

# Ministry of Agriculture Public Trust Survey

Insightrix Research, Omnibus Survey, May 2023

# Executive Summary

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

The 2023 Public Trust Survey, conducted by Inshtrix Research in May, asked 801 Saskatchewan residents to gauge their perception of agriculture in the province (Appendix A).

The survey results showed that Saskatchewan residents continue to have a positive outlook on agriculture. Eighty-three per cent of Saskatchewan residents responded that they have a positive perception of agriculture. Although this year's level of positive perception has slipped from the target of 85 per cent for the first time since 2013, the overall public perception of agriculture has proven to be very high for the last 11 years.

The survey results showed strong public confidence (74 per cent) in Saskatchewan farmers and ranchers being good stewards of the land, sustaining the environment for future generations. The survey continues to show that two-thirds of the respondents support the use of crop protection products such as herbicides, fungicides, and insecticides.

The 2023 survey also included two new questions on continual improvement. Saskatchewan residents showed strong positive beliefs that Saskatchewan farmers and ranchers and the companies involved in value-added agriculture are seeking to continually improve and move in the right direction.

However, Saskatchewan residents continued to show lower positive perceptions regarding the effectiveness of government regulations and the industry transparently communicating about their practices. The results suggest the importance of better informing consumers about Saskatchewan's robust regulatory framework and encouraging producers to share their stories.

Demographic analysis showed that the residents from the Regina region were more likely to choose 'Don't Know' compared to other regions to nearly 50 per cent of the questions. Additional demographic analysis showed the South region, compared to other regions, was more likely to agree to a number of questions. Residents living in the South region were more likely to know where to find credible information about agriculture and food, agree that the industry is open and transparent, and support intensive livestock development, among other positive responses.

Female respondents were more likely to be unsure, compared to male respondents, to the questions around transparency, the use of crop protection products, intensive livestock operations and livestock and sustainability. These findings suggest that there is room for building public trust among women living in Saskatchewan through educational outreach.

When compared to the national polling conducted by the Canadian Centre for Food Integrity, Saskatchewan residents continued to show more acceptance/agreement on several agricultural practices such as overall perception of the industry, environmental stewardship and trust in farmers and ranchers. (Appendix B).

# Results

## 1. I have a positive perception of Saskatchewan agriculture.

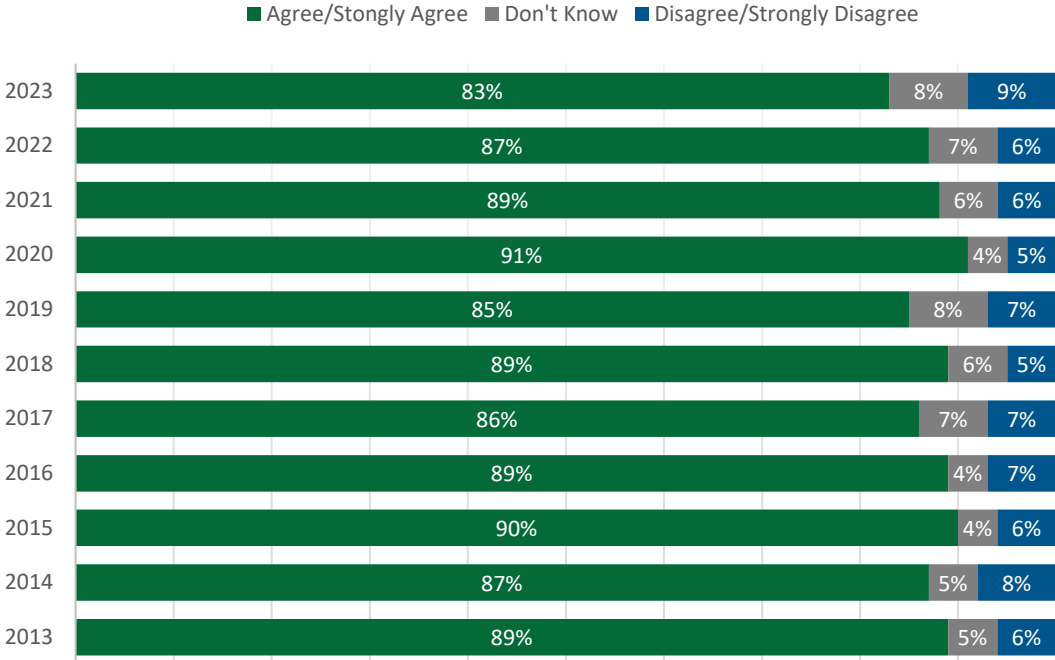
### 2023 Results

Agree/Strongly Agree	83%
Don't Know	8%
Disagree/Strongly Disagree	9%

### Notable

- South region more likely to agree than Regina region.
- Households without children were more likely to disagree than households with children.

### Yearly Comparison



## 2. I know where to find credible information about agriculture and food.

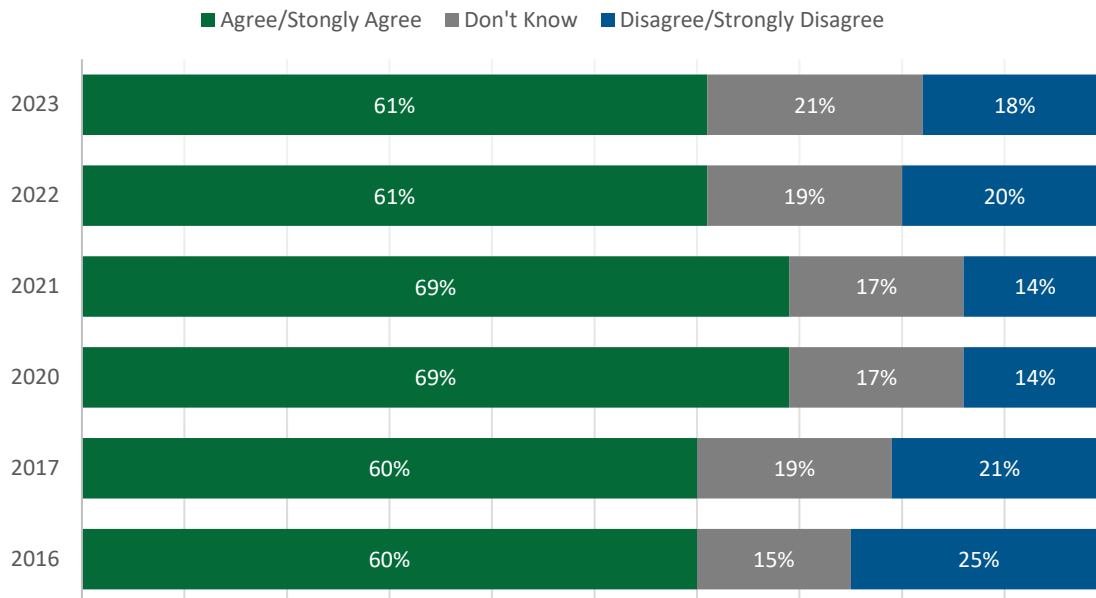
### 2023 Results

Agree/Strongly Agree	61%
Don't Know	21%
Disagree/Strongly Disagree	18%

### Notable

- The question asked in 2021 and 2022 was, "I have access to credible information about agriculture and food."
- While the South region was more likely to agree than the Regina region, both the Regina and North region were more likely to choose don't know than responders from the South region.

### Yearly Comparison



### 3. Saskatchewan farmers and ranchers are good stewards of the land, sustaining the environment for future generations.

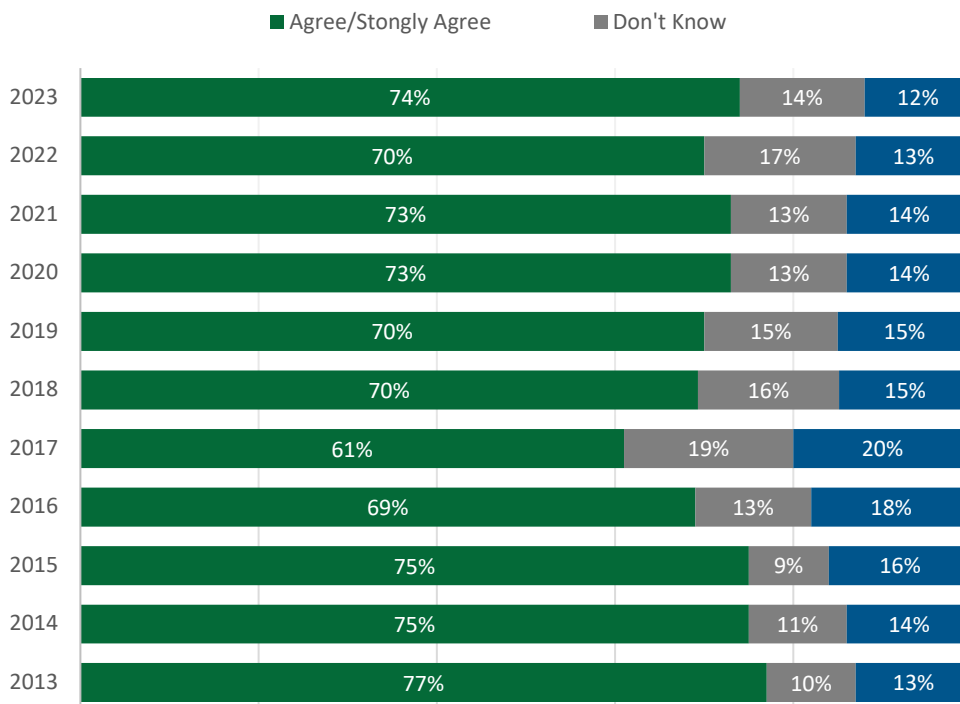
#### 2023 Results

Agree/Strongly Agree	74%
Don't Know	14%
Disagree/Strongly Disagree	12%

#### Notable

- The phrase in 2022 was, "Saskatchewan farmers and ranchers take care of the environment."
- The younger respondents (18 to 34) were more likely than older respondents to choose don't know, and older respondents (55+) were more likely to agree than the younger respondents.
- The Regina region was more likely to choose don't know than the South region, where the South was more likely to agree than Regina and Saskatoon.
- Respondents with university/technical school education were more likely than respondents with lower level of education (high school or less) to disagree.

#### Yearly Comparison



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

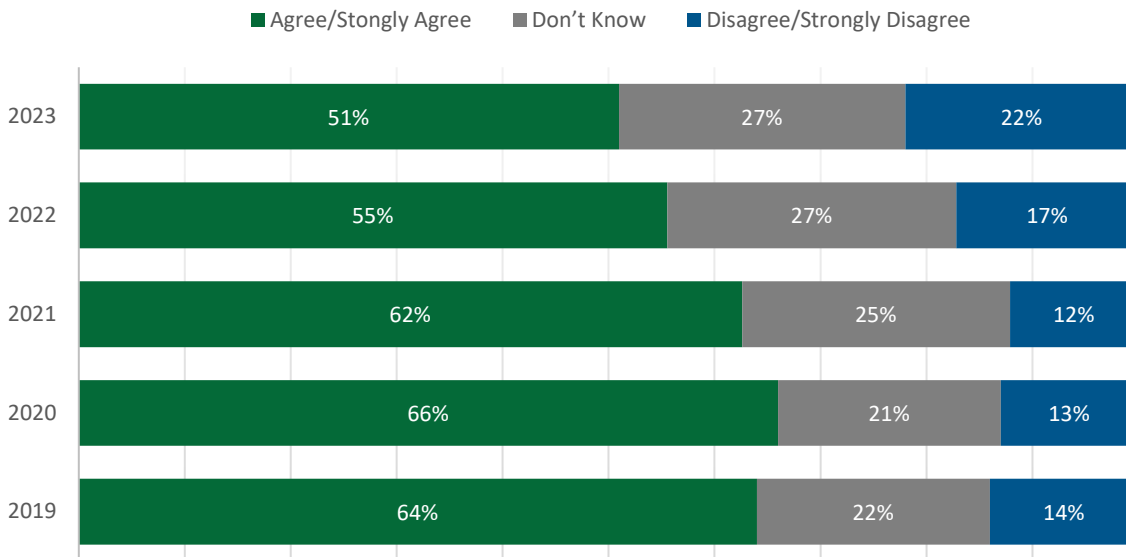
### 2023 Results

Agree/Strongly Agree	51%
Don’t Know	27%
Disagree/Strongly Disagree	22%

### Notable

- None which are statistically significant.

### Yearly Comparison



## 5. The agriculture industry is open and transparent about their practices.

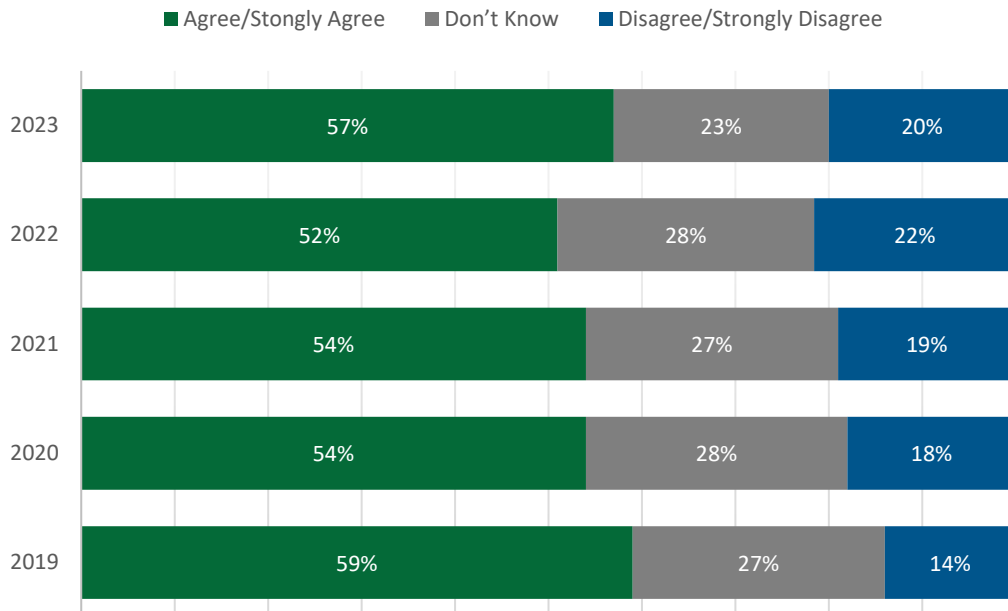
### 2023 Results

Agree/Strongly Agree	57%
Don't Know	23%
Disagree/Strongly Disagree	20%

### Notable

- The statement in 2022 was, “the agriculture sector transparently communicates about their practices.”
- The Saskatoon region was more likely to disagree than the South and the North regions. Respondents from the South region were more likely than respondents in the Saskatoon region to agree.
- Female respondents were more likely to choose don't know than the male respondents.

### Yearly Comparison





## 6. Innovation in agriculture promotes food affordability.

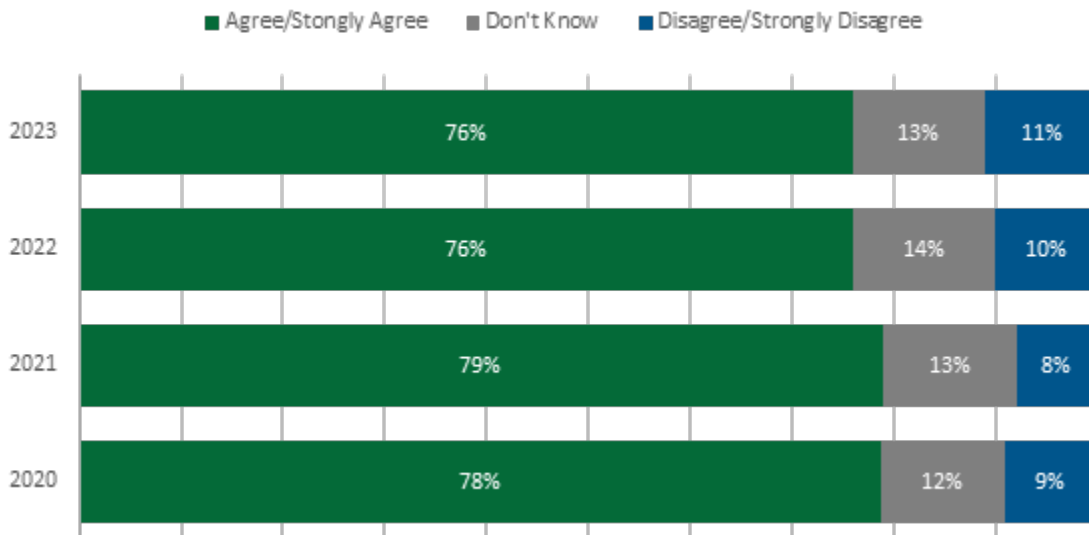
### 2023 Results

Agree/Strongly Agree	76%
Don't Know	13%
Disagree/Strongly Disagree	11%

### Notable

- The question asked in 2022 was, "innovation in agriculture ensures food affordability."
- Respondents from the South region were more likely to agree than those from the North and Regina. The Regina region was more likely to choose don't know than the South region.
- Respondents with Indigenous ancestry were more likely to select don't know than the respondents with non-Indigenous ancestry.

### Yearly Comparison



## 7. I support the use of crop protection products (e.g., herbicides, fungicides, insecticides) in Saskatchewan agriculture production.

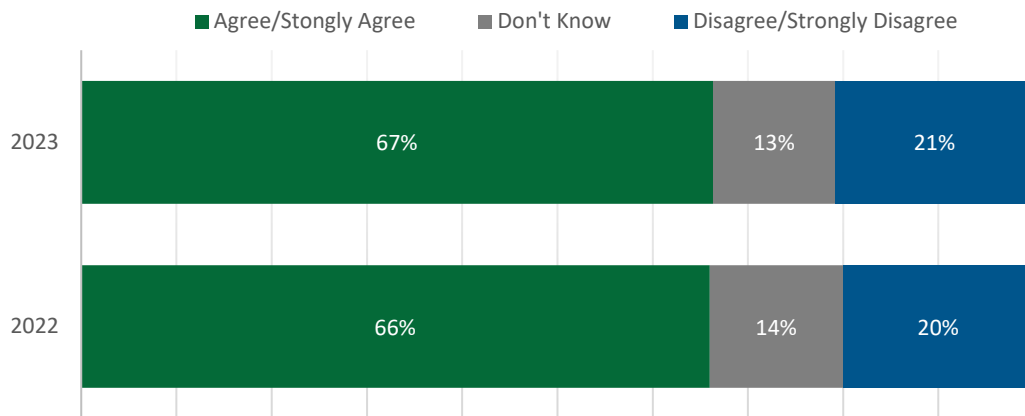
### 2023 Results<sup>1</sup>

Agree/Strongly Agree	67%
Don't Know	13%
Disagree/Strongly Disagree	21%

### Notable

- Female respondents were more likely to choose don't know and disagree than men. Men were more likely to agree.
- Respondents with Indigenous ancestry were more likely to disagree than respondents with non-Indigenous ancestry. Respondents with no Indigenous ancestry were more likely than responders with Indigenous ancestry to agree.
- Respondents with higher incomes (\$60,000+) were more likely to agree than the lowest income group.

### Yearly Comparison



<sup>1</sup> The numbers do not add up to 100.

## 8. I support the growth of intensive livestock development.

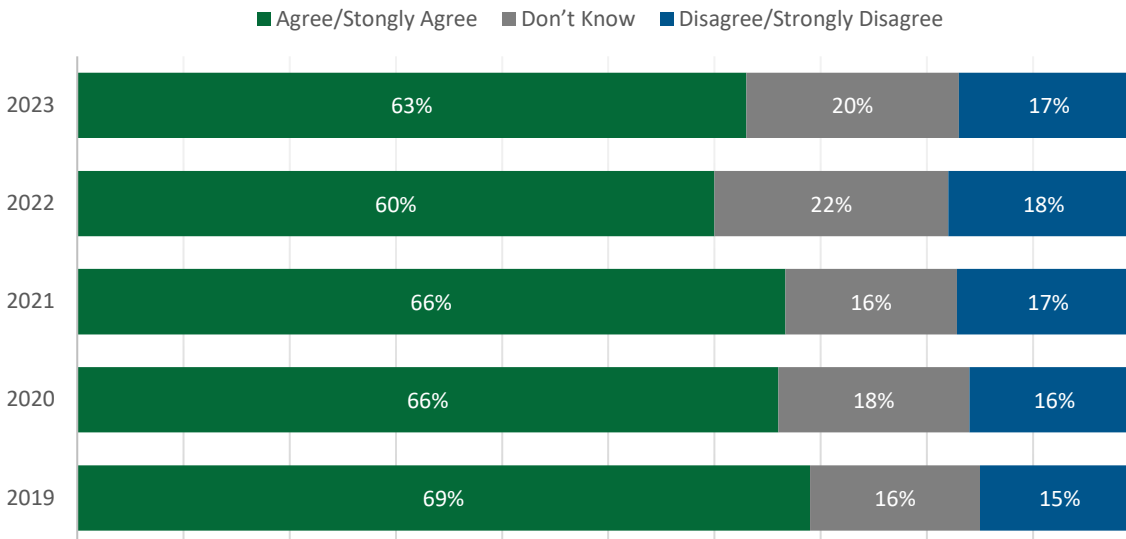
### 2023 Results

Agree/Strongly Agree	63%
Don't Know	20%
Disagree/Strongly Disagree	17%

### Notable

- The statement in 2020 and 2021 was, "I support growth of the intensive livestock development in my community."
- Men were more likely to agree than women, and women were more likely to choose don't know than men.
- The residents of the South region were more likely to agree than residents of Saskatoon. Saskatoon residents were more likely than Southern residents to disagree.
- Respondents with lower education level (high school or less) were more likely to agree than the respondents with higher education level (completed university degree/technical or college diploma).

### Yearly Comparison



## 9. Saskatchewan farmers and ranchers are seeking to continually improve and move in the right direction.

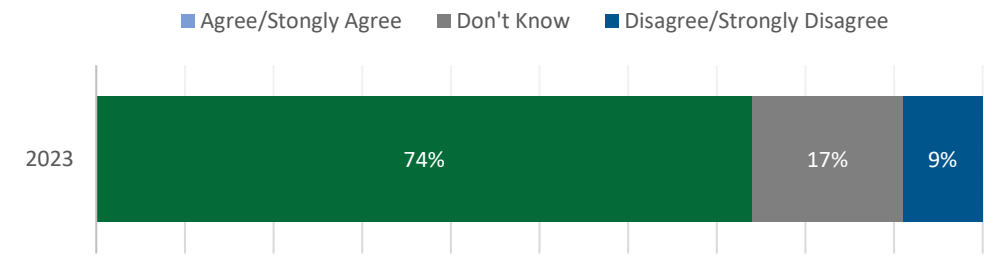
### 2023 Results

Agree/Strongly Agree	74%
Don't Know	17%
Disagree/Strongly Disagree	9%

### Notable

- This was the first time this question was asked.
- While the younger respondents (18 to 34) were more likely to disagree than the older respondents (55+), both the middle-aged respondents (35 to 54) and older respondents (55+) were more likely to agree than younger respondents (18 to 34).
- Respondents from the South and the North were more likely to agree than the respondents from Regina. The Regina region was more likely to choose don't know than respondents from the South region.

### Yearly Comparison



10. Companies making products from Saskatchewan grown agricultural goods are seeking to continually improve and move in the right direction.

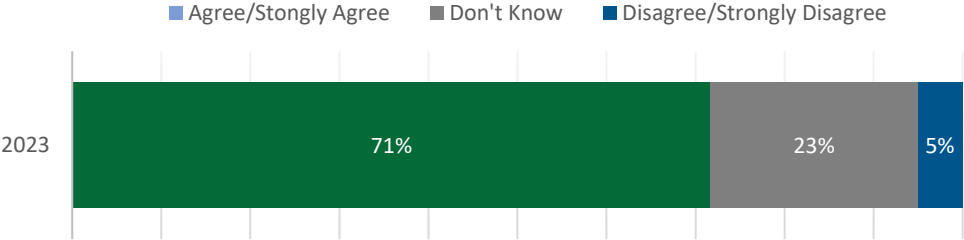
**2023 Results<sup>2</sup>**

Agree/Strongly Agree	71%
Don't Know	23%
Disagree/Strongly Disagree	5%

**Notable**

- This was the first time this question was asked.

**Yearly Comparison**



<sup>2</sup> The numbers do not add up to 100.

# 11. Livestock in Saskatchewan are raised in a sustainable manner.

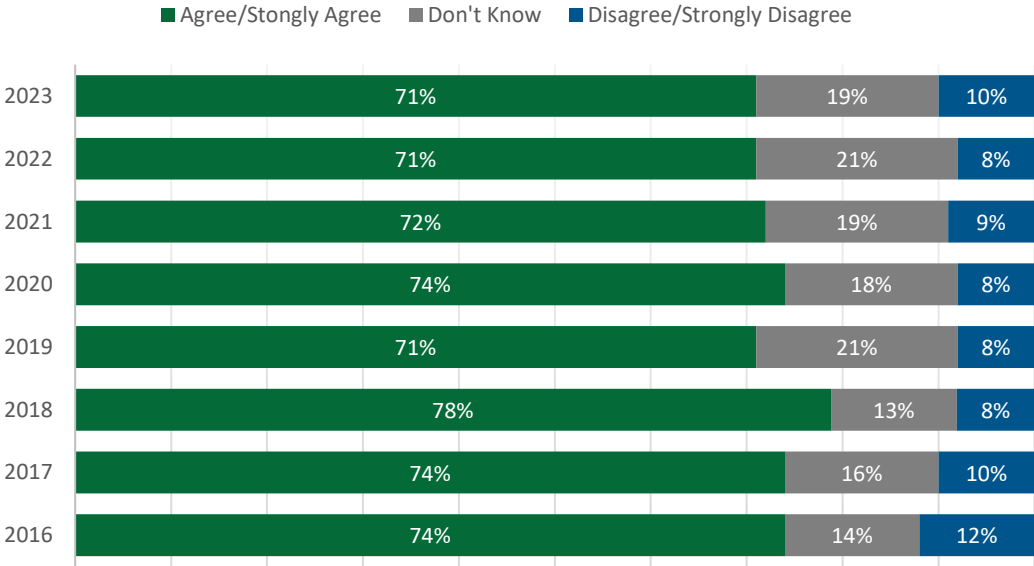
## 2023 Results

Agree/Strongly Agree	71%
Don't Know	19%
Disagree/Strongly Disagree	10%

## Notable

- This was the first time this question was asked. The data below pulls on results from the previous year when the question was, "Livestock in Saskatchewan are treated humanely."
- Men were more likely to agree than women, while women were more likely to choose don't know than men.
- The middle aged (35 to 54) and older (55+) respondents were more likely to agree than the younger (18 to 34) respondents.
- Both the North and South regions were more likely to agree than the respondents from Regina and Saskatoon. The Regina and Saskatoon regions were more likely to choose don't know and disagree than the respondents from the South region.

## Yearly Comparison



## APPENDIX A: 2023 Public Trust Omnibus Results at a Glance

**Note:** Number in brackets is the change in percentage from 2022 survey results aside, from questions nine, ten and eleven which are new questions.

Respondents were asked to indicate their level of agreement with the following statements:	Agree & Strongly Agree	Don't Know	Disagree & Strongly Disagree
1. I have a positive perception of Saskatchewan agriculture.	83% [-4]	8% [+1]	9% [+3]
2. I know where to find credible information about agriculture and food.	61%	21% [+2]	18% [-2]
3. Saskatchewan farmers and ranchers are good stewards of the land, sustaining the environment for future generations.	74% [+4]	14% [-3]	12% [-1]
4. Government's agriculture regulations protect the interests of the public.	51% [-4]	27%	22% [+4]
5. The agriculture industry is open and transparent about their practices.	57% [+5]	23% [-5]	20%
6. Innovation in agriculture promotes food affordability.	76%	13% [-1]	11% [+1]
7. I support the use of crop protection products (e.g., herbicides, fungicides, insecticides) in Saskatchewan agriculture production.	67% [+1]	13% [+1]	21% [-1]
8. I support the growth of intensive livestock development.	63% [+3]	20% [-2]	17% [-1]
9. Saskatchewan farmers and ranchers are seeking to continually improve and move in the right direction.	74%	17%	9%
10. Companies making products from Saskatchewan grown agricultural goods are seeking to continually improve and move in the right direction.	71%	23%	5%
11. Livestock in Saskatchewan are raised in a sustainable manner.	71%	19%	10%

## APPENDIX B: Comparison to Canadian Centre for Food Integrity Data

The Canadian Centre for Food Integrity (CCFI) is a non-profit organization with a mandate to help the Canadian food system earn trust through research, resources, dialogue, and training. The CCFI conducts an annual national survey on public perception of agriculture and modern food production. In 2022, they surveyed 2,918 people across the country. For more information on CCFI's research, visit [www.foodintegrity.ca](http://www.foodintegrity.ca).

2023 Saskatchewan Survey		National (CCFI) Survey	
Saskatchewan residents have a positive perception of Saskatchewan agriculture.	83%	66%	Have a positive view of Canadian agriculture (2020)
The agriculture industry is open and transparent about their practices.	57%	34%	Canadian farmers/producers provide open and transparent information. (2018)
Saskatchewan residents agree farmers and ranchers are good steward of the land, sustaining the environment for future generations.	74%	40%	Canadian farmers are good stewards of the environment (2022).
Saskatchewan residents who don't support farmers use crop protection products (e.g., herbicides, fungicides, insecticides) in agriculture production.	21%	44%	Concerned about use of pesticides in crop production (2022).