

LOCAL FARMERS SELLING DIRECT TO MARKET



In June 2021, Greater Sydney Local Land Services conducted a survey of farmers selling produce direct to local markets. This survey follows on from one conducted in 2019.

73%

have been farming for less than

10 YEARS



DESCRIBE THEIR FARM AREA:

46% SEMI-RURAL

27% URBAN

27% RURAL

THE MOST COMMONLY USED MARKETING TRAITS ARE:

- Local
- Quality
- Seasonal
- Healthy soils
- Small farms
- Family

33% increased their use of 'sustainability' credentials to market their produce over the past 3 years

27% will increase their use of 'sustainability' credentials to market their produce in the future

13% increased their use of 'climate tools and information' over the past 3 years

40% will increase their use of 'climate tools and information' in the future

MOST COMMON PRODUCE:

- Vegetables
- Fruit
- Poultry (eggs)
- Herbs
- Honey

86%

sell the majority of their produce within a

50 km range

THE MOST COMMONLY USED MARKETING CHANNELS:

- Farm gate sales
- Online orders
- Direct to consumer (eg: delivery)

CONFIDENCE IN THE ABILITY TO:

87% continue farming into the future

93% maintain and improve the health of the vegetation, soil and water on their farm

67% manage and adapt to changing market conditions

87% identify and manage risks to their farming business

93% achieve their farming goals

53% manage and adapt for the challenges of climate change

*OUR WORKSHOPS FOCUSING ON SUSTAINABILITY CREDENTIALS:

- 96% learned something useful and intended to make changes
- 64% actually made changes
- 45% accessed new markets as a result

*OUR WORKSHOPS ON USING CLIMATE TOOLS TO ADAPT FARMING PRACTICES:

- 97% learned something useful
- 90% intended to make changes
- 86% actually made changes