

1. Thank you for agreeing to complete this survey.
2. If you are completing this as a writable pdf on your computer, please save it before commencing the survey.
3. The survey does not need to be completed in one hit if that does not suit you - you can save your responses and complete the survey at your convenience.
4. To facilitate the discussion and the collection of data, information is being collected using the **PESTLE framework**. PESTLE is a strategic decision-making tool that collects information under six broad headings that might be affecting you: Political, Economic, Social, Technological, Legal and Environmental.
5. We estimate that it will take approximately 30 minutes to complete.
6. Upon completion, please SAVE your responses, and send your completed survey by email to: [survey@perthnrm.com].
7. Although we ask for some personal details, this is only to provide a mechanism by which we can contact you:
 - a. should we need to clarify your responses,
 - b. to provide you with a draft copy of the report, and
 - c. to organise payment to your nominated industry association.
8. All information will be aggregated at either an industry level or by region.
9. Information obtained from individual enterprises will not be identified nor disclosed to any third parties.

ID: [please leave this blank].....

Business name:

Principal business activity: [please tick or highlight ONLY one response]

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|---|--------------------------|
| 1. Beef cattle farming | <input type="checkbox"/> |
| 2. Sheep farming | <input type="checkbox"/> |
| 3. Sheep-beef farming | <input type="checkbox"/> |
| 4. Grain-sheep or grain-beef farming | <input type="checkbox"/> |
| 5. Other livestock [pork and poultry] | <input type="checkbox"/> |
| 6. Dairy production | <input type="checkbox"/> |
| 7. Grain growing | <input type="checkbox"/> |
| 8. Fruit production [including nuts and olives] | <input type="checkbox"/> |
| 9. Vegetable production | <input type="checkbox"/> |
| 10. Viticulture | <input type="checkbox"/> |
| 11. Aquaculture | <input type="checkbox"/> |
| 12. Fishing | <input type="checkbox"/> |
| 13. Other [please specify] <input type="checkbox"/> | |

Principal business location:

Preferred industry association: [if applicable].....

Email:.....

The **POLITICAL** factors include trade policies, the ease of doing business and various other government activities including the provision of infrastructure.

1. What are the major political factors that impact both positively and negatively upon your ability to pursue more sustainable practices in the production and processing [where applicable] of food products?

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2. Acting individually, most food producers have little political influence. However, (i) to what extent are the groups or associations of which you are a member able to influence the political environment; and (ii) what issues are they addressing?

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3. What political issues remain unresolved and/or still need addressing to enable you to implement more sustainable business practices within your farming enterprise?

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7. Dealing now with the markets for your food products, whether fresh, raw or processed, as an operator within the food value chain, what do you believe are the major drivers influencing the consumer demand for food products and agriculture in general?

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8. By what means, including both direct and indirect, do you distribute your food products to market intermediaries [agents, wholesalers, retailers, food processors, restaurants and institutional buyers] and consumers? As most enterprises have multiple modes of distribution, to the maximum extent possible, please try to determine what proportion of your output is allocated to each mode. Your answer(s) should total 100%.

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9. What are the major factors that are impacting positively and negatively upon your ability to market the food products you produce?

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10. What activities are you doing on-farm or in the downstream processing of your products [where applicable] to improve the market opportunities for the food products you have produced?

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11. What factors remain unresolved and/or still need addressing to enable you to better market the food products you have produced?

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The **SOCIO-CULTURAL** factors relate to society and culture, and in particular, how demographic issues [like population and ethnicity], consumer lifestyles and trends, influence the demand for fresh and processed food products.

12. What are the major socio-cultural factors that impact positively and negatively upon your business at the farm production level and/or in the downstream processing of food products?

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13. What activities are you doing on-farm or in the downstream processing of your products [where applicable] to either address those socio-cultural issues that impede the long-term sustainability of your business or to take advantage of the opportunities presented?

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14. What socio-cultural issues remain unresolved and/or still need addressing to enable you to implement more sustainable business practices in either or both your farming operation and/or the downstream processing [where applicable] of food products?

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The **LEGAL** factors often overlap with the political factors and include trade and consumer laws, employment regulations, competition, food labelling and health and safety regulations.

18. What are the major legal factors that impact positively and negatively upon your business at the farm production level and/or in the downstream processing of food products?

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19. What activities are you doing on-farm or in the downstream processing of your products [where applicable] to either address those legal issues that impede the long-term sustainability of your business or to take advantage of the opportunities presented?

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As this may include quality (QA) management systems, please answer the following questions.

20. Are you currently operating under any quality (QA) management system? [Please tick or highlight your response]

- a. Yes
- b. No

21. If yes, as you may be operating under multiple quality (QA) management systems, please list all of the quality management systems under which your business currently operates.

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22. What legal issues remain unresolved and/or still need addressing to enable you to implement more sustainable business practices in either or both your farming operation and/or the downstream processing [where applicable] of food products?

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The **ENVIRONMENTAL** factors are related to effects of climate variability / change, the [non] availability and depletion of natural resources [geology, soil, water, air], biodiversity and pollution.

23. What are the major environmental factors that impact positively and negatively upon your business at the farm production level and/or in the downstream processing of food products?

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24. What activities are you doing on-farm or in the downstream processing of your products [where applicable] to either address those environmental issues that impede the long-term sustainability of your business or to take advantage of the opportunities presented?

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25. What environmental issues remain unresolved and/or still need addressing to enable you to implement more sustainable business practices in either or both your farming operation and/or the downstream processing [where applicable] of food products?

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END OF SURVEY

1. Thank you for completing this survey and the valuable contribution you have made towards the development of a more sustainable food future for the State of Western Australia.
2. If you have not already, please SAVE the changes you have made to the document.
3. Please send your completed survey by email to: [\[survey@perthnrm.com\]](mailto:survey@perthnrm.com).
4. We will be in touch soon to share the results and to further engage in a collaborative planning process.