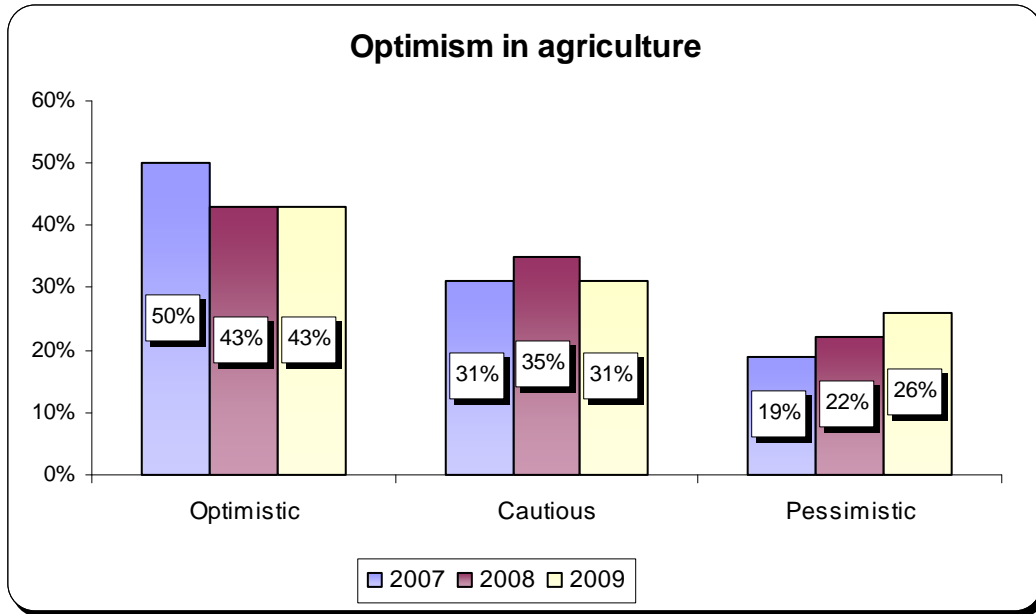


**Appendix A: Provincial Findings: British Columbia**

**Results: Optimism in agriculture<sup>1</sup>**

Two in five respondents from British Columbia are optimistic about the future of Canadian agriculture. There are no significant differences to report between the results of previous years.



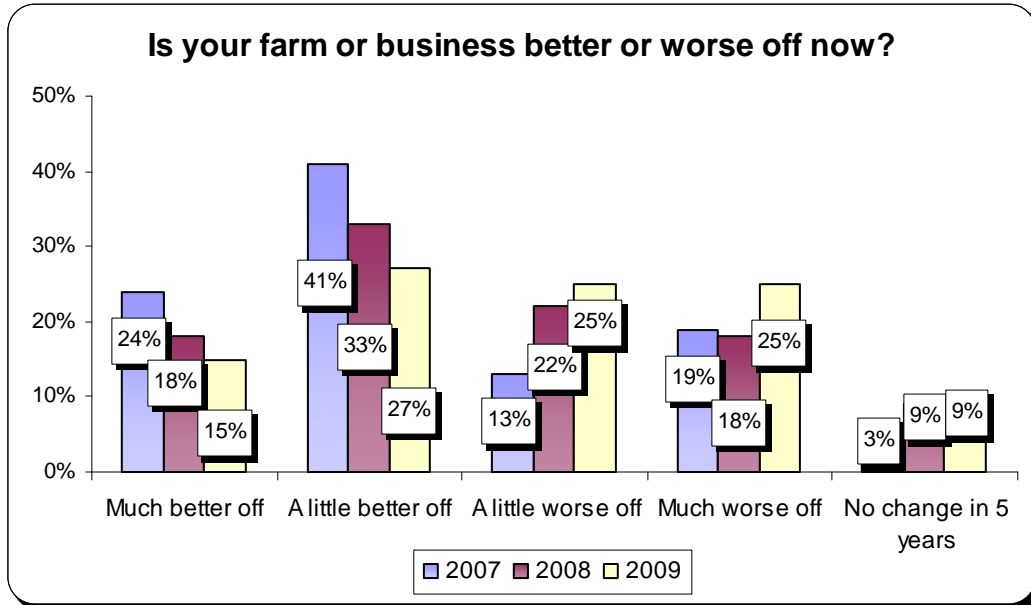
**Results by sector: 2009**

There are no significant differences to report by sector.

<sup>1</sup> The definition of optimism can be found in the national Optimism in Agriculture report.

**Results: Is your farm or business better or worse off now?**

In 2009 one quarter respondents (27%) believe that their farm or business is a little better off now than it was five years ago. There are no significant differences between the results of previous years.



Overall, do you believe that your farm or business is better off or worse off now than it was five years ago?  
(n = 159, 2007; n = 145, 2008; n = 185, 2009)

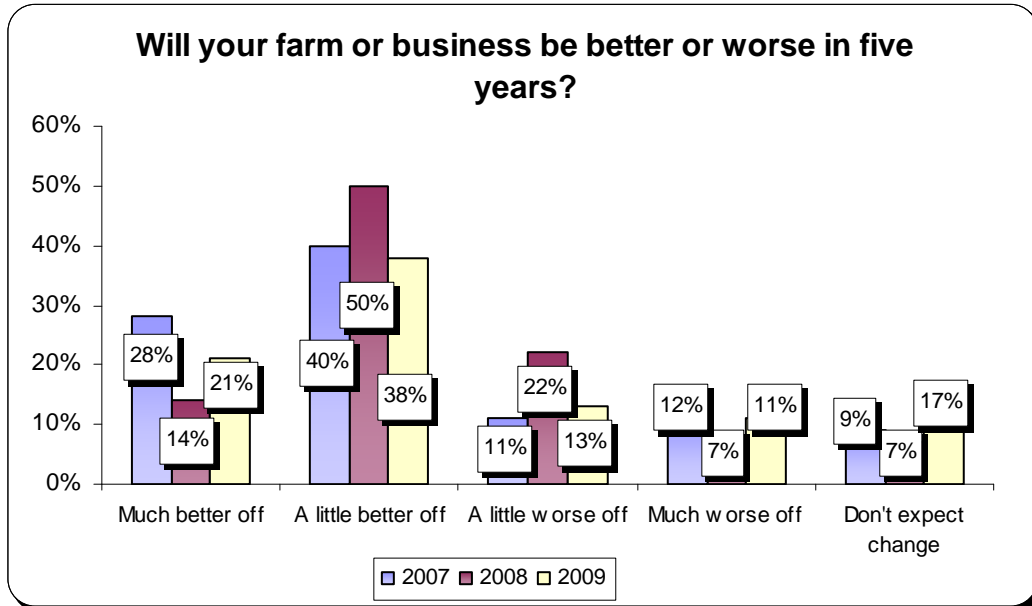
*“The past few years we have been growing the business and we believe that it is starting to pay off.”- British Columbia fruit, vegetable and horticulture producer*

**Results by sector: 2009**

There are no significant differences to report by sector.

**Results: Will your farm or business be better or worse in five years?**

One in five respondents in 2009 believe that their farms or businesses will be much better off in the next five years (21%). There are no significant differences between the previous years.



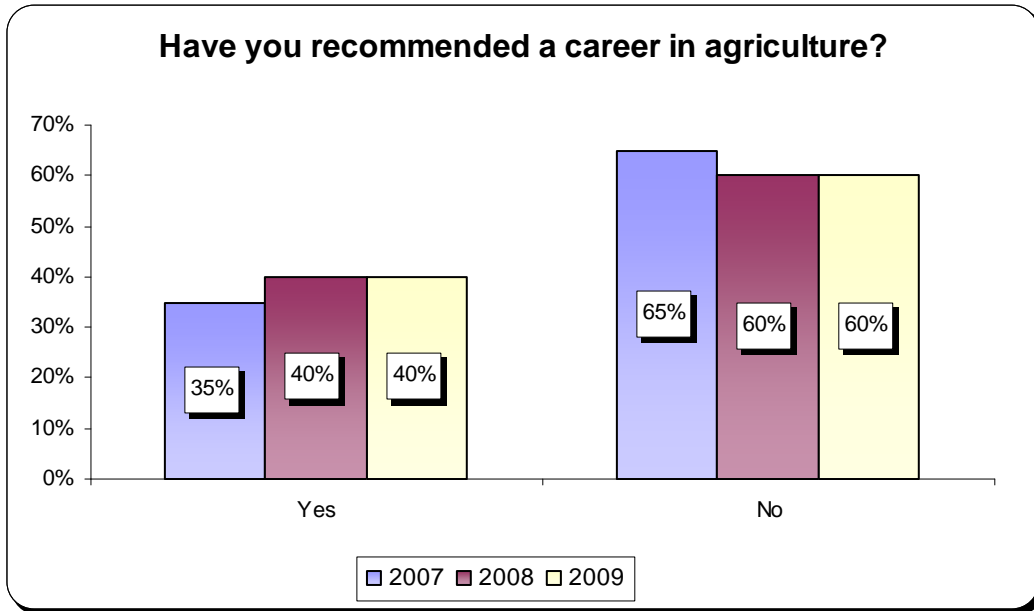
Looking ahead, do you believe that your farm or business will be better off or worse off in five years than it is now? (n = 159, 2007; n = 145, 2008; n = 185, 2009)

**Results by sector: 2009**

There are no significant differences to report across sectors.

**Results: Have you recommended a career in agriculture?**

Four in ten British Columbia respondents (40%) report that in the past year they have recommended a career in agriculture to a friend or family member. There has been no significant change in the number of respondents who have recommended a career in agriculture to a friend or family member over the past three years.



Over the past year, have you recommended a career in agriculture or an agricultural related field to a friend or family member? (n = 159, 2007; n = 145, 2008; n = 185, 2009)

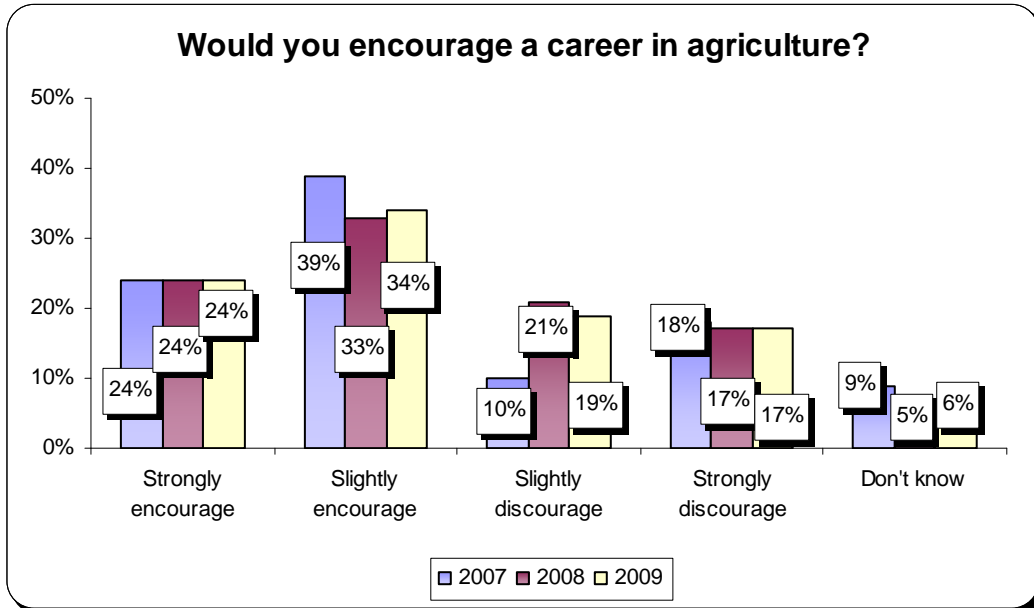
*"I believe agricultural careers will become essential in the future." - British Columbia beef producer*

**Results by sector: 2009**

Respondents in the beef sector are significantly more likely to state that they have not recommended a career in agriculture (86%) compared to respondents from most other sectors. There are no other significant differences to report between the sectors.

**Results: Would you encourage a career in agriculture?**

In 2009, one quarter of British Columbia respondents (24%) report that they would strongly encourage a friend or family member to consider a career in agriculture. There are no significant differences to report between results of previous years.



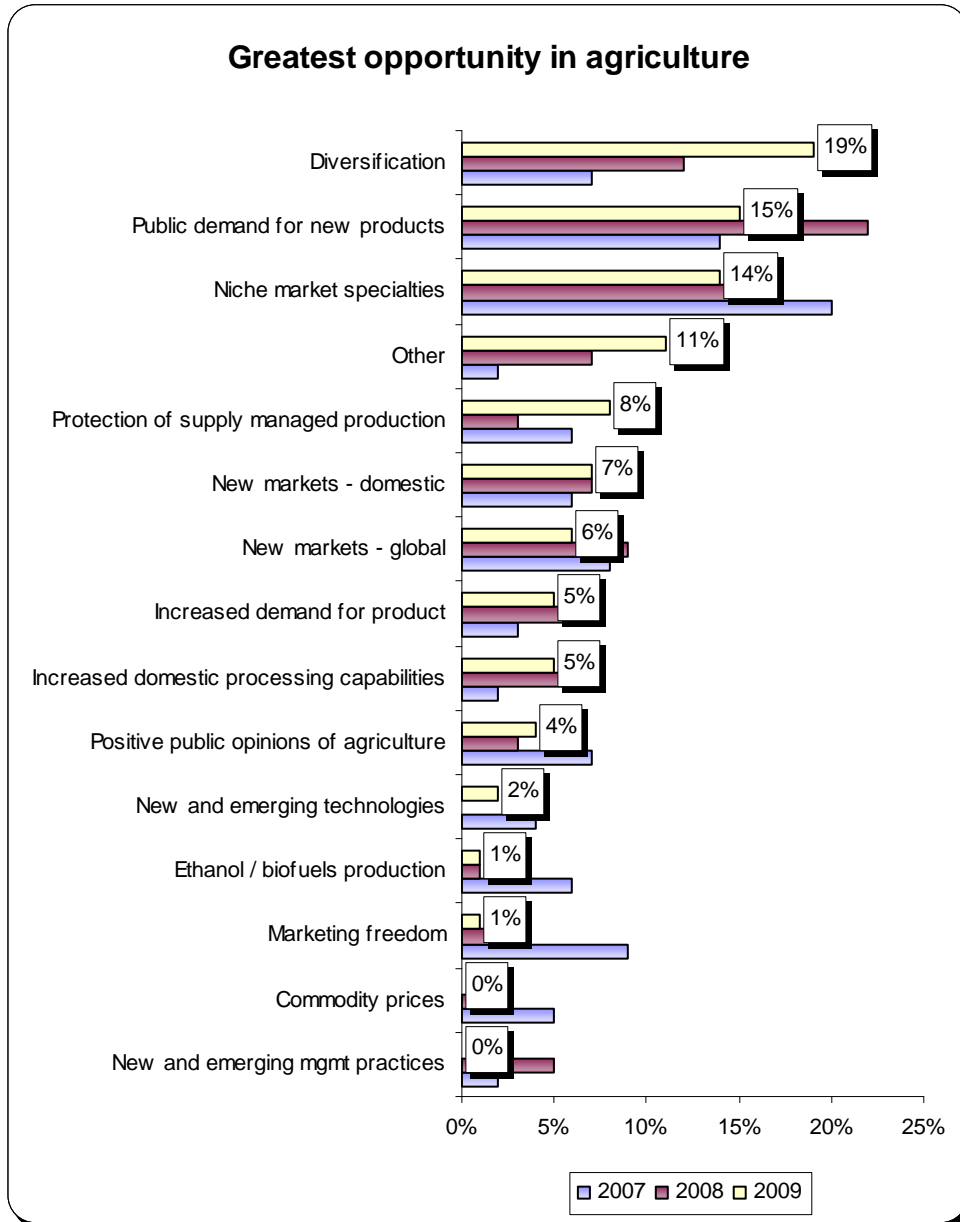
If a friend or family member was considering a career in agriculture or an agricultural related field, would you encourage them to enter the field? (n = 159, 2007; n = 145, 2008; n = 185, 2009)

**Results by sector: 2009**

There are no significant differences to report across sectors.

**Results: Greatest opportunity in agriculture**

In 2009, British Columbia respondents most commonly cite diversification (19%), public demand for new products (15%) and by niche market specialties (14%) as the greatest opportunities in agriculture over the next year. In 2009 they are significantly more likely to cite diversification (19%) as the greatest opportunity in agriculture compared to 2007 (7%).



What do you see as the greatest opportunity in agriculture as a whole over the next year? Please select one only. (n = 159, 2007; n = 145, 2008; n = 185, 2009)

*“We are looking into manure management and the possibilities of generating electricity from manure.” – British Columbia poultry producer*

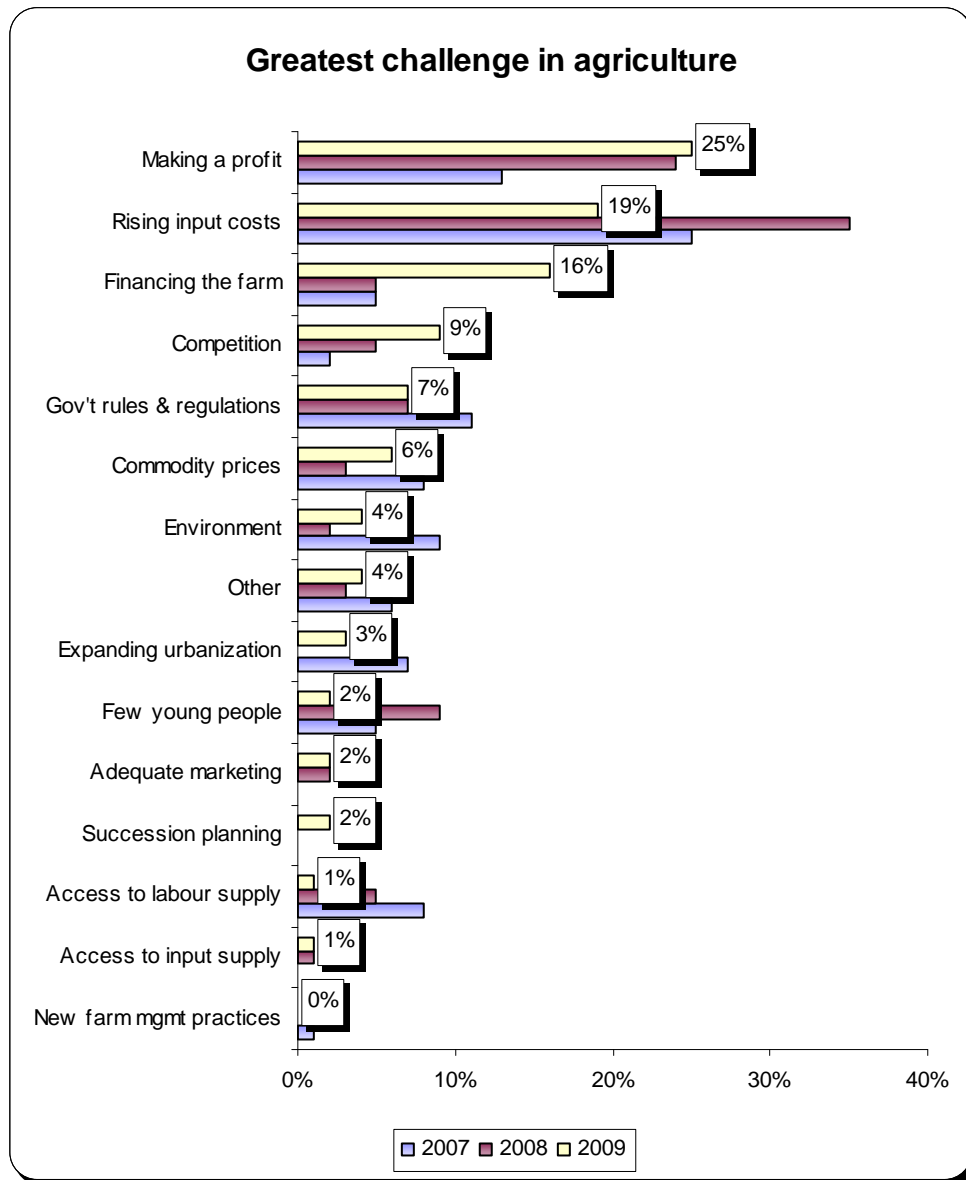
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**Results by sector: 2009**

There are no significant differences to report between sectors.

**Results: Greatest challenge in agriculture**

One quarter of British Columbia respondents (25%) cite making a profit as the greatest challenge facing agriculture in 2009, and are significantly more likely to do so compared to 2007 (13%). They are also significantly more likely to cite financing the farm as the greatest challenge in 2009 (16%) compared to 2007 (5%). Conversely, they are significantly **less** likely to cite rising input costs as the greatest challenge in 2009 (19%) compared to 2008 (35%).



What do you see as the greatest challenge in agriculture as a whole over the next year? Please select one only. (n = 159, 2007; n = 145, 2008; n = 185, 2009)

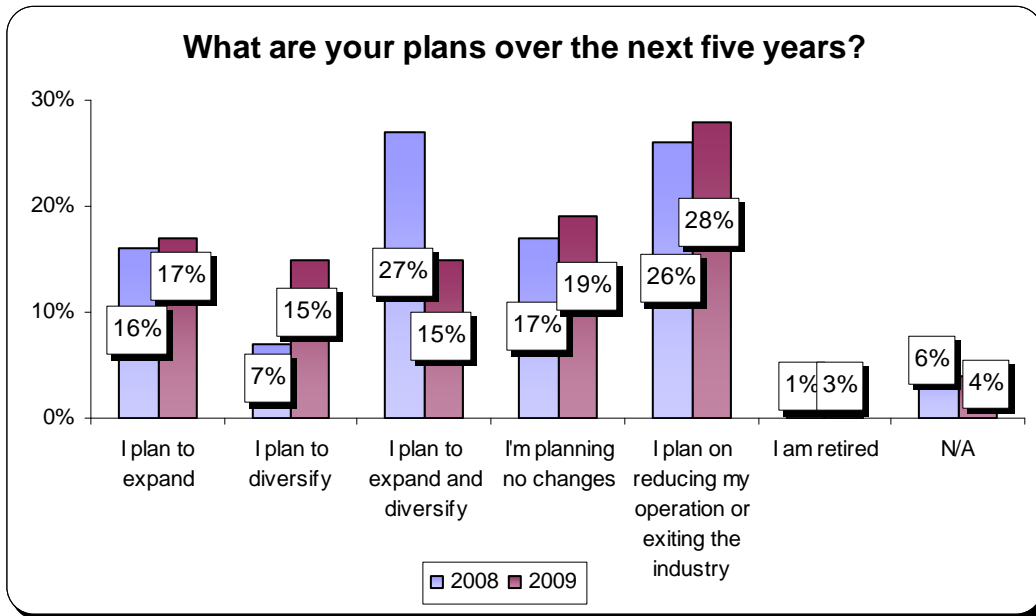
*“The biggest challenge is producing what the public wants and then supplying it and selling it for the right price to have enough margin to make it worthwhile.” – British Columbia fruit, vegetable and horticulture producer*

## **Results by sector: 2009**

There are no significant differences to report between sectors.

**Results: Future plans<sup>2</sup>**

One quarter of all British Columbia respondents (28%) state that they plan to reduce their operations or exit the industry in the next five years. There are no significant differences between 2008 and 2009.



Looking ahead, what are your plans for your farm or business over the next five years? (n = 145, 2008; n = 185, 2009)

**Results by sector: 2009**

There are no significant differences to report across sectors.

<sup>2</sup> This was a new question added to the 2008 survey, therefore there is no comparison to 2007.