

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.

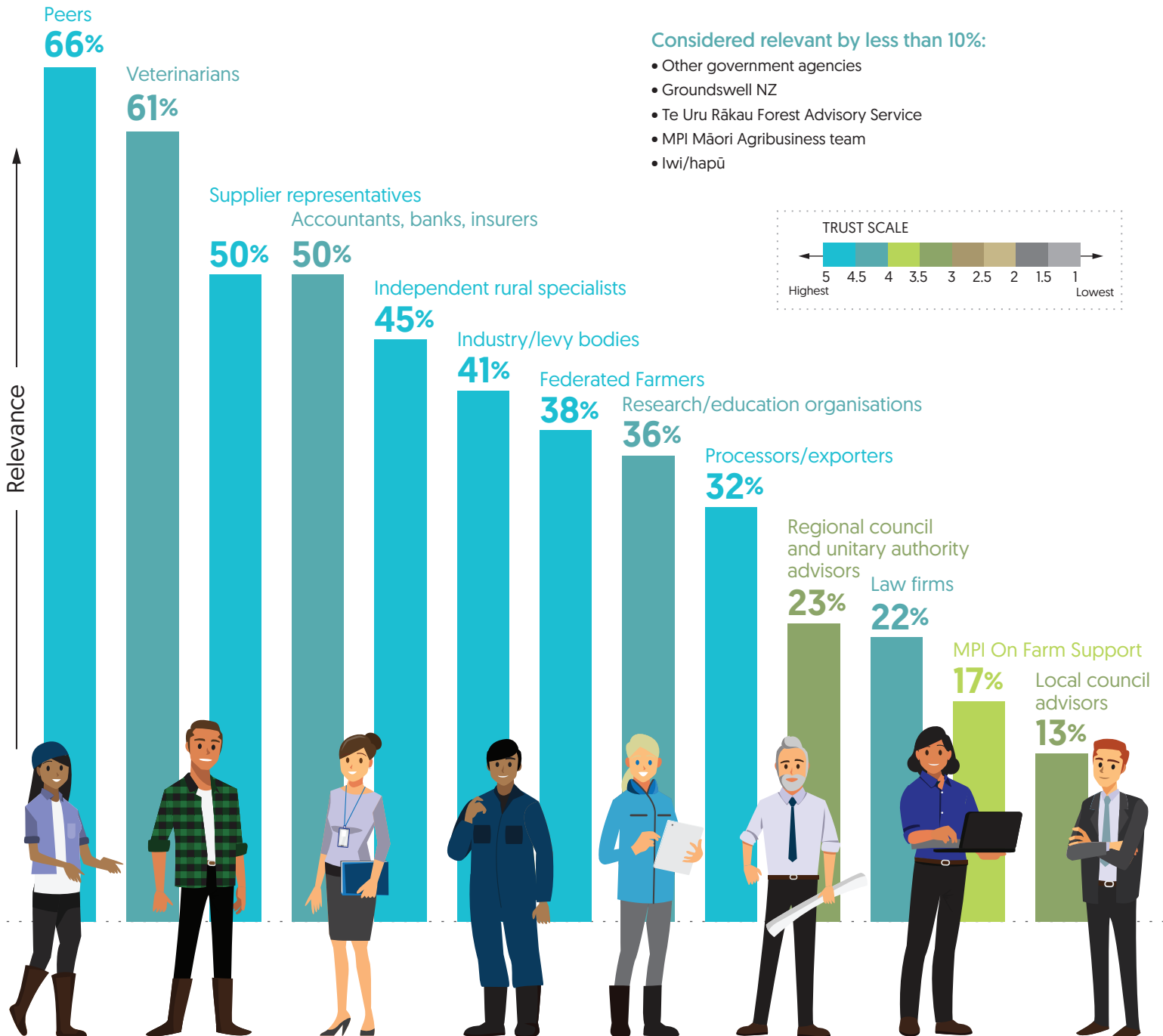
KEY RESULTS SHEET TWO:

# Sources of advice

Farmers, foresters, and growers were asked to identify who was a potential source of advice for their operation, how much they trusted the potential source of advice, whether they had obtained advice from that source, and whether they had followed that advice.

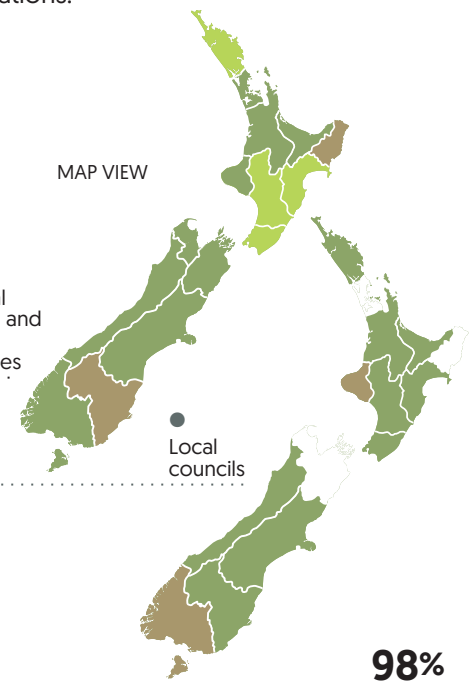
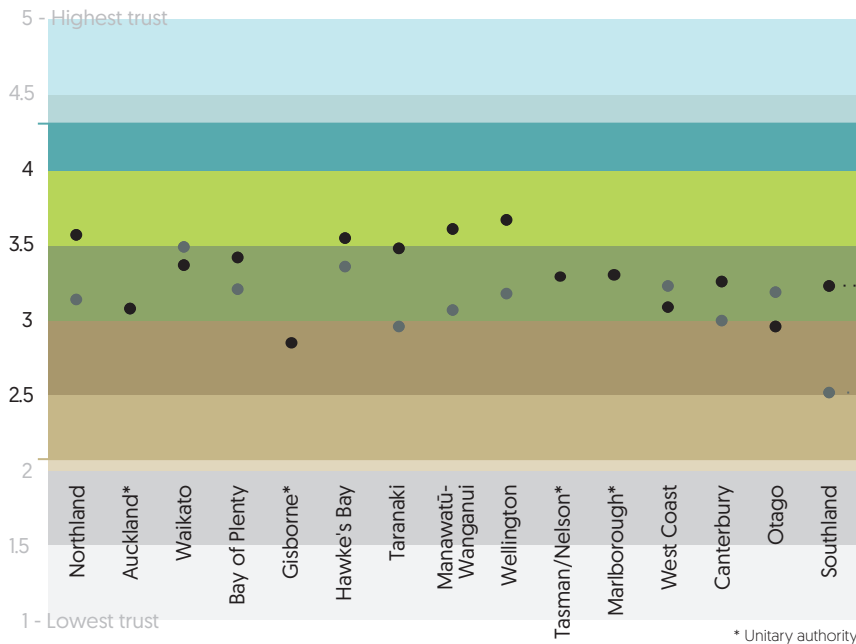
## WHO IS SEEN AS BEING ABLE TO PROVIDE RELEVANT ADVICE? HOW TRUSTED IS THAT ADVICE?

Respondents were asked whether each source could provide advice relevant to their operation. Peers were most often considered to be a relevant source of advice. They were then asked for their level of trust in the source of that advice on a scale of 1–5, with 1 being lowest trust and 5 being highest trust.



## TRUST IN REGIONAL AND LOCAL COUNCILS AND UNITARY AUTHORITIES

Regional and local councils and unitary authorities were trusted less than other organisations. In most instances, trust was ranked as 3–4, but some rated lower than this.



**98%**  
Veterinarians

**96%**  
Accountants, banks, insurers

**95%**  
Independent rural consultants

**94%**  
Research/education organisations

**93%**  
Law firms

**91%**  
MPI On Farm Support | Processors and exporters

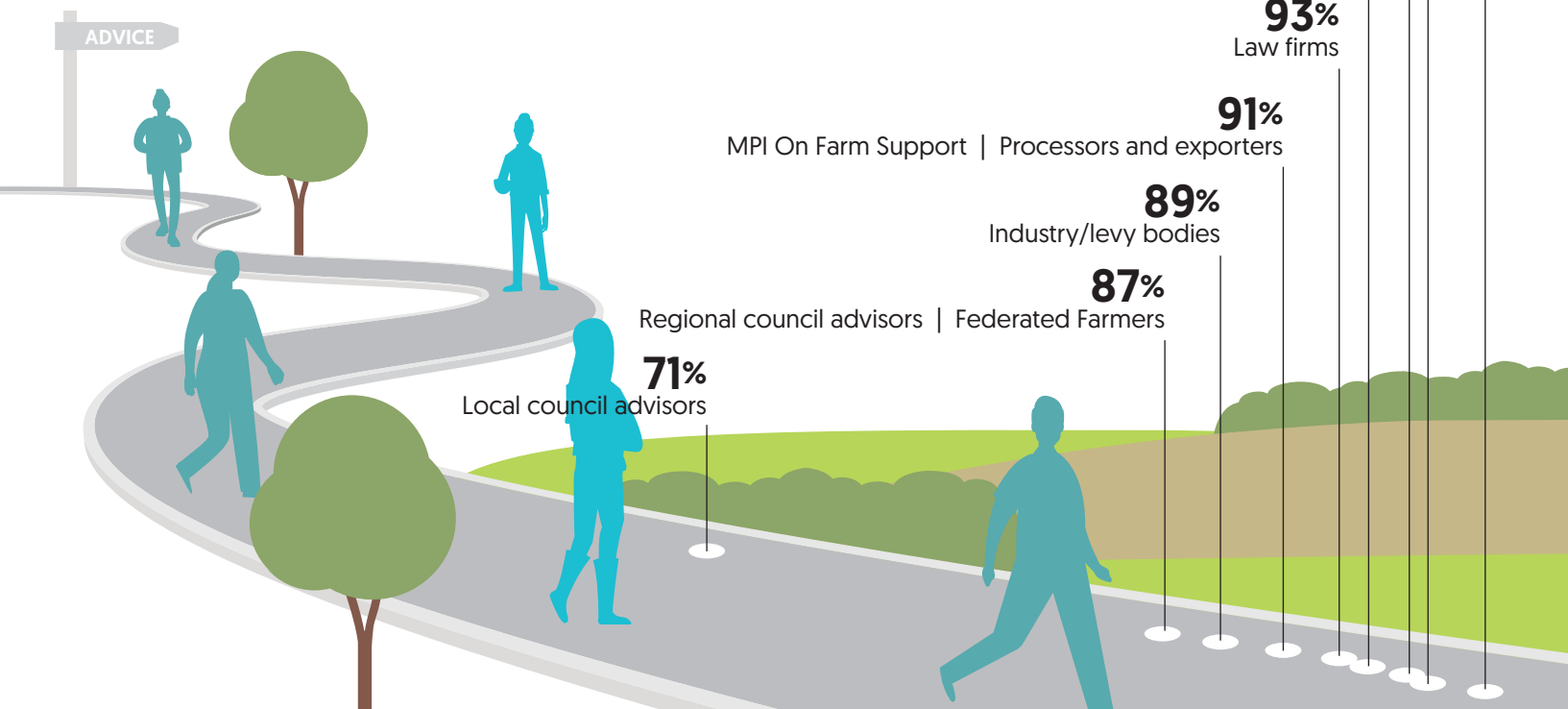
**89%**  
Industry/levy bodies

**87%**  
Regional council advisors | Federated Farmers

**71%**  
Local council advisors

## IS THE ADVICE OBTAINED FOLLOWED?

Respondents who had obtained advice in the past 2 years mostly had followed it or intended to follow it. People were less likely to follow advice from local councils than all other sources.



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)