



Ipsos Reid



Producers' Perspectives – The Ipsos Canadian Agriforum



Globalization, food safety, new technologies, industry rationalization – these issues are impacting every aspect of the agriculture, food, and animal health sectors. Consequently, understanding how Canadian Producers are meeting the challenges of the new marketplace has never been more important. With that in mind, Ipsos is offering agricultural industry stakeholders its proprietary *Producers' Perspectives – The Ipsos Canadian AgriForum* – an online research tool that combines a web-based, pre-screened, staged agricultural producer panel with an interactive software application.

Target Audience – Canadian Agricultural Producers

The *Producers' Perspectives – The Ipsos Canadian AgriForum* consists of a cross section of 1500+ online Canadian Producers, with new panelists continuously recruited to join the panel.

Upon recruitment, all *Producers' Perspectives AgriForum* members complete a questionnaire that creates a demographic and farmographic profile. Some of the information includes:

- Standard demographic information (age, gender, province, etc.)
- Farm statistics including sales figures and acres of cropland

- Main production type for the operation
- Detailed information on the types of production (acres of field crops, specific types of horticulture operation, specific type of livestock operation, etc.)
- Farm activities for which panelists are a decision maker (crop protection, finances, equipment, feed, etc.)
- Current status of the farm operation (newly established, expanding, steady, scaling back, or being sold)

Why an Online Canadian Agricultural Producer Panel?

This research tool is ideally suited to the Canadian agricultural industry. Canadian producers are interested in having their opinions heard, but the growing demands of running a successful agribusiness put serious constraints on their time. Our online format enables producers to complete surveys at their convenience, encouraging high response rates and high quality data. The complexity and technical nature of the issues explored with producers is extremely well suited to an online environment, where respondents can be provided with more information and are allowed more time to consider their responses.

Producers' Perspectives – The Ipsos Canadian AgriForum adds increased value and timeliness to your market intelligence and decision-making processes by offering the following:

- Access to pre-recruited, ready, and engaged respondents.
- Real-time direct access to panelist responses as polling and discussion takes place. You see initial results within a few hours and a good response level within a week of posting your questions to the Panel.
- Efficient targeting of sub-groups or segments previously identified in our Panel database.
- Visual capabilities that include still image and video formats. Depending on the confidentiality of images, we also offer content protection to fit your needs.
- Access to research that enables quick, reliable, and cost-effective decision-making.

How Does It Work?

Producers' Perspectives – The Ipsos Canadian AgriForum is an online community giving you 24/7 access to a representative group of Canadian producers. *Producers' Perspectives* members have been recruited by Ipsos Reid and have agreed to participate in ongoing research on a wide variety of topics.



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Using the *Producers' Perspectives – The Ipsos Canadian AgriForum* is an easy, 3-step process.

Step 1: Designing the Study

Ipsos Agribusiness, Food and Animal Health researchers work with you to design questions that meet your information needs. The research usually consists of a few closed-ended and open-ended “poll” questions with an open-ended exploration of relevant issues in a “discussion forum.”

Step 2: Collecting the Information

The questionnaire is posted on the *Producers' Perspectives – The Ipsos Canadian AgriForum* website at any time, and participants are invited via email to login and respond to the topic. A study can be open to the entire Forum or targeted to a specific sub-group of interest (e.g. crop producers).

Step 3: Viewing the Results

If appropriate to your study, you can view results online in a user-friendly format with drill-down capabilities to examine different demographic segments of interest to your business.

Who uses the *Producers' Perspectives – The Ipsos Canadian AgriForum* and Why?

The *Producers' Perspectives – The Ipsos Canadian AgriForum* helps organizations in both the private and public sectors in gathering opinions from Canada's agricultural producers in a quick and cost effective way. Thanks to our speed and

efficiency, we open the door to dialogue with your target market on issues often left unexplored because of time and costs required to conduct more traditional market research studies. The *Producers' Perspectives AgriForum* can fulfill a variety of research needs including, but not limited to, the following:

- **Product Usage and Attitude Assessment:** Measure and track product usage patterns for key brands and product categories. These studies allow you to understand what producers think about your brands, and why and how this impacts their use.
- **Program/Promotion Evaluation:** Gauge interest, value, and likelihood to purchase.
- **Customer Satisfaction/Loyalty and Retention Research:** Engage in qualitative analysis and hypothesis testing as a follow-up to more in-depth research.
- **Price Testing:** Assess producers' willingness-to-pay for new products or determine their price sensitivity for existing products.
- **Test Positioning Statements and Ad Concepts:** Test positioning statements, advertising ideas, and marketing collateral to understand which ones resonate best with your target audience.
- **Brainstorming:** To uncover emerging trends, new opportunities, issues, concerns, and information needs.

- **Product/Concept Testing:** Explore perceptions and responses to new concepts among producers.
- **New Product Testing:** Use panelists as grower co-operators when conducting large-scale trials with research products. Gather their reactions and feedback on the product.

Contact Information

To conduct a study or for more information about the *Producers' Perspectives – The Ipsos Canadian AgriForum*, please contact:

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About Ipsos Agribusiness, Food and Animal Health

Ipsos Agribusiness, Food and Animal Health, with offices in Winnipeg, Manitoba, and Guelph, Ontario, Canada, is a survey-based research team made up of seasoned research professionals and consultants. The team conducts strategic research initiatives for a diverse number of Canadian, American and international organizations and corporations. Their research covers a broad range of audiences about complex issues and science-based products.

To learn more, visit:

www.ipsos.ca/reid/agriFood/