

Idea Farm FAQs

Here's some information to help you use Idea Farm.

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The panel

What is Idea Farm?

Idea Farm is an online research panel. A research panel consists of a number of individuals who have agreed to participate in ongoing market research surveys.

Idea Farm is owned by Fonterra and has been set up to help us understand how we can improve the service we deliver to our members.

Who can become an Idea Farm member?

To become an Idea Farm member you need to:

- a. be at least 16 years old;
- b. be a resident or citizen of New Zealand;
- c. complete the profiling (introductory) survey, provide your full name and email address;
- d. accept the terms and conditions of the Idea Farm website, and be accepted as a member of Idea Farm.

Find more in the [Terms & Conditions](#) of Idea Farm.

How do I become an Idea Farm member?

To start with, you'll be invited to complete a short introductory survey. When you complete this survey we'll let you know if you qualify to become an Idea Farm member. You only need to complete this introductory survey once.

Our online research panel has been set up to be representative of New Zealand dairy consumers and purchasers. This means we need certain numbers of members from different demographic groups, for example, region and age group. As a result, you might not qualify to be a member of Idea Farm. You can still provide us with your feedback at any time on support@IdeaFarm.co.nz.

If you do not qualify, any identifiable information such as your name, address and email address will be deleted from the Idea Farm database.

What happens after I join?

Once you qualify to become an Idea Farm member, you will be sent a confirmation email. In that email will be a link that you click to activate your Idea Farm membership and account.

Note: if you're re-directed to Idea Farm's home page after completing the introductory survey, you don't need to login to submit your survey responses. They will have already been submitted.

As an Idea Farm member, you will be invited to take part in online surveys about your views regarding a wide range of topics primarily related to dairy products. You will also be able to access active surveys on the Idea Farm website.

How do I update my personal details?

As an Idea Farm member, you can log into the website and change your email address, username and password whenever you like. If you'd like to update other personal details such as age or income, please email support@IdeaFarm.co.nz

How do I stop my Idea Farm membership?

To end your Idea Farm membership, go to Idea Farm's webpage and click 'Unsubscribe' or email support@IdeaFarm.co.nz with 'Request Remove' in the subject line.

Member registration

Why do you need my personal information?

We collect and hold your personal contact details provided from your Idea Farm membership for research purposes. We also use the details to notify you and verify your identity if you win a prize in any draw or competition associated with Idea Farm.

All information collected by Idea Farm from and about members will be used in accordance with the Idea Farm [Privacy Policy](#).

I'm having trouble creating my password

Your password must be 6-12 characters long and include at least one number. Make sure there are no spaces before, in the middle, or at the end of your password.

Why did I not receive the confirmation email?

This may be due to the following.

1. Your email provider or your personal email settings. Some emails sent from an automated system may be diverted directly into your Junk Mail folder. To avoid this, add our address to your safe list or address book.
2. You may have entered your email address incorrectly, so your confirmation may have been sent to an invalid address. If this has happened, you will need to fill out the questionnaire again.

How long will I be an Idea Farm member for?

Your participation in surveys is your choice. However, if you haven't participated in a survey in over a year then we will discontinue your Idea Farm membership. If your Idea Farm membership is discontinued, all of your personal information will be removed from Idea Farm's database.

Participating in research

How do I participate in a survey?

When a survey becomes available, you will receive an email inviting you to participate. Click on the link in the email to begin the survey.

How long will it take to complete a survey?

Most surveys will take 10 to 20 minutes to complete, depending on the length of the survey and your answers.

How often will I participate in surveys?

We aim to invite you to participate in one survey per month on average. You decide whether to participate in the surveys.

What kind of surveys will I be asked to participate in?

The surveys will ask about your opinions and experiences across a wide range of grocery shopping topics, particularly those related to dairy products available here in New Zealand.

Are there any prizes for completing surveys?

Idea Farm members will automatically be entered into monthly prize draws after completing a survey as a thank you for their participation. Any prizes or competitions offered for a particular survey will be detailed in either your survey email invitation or in the survey itself. Please read the information provided so you're familiar with the terms and conditions for entering the prize draws.

If you win any competition run by Idea Farm you consent to your name being published in newsletters or other material, unless you request otherwise.

What will the surveys be used for?

The surveys conducted by Idea Farm are focused on expanding our understanding of what New Zealanders think about dairy products such as milk, cheese, yoghurt and ice cream. The responses to surveys are combined and analysed as a group - individual responses cannot be identified.

Can I find out the results of a survey?

When you become an Idea Farm member, you will be given the option to receive our e-newsletter where we will publish key findings of surveys that we think are of interest. The e-newsletters will be published up to four times a year.

Will I receive other types of communication?

As an Idea Farm member, you will receive email newsletters, published up to four times a year. These newsletters publish key findings of surveys we think are of interest. The newsletters will also publish the winners of the competitions, new services and events.

Technical problems

The link in my email invitation isn't working

Depending on your service provider, or the size of your email window, the survey link might be split across two or more lines. You may also have a link that is not completely underlined or active. To access the survey correctly, select the entire link and paste it into your internet browser.

Why can't I get past the first page?

Be sure that your browser's 'cookies' are enabled. For assistance, refer to the 'Help' menu in your web browser.

If you continue to experience problems, it might be your security settings or a conflict with another software application on your system. Check the Privacy tab of your Internet Options to ensure that the 'Override Automatic Cookie Handling' is NOT selected.

If this doesn't help, check your security software installed, such as Norton Internet security, personal firewall software, pop-up blockers, or spam blockers. Any of these might be blocking the page from loading.

If you continue to experience problems, email support@IdeaFarm.co.nz with as much detail about the problem as possible (i.e. what platform you're using – Windows or Macintosh and what type of browser – Internet Explorer, Netscape, Safari, etc).

I can't see the video

You'll need the correct software installed to view videos. If you already have the correct software, check the privacy setting on your browser.

1. Click the 'Advanced' option (from the Tools – Internet Options – Privacy).
2. Make sure that 'Override Automatic Cookie Handling' is NOT selected.

If you continue to experience problems, please email support@IdeaFarm.co.nz with as much detail on the problem as possible (i.e. what platform you're using – Windows or Macintosh and what type of browser – Internet Explorer, Netscape, Safari, etc).

The email I received is all in code

Check if you can switch from Plain Text to HTML. At the top of your email window there is a small field with the words 'Plain Text'. Click on the down arrow to select HTML. If you continue to experience problems, please email support@IdeaFarm.co.nz

Why is my password not working?

Make sure that you've clicked the link in the confirmation email you're sent after completing the introductory survey to activate your Idea Farm membership and account. Please see '[Why did I not receive the confirmation email?](#)' if you haven't received this email.

If you have confirmed your Idea Farm membership and your password problems persist, make sure that when you're logging in, there are no unnecessary spaces before or after your email address or password - the system will read these blank spaces as extra characters.

I get an 'email does not exist' message when I try to log in

If you didn't complete the initial introductory survey and click the link in your confirmation email, you are not fully registered for Idea Farm.

If you have completed these steps and still cannot login, try closing the Idea Farm web page and returning in a few minutes.

I can't remember my password

If you can't remember your password, click on the 'Forgot password' button on the Idea Farm login page and it will be emailed to you. If you continue to experience problems email support@IdeaFarm.co.nz

The page timed-out

If you leave your survey page open for a long period of time, the page can time-out. However, the answers you've already provided will not be lost. To finish the survey, click on the survey link in your email invitation again and it will take you back to where you left off.

Why is the system so slow?

A number of things may affect the speed when you're on Idea Farm. These could be related to your modem, your ISP, or the browser you are using.

If you continue to experience problems, please email support@IdeaFarm.co.nz. with as much detail on the problem as possible (i.e. what platform you're using – Windows or Macintosh and what type of browser – Internet Explorer, Netscape, Safari, etc.)

Portal problems

How do I retrieve my password if I forget it?

Enter your email address where you would usually log in on the Idea Farm web page and click on 'Forgot password?'. The password will be emailed to you.

I can't log in with my email address. The message says it is not in the database.

Once you've completed the introductory survey and qualify to become an Idea Farm member, you will be sent a confirmation email with a link. You click on this link to activate your Idea Farm membership and account. The system will not recognise your address until it has been confirmed by clicking on the link in that email. Check your Inbox and Junk Mail folder for the confirmation email. Depending on your email provider, it may have been directed to your Junk Mail folder.

I didn't receive my password after clicking on the 'Forgot password' button

Some email providers automatically divert emails to the Junk Mail folder. To avoid this, add our email address to your address book or safe list.

How do I add Idea Farm to my safe list?

If you are using Hotmail or Yahoo follow the instructions below to ensure your email invitations are sent directly to your inbox.

1. Open your mailbox.
2. Click on 'Mail' tab.
3. Click on 'Options' - located on the top right of the page, on the same level as the four tabs labeled Today, Mail, Calendar and Contacts
4. Click on 'Junk Email Protection'.
5. Click on 'Safe List'.
6. Type 'support@IdeaFarm.co.nz' and click 'Add'.

If you use Hotmail or Yahoo or another email program or web-based email provider, please consult the 'Help' menu regarding specific instructions on adding the email support@IdeaFarm.co.nz to your safe list or address book.

Am I still registered in the panel? I haven't received a survey invitation for a while.

On average, you will have the opportunity to participate in surveys every month or so. Surveys are often sent depending on region, age group, gender, or other criteria. When a survey matching your profile is launched, you will receive an email invitation. If you have not received an invitation, it is most likely because there have not been any surveys released that match your profile.

Did you get my responses?

If you'd like to know when your responses have been received, click on the survey link when you've finished. A message saying that you've already completed the survey will appear.