

# Diverse Experiences of Farming surveyed and interviewed over 1,300 New Zealanders, and asked them – urban and rural – what they really think about farming. **The results might surprise you.**

Despite what some media and politicians claim, **there is no deep and antagonistic chasm between urban and rural New Zealanders**, town and country dwellers, including farmers.

**We value our farmers** for the food they grow, and recognise their role in creating jobs and managing the environment.

Total 1,384 people surveyed, representative of the New Zealand population across gender and age. Follow-up interviews conducted with representatives from farming, environmental groups, Iwi, government and food supply chains.

*New Zealanders share two main concerns about farming: environmental impact, and costs of food and inputs.*

*Food is a connection point.*

*Urban consumers want to feel confident that farmers are taking action for environmental sustainability*

*Alongside planned events like Farmers Markets and Open Farm Days, everyday interactions where people connect as people can foster dialogue and understanding.*

*Rural and urban people both recognise a disconnect between town and country. They lay the blame with institutions - government, media and supermarkets - rather than each other.*

*Affordability, taste, and buying NZ made. New Zealanders value these most when buying food*

*Farmers want to see more positive, real stories about farming in media.*

While most New Zealanders feel that farming provides strong benefits to the country, **recognising the sector's benefits does not equate to greater trust in farming.**

**Honest, clear, communication** from farming sectors, which listens to the public's point of view, **drives trust.**



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