

HEPBURN SHIRE ARTISAN AGRICULTURE

PULSE SURVEY SUMMARY 2021

| | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|---|--|--------------------|----------------|-------------------|-----------------------|------------|----------|------------------------|-----------------------|--|----------|-------|--|-------|-------------|------|------|------|---------|------------------|--|
| <p>Aim of Survey</p> <p>Provide a voice of growers and producers and understand the current conditions of the sector.</p> <p>79 Respondents</p> <p>Results were collected between November 2020 and January 2021</p> | <p>Artisan Producers are Diverse</p> <table border="0"> <tr> <td>Flower growers</td> <td>Poultry & Eggs</td> </tr> <tr> <td>Fruit & Vegetables</td> <td>Pigs</td> </tr> <tr> <td>Wine, Beer, Cider</td> <td>Sheep /Lambs/ Wool</td> </tr> <tr> <td>Bees</td> <td>Beef</td> </tr> <tr> <td>Dairy Production</td> <td>Value Adders (Cheese)</td> </tr> </table> | Flower growers | Poultry & Eggs | Fruit & Vegetables | Pigs | Wine, Beer, Cider | Sheep /Lambs/ Wool | Bees | Beef | Dairy Production | Value Adders (Cheese) | <p>Larger Farms Produce</p> <table border="0"> <tr> <td>Potatoes</td> <td>Sheep</td> </tr> <tr> <td>Grain, Cropping</td> <td>Lambs</td> </tr> <tr> <td>Hay, Silage</td> <td>Wool</td> </tr> <tr> <td>Eggs</td> <td>Beef</td> </tr> <tr> <td>Poultry</td> <td>Dairy Production</td> </tr> </table> | Potatoes | Sheep | Grain, Cropping | Lambs | Hay, Silage | Wool | Eggs | Beef | Poultry | Dairy Production | <p>Average Age of Farmers</p> <p>46-55 (34.4%)</p> <p>26-35 (17%)</p> <p>36-45 (12.5%)</p> <p>56-65 (28%)</p> <p>>65 (8%)</p> |
| Flower growers | Poultry & Eggs | | | | | | | | | | | | | | | | | | | | | | |
| Fruit & Vegetables | Pigs | | | | | | | | | | | | | | | | | | | | | | |
| Wine, Beer, Cider | Sheep /Lambs/ Wool | | | | | | | | | | | | | | | | | | | | | | |
| Bees | Beef | | | | | | | | | | | | | | | | | | | | | | |
| Dairy Production | Value Adders (Cheese) | | | | | | | | | | | | | | | | | | | | | | |
| Potatoes | Sheep | | | | | | | | | | | | | | | | | | | | | | |
| Grain, Cropping | Lambs | | | | | | | | | | | | | | | | | | | | | | |
| Hay, Silage | Wool | | | | | | | | | | | | | | | | | | | | | | |
| Eggs | Beef | | | | | | | | | | | | | | | | | | | | | | |
| Poultry | Dairy Production | | | | | | | | | | | | | | | | | | | | | | |
| <p>Production Practices</p> <p>44% Regenerative Farming</p> <p>33% Agroecology</p> <p>32% Intensive</p> <p>24% Pastured</p> | <p>Top 5 Distribution Channels</p> <p>Local Retailers</p> <p>Online Sales</p> <p>Direct to Local Restaurants</p> <p>Farm Gate</p> <p>Family & Friends</p> | <p>Other Distributions</p> <p>Livestock Exchanges</p> <p>Cellar Door</p> <p>Exchanges with community</p> <p>Local Seed Company</p> <p>Wine Merchants</p> | <p>Land Use</p> <p>55% farm on land > 20 ha</p> <p><1 ha (19.2%)</p> <p>1-5 ha (19.5%)</p> <p>5-10 ha (3.9%)</p> <p>10-20 ha (14.3%)</p> | | | | | | | | | | | | | | | | | | | | |
| <p>Annual Turnover (2019-20)</p> <p>43.5% <\$50k</p> <p>\$50-100k (19.2%) \$200-300k (2.7%)</p> <p>\$100-150k (9%) >\$300k (20%)</p> <p>\$150-200k (5.1%)</p> | <p>Planned Investment in 5 years</p> <p>36% <\$50k</p> <p>20% >\$250k</p> <p>Total Investment Potential = \$8.28m</p> | <p>Investing on...</p> <table border="0"> <tr> <td>More Land New / Leased</td> <td>Wages</td> </tr> <tr> <td>Increase Stock</td> <td>Equipment</td> </tr> <tr> <td>Shelter Belts (Trees)</td> <td>Irrigation</td> </tr> <tr> <td>Shedding</td> <td>Regenerative equipment</td> </tr> <tr> <td>Compost Equipment</td> <td>Solar Panels</td> </tr> <tr> <td>Tractors</td> <td></td> </tr> </table> | More Land New / Leased | Wages | Increase Stock | Equipment | Shelter Belts (Trees) | Irrigation | Shedding | Regenerative equipment | Compost Equipment | Solar Panels | Tractors | | <p>Challenges to Growth</p> <p>Costs and planning restrictions (48%)</p> <p>Limited finance / government assistance (31%)</p> <p>Scale inappropriate for food regulations (31%)</p> <p>Competing land use with neighbours (19%)</p> <p>Access to food processing facilities (19%)</p> | | | | | | | | |
| More Land New / Leased | Wages | | | | | | | | | | | | | | | | | | | | | | |
| Increase Stock | Equipment | | | | | | | | | | | | | | | | | | | | | | |
| Shelter Belts (Trees) | Irrigation | | | | | | | | | | | | | | | | | | | | | | |
| Shedding | Regenerative equipment | | | | | | | | | | | | | | | | | | | | | | |
| Compost Equipment | Solar Panels | | | | | | | | | | | | | | | | | | | | | | |
| Tractors | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Main Farm Activities</p> <p>50% Food / Beverage Retail Sales</p> <p>42% Food / Beverage Production</p> <p>Contracting Services (24%) Agritourism (21%)</p> <p>Education (23%) Transport/Logistics (15%)</p> <p>Consulting (15%) Accommodation (20%)</p> | <p>Other Income</p> <p>42% source <20 percent off-farm</p> <p>23% source >80 percent off-farm</p> | <p>Employment</p> <p>51% have no employees</p> <p>1-3 (38%) 4-9 (6%)</p> <p>10-15 (5%) >15 (0%)</p> | <p>Networks</p> <p>43% belong to Local Landcare Groups</p> <p>Australian Food Sovereignty Alliance (27%)</p> <p>Victorian Farmers Market Assoc. (23%)</p> <p>Daylesford Macedon Tourism (14%)</p> | | | | | | | | | | | | | | | | | | | | |

For further information on the Hepburn Shire Artisan Agriculture Pulse Survey 2021 or any other activities of the group please contact:
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