



CUSTOMER SURVEY - DEC 2021

SUMMARY

© SENESINO PTY LTD

Robin Smith

SENESINO PTY LTD | PO BOX 68, GRANGE, 4051 QLD, AUSTRALIA

Numnuts Background

Numnuts® was launched in Australia in June 2019 and has now seen three ‘marking season’ years of trading and expansion. Invitations to take part in the December 2021 survey were sent to 600 customers for whom Senesino has emails (others have purchased indirectly via veterinarians), of whom 137 responded, giving a response rate of 23%.

Who Responded?

Just over 50% of respondents were new users of Numnuts®, which is slightly higher than sales statistics for 2021 indicate (39%), with 86% of respondents classing themselves as (commercial) producers. Users found out about Numnuts® through a variety of channels with no one channel predominant, although online industry news sites and word-of-mouth were the most often cited.

The majority of respondents (65%) marked lambs in three flock bands of 300 to 5,000 animals each. A significant number (26%) in two bands of less than 300 lambs.

However, by using the median value from each band to estimate the grossed-up number of lambs treated, the situation was reversed – the three bands (1,000 – 10,000) indicated by 46% of respondents accounted for 75% of total lambs, whereas the two bands at less than 300 lambs, indicated by 26.3% of respondents, accounted for only 1.5% of total lambs treated. The two bands greater than 10,000 lambs indicated by 1.4% of respondents accounted for 13.75% of total lambs treated.

The distribution of respondents by state was broadly in line with sales of Numnuts® during 2021.

Victoria	37.9%
New South Wales	23.3%
Western Australia	13.8%
Tasmania	11.2%
South Australia	10.3%
Queensland	3.4%

How Was Numnuts Used?

65% of respondents marked up to 500 lambs per day, with a further 28% marking between 500 and 1,000 per day. 89% of respondents used Numnuts® across their entire flock with 72% using Numnuts® for both castration and tail docking, with 26% limiting its use to castration only. Of those who did not use Numnuts® for tail docking, 74% used the hot knife, with a significant number of others (16%) applying ring only.

32% of respondents used other forms of pain relief as well as Numnuts. Buccalgescic and Trisolfen account for more than three quarters of these other pain relief options, with Meloxicam around one fifth, and Reliven the remainder. 17% of respondents mulesed their lamb.

91.5% of respondents noticed a positive change in their lambs' behaviour when using Numnuts, with this change manifesting itself in a range of observations including a clear reduction in discomfort and greater ease in subsequent mothering up and herding. A few respondents did not notice any change.

Feelings and Views

85% of respondents reported that Numnuts fitted in easily or very easily (more than 50%) into their lamb marking process. The design and construction of the Numnuts[®] applicator gained positive comment from the vast majority of respondents across a range of attributes, although half recorded some issues with its use including: leaks (largely addressed by design improvements and material changes); mis-handling breakages; vacuuming of fluid; needle problems; gaining familiarity with the new device; and the need for reasonable care and maintenance.

Respondents were invited to offer recommendations for changes and improvements to Numnuts[®], resulting in 47% of respondents putting forward suggestions including ideas around the basic design layout and engineering details, fluid volumes and marketing, pharmaceutical active ingredients, environmental and cost (reduction). 16% of respondents asked for no changes.

Overall, 90% of respondents reported to be satisfied (21%) or very satisfied (69%) with Numnuts[®]. Overall, 86% of respondents will definitely use Numnuts[®] again, with a further 12% likely or undecided. Only 2% are not planning to use Numnuts[®] in the future, most citing cost as the main disincentive.

Buying Numnuts & Finding Information

More than 82% of respondents found the www.numnuts.store website easy or very easy (59%) to use, with more than 75% finding Senesino very responsive when contacted (no negative responses). Respondents used a variety of approaches to solve their problems with Numnuts[®], with information from the website videos being the most often reported (49%), followed by reference to user manuals, support pages on the website, and direct contact with Senesino personnel. Over 24% of respondents had no issues.

More than 90% of respondents found the Numnuts[®] online shop easy or very easy to use (71%), with 84% reporting no difficulties in obtaining Numnuts[®]. Of those 16% of respondents who did report difficulties in obtaining Numnuts[®], 83% cited problems in obtaining NumOcaine via veterinary practices.

Other Ideas

Respondents were invited to share further comments and suggestions to which 57% contributed, with more than half of these being positive comments of support for the continuation and further development of Numnuts[®] in bringing greater animal welfare practices on-farm.

The remaining recommendations included a focus on cost and value, pharmaceutical development, species and size migration, hardware design, construction and maintenance, tail docking, information and training, and issues with the interface with veterinary practices.