



BCAC Public Trust Initiative Consumer Research 2020 Update



- Identify levels of possible concern about the food system in BC
- Measure attitudes towards farmers in BC
- Assess knowledge of / confidence in industry standards & assurance systems
- Gauge impact of COVID-19 on consumers confidence about the BC food system





- The study was conducted online with a sample of 883 B.C. residents 18 years and older as part of the *Omnibus Insights* (shared) survey.
- The margin of error with a sample of this size is +/-3.3%, 19 times out of twenty. Margin of error with subgroups or reduced base sizes will be higher than this.
- The data were weighted in analysis by age, gender and region from Census Canada to ensure correct representation.
- Fieldwork was undertaken May 27-31, 2020.

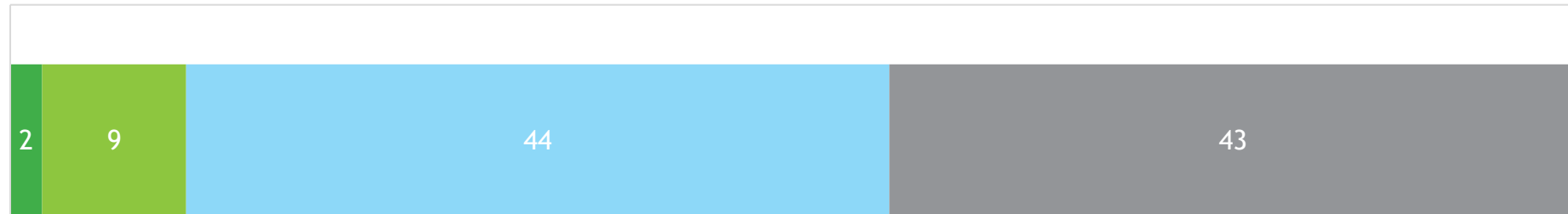
A survey was conducted in 2018 to establish baseline data for the public trust initiative.

This second survey is intended to measure any changes in perceptions.

Importance of food system knowledge

Q: Overall, how important is it for you to:

KNOW WHERE YOUR
FOOD IS GROWN/RAISED



UNDERSTAND THE
CONDITIONS UNDER
WHICH YOUR FOOD IS
GROWN/RAISED



■ Not at all important

■ Not very important

■ Somewhat important

■ Very important

Opinions of BC Farmers: 2018 & 2020

Q: How much would you agree or disagree that each of the following generally describe farmers in British Columbia?

Observations:

- Opinions of BC farmers remain strong and have seen increases or holds in all areas.
- 14% increase in transparency characteristic indicates that consumers are seeing farmer stories.

	May 2018	May 2020
TOTAL AGREE		
Hard-working	97%	97%
Family-oriented	85%	89%
Environmentally conscious	77%	81%
Transparent about how they grow or raise their product	68%	82% ↑
Care for the animals they raise	79%	82%
Treat their workers fairly	71%	78% ↑
Responsible/ethical	81%	88% ↑
Provide good/quality products	94%	96%
Follow rules/regulations	82%	90% ↑
Trustworthy/reliable	85%	91% ↑
Among those able to answer (excludes not sure)		

↑ (statistically significant)

Food Systems: Total Concerned – 2018 & 2020

Q: How concerned, if at all, are you about the following when it comes to the food system in British Columbia?

Observations:

- Cost and affordability of food remain top concerns.
- Statistically significant declines in several areas.
- Concern about seasonal workers increased to #3 overall.

↓(statistically significant)

	2018	2020
Rising cost of food in general	89%	83% ↓
Ensuring healthy food is affordable	89%	82% ↓
Use of pesticides in food production	83%	77% ↓
Added hormones in food production	82%	76% ↓
Use of antibiotics in food production	80%	77%
Environmental sustainability	80%	76%
Food safety	78%	72% ↓
Humane treatment of animals	78%	76%
Fair treatment of seasonal workers	73%	78%
Availability of local BC food products	69%	64%
Use of GMOs in food production	64%	64%
Availability of food in remote regions of BC	62%	64%
Having enough food to feed BC's population	60%	55%

Food Systems: Very Concerned – 2018 & 2020

	2018	2020
Rising cost of food in general	53%	43% ↓
Ensuring healthy food is affordable	52%	42% ↓
Use of pesticides in food production	47%	41% ↓
Added hormones in food production	49%	41% ↓
Use of antibiotics in food production	46%	36% ↓
Environmental sustainability	41%	33% ↓
Food safety	44%	39%
Humane treatment of animals	42%	36% ↓
Fair treatment of seasonal workers	31%	34%
Availability of local BC food products	32%	26% ↓
Use of GMOs in food production	37%	33%
Availability of food in remote regions of BC	25%	23%
Having enough food to feed BC's population	29%	23% ↓

Observations:

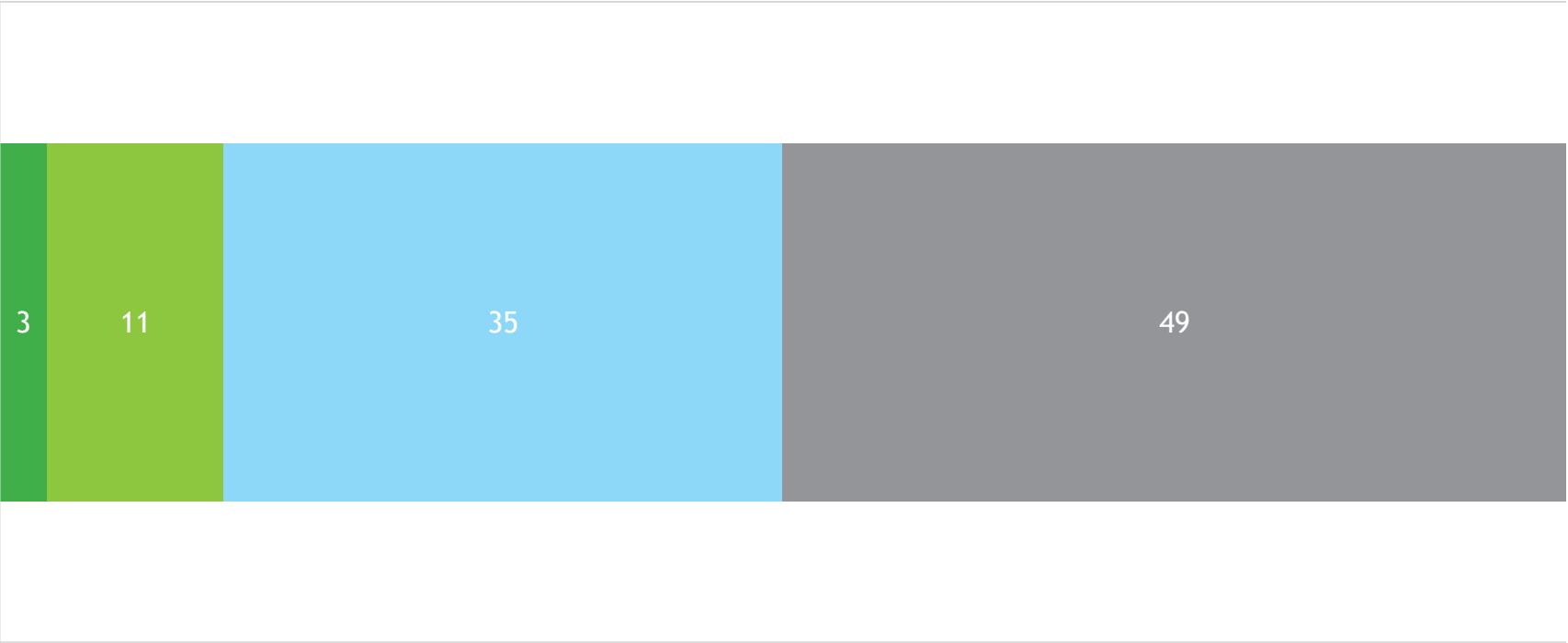
- Overall, the majority of the topic areas saw statistically significant decreases in the number of respondents who were 'very concerned' (potential moderation of negative perceptions)

↓ (statistically significant)

Importance of assurance systems

Q: Overall, how important is it for you to:

HAVE PROOF THAT BC FARMERS FOLLOW STANDARDS (E.G. CERTIFICATIONS)



■ Not at all important

■ Not very important

■ Somewhat important

■ Very important

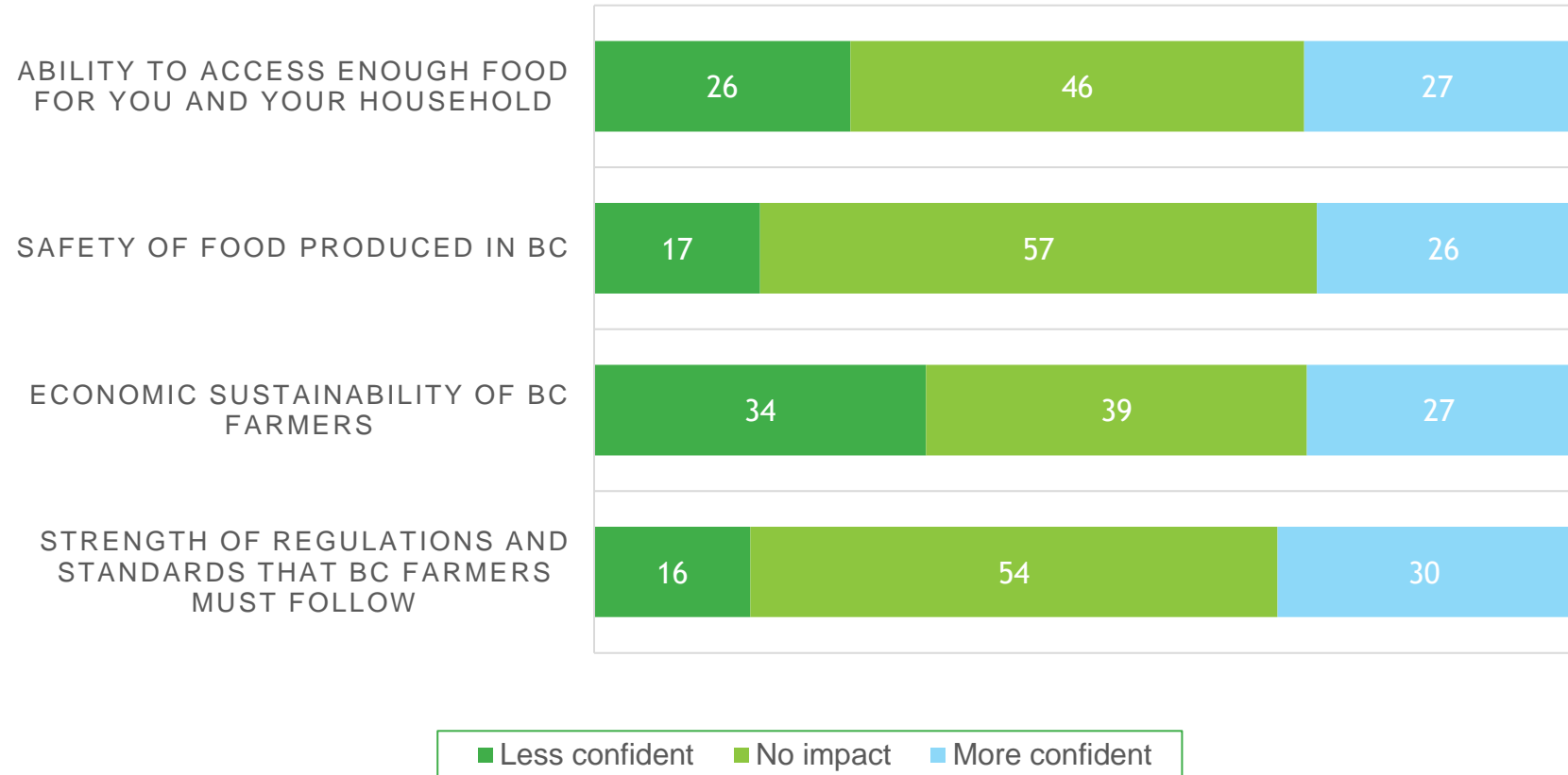
Impact of COVID-19 on confidence

Q: Since the onset of the COVID-19 pandemic, has your confidence in the following changed?

Observations:

- COVID-19 situation ‘tested’ the food system, and BC residents appear to feel that it weathered that challenge.
- Confidence in safety and production standards have increased, more than decreased.

CONFIDENCE SINCE START OF COVID-19





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