

# Public Perception of Agriculture

Tamara Leigh - January 19, 2012



This presentation was funded in part by the Investment Agriculture Foundation of BC through Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food (ACAAF) program.

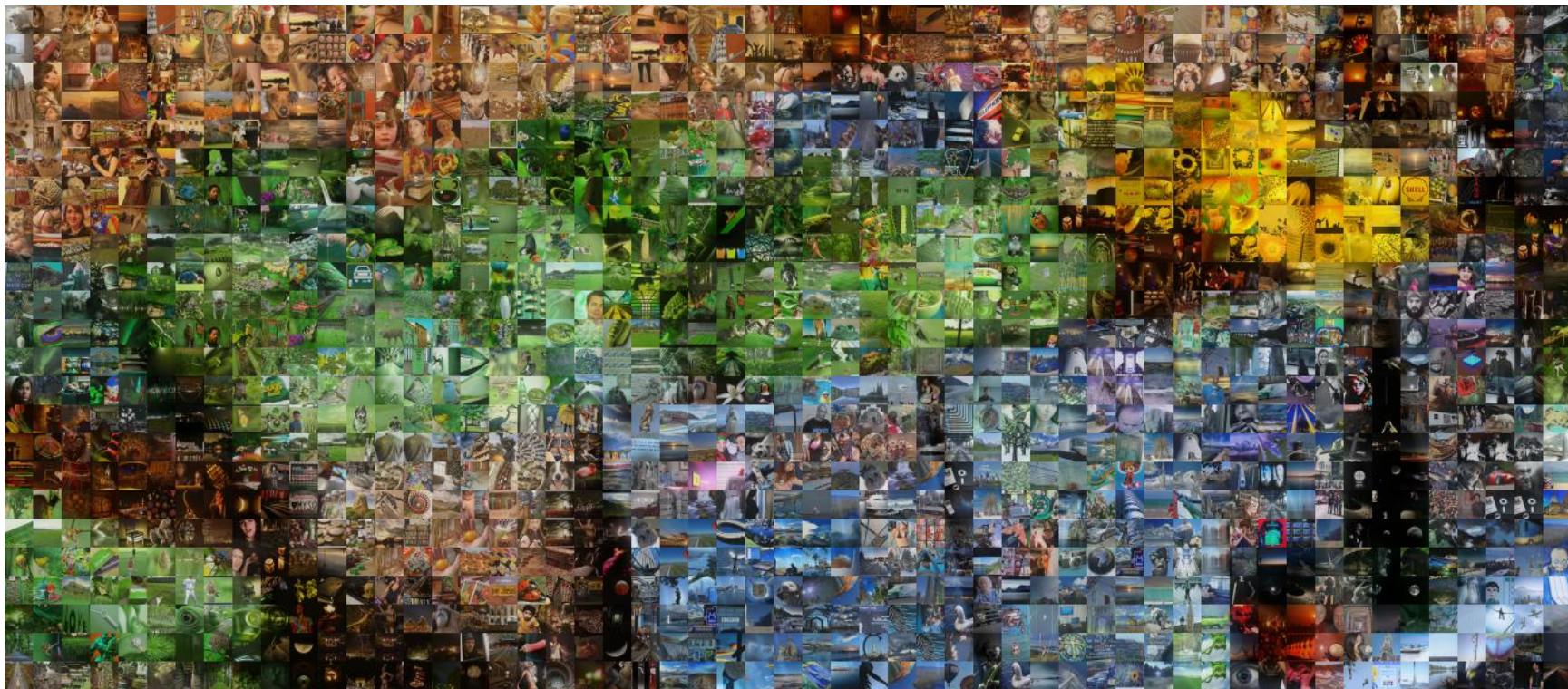
*Funding provided by:*

  
Canada



COMB

**COUNCIL OF MARKETING BOARDS**

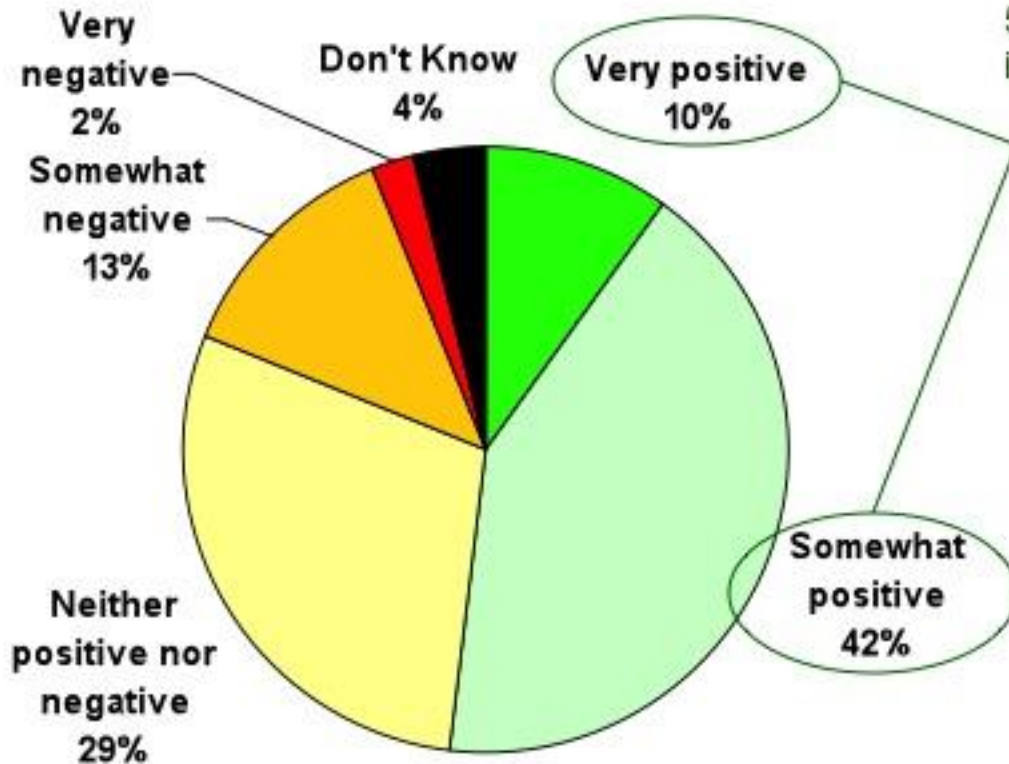


What words, thoughts or feelings  
come to mind when you hear the  
word “agriculture”?



# Overall Impression of Canadian Agriculture

## Non-farming Canadian Adults



52% of non-farming adults have a positive impression of Canadian agriculture.

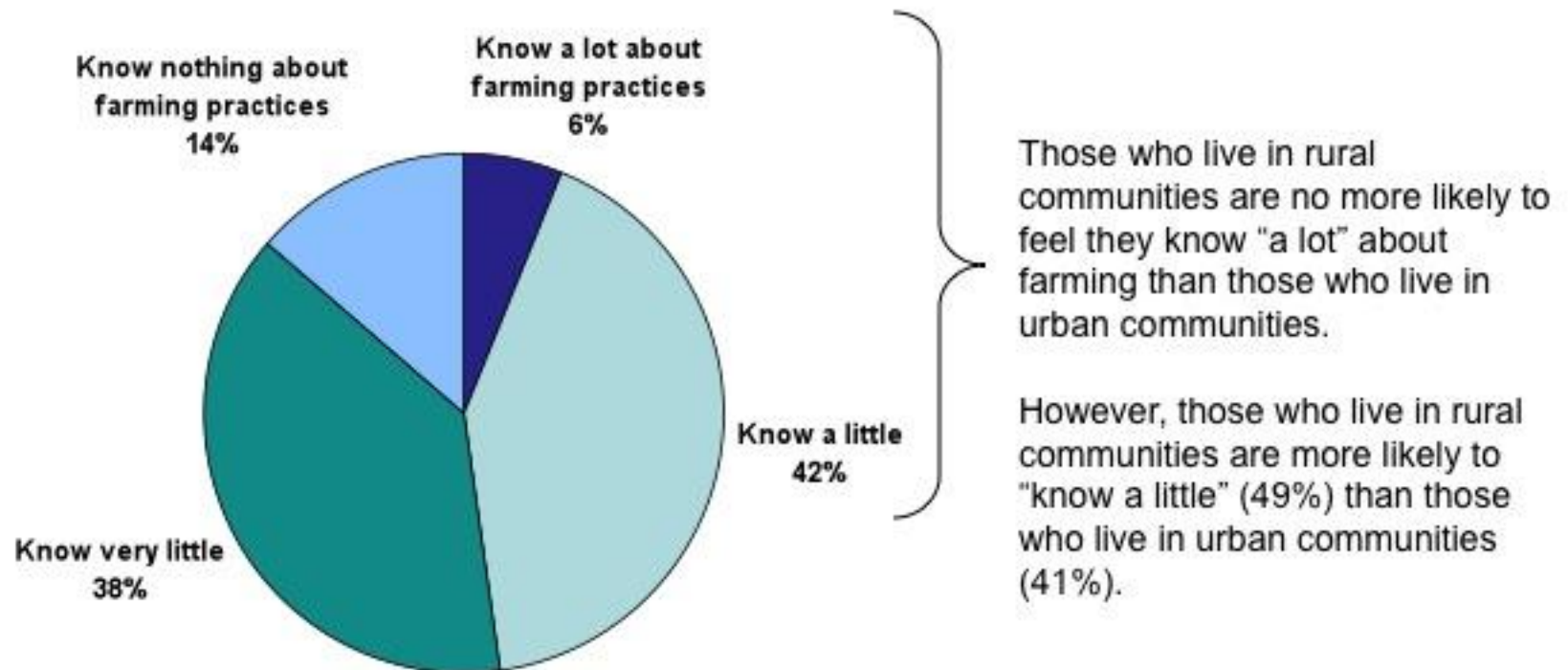
- 42% in 2006
- Those more likely to have a positive impression of agriculture include:
  - Men
  - Higher Socio-economic Status

Base: All respondents: n=1180

# Level of Knowledge of Farming Practices

## Non-Farming Adults

Only 6% of non-farming Canadians indicate they feel they know a lot about Canadian farming practices. While 42% indicate they "know a little", 52% indicate they know "very little" or "nothing".



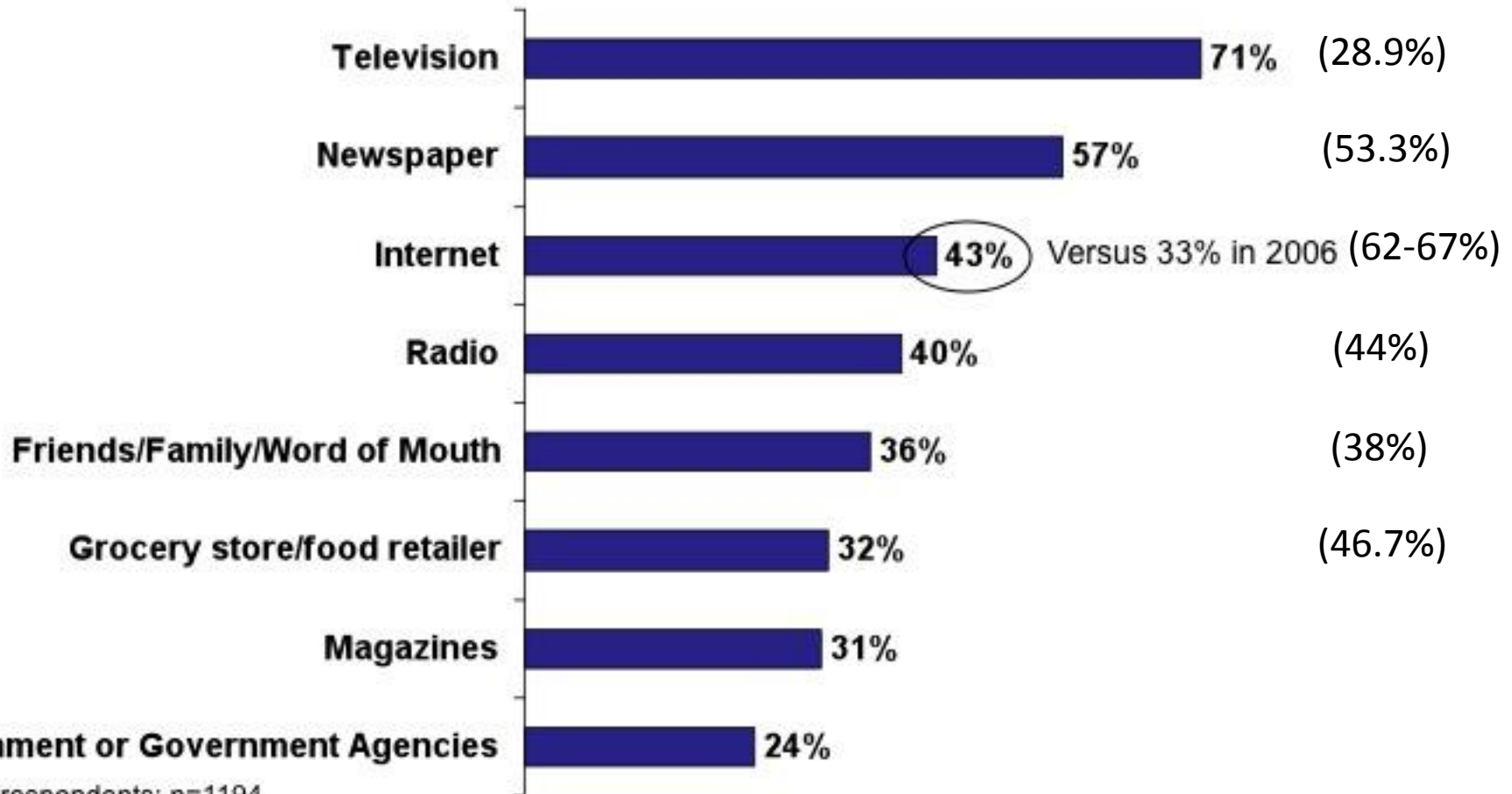
Base: All respondents: n=1194



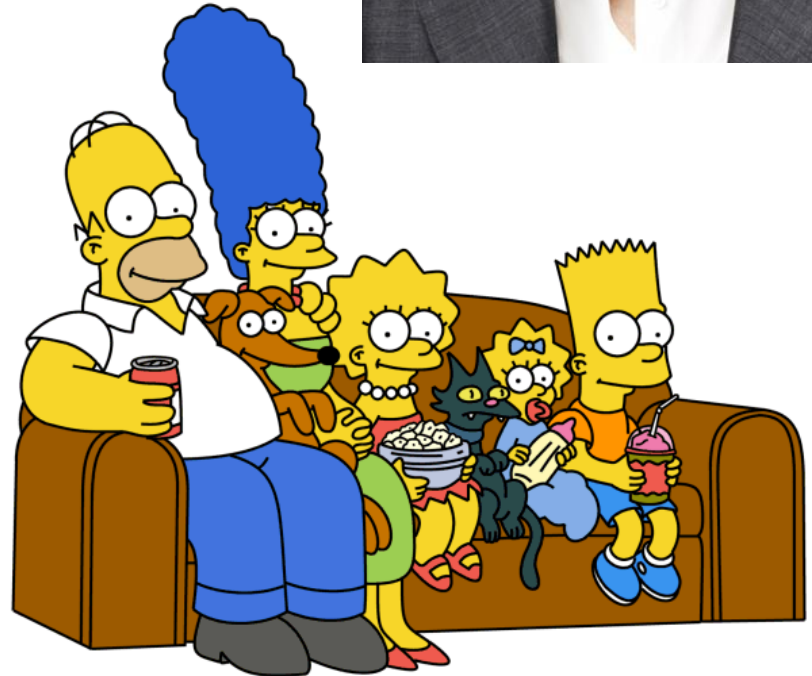
# Leading Information Sources for Food Safety, Environmental Issues, Animal Welfare

## Non-Farming Adults

For consumers, traditional media is the primary conduit for information related to these topics.



Base: All respondents: n=1194



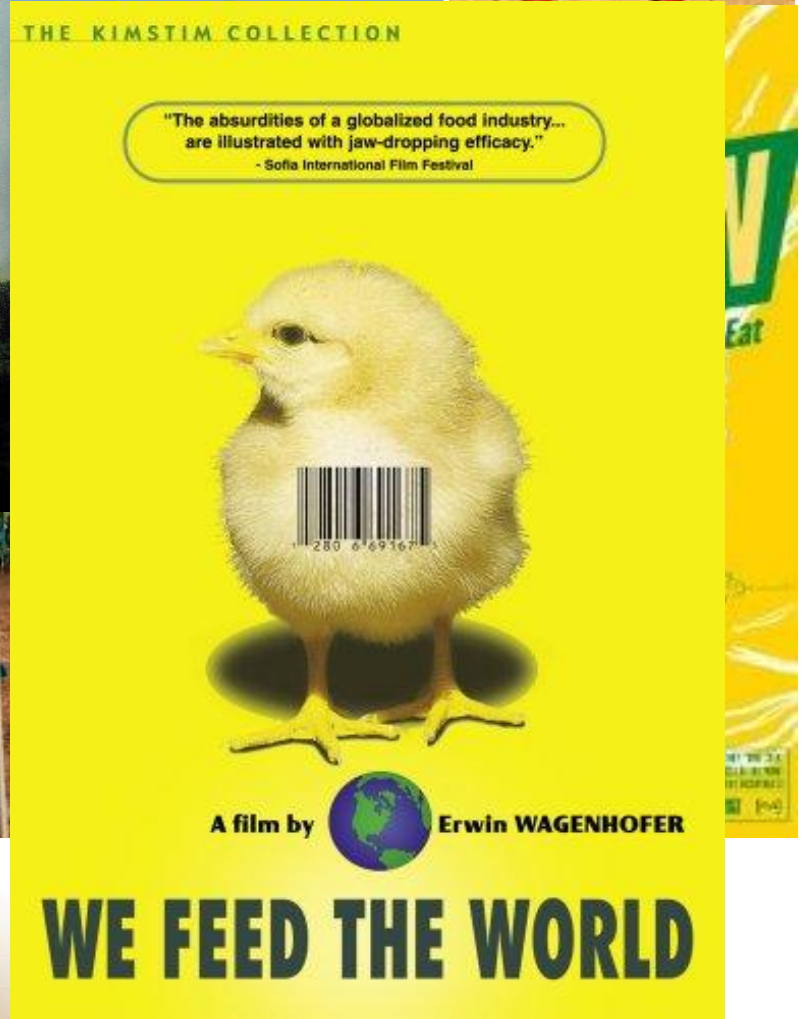
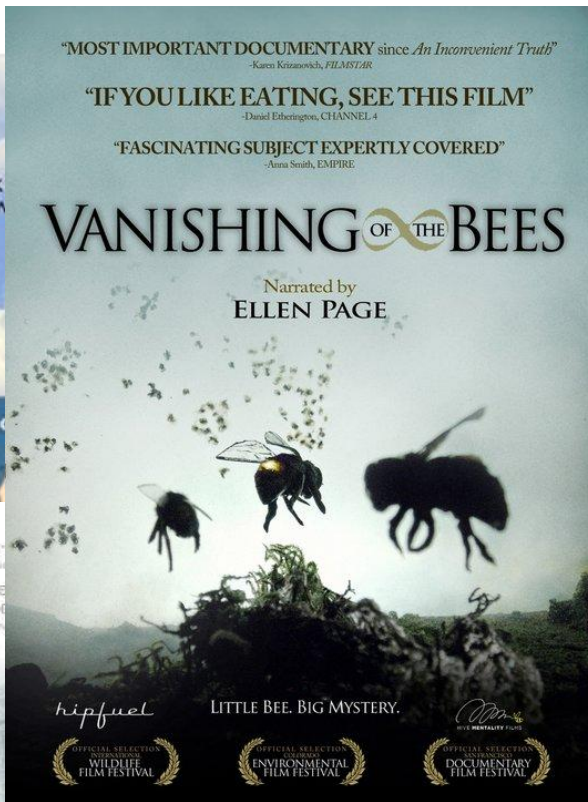




# RMR

# RICK MERCER REPORT





# A Survey of Agriculture in Mainstream Media

**THE GLOBE AND MAIL** 

**TIMES COLONIST**   
Victoria & Vancouver Island news since 1858

**CBC**  **Radio-Canada**

**THE VANCOUVER SUN**

**The Province** It starts here.

**news**

**health**

**business**

**politics**

food  
science

**life**

**technology**




Young cows are seen in the Armstrong Manor Farm heifer barn on November 17, 2010. (JENNIFER ROBERTS/THE GLOBE AND M)

CANADA: OUR TIME TO LEAD

## Global Food: Best of the series

Highlights of the week-long project, including most viewed articles, video and features, top-rated comments and poll results

Dec 09, 2010 10:03AM EST  10



# BC Milk Producers Association

Like

Create a Page

Non-Profit Organization

Wall

BC Milk Producers Associa... · Everyone (Most Recent) ▾

Share: Post Photo

Write something...



**BC Milk Producers Association**

Can't believe the Conference is only 1 week away!



**BC Dairy Industry Conference**

One week until the BC Dairy Industry Conference! Are you as excited as we are!?!

Like · Comment · Share · November 22, 2011 at 12:11pm ·



**BC Milk Producers Association**

The new BC Milk Industry Standard Regulations were passed at the Provincial Legislature. These regulations require all milk in B.C. to have a Somatic Cell Count of less than 400,000. This standard will be in effect and enforceable as of February 1st, 2012.

Like · Comment · Share · November 21, 2011 at 2:54pm ·



**BC Milk Producers Association**

That's great, looking like we are going to have a great event!



**BC Dairy Industry Conference**

Two week countdown is on! The Gala Dinner is sold out, but there are still some tickets left for the full day conference. Register at [www.bcdairyconference.ca](http://www.bcdairyconference.ca)

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For perfect skin, correct and activate with Visionnaire LR 2412 and Génifique.

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BC Holstein News



## BC FarmAnimalCare

**@BCfarmAnimal** British Columbia

*BC Farm Animal Care Council is an organization of farmers and ranchers working together to advance responsible, humane animal care within the farm community.*

<http://www.bcfacc.ca>



Tweet to [@BCfarmAnimal](#)



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**BCfarmAnimal** BC FarmAnimalCare

Christmas on the farm as an adult [j.mp/rpDnIO](#)

23 Dec



**BCfarmAnimal** BC FarmAnimalCare

@TastyTurkey You're welcome. Merry Christmas to you, too! Looking forward to lots of turkey over the next week :)

22 Dec



**BCfarmAnimal** BC FarmAnimalCare

Another possible origin of the name **#turkey**: others say it's because when a turkey is scared it makes a "turk, turk, turk" noise **#agfact**

22 Dec



**TastyTurkey** Turkey Farmers Cda

Need help thawing, roasting & carving your turkey? We're here to help. Visit... [fb.me/1naFCTt8I](http://fb.me/1naFCTt8I)



About @BCfarmAnimal

524

Tweets

215

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Everything you want to know about how food is grown!

## Welcome to FarmIssues.com – your gateway to information about Canadian food and farming.

Decades ago, there wasn't a need for an information source like this one. In 1931, one in three Canadians lived on a farm. Today, it's only one in 46.

But, while the number of farmers has dwindled, our productivity has soared. Where our grandparents or great grandparents could produce enough food for 10 people, today's farmer can feed well over 120. At the same time, we're using fewer resources, less land and newer, better technologies to produce high quality, Canadian products. This will be especially important as Canadian farmers strive to do their part to feed a growing world population.

### Quick Links



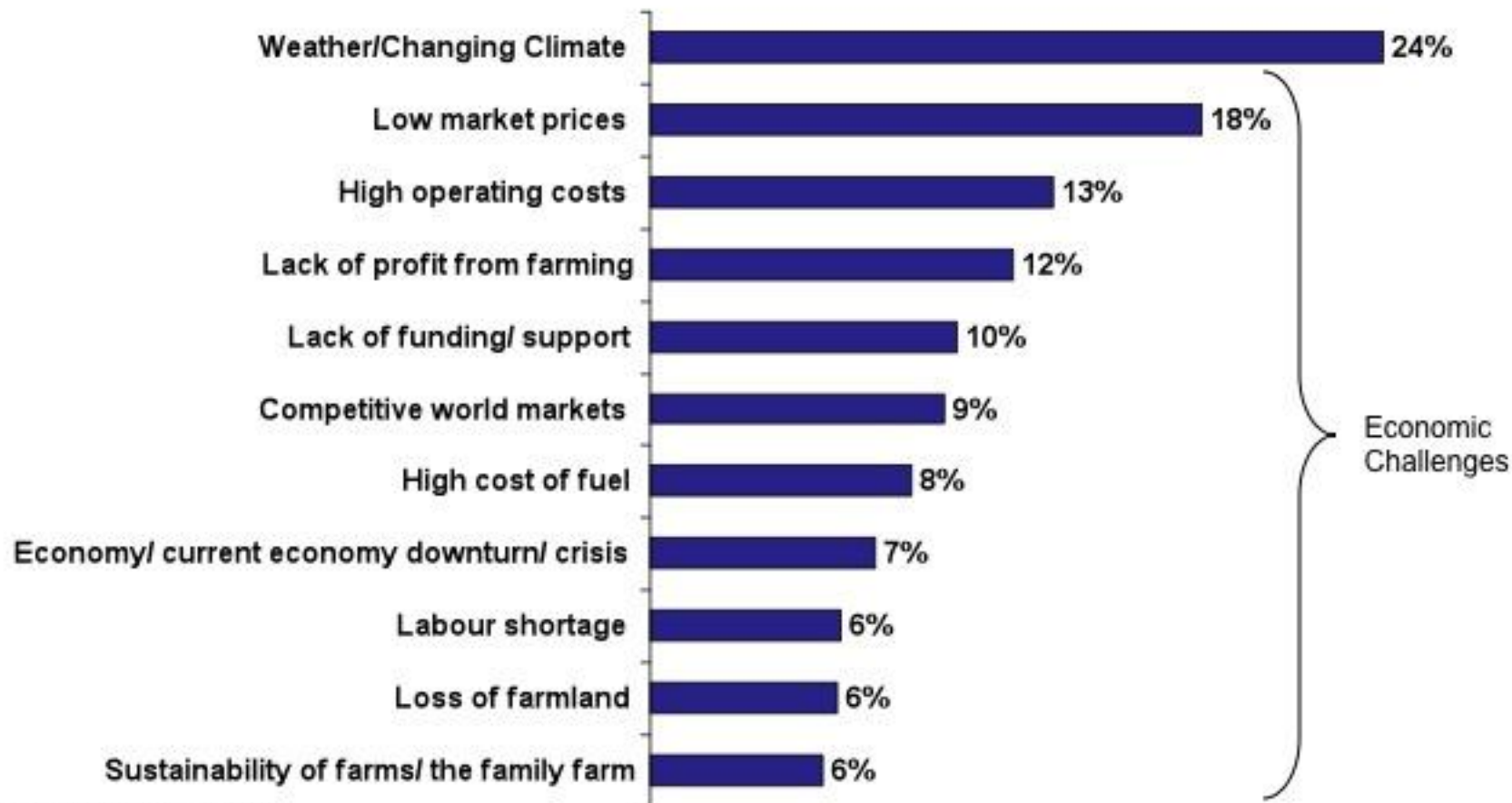


# Top-of-Mind Farming Issues Faced by Canadian Farmers

## Non-Farming Canadian Adults

When asked for the top of mind issues faced by Canadian farmers: there are two predominant categories:

- Weather/Climate Change
- Economic Challenges



Base: All respondents: n=1194

Q1. Thinking about Canadian farming overall, what issues, if any, are faced by Canadian farmers today?

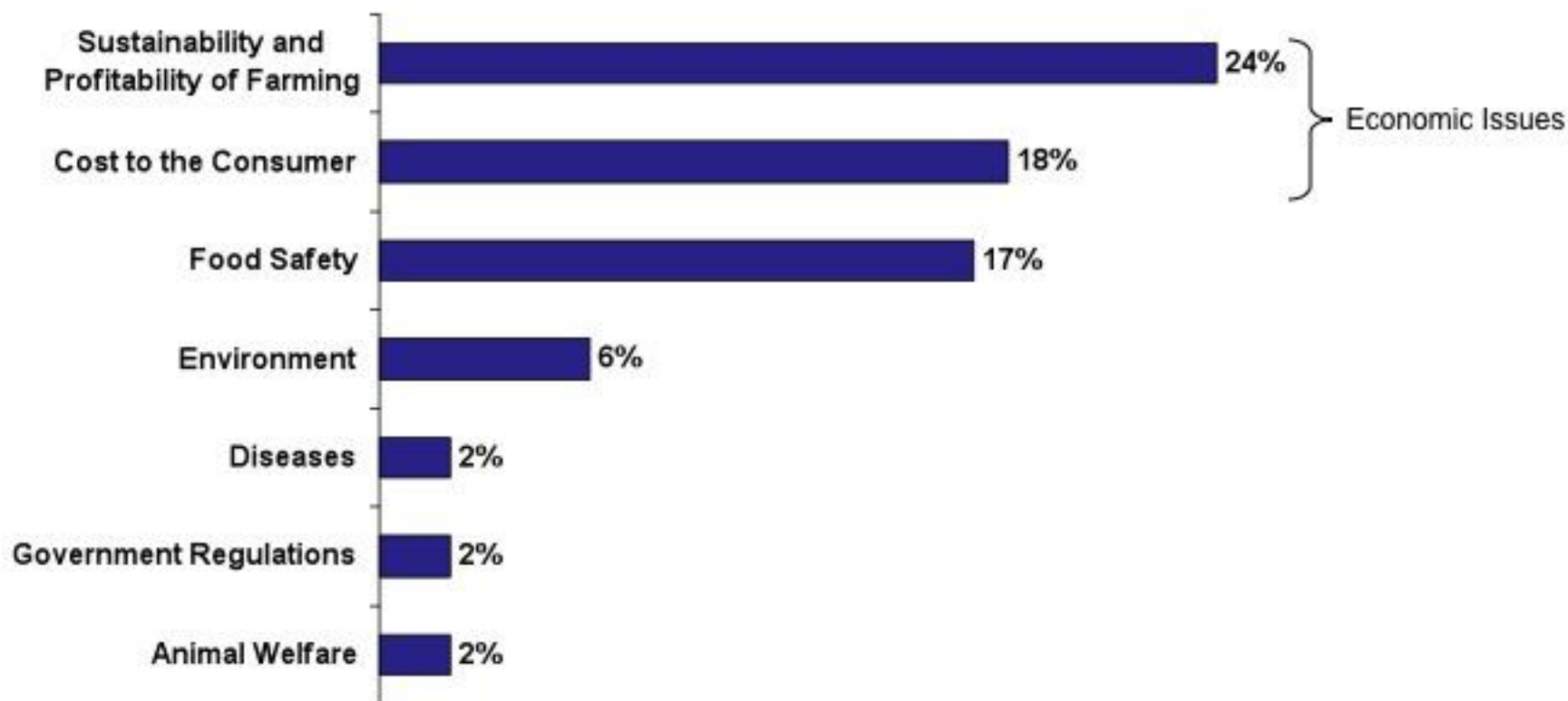


# Top-of-Mind Personal Concerns Relating to Farming

## Non-Farming Canadian Adults

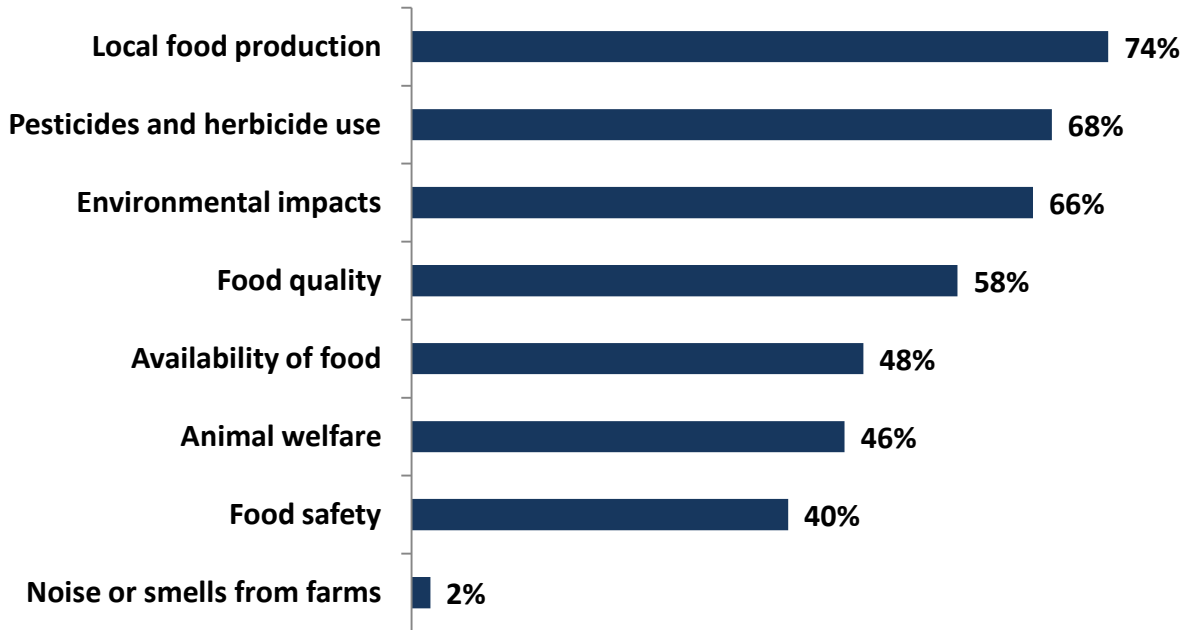
When consumers are asked for their own personal concerns relating to farming, specific responses are fragmented. When we analyze the fragments by theme, the predominant concerns of the Canadian public are:

- Related to the Economy
- Food Safety

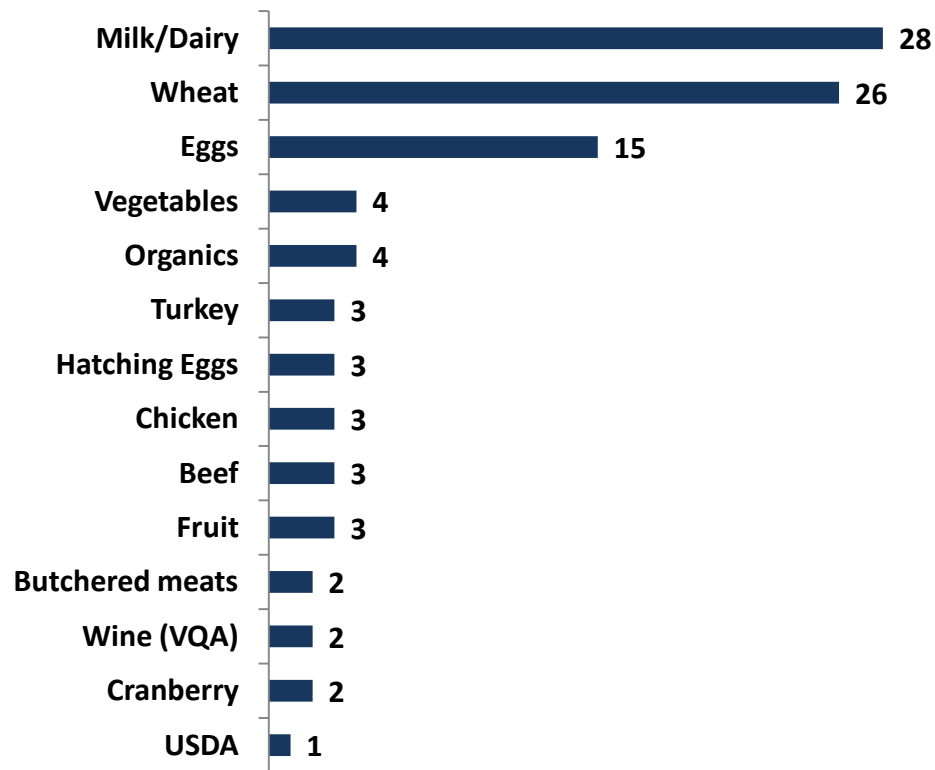


Base: All respondents: n=1194

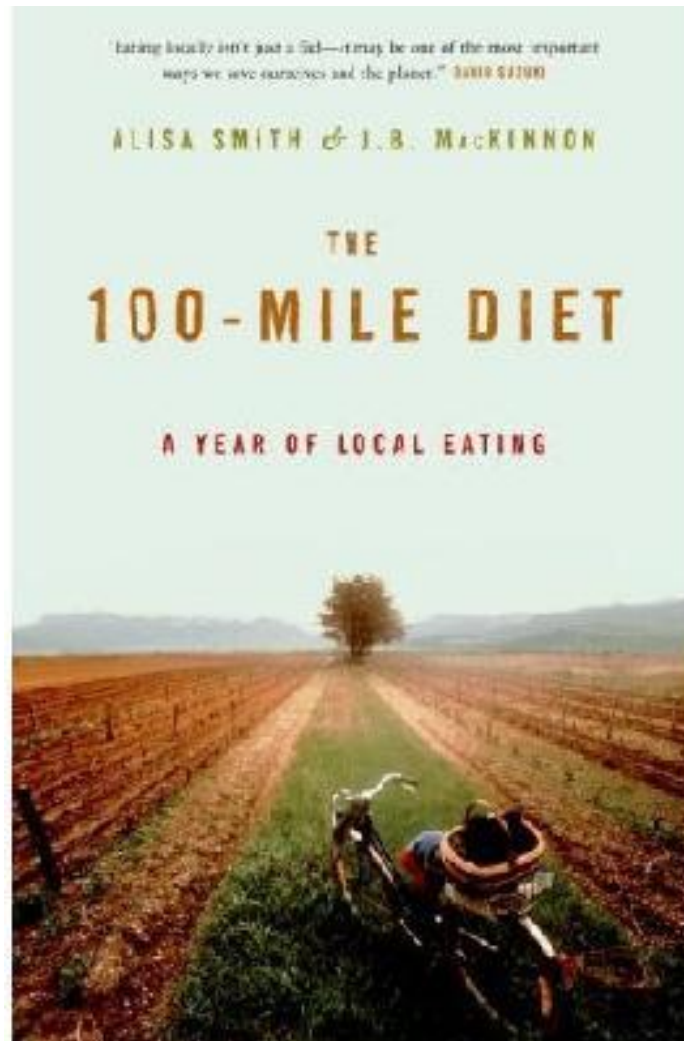
## What are your biggest concerns about agriculture and food?



There are certain products that are transported, packed, stored and sold through marketing boards and commissions. Please list any of the of the boards or regulated commodities that you are aware of.



# Making change starts small.

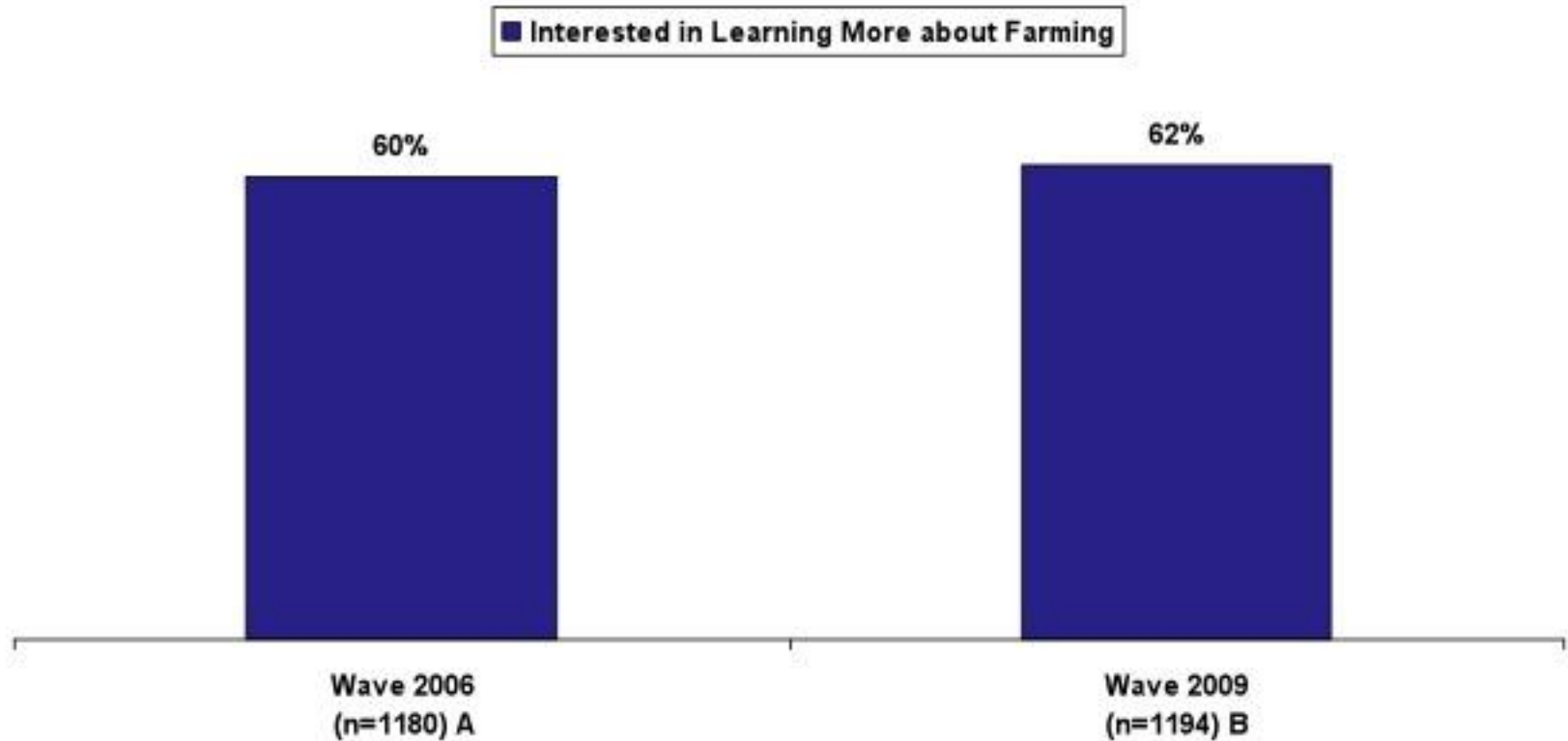




# Degree of Interest in Learning More about Farming

## Non-Farming Adults

Although the majority of non-farming Canadians indicate they know very little about farming, the majority indicate they would like to learn more. Interest in learning more about farming is equal among those in rural and those in urban communities.



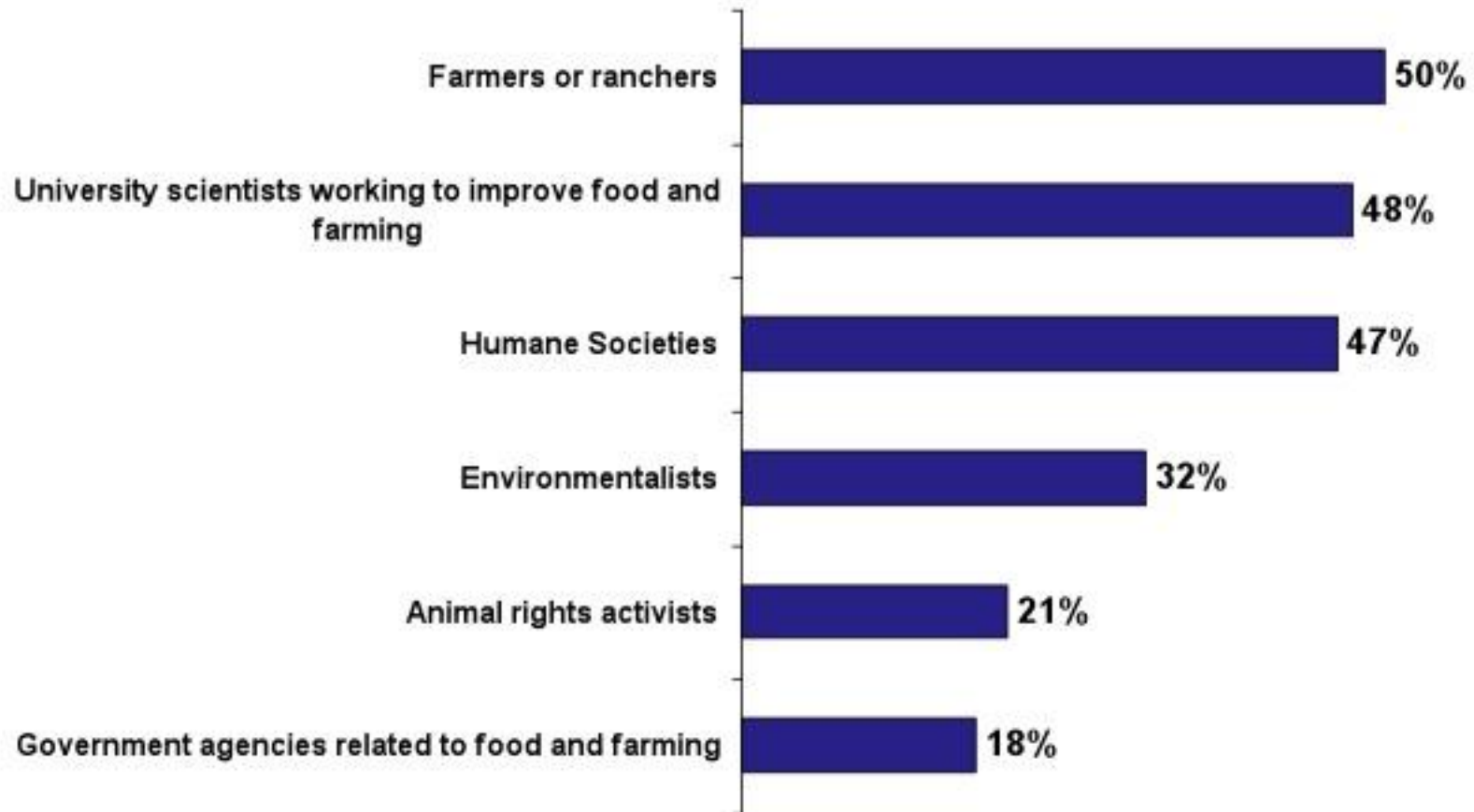
Base: All respondents: n=2374

Q8. Would you like to know more about livestock farming?

# Overall Impression of Individuals

## Non-farming Canadian Adults

Of all the categories tested, consumers were most likely to indicate they had a “warm/favourable impression” of farmers.

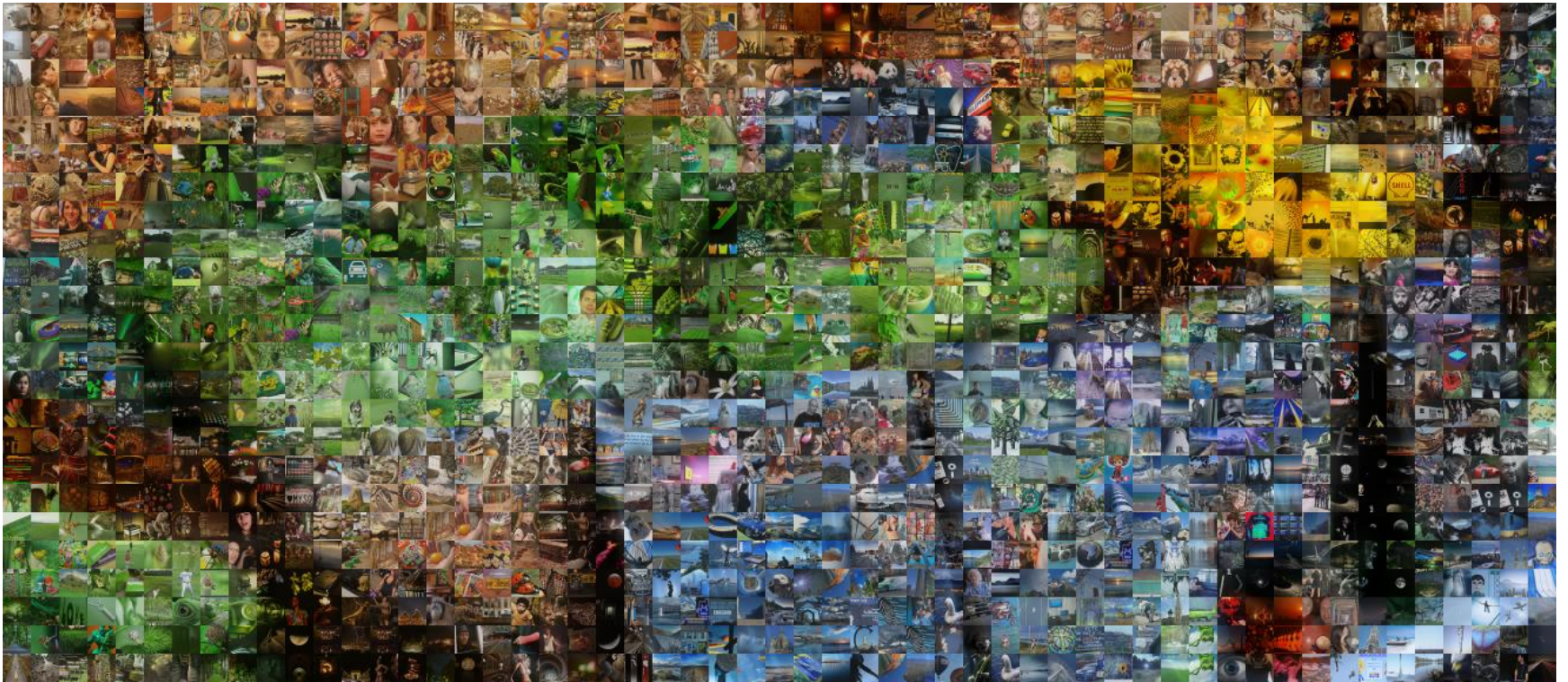


Base: All respondents: n=1194

Q10. Please rate your impressions of the different groups and industries in Canada listed below using a scale of 1 to 7 where 1 means a 'Very Cold, Unfavourable' impression and 7 means a 'Very Warm, Favourable Impression'.



Perception is cumulative.  
Change is incremental.



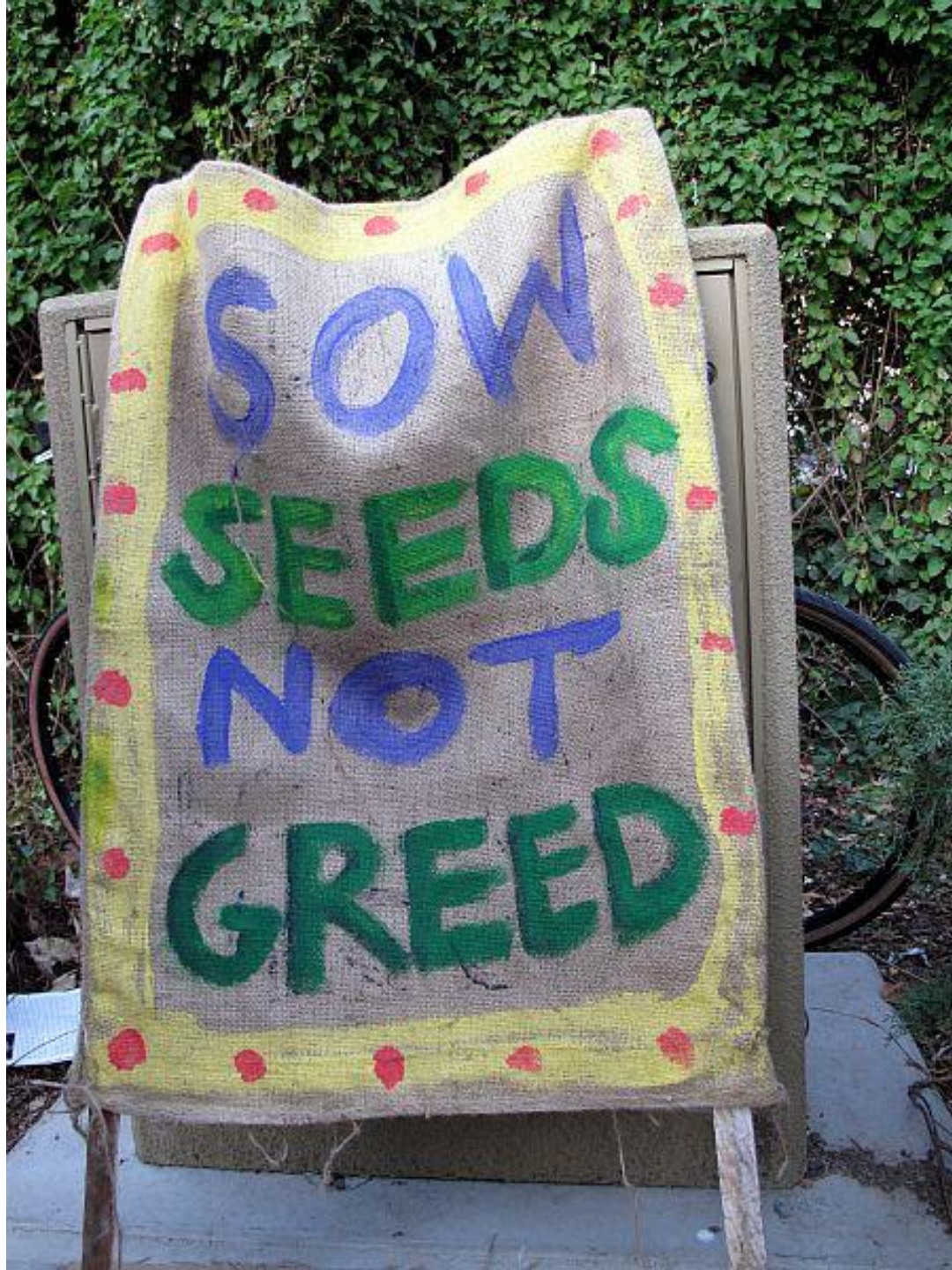
# Are you ready?

*“We’ve got to get out and show what we do. There are some practices that we have to clean up. If you’re squirming, then there are some things you have to change.”*

*We have to get rid of the mystery. Let’s stream it all out to the internet.”*

~ Temple Grandin, BCFACC Conference 2011.





SOW  
SEEDS  
NOT  
GREED

***“Top Trends for 2012 - Purity, Authenticity  
and Sustainability Lead the Way.”***

*www.prnewswire.com*

- Listen.
- Cultivate relationships with the people who can help get your message out.
- Recognize when you have a story.
- Be your own advocates.

Practical tips for moving the conversation forward:

- Be visual.

agriculture



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Tamara ▾

Easy grown onto Georgia  
The Empire State of the South



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1 repin

CreativeMojo Designs onto  
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Textile Series Inspiration:  
Circular Field Study



circular agriculture

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Textile Series Inspiration:  
Circular Field Study



Save Agriculture and Farming  
3 likes 9 repins

Lacey Paulo onto Favorite  
Places & Spaces



Laura Kelly onto Artist Dawn  
Elaine Darkwood



Agriculture imitating garden.

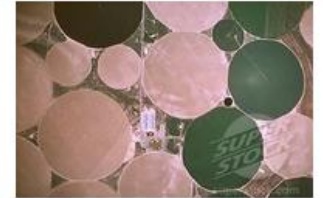


Christine Martin onto Pretend  
Garden



Antibiotic overuse is a major problem  
in agriculture in the U.S.

1 repin



circular agriculture  
1 repin

CreativeMojo Designs onto  
Textile Series Inspiration:  
Circular Field Study



Demeter: the Greek goddess of

Scroll  
to Top

(a process that returns nutrients to the soil and increases soil fertility), the soil remains exposed to the elements. Wind erosion will carry some of this precious top soil away, and in so doing, releases carbon back into the atmosphere.

Each winter their fields sit idle for months at a time. Since no cover crop is planted



rosemary  
(harvested  
year round)

Knoll Farms  
Home of Jovava Produce  
Brentwood CA  
3 December 2010

Nothing  
grows here  
(unless Rick's  
neighbor<sup>1</sup> says  
so).

# BIODIVERSITY VS MONOCULTURE

weeds + trees + crops + critters + soil =  
an integrated food web  
allowing biota to self-regulate =  
(no pesticides needed)

growing a single crop over a vast amount of land  
increases the risk of fungus, disease and specialized  
predators, which conventional farming combats  
with pesticides, herbicides and fungicides.

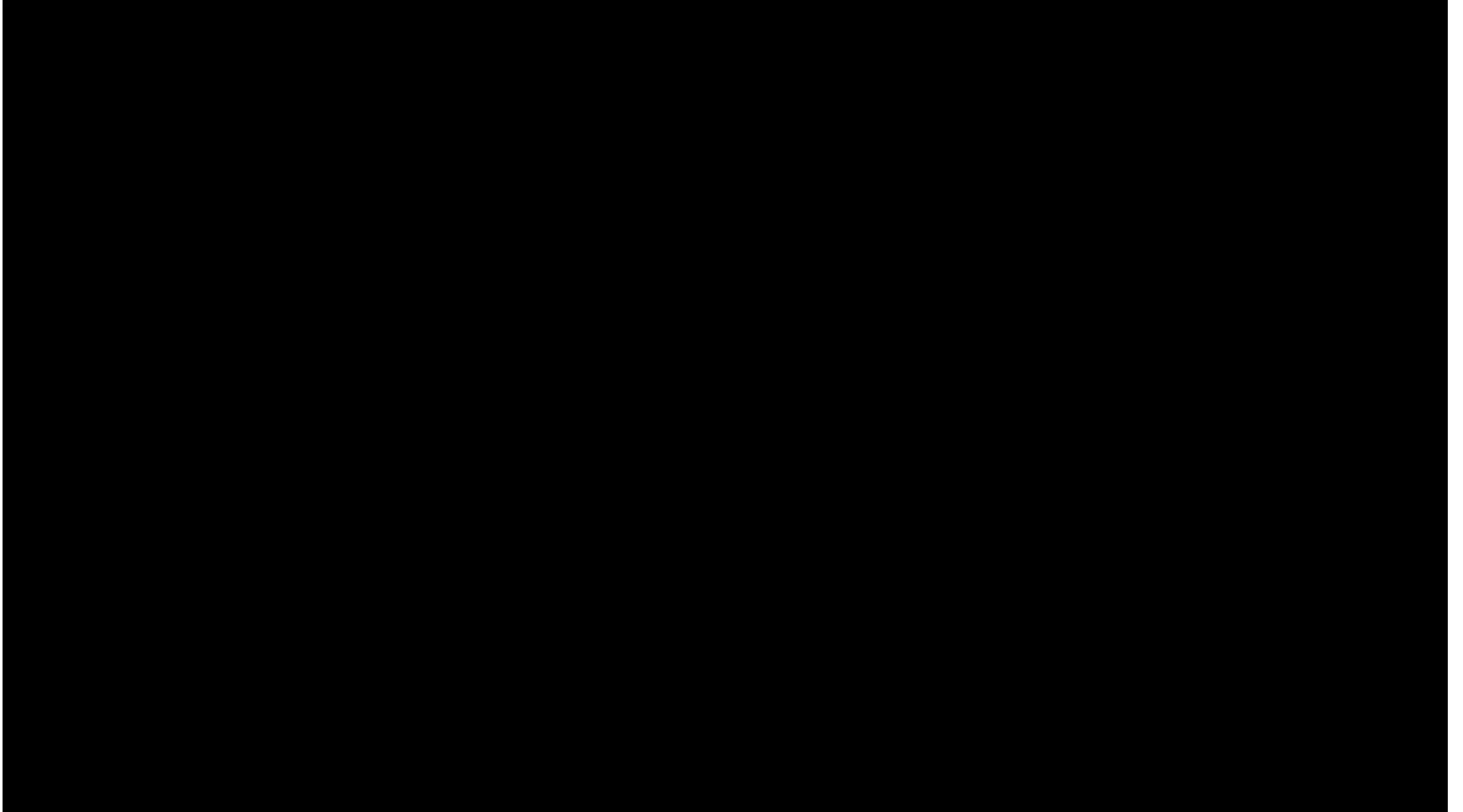


THE CONVENTIONAL FARMERS NEXT DOOR<sup>1</sup> CALL RICK'S ORGANIC METHODS "DIRTY FARMING" (THEY'RE "CLEAN")

## Practical tips for moving the conversation forward:

- Be visual.
- Keep it short.
- Meet people where they are – physically, emotionally, intellectually.





Yeo Valley Farms

YouTube – posted October, 2011 – 500,000 visits

<http://youtube.com/watch?v=oTrG7mpb61U>



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