

# TasAgFuture Survey Sector Report: Tree, vine or berry crops

This report provides a basic summary of the 70 responses of individuals who selected *tree, vine or berry crops* as their *main* business. A total of 630 individuals participated in the survey. More reports showing data from different regions or sector are available at [utas.edu.au/tia/tasagfuture](http://utas.edu.au/tia/tasagfuture).

Full analysis of the results from the Survey along with TasAgFuture's 100 interviews will be available online in early 2019.

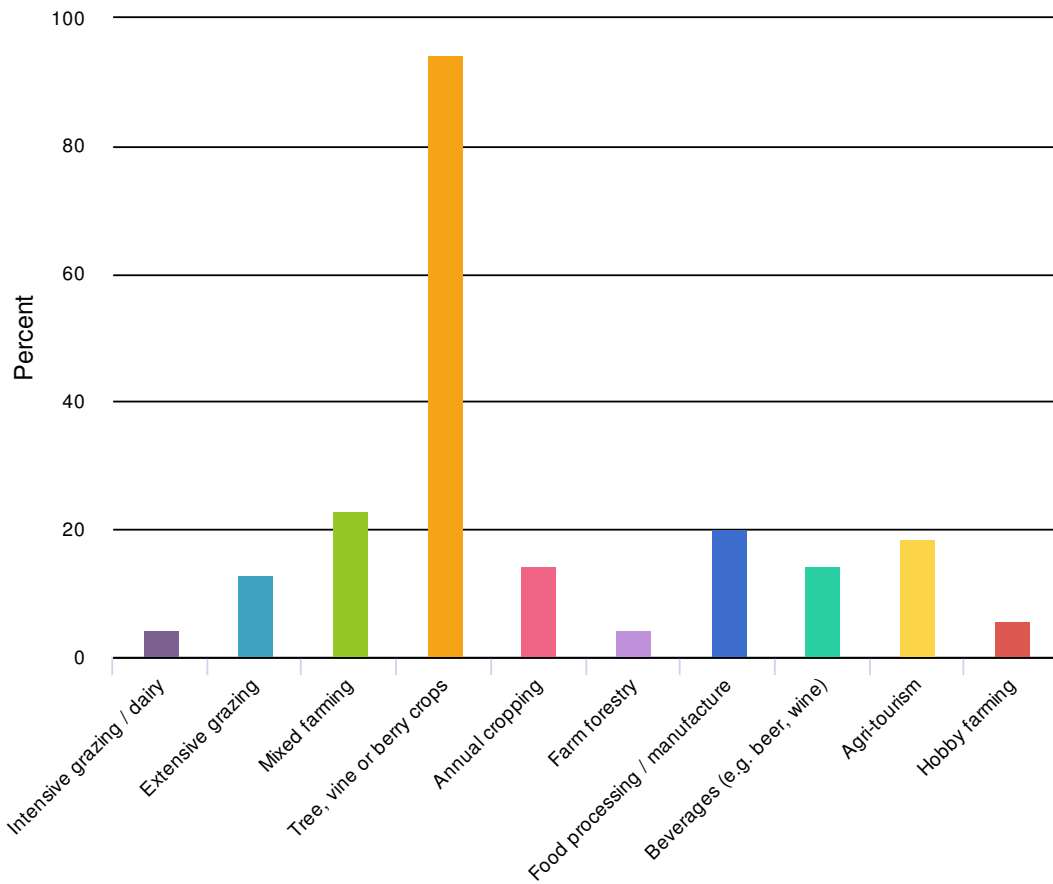
## *How to interpret the data contained in this report:*

- Responses for each question have been summarised in a graph or data table.
- These graphs detail the percentage of individuals who responded to the relevant questions (excluding not applicable responses). It was not compulsory to answer all questions so the total number of responses is variable.
- You can access 'total responses' for each question by rolling your cursor over a specific part of any chart.
- Questions marked with \*\* summarise textual data that has been reclassified from questions with the "Other, please specify" option.
- In some cases, n/a responses and items with no responses have been removed for the purposes of this report.
- These preliminary results are based on raw data so should be interpreted with some caution.

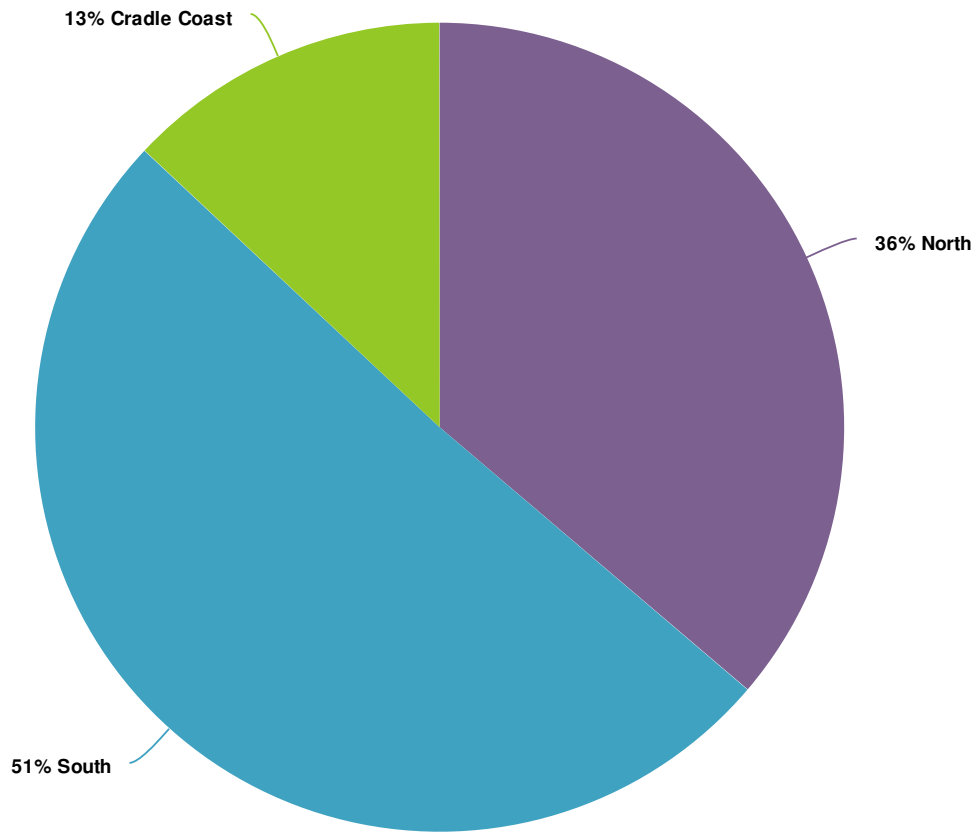
Some questions from the original survey have been omitted from this report in cases where the data was not relevant or was represented in a different question adequately.

Some questions have been added where data have been reclassified (e.g. postcodes became geographical region, year of birth became age cohorts). Question numbers in the report differ from the original survey.

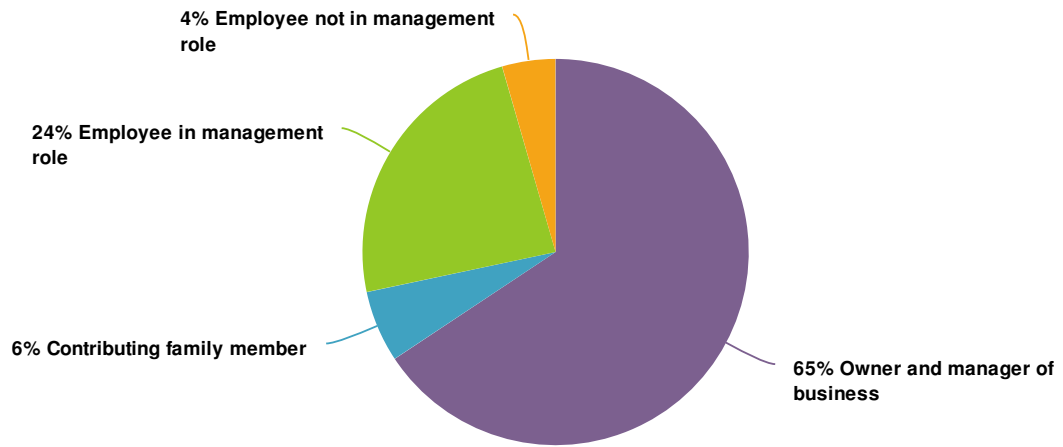
2. Which of the following are included in your business or work? (select all that are relevant)



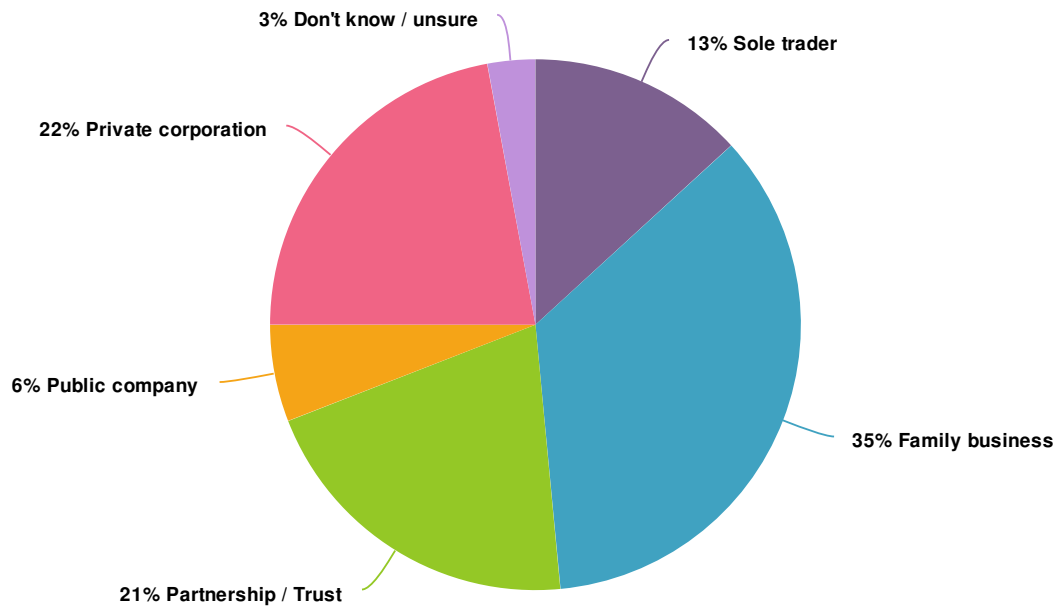
5. In which region of the state is your main business located?



7. What is your primary role in this business?



8. Which best describes the structure of the business?

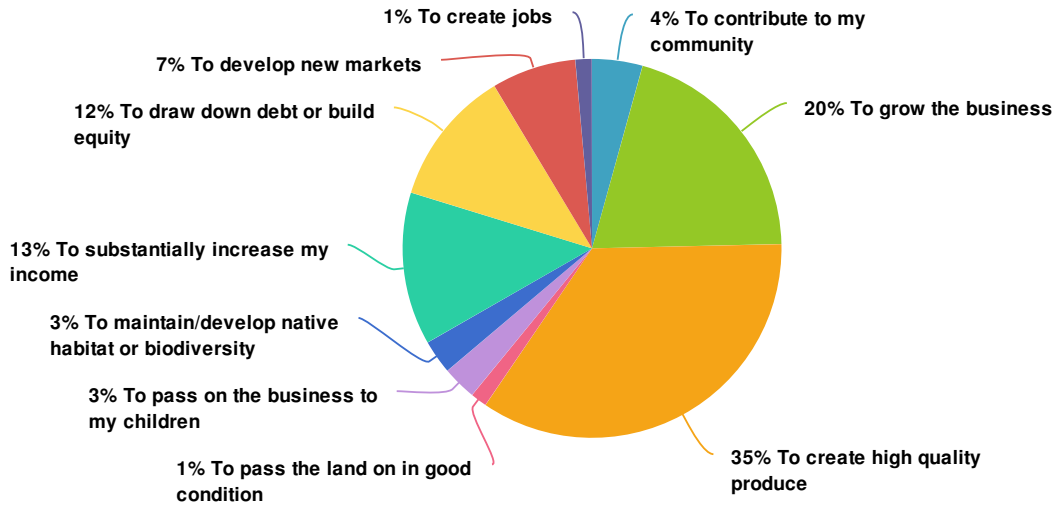


9. To you personally, how important are each of the following long-term goals?

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
To grow the business Row %	40.6%	39.1%	18.8%	0.0%	1.4%	69
To develop new markets Row %	30.4%	55.1%	11.6%	2.9%	0.0%	69
To substantially increase my income Row %	34.8%	42.4%	19.7%	3.0%	0.0%	66
To draw down debt or build equity Row %	43.9%	30.3%	19.7%	3.0%	3.0%	66

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
To create high quality produce Row %	85.7%	14.3%	0.0%	0.0%	0.0%	70
To pass on the business to my children Row %	21.6%	21.6%	41.2%	9.8%	5.9%	51
To create jobs Row %	20.3%	40.6%	27.5%	11.6%	0.0%	69
To contribute to my community Row %	30.0%	54.3%	15.7%	0.0%	0.0%	70
To maintain/develop native habitat or biodiversity Row %	26.1%	42.0%	24.6%	5.8%	1.4%	69
To look after the land Row %	61.4%	35.7%	1.4%	1.4%	0.0%	70
To reduce environmental impacts of the business Row %	35.7%	47.1%	11.4%	5.7%	0.0%	70
To pass the land on in good condition Row %	53.6%	39.1%	4.3%	2.9%	0.0%	69
Totals Total Responses						70

10. Which one of these long-term goals is most important to you at the moment? (select one)



11. What motivates you? Please rate how important these drivers are for you.

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
Being recognised for being good at what I do Row %	26.1%	33.3%	29.0%	10.1%	1.4%	69
Making high profits or being well-paid Row %	15.9%	59.4%	18.8%	4.3%	1.4%	69
Being able to stay on the farm / in this place Row %	41.5%	33.8%	23.1%	0.0%	1.5%	65

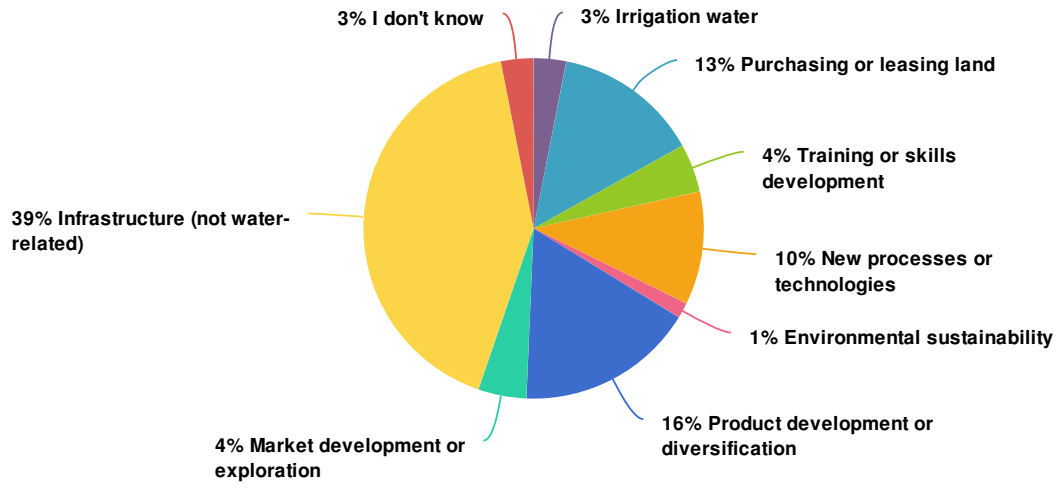
	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
Giving something back to the land / place Row %	23.9%	56.7%	16.4%	3.0%	0.0%	67
Creating high quality produce / products Row %	77.1%	21.4%	1.4%	0.0%	0.0%	70
Doing work I enjoy Row %	45.6%	44.1%	10.3%	0.0%	0.0%	68
Being my own boss Row %	26.6%	51.6%	18.8%	3.1%	0.0%	64
Working outdoors Row %	20.6%	54.4%	22.1%	2.9%	0.0%	68
Having a lifestyle I enjoy Row %	42.6%	52.9%	2.9%	1.5%	0.0%	68
Totals Total Responses						70

12. Reflect on your role in the business. Please indicate how strongly you agree or disagree with the following statements.

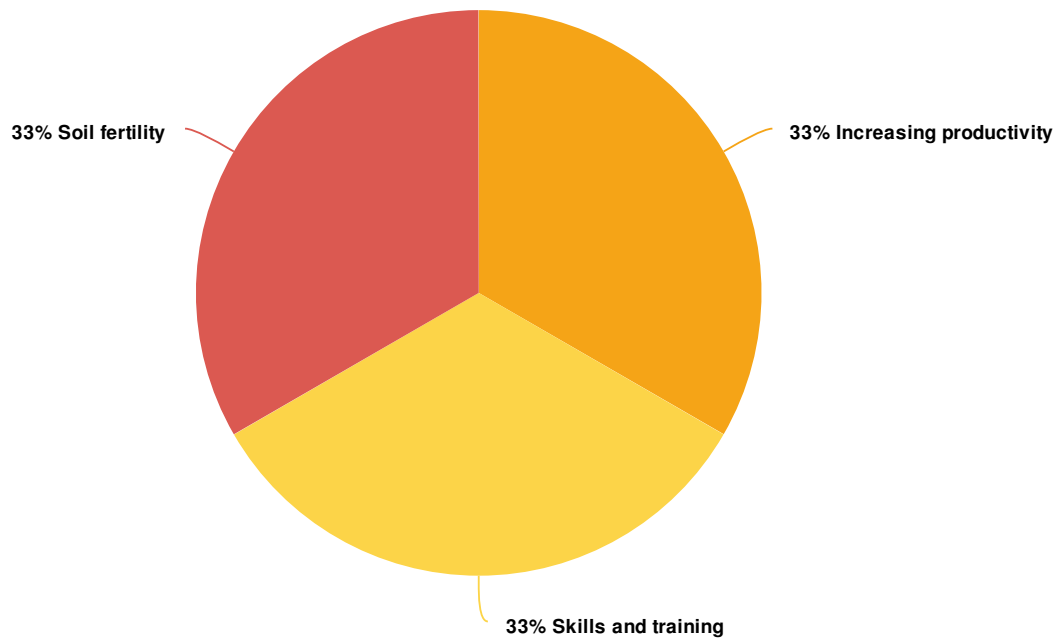


	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Responses
Most of my business activities are guided by the long-term objectives Row %	30.3%	57.6%	10.6%	1.5%	0.0%	66
I plan carefully before taking action Row %	29.9%	59.7%	7.5%	3.0%	0.0%	67
I spend time thinking about the future of the business Row %	46.4%	52.2%	1.4%	0.0%	0.0%	69
My actions are guided by what I've learnt from experience Row %	46.3%	49.3%	4.5%	0.0%	0.0%	67
I try to follow industry best practice Row %	37.3%	47.8%	10.4%	4.5%	0.0%	67
I often go with my gut feeling when making big decisions Row %	13.4%	46.3%	22.4%	14.9%	3.0%	67
I try new ways of doing things Row %	33.3%	55.1%	11.6%	0.0%	0.0%	69
I take measured risks Row %	25.0%	66.2%	1.5%	5.9%	1.5%	68
I invest time to learn new things Row %	34.8%	59.4%	5.8%	0.0%	0.0%	69
Totals Total Responses						69

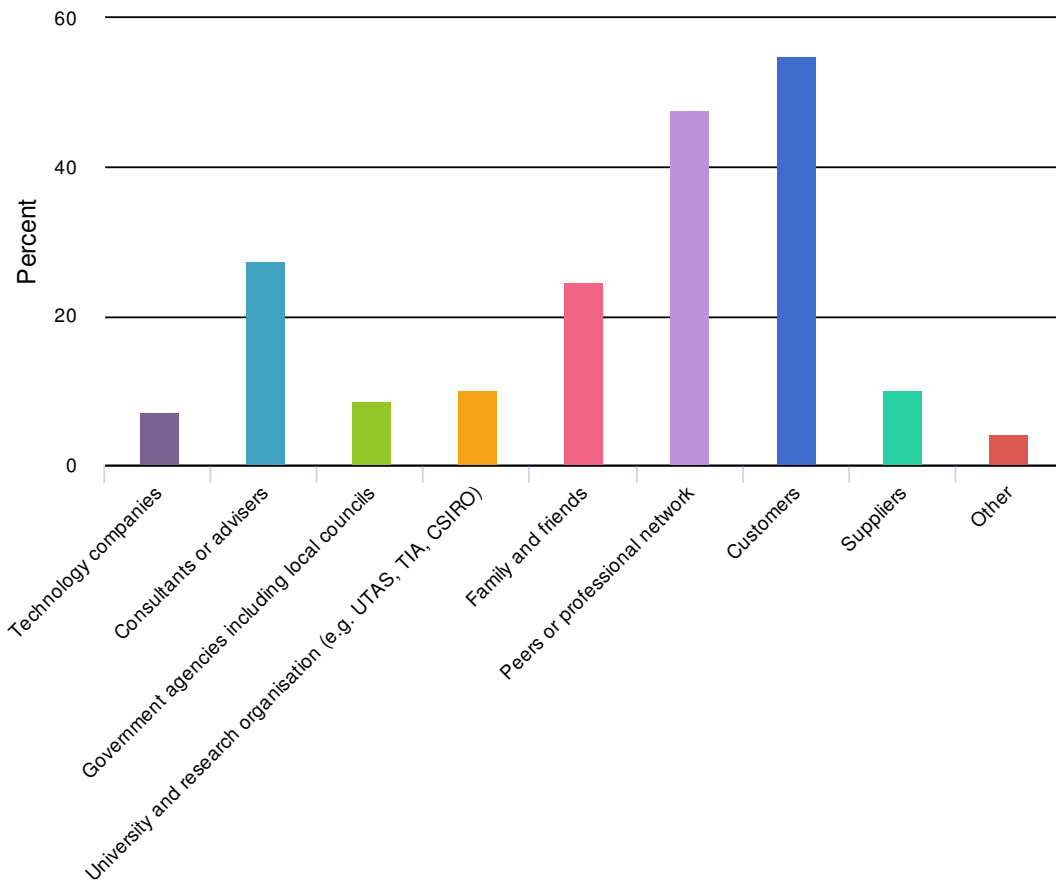
13. Over the last 5 years, in which one of the following did the business invest the MOST money? (select one)



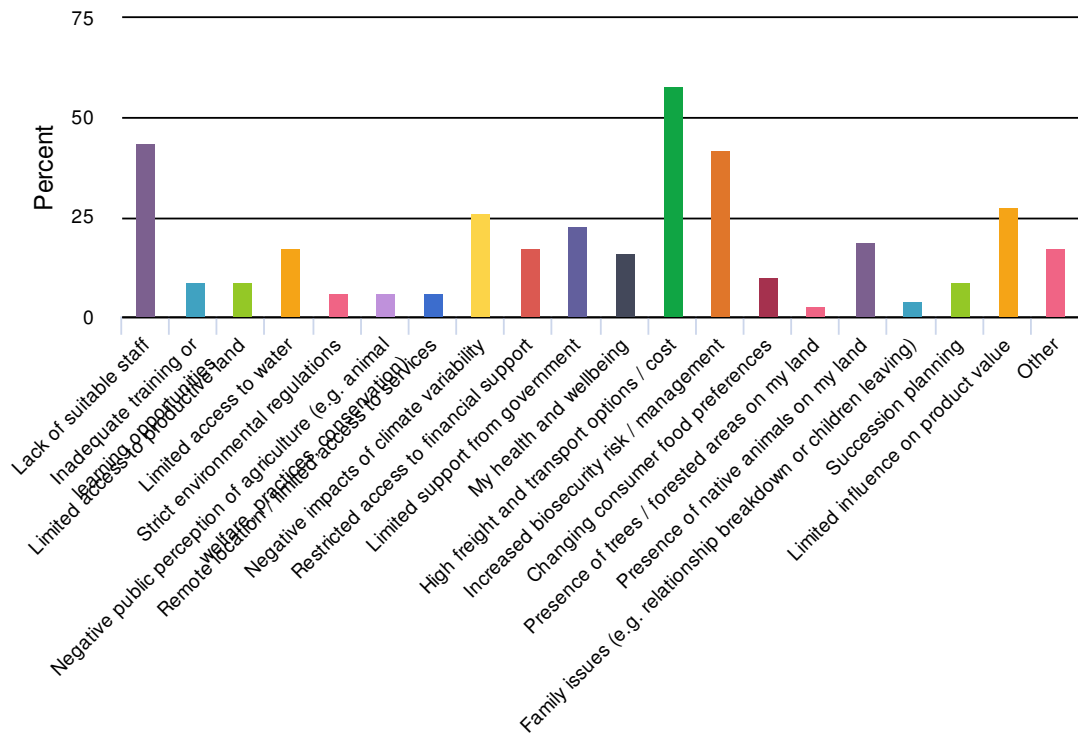
14. \*\*Other areas of major business investment specified



15. Over the last 5 years, which of the following have influenced the business most positively? (select up to three options)



16. Please select the factors that are currently constraining the business from achieving its goals. (select as many as relevant)



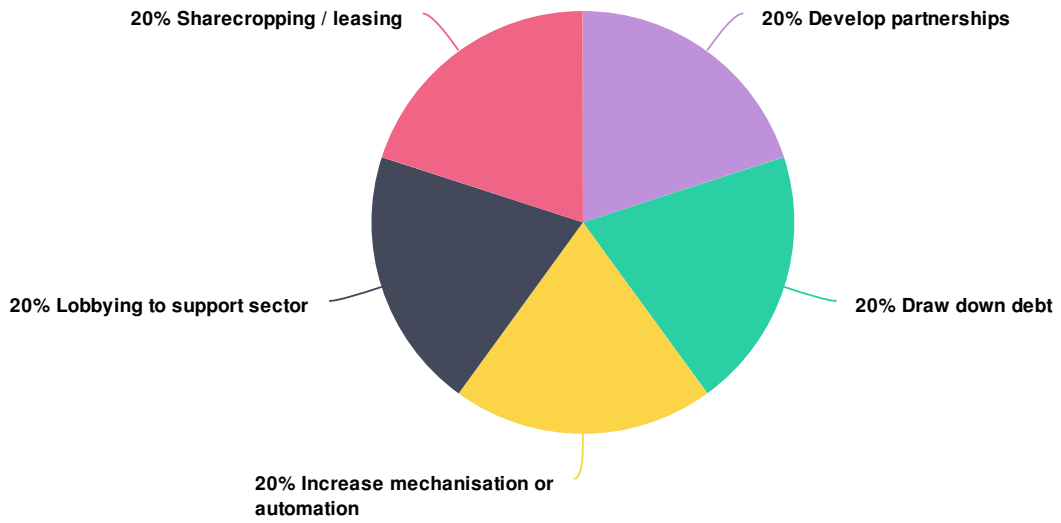
19. Please indicate how much you agree / disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Not applicable	Responses
My family and/or local community provide me with support during hard times Row %	28.6%	45.7%	17.1%	1.4%	2.9%	4.3%	70
I often work alongside my neighbours or peers without expecting any financial return Row %	20.0%	42.9%	17.1%	5.7%	0.0%	14.3%	70
My social connections enable me to influence decisions in my region Row %	11.4%	28.6%	35.7%	8.6%	4.3%	11.4%	70
I am actively involved in local community groups (e.g. fire brigade, school, landcare, associations, clubs) Row %	8.6%	24.3%	28.6%	17.1%	5.7%	15.7%	70
Totals Total Responses							70

20. To prepare for the future, how likely is the business to adopt each of these strategies?

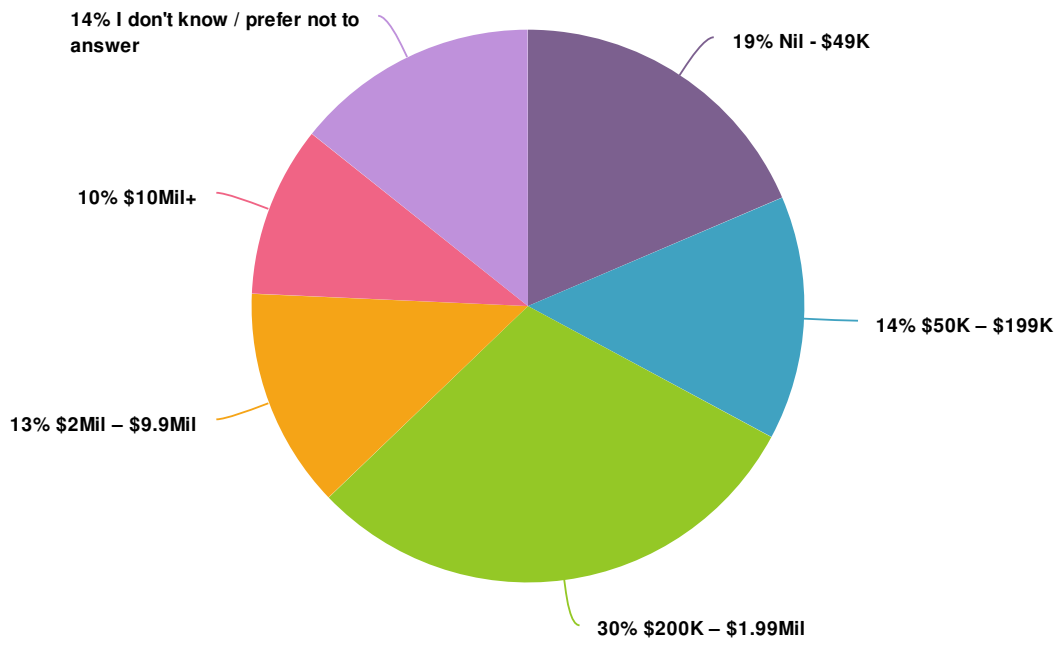
	Highly likely	Likely	Unsure	Unlikely	Highly unlikely	Responses
Invest in research and development Row %	18.5%	30.8%	29.2%	20.0%	1.5%	65
Expand current operations Row %	31.4%	35.7%	17.1%	14.3%	1.4%	70
Develop new products Row %	20.9%	44.8%	13.4%	17.9%	3.0%	67
Increase liquid assets Row %	3.1%	25.0%	40.6%	23.4%	7.8%	64
Sell the business Row %	6.6%	6.6%	26.2%	34.4%	26.2%	61
Integrate vertically (business spans more than one step of production, processing, marketing and retail) Row %	23.9%	26.9%	29.9%	16.4%	3.0%	67
Explore new markets for products Row %	33.3%	49.3%	8.7%	8.7%	0.0%	69
Invest in new technologies Row %	32.8%	40.3%	14.9%	11.9%	0.0%	67
Owners to retire soon Row %	9.7%	12.9%	17.7%	38.7%	21.0%	62
Diversify the business Row %	22.4%	31.3%	26.9%	19.4%	0.0%	67
Keep the business as it is now Row %	0.0%	33.3%	24.2%	31.8%	10.6%	66
Increase off-farm income (any income earned from work not related to the farm) Row %	15.5%	13.8%	22.4%	34.5%	13.8%	58
Totals Total Responses						70

### 23. \*\*Other strategies you are likely to adopt

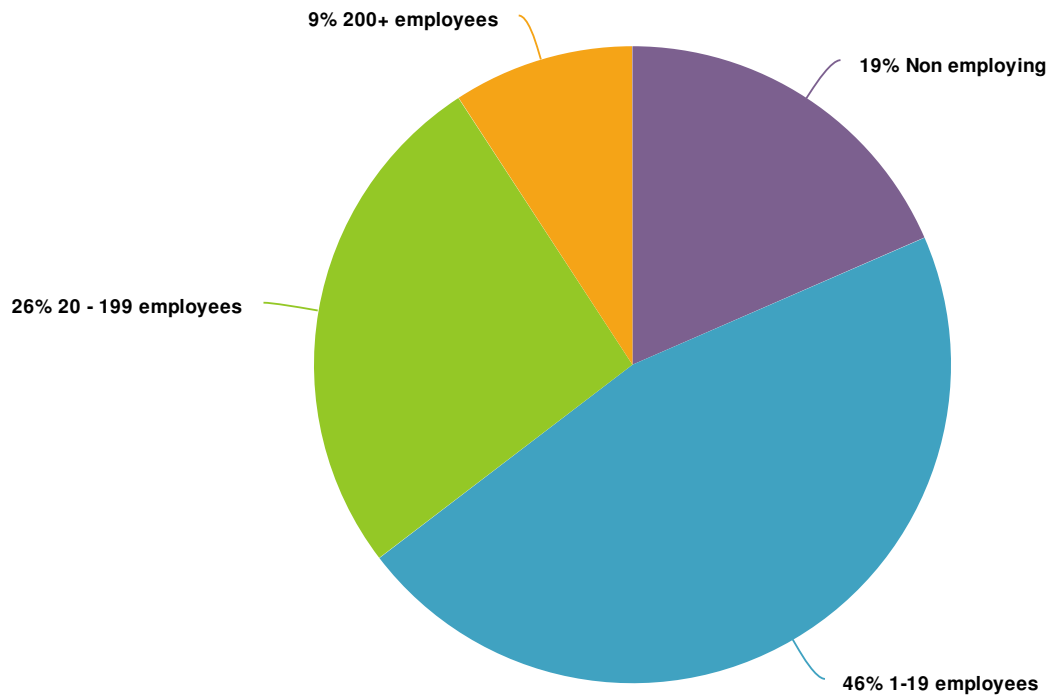


24. What was the average annual turnover of the main business you have worked at over the last 3 years?

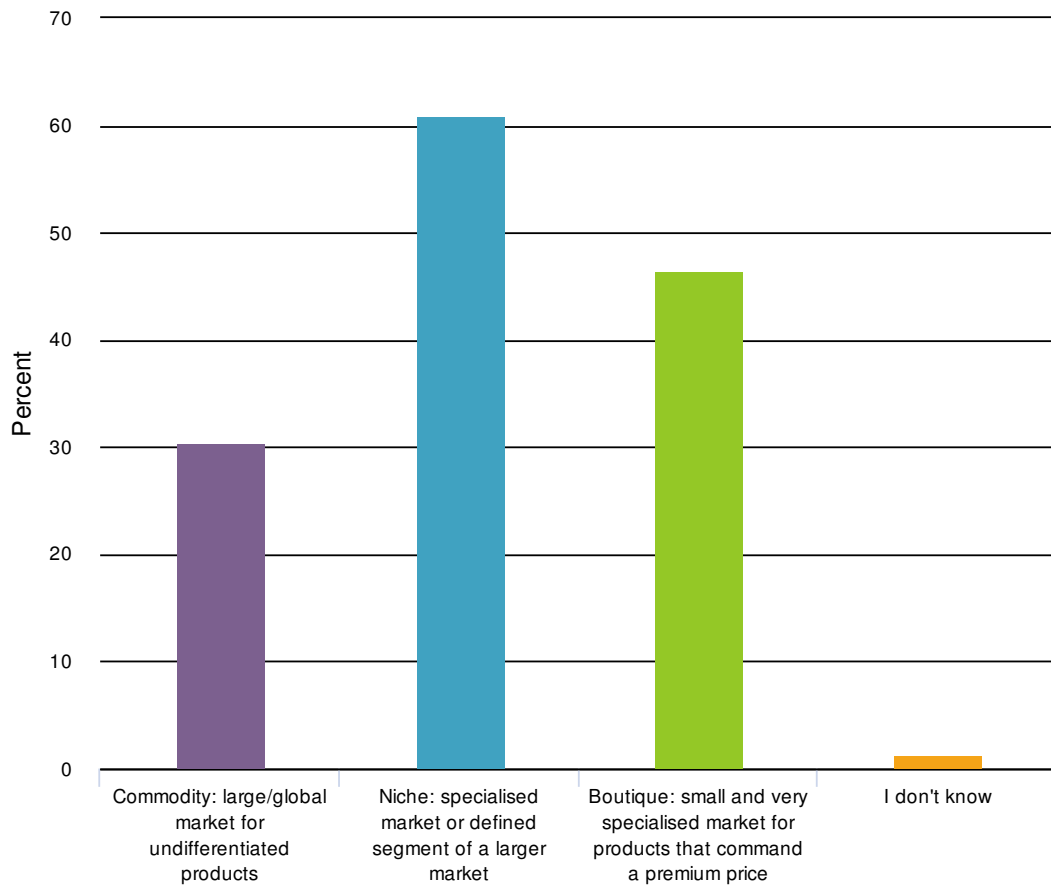




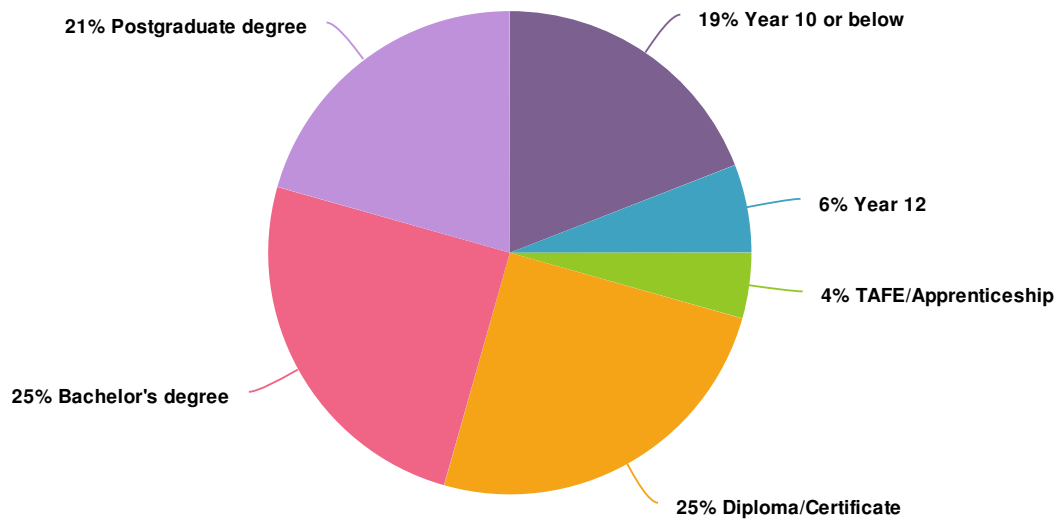
25. How many employees does the business have?



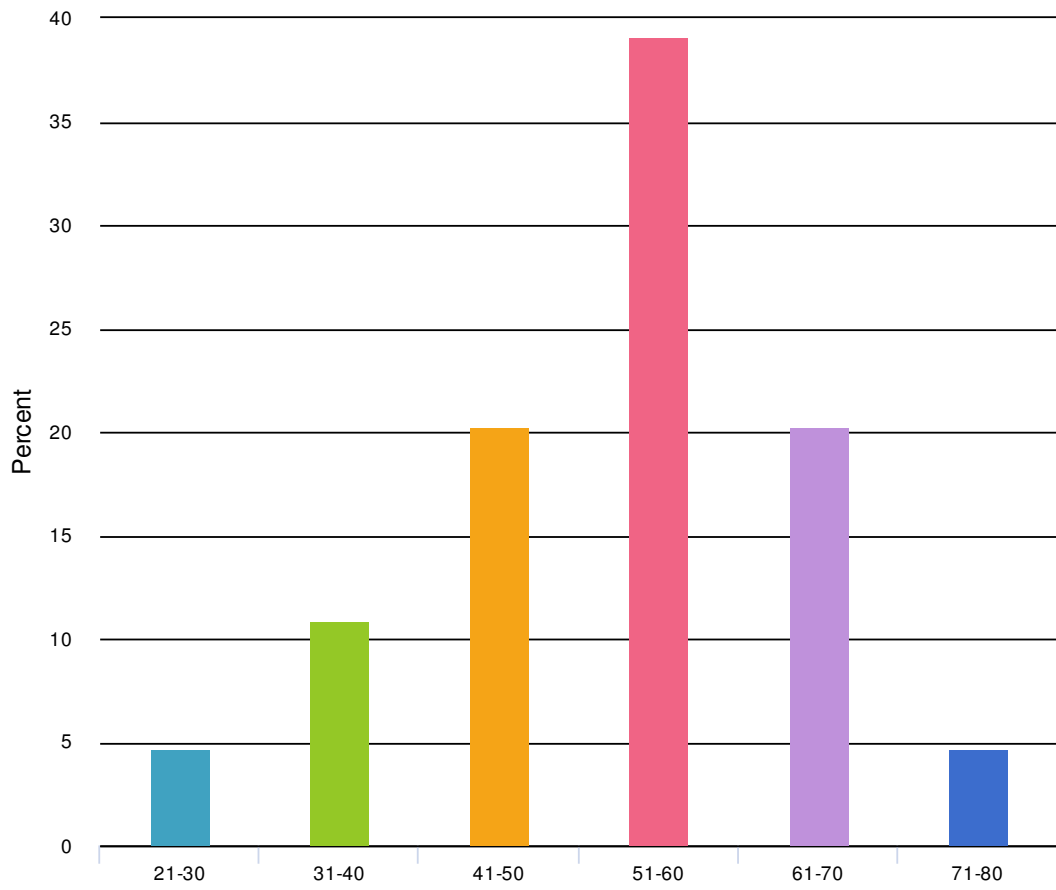
26. What sort of market do your products go into? (select all that are relevant)



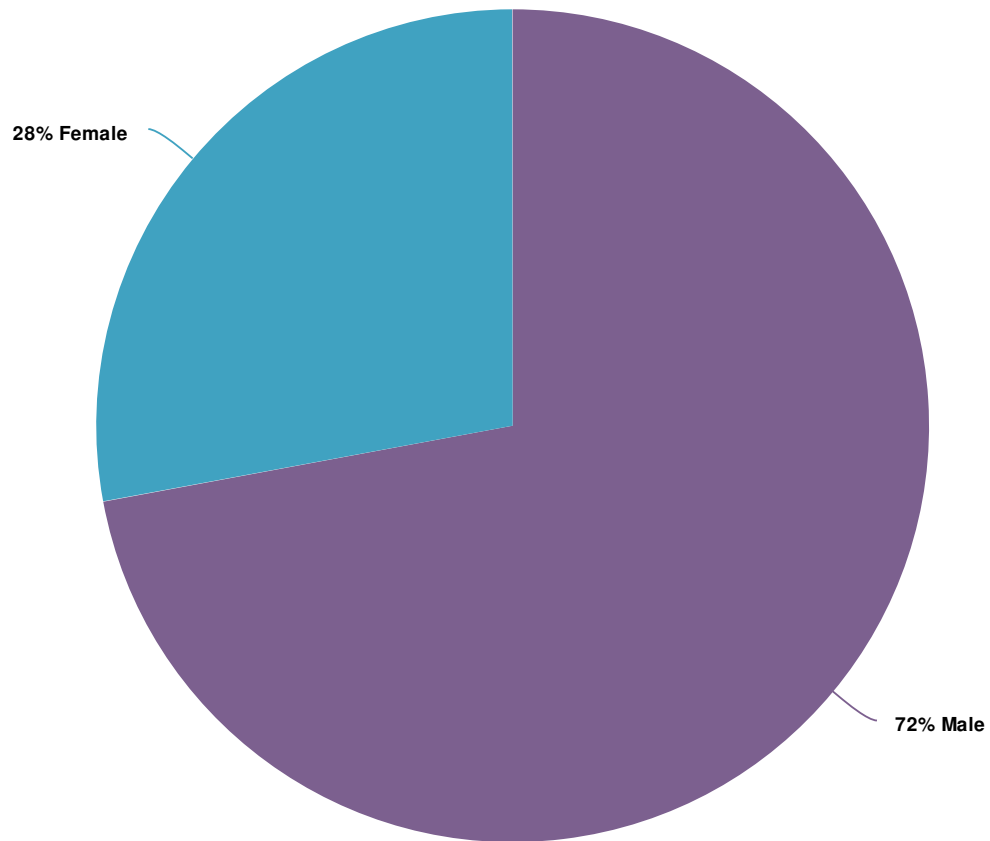
29. What is the highest level of education you have completed?



31. \*\*What age cohort are you in? (reclassified from year of birth)



32. Your gender:



We hope you found this report informative. Additional reports summarising the data according to region and sector are available at [utas.edu.au/tia/tasagfuture](https://utas.edu.au/tia/tasagfuture).