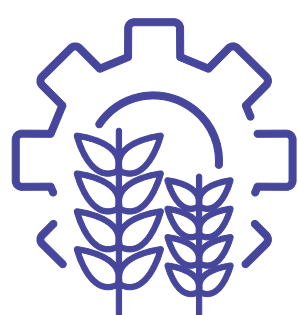


AgriCommunication Initiative

Baseline Survey (2020)



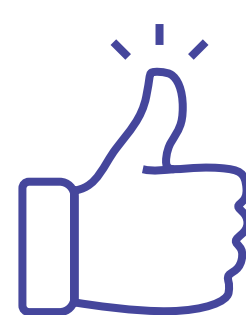
Key findings



The majority of Canadians feel somewhat **knowledgeable about the sector**, but many feel they **don't understand agricultural practices**.



The majority of Canadians **trust farmers' judgement**, and half see the **sector as environmentally responsible**, however, they have **some concerns**.



Canadians continue to have **pride and a positive impression of the sector**, but only about half always or often **look for Canadian products**.

Awareness



- 63% feel at least somewhat knowledgeable about Canada's agriculture and food sector
- 44% feel somewhat familiar with Canada's farming and producing
 - 10% feel very familiar
- 41% feel at least somewhat familiar with Canada's food and beverage processing

Top five information sources on agriculture



45%
Journalists



36%
Documentaries



30%
Farmers



24%
Scientists



23%
Government of Canada
(tied as fifth)

Agricultural Practices

Respondents agree:



58% Canada's farmers are good stewards of the environment



56% More concerned with GMO than in the past



53% Farmers are environmentally responsible



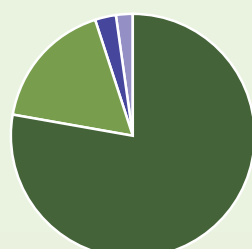
52% Farmers use antibiotics responsibly

Trust

- 73% trust Canada's farmers and ranchers
- 46% believe scientists have a clear understanding of the health effects of GMO food
- 31% Opinions are divided on whether pesticides are a necessary part of food production (31% agree and 30% disagree)
- 64% feel reducing food waste in their household is very important



Pride



I am proud of the food and beverages Canada produces

78% Agree 3% Disagree
17% Neutral 2% Don't know / No response



Canadian Food & Beverages

- 52% always or often look for food or beverages produced/grown in Canada
- 83% believe the quality of food and beverages produced/grown in Canada is good or excellent
- 72% have a positive impression of Canada's agriculture and food sector