

# **Eight in Ten (83%) Canadians Say it's Important to Know Where the Food that they Eat Comes From**

*Majority of Canadians Make an Effort to Buy Local (83%),  
Willing to Pay More for Locally Grown or Produced Food (71%)*

**Public Release Date: Monday, June 1, 2015, 12:00 pm EDT**



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## **Eight in Ten (83%) Canadians Say it's Important to Know Where the Food that they Eat Comes From**

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**Toronto, ON** - Eight in ten (83%) Canadians 'agree' (35% strongly/48% somewhat) that it's important to 'know where the food that they eat comes from', according to a new Ipsos poll conducted on behalf of Global News. Just two in ten (17%) 'disagree' (2% strongly/15% somewhat) that they want to know the origin of their food.

It appears that Canadians are addressing this need for knowledge by going local, which could also stem from an apparent skepticism about food that comes from abroad. Specifically, only half (48%) of Canadians 'agree' (4% strongly/44% somewhat) that they 'trust food that comes from abroad', while the other half (52%) 'disagree' (11% strongly/40% somewhat) that they trust imported food.

Eight in ten (83%) Canadians 'agree' (35% strongly/48% somewhat) that they 'make an effort to buy locally-grown and produced food', while a minority (17%) 'disagrees' (3% strongly/14% somewhat) that they make this effort. In fact, half (50%) say they always or usually seek out food options that are locally grown (up 8 points since 2006). Seven in ten (71%) go so far as to 'agree' (23% strongly/48% somewhat) that they are 'willing to pay more for food if it's locally-grown or produced', while three in ten (29%) 'disagree' (8% strongly/22% somewhat) that they're willing to pay more for locally-grown or produced food.

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When it comes to the ratings that Canadians would give various organizations in the food supply chain for ensuring quality and safety of various food and agricultural products in Canada, they give the highest marks to the most local entities:

- **Local markets, butchers, etc:** 95% good (30% very/65% good) vs. 5% bad (1% very/5% bad).
- **Farmers** (growers of produce, wheat, etc): 94% good (32% very/62% good) vs. 6% bad (1% very/4% bad).
- **Livestock farmers:** 89% good (21% very/68% good) vs. 11% bad (2% very/10% bad).
- **Grocery stores:** 85% good (15% very/70% good) vs. 15% bad (1% very/14% bad).
- **Canadian Food Inspection Agency:** 80% good (20% very/60% good) vs. 20% bad (3% very/17% bad).

The poll suggests that there is significant room for improvement in food safety in Canada as eight in ten (78%) are 'concerned' (35% very/43% somewhat) with the safety of the food that they eat, while just 22% aren't 'concerned' (3% not at all/18% not really). In fact, the proportion of Canadians who are concerned is up 12 points from 8 years ago, despite falling 5 points in the last three years.

*These are some of the findings of an Ipsos poll conducted between May 22<sup>nd</sup> to 27<sup>th</sup>, 2015 on behalf of Global News. For this survey, a sample of 1,005 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*

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*credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. 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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