



# Social Impact Statement



## At a Glance



**Our Approach**



**The Change We Are Seeing**



**Why This Matters**



**Theory of Change**



**In Conclusion**

## Foreword



Green Thumb Farm exists to respond to some of the most pressing challenges of our time: the climate crisis, rising food insecurity, and declining community health and wellbeing.

Industrial food systems contribute to carbon release from the soil, long-distance transport emissions, and increasing food waste. At the same time, many households feel disconnected from how food is grown, face rising food costs, and experience reduced access to fresh, healthy produce. These challenges are deeply interconnected, and so are the solutions.

**Be part of something beautiful**



Green Thumb Farm Association Inc.  
admin@greenthumbfarm.org.au  
2204 Mt Samson Rd, Samford Valley, Qld 4520



# Our Approach

At Green Thumb Farm, we take a practical, community-based approach to change.

By creating opportunities for people to **see, learn, and do**, we make sustainable food systems tangible, inclusive and achievable.



## Demonstrate

A working farm grounded in regenerative and sustainable principles



## Educate

Through hands on programs for children, families, schools, and corporate groups



## Support Action

Through workshops and emerging community composting initiatives



**Be part of something beautiful**

Green Thumb Farm Association Inc.  
admin@greenthumbfarm.org.au  
2204 Mt Samson Rd, Samford Valley, Qld 4520



# The Change We Are Seeing

**Since 2024, we've welcomed over 2,500 people through our gates to learn and connect.**

Our data shows that when people get their hands into the soil, their habits shift, fostering a healthier community and a more resilient planet:

## Increased awareness and understanding

- 80.5% of participants increased awareness of regenerative farming
- 68% increased awareness of composting and waste reduction
- 65% improved understanding of local food systems and climate impact

## Increased skills, confidence, & healthy choices

- 75% increased food growing knowledge
- 64% increased awareness of healthy eating and seasonal food choices
- Workshop participants described feeling “inspired and empowered... this made it feel achievable, even in my small backyard.”



***“By reconnecting people with how food is grown, we help grow healthier people, thriving communities, and regenerated soil for future generations.”***

### **Behaviour change beyond the farm**

- 67% intend to support local and seasonal food systems
- 54% plan to grow food at home
- Families report growing food, composting, and reducing waste at home after participating in our programs.

### **Improved wellbeing and connection**

- 61% reported feeling more positive and relaxed
- 75% experienced a stronger sense of connection through shared activity
- Families describe the farm as a “beautiful, welcoming community”, with one parent saying the program was “a lifesaver for my sensory sensitive child.”

### **Early childhood development and lifelong connection**

- Children show increased confidence, independence, and connection to nature
- Educators report stronger understanding of food systems and increased confidence to extend learning into classrooms and homes

**Be part of something beautiful**



Green Thumb Farm Association Inc.  
admin@greenthumbfarm.org.au  
2204 Mt Samson Rd, Samford Valley, Qld 4520



## Why This Matters

These outcomes represent more than individual experiences — they are early indicators of broader change.

When people:

- understand how food is grown
- feel confident to take action
- make healthier food choices
- and experience connection through community.

**They begin to shift everyday behaviours in ways that benefit both people and the planet.**



## What This Leads To

Over time, these changes contribute to:

- more food being grown at home and within communities
- increased support for local farmers and producers
- reduced food waste and increased composting
- healthier eating habits and improved wellbeing



**Be part of something beautiful**



Green Thumb Farm Association Inc.  
admin@greenthumbfarm.org.au  
2204 Mt Samson Rd, Samford Valley, Qld 4520



## Our Broader Goal

Through this work, Green Thumb Farm is contributing to:

- Reduced climate emissions through regenerative practices and waste reduction
- Increased local food security through skills, access, and community engagement
- Stronger, healthier communities through connection, learning, and participation



**Be part of something beautiful**



Green Thumb Farm Association Inc.  
admin@greenthumbfarm.org.au  
2204 Mt Samson Rd, Samford Valley, Qld 4520

# Theory of Change

## The Problem

### 1. Climate crisis

Industrial food systems contribute to carbon loss from soil, emissions from transporting food, and increasing food waste in landfill.



### 2. Food insecurity

Communities are heavily reliant on external food sources, with rising costs and limited access to fresh, locally grown produce.



### 3. Mental and physical health challenges

Low consumption of fresh fruit and vegetables, reduced physical activity, and limited time in nature are contributing to declining health and wellbeing.



## If We...

Provide people with the knowledge, skills, and confidence to grow food, compost, and build healthy soil.



## By

1. Demonstrating a working farm that showcases locally grown food, composting, and regenerative farming principles.



2. Delivering hands-on educational programs for children, families, schools, and adults.



3. Engaging community and corporate volunteers in meaningful, hands-on farm activities that build skills, connection, and environmental awareness.



4. Implementing a community composting program.

# The Transformation

## Short-Medium Term Outcomes

More people:



Understanding how food is grown and how soil systems work;

Feeling confident to grow food;

Composting food waste;



Choosing to eat fresh/local;

Experiencing improved wellbeing & connection;

Supporting local farmers.



## Long Term Outcomes

Increased local food production using regenerative and sustainable practices;



Increased demand for and purchasing of locally grown food;  
Reduced food waste sent to landfill;

Improved dietary habits and long-term health outcomes.



## The Impact / Broad Goal



Reduced climate emissions;



Increased local food security;



Improved community health and wellbeing.



## In Summary

**Green Thumb Farm is a place where people move from connection → awareness → confidence → action.**

Our outcomes align with our Theory of Change, demonstrating early shifts in knowledge, behaviour, and wellbeing that contribute to long-term improvements in climate outcomes, food security, and community health and wellbeing.

Investment in Green Thumb Farm is not simply an investment in one farm. It is investment in a scalable model of community wellbeing, environmental stewardship, and local food system resilience that has the potential to be replicated in communities across Australia.