

MEDIA RELEASE



Tuesday 10 April 2018

Table grape and dried fruits industry survey open

The Australian Table Grape Association (ATGA) and Dried Fruits Australia (DFA) are surveying readers of a combined industry magazine to learn more about their level of engagement and satisfaction with the publication.

The Vine magazine is funded by Hort Innovation using the table grape and dried grape levies and funds from the Australian Government.

ATGA Chief Executive Officer Jeff Scott strongly encouraged all readers to participate in the survey.

“*The Vine* is an important tool for sharing information with growers and other key stakeholders and we want to ensure that we continue to communicate effectively,” Mr Scott said.

“We understand there will be households and businesses that have multiple readers of the magazine and we would like each person to undertake the survey.”

DFA Chairman Mark King said the online survey would take about 10 minutes to complete.

“The feedback readers provide will be very valuable,” Mr King said.

“It will be used to review and improve the content or implement changes to the magazine.”

The Vine survey is open now and closes on Friday 1 June 2018.

It can be accessed via the [ATGA](#) and [DFA](#) websites and through the following SurveyMonkey link: www.surveymonkey.com/r/vinereadersurvey

Hard copies of the survey will also be distributed at grower events and will be available from the ATGA and DFA.

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