NT humpty doo	12/6/2021 11:00 PM
27	Qld	12/6/2021 9:00 PM
28	Humpty Doo NT	12/6/2021 6:47 PM
29	Brisbane Queensland	12/6/2021 5:42 PM
30	DIMBULAH	12/6/2021 4:36 PM
31	Bowen, QLD	12/6/2021 4:01 PM
32	Dimbulah QLD	12/6/2021 3:49 PM
33	Tolga, Queensland	12/6/2021 1:47 PM

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34	Sydney NSW	12/6/2021 1:44 PM
35	Melbourne	12/6/2021 1:15 PM
36	Mareeba, QLD	11/30/2021 3:42 PM

Q3 Please select the respondent category that applies to you from the following list (select all that apply):

Answered: 36 Skipped: 1



ANSWER CHOICES	RESPONSES	
Grower	72.22%	26
Packer	44.44%	16
Wholesaler	5.56%	2
Exporter	5.56%	2
Retailer	11.11%	4
Researcher	8.33%	3
Government Agency	8.33%	3
Consultant	5.56%	2
Other	13.89%	5
Total Respondents: 36		

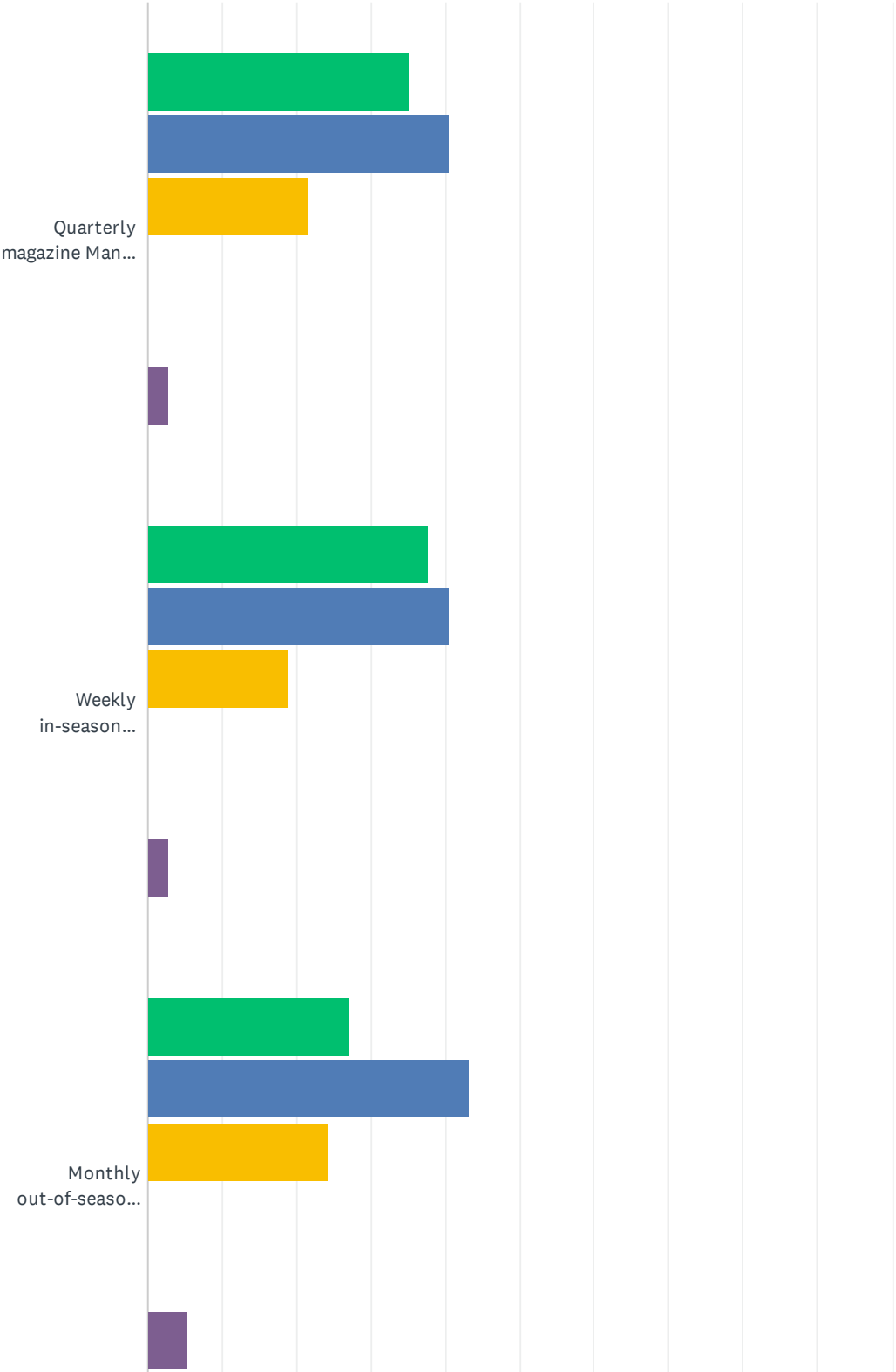
#	OTHER (PLEASE SPECIFY):	DATE
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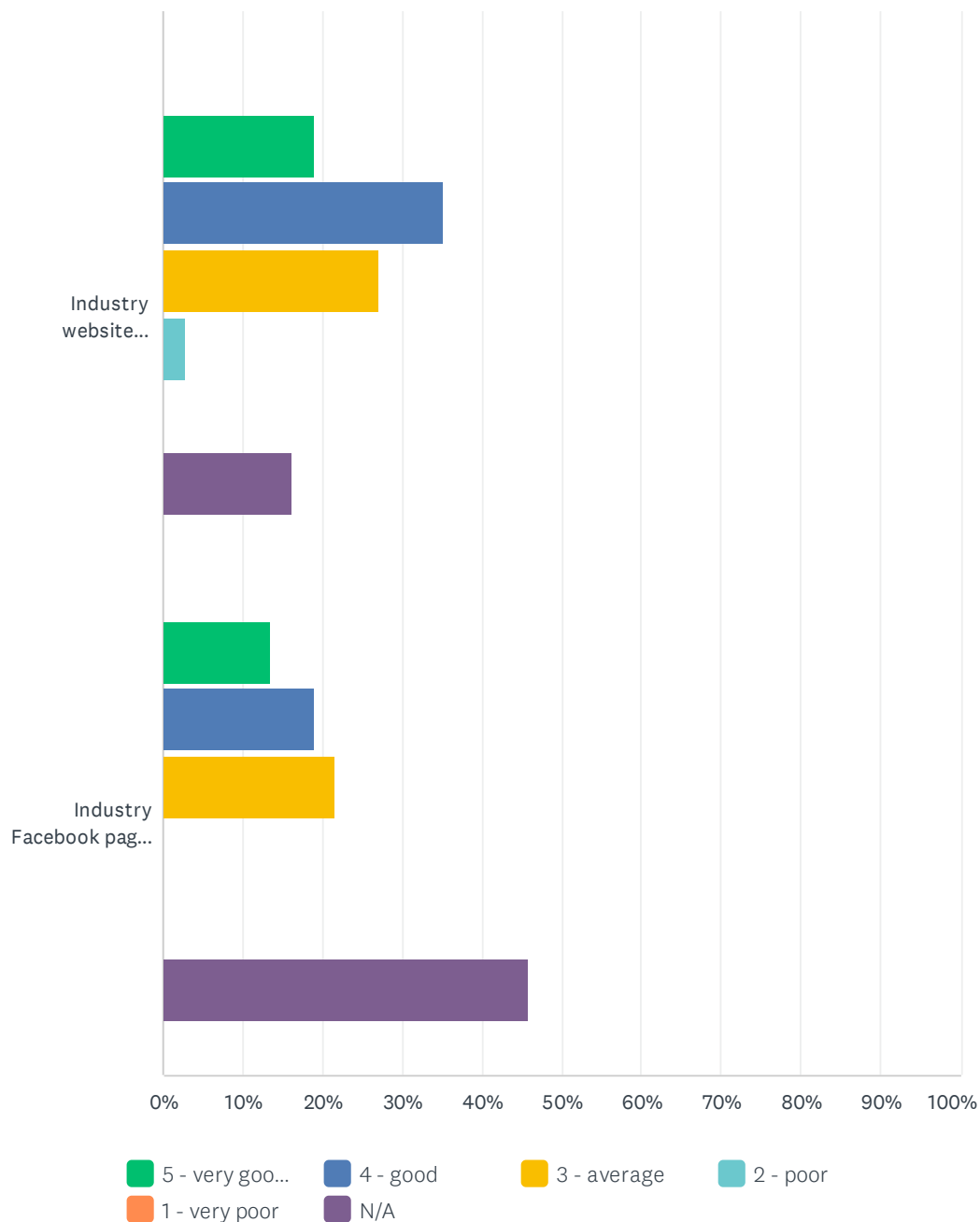
1	Board Member	1/20/2022 7:58 PM
2	Hort Innovation - investor, Regional Extension Manager	1/20/2022 6:54 PM
3	Writer/Reporter	1/20/2022 12:37 PM
4	Supermarket (Countdown)	1/18/2022 5:24 PM
5	Marketer	1/12/2022 7:02 AM
6	Industry Association (this is always left off)	12/6/2021 6:47 PM
7	Extension officer	11/30/2021 3:42 PM

Q4 In your opinion, how would you rate the following AMIA communication resources, from 5 to 1, with 5 being very good and 1 being very poor (select one option; select N/A if you don't use the relevant resource):

Answered: 37 Skipped: 0



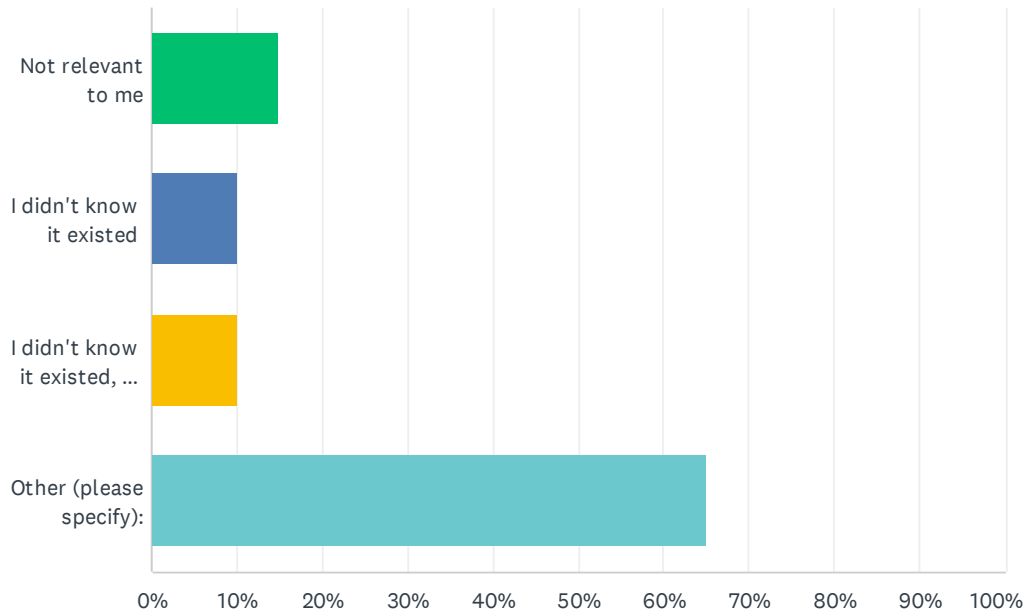
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	5 - VERY GOOD	4 - GOOD	3 - AVERAGE	2 - POOR	1 - VERY POOR	N/A	TOTAL	WEIGHTED AVERAGE
Quarterly magazine Mango Matters	35.14% 13	40.54% 15	21.62% 8	0.00% 0	0.00% 0	2.70% 1	37	4.14
Weekly in-season newsletter My Mango (August-March)	37.84% 14	40.54% 15	18.92% 7	0.00% 0	0.00% 0	2.70% 1	37	4.19
Monthly out-of-season newsletter The Slice (April-July)	27.03% 10	43.24% 16	24.32% 9	0.00% 0	0.00% 0	5.41% 2	37	4.03
Industry website www.industry.mangoes.net.au	18.92% 7	35.14% 13	27.03% 10	2.70% 1	0.00% 0	16.22% 6	37	3.84
Industry Facebook page @australianmangoes	13.51% 5	18.92% 7	21.62% 8	0.00% 0	0.00% 0	45.95% 17	37	3.85

Q5 If you selected N/A for any of the above options, because you don't use this resource, can you select the main reason why you don't receive or use this/these resource/s, by selecting one of the following options (select one option):

Answered: 20 Skipped: 17



ANSWER CHOICES	RESPONSES	
Not relevant to me	15.00%	3
I didn't know it existed	10.00%	2
I didn't know it existed, but I will probably check it out in future	10.00%	2
Other (please specify):	65.00%	13
TOTAL		20

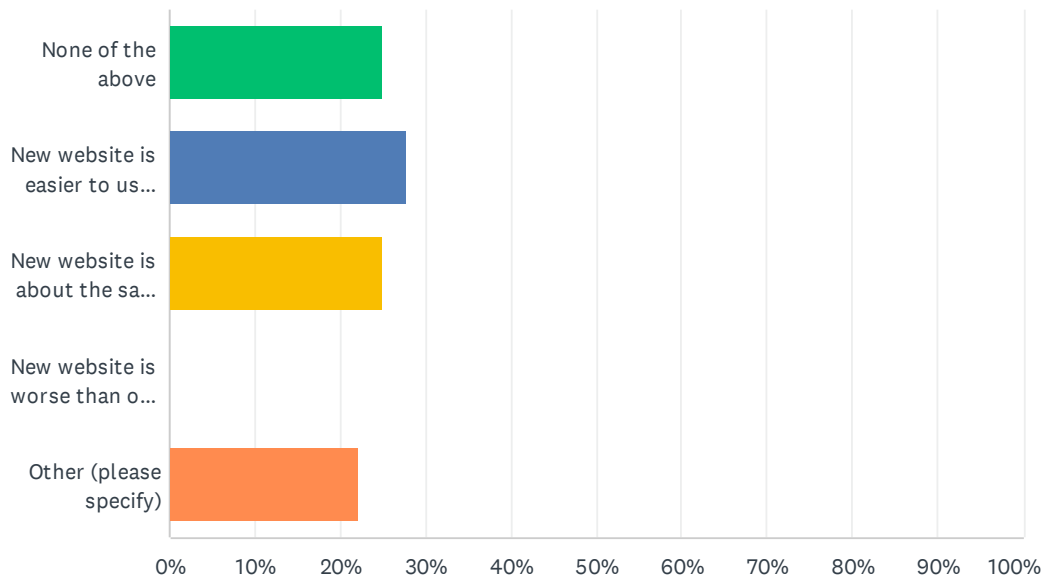
#	OTHER (PLEASE SPECIFY):	DATE
1	does not have Facebook	1/21/2022 2:19 PM
2	does not have Facebook	1/21/2022 1:27 PM
3	Have just connected to it so haven't formed opinion. On first glance it looks good. :)	1/20/2022 6:54 PM
4	I don't personally use FB	1/19/2022 12:22 PM
5	Don't have Facebook	1/18/2022 7:43 PM
6	I don't use social media	1/17/2022 1:43 PM
7	I did not select na	1/12/2022 7:02 AM
8	Don't use social media at all	12/23/2021 3:54 PM

AMIA Communication and Best Practice Programs Survey 2021

9	Facebook: mainly promotions, would like to see more biosecurity, industry updates, promotions not relevant to me	12/22/2021 1:02 PM
10	Facebook is entertainment only	12/15/2021 8:19 AM
11	I don't do Facebook	12/6/2021 9:00 PM
12	have not used either	12/6/2021 4:01 PM
13	I don't generally focus on the topics contained within as a wholesaler to the retailer	12/6/2021 1:44 PM

Q6 How do you find the new website, compared to the old website, in terms of easily finding information, particularly resources in the resource section (select one option; select none of the above if you haven't used both the old and new website):

Answered: 36 Skipped: 1



ANSWER CHOICES	RESPONSES	
None of the above	25.00%	9
New website is easier to use than old website	27.78%	10
New website is about the same as the old website	25.00%	9
New website is worse than old website	0.00%	0
Other (please specify)	22.22%	8
TOTAL		36

#	OTHER (PLEASE SPECIFY)	DATE
1	Have not used it much yet	1/21/2022 2:19 PM
2	Have not used it much yet - he is very excited	1/21/2022 1:27 PM
3	Didn't see the old website	1/20/2022 6:54 PM
4	I wasn't familiar with the old website	1/19/2022 12:22 PM
5	I did not know the website was updated and I do not use the website often. I also have poor internet connectivity at my property.	1/17/2022 1:43 PM
6	Can't remember	1/12/2022 7:02 AM
7	The new website is still under construction so hard to be too judgy. It has does seem to lack an obvious structure and hard to find topics via a logical pathway to specific areas, eg.	12/17/2021 4:06 PM

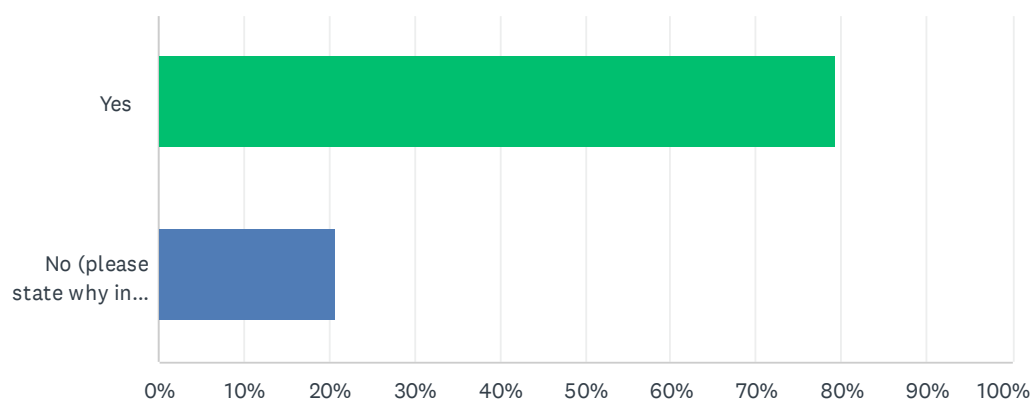
AMIA Communication and Best Practice Programs Survey 2021

diseaase etc.

8	As yet have not used, too busy with harvest	12/8/2021 8:09 PM
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Q7 Overall, do you feel that the communication program has achieved the objective of maintaining and improving communication to all sectors of the Australian Mango Industry and the outcomes of: · Communicating with all Australian Mango Industry Stakeholders. · Increased R&D and extension capacity and resources supporting industry development. · Increased awareness of Hort Innovation's R&D investments and related programs by Australian mango growers. · Increased knowledge through providing information to the mango industry value chain on research findings, best practice, emerging risks, and opportunities. · Increased adoption of R&D program outcomes to build a stronger, more resilient Australian Mango Industry through providing information to industry that were also transferred through other extension strategies in MG1700 (best practice program). · Increased understanding of the levy system.

Answered: 34 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	79.41%	27
No (please state why in box below):	20.59%	7
TOTAL		34

#	COMMENT BOX (IF YOU ANSWERED NO TO ABOVE QUESTION).	DATE
1	But, the overall direction of the AMIA needs to be better communicated.	1/21/2022 2:19 PM
2	In some communication we have we are not getting the right results. Communication needs to be more targeted, such as targeting specific regions. eg. Bowen/Burdekin needs a more targeted marketed campaign to promote the area and remove the stigma of the region. Communication between growers and the major changes needs improvement. Communication was extremely poor this year, and if this year was repeated many growers would leave the industry. Very negative pricing, especially R2E2. Communication between growers and AMIA needs to be better. Growers are ready for "fixing the front end of the business". Big issues -	1/21/2022 2:00 PM

AMIA Communication and Best Practice Programs Survey 2021

cannot get any more money out of the exporters on the market floor. Would love to do orders. More and cleverer marketing strategies. Get away from the predatory strategies from retailers. Happy for further discussions to be made with Brett to talk about the above.

3	Not familiar with the program to provide a Yes/No response	1/20/2022 6:54 PM
4	It would be useful to have more on-farm visits to communicate directly with the growers that cannot attend events.	1/20/2022 1:27 PM
5	N/A - Not being a working member of the industry, and privy to all policies and outcomes, it is hard for me to comment on this completely. However, being a member of the media, I can confirm that every attempt to seek comment, quotes and information from the AMIA has always been successful, efficient and seamless. In that regard, I would say without a doubt that the outcome had been met.	1/20/2022 12:37 PM
6	Multiple times through the season the forecast has said one thing but has been the complete opposite and has made it harder for us with growers. We say one thing but it is completely different and incorrect	1/19/2022 7:54 AM
7	Communication is very good considering the resources.	1/17/2022 1:43 PM
8	Communication is good generally speaking but would like to see a Facebook page more industry focused. Mango Matters printed is good to have a hard copy. My Mango weekly newsletter has the relevant updates that Facebook doesn't have.	12/22/2021 1:02 PM
9	There has been a decline in activity and collaborator of delivery agents	12/15/2021 8:19 AM
10	At this point I'm unsure, I do think the new structure and direction of AMIA is an improvement to the past	12/8/2021 8:09 PM
11	Previously we had more interaction with AMIA than what we have had in the 2021/22 season, perhaps impacts of covid have limited the opportunities to engage but overall engagement from a technical lens has been reduced.	12/6/2021 5:42 PM
12	Not all of the communication is correct, eg: weekly in-season newsletter tells you that Darwin is finished where as we hear that they are still sending fruit to market. Can't rely on the information is correct. Australian Mango Industry does not talk to the real industry stakeholders, go and talk to the agents in the markets and exporters, the truth is the Calypso mango has killed the domestic market and is in the process of destroying the international market also. There is no future in the Australian mango industry. The quality standards are very poor.	12/6/2021 4:36 PM
13	communication and information is there for those that want to take the time to read it.	12/6/2021 4:01 PM
14	The weekly My Mango has a plethora of information, including for me the key pieces of information from the Australian Mangoes Field officers, who compile the crop forecast and growing region updates, to any marketing OOH that is relevant for me to share with our team and retailers around driving Mango sales.	12/6/2021 1:44 PM

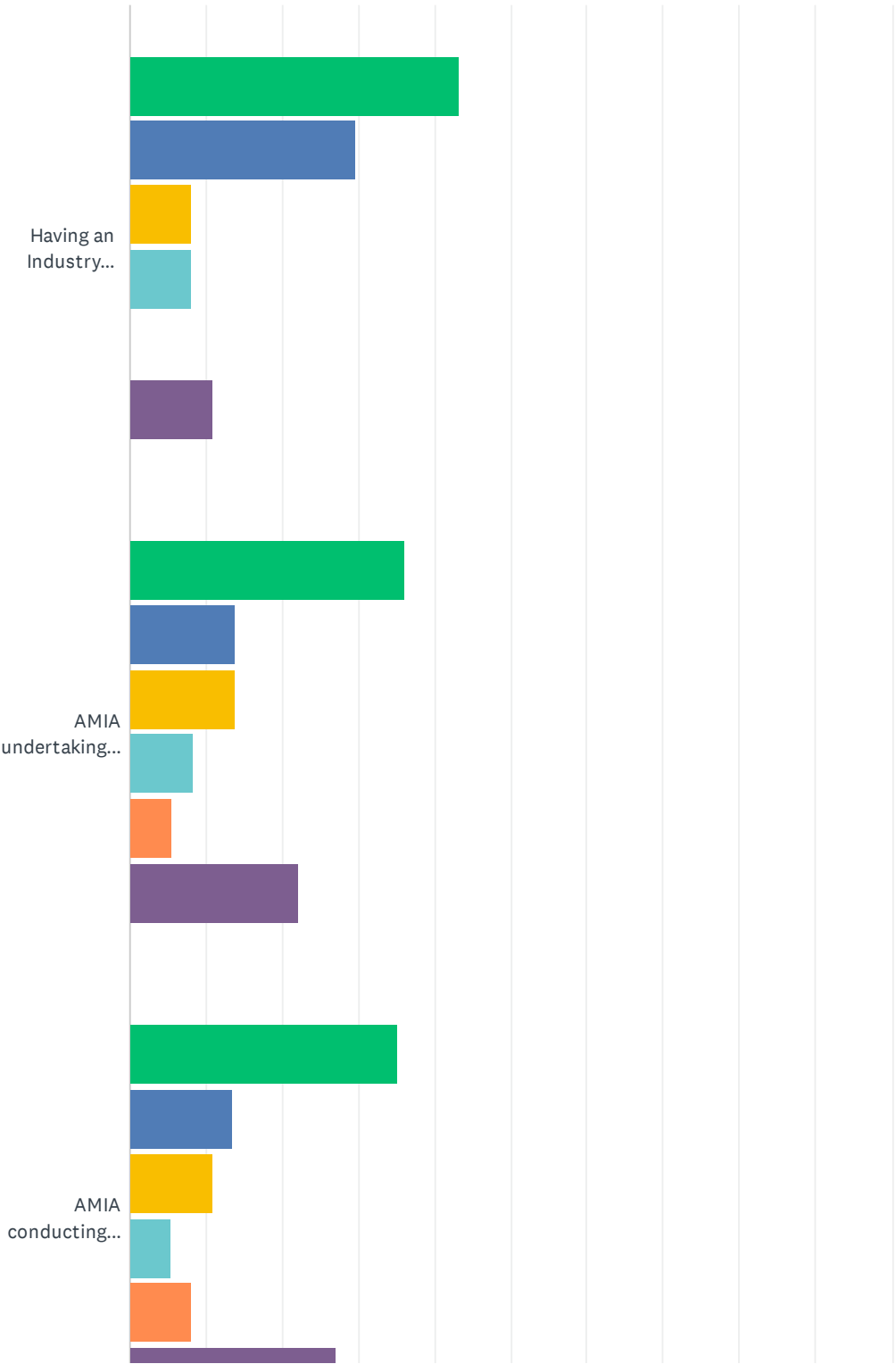
Q8 Please comment here if you would like to provide any further feedback on any aspect of the Communication Program, such as what we're doing well, what could be improved, content you would like to see included (please detail which communication resource you are referring to if applicable) etc.:

Answered: 10 Skipped: 27

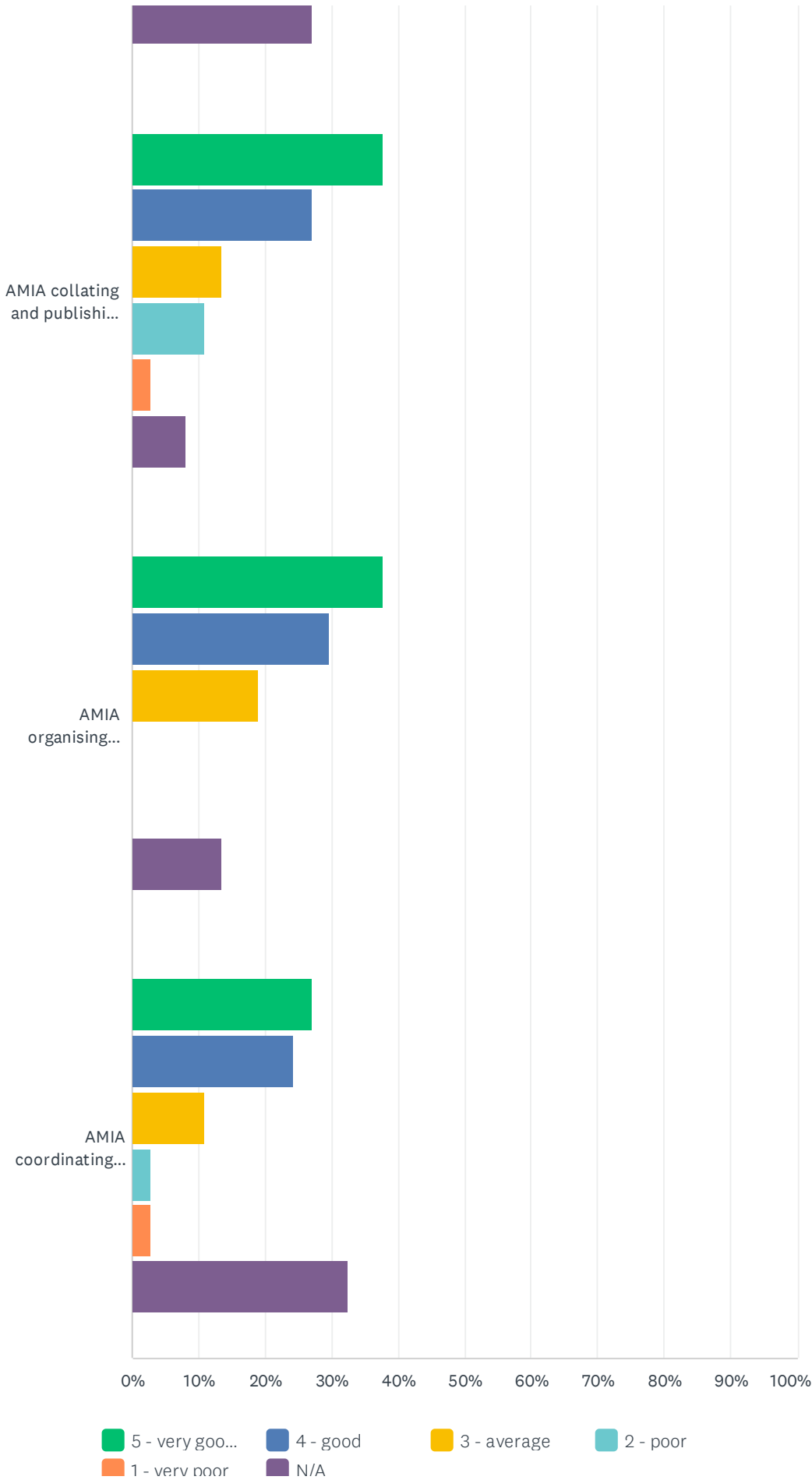
#	RESPONSES	DATE
1	Minutes of board meetings should be published - seems to be a bit of distrust towards the AMIA board. (Example: re-doing the NIR testing standard.) Greater transparency.	1/21/2022 2:19 PM
2	Pretty much covers everything that I can think of, very happy with the content.	1/21/2022 1:27 PM
3	I would like to see more focus on profitability, rather than just prices. It would be good to have more on-farm exercises and events in rural area rather than in the CBD (for Darwin).	1/20/2022 1:27 PM
4	I regularly use the My Mango newsletter for the "Crop Flow Forecasts" and production comments on the different growing regions as the base for my articles (4-6 times throughout the season). The information is clearly presented, and easily quotable. I like how they include weather and other impacts on production. The charts and tables are well presented and I am able to clearly see production data for me to understand the weekly trends. Other industries should follow the lead from AMIA and make such information publicly available to public/media. Maybe a suggestion for an addition would be a weekly column from the CEO, either addressing impacts/boosts to production/supply chain or giving other news on innovations and developments in the industry. In addition, the Mango Matters magazine is a good source of information and often provides leads to good follow-up articles from the articles and advertisements. Overall, the communication from the AMIA receives an A+ from my perspective.	1/20/2022 12:37 PM
5	I would like to see more news on some of the newer varieties and more news on orchard styles and benefits	1/20/2022 12:16 PM
6	Because of COVID, a bit more resources to help growers, medium and smaller size, with better knowledge of what to do.. packshed, ever changing gov requirement,...etc	1/19/2022 5:47 PM
7	Roadshow are pretty effective and a good way to communicate updates. Having different innovative topics outside of the classic "growing mangoes" topics would help to have more interest and more attendees (ex: this year at the Gingin Roadshow we are having a person from Safe Farms WA presenting on how to manage safety at your property. I think this will attract more growers' interest). Growers might think they already know everything else about growing mangoes and that R&D doesn't change that much.	1/17/2022 1:43 PM
8	I think we may need a new event to engage mango growers in each of the main regions. eg. Facilitated industry workshops or forums where participants are engaged to provide feedback, advice and experience on mango industry advancement and needs. The Roadshows as they stand, provide project updates, but are not very interactive or well attended lately. Perhaps you could just adapt the Roadshows to be a combined presentation and workshop format.	12/17/2021 4:06 PM
9	written material is relevant to me, its my preferred method of communication. would like to see more focus on matters relating to best practice ie; NIR technology and its use as a tool in decision making for harvest	12/6/2021 4:01 PM
10	I would like to see more wholesalers understand the importance of Dry Matter promotion and recording that can be communicated with confidence to their customers. The Market price guide is usually a week old so not any relevance, if that could be more on the current week.	12/6/2021 1:44 PM

Q9 Regarding the Best Practice Program, how you would rate the activities below based on the value they brought to your business on a scale from 5 (very good) to 1 (very poor) (select one option; select N/A if you don't use the relevant resource):

Answered: 37 Skipped: 0



AMIA Communication and Best Practice Programs Survey 2021



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Very poor

	5 - VERY GOOD	4 - GOOD	3 - AVERAGE	2 - POOR	1 - VERY POOR	N/A	TOTAL	WEIGHTED AVERAGE
Having an Industry Development Manager and two regionally based Industry Development Officers	43.24% 16	29.73% 11	8.11% 3	8.11% 3	0.00% 0	10.81% 4	37	4.21
AMIA undertaking field maturity testing using NIR technology (Felix machines) in the lead up to harvest	36.11% 13	13.89% 5	13.89% 5	8.33% 3	5.56% 2	22.22% 8	36	3.86
AMIA conducting calibration of Felix NIR machines	35.14% 13	13.51% 5	10.81% 4	5.41% 2	8.11% 3	27.03% 10	37	3.85
AMIA collating and publishing crop forecast and weekly crop flow reports	37.84% 14	27.03% 10	13.51% 5	10.81% 4	2.70% 1	8.11% 3	37	3.94
AMIA organising pre-season roadshows (COVID-dependent)	37.84% 14	29.73% 11	18.92% 7	0.00% 0	0.00% 0	13.51% 5	37	4.22
AMIA coordinating export registration for protocol markets	27.03% 10	24.32% 9	10.81% 4	2.70% 1	2.70% 1	32.43% 12	37	4.04

Q10 Please comment here if you would like to provide any further feedback on any aspect of the Best Practice Program, such as what we're doing well, or what could be improved (please detail what you are referring to if applicable) etc.:

Answered: 16 Skipped: 21

#	RESPONSES	DATE
1	The roadshows are the greatest tool, would prefer the attendance of Brett next time.	1/21/2022 2:36 PM
2	Review of the NIR % standards. Pre-season roadshows are only good if Brett is there in person for better feedback and conversation.	1/21/2022 2:19 PM
3	Interested in growers buying their own NIR guns and getting a good bulk deal. Calibration is important, but not Review of the crop forecast and crop flow reports - would like to talk with Brett. Are retailers looking at this to negotiate lower prices for growers? Go to retailers, tie crop forecasting in with sustainable farming? Growers need to know they will get at least \$X per tray. Sustainable farming is very trendy right now - promotion (individual contracts, remove predatory purchasing, minimum tray prices). Qld do not get the same prices as the NT - greater pricing balance required. Post-season review every season.	1/21/2022 2:00 PM
4	Very happy with the contact provided by the IDO, no need for extra visits to the SEQ region.	1/21/2022 1:27 PM
5	Look forward to becoming more familiar with the mango industry activities in the West.	1/20/2022 6:54 PM
6	I would like to see a best practice booklet/manual published to be distributed to growers.	1/20/2022 1:27 PM
7	N/A	1/20/2022 12:37 PM
8	Just like what you have produced with putting the video of new pruning, high-density planting... can you do some for best Practice Program.	1/19/2022 5:47 PM
9	Please ignore these suggestions if they are outside of the AMIA scope. There appears to be some changes in regards to the following issues that could have a significant effect on the cost of mango production. GFS1 requirements for post harvest treatments in recirculating water systems. Piece rate employment requirements Labour availability with current visa changes	1/19/2022 12:22 PM
10	We still had so many suppliers send in mangoes with poor maturity. It's great that we are testing leading up to the season but if that is all we are doing "testing" and not holding to account I is hard to change it	1/19/2022 7:54 AM
11	It would be great to have more information on nutrition, especially in WA. The soil can vary a lot and having a targeted approach to nutrition would help individual growers to manage their orchards accordingly. Maybe a topic of interest for next roadshow/workshop	1/17/2022 1:43 PM
12	Needs to support and provide better value for growers who are already taking initiative in the basic areas. To some extent, oversupporting unmotivated growers and doing their job for them.	1/12/2022 7:02 AM
13	More field days or farm visits to innovative farms, packhouses etc.	12/17/2021 4:06 PM
14	Tests need to be conducted on the NIR gun to show its degree of accuracy on mango maturity. To have confidence growers that growers using the gun as a indicator to harvest are harvesting at the correct timing, and not using the guns readings as a reasoning to harvest earlier.	12/8/2021 8:09 PM
15	Incidence of mango related biosecurity issues, predominantly Qld fruit fly issues in SA and TAS have been causing disruption in supply over recent years where fumigation does not seem to be effective. It would great to understand more from AMIA whether there are any initiatives to improve this issue going forward.	12/6/2021 5:42 PM
16	Everything can be improved the AMIA is doing nothing for the KP grower it is all for the	12/6/2021 4:36 PM

AMIA Communication and Best Practice Programs Survey 2021

Calypso & Honey Gold growers. The mango industry is in a very bad way, the industry needs to educate the consumer on the different varieties. This NIR technology has done nothing but reduce the quality of mangoes on the market.

Appendix five – Communication Strategy – MG17004 – National Mango Industry Communication Program

Reviewed January 2022

Background

This document outlines the communication strategy for the National Mango Industry Communication Program. It details how the program will achieve the intended outcome of communicating with all mango industry stakeholders.

Objectives/Outcomes

Intended outcomes of this project include:

- Increased awareness of Hort Innovation's R&D investments and related programs by Australian mango growers.
- Increased knowledge through providing information to the mango industry value chain on research findings, best practices, emerging risks and opportunities.
- Increased adoption of R&D program outcomes to build a stronger, more resilient Australian mango industry through providing information to industry that will also be transferred through other extension strategies in MG17000—Building best management practice capacity for the Australian mango industry.
- Increased understanding of the levy system.

This project will be contributing to the achievement of the Mango SIP Outcome 3—Increased R&D and extension capacity and resources supporting industry development.

Audience

Please see attachment Stakeholder Engagement Plan (attached as separate appendix).

Communication outputs (information products)

Communication outputs include:

- A quarterly magazine style publication, which focuses on both technical and industry content and approximately 20-30 pages in length. Currently this publication has an estimated circulation of approximately 1,500 industry stakeholders. This publication will be primarily distributed electronically and in hard copy to AMIA members and advertisers. It is also available from the industry website: industry.mangoes.net.au.
- A weekly e-newsletter (My Mango) is distributed on a Tuesday afternoon during the season (August to March). It provides timely information on industry updates including; regional reports, research, and development (R&D) news, chemical permits, and the mango industry's marketing and PR programs. It also outlines opportunities for events, workshops, courses, and scholarships. Currently this publication is distributed to approximately 1,200 industry stakeholders. It is also available from the industry website: industry.mangoes.net.au.
- A monthly e-newsletter (The Slice) will be distributed mid-month during the off-season (April to July). It will provide similar information to the in-season newsletter. This publication goes to the same mailing list as the in-season newsletter.
- The website will be regularly updated with relevant resources and maintained.
- Other activity will include assistance with media enquiries (both consumer and industry), regular media monitoring, ad hoc communication as necessary, attendance at meetings as necessary, review of this communication strategy each year and associated documents (e.g., M&E Plan,

Stakeholder Engagement Plan and Risk Management Plan), regular milestone reports (as required) and assistance with other projects where required.

- An industry Facebook page extends communication to the industry. A monthly content plan is created and approved by the project team each month.

Stakeholder engagement plan

Attached as separate appendix.

Project risk management plan

Attached as separate appendix.

Monitoring and evaluation

Attached as separate appendix.

[Appendix six](#) - Risk Management Plan – MG17004 – National Mango Industry Communication Program

Reviewed January 2022

The risk What could happen?	Potential causes/sources What could happen? What would cause it?	Potential impacts How would the risk impact on delivery of project?	Controls What controls are in place, or will be in place, to manage the risk	Likelihood with controls in place From Risk Likelihood Scale	Consequence with controls in place From Risk Consequence Scale	Treated risk assessment From Risk Assessment Matrix	Risk evaluation Could you defend this level of risk is acceptable? Yes/No	Responsible person Who is the person/s responsible for monitoring and managing the risk?
Loss of key project personnel	Resignation, illness or leave	Loss of key knowledge and experience, fill in required by other key staff	Project team trained in multiple skills; Weekly project team meetings to share information on progress; Central storage of project data/information; Sub-contractors trained if assistance needed	Unlikely	Insignificant	Low	Yes	CM/IDM
Low distribution rate	Contact details in our database not up-to-date	Reduced reach and impact of the project	Database is constantly being updated and new contacts added promptly	Unlikely	Insignificant	Low	Yes	CM/IDOs

Loss of key stakeholders' contact details	Technical issues with our database	Reduced project reach and impact	AMIA Database backups are taken hourly for 24 hours, daily for 7 days, weekly for 4 weeks and monthly for 12 months.	Unlikely	Insignificant	Low	Yes	Sub-contractors
Loss of credibility	Inaccurate or misleading information is communicated	Reduced project impact	Content for newsletters and publication is reviewed by project team; subject matter experts are required to review content if needed. Mistakes are fixed.	Unlikely	Insignificant	Low	Yes	CM/IDM/IDOs
Loss of trust	Breach of confidentiality	Reduced project impact	Grower's data get collated and published at a regional level; Project team briefed on confidential and sensitive information	Unlikely	Insignificant	Low	Yes	Project team

[Appendix seven](#) - Stakeholder Engagement Plan – MG17004 – National Mango Industry Communication Program

Reviewed January 2022

WHO	Stakeholder	Growers/Packers/ Processors	Retailers	Wholesalers / Market agents	Exporters / Importers	Suppliers / Transporters	Contributors e.g. Researchers, Government, Industry organisations, regional associations, consultants, Hort Innovation etc.	Industry media	End customer (consumers)
WHY	Why engage with this group?	Key audience and to achieve outcomes of project i.e. increased awareness of R&D, knowledge transfer, increased understanding.	To inform and keep retailers engaged in the industry	To inform and keep wholesalers engaged in the industry	Growth of export markets is key to building a stronger, more resilient mango industry	Suppliers / transporters have appropriate expertise and can offer relevant information to other stakeholders	Rely on contributors to provide R&D project updates/relevant information to other stakeholders	Providing information to media assists with extending key messages to mango industry stakeholders and larger awareness and promotion of industry	Though not a direct stakeholder; the end customer/ consumer is vital to the industry's sustainability and profitability. Consumer communication is run separately through Hort Innovation's mango marketing team, supported by industry team.

HOW	What is the level of engagement?	Inform, Consult, Involve, Collaborate, Empower	Inform, Consult, Collaborate, Empower	Inform, Consult, Collaborate, Empower	Inform, Consult, Collaborate, Empower	Consult, Involve, Collaborate	Consult, Involve, Collaborate	Inform	Inform, Consult, Empower
	Proposed method of engagement	Newsletters Magazines Electronic and social media At meetings, events, or via phone, email or on-farm visits	Newsletters Magazines Electronic and social media At meetings, events, or via phone, email	Newsletters Magazines Electronic and social media At meetings, events, or via phone, email	Newsletters Magazines Electronic and social media At meetings, events, or via phone, email	Engage through direct emails/phone calls or at meetings and events	Engage through direct emails/phone calls or at meetings and events	Media releases Newsletters Magazines Electronic and social media At meetings, events, or via phone, email	Consumers may inadvertently be targeted through industry media requests and industry social media/online presence. Any consumer enquiries are addressed to ensure consumer confidence
	Timing of engagement	Throughout project	Throughout project	Throughout project	Throughout project	Throughout project	Throughout project	Throughout project	Throughout project
	Resources required	Communication materials / methods Office supplies and personnel	Communication materials / methods Office supplies and personnel	Communication materials / methods Office supplies and personnel	Communication materials / methods Office supplies and personnel	Office supplies and personnel	Office supplies and personnel	Communication materials / methods Office supplies and personnel	Office supplies and personnel
	Responsibility	Whole project team but primarily CM	Whole project team but primarily CM in conjunction	Whole project team but primarily CM	Whole project team in particular CEO, IDM, IDOs in	Whole project team	Whole project team	Whole project team but co-ordinated through CM	Whole project team

			with Marketing Manager who holds key relationship with retailers		conjunction with Marketing Manager who holds key relationship with export markets				
	Key messages to communicate	See below	See below	See below	See below	See below	See below	See below	See below
SPECIAL CONSIDERATIONS	Risk management issues, engagement barriers, audience characteristics	Some of these stakeholders have a primary language other than English. Appropriate resources should be developed where possible. E.g. Translated materials. Different learning methods should also be considered. E.g. Social media, videos produced alongside written materials	Nil	Nil	Cultural barriers, languages other than English. Appropriate resources should be considered where possible E.g. Translated materials, but these will be developed as part of separate projects	Nil	Nil	Need to be mindful of responding to any requests on speaking to issues within industry; appropriate key messages should be developed depending on scenario. This is in addition to general key messages	Not direct stakeholder. Interactions with consumers/ consumer media to be considered alongside Hort Innovation's mango marketing team

Key messages

Key messages will vary depending on what is being communicated to each key audience at different times. Some sample key messages have been provided for each audience. These messages may vary.

Growers/Packers/ Processors	• Australian Mangoes are here to support and assist you. • Growers, packers and processors are at the core of the Australian Mango Industry. • The sustainability of the Australian Mango Industry is important to Australian Mangoes.
Retailers	• Australian Mangoes are here to support and assist you. • Retailers play an integral role in the success of the Australian Mango Industry.
Wholesalers / Market agents	• Australian Mangoes are here to support and assist you. • Wholesalers/Market agents play an integral role in the success of the Australian Mango Industry.
Exporters / Importers	• Australian Mangoes are here to support and assist you. • Australian Mangoes offer a premium eating experience with that classic Australian mango taste. • Australian Mangoes are of high quality, are beautiful to look at, and are safe, delicious, and nutritious to eat. • We value all of our overseas market destinations and it is important to see growth in the demand and the volume being exported.
Suppliers / Transporters	• Australian Mangoes are here to support and assist you. • Suppliers/Transporters play an integral role in the success of the Australian Mango Industry.
Contributors e.g. Researchers, Government, Industry organisations, regional associations,	• Australian Mangoes are here to work with you on research and development (or other) projects. • Australian Mangoes welcome submissions (or presentations at events) on relevant project updates to share with our industry.

consultants, Hort Innovation etc.	
Industry media	<i>Direct to media when receiving enquiries or organising industry media opportunities</i> - Australian Mangoes are here to assist you with any media enquiries you may have. <i>For messaging in industry media releases</i> - Quality has been exceptional, with flavour tests returning excellent results across all the varieties in all growing regions. - Australian mangoes offer a premium eating experience with that classic Australian mango taste.
End customer (consumers)	<i>Messages developed in conjunction with Hort Innovation consumer PR team for 2021/22 season (below)</i> General Key Messages - Mangoes are Australia's iconic summer fruit, the undisputed king of fruits. - Mangoes signify summer's arrival for all Australians to indulge in sweet, tasty, and juicy mangoes from October through to March. - Mangoes are a rich indulgence to be enjoyed with family and friends, at the beach, on holiday and throughout the whole mango season. - Mangoes are produced by Australian growers, who deliver the best quality of mangoes, with varieties such as, Calypso® and R2E2, Kensington Pride, Honey Gold, Keitt, Palmer and Kent Key Messages for December 1 activity - As Aussie Mangoes celebrate the first day of summer, Australians are reminded of beach days, juicy mango chins and favourite holiday escapes. - Three lucky Australians will have the chance to win the ultimate Summer Starter Kit and a summer supply of juicy Aussie Mangoes.

- | | |
|--|---|
| | <ul style="list-style-type: none">• With around 8 million mango trays expected to hit Australian shelves this season, Mango lovers can indulge in the taste of sunshine with a range of varieties to enjoy amongst family and friend celebrations and lazy beach days across the country• Australian lifesaver Trent Maxwell has partnered with Aussie Mangoes to help celebrate the Aussie summer season and the memories that are evoked with the iconic fruit at the beach with friends and family.• Juicy Australian Mangoes are a sweet, guilt-free indulgence ready to be enjoyed on our Australian beaches this summer. Aussies should get in quick to their local supermarket or local grocer to get their taste of sunshine with delicious in-season Australian Mangoes. |
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