

# 2021 Consumer Attitudes Towards Innovative Agricultural Technologies

Compared to 2016, down facing arrows (↓) indicate a statistically significant lower result in 2021. Up facing arrows (↑) indicate a statistically higher result in 2021.



## KEY FINDINGS

1

Despite a **low level of familiarity with biotechnology**, support has reached an **all-time high** compared to previous waves of the study

2

An increasing proportion are **confident in the regulation of biotechnology**, and for the first time, a majority scored the regulatory process as **strict**

3

Despite fairly low familiarity, most Canadians **support making biofuels with non-food sources**

4

A minority say they are **familiar with gene editing**, and although less than half see it as **beneficial to society**, the proportion is increasing

5

Familiarity with **cellular agriculture** is very **low**, with focus group awareness nearly non-existent or participants misidentifying it



## METHODOLOGY



1,033

Telephone surveys

Canadian adults (18) ± 3.1% margin of error June to July 2021 Previous wave: 2016



10

Online focus groups

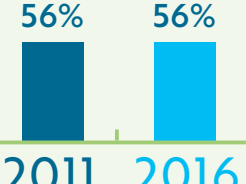
Canadian adults (18+) December 2021

## BIOTECHNOLOGY



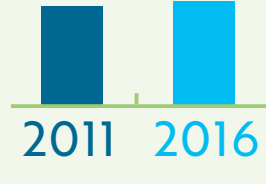
52% ↓

say they are **familiar** with biotechnology



79% ↑

say they **support** the use of products and processes that involve biotechnology

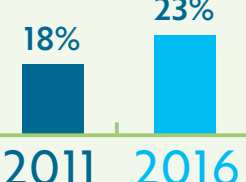


## BIOTECHNOLOGY REGULATORY SYSTEM



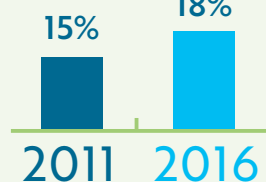
22%

say they are **familiar** with how biotechnology is regulated



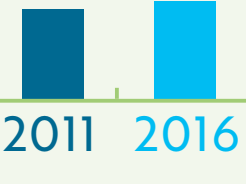
24% ↑

are **confident** in the safety and regulation of biotechnology

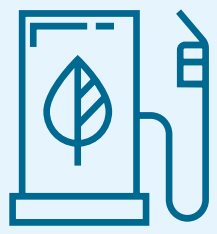
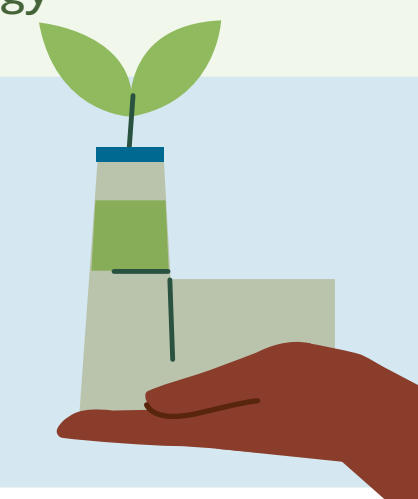


57% ↑

scored the regulatory process as **strict**



The more familiar respondents feel with biotechnology, the more likely they are to feel positively towards it

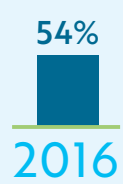


### BIOFUELS



57% ↑

say they are **familiar** with biofuels



Level of support for making bioproducts from:



93%

**non-food crops** such as hemp to make clothing



93%

**agricultural waste** like straw to make packaging or chemicals



78%

**food crops** such as corn to make food packaging

Biofuels



80%

support making biofuels from non-food crops



58% ↑

support making biofuels from crops that are also a source of food



### GENE-EDITING



40% ↑

say they are **familiar** with gene-editing



45% ↑

say they think gene-editing is **beneficial to society**



Support for uses of gene-editing:

Not food related

86%

Experimental treatments for cancer

85%

Experimental treatments for sickle-cell disease

83%

Creating chemicals that can be used in the production of biofuels

Food related

73%

To improve plants, such as disease and drought resistance

69%

Improve animal health

52%

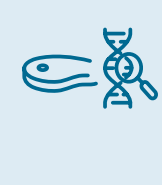
Enhance animal welfare

44%

Produce fish that grow faster



### CELLULAR AGRICULTURE



32%

say they are **familiar** with cellular agriculture



41%

say they think cellular agriculture is **beneficial to society**

Support for cellular agriculture:



47%

support using it to **reduce environmental impact** by using it to **make food** such as meat, milk, or eggs without having to raise farm animals



62%

support **growing skin cells from animals to produce materials** such as **leather**



73%

agree that it will help produce more food to feed a growing global population

