



Canadian Producers Do Not Feel the Recent Federal Budget Will Help Their Farm Operation or the Agricultural Industry

One in Twenty Farmers in Canada (6%) Indicate That the Federal Budget Will Help Their Farm Operation, While Twice as Many (13%) Feel it Will Hurt Their Farm Operation

However, Most Feel the Harper Government is Committed to Doing What it Takes to get Canada's Economy Back on Track

Winnipeg, MB, March 17, 2009 - An Ipsos Forward Research poll of members of *Producers' Perspectives ~ the Ipsos Canadian AgriForum*, conducted just after the details of the federal budget were released, indicates that only one in twenty Canadian agricultural producers (6%) feel that the budget will help their farm operation, while twice as many (13%) believe that the budget will hurt their farm operation.

The majority of Canadian farmers are of the opinion that the recently released federal budget will neither help nor hurt their operation (48%), or are they are unsure of the impact that it will have (33%).

- On a regional level, farmers in Saskatchewan are the most likely to think that the budget will hurt their operation (19%), followed by farmers from Atlantic Canada (17%) and British Columbia (15%).
- Farmers from Atlantic Canada (10%) are also among the most likely to feel the new budget will help their operation, followed closely by Alberta farmers (9%). Conversely, producers in British Columbia (3%) and Quebec (1%) are least likely to feel this way.

Three quarters of the Canadian farmers (74%) disagree with the statement "the budget helps the agricultural industry in Canada"; with a large portion strongly disagreeing with this comment (33% strongly versus 40% somewhat disagree).

- Regardless of region, the majority of farmers indicate that they do not think the budget helps the agricultural industry. Farmers from Quebec (81%) and Saskatchewan (79%) are the most likely to disagree with the notion that the budget will help their industry, while farmers from Alberta (65%) are the least likely to feel this way.
- Of note, farmers from Saskatchewan disagree most strongly with this statement; nearly half (47%) strongly disagree that the budget helps the agricultural industry in Canada, followed closely by farmers from the Atlantic region (41%) and Quebec (38%).

Despite the fact that the majority of Canadian farmers do not feel the federal budget will help their operation or the Canadian agricultural industry in general, the majority of farmers (63%) agree that the Harper government is committed to doing what it takes to get Canada's economy back on track.

- Regionally, farmers from the three prairie provinces (Alberta – 77%, Saskatchewan – 71% and Manitoba – 69%) are most likely to agree that the Harper government is committed to doing what it takes to get Canada's economy back on track, while farmers from Quebec (40%) are least likely to hold this view.

These results are based on findings from 902 online surveys with members of *Producers' Perspectives ~ the Ipsos Canadian AgriForum*. Surveys were conducted from February 9 to



February 22, 2009. With a sample of this size, the results are considered accurate to within ± 3.2 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:

Sandra Carpenter
Vice President
Ipsos Forward Research
(204) 949-3173
sandra.carpenter@ipsos.com

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.

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

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.

About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.



Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

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.).

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

Ipsos, listed on the Eurolist of Euronext – Comp B, is part of SBF 120 and the Mid-100 Index, adheres to the Next Prime segment and is eligible to the Deferred Settlement System. Isin FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP