



RED MEAT UPDATES

TASMANIA



Who attended RMU 2019?

- 350 attendees
- 74% (260) red meat producers (more than any other year)
- 21% (72) sponsors
- 5% (18) other red meat industry professionals

What did attendees think?

- The average score for the relevance and quality of the content was **9/10**
- The average score for the program format was **9/10**
- The top 3 presentations were **unpacking succession planning**, **The RMU Virtual Farm Tour** (Steve Sattler) & **Bred well, fed well beef** (Jason Trompf)

Thoughts from attendees

"A fantastic resource for any size of business"

"The best producer info event in Tasmania"

2019

"An excellent opportunity to stay updated on best practice and industry trends"

"The most inspiring event I've attended in 45 years of farming"

Raising awareness

The average score for increasing awareness of:

- MLA tools and resources—**8/10**
- MLA research projects and programs—**8/10**
- training opportunities to build knowledge and skills—**8/10**

As a result of attending Red Meat Updates

- 65% (106) intend to follow up a MLA tool or resource
- 51% (83) intend to participate in a training activity to upskill
- 38% (63) intend to make a practice change to their business

Common practice changes specified were managing ewe condition score, refining breeding objectives and feed budgeting.

Online impact *(From 1st of March 2019 to 26th of August 2019)*

RMU Website

www.redmeatupdates.com

- 1,727 site visitors making up 4,592 page views
- Most visitors were directed to the website from search engines (130), followed by RMU social media channels (104).



Facebook

Red Meat Updates—Tasmania

- 522 total page likes
- 19,654 total people reached
- 451 page views



Twitter

@RedMeatUpdates

- 55,900 impressions
- 1,313 post engagements
- 954 followers
- 1,004 page visits

