



TASMANIAN SMALL SCALE PRODUCER SURVEY

In May 2023, Sprout Tasmania, a Tasmanian not-for-profit, conducted their second small scale producer survey with producers from across the state. The survey findings are used to provide a profile of this important sector, what its challenges are and its future needs and how the sector can be best supported by Sprout, Governments of all levels and philanthropy. This infographic gives you high-level highlights. The survey report provides the details and analysis behind the highlights.

WHAT DID WE DO?



We reviewed, refined, and tested the survey



We included new questions to capture the impact of inflation



We disseminated the survey through our newsletter data base, promoted it on social media and via newspapers and radio interviews



Many of our allies supported the survey by sharing it through their own networks



We 'cleaned' the data and analysed 114 survey responses

THE PROFILE OF SMALL-SCALE PRODUCERS IN TASMANIA



WHO ARE THEIR CUSTOMERS?



How do they farm now and how would they like to farm in the future?

CURRENT		FUTURE
61%	Regenerative agriculture	68%
50%	Organic in principle	52%
7%	Organic certified	14%
28%	Pastured	24%
28%	Free range	24%
15%	Agroecological	19%
11%	Conventional	4%

WHAT SUPPORT DO TASMANIAN SMALL-SCALE PRODUCERS NEED TO GROW AND THRIVE?

- Recognition of the sector and its value by government and industry
- Ready access to finance and capital
- Building resilience in farming systems to prepare for climate change impacts
- Skill building to improve productivity, soil health and regenerating landscapes; business planning and sales and marketing.

WHAT CAN GOVERNMENTS DO TO INCREASE SUPPORT FOR SMALL SCALE PRODUCERS IN TASMANIA?

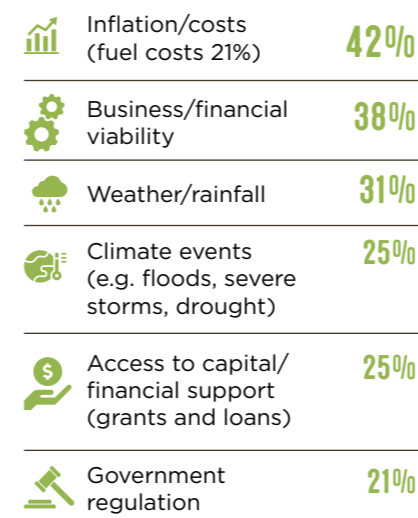
- Develop a small-scale producer strategy that addresses challenges and supports the sector growth for the future
- Create grant funding specifically for this sector
- Simplify land use planning and regulation
- Invest in the training needs of the sector
- Marketing and consumer education around seasonality and the value of the sector

WHAT CAN PHILANTHROPIC ORGANISATIONS DO TO INCREASE SUPPORT FOR SMALL SCALE PRODUCERS?

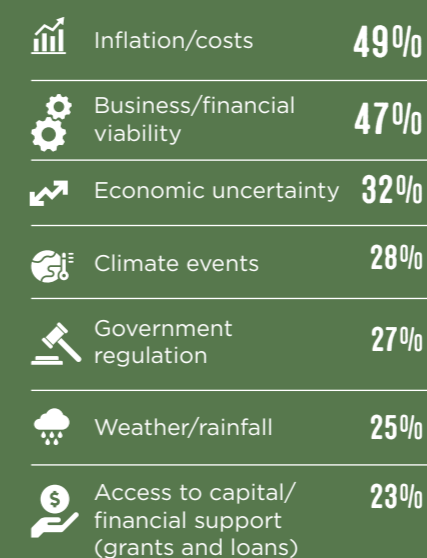
- Create grant funding specifically for this sector
- Invest in the training needs of the sector
- Support and amplify the advocacy for the sector

WHAT ARE THE BIGGEST CHALLENGES?

IN THE LAST 12 MONTHS...



IN THE NEXT 12 MONTHS...



IMPACTS OF INFLATION ON SMALL SCALE PRODUCERS

42% OF SMALL SCALE PRODUCERS SAID INFLATION WAS THEIR BIGGEST CHALLENGE IN THE LAST 12 MONTHS.

- 1 in 3 increased prices to customers
- Added input costs increased 10% or more for 2/3 producers
- Sales and customer numbers were not stable for around 50% of small scale producers
- 12% experienced a decrease in sales

WHAT CAN SPROUT TASMANIA DO TO SUPPORT SMALL SCALE PRODUCERS IN TASMANIA?

Resoundingly the sector values the role of Sprout Tasmania. Small scale producers ask for the focus to be on:

- Advocacy about the sectors challenges and needs to all levels of government: continue to be the sector voice
- Creating more opportunities for networking and sharing skills and knowledge



Working with the government and philanthropic sectors to increase their support of small scale producers



Workshops and training to build skills



Explore a sector research partnership with U Tas and TIA



For more information please contact Sprout Tasmania.