



FACTUM

Most (64%) Canadian Farmers “Cautiously Optimistic” About the Next 12 Months

Most Farmers Taking Steps on Becoming More Technological (91%), Sustainable (96%) and Inclusive (71%)

Toronto, ON, April 12, 2022 – Despite the degree of uncertainty that the future hold, most Canadian farmers remain “cautiously optimistic” (64%) about the next twelve months, while 17% are very optimistic, according to the new RBC Agriculture Poll conducted by Ipsos. Only one in five farmers is pessimistic (7% mostly/12% somewhat) about the next year.

Driving this optimism may be a clear focus for the year ahead to maximize their growth potential: thinking about how they might grow their business, nearly nine in ten (85%) prioritize having a network of agriculture-related professionals that they can lean on for advice, while eight in ten say their priority is the recruitment of skilled workers (81%), building their leadership team (77%), investing in technology and data-driven solutions (77%) and focusing on risk-management planning (73%).

Canadian farmers are looking to the future and adapting with the times. Nine in ten (91%) agree (48% strongly) that they are regularly using technology and leveraging data and insights to guide decision making, and many are looking to further implement technological and digital solutions in the next twelve months, including when it comes to data management (55%), digital field/crop/inventory management (51%), financial planning and cash flow management (47%), automating labour-intensive farm operations (45%) and workforce management (36%).

Not only are most farmers being more efficient through technology, but they’re also moving to become more sustainable as well. Nearly all (96%) agree (59% strongly) that they are actively exploring ways to make their farm operations more sustainable. Moreover, seven in ten (71%) agree (32% strongly) that they’re making progress on recruiting and promoting a diverse workforce, including women in all levels. In fact, six in ten (61%) farmers say that their leadership team includes women.



FACTUM

About the Study

The RBC Agriculture Poll was conducted by Ipsos Canada between December 10, 2021 and January 6, 2022. For the poll, a sample of 150 telephone interviews were completed in English or French among owners/operators of a farm business with annual revenue of \$1 million or more across Canada. The precision of Ipsos polls is measured using a credibility interval. In this case, the poll is accurate to within ± 8 percentage points had all Canadian agriculture businesses been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error, and measurement error.

For more information on this news release, please contact:

Sean Simpson
Senior Vice President, Ipsos Public Affairs
Sean.Simpson@ipsos.com

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

www.ipsos.com