

# *PestFacts south-eastern subscriber survey 2015*



## **Confidential Report**

February 8, 2016

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## Version control

Date	Version	Description	Author	Reviewed By
17/12/2015	1.0	Report_Draft	NF	DB
15/01/2016	1.1	Report_Draft	GM	DB
02/02/2016	1.2	Report_Final	AG	PU

## Abbreviations

Abbreviations	Description
GRDC	Grains Research and Development Corporation
NIPI	National Invertebrate Pest Initiative
NPIS	National Pest Information Service
SARDI	South Australian Research and Development Institute

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## Executive Summary

*PestFacts south-eastern* is an interactive information service designed to keep growers and advisers from New South Wales and Victoria informed about invertebrate issues. Throughout the winter growing season, growers, agronomists and industry specialists provide **cesar** with reports and field observations of invertebrate pest and beneficial occurrences in broad-acre crops and pastures across New South Wales and Victoria. This information is used to produce the *PestFacts south-eastern* newsletter, which has been freely disseminated to subscribers since 2006.

*PestFax* map is a tool used in conjunction with *PestFacts south-eastern* that allows viewers to see the location of invertebrate crop pests that have been reported through since 2006.

In December 2015, a survey was undertaken to gauge how *PestFacts south-eastern* and *PestFax* map are perceived and utilised, with the aim of improving these services for subscribers. The survey was administered online and consisted of both quantitative and qualitative questions. 194 (~14% of total) subscribers responded to the online survey and 166 (~12% of total) of these were fully completed. The majority of respondents were advisers and growers, mostly from New South Wales and Victoria.

The vast majority of respondents reported that the information contained in *PestFacts south-eastern* is timely, relevant and extremely accurate. It was viewed that *PestFacts south-eastern* routinely assists the pest management practices of most respondents, that the frequency of delivery and the amount of information is appropriate, and that it covers the major pest issues that are relevant to respondents.

*PestFax* map was reported as being less important to subscribers, with the majority of respondents never having used it. *PestFax* map was deemed a good facility by those who had used it.

Respondents provided several suggestions on how to increase field reports and improve field intelligence for *PestFacts south-eastern*. A reporting app. was a common request by respondents, as was the encouragement of engagement/ publicising of the service through all avenues, including social media such as twitter.

Respondents also provided suggestions on how *PestFacts south-eastern* could be improved for subscribers. Common suggestions were the inclusion of pest predictions, increased advice on chemical control options for pests, extending the service to include pastures, and extending the regional coverage of the service.



## Introduction

The *PestFacts south-eastern* newsletter began in 2006, and has continued to increase in popularity. In 2015 approximately 1,300 subscribers received the newsletter, along with many 'indirect' readers that receive the newsletter via their colleagues and/or workplace. *PestFacts south-eastern* is produced by **cesar** and was originally supported by GRDC's National Invertebrate Pest Initiative (NIPI) but is now under the umbrella of NPIS.

*PestFacts south-eastern* is an interactive information service designed to keep growers and advisers informed about invertebrate issues. Throughout the winter growing season, growers, agronomists and industry specialists provide **cesar** with reports and field observations of invertebrate pest and beneficial occurrences in broad-acre crops and pastures across Victoria and New South Wales. This information is used to produce a pest awareness and advisory service within the *PestFacts south-eastern* newsletter. This has been freely disseminated to subscribers since 2006.

*PestFacts south-eastern* newsletter is produced on an 'as-needs' basis in response to pest issues and field reports. The newsletter is primarily used to forewarn the industry of seasonal or unusual pest occurrences, facilitating improved pest management to minimise economic loss. Despite the increase in popularity and positive feedback received from growers, advisers and other industry personnel, *PestFacts south-eastern* continues to be restricted by (i) a limited number of pest reports, and (ii) these reports coming from a small, regular subsection of subscribers and therefore not providing a thorough representation of pest incidences across all geographic regions.

*PestFax* map is a tool that allows viewers to see the location of invertebrate crop pests that have been reported through *PestFacts south-eastern* since 2006. *PestFax* map is currently funded by GRDC and run by the Department of Agriculture and Food, Western Australia (DAFWA).

A survey was undertaken in late 2015 to better understand how *PestFacts south-eastern* and *PestFax* map is perceived and utilised by subscribers, and how the service could be improved.



## Methods

A survey of *PestFacts south-eastern* subscribers was conducted from 3<sup>rd</sup> - 11<sup>th</sup> December 2015 through the online survey tool, SurveyMonkey ([www.surveymonkey.com](http://www.surveymonkey.com)).

The objectives of the survey were to:

- Understand how subscribers are presently using the information contained within *PestFacts south-eastern*
- Assess the quality of the content contained within the *PestFacts south-eastern* newsletters
- Identify the barriers that prevent subscribers from sending pest reports
- Understand what changes could be made to increase the value of *PestFacts south-eastern*

All subscribers to *PestFacts south-eastern* were emailed with a link to the online survey. Participation was voluntary, and participants were informed that they could end the survey at any time without giving reason. In these cases, the data was not used. There were 194 respondents, however, some surveys (n = 28) were incomplete and removed from the data-set prior to analysis.

## Findings

### 1. Survey respondents

#### Demographics of respondents – by occupation

There was a representative spread of respondents across occupations (Table 1) similar to that observed for *PestFacts south-eastern's* total subscribers. The 'Other' category consisted of various industry personnel; predominantly communication & extension officers, educators and journalists.

Table 1. Number and percentage of respondents by occupation. Numbers in parenthesis include surveys that were incomplete and later excluded from the analysis

Occupation	Number	%
Agronomist/consultant	95 (107)	57.2
Grower	26 (33)	15.7
Researcher	17 (21)	9.0
Chemical company representative	15 (15)	9.0
Other	13 (18)	7.8
<b>TOTAL</b>	<b>166 (194)</b>	

#### Demographics of respondents – by state

*PestFacts south-eastern* covers invertebrate issues across Victoria and New South Wales. The majority of survey respondents were from Victoria (48%) and New South Wales (38%)(Table 2). This is approximately representative of the *PestFacts south-eastern's* total subscriber base (e.g. 50% of the total subscribers are from Victoria and 34% are from New South Wales).

Table 2. Number of respondents by state

	NSW	Vic	SA	Tas	Qld	WA	National	International
Grower	6	17	2	1				
Agronomist/consultant	41	40	6	3	2	2	1	
Researcher	6	11						
Chemical company representative	6	6				1	1	1
Other	4	6	2				1	
<b>TOTAL</b>	<b>63</b>	<b>80</b>	<b>10</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>1</b>



## 2. How is PestFacts south-eastern presently viewed and utilised?

PestFacts south-eastern is produced primarily for farm advisers and growers.

For ease of interpretation of the survey results, respondents were grouped into the following categories for all further analysis and graphical representation:

1. Grower = Grower
2. Adviser = Agronomist/consultant
3. Other industry personnel = Researchers, chemical company representatives and others

### Current views of PestFacts south-eastern

#### Relevance of reports

**“Please rate the relevance of reports contained in the PestFacts south-eastern newsletter to your region” (N = 166)**

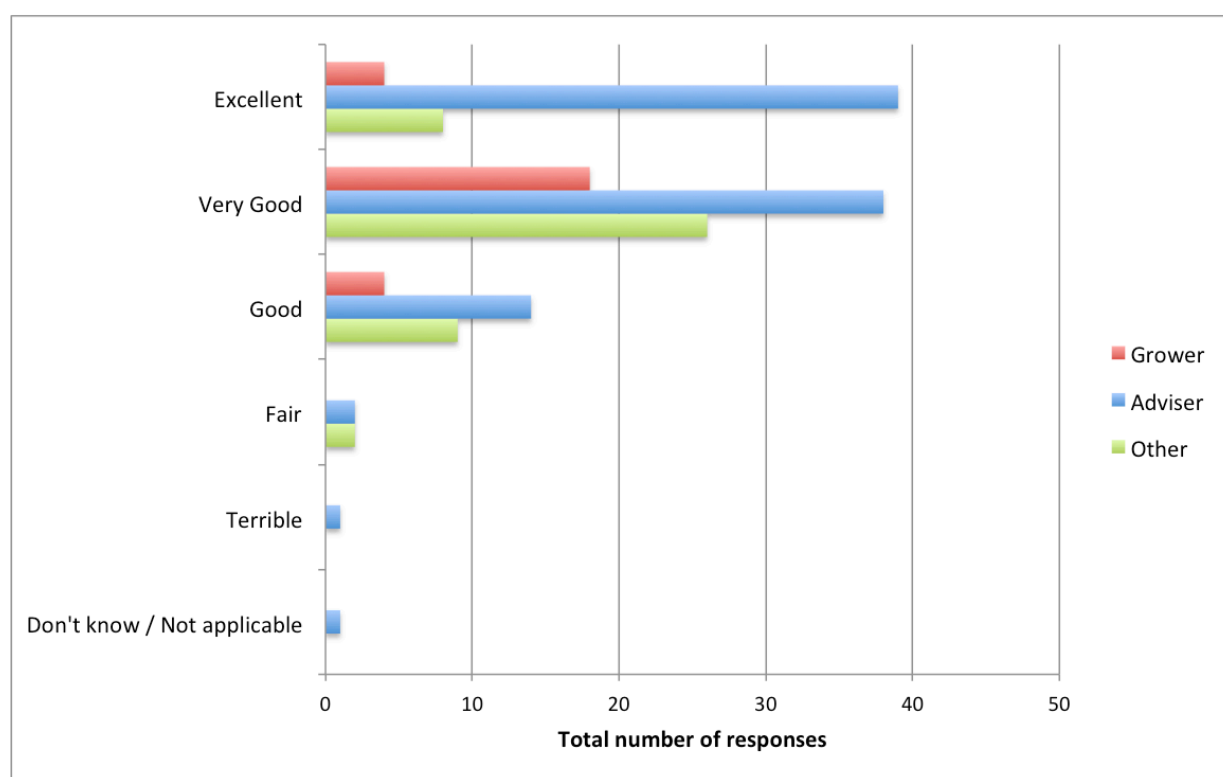


Figure 1. Number of respondents with views on the relevance of reports contained in *PestFacts south-eastern*

The majority of respondents feel *PestFacts south-eastern* contains reports of relevance to their region.

- 80% of those surveyed feel *PestFacts south-eastern* is of very good to excellent relevance.
- 19% of those surveyed feel *PestFacts south-eastern* is of good to fair relevance.
- 0.6% of those surveyed feel *PestFacts south-eastern* is of poor relevance

## Accuracy of information

“Please rate the accuracy of information contained in the *PestFacts south-eastern* reports” (N = 166)

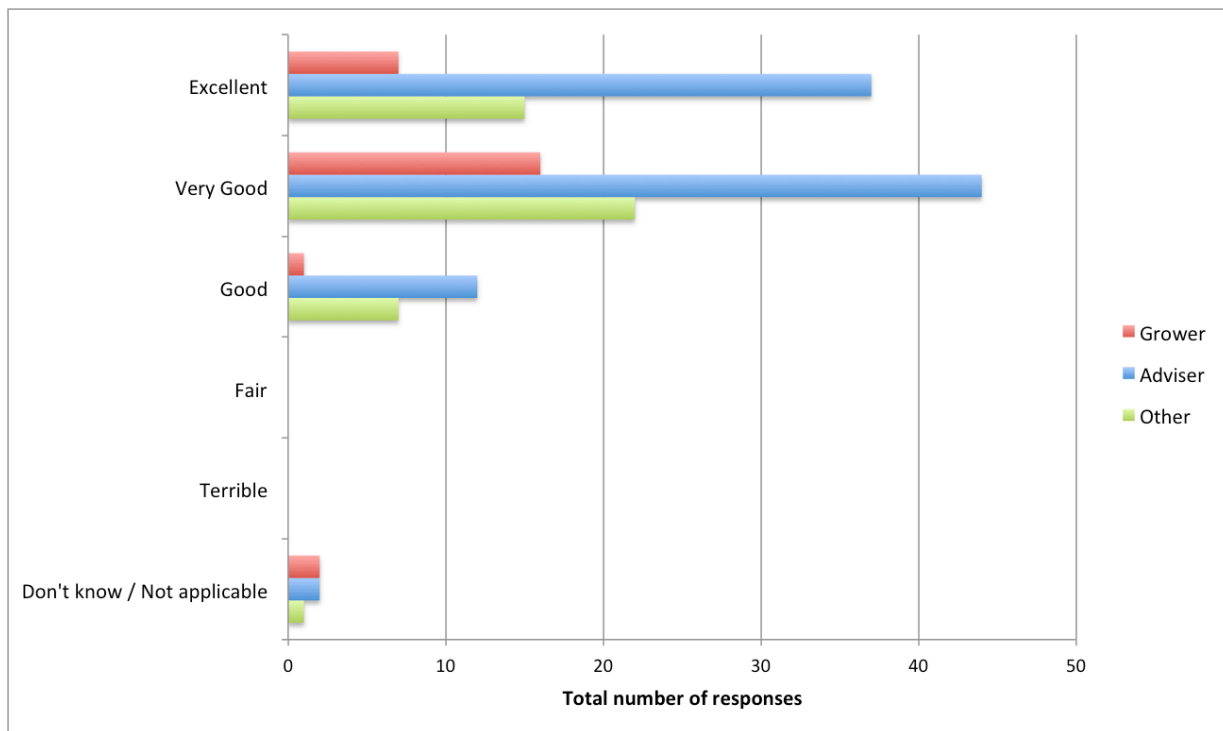


Figure 2. Number of respondents with views on the accuracy of information contained in *PestFacts south-eastern*

The majority of respondents feel *PestFacts south-eastern* contains information that is accurate.

- 85% of those surveyed feel *PestFacts south-eastern* is of very good to excellent accuracy.
- None of those surveyed feel *PestFacts south-eastern* is of terrible to fair accuracy.

## Timeliness of reports

“Please rate the timeliness of reports contained in the *PestFacts south-eastern* newsletter” (N = 166)

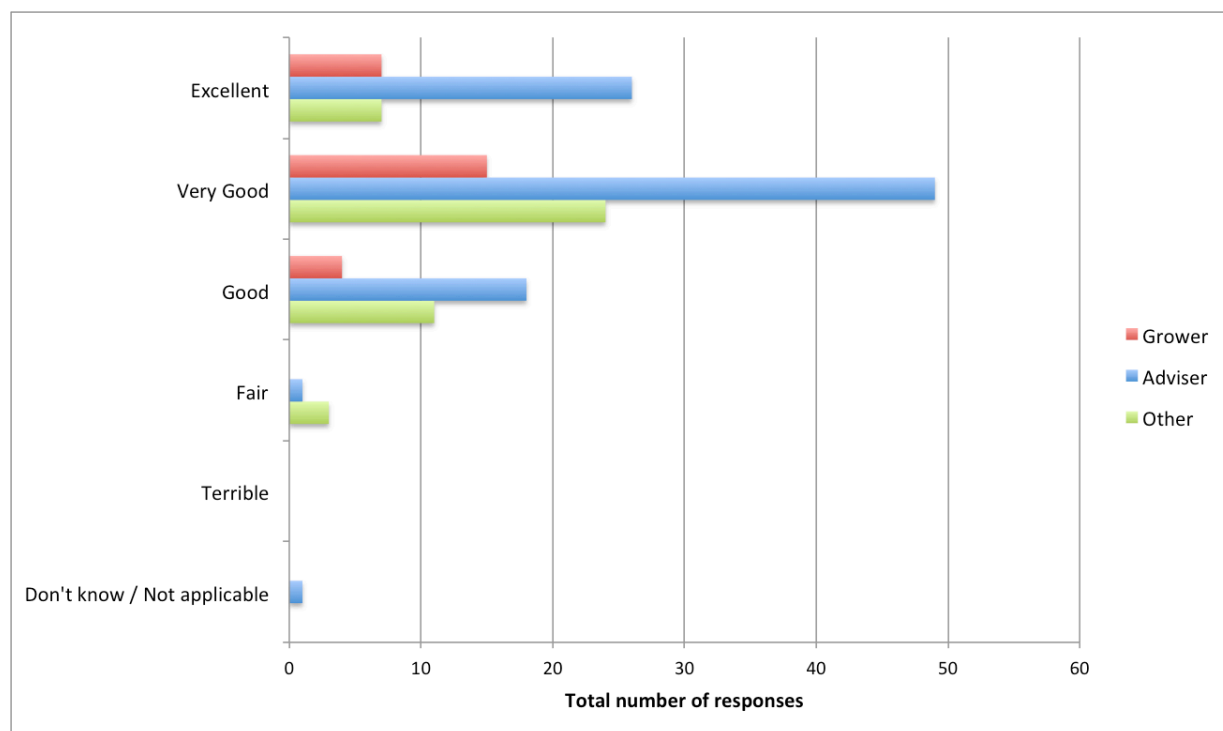


Figure 3. Number of respondents with views on the timeliness of reports contained in *PestFacts south-eastern*

The majority of respondents feel the reports contained in *PestFacts south-eastern* are timely.

- 77% of those surveyed feel *PestFacts south-eastern* is of very good to excellent timeliness
- 20% of those surveyed feel *PestFacts south-eastern* is of good timeliness
- None of those surveyed feel that *PestFacts south-eastern* is of terrible timeliness

## Influence on pest management practices

**“Please indicate whether you agree or disagree with the following statement: *PestFacts south-eastern* has directly altered or assisted my pest management practices in the last 12 months”**  
(N = 166)

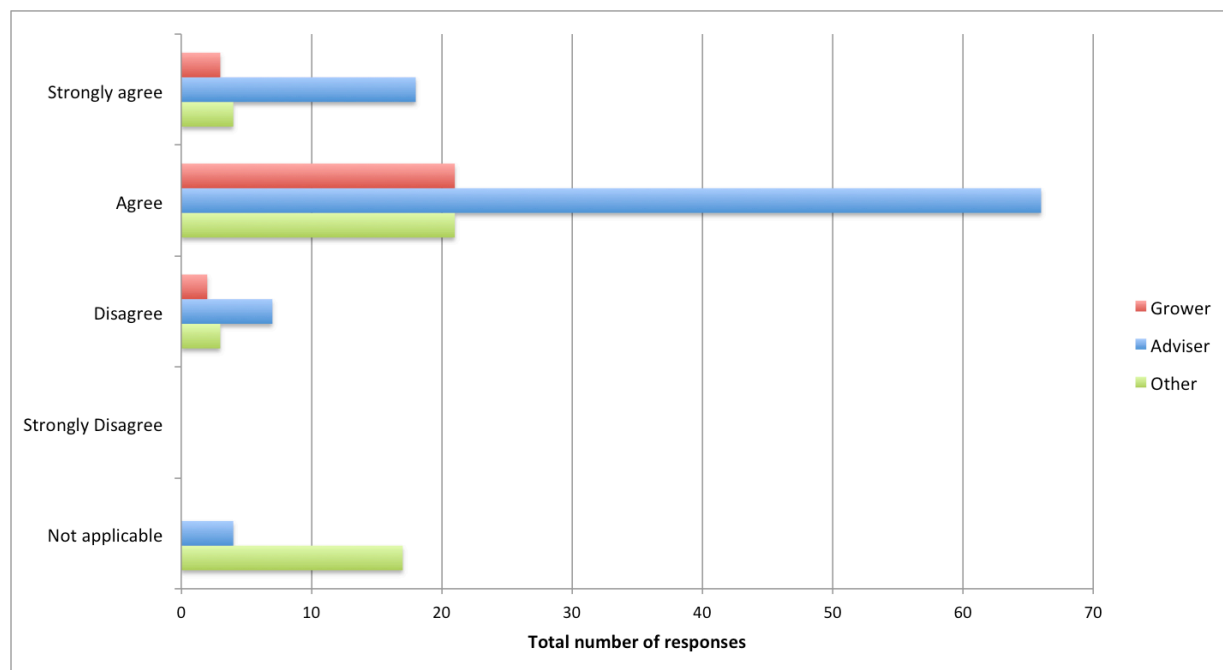


Figure 4. Number of respondents with views on whether *PestFacts south-eastern* has directly altered or assisted with pest management

The pest management practices of the majority of respondents have been directly assisted by *PestFacts south-eastern*.

- *PestFacts south-eastern* has directly assisted the pest management practices of 92% of Growers
- *PestFacts south-eastern* has directly assisted the pest management practices of 88% of Advisers

## Frequency of PestFacts south-eastern issues

**“The PestFacts south-eastern newsletter is currently produced in response to pest issues and outbreaks as they occur during the winter growing season. Thus each issue is produced on an ‘as-needs basis’. How frequently would you prefer PestFacts south-eastern to be produced and distributed?” (N = 166)**

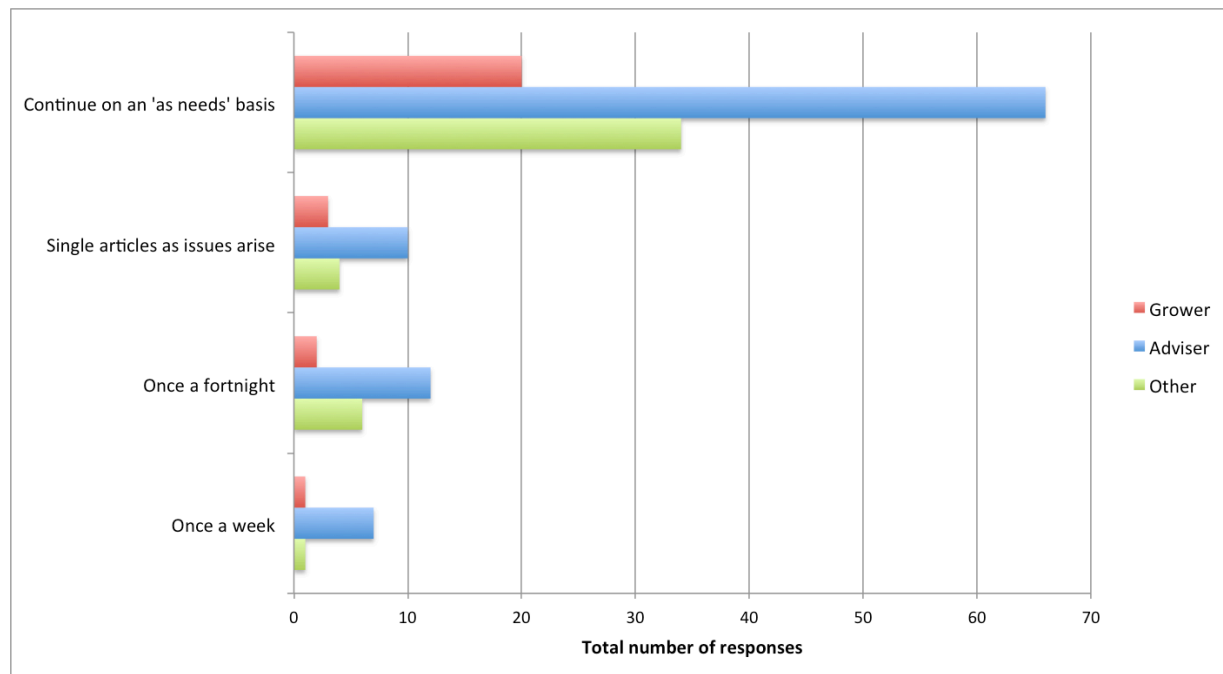


Figure 5. Number of respondents with views on how frequently they would prefer *PestFacts south-eastern* is produced and distributed

The majority of respondents want *PestFacts south-eastern* to continue to be produced and distributed on an 'as needs' basis.

- 77% of Growers want *PestFacts south-eastern* to continue on an 'as needs' basis
- 69% of Advisors want *PestFacts south-eastern* to continue on an 'as needs' basis
- 12% of all respondents want *PestFacts south-eastern* to be distributed once a fortnight.
- 5% of those surveyed want *PestFacts south-eastern* to be distributed once a week.

## Coverage of pest issues

**“Are the major broadacre pest issues in your region covered in the *PestFacts south-eastern* newsletter?” (N = 166)**

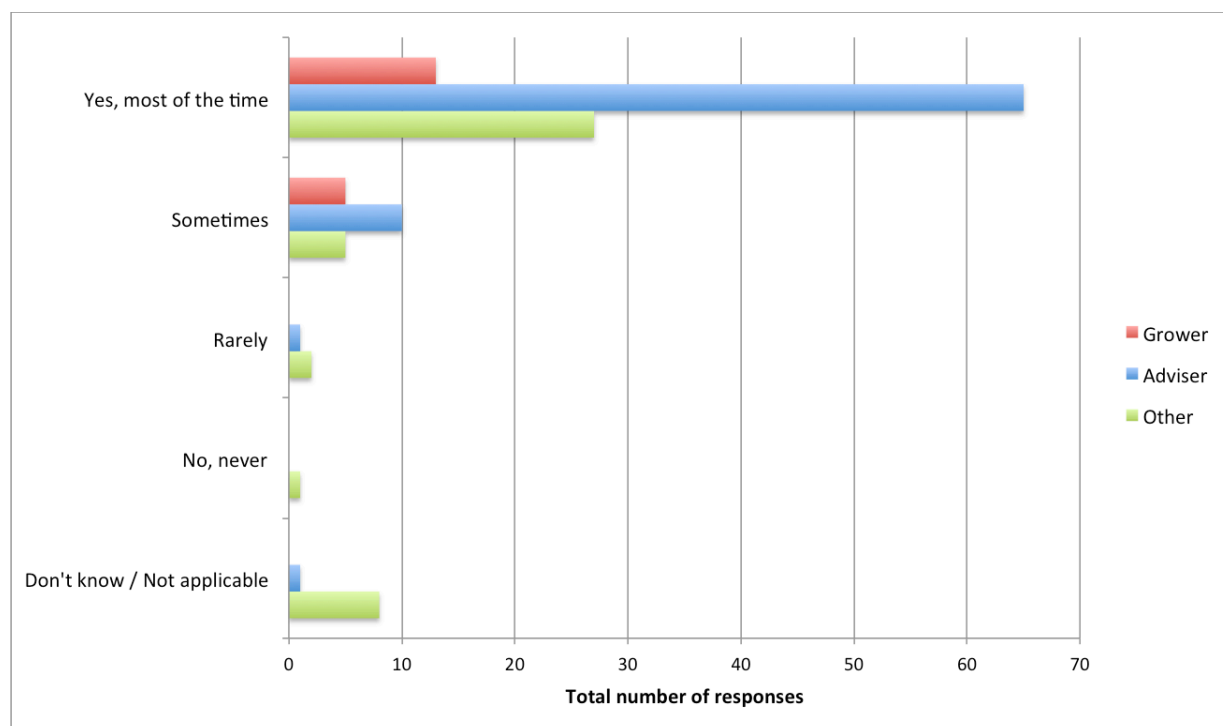


Figure 6. Number of respondents with views on whether the major broad-acre pest issues in their region are covered by *PestFacts south-eastern*

The majority of respondents feel that the major broad-acre pest issues are adequately covered in *PestFacts south-eastern*.

- 80% of respondents feel the major pest issues are Always or Mostly covered in *PestFacts south-eastern*.
- 2% of respondents feel the major pest issues are Rarely or Never covered in *PestFacts south-eastern*.

## Amount of information

“Please rate the amount of information contained in the *PestFacts south-eastern* newsletter” (N = 166)

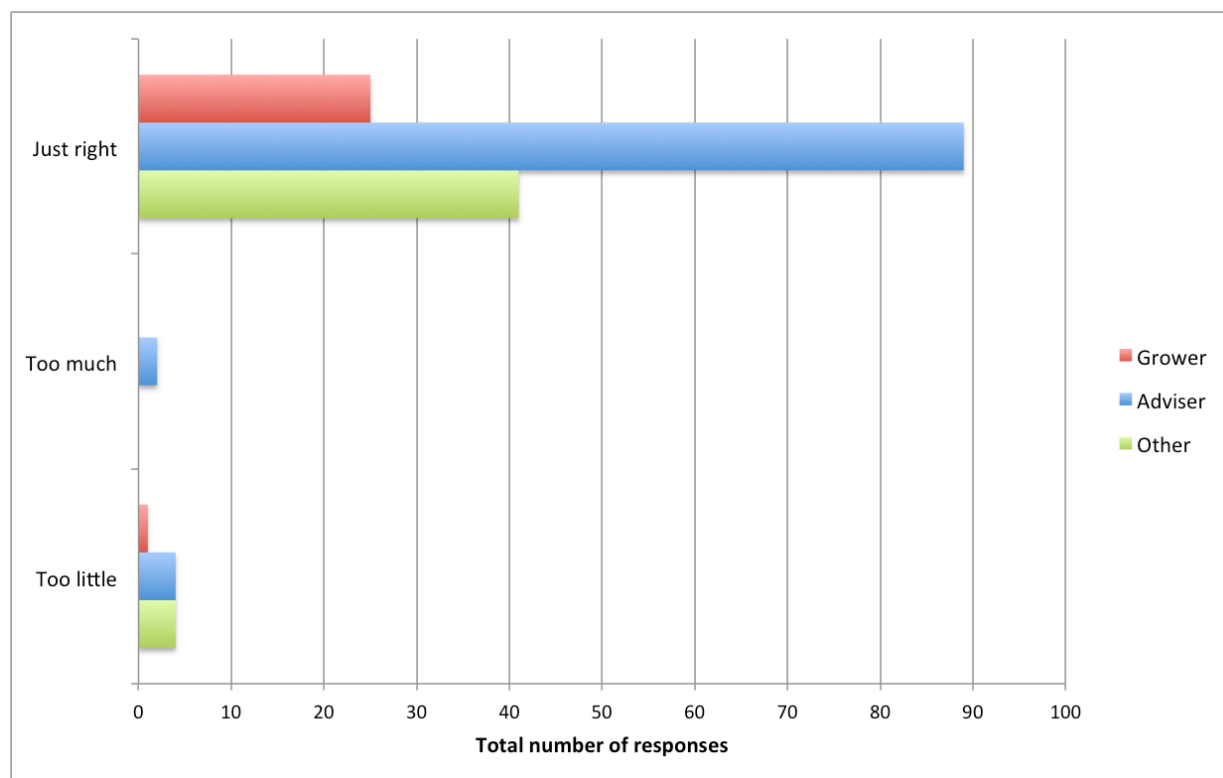


Figure 7. Number of respondents with views on the amount of information contained in the *PestFacts south-eastern* newsletters

The majority of respondents feel the amount of information contained in *PestFacts south-eastern* is just right.

- 93% of respondents feel that the amount of information contained in the *PestFacts south-eastern* newsletter is Just right.
- 5% of respondents would prefer more information in the *PestFacts south-eastern* newsletter. The majority of the Growers, Advisers and Other industry personnel who would like more indicated they would prefer additional information on control options and detailed photos of pests
- 1% of respondents feel that the amount of information contained in the *PestFacts south-eastern* newsletter is too much.

## Increasing the number of field reports

### “Any ideas on how cesar can increase reports and field intelligence of pests” (N = 56)

Respondents were asked to provide ideas to increase the number of in-field reports given to **cesar**. Note that not all respondents provided an answer.

Suggestions by respondents were categorised and presented in Table 3. A full list of responses from Growers, Advisers and Other industry personnel with their suggestions to increase field reports to *PestFacts south-eastern* are presented in Appendix 1.

Table 3. Suggestions to increase field reports/improve field intelligence for *PestFacts south-eastern*

Classification of suggestion	Number of suggestions
Constant encouragement of engagement	6
Use of twitter for communication	5
Availability of a reporting app.	5
Improved ease of reporting	4
Prompting subscribers for field reports	2
Use of sentinel growers to provide field intelligence	1
Provision of a mobile number for messenger reporting	1
Partnership and training with local Land Services	1
Promotion of <i>PestFacts south-eastern</i> through GRDC podcasts	1
Increase the exposure of <i>PestFacts south-eastern</i>	1
Link with horticulturalists for relevant pest alerts	1



### 3. How is PestFax maps facility presently viewed and utilised?

#### Use of PestFax maps facility

**“Have you used PestFax maps previously? (N = 166)”**

Respondents were asked if they have used the PestFax map facility in the past.

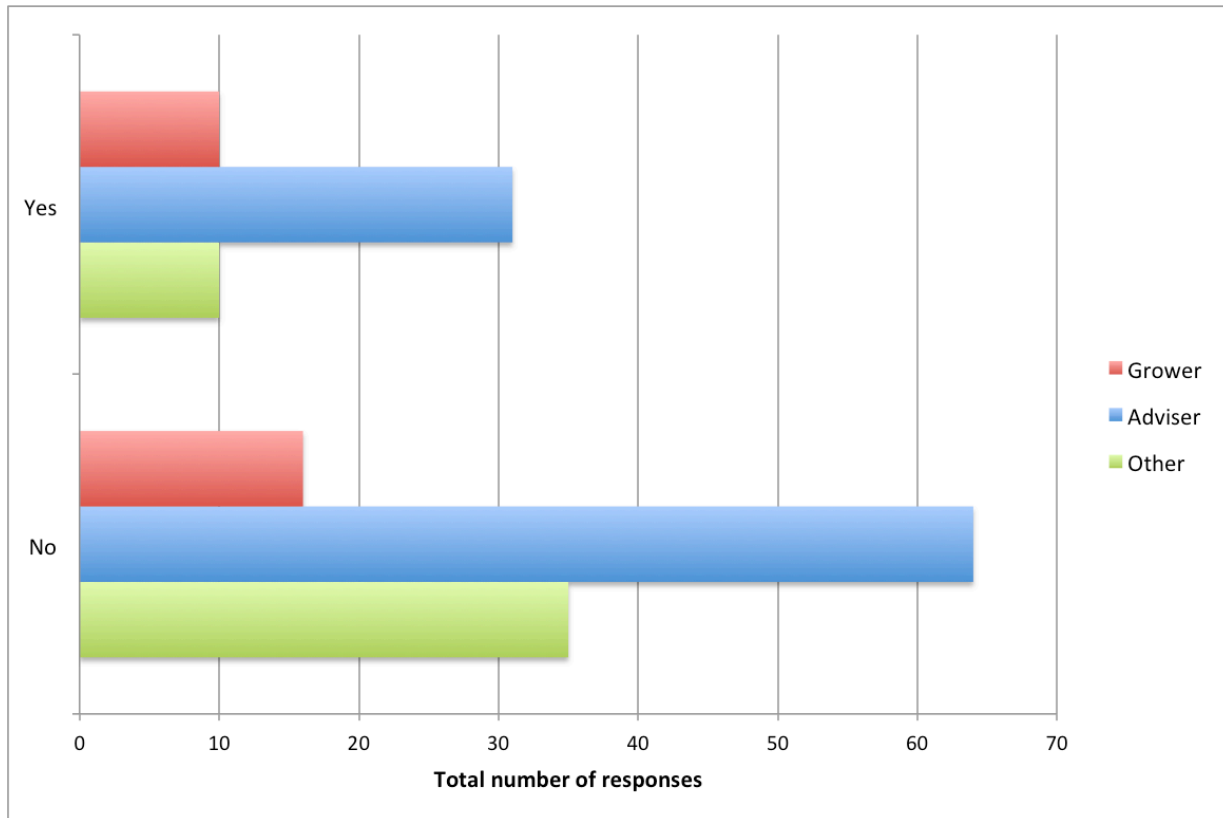


Figure 8. Number of respondents who have used the PestFax maps facility

The majority of respondents have not used the PestFax map facility

- 33% of advisers have used the PestFax map facility
- 39% of growers have used the PestFax map facility
- 69% of respondents have not used the PestFax map facility

## Opinion of the PestFax map facility

### “What is your opinion of the PestFax map facility?” (N = 163)

Respondents were asked to rate the PestFax map facility. A large proportion (N = 108) answered Don't know/Not applicable

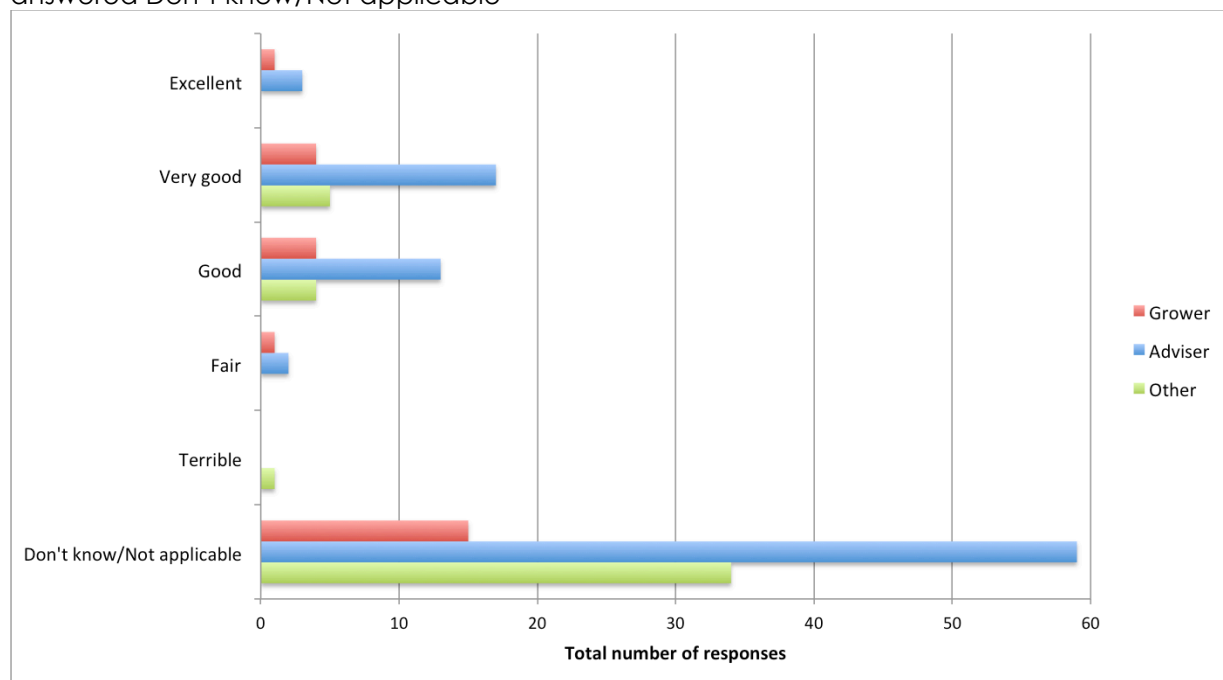


Figure 9. Number of respondents with views on whether PestFax map facility is a useful resource

The majority of respondents feel the PestFax map facility is good to very good.

- 18% of those surveyed feel the PestFax map facility is excellent or very good.
- 15% of those surveyed feel PestFax map facility is good or fair
- 0.6% of those surveyed feel PestFax map facility is terrible.

#### 4. What might PestFacts south-eastern look like in the future?

##### Summary of changes that would add most value to PestFacts south-eastern

Respondents were presented with nine possible future changes /improvements to the layout and content provided in *PestFacts south-eastern*. They were asked to rate how important each of these changes would be. The majority of respondents regarded all nine options as either very important or moderately important (Figure 11).

In addition to these possible future changes, respondents were asked to provide any other feedback or comments on how *PestFacts south-eastern* could be improved. The most common responses were to improve access to high quality insect images, provide more information on control options and a summary of anticipated pest occurrences in coming weeks.

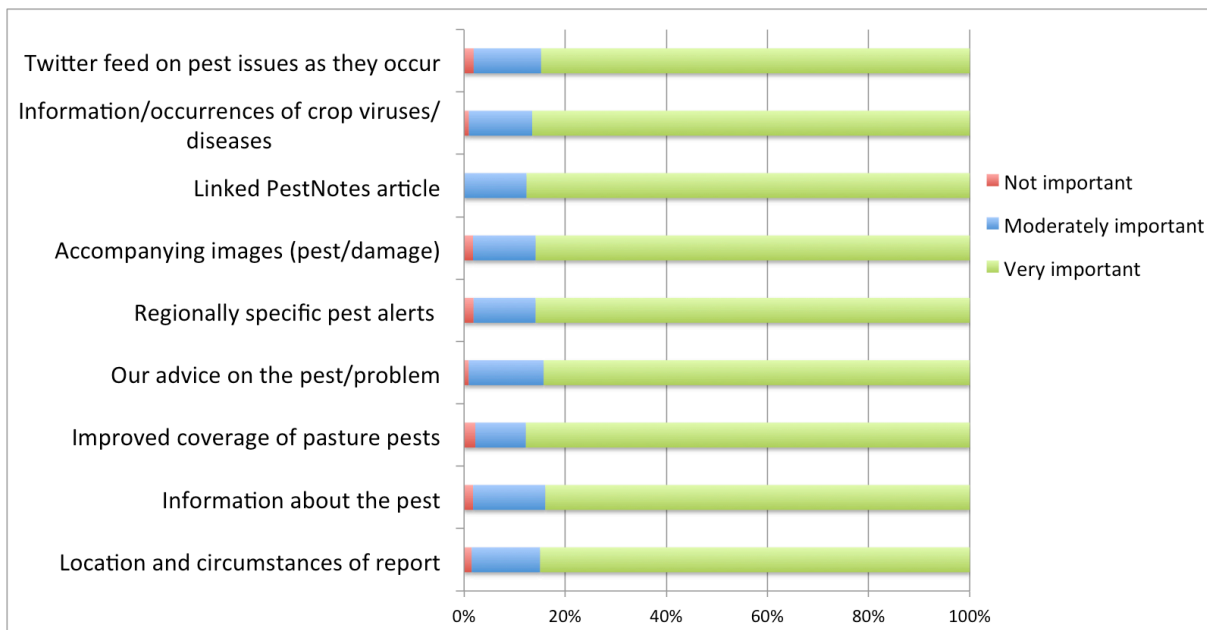


Figure 10. Number of respondents with views on the value of possible future changes to *PestFacts south-eastern*

Some key suggestions and observations:

Ensure significance of pests is identified but do not blow one infestation out of proportion. Ensure relevance is noted.
Have a text number that photos can be sent to with short comments. If someone from <b>cesar</b> requires more info or deems it important they can ring that person straight away. Sometimes people don't report certain insects as they think they are everywhere at the time
Get out there
Keep encouraging engagement.
Predict likely pests for coming season given certain scenarios as opposed to commenting afterwards
Partner with Local Land Services in NSW to deliver training to landholders and advisers, which will promote increased reporting in the Central Tablelands area
Possibly a SMS service
Southern Vic & Tas continue to have pest issues through spring and summer. <b>cesar</b> currently does not address these.
Efficacy information on control options would be useful.
Keep the alerts coming through social media - e.g. Twitter. Many more growers and consultants are using social media for 'instant advise'
Tweet updates as they come to hand
Use twitter or facebook to publish info
Use sentinel growers in each of the regions who can be relied on to forward the information on pests and beneficials as they arrive
Do away with the need to login (to the <i>PestFacts</i> website) all the time!
Link <i>PestFacts</i> Map to the articles in the newsletter.
What pests are around that we may not be conscious of e.g. nematodes? More information on beneficials and how they operate.
Anticipation article: eg. what we are likely to see at different times. For example, biological sprays for budworm usually have to go on before thresholds can be measured...so anticipation is the key

## Further comments/feedback

### “Do you have any further feedback or comments that would help us improve the *PestFacts south-eastern* newsletter??” (N = 44)

Respondents were asked if they had any further feedback or comments that would help improve the *PestFacts south-eastern* newsletter. Note that not all respondents provided an answer.

Suggestions by respondents were categorised and presented in Table 4. A full list of responses from Growers, Advisers and Other industry personnel with their suggestions to increase field reports to *PestFacts south-eastern* are presented in Appendix 2.

Table 4. Feedback and comments on *PestFacts south-eastern*

Classification of suggestion	Number of suggestions
Praise for <i>PestFacts south-eastern</i>	21
Extend <i>PestFacts south-eastern</i> to pastures	2
Extend <i>PestFacts south-eastern</i> to including diseases	2
Extending the regional coverage of <i>PestFacts south-eastern</i>	2
Including more information on chemical/biological control options	2
Use of pest predictions (models)	1
Provide links to research and development on pests	1
Provision of more high-quality photos	1
Encourage more field intelligence	1
Research and development on slug management	1
No improvements suggested by respondent	10

## Conclusions

*PestFacts south-eastern* is designed to keep growers and farm advisers informed about invertebrate issues – and management advice – as they emerge during the winter growing season. The service has been produced since 2006 and has maintained a focus on pests of broad-acre grain and pasture crops. Over this time *PestFacts south-eastern* has achieved widespread adoption and is viewed as a highly valuable resource for the Australian grains industry.

Subscribers regard *PestFacts south-eastern* newsletters as timely, extremely relevant and accurate. Furthermore, *PestFacts south-eastern* has directly assisted the pest management practices of a large number of growers and advisers through timely advice on emerging pest issues paired with relevant research findings and additional information (e.g. pest descriptions, monitoring advice, effective controls). There are several changes that have been suggested by subscribers to add value and further enhance the *PestFacts south-eastern* newsletter.

### Key findings:

- The data contained in *PestFacts south-eastern* is relevant (80% of respondents) and accurate (85%) to subscribers
- Subscribers consider the reports in *PestFacts south eastern* to be very timely (77% of respondents)
- *PestFacts south eastern* should continue to be released on an 'as-needs' basis (69% of growers and 77% of advisers)
- *PestFacts south-eastern* covers the majority of broad-acre pest issues across Victoria and New South Wales. This could be improved through more field reports
- The majority (95%) of respondents felt that the amount of information in each newsletter is appropriate
- The majority of subscribers (92% of growers and 88% of advisers) feel *PestFacts south-eastern* has altered or assisted their pest management practices
- Awareness and utilisation of the *PestFax* map facility is low (31%)
- Subscribers feel that a mobile-based app would increase the number of *PestFacts* reports
- There are many components and additions that are considered important to *PestFacts south-eastern* subscribers. For example:

- More and better images that are accessible
- More information on control options
- Include more information on pastures/ horticulture pests
- Extend to Tasmania and SW Victoria by extending the *PestFacts south-eastern* season
- Hyperlink within articles to research papers
- Link to *PestFax* map within articles
- Provide research updates from guest authors
- Provide pest forecasts (not just responsive) with traffic light chart

### Key recommendations:

- Maintain the overall thrust of *PestFacts south-eastern* because quality, relevance and timeliness was highly rated
- To encourage greater participation and reporting among subscribers the reporting process should be simpler.
  - The reporting app “PestsFacts Reporter” developed through DAFWA needs to be completed (ie. **cesar** branding and associated user information and the inclusion of photographic capacity is critical) and trialed in 2016.
  - Other options suggested are:
    - Provide regular email prompts with check list of key pests;
    - Have a “report a pest” button on every article or bulletin;
    - Have a general **cesar** mobile number for queries/photos with minimum turn-around time;
    - Use “sentinel” growers in each region who agree to report pests/beneficial occurrences.
    - Make more good quality images available to aid in identification; consider seeking additional investment to secure a more diverse range of images.
    - Make better use of social media such as Twitter and Facebook.

## Acknowledgements

**cesar** would like to thank the many *PestFacts south-eastern* subscribers that participated in this survey as well as those that have freely provided feedback to us directly since 2006.



## Appendices

### Appendix 1. Full list of respondents answers to the question, "Any ideas on how cesar can increase reports and field intelligence of pests?"

Adviser	All good.
	As you need assistance from in field agronomist to put forward issues they encounter could that be done with a particular program. Would that mean there would be more participation?
	Develop a model of expected pest outbreaks based on weather or crop conditions. A traffic light or fuel gauge type of chart.
	Develop an App to report insect pests on site, we could have a GPS location, photo, and field details completed on the spot. Make it available off line then when it has service again to update and forward information to you.
	Doing a great job.
	encourage more feedback from the field
	Encourage people to report by perhaps having a reply box at the TOP of the covering email just to make it that much easier and quicker...and more obvious for those who do not like chasing the place to reply !
	Ensure significance of pests is identified and not to blow one infestation out of proportion. Ensure relevance is noted.
	Excellent as is
	Get out there
	I have just realised that PestFacts are on twitter which will very much help to increase reports and awareness.
	i like it as it is
	If all the states worked together and used an smart phone app, location , time and a picture of pest along with paddock damage. I think this would benefit younger agro's and growers . Not sure if and app like Agworld scout could be a base for some thing like this . With this information we and a interactive map may be we could see a pattern of the pests . Bill Kimber and Kym perry have a map here in south Australia. It would be good to bring all the states together.
	if we could use an app in the field that we could report through with location, pest, crop etc, so we could do it quick and easily in the field and not when we get back to the office
	Include tasmania
	Is it worth sending prompts to get people to report issues prior to publication??
	Its key to me is as a heads up. generally our pest issues come in from the west so knowledge of what has been seen further to the west and north of Albury is quite useful.
	Just make sure agronomists email issues found
	Keep hammering everyone to put in their questions and observations
	Link with horticulturists for warning of pests in their crops (fruit & veg) that may be similar to grain pests.
	mapping issues over time
	Maybe an app where those checking traps or in field overeating can be

	made quickly and data not back to cesar immediately. Would just have to log: location, pest, crop, growth stage and numbers/pressure.
	maybe have a text number that photos can be sent to and short comments then if someone from cesar requires more info or deems important they can ring that person straight away. some time people dont report certain insects as they think they are every where at the time
	Maybe predict likely pests for coming season given certain scenarios as opposed to commentating afterwards
	More encouragement for reporting
	Not sure but perhaps just keep encouraging engagement.
	Often I'm very busy so a Twitter or easier/ quicker way of reporting pests would be great
	Partner with Local Land Services in NSW to deliver training to landholders and advisers, which will promote increased reporting in the Central Tablelands area
	perhaps a simple app that could be used to upload reports to a central database - if ID is not certain then pictures could be uploaded as well - would be fanciful to think that the useless tools that fund R&D in rural Australia could be convinced.
	place a bounty on unusual insects for farmers
	Portal to log observations
	Pretty happy with how it is now. Possibly a SMS service
	Promotion at GRDC updates or on the driving agronomy podcast
	Southern Vic & Tas continue to have pest issues through spring and summer, which I don't think Cesar currently addresses in any way.
	The only way to improve is by increasing exposure so you can get info from the field
	unsure
	Very well done now.
Grower	Send an email form to agronomists maybe once a fortnight with a list to tick off possible pest insects or beneficials seen recently.
	reporting needs to be easy. a phone app might work but I'm no expert in that area
	no
Other industry personnel	Discussion on issues - lack of scientific knowledge in areas relevant to IPM, risk, uncertainty re: IPM, importance of agronomist-farmer relationship in engagement on pest issues...
	Efficacy information on control options would be useful.
	Encourage more agronomists to contribute, encourage feedback from the information and recommendations from those who benefit from it.
	Increasing the general awareness of Cesar's work .
	Is there a way of setting up digital pheromone traps (like TrapView) in key areas and for key pests that the data can be regularly reported on by Pestfax?
	It is up to the industry to report issues as they arise
	Keep the alerts coming through social media - e.g. Twitter. Many more growers and consultants are using social media for "instant advise"
	no
	no

	No opinion. I like the format as is; it satisfies my curiosity.
	Once upon a time, NSW DPI used to have a state network of District Agronomists who were everybody's contact point for up-to-date field intelligence .....
	Promotion of the service to reseller agronomists and consultants to increase spread of information sources. Utilise social media etc. as a tool to promote the service and pest alerts.
	Twitter updates as they come to hand
	Use twitter or facebook to publish info
	Very hard, but maybe sentinel growers in each of the regions who can be relied on to forward the information on pests and beneficials as they arrive
	Would like more from northern NSW but that is up to people to submit

**Appendix 2. Full list of respondents answers to the question, "Do you have any further feedback or comments that would help us improve the PestFacts south-eastern newsletter?"**

Adviser	Pasture is the biggest single crop in the area, and relevant information should be included on a regular basis.
	I think it's a great service that should continue. Very informative and topical.
	Doing a great job, easy to get in touch with, great response times.
	More specific advice on best chemical control options if control is warranted.
	More information regarding up to date GRDC research being conducted on Slug management and their habitat/feeding.
	Keep up the good work. Control options are a good idea with different chemicals / beneficiaries!
	Keep up the good work, try to include other entities, as pests and diseases are national.
	High quality pictures to show pests are excellent.
	Definitely agree re coverage of pasture pests!!
	Keep up the good work
	Keep up the great work
	Very happy with this valuable service
	One of the best services available to the cropping industry! Keep up the good work!
	Timely information is king in our job
	You are doing a pretty good job.
	A very good program that has achieved great connection with industry and is highly regarded. Insect pest management was in the wilderness for a number of years but I believe this program has created more focus on pest occurrence and their management. The program is a good example of using value transfer principles and technology to efficiently and effectively use limited resources. The next challenge is to get broad acre advisors and growers to better adopt IPM in their production systems
	Interesting info but often not relevant for my area unfortunately.
	Thanks for all your help throughout the year and the information you provide us with on really difficult insect issues we present you with. If they were easy and simple, we wouldn't need your help!
	No
	reports from NZ if possible and Tasmania of course

	I would like to see some anticipation article...eg what we are likely to see at different times. Also, biological sprays for budworm usually have to go on before thresholds can be measured...so anticipation is the key
	Will UAV's have a significant role to play in detection of major outbreaks of pests? E.g. drones & heat sensing cameras were used in the detection of Fire ant's nests in South East QLD.
	Thanks for a great service and for all of your advice throughout the year.
	First Class service for which I am most grateful
	Keep up the great work. =D
	Keep up the good work. Very valuable, convenient and timely.
	All good
	A hyperlink to current research papers on pests
Grower	Do away with the need to login all the time!..
	Keep it up
	You do a great job with the newsletter keep up the good work. The rest of us out in the paddock need to aim to put more info back your way so we can build a better picture as to what is happening over a large area.
	It really is very good and with the internet site is getting better all the time. I can't think of anything to make it better.
	A valuable resource. Keep up the good work!
	I was unaware that there is a PestFacts Map. If it's not already linked to the articles in the newsletter, then it should be.
Other industry personnel	What pests are around that we may not be conscience of e.g. nematodes? More information on beneficials and how they operate.
	Get more "buy in" from Agronomists by encouraging them to send you more info so we can all share
	Keep up the good work
	Great tool for information on what could be an issue for the region
	I think this service is seen as an insect only resource. If you want to move into disease notification as well I would suggest that this is a separate service under a separate name and separate Twitter feed.
	I appreciate the PestFacts information as a means of obtaining an overview of endemic pest activity (my role as a government ento. is primarily to do with exotic pest issues and locusts).
	No
	No
	No
	I'd like print usable access to photos without having to request them.