

The Survey of Rural Decision Makers is a biennial survey of New Zealand’s primary sector conducted by Manaaki Whenua – Landcare Research since 2013. In 2023, there were ~5,200 respondents representing commercial and lifestyle farms, forests, and growing operations from Cape Reinga to Rakiura.

KEY RESULTS SHEET THREE:

# Land-use change

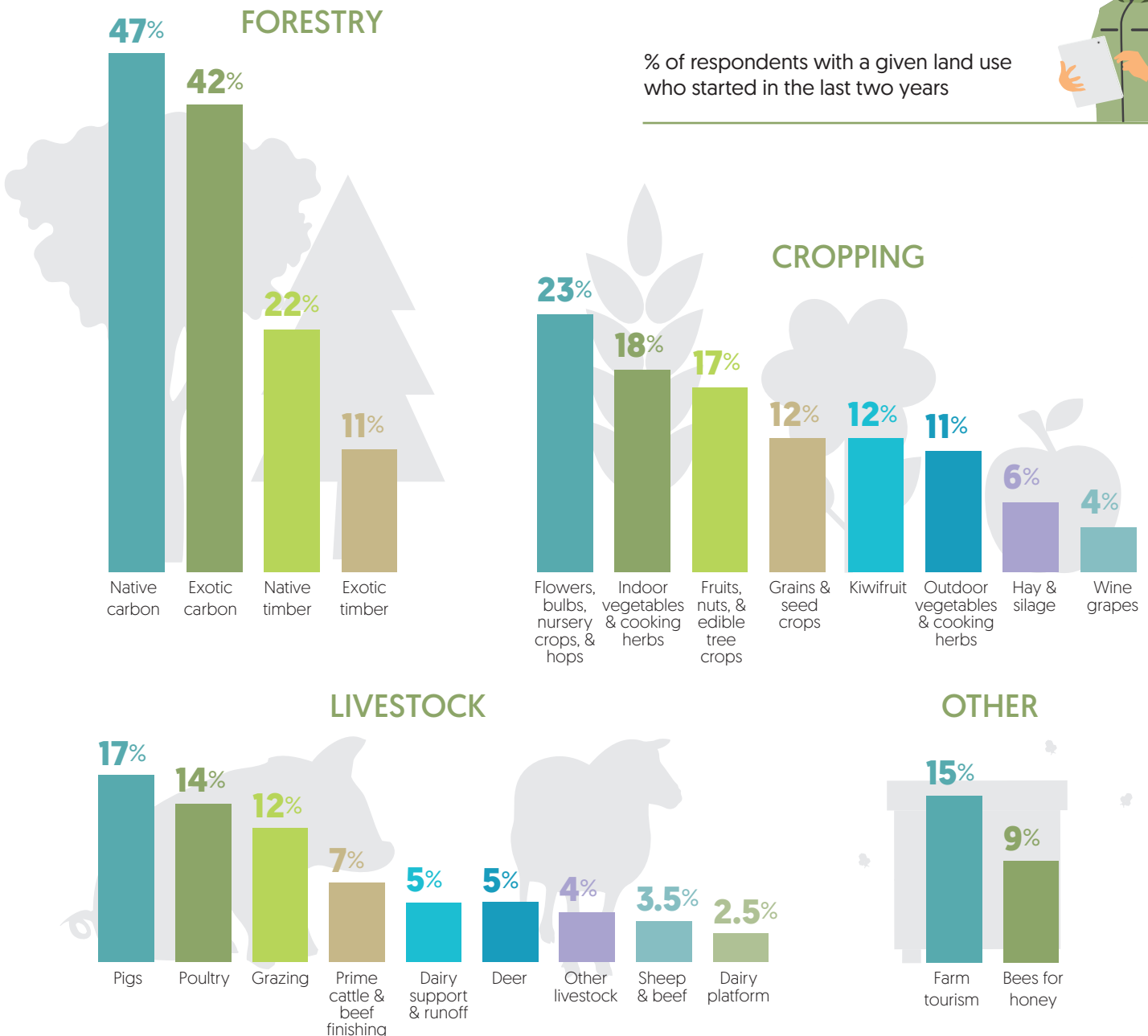
Farmers, foresters, and growers were asked whether any of their current land uses were new in the last two years. They were also asked whether they added land to existing uses and whether any of their activities had become more or less intensive over the last two years.

## NEW LAND USES

Forestry for carbon (exotic and native) was the most popular newly adopted land use, followed by growing flowers/nursery crops and growing native forestry for timber. More pig farmers were new to the industry than other types of livestock farmers.

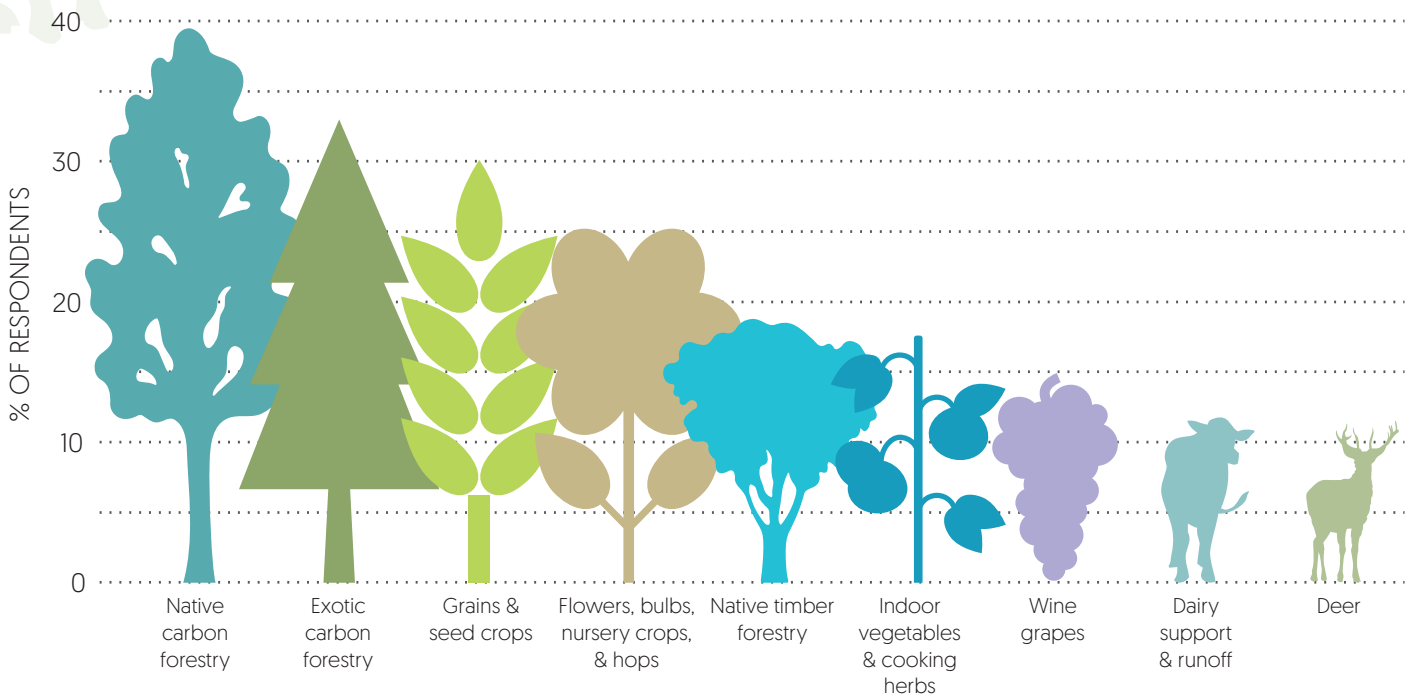


% of respondents with a given land use who started in the last two years



## EXPANDED EXISTING LAND USE

Farmers, foresters, and growers reported existing land uses to which they had allocated more land in the last two years.

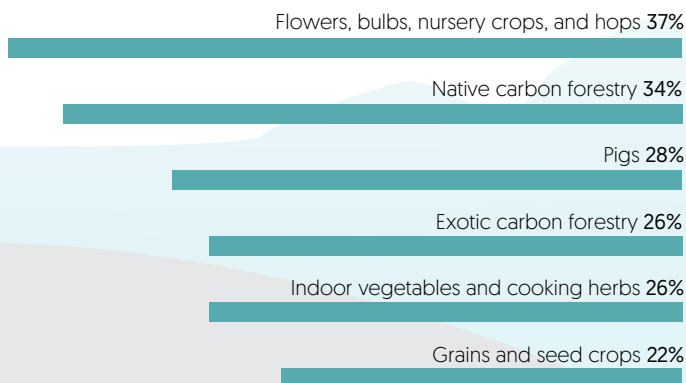


## LAND-USE INTENSITY

Respondents were asked whether existing land uses had become either more intensive or less intensive over the last two years. Among people growing vegetables and/or cooking herbs indoors, 26% said that they were growing less intensively and 22% said that they were growing more intensively.

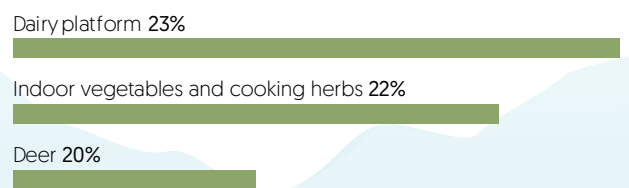
### LAND USES WHICH BECAME LESS INTENSE

At least 20% of respondents have decreased intensity in these land uses:



### LAND USES WHICH BECAME MORE INTENSE

At least 20% of respondents have increased intensity in these land uses:



The Survey of Rural Decision Makers is designed to build a better picture of decision-making at the farm level, tackling topics that cannot be easily addressed in official statistics or directly by organisations. It is a valuable resource for policy makers, regional councils, industry groups and businesses. For further information, please contact: Pike Stahlmann-Brown: [brownp@landcareresearch.co.nz](mailto:brownp@landcareresearch.co.nz)

Further results will be added to our website as they become available: [www.landcareresearch.co.nz/srdm-2023](http://www.landcareresearch.co.nz/srdm-2023)