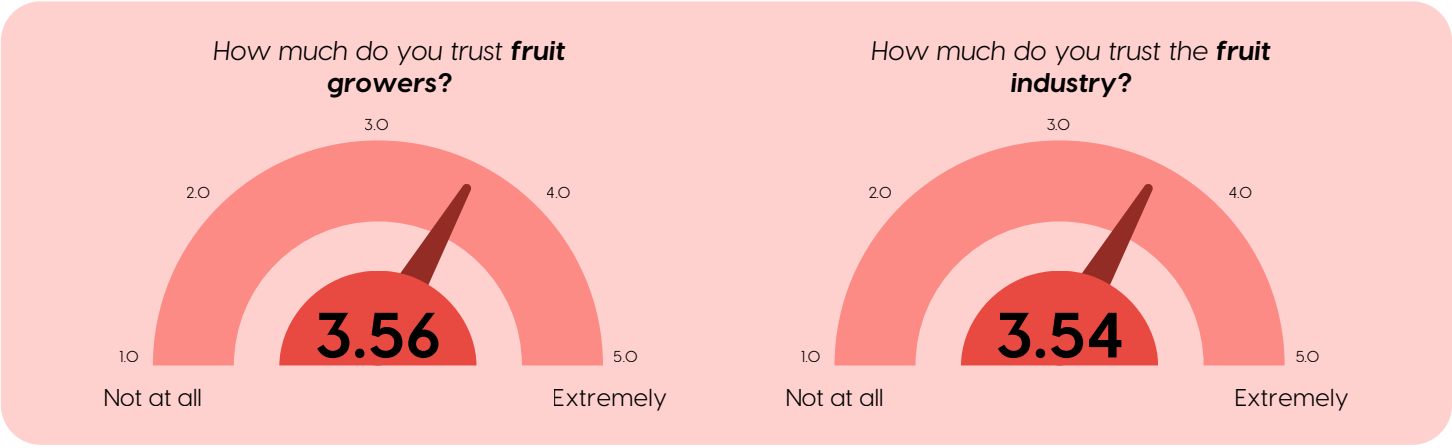
Community Trust in Australian Fruit Growers

The Community Trust in Australian Horticulture project surveyed 1,791 Australians to understand community perceptions of fruit growers and the fruit industry. By measuring trust in both growers and the broader fruit industry, this research helps identify whether community perceptions are driven by individual farming practices or broader industry issues. This allows fruit growers to better target communication and engagement where it will have the greatest impact.

Encouragingly, **88% of Australians agree the fruit industry is important to Australia**, while 87% say they have at least some knowledge of the industry.



What drives community trust in fruit growers?

The strongest drivers of trust in fruit growers relate to environmental stewardship, responsible water use and sustainable farming practices. While these same factors also influence trust in the fruit industry overall, Australians additionally consider whether the broader industry is innovative and operates fairly.

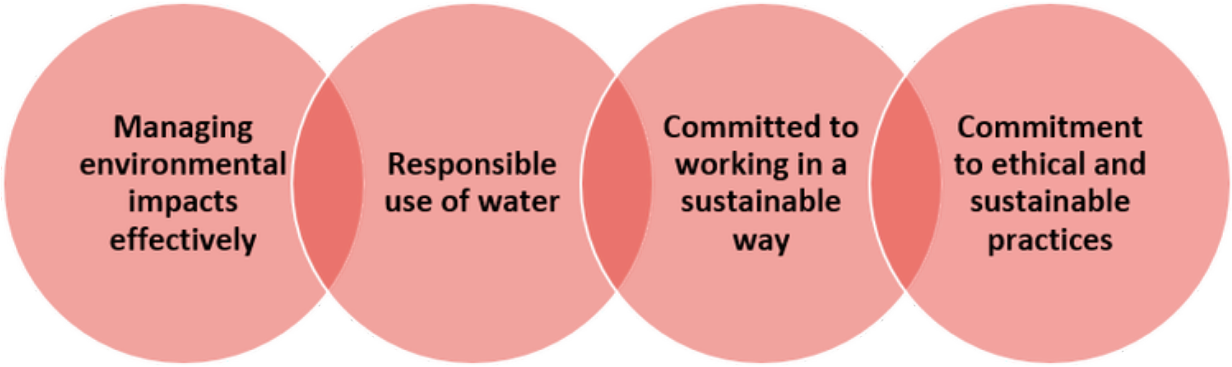


Figure 1: Drivers of community trust in fruit growers.

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How can fruit growers strengthen trust?

Increase visibility of environmental management

- **55% of Australians agree fruit growers manage environmental impacts effectively**, while 38% remain neutral. This suggests many Australians are uncertain rather than critical, presenting an opportunity to share practical examples of how environmental impacts are monitored and managed.

Showcase responsible water management

- **56% of Australians agree fruit growers use water responsibly,** while 37% remain neutral. Sharing how water is managed efficiently and responsibly may help strengthen community confidence.

Continue demonstrating sustainable farming practices

- Environmental sustainability is one of the strongest drivers of trust in fruit growers. While **63% of Australians agree the industry is committed to working sustainably,** 31% remain neutral**.** Increasing the visibility of existing environmental practices can help build confidence among those who are uncertain.

Continue demonstrating ethical and responsible production

- **63% of Australians agree the industry is committed to ethical and responsible production and delivery practices**, while 31% remain neutral. Highlighting how fruit growers make responsible decisions across production, quality and supply chains can help reinforce community confidence.

Does age matter?

Australians of all ages recognise the importance of the fruit industry. However, **adults aged 25–34 report slightly lower levels of agreement than other age groups,** suggesting there may be opportunities to strengthen awareness and engagement with younger Australians.

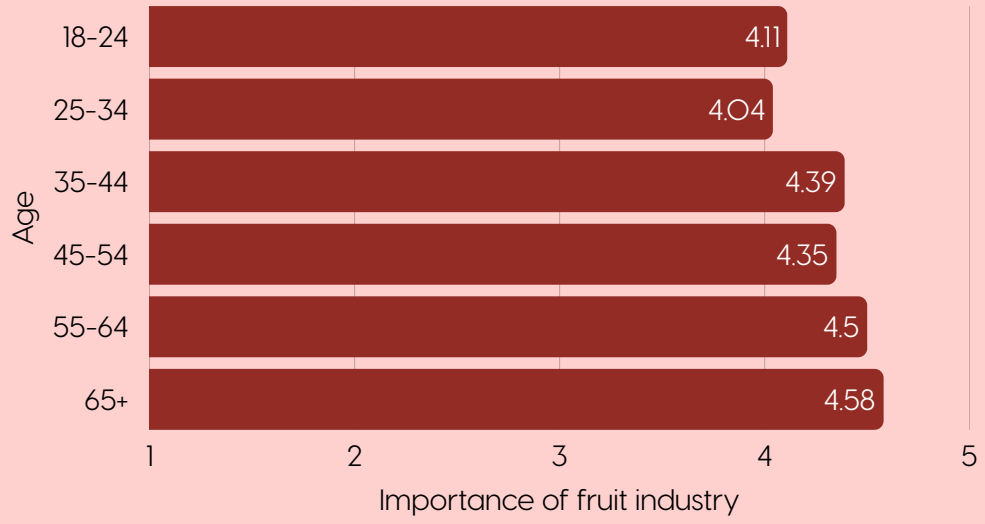


Figure 2: Correlation between age and importance in the fruit industry.

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What does this mean for fruit growers?

Australians generally hold positive views of fruit growers and recognise the importance of the fruit industry. The findings suggest that trust in fruit growers is built through both performance and commitment. Australians want confidence that growers manage environmental impacts and water responsibly, but they also want to know that the industry is genuinely committed to sustainable farming and ethical, responsible production.

Many Australians remain uncertain rather than negative about these areas. This suggests the greatest opportunity is not necessarily to change farming practices, but to better demonstrate the values and practices that already underpin modern fruit production.

By combining practical examples of environmental stewardship and responsible water management with clear communication about sustainable farming and ethical, responsible production, fruit growers can help strengthen community understanding and build trust.



CITATION
Community Trust in Horticulture: 2026 Summary.
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This project has been funded by Hort Innovation, with contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.