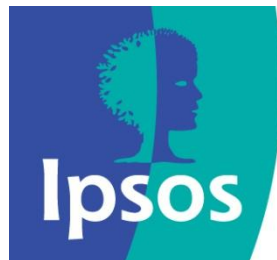


**Familiarity (74%) and Support (87%) For Canada's Supply
Management System High Among Country's Mayors and Reeves**
*Nine in Ten (90%) With Local Supply-Managed Industries Believe System
is Important to Their Communities*

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Familiarity (74%) and Support (87%) For Canada's Supply Management System High Among Country's Mayors and Reeves
Nine in Ten (90%) With Local Supply-Managed Industries Believe System is Important to Their Communities

Toronto, ON – Awareness and support for Canada's supply management system is high among the country's mayors, deputy mayors, and reeves, according to a new study conducted by Ipsos Reid on behalf of the Egg Farmers of Canada.

Majority (53%) of respondents are 'familiar' (14% very/40% somewhat) with Canada's system of supply management without any prompting need, while a minority (47%) are 'not familiar' (11% not at all/34% not very) and 2% don't know. With a brief explanation of the system, half (45%) of those initially unfamiliar cite being 'familiar' (5% very/40% somewhat) while the remaining half (55%) are still 'not familiar' (14% not at all/41% not very). In total, nearly three in four (74%) are 'familiar' (16% very familiar/58% somewhat familiar), while just one quarter (26%) are 'not familiar' (7% not at all/19% not very) with Canada's supply management system.

Mayors, deputy mayors, and reeves also reveal high levels of support for Canada's supply management system. Overall, nine in ten (87%) are 'supportive' (40% very/48% somewhat) of the system, while just one in ten (11%) are 'not supportive' (4% not at all/7% not very) and 2% don't know if they're supportive of the system or not.

Among those surveyed, half (50%) cite having supply-managed industries in their communities and among those with these local industries, there is resounding sentiment to

the importance of these industries to their communities. A full nine in ten (90%) believe that production of locally supply-managed farmed foods in their community is 'important' (44% very/47% somewhat), while less than one in ten (8%) believe it's 'not very important' and 2% don't know.

- Respondents from Ontario (64%) are most likely to indicate that they have supply-managed farmed food industries in their communities, followed by those from Quebec (59%), Western Canada (44%) and Eastern Canada (20%)
- Virtually all (100%) mayors, deputy mayors, and reeves of medium-sized communities (population between 5,000 to 50,000 residents) with supply-managed industries in their communities denoted them as 'important', ahead of respondents from small-sized (94%, population of less than 5,000 residents) and large-sized (72%, population greater than 50,000 residents) communities
- The proportion of respondents with local supply-managed industries who indicate that supply management is 'very important' to their community increases going East: Western Canada (33%), Ontario (44%), Quebec (54%), and Eastern Canada (67%)

Attitudes on Supply Management

Further emphasizing the importance of Canada's supply management system to Canadian farms and communities, eight in ten (80%) mayors, deputy mayors, and reeves 'agree' (48% strongly/32% somewhat) that 'the system of supply management is an important part of the survival of our farms and communities', while two in ten (18%) 'disagree' (6% strongly/12% somewhat) and 2% not knowing.

A frequent argument against supply management is that, if ceased, it would allow for lower food costs, although most of Canada's mayors, deputy mayors, and reeves don't agree. Three in four (74%) 'agree' (38% strongly/36% somewhat) that 'if the system of supply management was discontinued, there is no guarantee that farm products sold at local grocery

stores would be cheaper', although one quarter (23%) 'disagree' (7% strongly/15% somewhat) and 3% not knowing.

Most even believe that without this system, smaller family farms could be in danger of being absorbed by larger, global competition. Seven in ten (71%) 'agree' (45% strongly/26% somewhat) that 'without the system of supply management, Canada's borders could open and many family farmers could potentially be in jeopardy of being bought out by big global competitors', although three in ten (26%) 'disagree' (8% strongly/18% somewhat) with this assessment and 3% not knowing if they agree or disagree.

One of advocates' selling points of Canada's supply management system, is that it allows for strict quality measures to make sure that everything provided to realize is safe for consumers. Two thirds (66%) 'agree' (34% strongly/32% somewhat) that 'if the system of supply management was discontinued, it is likely that the quality of farm products sold in Canada would potentially deteriorate', with one in three (33%) 'disagreeing' (14% strongly/19% somewhat) and 1% not knowing.

There is often debate about who actually sets prices for supply-managed good such as eggs or dairy products, with some siding on the side of supply management and others on the side of retailers. Two in three (65%) 'agree' (23% strongly/42% somewhat) that 'the system of supply management is not responsible for the price consumers pay for products under this system, it is retailers who specifically set prices', although three in ten (30%) 'disagree' (11% strongly/19% somewhat) and 6% don't know.



These are some of the findings of an Ipsos Reid poll conducted between March 27th to April 26th, 2013 on behalf of the Egg Farmers of Canada. For this survey, a sample of 124 respondents who identified as a town or municipality's mayor, deputy mayor, or reeve was interviewed via telephone. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-8.7 percentage points, 19 times out of 20, of what the results would have been had mayors, deputy mayors, or reeves been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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