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| **Social factors affecting land use** |

* Social factors could relate to employment, contribution to the NZ economy and standard of living. Some facts
1. 15% of New Zealanders live in rural areas
2. 65% of export earnings comes from primary production
* Farm types

45% of farms are mainly sheep and beef

20% of farms are mainly dairying

3% of farms are mainly cropping

17% of farms are horticulture and orchards

* When primary production is doing well then there is a flow on effect on the rest of NZ. Employment increases as does family incomes and overall standard of living. People are able to better provide for themselves in terms of housing, food and ability to pay for health services.
* Employment generated from a growing primary sector include

Processing workers

Transport workers

Service industries

Advisors / consultants / bankers

* Government is always aware of the social impacts of activities in NZ and will take action if it considers that a significant primary industry is at risk.
* Sometimes it is difficult to separate social factors from environmental factors because environmental factors also impact on people as well as plants, animals etc.

In the Gibberston Valley the grape growers have established a regulation, supported by the local; council, that prevents non-grape growers living in the area from complaining over issues such as the noise from wind machines and the pollution from diesel heaters

* In other areas the general public do have rights that have resulted in the reduction or elimination of offending land use such as piggeries and mushroom farms.
* Southland has reached the point where consent forms are required before additional dairying can be carried out, mainly because of effluent disposal and contamination of wetlands

In Canterbury water abstraction is being limited or not permitted in areas where water reserves are marginal meaning that land use dependant on irrigation is questionable. Buying a [property with existing water consents is now common place

* Lifestyle blocks on the fringes of towns’ and cities have created pressures on existing land use whereby pig and poultry units are placed under closer scrutiny with the result often being that producers sell up and move further from urban areas where nobody complains. Tomato growers around Christchurch who used coal for heating have moved away because of the expense involved in satisfying council clean air regulations.
* Many of the environmental issues are integrated with social considerations such as clean, safe drinking water, water leisure activities and aesthetic values