

# Ministry of Agriculture Public Trust Omnibus Survey

Inshtrix Research, May 2019

# Executive Summary

Since 2013, the Ministry of Agriculture has participated in omnibus polling to gain insight into public perceptions of the agriculture and agri-food industry, assess the impact of efforts to build public trust, and to establish benchmarks for the future initiatives.

The 2019 Public Trust Survey, conducted by Inshtrix Research in May, asked 801 Saskatchewan residents for their perspectives on 10 questions, including four new questions. The results continue to show that, in Saskatchewan, there is an overall positive perception of agriculture.

Responses to questions asked in previous surveys saw similar results in 2019. Fluctuations occurred primarily between those that 'Agree/Strongly Agree' with the statements and those that were 'Not Sure'. This shows that Saskatchewan residents are increasingly curious about modern agriculture practices and highlights the importance of sharing our food story.

The level of agreement to the four new questions provided an important benchmark for future surveys. When asked whether the agriculture sector transparently communicates about its practices 59 per cent agreed or strongly agreed. When it comes to regulations, 64 per cent of respondents agreed that government's agriculture regulations protect the interests of the public. On the other hand, 76 per cent of respondents agree that farmers and ranchers follow government and industry rules and regulations. This illustrates that the public believes that producers are following the rules, but suggests that government and industry need to ensure the right rules are in place. Respondents support for intensive livestock development in their communities was 69 per cent.

Demographic analysis provided additional insights to the survey. For example, support for agriculture increased with income level and support for intensive livestock development decreased with the older age groups. Overall levels of support were also higher in households with children (78 per cent) compared to household with no children (63 per cent). At the same time, the difference in responses between the respondents from Indigenous versus non-Indigenous ancestry were less pronounced than past years. Level of education and region did not appear to influence responses.

If we compare the results to similar polling conducted by the Canadian Centre for Food Integrity (CCFI), Saskatchewan residents showed increased acceptance or agreeance with statements focused on overall perception of the industry, humane treatment of livestock, transparent communication practices, food safety and environmental stewardship, among others.

The results of this survey will help inform both government and the industry in their work on policies, programs and initiatives, with the goal of building society's trust in, and acceptance of, modern food production.

# Results

1. I have a positive perception of Saskatchewan agriculture.

## 2019 Results

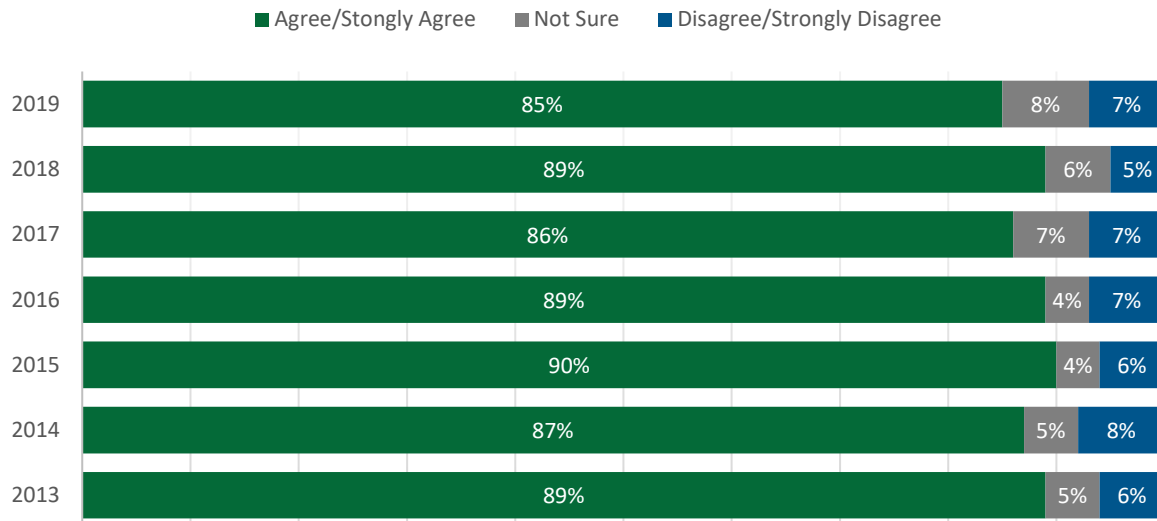
Agree/Strongly Agree	85%
Not Sure	8%
Disagree/Strongly Disagree	7%

## Notable

- The rate of agreement increased with income level:

<\$30,000	<\$60,000	<\$90,000	<\$120,000	>\$120,000
74%	83%	87%	87%	90%

## Yearly Comparison



## 2. Saskatchewan livestock are treated humanely.

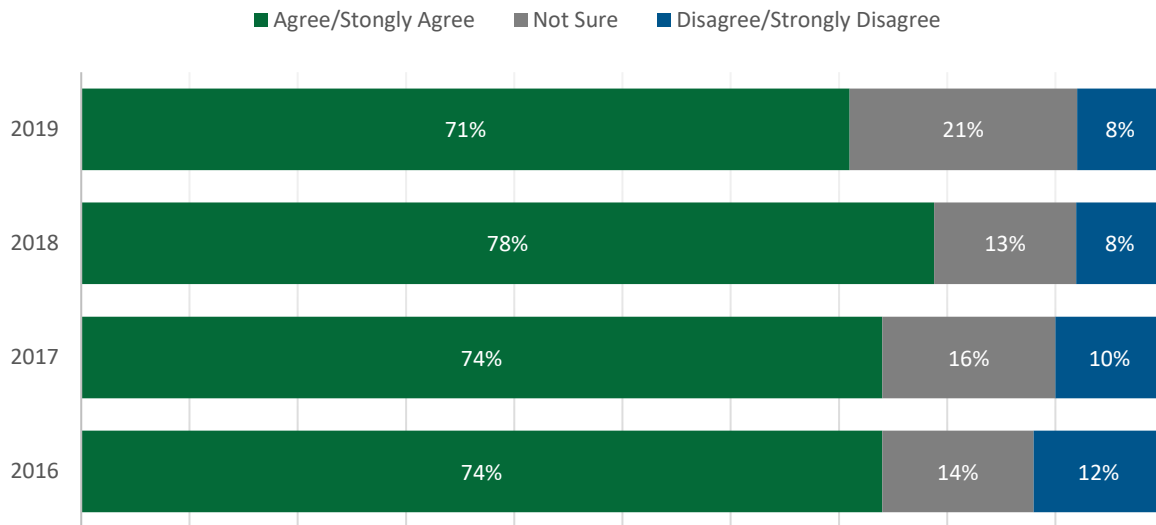
### 2019 Results

Agree/Strongly Agree	71%
Not Sure	21%
Disagree/Strongly Disagree	8%

### Notable

- This question was first asked in 2016.
- The statement used in 2016- 2018 was “I believe livestock in Saskatchewan are treated humanely.”
- Non-Indigenous respondents agreed 14 per cent more than those of Indigenous ancestry.
- The rate of agreement increased with income level:

<\$30,000	<\$60,000	<\$90,000	<\$120,000	>\$120,000
66%	74%	72%	75%	76%



### 3. Saskatchewan farmers and ranchers take care of the environment.

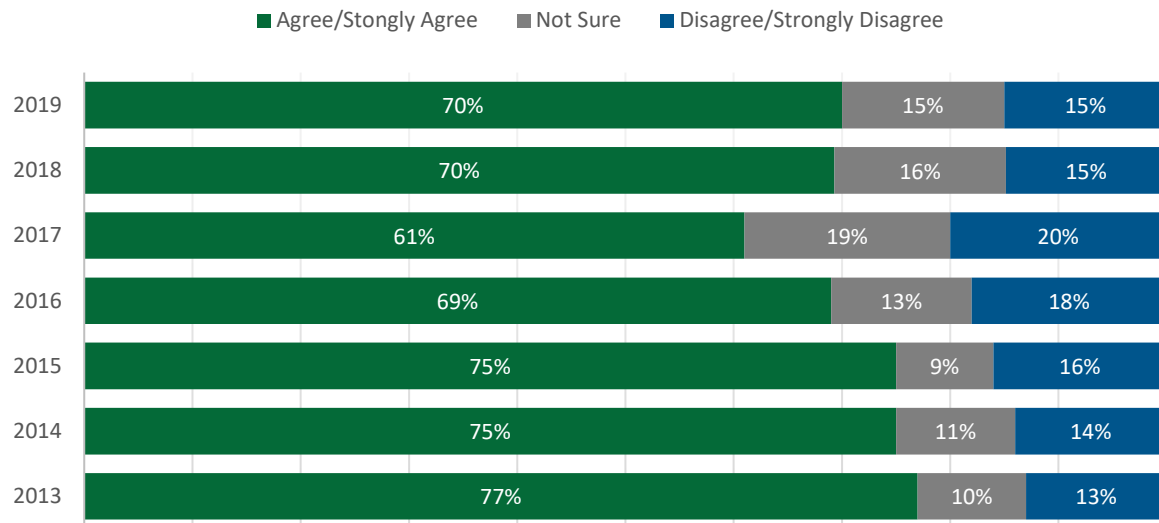
#### 2019 Results

Agree/Strongly Agree	70%
Not Sure	15%
Disagree/Strongly Disagree	15%

#### Notable

- The statement used in 2013-2015 was “Saskatchewan farmers and ranchers are good stewards of the land, sustaining the environment for future generations.” The statement used in 2016-2019 survey was “Saskatchewan farmers and ranchers take care of the environment.”
- Twice as many respondents (26 per cent) with Indigenous ancestry responded “Not sure” compared to the respondents with no Indigenous ancestry (13 per cent).

#### Yearly Comparison



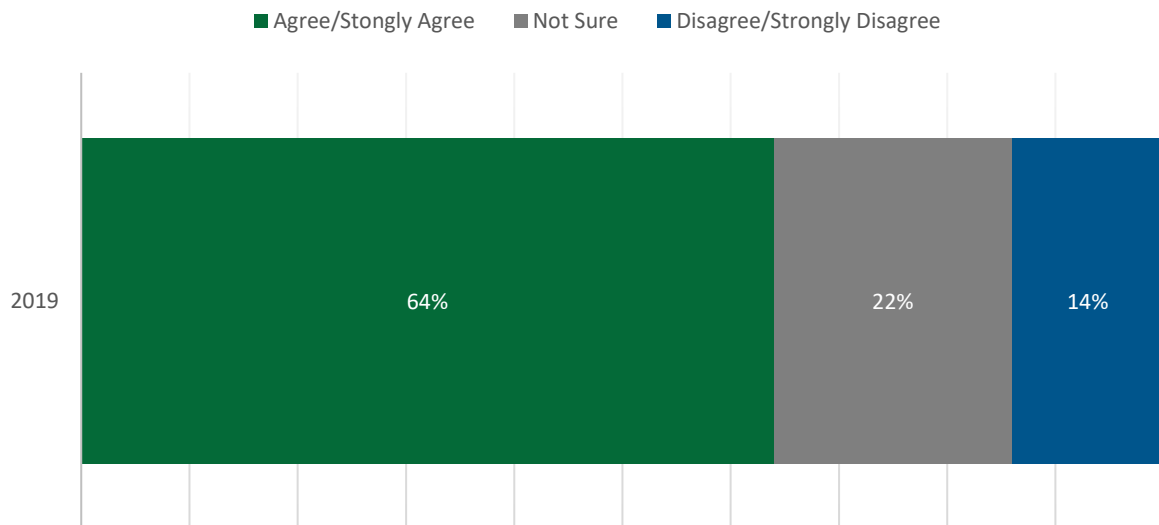
#### 4. Government's agriculture regulations protect the interests of the public.

##### 2019 Results

Agree/Strongly Agree	64%
Not Sure	22%
Disagree/Strongly Disagree	14%

##### Notable

- The question was first asked in 2019.
- A significant number of respondents (22 per cent) were "Not sure" that government's agriculture regulations protect the interests of the public.



5. Farmers and ranchers follow government and industry rules and regulations.

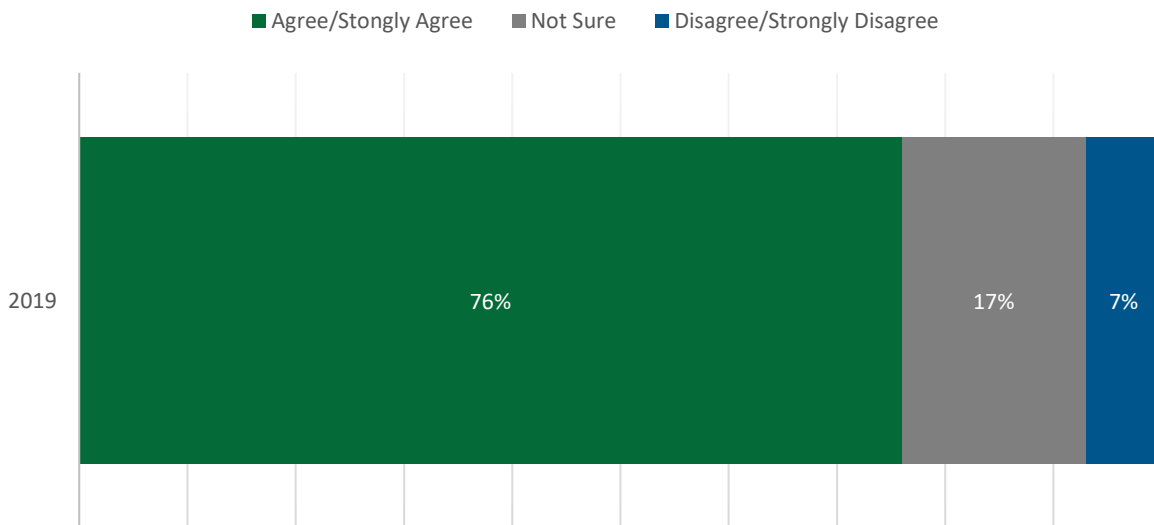
**2019 Results**

Agree/Strongly Agree	76%
Not Sure	17%
Disagree/Strongly Disagree	7%

**Notable**

- The question was first asked in 2019.
- The respondents with no Indigenous ancestry agree more (78 per cent) than the respondents with indigenous ancestry (64 per cent).
- The rate of strong agreement increased with the household income level:

<\$30,000	<\$60,000	<\$90,000	<\$120,000	>\$120,000
18%	27%	25%	27%	29%



6. Food produced in Saskatchewan is safe.

**2019 Results**

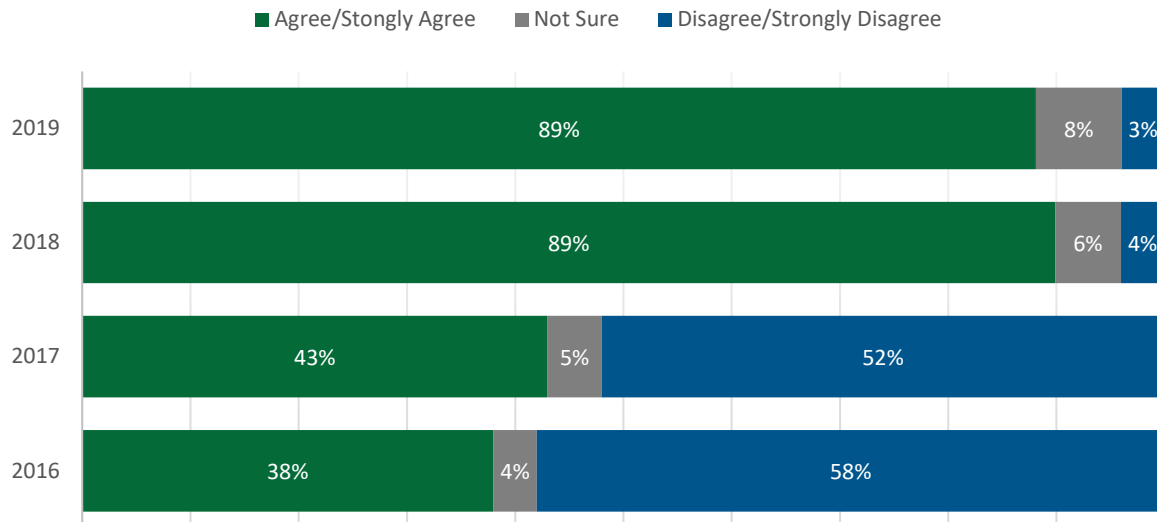
Agree/Strongly Agree	89%
Not Sure	8%
Disagree/Strongly Disagree	3%

**Notable**

- In 2016 and 2017, the question was “I believe all food in grocery stores is safe.”
- In 2018, the question was “I believe food produced by Saskatchewan farmers and ranchers is safe.”
- The rate of agreement increased with the level income:

<\$30,000	<\$60,000	<\$90,000	<\$120,000	>\$120,000
79%	87%	89%	91%	93%

**Yearly Comparison**





7. I support the growth of intensive livestock development in my community.

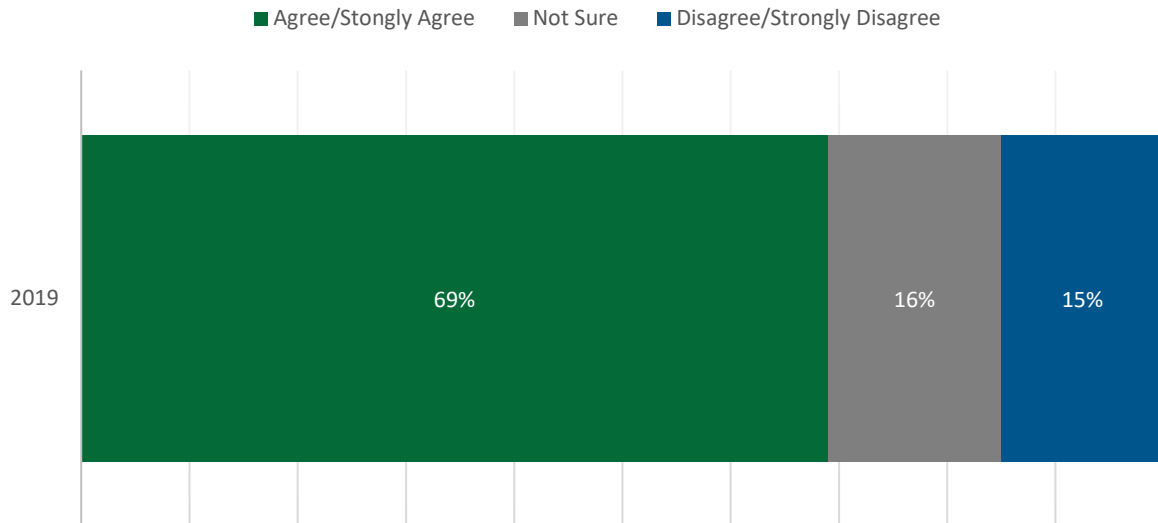
**2019 Results**

Agree/Strongly Agree	69%
Not Sure	16%
Disagree/Strongly Disagree	15%

**Notable**

- This question was first asked in 2019.
- The households with children have higher support (78 per cent) for intensive livestock development compared to the households with no children (63 per cent).
- The level of support decreased with the higher age groups:

18-34 years	35-54 years	55+ years
78%	70%	61%



8. The agriculture sector transparently communicates about their practices.

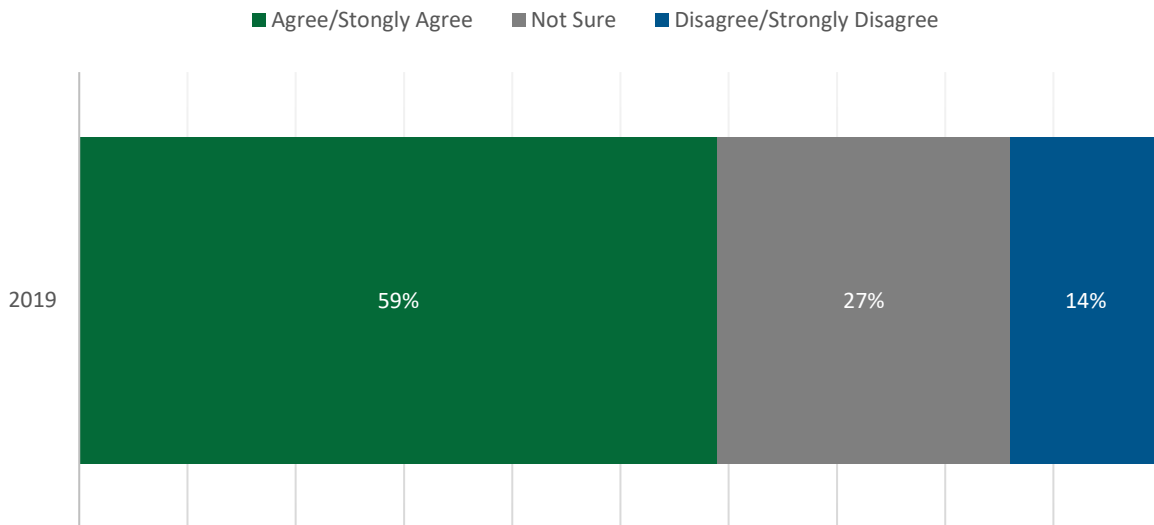
**2019 Results**

Agree/Strongly Agree	59%
Not Sure	27%
Disagree/Strongly Disagree	14%

**Notable**

- This question was first asked in 2019.
- The female respondents disagreed less (11 per cent) compared to the male respondents (18 per cent).
- The respondents with Indigenous ancestry (43 per cent) were more likely to be “Not sure” than respondents with no Indigenous ancestry (25 per cent).
- The overall rate of agreement increased with income level:

<\$30,000	<\$60,000	<\$90,000	<\$120,000	>\$120,000
56%	53%	62%	59%	66%



9. I am interested in learning more about how my food is produced.

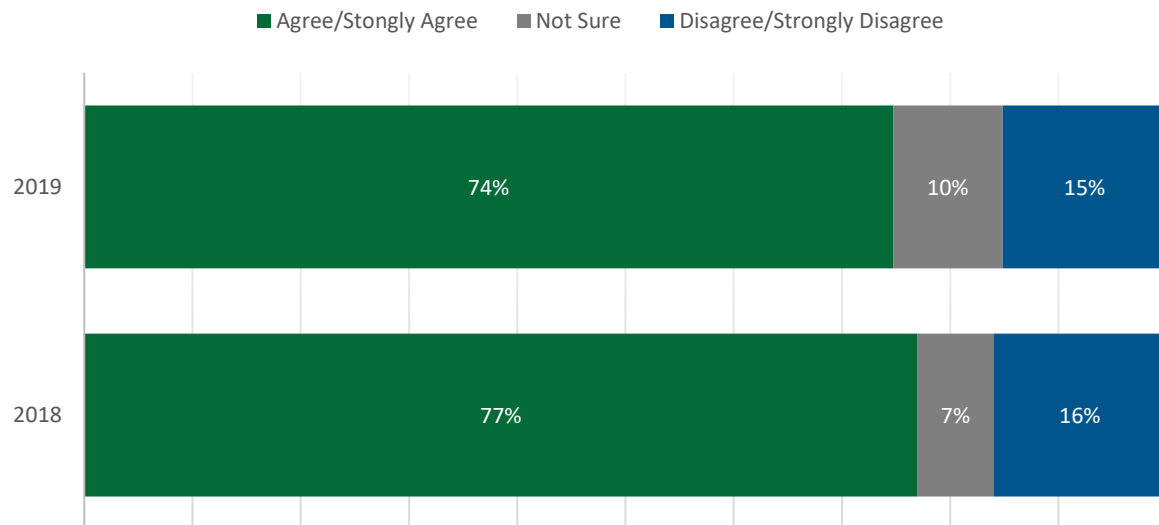
**2019 Results**

Agree/Strongly Agree	74%
Not Sure	10%
Disagree/Strongly Disagree	15%

**Notable**

- The rate of agreement (74 per cent) decreased slightly from 2018 (77 per cent).
- The highest income group is least interested (67 per cent) in learning more about how food is produced.

**Yearly Comparison**



## 10. I trust Saskatchewan farmers and ranchers.

### 2019 Results

Agree/Strongly Agree	86%
Not Sure	8%
Disagree/Strongly Disagree	7%

### Notable

- The statement used in 2016 and 2017 was “I trust Saskatchewan farmers and ranchers to make the right choices.”
- The respondents with no Indigenous ancestry agreed 12 per cent more than the respondents with Indigenous ancestry. In 2018, the respondents with no Indigenous ancestry agreed 21 per cent more than the respondents with Indigenous ancestry.
- Seventeen per cent of respondents with Indigenous ancestry were “Not sure” if they trust Saskatchewan farmers and ranchers compared to seven per cent respondents with no Indigenous ancestry.
- The rate of agreement increased with income level except for the <90,000 group:

<\$30,000	<\$60,000	<\$90,000	<\$120,000	>\$120,000
78%	83%	90%	85%	88%

### Yearly comparison

