

# R&D Snapshot

## Adoption and Awareness Survey

**Investigator:** Greg Mills

**Purpose:**

- Evaluate the rate of adoption of specific APL research outcomes and the impact they have on industry by determining the awareness of each project

**Take home messages:**

- Nine projects from APL's R&D portfolio were examined (including two projects for market development).
- The overall level of awareness of all on farm issues was 87% with adoption exceeding 60%.
- The most valued sources of information for producers remain face to face contact with industry professionals (including veterinarians, nutritionists, private consultants and APL staff). APL/ Pork CRC roadshows were also highly regarded and the APL Weekly Communique was rated the most valued publication.

**Additional information:**

- For further information or a copy of the final report please contact Ashley Norval at [ashley.norval@australianpork.com.au](mailto:ashley.norval@australianpork.com.au) or on 02 6270 8823.

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