



What Canadians Really Think about Food and Farming





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Awareness. Appreciation. Information.

- New leadership model representing thousands of farmers & associated agri-food businesses
- One stop shopping for info on food & farming
- Funded by membership, donations, sponsorship, project funding







Talking to the average Canadian



- Less than 2% of Canadians farm
- Do not know farmers
- 95% buy on taste, price and nutrition
- Do not care about science or studies
- Like “free” “natural” “good old days”
- **LOVE** animals
- Don’t want to feel guilty about what they eat




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Canadian Attitudes Towards Food & Farming Study 2012

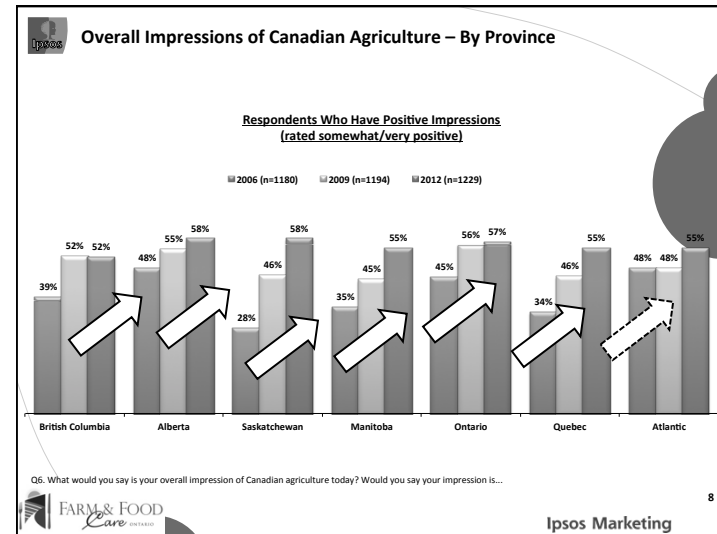
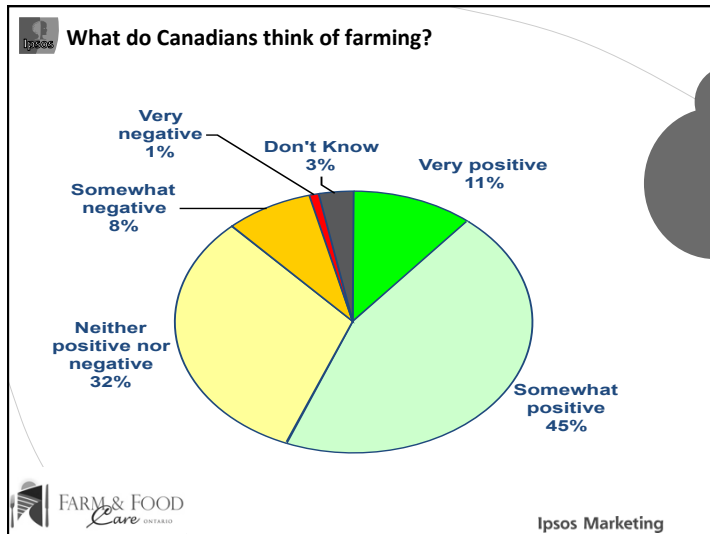
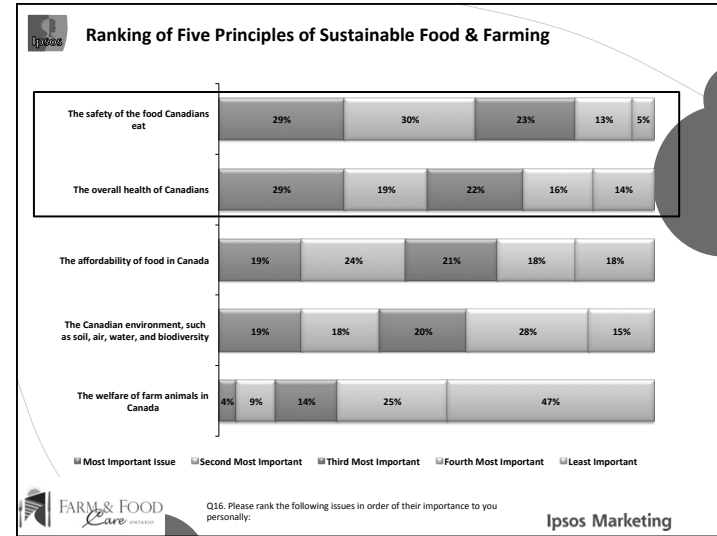
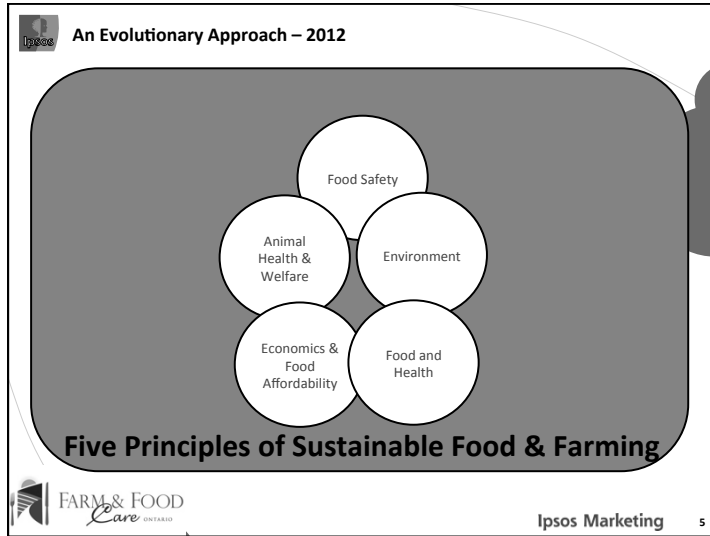
- Building on the previous 2001, 2006, and 2009 waves of the “Farm Issues Survey” conducted by the Ontario Farm Animal Council (OFAC).
- Six focus groups in three cities across Canada

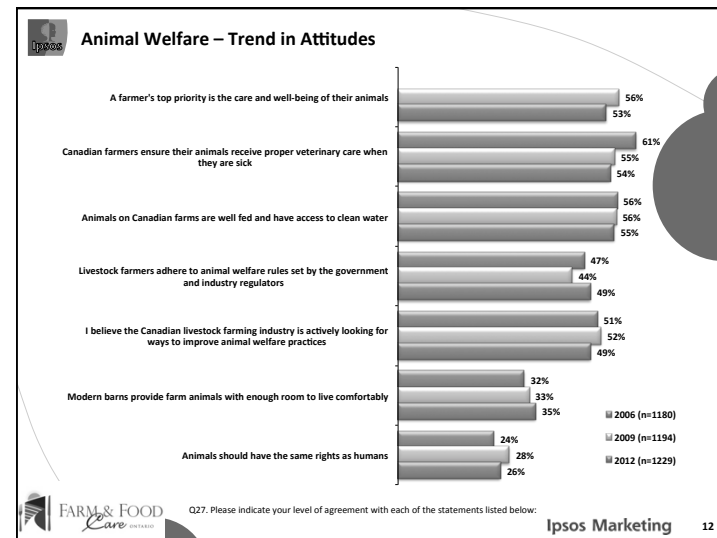
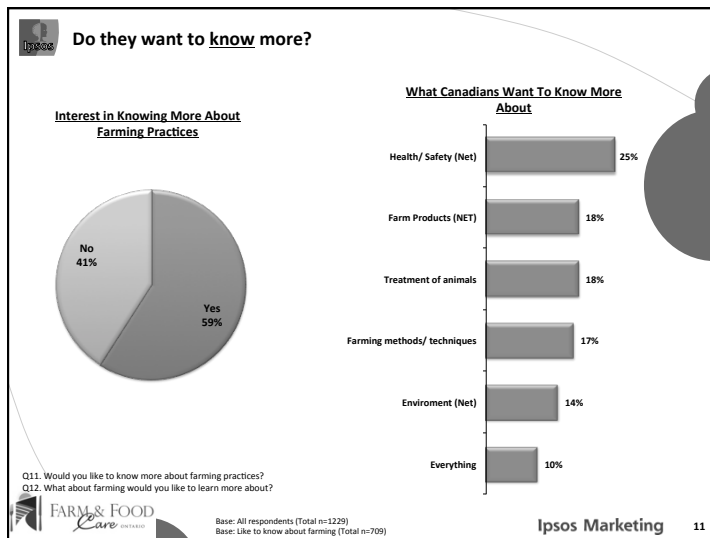
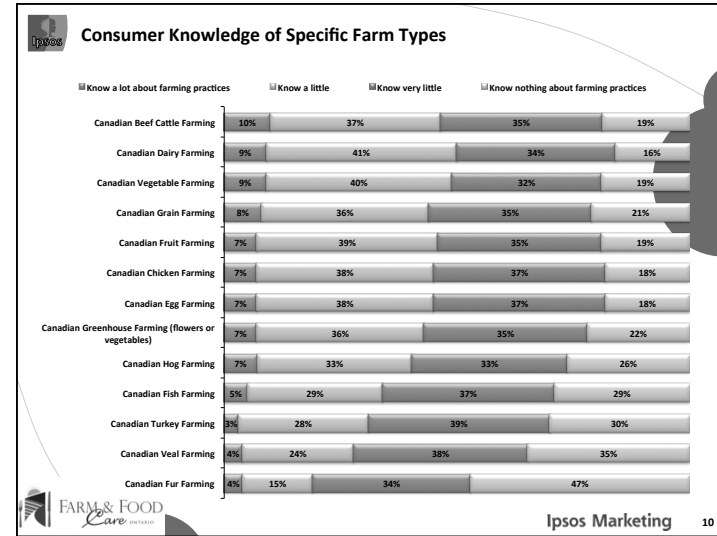
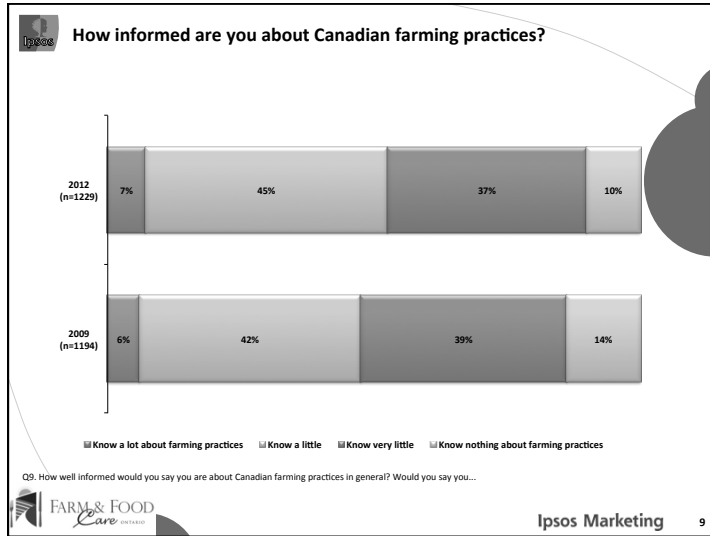


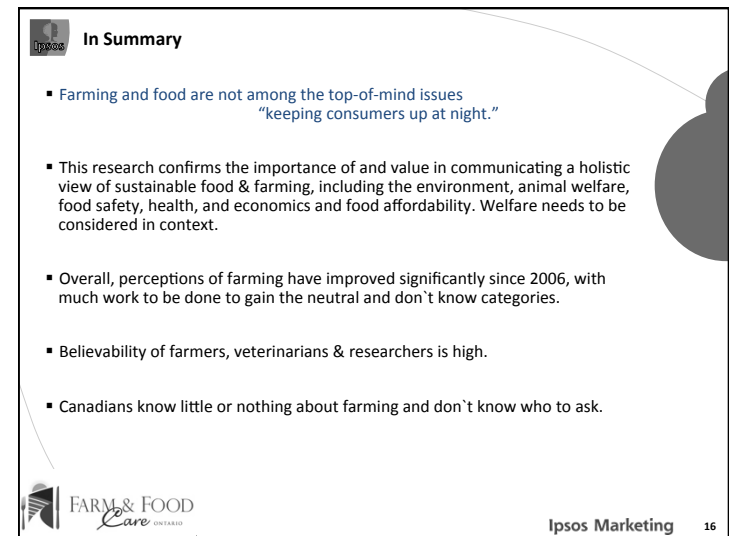
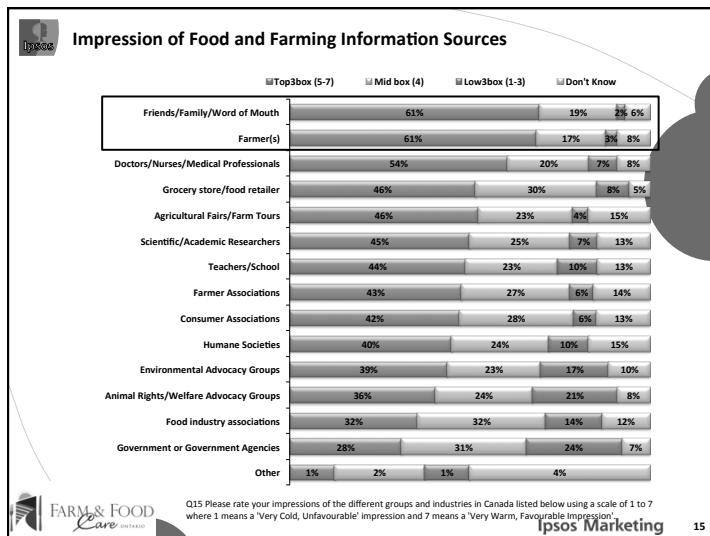
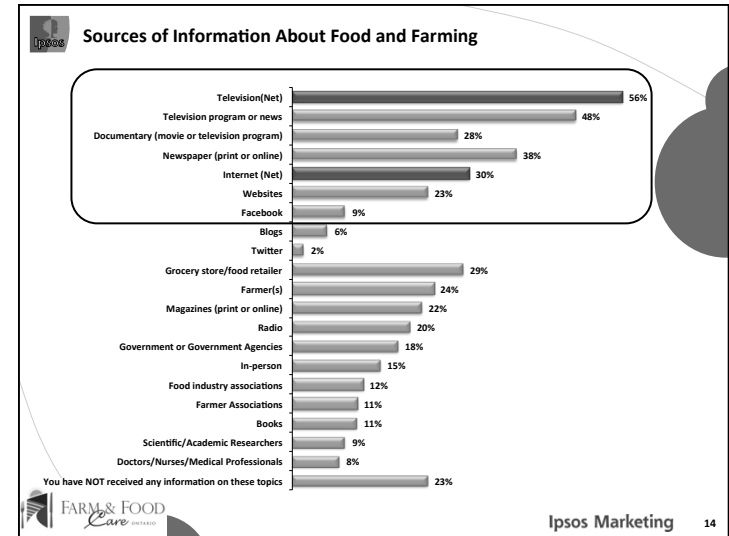
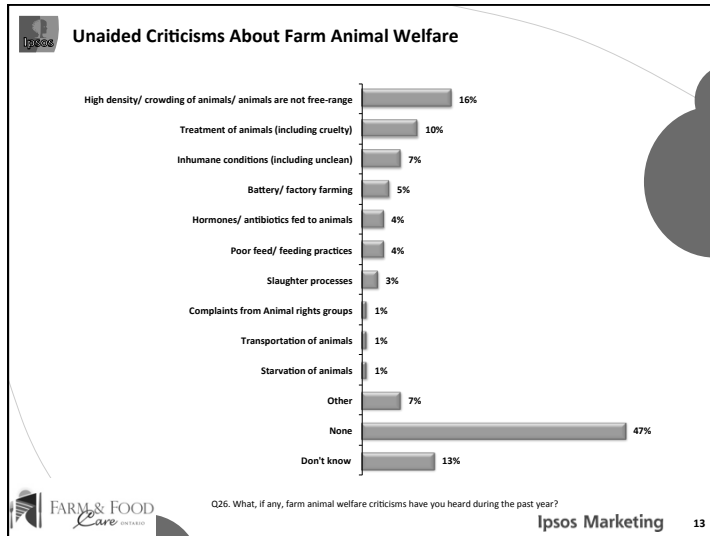
Province	Sample Size	Maximum Statistical MOE (95% Confidence Interval)
Atlantic	206	+/- 6.83%
Quebec	308	+/- 5.58%
Ontario	308	+/- 5.58%
Manitoba	101	+/- 9.75%
Saskatchewan	100	+/- 9.80%
Alberta	101	+/- 9.75%
British Columbia	105	+/- 9.56%
Total	1,229	+/- 2.80%






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1931	2013
10.3 million Canadians	33.5 million Canadians
3.29 million farms	205,730 farms





Launched in 2009...
39,430,177
people liked Farmville in 2013.



Turn up the Volume
Talk is cheep

What can you do?



let's talk farm animals

let's talk

Raised in the city, chicken farmer is now "living a dream"

WELCOME!

Virtual Farm Tours

2013 FACES of FARMING

Real Farmers. Real Hearts.

Ipsos **Bridge the Gap with credible information**

Know your target audience. Really.
Do the right thing.
Tell people about it. Let's have a positive conversation with Canadians about food and farming.

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