

	Cases	Col Response %
As a direct result of reading/using the GMOR for Pork		
Generated new sales in export markets.....	6	24.0%
Undertook new activities or make preparations to export.....	5	20.0%
Identified contacts for export market development.....	6	24.0%
Identified suppliers of goods/services that org'n purchases.....	3	12.0%
Nothing.....	4	16.0%
Use for reference / General use.....	1	4.0%
Total.....	13	100.0%
As a direct result of reading/using the GMOR for Beef		
Generated new sales in export markets.....	4	14.3%
Undertook new activities or make preparations to export.....	6	21.4%
Identified contacts for export market development.....	9	32.1%
Identified suppliers of goods/services that org'n purchases.....	5	17.9%
Nothing.....	1	3.6%
Use for reference / General use.....	3	10.7%
Total.....	15	100.0%

	Cases	Col Response %
As a direct result of reading/using the GMOR for Contract Furniture		
Generated new sales in export markets.....	1	20.0%
Undertook new activities or make preparations to export.....	1	20.0%
Identified contacts for export market development.....	1	20.0%
Identified suppliers of goods/services that org'n purchases.....	1	20.0%
Nothing.....	1	20.0%
Total.....	3	100.0%
As a direct result of reading/using the GMOR for Medical Devices		
Generated new sales in export markets.....	1	4.8%
Undertook new activities or make preparations to export.....	5	23.8%
Identified contacts for export market development.....	11	52.4%
Identified suppliers of goods/services that org'n purchases.....	3	14.3%
Nothing.....	1	4.8%
Total.....	13	100.0%