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 specialty stores.

- **102 farming businesses** responded to the survey
- **70%** rural
- **24%** semi-rural
- **5%** urban

**Farm locations**

**Farm diversity**
- 48% produce multiple products
- 23% produce five products or more

**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

**Most common farming philosophies**
- Regenerative
- Holistic
- Organic
- 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

**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

**55%** have been farming LESS than 10 years

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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
- Vegetable
- Livestock
- Poultry

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
- Regenerative
- Holistic
- Organic
- Conventional

Farm locations
- 47% RURAL
- 43% SEMI-RURAL
- 10% URBAN

Farm diversity
- 70% produce multiple products
- 33% produce five products or more

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

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

50% have been farming LESS than 10 years

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For more information visit: www.lls.nsw.gov.au/greatersydney

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NSW Government Local Land Services Australian Government National Landcare Program

This summary has been produced by Blackheath Studio with support from Greater Sydney Local Land Services, through funding from the Australian Government’s National Landcare Program.

This was a voluntary survey, the information will be used by Local Land Services as part of its reporting requirements and to inform future projects and support services. Read our full privacy statement at www.industry.nsw.gov.au/privacy.