



## Canadian Farmers Demonstrate Generous Nature Through Product Donations

Nearly Half of Canadian Farmers (46%) Have Given Part of Their Production to Local or International Food Banks

Six in Ten (59%) of Those Growing or Raising Product That Can Be Donated

**Winnipeg, MB, September 11, 2008** - An Ipsos Forward Research poll of members from *Producers' Perspectives ~ the Ipsos Canadian AgriForum* reveals that nearly half of all Canadian farmers (46%) have donated a portion of their farm production to local or international food banks in the past; six in ten of those with production that can be donated directly (59%). In addition, one in five of those who can donate (20%) give a portion of their production annually.

"Canadian farmers are known to be very generous people, however, before this survey, no one knew the extent of their generosity in terms of directly donating their farms' production over the years," says Marinus Van Dijk, Senior Vice President with Ipsos Forward Research.

When asked about the likelihood of donating a portion of their production to either a local or international food bank in 2008, nearly four in ten farmers producing items that can be donated (39%), plan to donate a portion of their production this year.

It is worthwhile to note that 21% of all farmers report that they do not produce items that can be donated, most commonly those with a non-mainstream livestock operation (60%).

Donations are made to food banks by varying degrees when considered by region or main farm operation type. This is not surprising given the complexities of donating raw or unprocessed product, along with the difficulties, both financial and production related, faced by many Canadian farm operations in recent years.

- Producers reporting Horticulture/Viticulture, Hog or Poultry production as the main focus of their operation are the most likely to have donated to a food bank (81%, 81% and 79% respectively).
- Among those able to donate, Horticulture/Viticulture and Hog producers (43% and 38% respectively) also most commonly report giving a portion of their production on an annual basis.
- Additionally, producers in British Columbia report donating on a yearly basis more frequently than others (38% of those able to donate); in 2008 over half of British Columbia farmers expect to donate to a food bank this year (55%).

These results are based on findings from 1,048 online surveys with members of *Producers' Perspectives ~ the Ipsos Canadian AgriForum*. Surveys were conducted from May 1 to May 9, 2008. With a sample of this size, the results are considered accurate to within  $\pm 3.0$  percentage points, 19 times out of 20, of what they would have been had the entire Canadian population of farmers been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. The final data were weighted to ensure the sample's regional and farm type compositions reflect the actual Canadian farm population with \$10,000 or more in gross annual farm sales, according to the 2006 Census of Agriculture.

### For more information on this news release, please contact:

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### **About Producers' Perspectives ~ the Ipsos Canadian AgriForum**

Producers' Perspectives ~ the Ipsos Canadian AgriForum, is an online community that is powered by Ipsos' custom and proprietary Interactive Forum software. Currently, over 2,000 producers from across Canada have joined the Producers' Perspectives AgriForum. All farm operation types found in Canada are represented within the membership of the Producers' Perspectives AgriForum - from operations with a large base of producers, such as Field Crop or Cattle operations, to smaller groups such as Horticulture/Viticulture producers and specialty Livestock producers.

Canadian agricultural producers interested in having their opinions heard can join the Producers' Perspectives AgriForum at: [www.members.producersperspectives.ca](http://www.members.producersperspectives.ca).

### **About Ipsos Forward Research**

The Ipsos Forward Research team is comprised of 30 professionals in Canada and the U.S. with a broad range of backgrounds in the agriculture, food and animal health industries. Our practice has a North American focus with global capabilities.

We have more than 25 years experience in agricultural, animal health and food-related market research – with extensive experience conducting research with a broad range of audiences – farmers, retailers/distributors, veterinarians, stakeholders and consumers.

We work with clients to provide “fact based consulting”, whether to build brands and optimize sales, or to better understand their customers/stakeholders or issues in their market. We provide our clients with customized research approaches, including both qualitative and quantitative methods, combined with advanced analytical tools to provide insight into the issues that our clients face.

### **About Ipsos in North America**

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Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization.

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Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom,



syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999.

In 2007, Ipsos generated global revenues of €927.2 million (\$1.27 billion U.S.).

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