

Insights into Canadians Perceptions on Agriculture

IHARF Soil & Crop
Management Seminar

February 5, 2020

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SAIFFood 
SUSTAINABLE AGRICULTURAL INNOVATIONS & FOOD

INDUSTRY FUNDED RESEARCH CHAIR IN AGRI-FOOD INNOVATION

Thank You To My Stakeholders

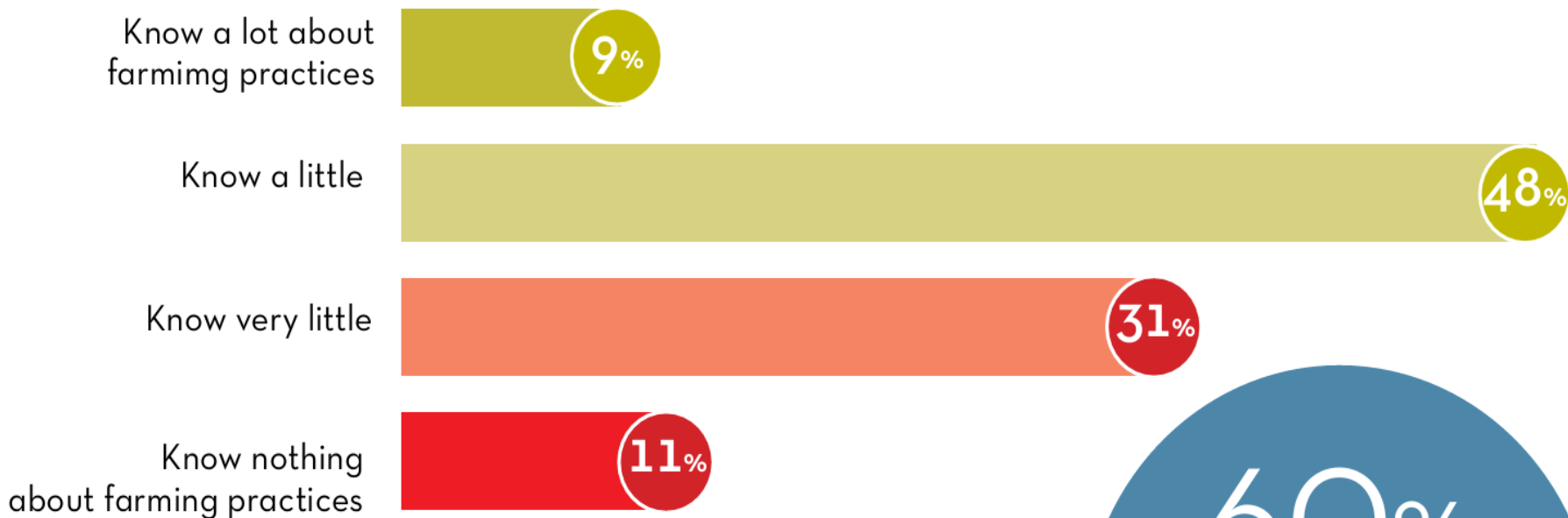


The public knows virtually nothing about food or ag



Regardless
of what the
public
knows,
retail
caters to
their views

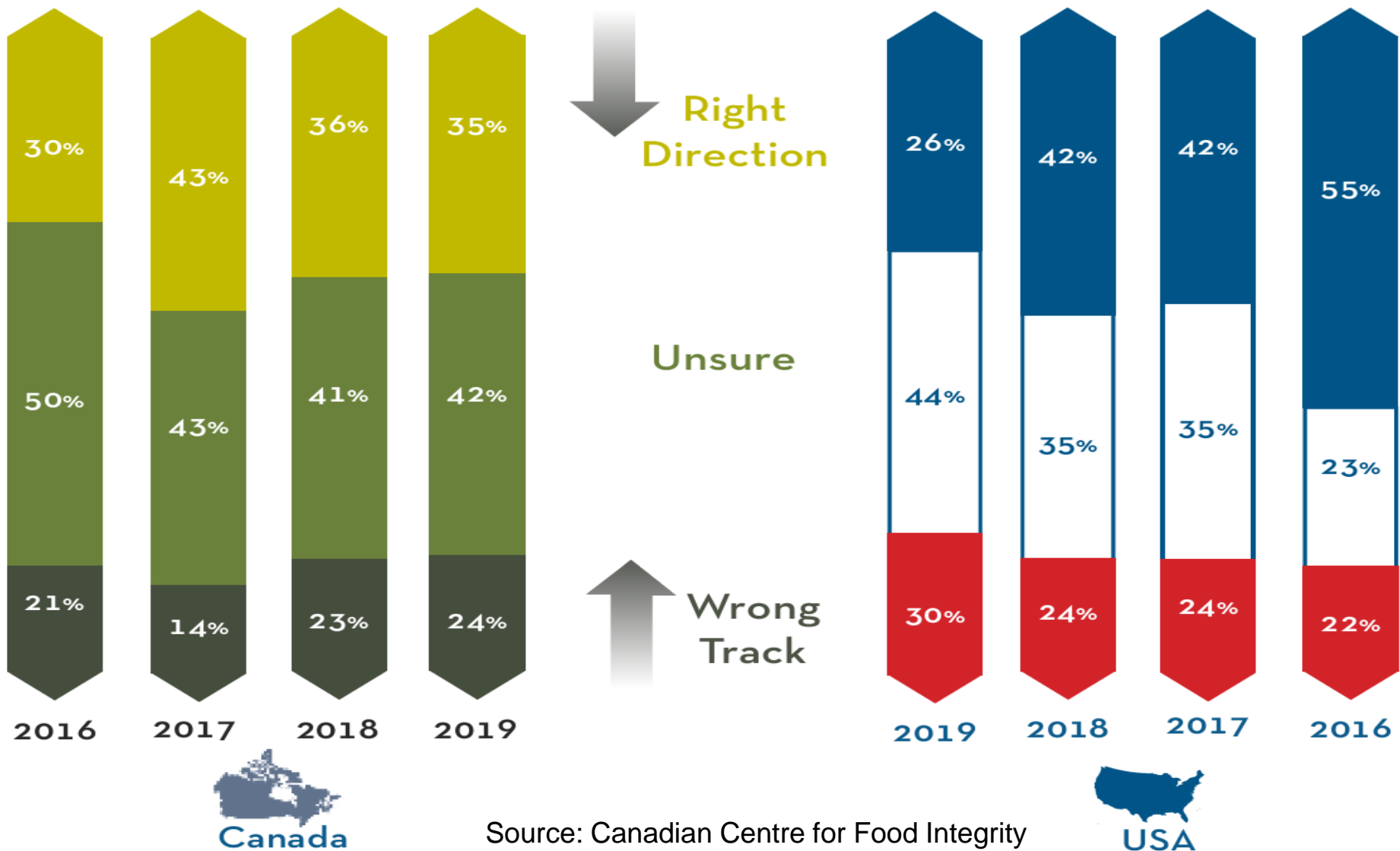
Personal knowledge of farming practices



When asked if consumers are interested in knowing more about agriculture, **60%** of respondents indicated 'Yes' and **40%** indicated 'No'.

60%
of Canadians
are interested in
knowing more!

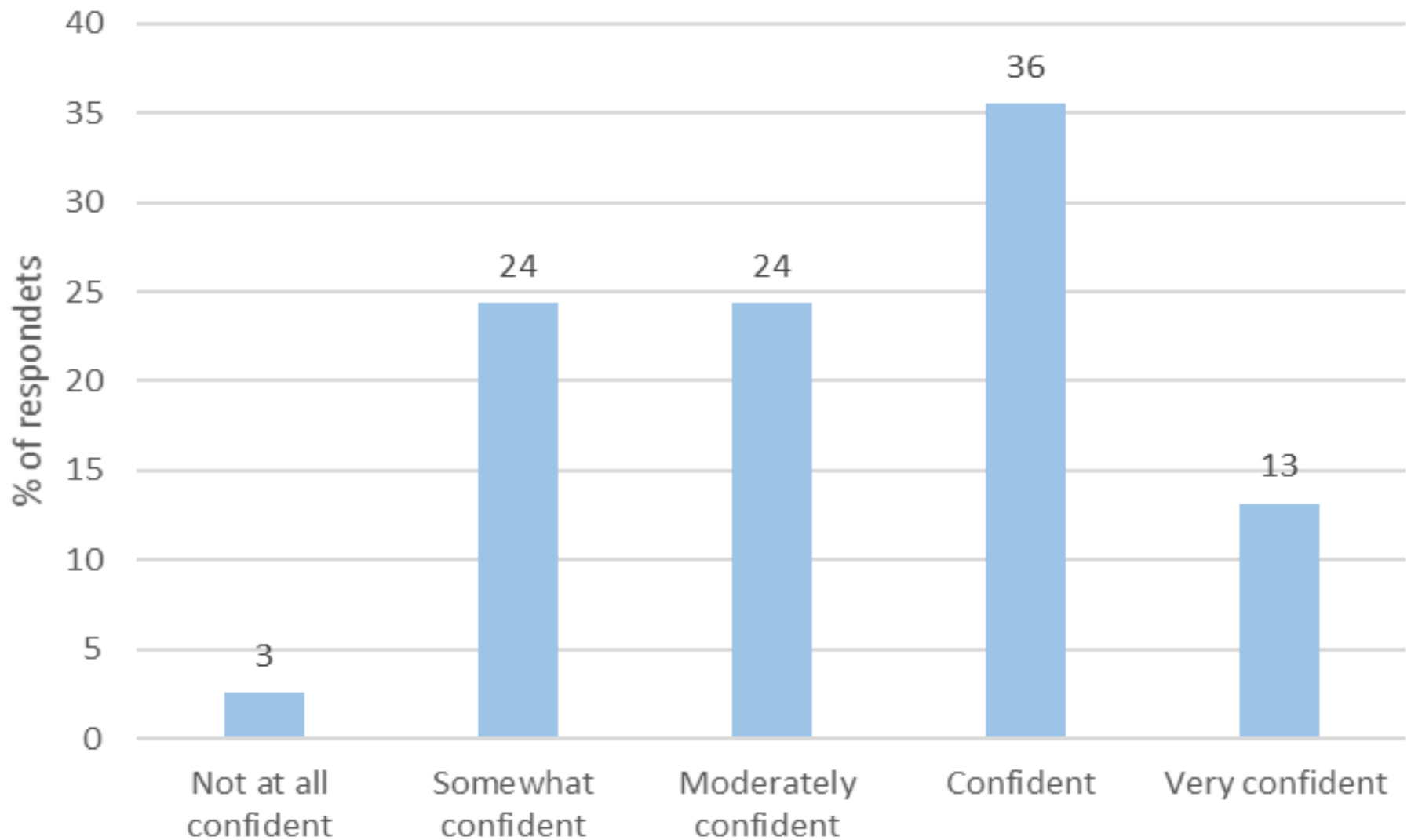
Direction of Canada's Food System



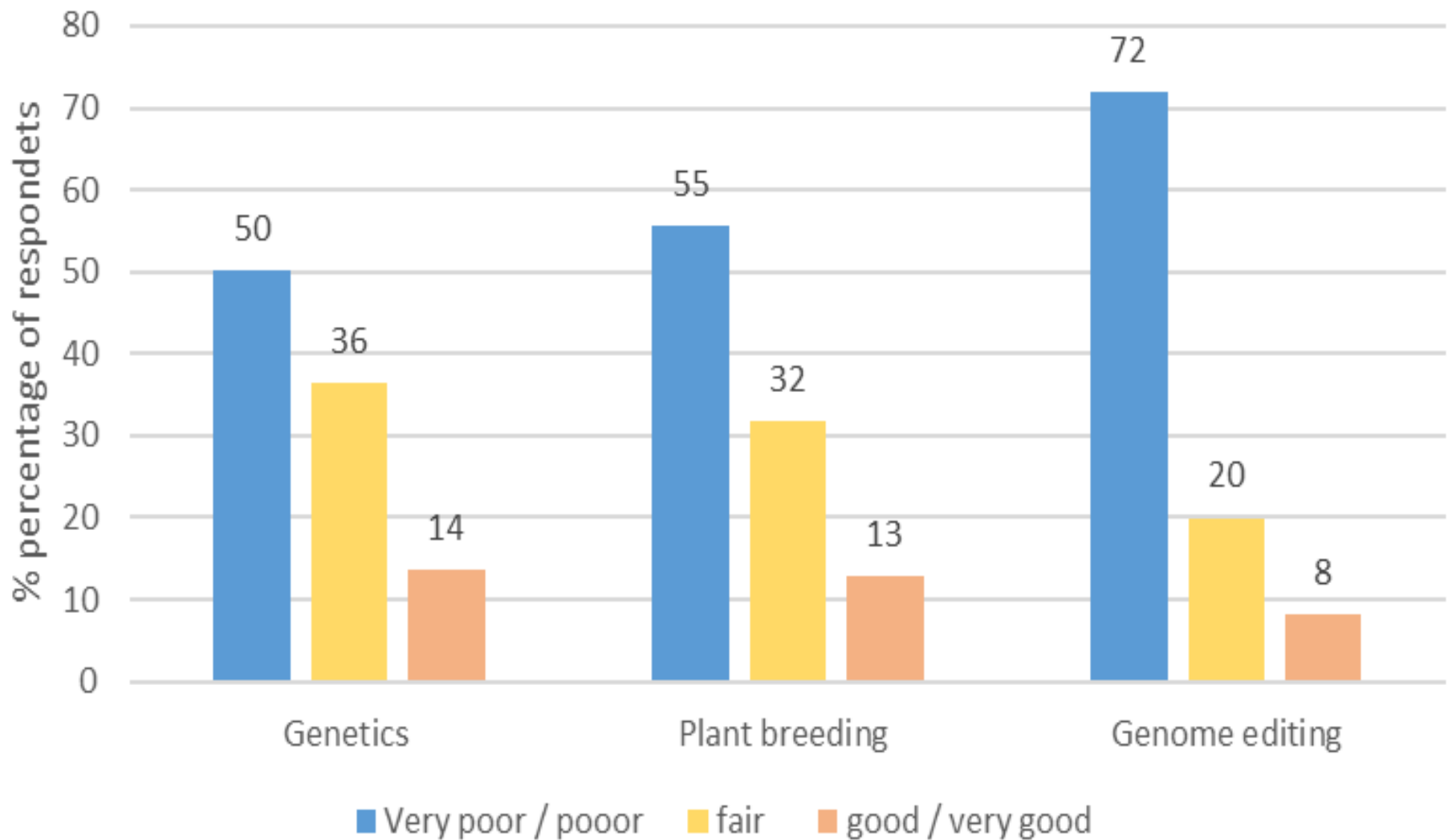
Deciphering what the public knows

- Over the summers of 2017 & 2018, 4 consumer surveys were conducted
- One survey conducted in spring of 2019
- 500+ responses to each survey
- English only, so results are not valid for Quebec
- Results presented are representative for English speaking Canada

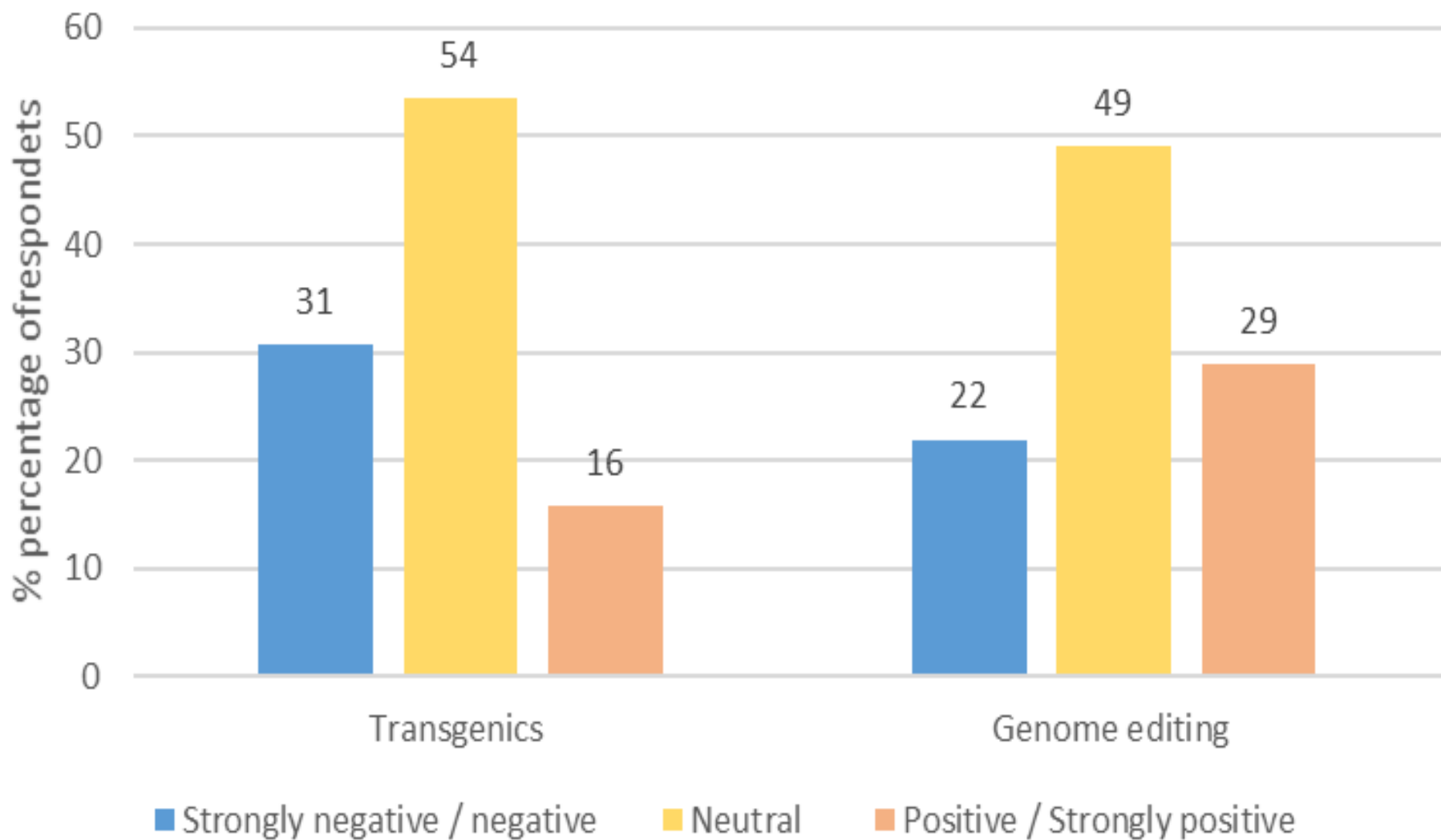
Confidence in Canada's food safety system



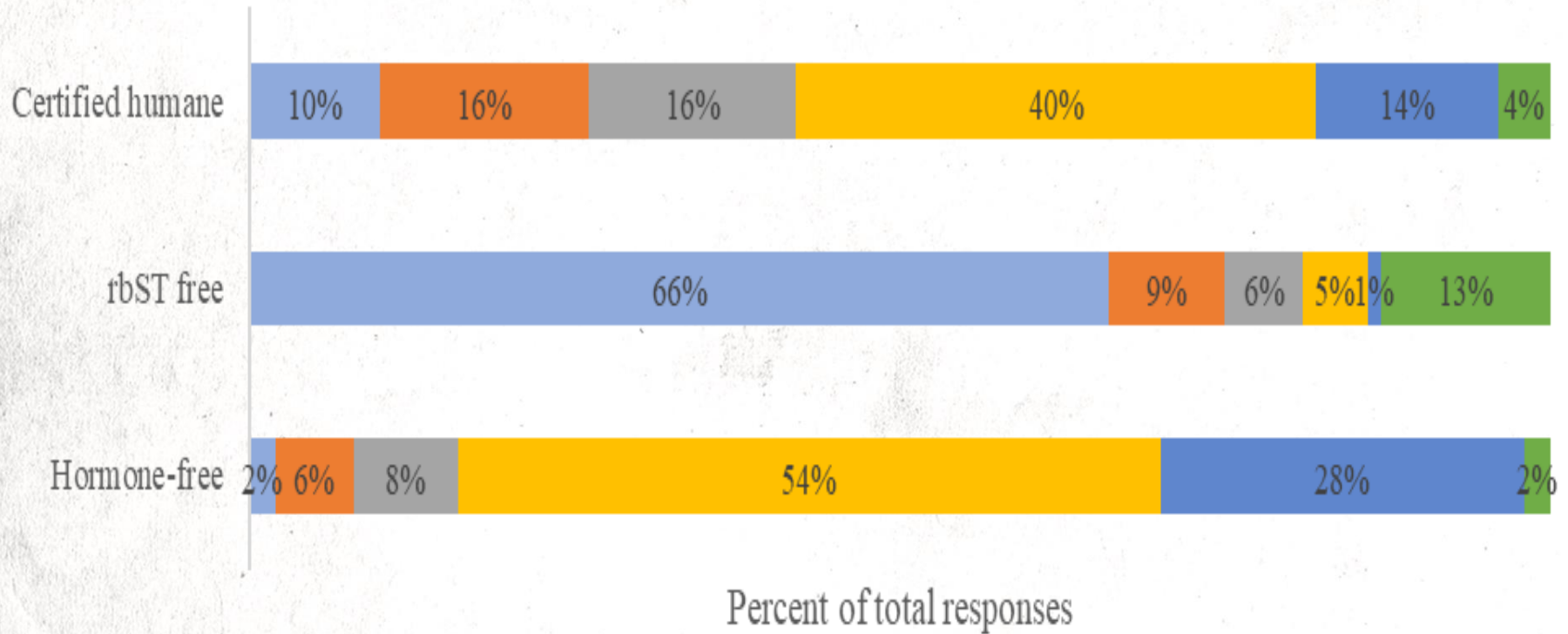
Understanding of food technology



Attitudes towards GM and GE



Familiarity with livestock terms



■ Completely unfamiliar

■ Somewhat unfamiliar

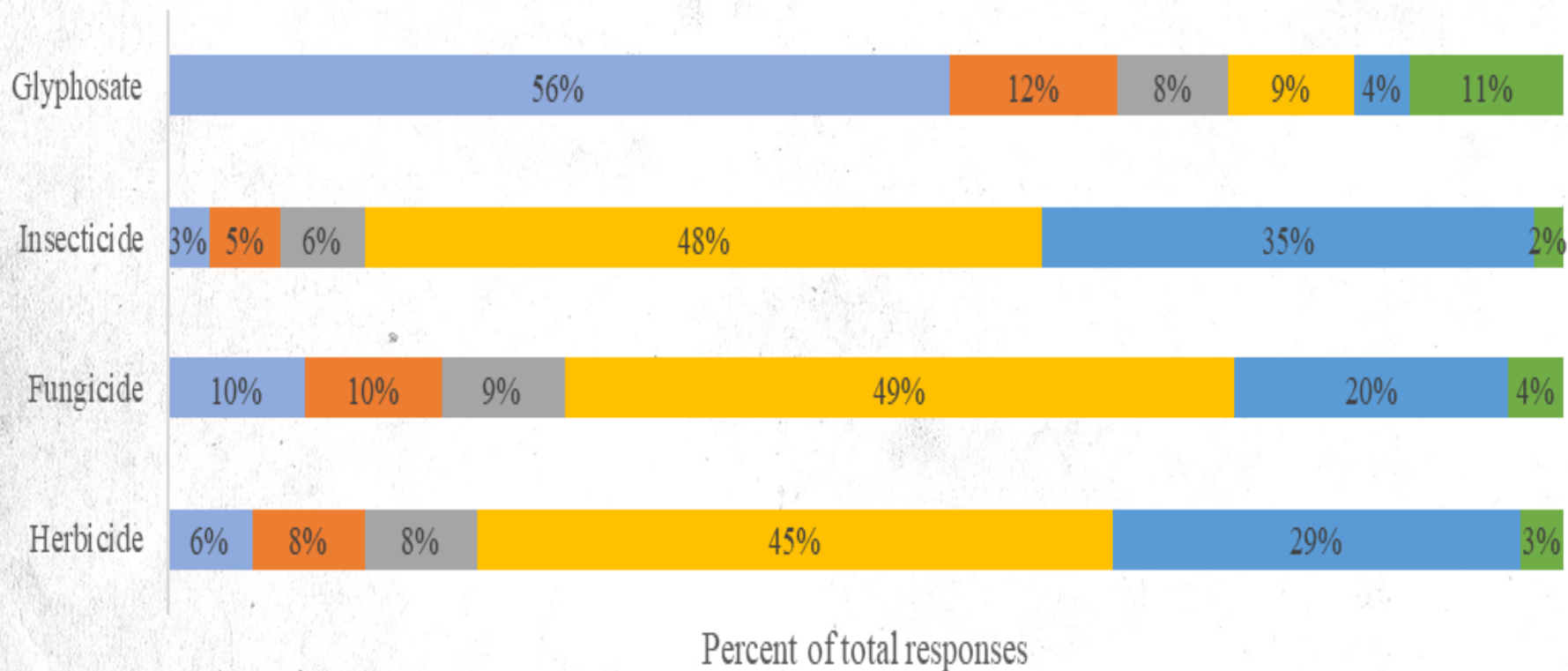
■ Neither familiar nor unfamiliar

■ Somewhat familiar

■ Completely familiar

■ Don't know

Familiarity with chemical terms



■ Completely unfamiliar

■ Somewhat unfamiliar

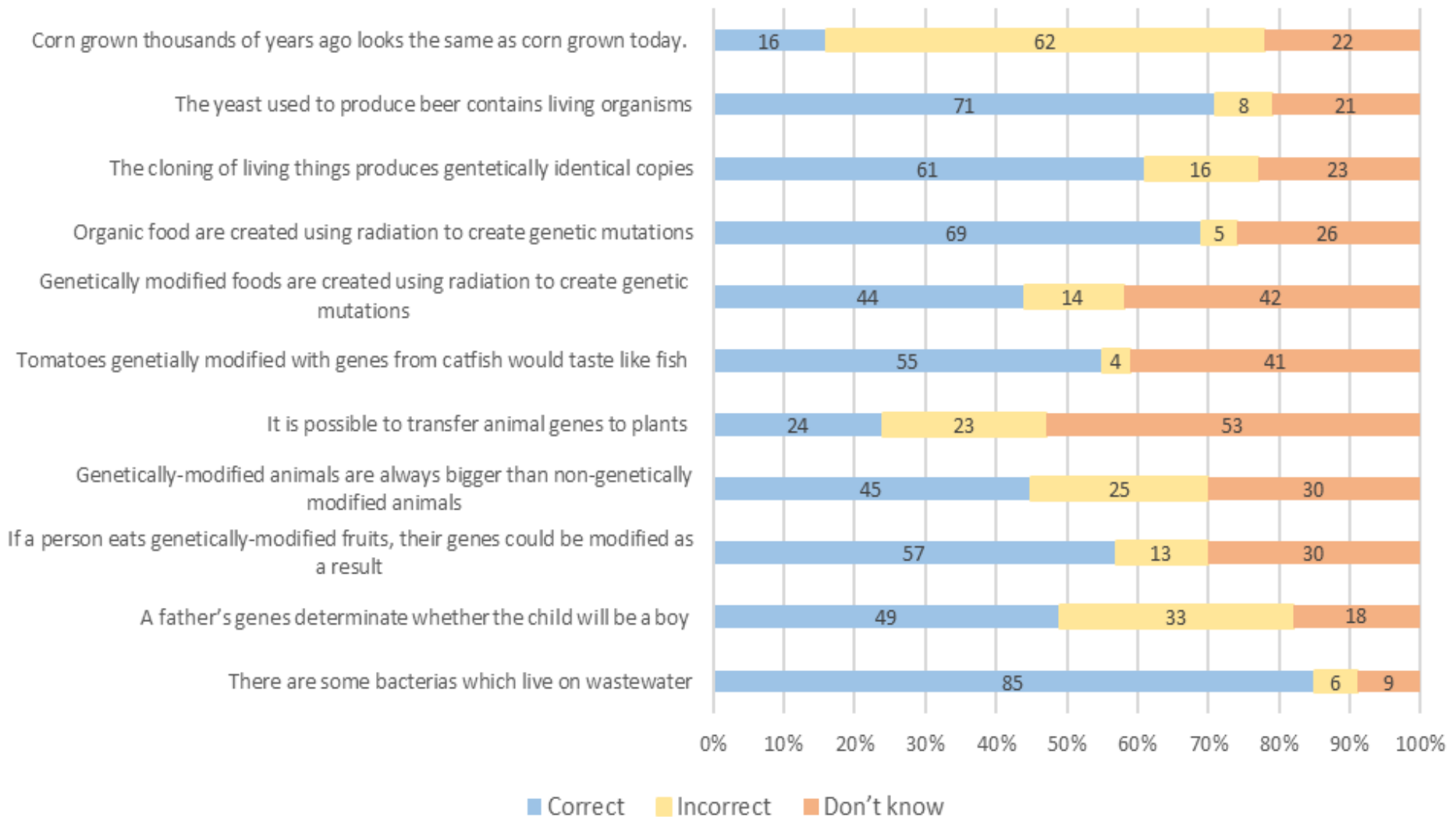
■ Neither familiar nor unfamiliar

■ Somewhat familiar

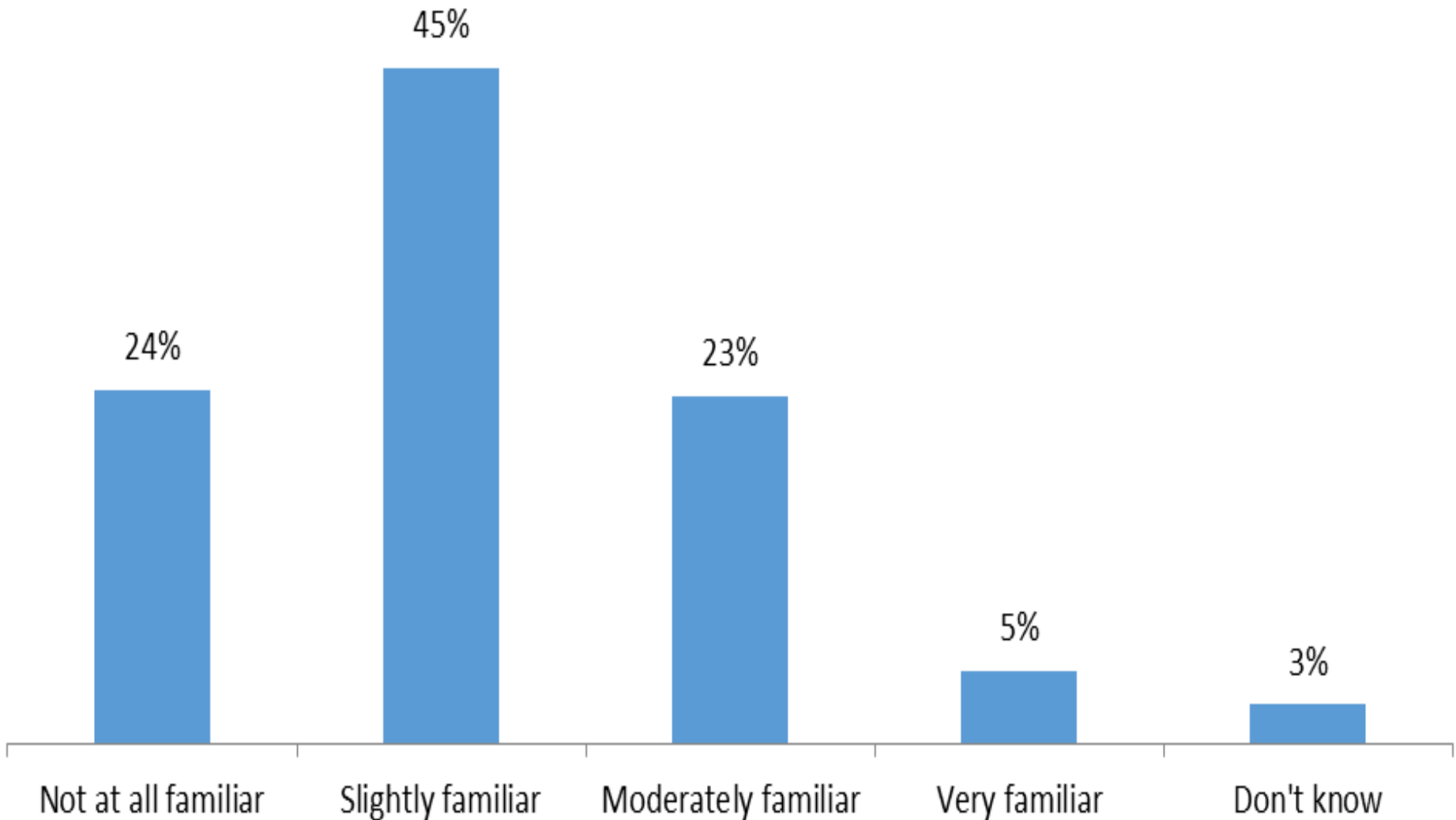
■ Completely familiar

■ Don't know

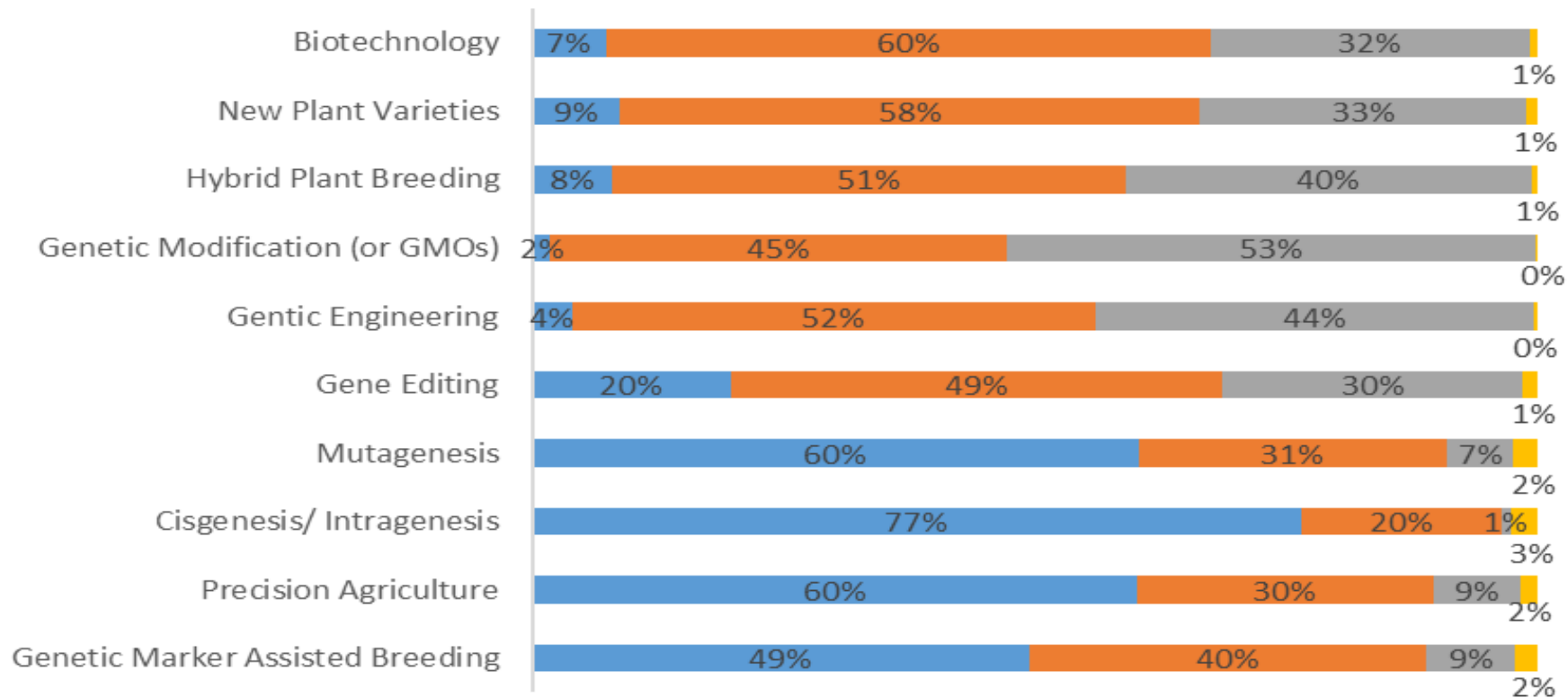
Knowledge about genetics



Familiarity with plant breeding



Familiarity with various methods of plant breeding



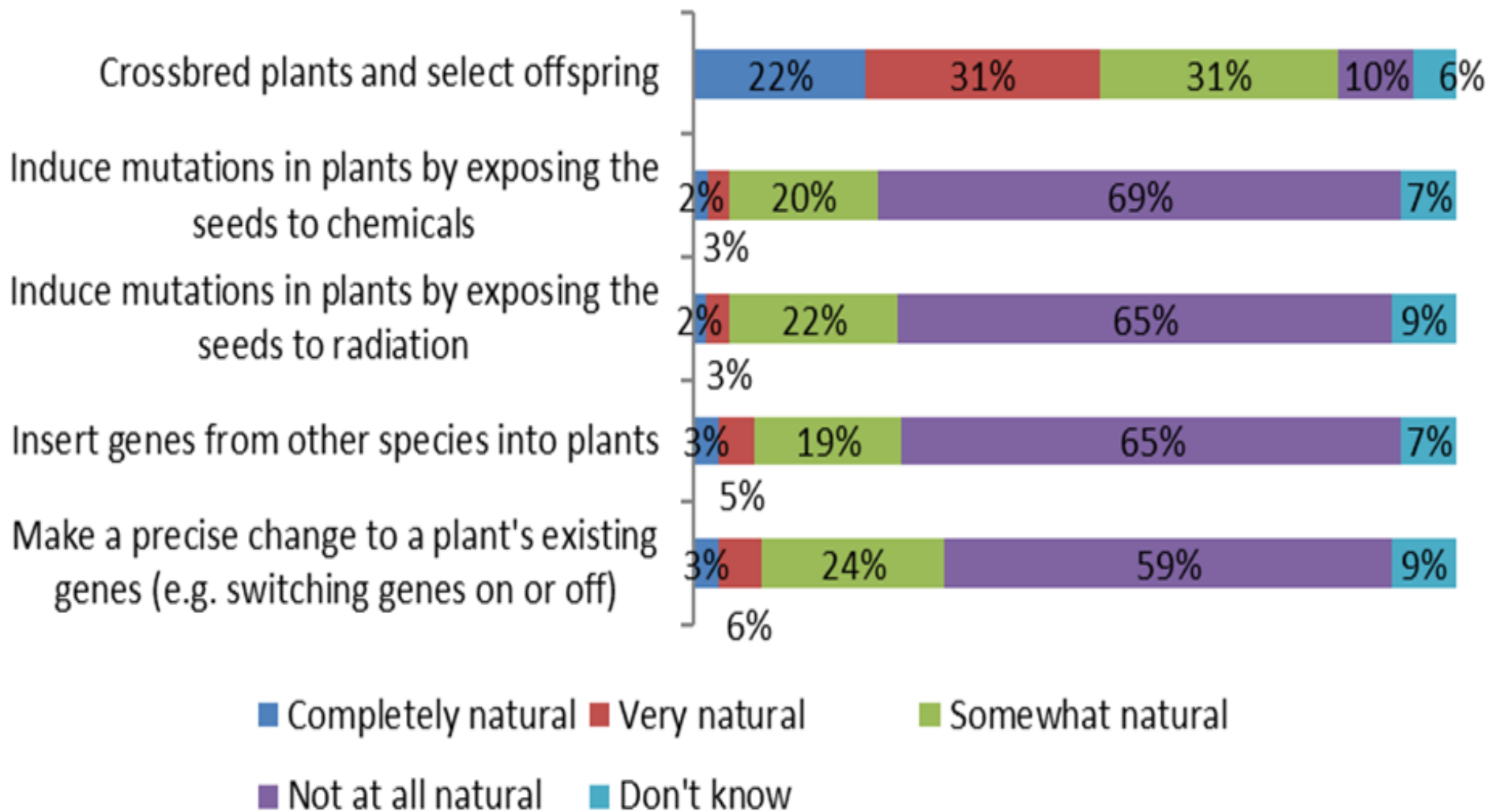
■ I have not heard of this

■ I have heard of this, but know very little about it

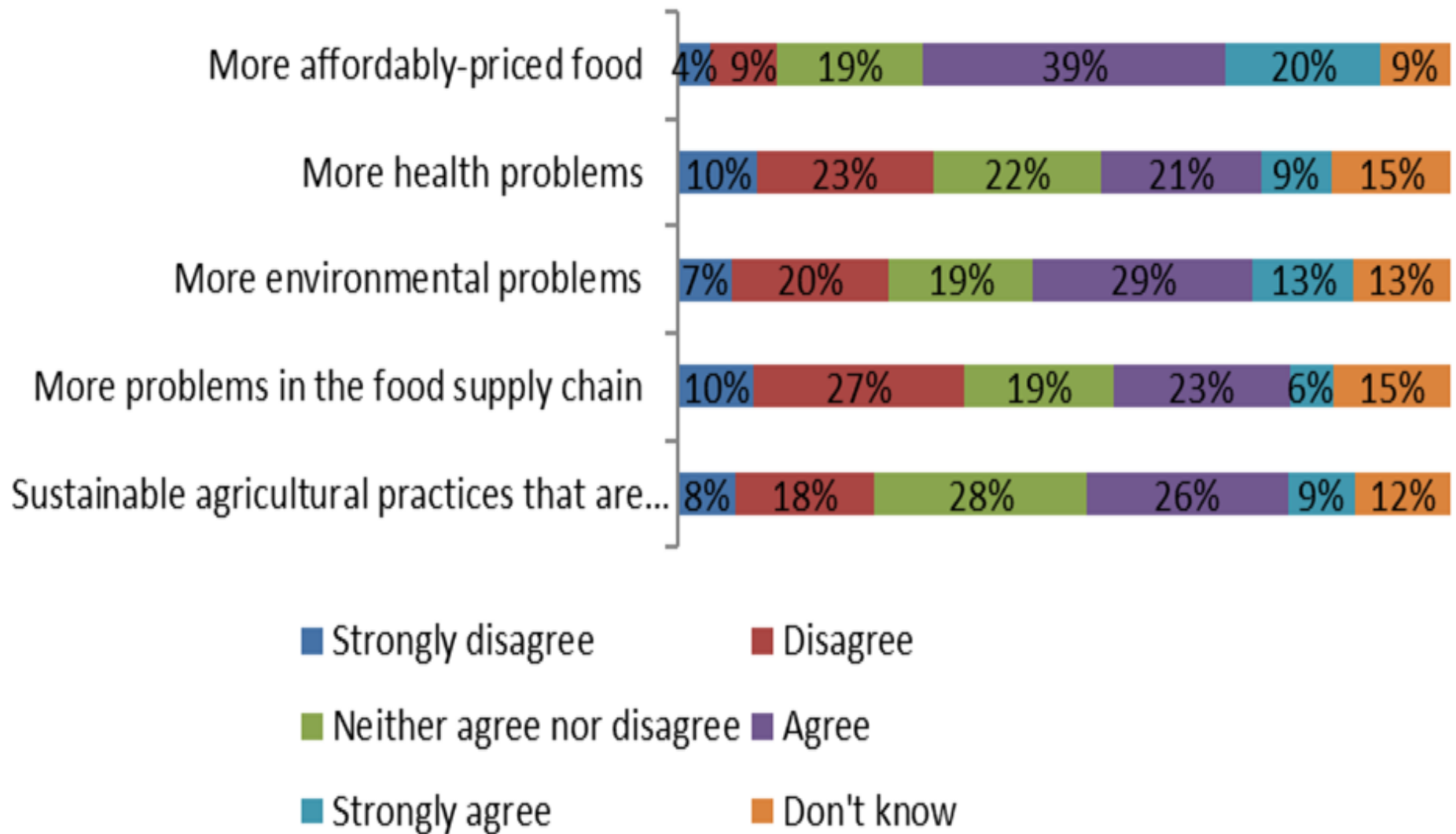
■ I have heard of this to the point I could explain it to a friend

■ Don't know

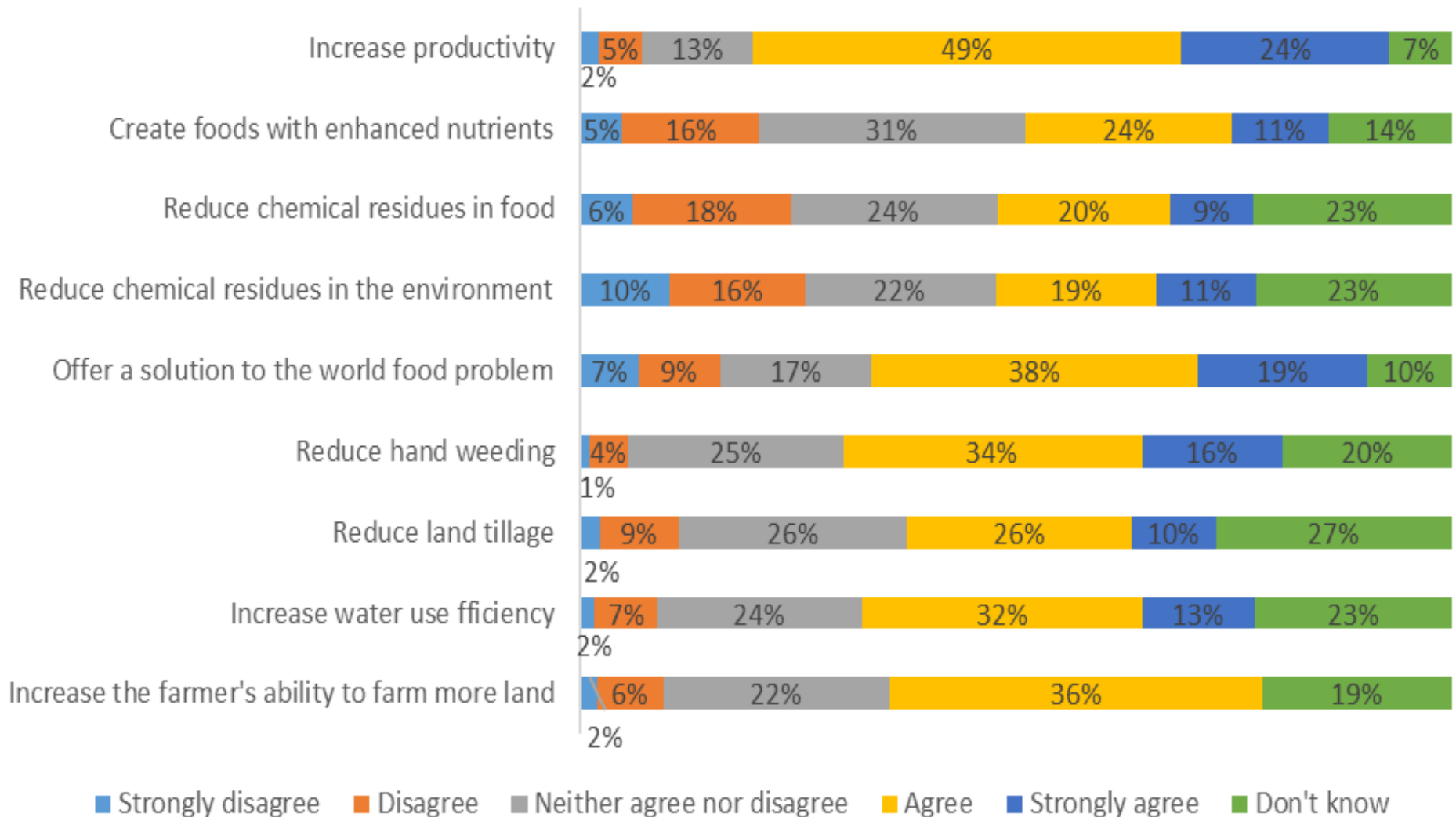
Plant breeding perceptions of natural



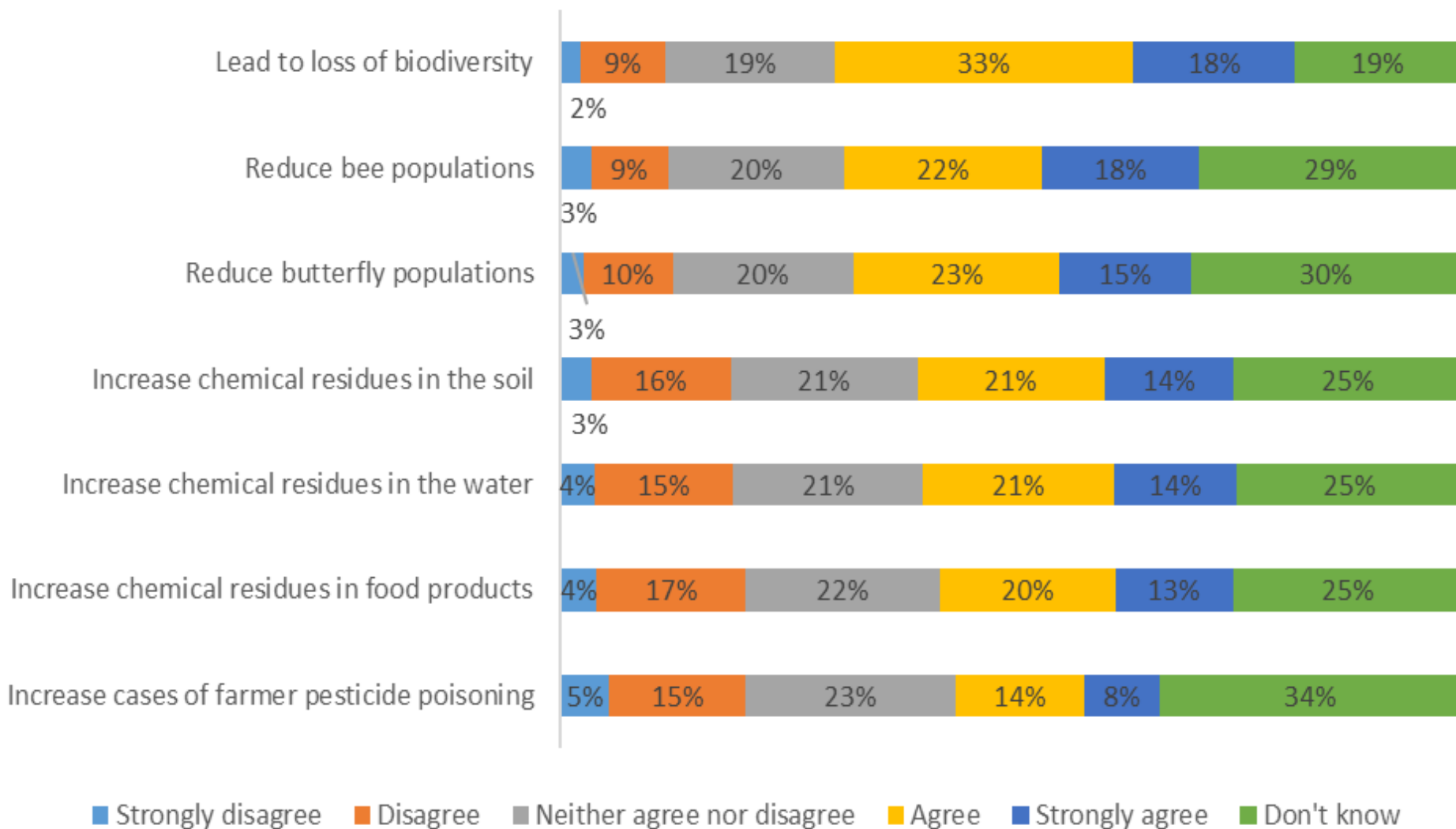
Potential consequences of modern plant breeding



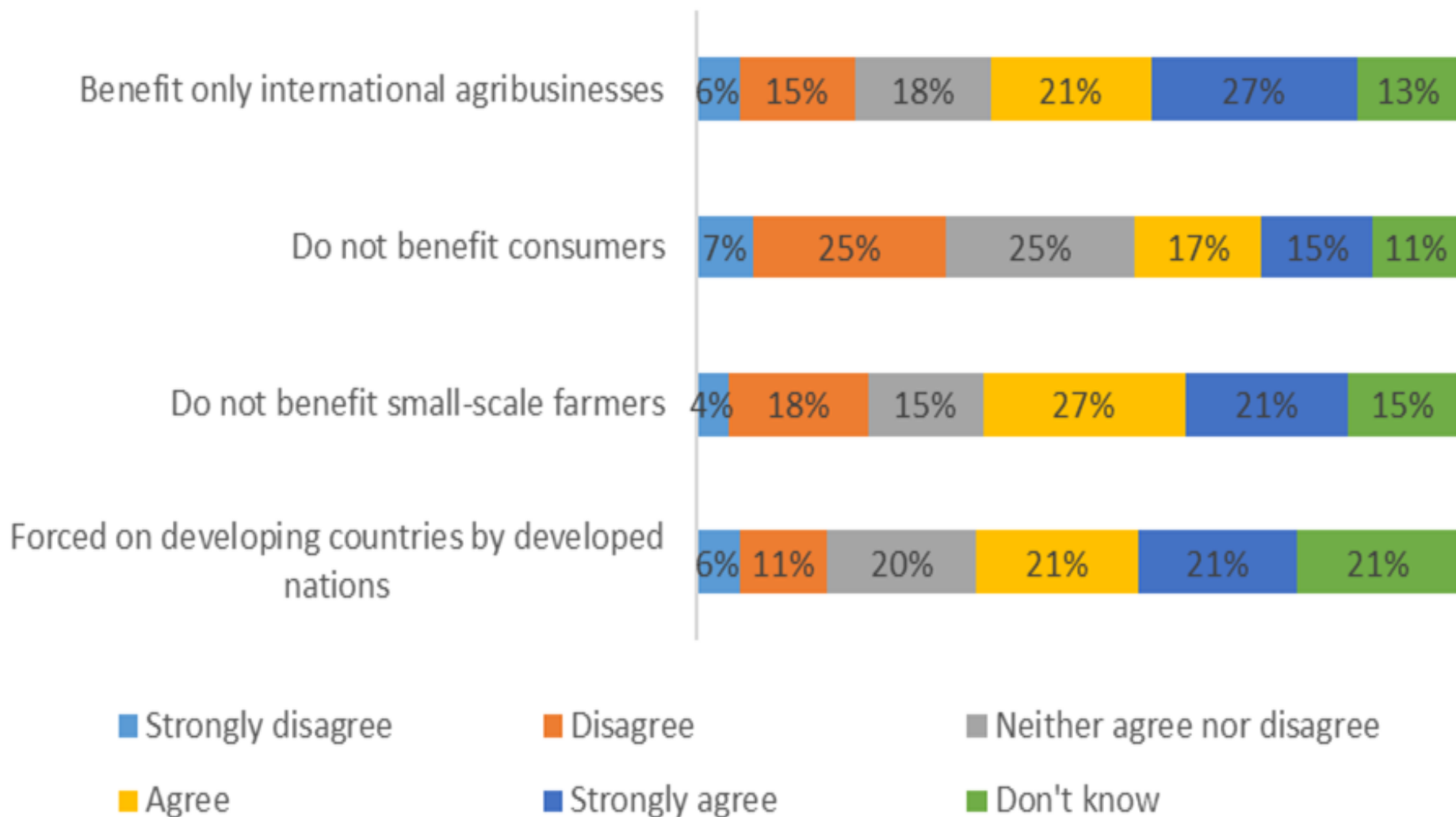
Benefits of modern plant breeding



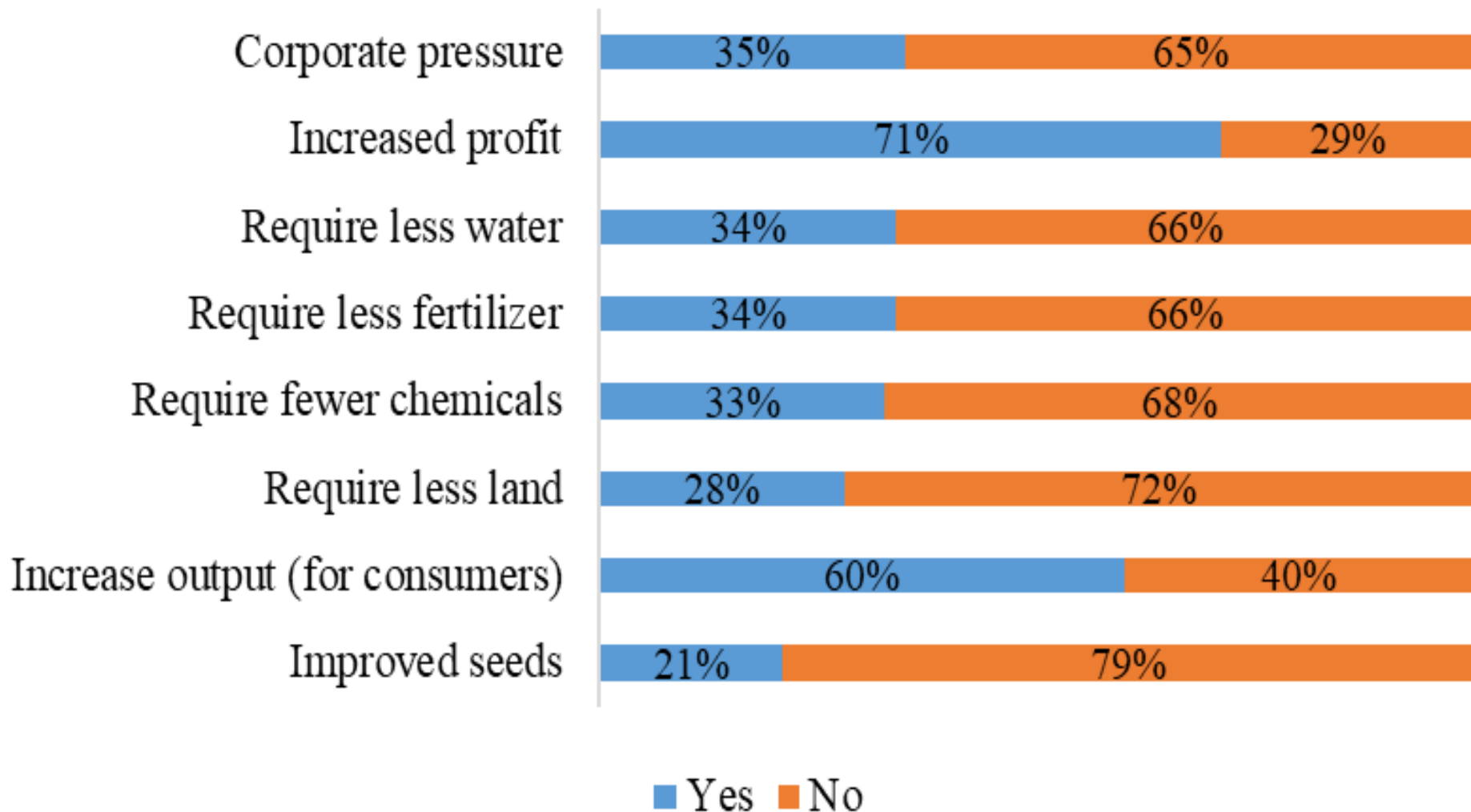
Potential risks of modern plant breeding



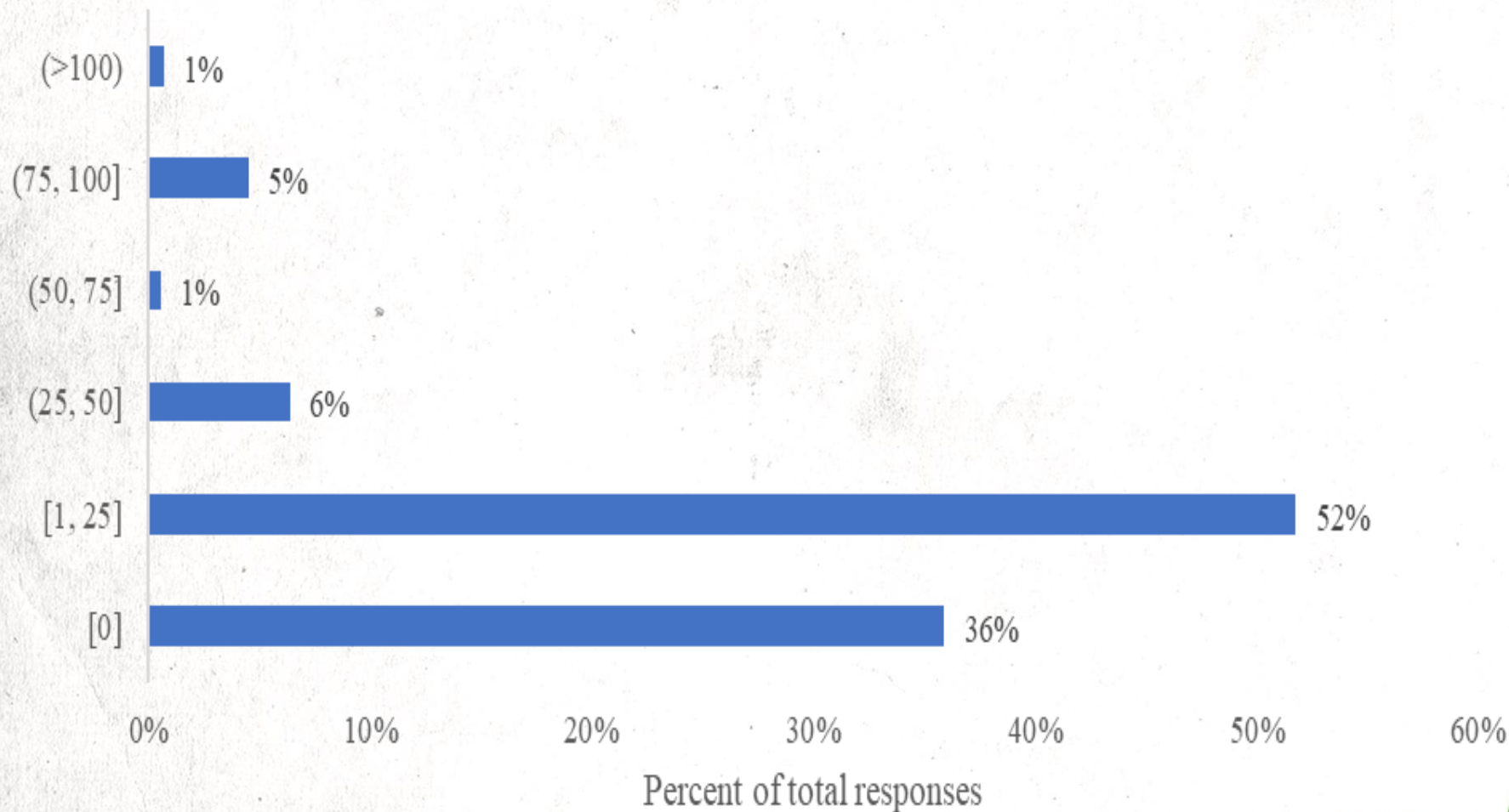
Equity of modern plant breeding



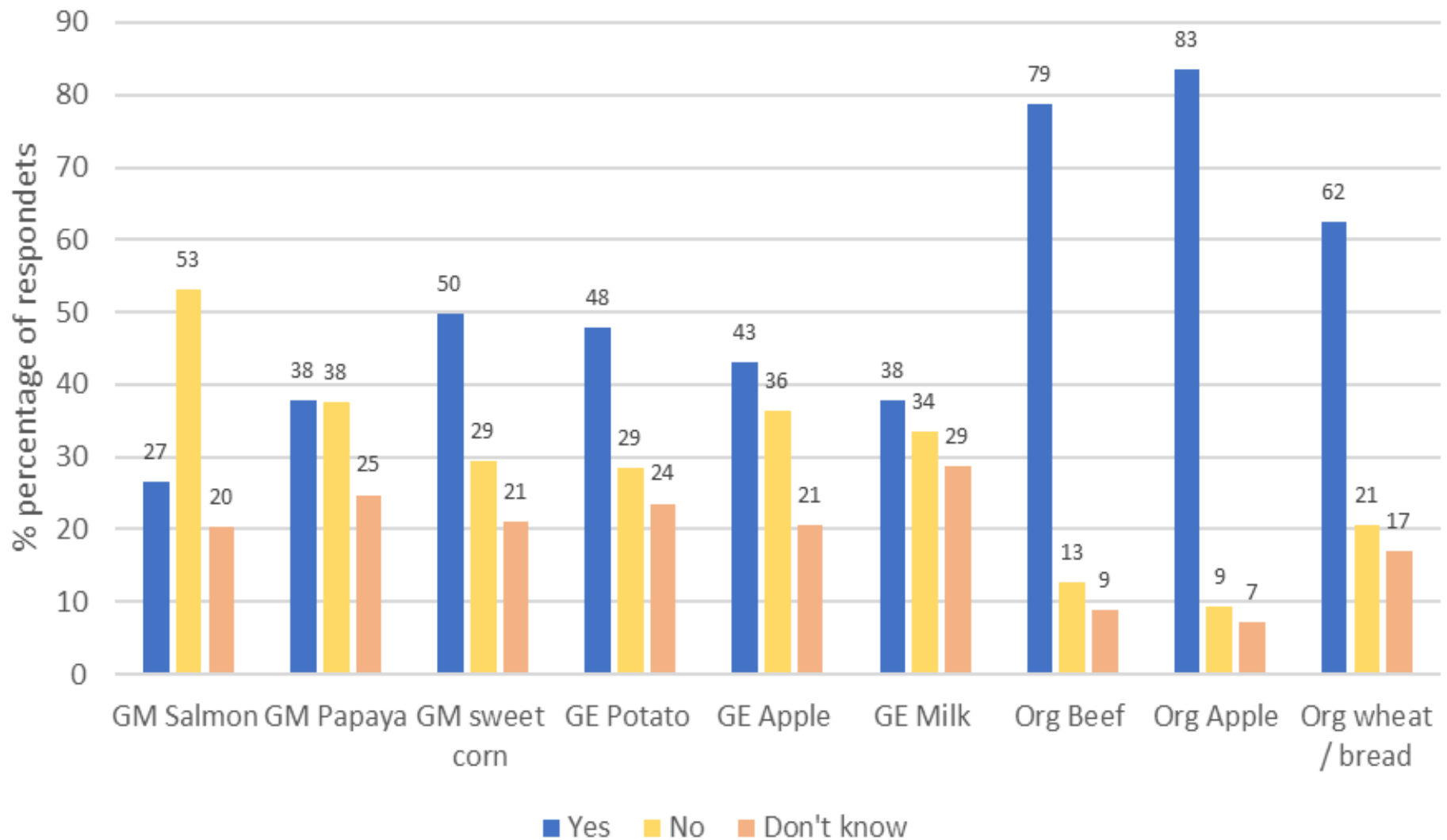
Why do you think that farmers grow GM crops?



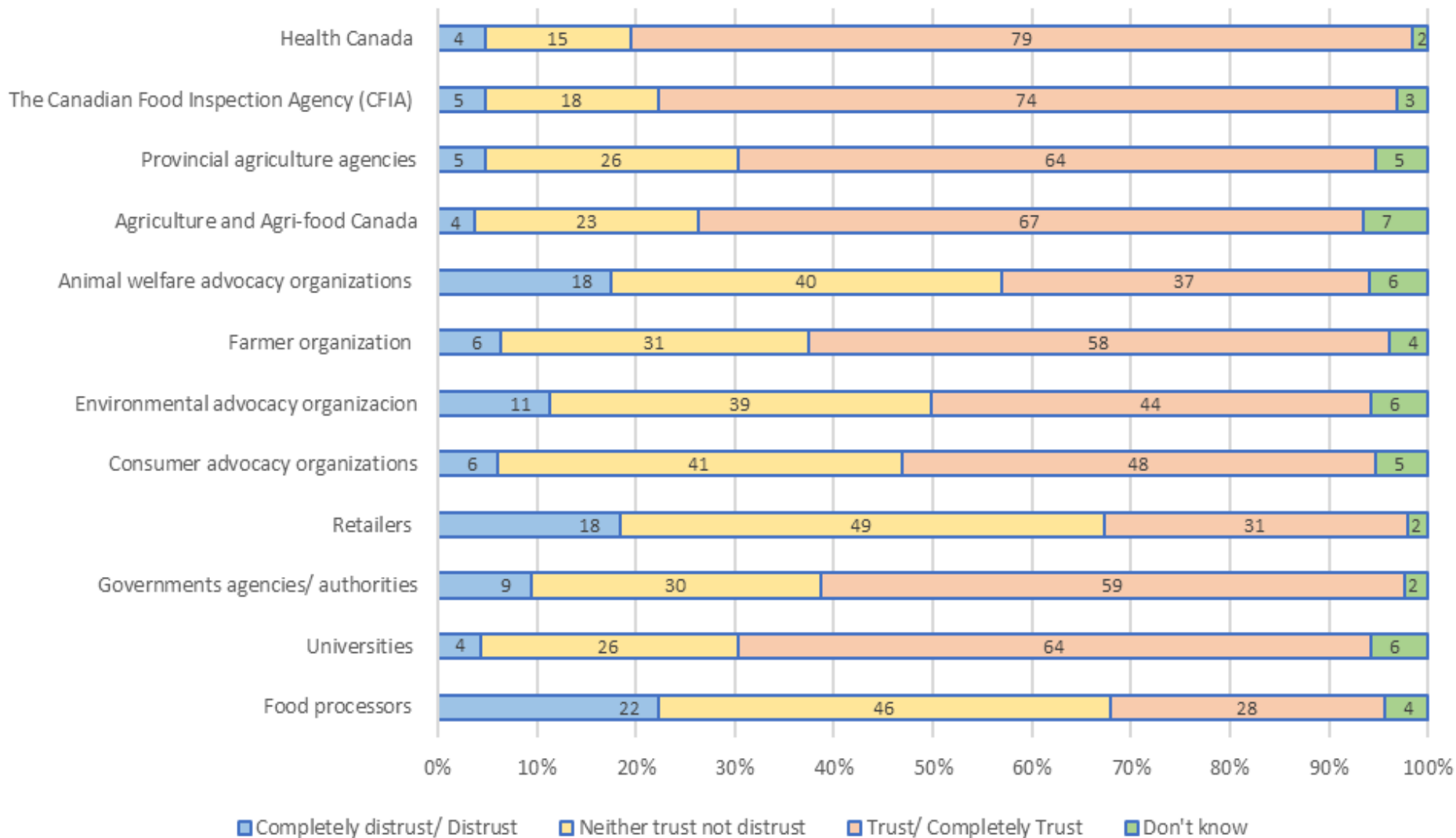
How many chemicals are approved for organic crops?



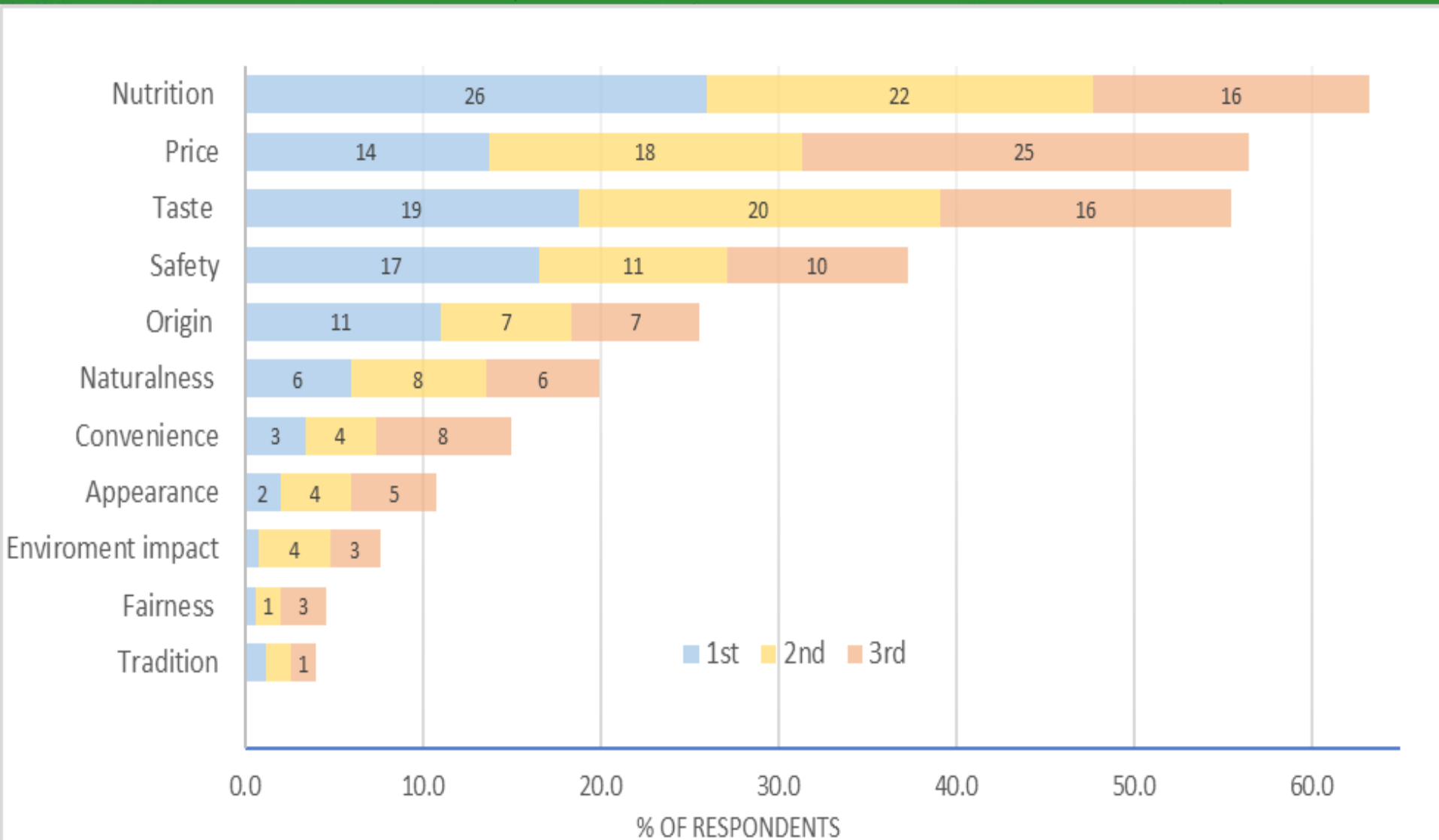
Willingness to consume food products



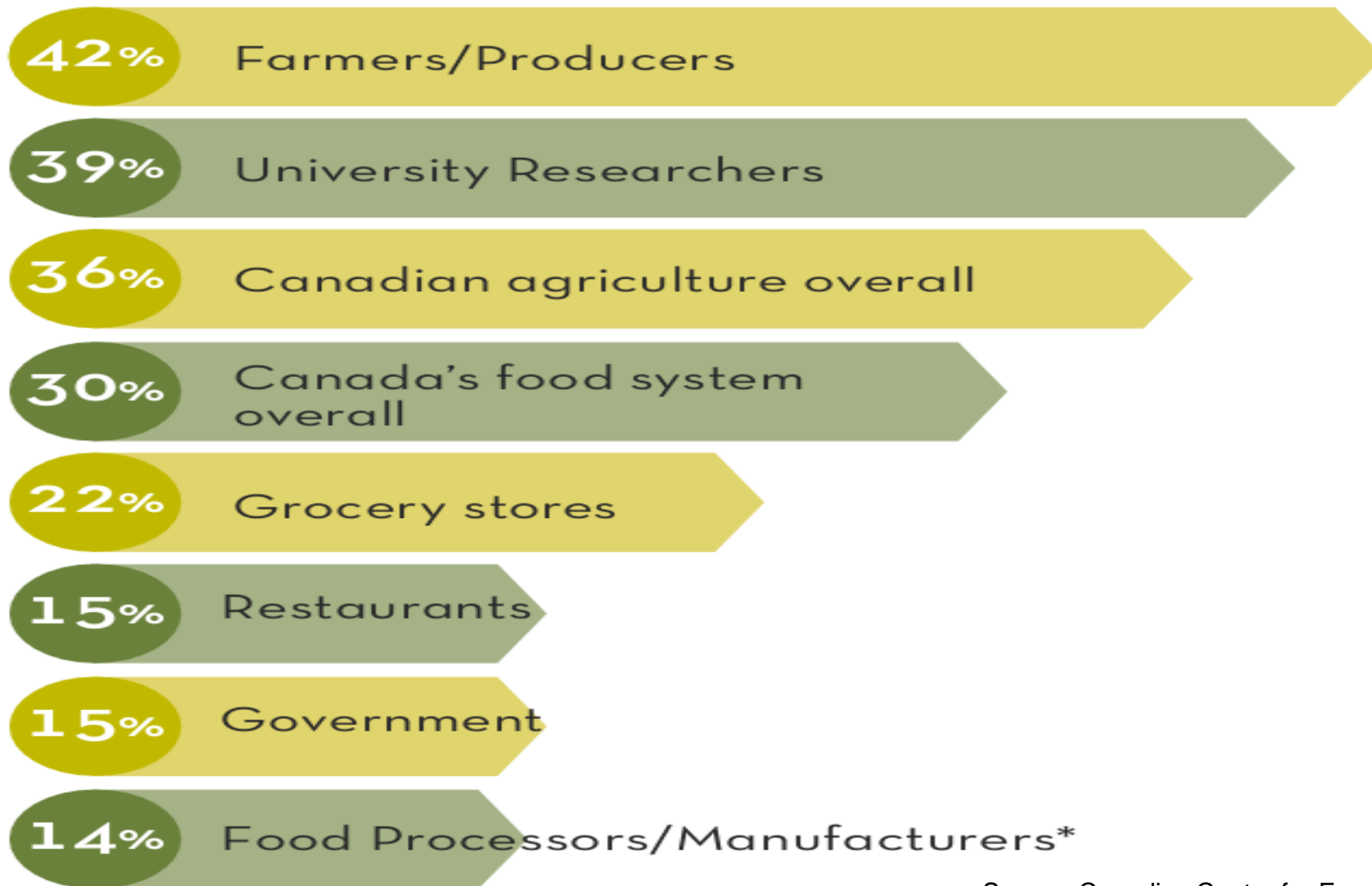
Trust in organizations regarding information about food safety



Top 3 consumer food values



Trust in Canada's food system



Concluding thoughts

- The Canadian public knows little about farming
- Some consumers don't want to learn more
- Farmers are trusted sources of information about food
- The challenge is in establishing communication paths
- Perhaps the biggest challenge Canadian ag faces is the relentless number of lies being spread by activist organizations
- Much of mainstream media and especially the CBC is anti-ag and anti-innovation, which compounds the challenge

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