

Participation



29,677

Members registered locally

1,083,379

Square meters under cultivation

Gender



■ Male ■ Female

15%
Male

85%
Female

Age

18 to 24	1%
25 to 34	8%
35 to 44	15%
45 to 54	21%
55 to 64	30%
65 and over	25%

Why members are interested in growing food?

Why members are interested in growing food? (in order)

- 1) To grow healthy, fresh, organic food
- 2) To live more sustainably and positively impact climate change
- 3) For mental health and wellbeing
- 4) As a way to reduce food waste
- 5) To reconnect with nature

Why members joined Grow It Local? (in order)

- 1) To learn more about growing edibles
- 2) To live more sustainably and positively impact climate change
- 3) To eat locally-grown produce
- 4) To improve my health and well-being
- 5) Because I'm becoming more aware of food shortages and want to grow my own produce

Local food production insights



Milk crates of produce grown each month

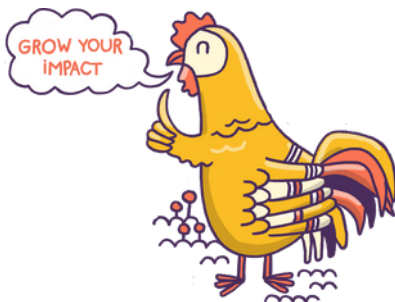
Under 1	50%
Between 1 - 3	39%
Between 3 - 5	5%
More than 5	5%

1,083,387

Area under cultivation

Level of growing expertise

I'm not growing yet	50%
I'm new to growing	39%
I'm pretty good at growing	5%
I have a lot of experience	5%



What's growing locally?

Turmeric lemons rosemary
Corn mulberry corn mandarin Iris
Passionfruit Beetroot Chard
fig sweet potato Peas basil Kale lime
Mint cucumber chillis
rocket Tomato Chilli dill flowers
thyme Eggplant Parsley mango
chilli lettuce Lettuce Limes
orange fig lemon sage veg
Chives Herbs Basil spinach
Lemon tomatoes passionfruit ginger herbs kale
avocado capicum Lavender Tomatoes
figs Cucumber spring onions Taro
orange mango eggs mandarins

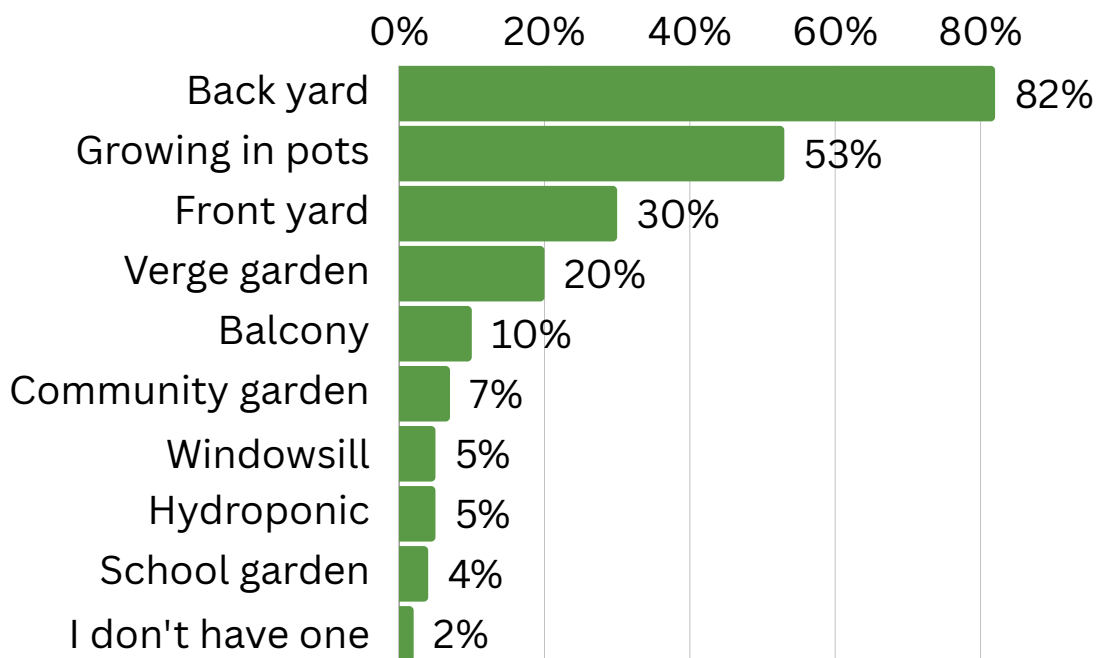
Organic Growers

68%	Grow without the use of chemicals
31%	Generally do but are not always able to
1%	Do not grow without the use of chemicals

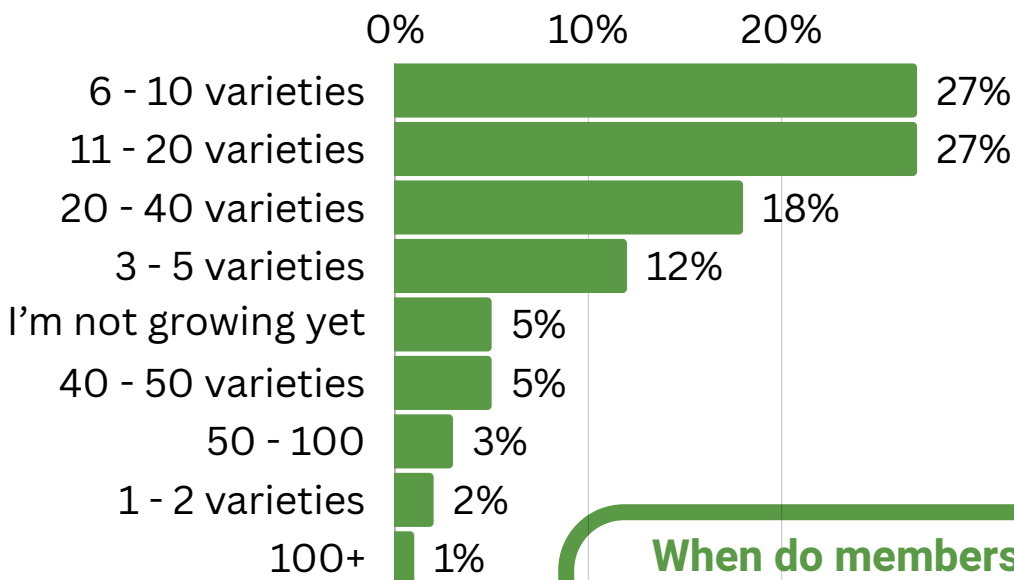
Local food production insights



Types of edible gardens



Number of edible plant varieties grown over the course of the year



When do members grow?

Spring	92%
Summer	80%
Autumn	90%
Winter	88%
I'm not growing yet	4%

Reducing Food Waste



24,581

Composters

56,536

Food and organic waste
diversion per week



75%

Members who have a greater
appreciation for food & waste less

87%

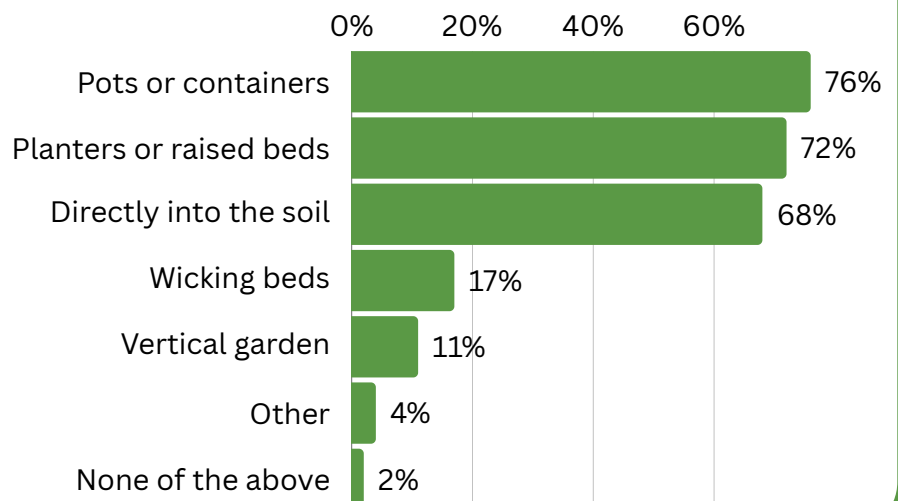
Only pick what's needed
from the garden



90%

Don't discriminate against
wonky produce

Where is food grown?



Climate Impact

5,879,744

Carbon emissions avoided per
year via food waste diversion

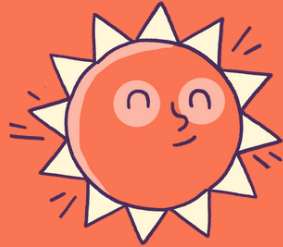


A gateway to sustainable living



84%

Growing is important as a way
to live more sustainably



76%

Growing food is an gateway to
other sustainability actions

Sustainability actions and behaviours

85%

Plant pollinator friendly
varieties in their garden



74%

Conserve as much water
as possible

74%

Use organic product & natural
methods to manage pests



60%

Grow plants that are native to
the local area

71%

Choose to reuse by upcycling
buying vintage



58%

Plant trees to help cool the
home and neighbourhood

Building more resilient and healthier communities



85%

Growers report a positive impact in their diet because of growing food



70%

Eat more fresh 'in season' produce

Positive mental health & well being

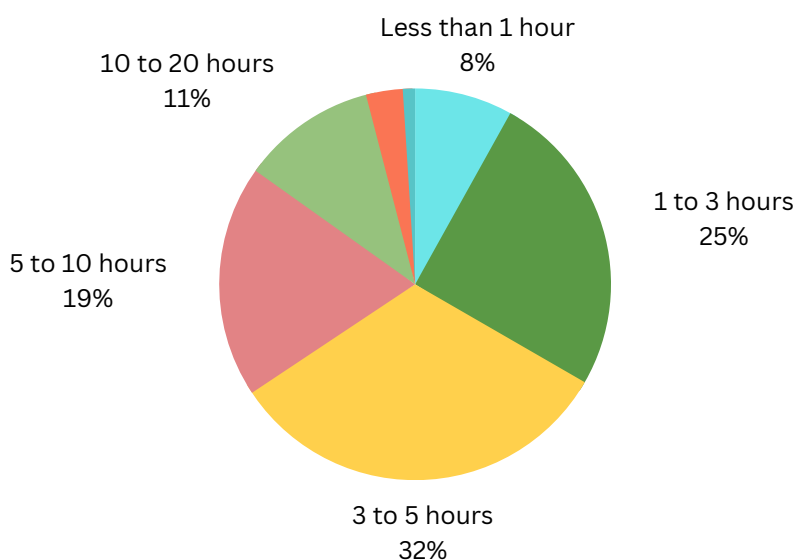


93%

Members say gardening is good for relaxation and mental health

92%

Members feel happier in their garden



Time local members spend in the garden each week



GROW IT LOCAL

Thanks

growitlocal.com

