

# REPORT ON THE 2011 NIMBIN COMMUNITY CONSUMER SURVEY

## Where Locals Source Their Food

On Saturday 4<sup>th</sup> June 2011 the Nimbin Neighbourhood and Information Centre with their Sustainable Nimbin Community Development Initiative held their second Community Forum on a Sustainable Nimbin. Over 100 people came along and participated (95 registrations) and of those people and some gathered from the street outside **59 completed this** survey. Not all surveys were evenly filled in with some people preferring not to answer specific questions. While it was reasonably easy to convince to be co-operative while we were sitting on the street, once they were handed out at the entrance to the Hall or left on tables it was impossible to do quality checks. Consequently nine people left out the last question which was on the back of the form

### 1. How much of your weekly food shopping do you buy here in Nimbin?

24% (14) of people bought most of their weekly food in Nimbin.

25.5% (15) said they bought over 50% in Nimbin

18.5% (11) said they bought less than 50% in Nimbin

27% (16) said they bought less than 20%

4% (2) did not answer that question

### 2. Which shops do you use?

Obviously people are patronising a range of multiple shops in Nimbin with the Emporium being the most popular shop with 48 people (81%) saying they shop there. Next came Nimbin Organics with 42 people (71%).

29 people (49%) said they use street vendors

27 people (45%) said they use the Hardware shop

22 people (37%) said they use the newsagents

### 3. Are you aware of the diverse range of local products available?

Most people seem to be aware of the diverse range of food available locally with 45 people (76%) saying yes. Nine people (15%) said no and five questions (8%) were left unanswered.

### 4. Do you actively source local produce over food from beyond our bio-region?

Most people said they do source local produce over food from beyond our bio-region with 77% saying yes (46 people) and only 20% (9 people) saying they don't.

### 4. Continued: What local produce?

Fruit 38 / 64.5 %, Vegetables 36 / 61%, Eggs 33 / 56%,

Rice 25 / 42.5% Coffee 23 / 39%, Nuts 19 / 32%,

Jams/Preserves 19 / 32%, Tofu/Tempeh 15 / 25.5% Olives 16 / 27%,

Cheese 14 / 23%, Meats 11 / 18.5% Oil 11 / 18.5%

### 5. Do you shop at the local markets or roadside stalls for produce?

Nimbin 33 or 56%,

Blue Knob Farmers market 28 or 47.5%,

Roadside Stall 24 or 40.5%,

Mt Burrell 20 or 34%,

Lismore Organics Market 14 or 24%

Channon Market 11 or 18.5%

Lismore farmers market 11 or 18.5%

Lismore twilight market 9 or 15%

No answer 5 or 8.5%

## 6. Do you find sufficient variety of fresh and organic food available in this town?

People seem to be evenly divided on the question of whether there is sufficient variety of fresh and organic food available in Nimbin. It may even make a difference what days they come to Nimbin as the street sellers are only there on specific days and often run out of produce very quickly. The answers reflect the even division of opinion with 27 or 46% of people asked saying yes and 26 people or 44% saying no. There were five people who didn't answer and one person said sometimes.

## 7. What are your key considerations when purchasing food?

This was a multiple choice question so some people ticked all boxes but most only ticked a couple. Two respondents did not answer this question.

Overall the main consideration among the people is that the food grown is Organic with 39 or 66% and Australian grown 38 or 64%.

The next most important considerations were both local Nimbin and Northern Rivers regional with local Nimbin on 32 or 54% and Northern Rivers regional 31 or 52.5%.

25 people chose quality and price as big issues with both those choices having 25 or 42% of the vote.

## 8. Do you grow any of your own fresh food?

Some: 19 Less than half: 17 More than half: 9 None: 13 No answer: 1

Fruit 25  
Vegetables 31  
Herbs 29

Eggs 14  
5 Other

## 9. Do you produce surplus that can be used for sale or exchange?

No 35 Yes 24

Fruit 14  
Meat 1  
Herbs 5  
Vegetables 13  
Jams/preserves 1  
Eggs 5

## 10. Are you concerned about the increase of genetically engineered food in imported products and being grown on Australian farms or in imported foods?

Yes 52 No answer 5 No 2

## 11. Do you see a need for a Farmers' Market in Nimbin village centre?

Yes 44 No 12 No answer 3

## 12. What do you think would be appropriate?

Food and entertainment 25                      Weekday market 22  
Saturday Market 20      Just food 8                      No answer 13  
One said with the existing Nimbin markets and then one said in the evening

## 13. Has your consumption of locally grown food increased over the past 12 months?

Yes: 32                                      No: 18                                      Blank: 9

- Yes                      Because there are more market gardeners with produce for sale
- Yes                      Change in diet to 100% raw
- Yes                      I moved into the Nimbin area 3 months ago. I love the friendly people in the shops and markets
- Yes                      I have become more aware of local fresh foods nearby, such as local produce greengrocer under Woolworths supermarket
- Yes                      We really want to support this community
- Yes                      I am more aware of the necessity of supporting locally grown. I will continue to change this over time
- Yes                      We are growing more of our own and sharing with others. We swap or buy eggs from friends. There's local rice
- Yes                      We need a commercial kitchen urgently to value add. Producers cannot gain product liability insurance without it.
- Yes                      Blue Knob Farmers Market allows some to share more locally
- Yes                      It has become more available, awareness of GM food.
- Yes                      Yes. I buy more at Blue Knob Farmers Market
- Yes                      Since attending Blue Knob Farmers Market for majority of fresh produce
- Yes                      If I can get it locally I will buy from town. I get all my produce here and will continue to support local enterprise
- Yes                      Attention was brought about supporting locally grown produce, so I stopped going into the big town for lower prices and now support local growers!!!
- Yes                      Going to Lismore Farmers Market more, street stalls and growing my own.
- Yes                      At Blue Knob Farmers Market

- Yes            Grow more of my own.
- Yes            Local Rice
- Yes            At Blue Knob Farmers Market
- Yes            The rains soaked the ground and so I have a moderate windfall
- Yes            With increasing self-awareness of need for community support
- Yes            I joined Nimbin Community Garden
- Yes            Cost increase in shops inspires to grow your own
- Yes            Grow huge amount, awareness has increased
- Yes            And my health has improved. Allergies from too many processed food.  
Completely support localisation of food-Greater Nimbin Bioregional food  
security strategy and Community Self-Reliance strategy
- Yes            As my financial means decrease my consumption of locally grown food As well  
as my growing it has increased
- Yes            Going to Blue Knob Market regularly
- Yes            Exponentially

Plus four more plain yeses

Blank            I try to always buy local

Plus eight more blanks

- No            I'm a fish and chip shop. I can't afford to bury more money on fresh  
over frozen
- No            It has lessened as I have moved and my garden is starting from scratch  
again
- No            I have always bought local
- No            I have been doing this for years
- No            Already buy and produce lots of local food

Plus thirteen more Nos

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