

Sustainability through farmer-citizen connection

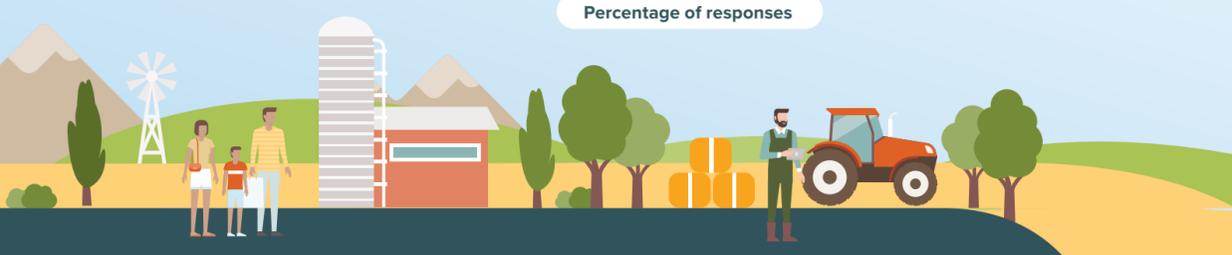
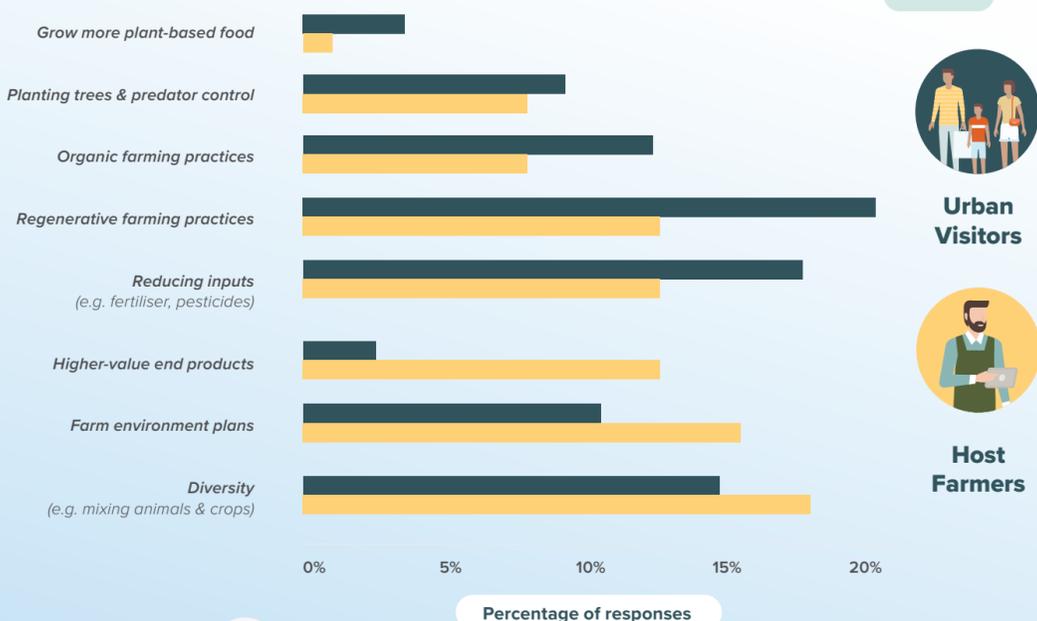
In March 2021, New Zealand's second national Open Farms day saw 2,700 Kiwis visit 37 farms across the country. Post-event social science research by the Our Land and Water National Science Challenge adds a new perspective to the wider story of sustainable farming:

Urban visitors and host farmers share a similar vision of sustainable farming, and urban visitors see direct-from-farmer food purchasing as their most impactful sustainable action.

A shared vision of sustainable farming

A future of diverse landscapes, more planning, fewer inputs and farming practices that improve soil and water health

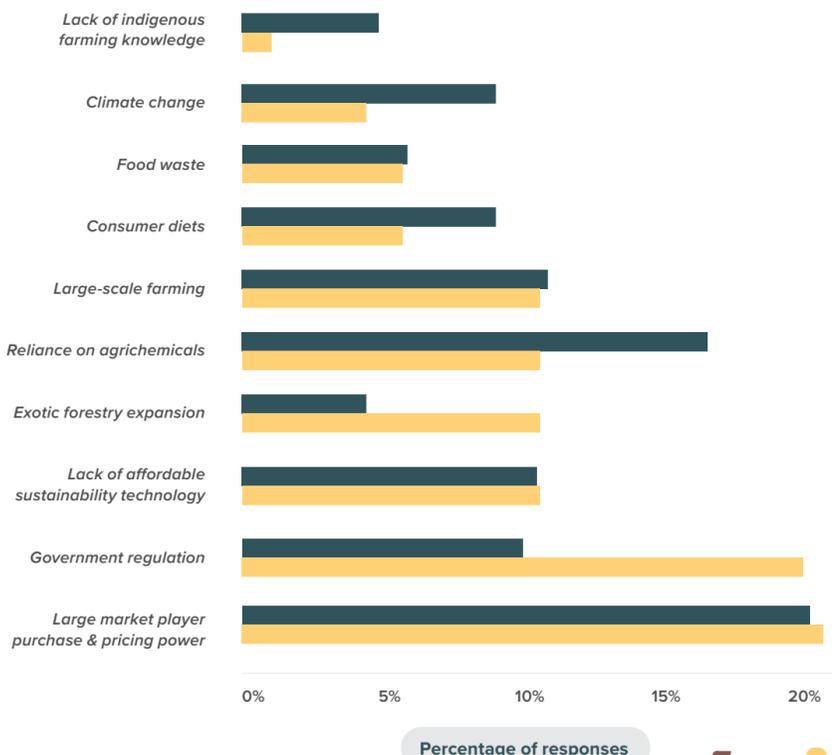
Practices with the greatest positive impact on sustainability



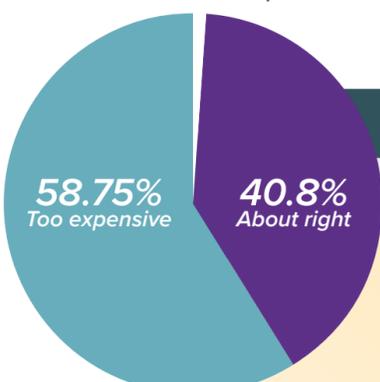
Barriers to the vision

Agreement that the economic power of large players (like supermarkets) is the biggest barrier to sustainable farming

Biggest barrier to sustainable farming



1.17% Too cheap



Is the price of food...

Paying more for food in NZ is an unlikely pathway towards more sustainable farming

The way forward: food direct from the farmer

“The ONE most sustainable food action I can take is...”

- 29% Buy food direct from a farm or farmer's market
- 21% Buy NZ grown food
- 17% Reduce food waste
- 12% Pay more for sustainably grown food
- 8% Buy more certified food (e.g. organic)
- 7% Eat less meat or dairy
- 4% Join a tree planting or environmental group



“You build a relationship with the people that are growing your food. It grows the community, there is a massive social benefit as well as high quality produce” – urban visitor



Open Farm days connect people together

After visiting a farm...



“The Open Farms day really show you the reality. You get to see and learn things that you had no idea about – breaking your pre-conceived ideas.” – urban visitor

Find out more at www.ourlandandwater.nz