

# 2023 Survey with Canadian Consumers - Wave II

## Methodology

December 8 to 14, 2023  
 2,011 Canadian adults (18+) who are responsible for at least some of the grocery shopping for the household.  
 Compared to 2020, down facing arrows (↓) indicate a statistically significant lower result in 2023. Up facing arrows (↑) indicate a statistically higher result in 2023.



## Key findings



**Food affordability concerns** rose sharply for Canadian consumers (80% ↑29%), with the vast majority (87%) reporting price of food as either the only factor or an important factor when making food purchasing decisions.



Half (50% ↓13%) of Canadian consumers feel at least **somewhat knowledgeable** about the sector, however fewer report familiarity with farming/ranching (45% ↓10%), and food and beverage processing/manufacturing (38% ↓4%).



The majority (71%) of Canadian consumers are concerned about the amount of **food wasted** in Canada. Almost all (91%) say they have made changes to reduce household food waste, with economic concerns (60%) cited as the primary motivator.

## Food affordability

Concerns over food affordability in Canada have **risen significantly** since the previous wave of the survey.

**80%** ↑29%

of consumers say they are **concerned** (61% very) about the affordability of food in Canada



**25%** ↓24%

of consumers agree that **Canadian grown/produced foods** are affordable to buy

**21%**

of consumers agree that **Canadian food and beverage retailers** are making an effort to stabilize prices

## Factors considered MOST important by Canadian consumers when purchasing food



**87%**  
Price



**64%**  
Quality



**58%**  
Taste



**46%**  
Nutritional value



**28%**  
Canadian

## Food items of MOST concern for rising prices

**70%**



Fresh meat

**69%**



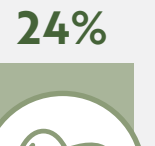
Fresh produce

**50%**



Dairy products

**24%**



Eggs

When it comes to rising food prices, Canadian consumers report the **highest levels** of concern for fresh meat, produce, dairy, and eggs.

# Canada's agriculture and food sector

## Knowledge and views



**50%** ↓13%

Say they feel **knowledgeable** about the sector



**61%** ↓10%

Have an overall **positive impression** of the sector

Canadian consumers who feel **knowledgeable** are more likely to have an overall **positive impression** (74%) of the sector, than those who don't (50%).

## Familiarity and importance

**45%** ↓10%



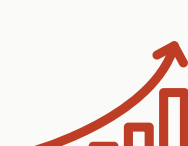
Say they are familiar with **farming/ranching**

**38%** ↓4%



Say they are familiar with **food and beverage processing/manufacturing**

**84%** ↓3%



Agree it is important to **ensure the sector is successful and growing**

### Trust

### Pride

Despite the sharp rise in food affordability concerns, Canadian consumers' **trust** (87%) and **pride** (74% ↓3%) in Canadian farmers and ranchers remains high.



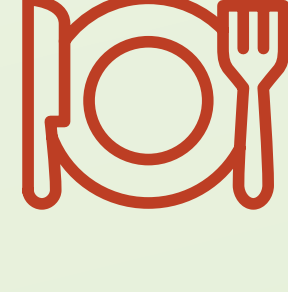
**87%**

Feel **farmers and ranchers** are moderately to very trustworthy



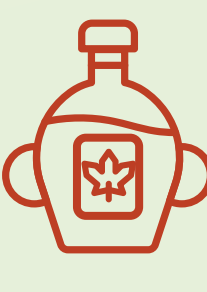
**74%** ↓3%

Agree Canada's **farmers and ranchers** are a source of **pride** for our country



**68%**

Feel **food and beverage manufacturers** are moderately to very trustworthy



**68%** ↓10%

Agree they are **proud** of the **food and beverages** that Canada produces



**59%**

Feel **food and beverage retailers** are moderately to very trustworthy

## Environmental sustainability

More than half of Canadian consumers agree that **Canada's farmers are good stewards of the environment** (56%), and that **Canadian farming is environmentally responsible** (52%). **Environmentally responsible** (37%) agree that **Canadian food and beverage manufacturers are environmentally responsible**.



**41%** ↑3%

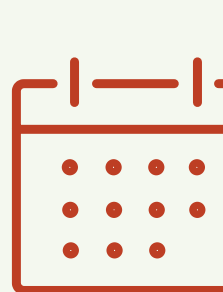
Are concerned about the **impact of agricultural activities** on the environment

## Food waste



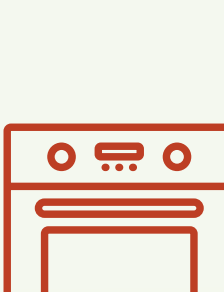
**71%**

Are concerned about the **amount of food wasted** in Canada



**34%**

Say "best before date" and "expiration date" mean the same thing



**47%**

Say they are careful about how they buy/prepare food to **minimize food waste**



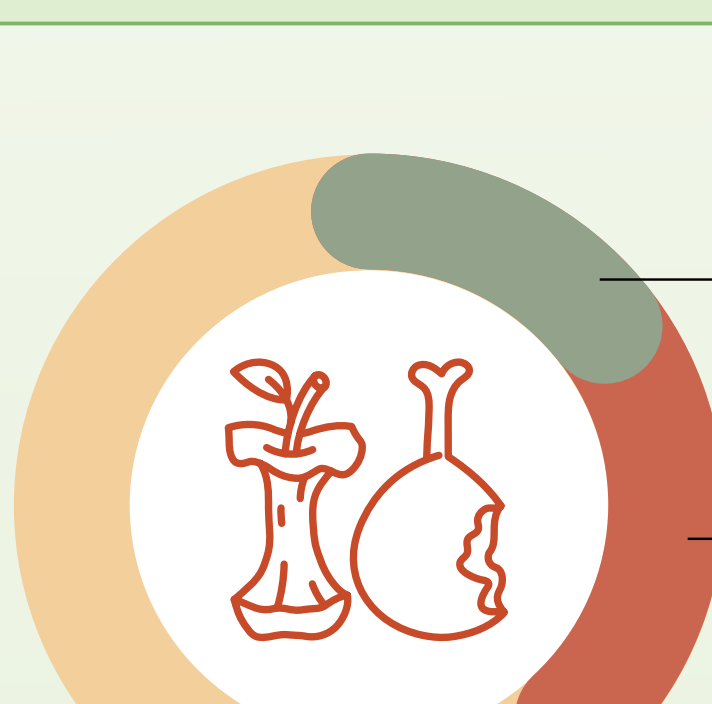
**25%** ↑7%

Say they have **little to no household food waste**

Consistent with the previous wave of the survey, one third (34%) of Canadian consumers **mistakenly** believe the terms "best before date" and "expiration date" mean the same thing.

**91%** of Canadian consumers say they have made changes to help **reduce the amount of food waste in their household**.

Of these, their **main motivations** for doing so are:



**13%** Environmental concerns

**23%** Moral concerns

**60%** Economic concerns