

Norfolk Island Food Security and Agriculture



Aims and objectives

- *Understand what underpins consumers' preferences for local or imported food*
- *Assess the potential for increasing local food production and processing to provide a broader range of locally produced and processed food and farm products*
- *Identify points where investment of resources or other actions could eliminate barriers currently impeding the development of local agri-food businesses*
- *Assess the community interest in education/awareness-raising around sustainable food and regenerative agriculture, soil health and its relation to nutrient dense food, health and wellbeing outcomes*



- Online surveys

- Consumers
- Commercial operators

- Face-to-face interviews

- 7 well-established producers (3 market gardeners, 1 cow milk producer, one goat milk producer, one chicken egg producer)
- 4 community members with an interest in starting or growing their food producing/processing businesses (one cheese producer, one avocado producer, one mushroom producer, one duck meat producer)
- 2 retailers
- 2 restaurant owners
- a representative of the island's central school.



Online survey results

- 206 responses from individuals / consumers
- 14 responses from commercial operators



- **Consumer online survey results**

- Most respondents place a high degree of importance on their produce being locally produced, and in most cases will try to buy the local alternative when they can.
- In the case of milk however, whilst most consumers indicated a preference for a local alternative, just over three quarters of respondents indicated they purchased mostly imported. The most commonly cited reasons for this included -
 - It's more readily available
 - It's easy to store due to it being long-life and shelf-stable
 - It's less expensive
- For eggs, more than two thirds of respondents indicated they purchased mostly local eggs instead of the imported alternative, despite the imported alternative being as much as half the price.
- Approximately one third of respondents predominantly source their vegetables not from shops, but from their own gardens or those of someone else (i.e., share/exchange/barter for vegetables).



- **Commercial operator online survey results**

- Similar to the consumers, most commercial operators who responded place a high degree of importance on their produce being locally produced, and in most cases will try to buy the local alternative when they can.
- More than three quarters of respondents indicated they purchase mostly fresh and locally grown vegetables, as opposed to imported (frozen/canned) alternatives. As per the consumers this was mainly due to a desire to support the local economy, for taste / freshness, perceived health benefits, lower food-miles and because it is more readily available. For those purchasing imported alternatives the most commonly cited reason was because it is more readily available.
- For beef, the majority of commercial operators purchase imported beef, despite their preference for local. The reasons given for doing so include reasons of tenderness / taste / flavour and it being more readily available.
- A larger proportion of commercial operators purchased imported eggs, primarily due to the reduced cost and to a lesser extent availability.
- Milk appeared to face similar challenges for commercial operators as with consumers – many would prefer to buy local, but the imported alternative is more readily available and less expensive.



Outcomes of face-to-face interviews

- **Barriers and obstacles to strengthening the local food system**
 - Freight issues
 - Water, climate change and drought
 - Access to initiatives, schemes, grants, subsidies, support and finance



Outcomes of face-to-face interviews

- **Opportunities and challenges**

- Preserving the harvest and processing produce on-island
- Developing Norfolk's dairy industry
- Locally-grown grain (livestock feed) alternatives
- Knowledge sharing and trialling of regenerative farming practices
- Skilling up our less-experienced (and often young) community members and new arrivals in growing food