

# FARM TOUR IMPACT REPORT



## REACHING KEY INFLUENCERS

OCT 2018 - OCT 2019

75+

PARTICIPANTS  
ON 3 TOURS



Health professionals



Teachers



Chefs + food bloggers

## IMPACTING IMPRESSIONS OF B.C. AGRICULTURE

Participants indicating  
their impression of  
Canadian agriculture as  
“very positive”

↑ **57%**  
after tour

Participants who feel  
that the food system  
in B.C. is moving in  
the right direction

↑ **44%**  
after tour

Participants with  
high level of trust  
in the overall food  
system

↑ **46%**  
after tour

\*Averages from 3 tours

## INCREASING TRUST IN B.C. FARMERS



### AVERAGE INCREASE IN "STRONGLY AGREE" FROM PRE TO POST



Farmers in B.C. produce safe,  
quality food

↑ **23%**



Farmers in B.C. are  
environmentally conscious

↑ **60%**



Farmers in B.C. care about  
the animals they raise

↑ **40%**



Farmers in B.C. follow rules  
and regulations

↑ **37%**



Farmers in B.C. are  
transparent about how they  
grow or raise their product

↑ **54%**

\*Averages from 3 tours