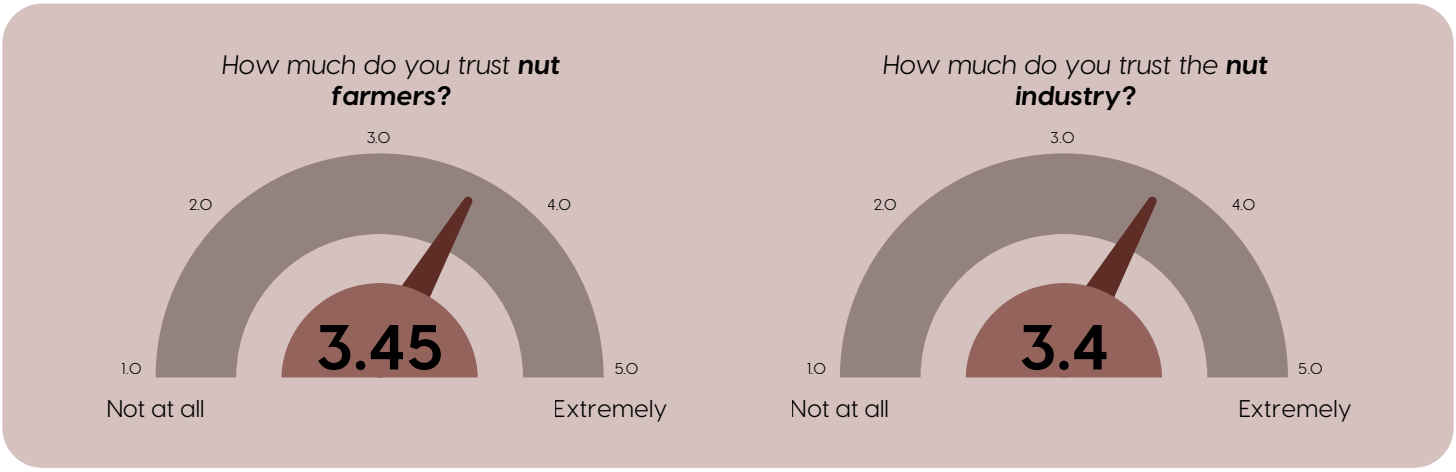
Community Trust in Australian Nut Farmers

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

Encouragingly, **81% of community members agreed that the nut industry is important to Australia**, while 67% of Australians said they have at least some knowledge about the nut industry.



What drives community trust in nut farmers?

The figure below highlights the strongest drivers of trust in nut farmers. **The strongest drivers of trust in nut farmers relate to environmental management, responsible water use, food safety and recognition of the industry's importance to Australia**. While these same factors also influence trust in the nut industry overall, trust in the broader nut industry is further shaped by perceptions of innovation and fairness.

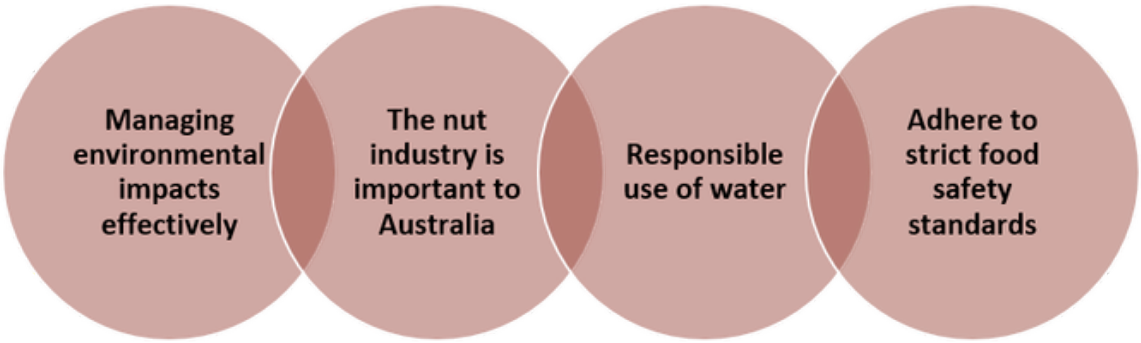


Figure 1: Drivers of community trust in nut farmers.

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How can nut farmers strengthen trust?

Increase visibility of environmental management

- **55% of Australians agree the industry manages environmental impacts effectively**, while 38% remain neutral. This suggests many Australians are uncertain rather than critical, creating an opportunity to build understanding through practical examples of environmental stewardship.

Highlight the industry's contribution to Australia

- **81% of Australians agree that the nut industry is important to Australia**. Continuing to demonstrate the industry's contribution to food production, regional communities and the Australian economy can help reinforce this positive perception.

Showcase responsible water management

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

Continue reinforcing food safety standards

- Food safety is an area of strength, with **73% of Australians agreeing the industry adheres to strict food safety standards**. Continuing to communicate these practices helps maintain confidence in both nut farmers and the broader industry.

Does age matter?

Australians of all ages recognise the importance of the nut industry. However, **younger Australians report slightly lower levels of agreement** than older age groups, suggesting there may be opportunities to strengthen awareness and engagement with younger audiences.

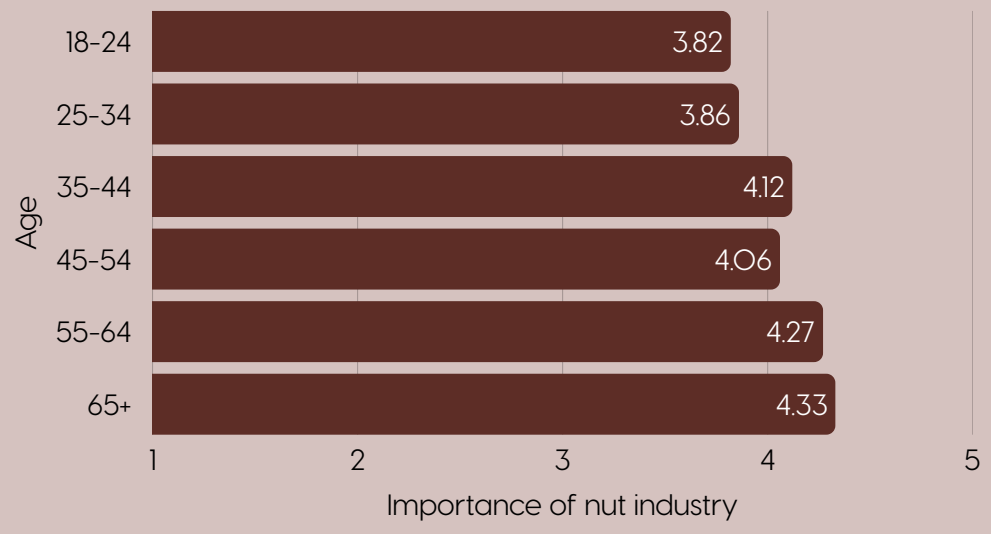


Figure 2: Correlation between age and importance scores in the nut industry.

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What does this mean for nut farmers?

For nut farmers, building trust is about more than demonstrating responsible farming practices. The findings show that Australians are also more likely to trust the industry when they recognise the contribution it makes to Australia.

This means there are two opportunities to strengthen trust. The first is continuing to increase the visibility of environmental stewardship, responsible water use and food safety practices, particularly where community uncertainty remains. The second is helping Australians better understand the value the nut industry creates through food production, regional employment and its contribution to the Australian economy.

By combining practical examples of responsible farming with clear communication about the industry's contribution to Australia, nut farmers can help build greater community understanding and strengthen trust.



CITATION
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