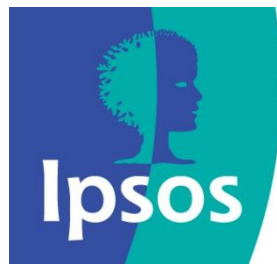


**In Wake of XL Foods Recall, Concern over Food Safety in
Canada Edges Higher (83%, + 6 points Since 2010), Trust in the
Safety of Meat Products (77%, -9 points) Declines Significantly
*Four in Ten (44%) Say Recall will Impact Their Beef Consumption over
Short Term (35%) or Going Forward (9%)***

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Ipsos Reid

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Four in Ten (44%) Say Recall will Impact Their Beef Consumption over Short Term (35%) or Going Forward (9%)

Toronto, ON – In the wake of the XL Foods recall of meat in response to an outbreak of e. Coli at its food processing plant in Alberta, a new Ipsos Reid poll conducted on behalf of Postmedia News Service and Global Television has revealed that concern with the safety of food in Canada is on the rise.

Eight in ten (83%) Canadians say they are ‘concerned’ (42% very/42% somewhat) with the ‘safety of the food that they eat’, up 6 points since the same question was asked by Ipsos Reid two years ago. Conversely, just two in ten (17%) are ‘not concerned’ (1% not at all/16% not really), down 6 points. Albertans at 92% are the most concerned across the country, an increase of 9 points since 2010.

Moreover, trust in meat, specifically, has declined significantly in the last two years. Three quarters (77%) of Canadians say they ‘trust’ (13% completely/64% somewhat) meat products, down 9 points since 2010. Conversely, one in four (23%) Canadians ‘do not trust’ (3% don’t trust at all/19% don’t trust very much) meat products, up 9 points. By comparison, trust levels are much higher for grains and breads (97% -- 54% completely/43% somewhat),

vegetables (96% -- 39% completely/57% somewhat), fruit (95% -- 35% completely/59% somewhat)), and dairy (93% -- 40% completely/53% somewhat).

In reaction to the e. Coli outbreak at XL Foods and the subsequent recall and illnesses, a majority (56%) of Canadians say 'the outbreak has not impacted their consumption of beef'. However, one in three (35%) Canadians say they will 'avoid beef in the short term, but their consumption of beef will return to normal when the situation has passed'. One in ten (9%), though, maintain that they will 'avoid eating beef going forward and don't see their position changing'.

Thinking about some of the various people and organizations that would have a role in ensuring the quality and safety of food and agricultural products in Canada:

- Seven in ten (71%) believe the Canadian Food Inspection Agency is doing a 'good job' (14% very/57% good), while three in ten (29%) think they're doing a 'bad job' (6% very/23% bad).
- Nine in ten (86%) think that grocery stores are doing a good job (15% very/71% good), compared to one in ten (14%) who think they're doing a 'bad job' (2% very/12% bad).
- Nine in ten (89%) believe that livestock farmers are doing a 'good job' (22% very/67% good) when it comes to ensuring the quality and safety of various food and agricultural products in Canada. One in ten (11%) think they're doing a 'bad job' (2% very/10% bad).
- Most (94%) think that local markets, butchers, etc are doing a 'good job' (27% very/67% good) when it comes to ensuring the quality and safety of various food and

agricultural products in Canada, while few (6%) think they're doing a 'bad job' (1% very/5% bad).

- Most (96%) believe that farmers – growers of produce, wheat, etc – are doing a 'good job' (33% very/64% good), while just 4% think they're doing a 'bad job' (1% very/3% bad).

Overall, nine in ten (90%) Canadians 'agree' (20% strongly/70% somewhat) that they 'trust in the safety of the food they eat', down 1 point. Moreover, most (86%) 'agree' (36% strongly/51% somewhat) that they 'trust food that comes from Canada more than food that comes from abroad', also down 1 point.

In fact, eight in ten (82%) 'agree' (30% strongly/52% somewhat) that they 'make an effort to buy locally-grown and produced food' (down 3 points), and seven in ten (69%) 'agree' (19% strongly/50% somewhat) that they are 'willing to pay more for food if it is locally-grown or produced' (unchanged).

There could be other motivations for Canadians to buy local: a majority (57%) 'agrees' (15% strongly/41% somewhat) that 'importing food from all over the world is bad for the environment', down 2 points, while four in ten (43%) 'disagree' (6% strongly/37% somewhat) with this assertion.



These are some of the findings of an Ipsos Reid poll conducted between October 18 to 22, 2012 on behalf of Postmedia News and Global Television. For the survey, a sample of 1,009 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of +/- 3.5 percentage points. 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 credibility intervals, please visit the Ipsos website at http://ipsos-na.com/dl/pdf/research/public-affairs/IpsosPA_CredibilityIntervals.pdf

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