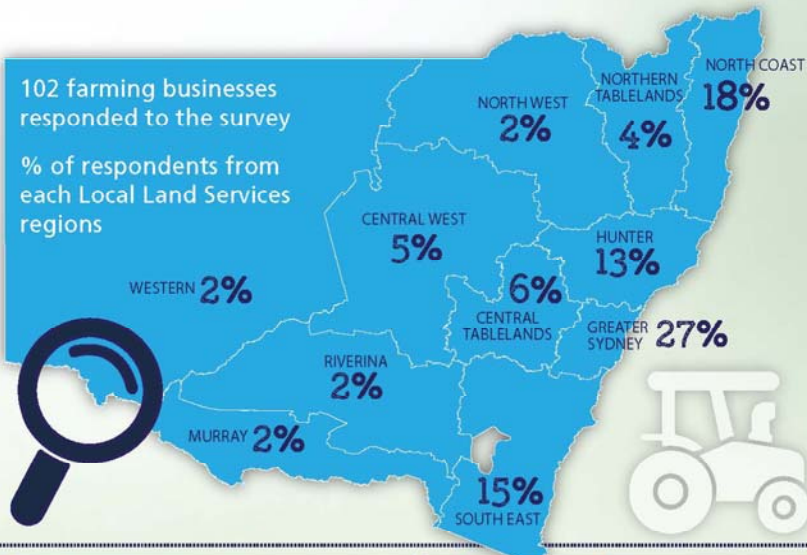


LOCAL FARMERS

SELLING DIRECT TO MARKET IN NSW



In early 2019 Greater Sydney Local Land Services coordinated a state-wide survey of farmers that sell produce direct to local markets including farm gate sales, restaurants, Community Supported Agriculture, farmers markets and local speciality stores.



Most common industries

Vegetable Livestock

Individual farms sell to a diversity of markets

50% of respondents sell to more than one market type

21% sold to more than three market types

Farm locations

70% RURAL

24% SEMI-RURAL

5% URBAN

Farm diversity

48% produce multiple products

23% produce five products or more

75% produce is sold to customers within 100 kms of the farm

83% use farming philosophies to market their business

Most common farming philosophies

- Regenerative
- Organic
- Holistic
- Conventional

Most common business goals

- Leaving the farm in good or better condition
- Biodiversity
- Steady income
- Productivity

Most common challenges

- Reliable market access
- Input costs
- Water availability
- Climate

Top farm traits

Local Sustainable Quality Ethical Chemical Free

55% have been farming LESS than 10 YEARS

Future learning needs

- Soil health
- Marketing
- Holistic decision making
- Business skills
- Financial knowledge
- Grazing practices
- Pasture management

How farmers prefer to receive information

80% their peers

70% face to face

60% Online

87% were committed to environmental sustainability

+ 47% felt climate change ready

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LOCAL FARMERS

SELLING DIRECT TO MARKET IN NSW



In 2019 Greater Sydney Local Land Services coordinated a survey of farmers that sell produce direct to local markets including farm gate sales, restaurants, Community Supported Agriculture, farmers markets and local speciality stores.

These results will help to guide the support and programs Local Land Services delivers.

30 Greater Sydney farms businesses responded to the survey



Most common industries



Individual farms sell to a diversity of markets



83% of respondents sell to more than one market type
40% sold to more than three market types

73% produce is sold to customers within **50** kms of the farm

73% use farming philosophies to market their business

Farm locations

47% RURAL

43% SEMI-RURAL

10% URBAN

Farm diversity

70% produce multiple products
33% produce five products or more



Most common farming philosophies



Most common business goals

- Leaving the farm in good or better condition
- Biodiversity
- Steady income
- Productivity

Most common challenges

- Production costs
- Climate events (flood, fire)
- Reliable markets
- Climate change

Top farm traits

- Local
- Sustainable
- Quality
- Ethical
- Chemical Free

50% have been farming **LESS** than **10** YEARS

Future learning needs

- Soil health
- Business skills
- Financial skills
- Marketing
- Holistic decision making
- Pasture management
- Grazing practices

How farmers prefer to receive information

79% their peers
68% face to face
63% Online

88% were committed to environmental sustainability

+ 44% felt climate change ready

Contact Us

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