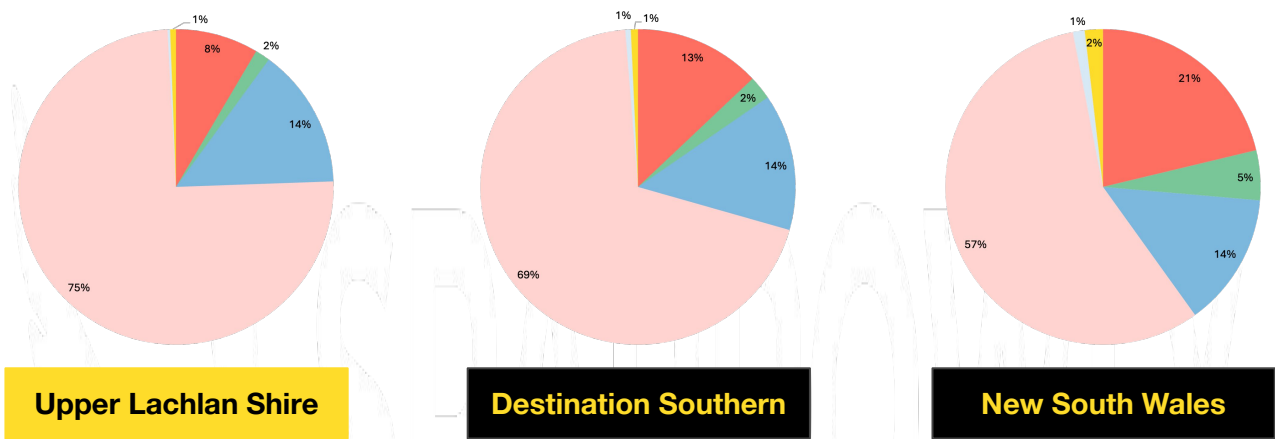


► Agriculture in Upper Lachlan Shire

Agriculture, forestry and fisheries are significant to Upper Lachlan with 61% of businesses in the region engaged in the industry, contributing \$153.2m to the economy.¹ As 75% of the businesses engage in livestock production,³ the region is known for its Alpacas.⁴ With Upper Lachlan well connected to major cities,⁵ farmers can support regional dispersal by providing stays and luxury retreats throughout the year to take advantage of the region's distinct seasonal appeal.⁶ Building on the regions on-farm accommodation and dining, some opportunities to diversify may include offering workshops on wool production in the summer, community led festivals that celebrate local produce during harvest season or on-farm photo opportunities in the spring season. Following is a localised representation of the region's commodities along with its RTO and state for added context:



References:
¹ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)
²Visit Upper Lachlan, "Crookwell"
³ABS, AGRICULTURAL COMMODITIES-Australia, states and territories and Local Government Areas-2020-21
⁴ACT Government, "Canberra Region Economic Development Strategy"
⁵Destination Southern NSW, "Tablelands Destination Development Plan 2020-2025"
⁶Visit Upper Lachlan, "Seasons"

► Agritourism in Australia

Agritourism is thriving in Australia, providing visitors with immersive experiences across the agricultural value chain, while helping farmers maximise economic returns and promote long-term sustainability.

This global trend, driven by a desire for educational and sustainable interactions with agriculture, particularly through culinary adventures, not only preserves farmland but also presents opportunities for destinations to showcase their unique offerings.

Agritourism demand is estimated to reach \$18.6 billion in Australia by 2030 (CSIRO, [Agritourism – Australian food and agribusiness](#)).

► Agritourism inspiration for Upper Lachlan Shire

Kur-Cow Barnwell Farm, Kuranda, QLD

- Horse riding and quad biking tours
- On farm restaurant
- Farm tours, animal feeding
- Educational experiences
- On farm weddings and leisure events

Produce	Value add

Quentin Park Alpacas & Studio Gallery, SA

- Alpaca meet and greet experience
- School and youth group educational workshops
- On farm weddings and events
- On farm manufactured retail
- Self contained camping

Produce	Value add

► How to get started?

Sparrowly Group is a leader in agritourism strategy, education and delivery having delivered development programs across Australia. We work with farmers and industry to support a thriving visitor economy. For more information on our Agritourism offering or general questions on how to begin your regions diversification journey please contact Giovanna Lever at giovanna@sparrowly.com