



BASF – Wheat and Canola Study

ON Communications 2012



October 2012

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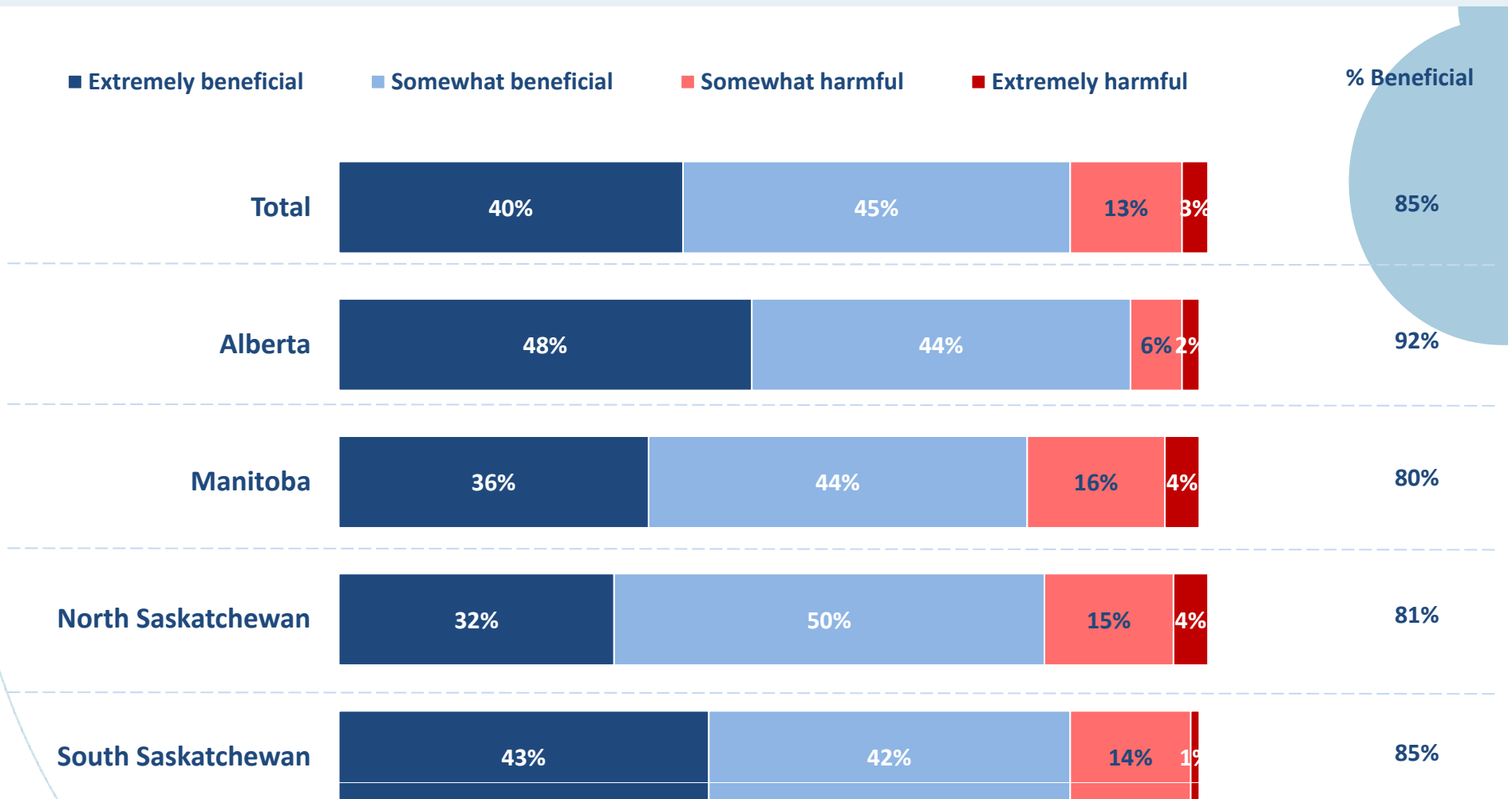
Methodology

- These are the findings of an Ipsos Reid poll conducted between October 19th to 25th, 2012, on behalf of BASF.
- For this survey, a sample of 401 Western Canadian canola and wheat farmers from Ipsos' producers panel was interviewed online.
- To be eligible for the survey, producers in Western Canada had to grow a minimum 2000+ acres of wheat and canola crops, combined.
- The precision of Ipsos online polls are measured using a credibility interval. In this case, the poll is accurate to within +/- 5.6 percentage points had the entire specified population of producers in Western Canada 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.



Effect of New Marketing System

•Overall, nearly nine in ten (85%) of Western wheat growers believe the new marketing system will be 'beneficial' (40% somewhat/45% somewhat) for their business, while just two in ten (16%) believe it will be 'harmful' (3% strongly/13% somewhat). Alberta (92%) wheat growers believe it will be the most beneficial, while Manitoba (20%) wheat growers believe it will be the most 'harmful'.

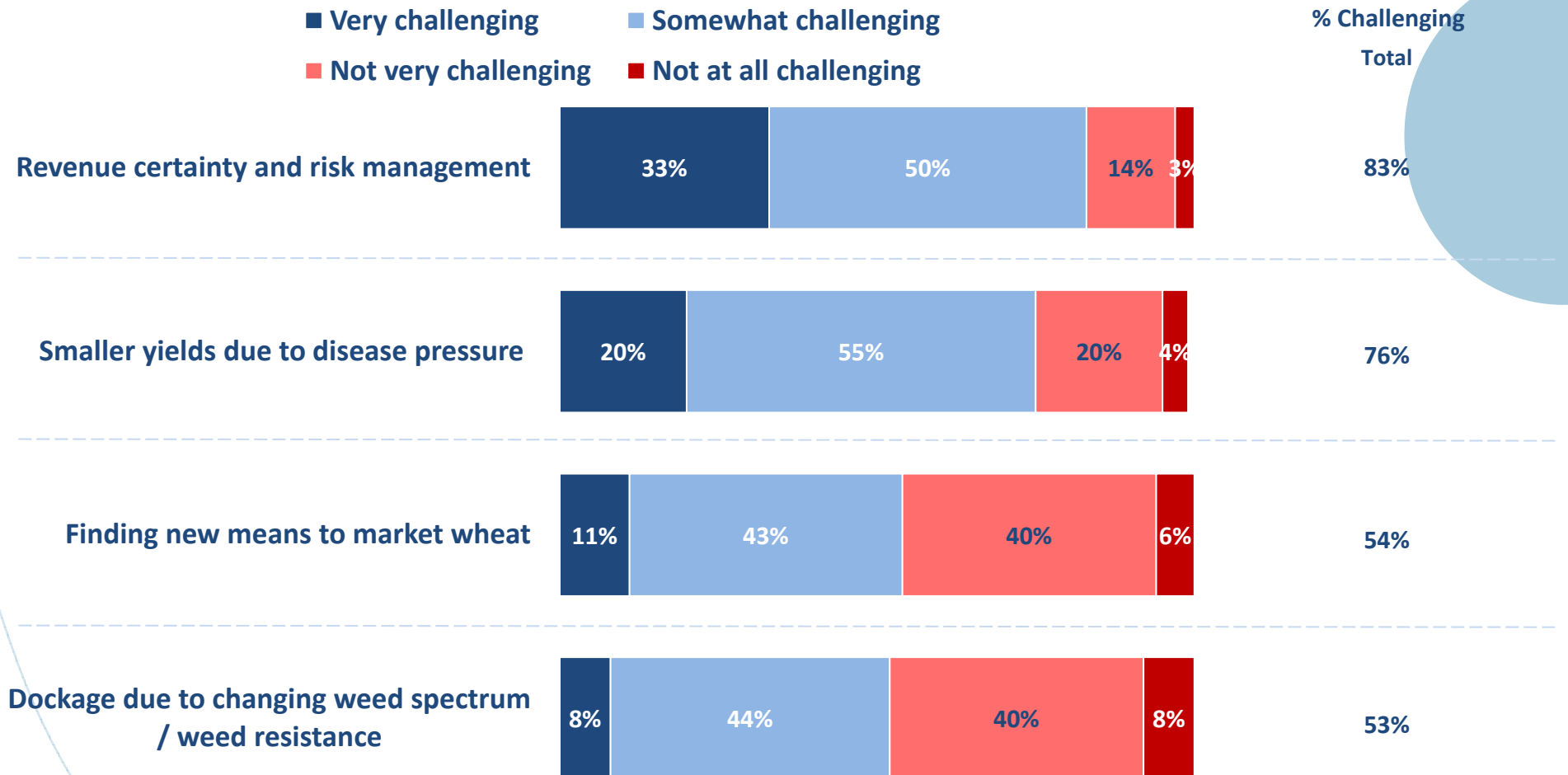


Q10. Do you believe the new marketing system for western wheat will be beneficial or harmful for your business?
Base: All respondents (n=401); AB (n=100); MB (n=100); North SK (n=101); South SK (n=100)



Challenges for Western Wheat Growers

•Eight in ten (83%) believe revenue certainty and risk management will be a 'challenge' (33% very/50% somewhat) for wheat farmers, while three-quarters (76%) cite smaller yields due to disease pressure will be a challenge (20% very/55% somewhat). Majority believe that finding new means to market wheat (54%) and weed resistance (53%) will be a 'challenge' for Western wheat farmers.

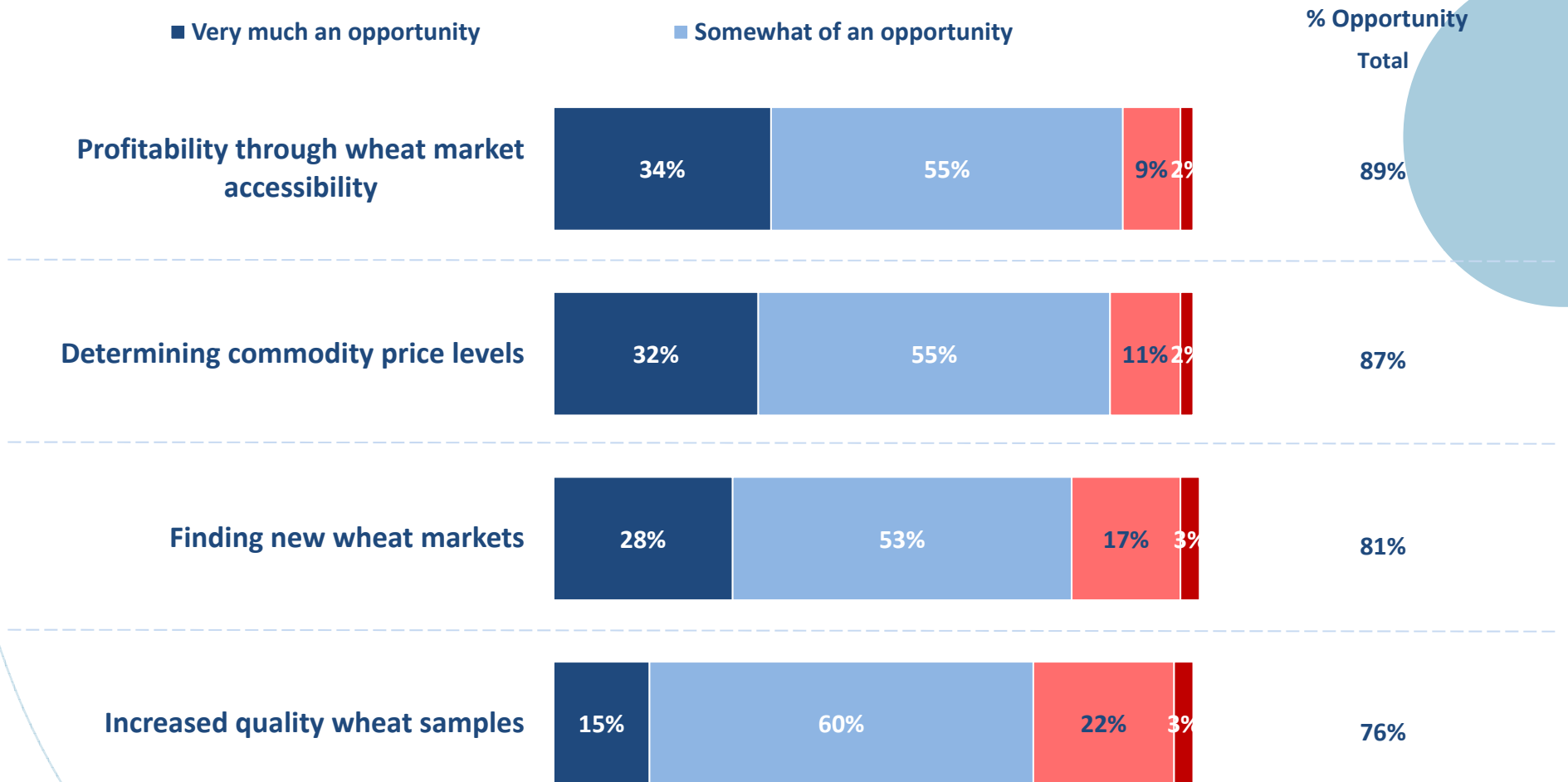


Q14. In your opinion, to what extent are the following challenges for yourself and other western wheat farmers?
Base: All respondents (n=401)



Opportunities for Western Wheat Growers

•Nine in ten Western wheat growers believe that profitability through wheat market accessibility (89%) and determining their own commodity price levels (87%) will be an 'opportunity' for wheat growers, while eight in ten feel the same way about finding new wheat markets (81%) and increased quality wheat samples (76%).



Q15. In your opinion, to what extent are the following opportunities for yourself and other western wheat farmers?
Base: All respondents (n=401)