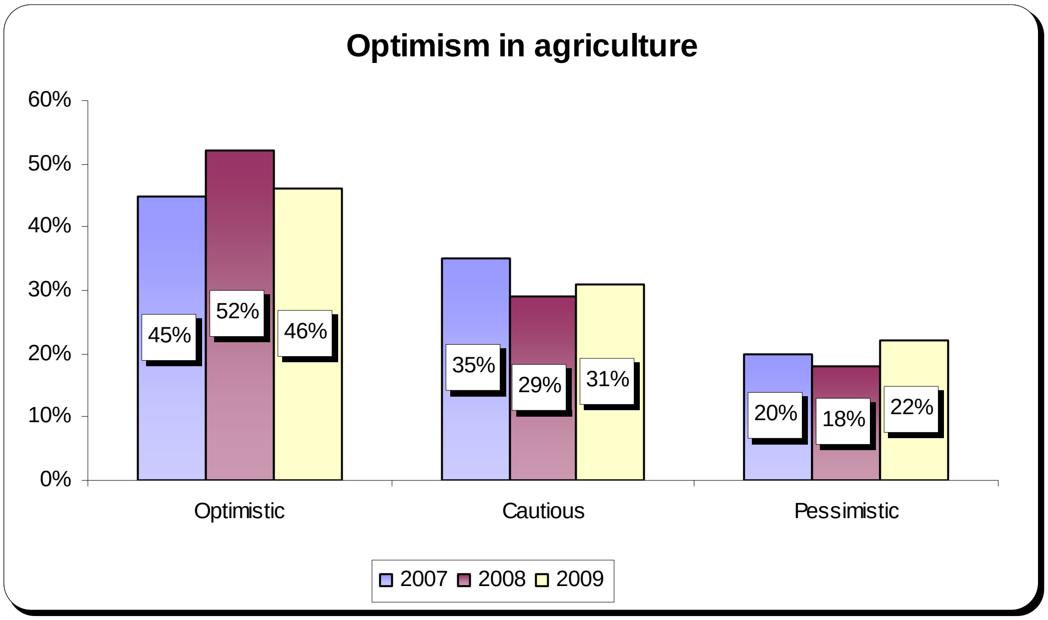
Appendix B: Provincial Findings: Alberta

Results: Optimism in agriculture[1]

Nearly one half of Alberta respondents (46%) are optimistic about the future of agriculture. There are no significant differences to report.



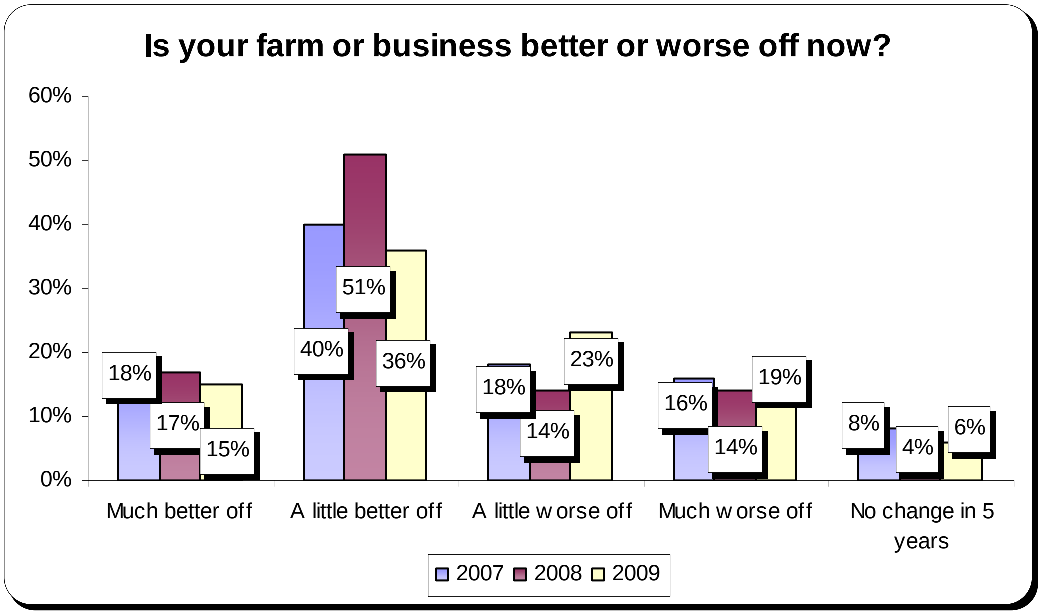
Results by sector: 2009

Alberta respondents in the crop (53%), dairy (59%) and poultry (70%) sectors are significantly more likely to be optimistic about the future of agriculture compared to beef respondents (38%).

[1] 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?**

Alberta respondents in 2009 (36%) are significantly ***less*** likely to report that they are a little better off now than they were five years ago than Alberta respondents in 2007 (51%).



Overall, do you believe that your farm or business is better off or worse off now than it was five years ago? (n = 699, 2007; n = 668, 2008; n = 861, 2009)

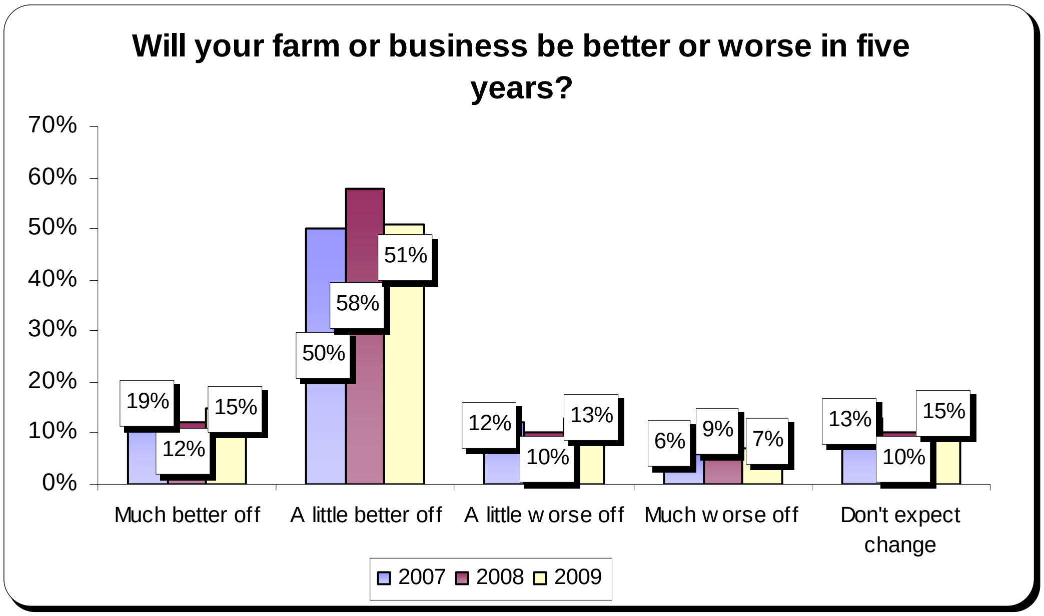
> *"Better because our knowledge has grown and we made some tough decisions that put us in better shape like a younger herd, less involvement and so on…" – Alberta beef producer*

Results by sector: 2009

Alberta respondents in the beef sector (31%) are significantly more likely to state that they are much worse off now than they were five years ago compared to respondents from all other sectors. In contrast, crop respondents are significantly more likely to state that they are much better off (23%) or a little better off (45%) now than they were five years ago compared to beef respondents (9% and 25% respectively).

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

Half of Alberta respondents (51%) believe that their farms or businesses will be a little better off in five years than they are now. There are no significant differences to report between years.



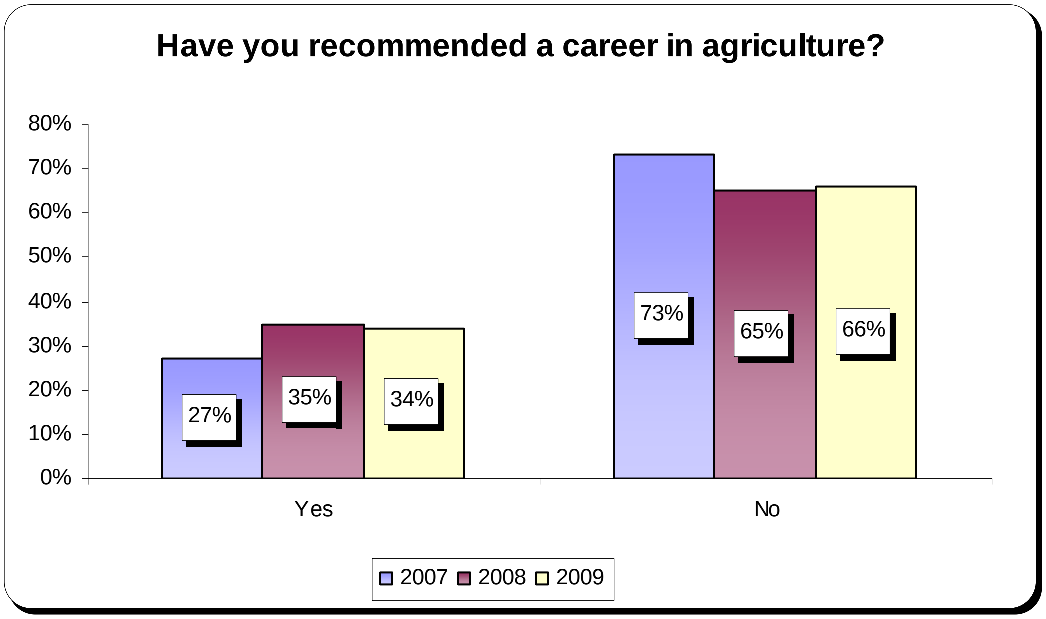
Looking ahead, do you believe that your farm or business will be better off or worse off in five years than it is now? (n = 699, 2007; n = 668, 2008; n = 861, 2009)

Results by sector: 2009

There are no significant differences to report across sectors.

Results: Have you recommended a career in agriculture?

One third of Alberta respondents (34%) report that they have recommended a career in agriculture to a friend or family member in the past year, which is a significant increase compared to 2007 (27%).



Over the past year, have you recommended a career in agriculture or an agricultural related field to a friend or family member? (n = 699, 2007; n = 668, 2008; n = 861, 2009)

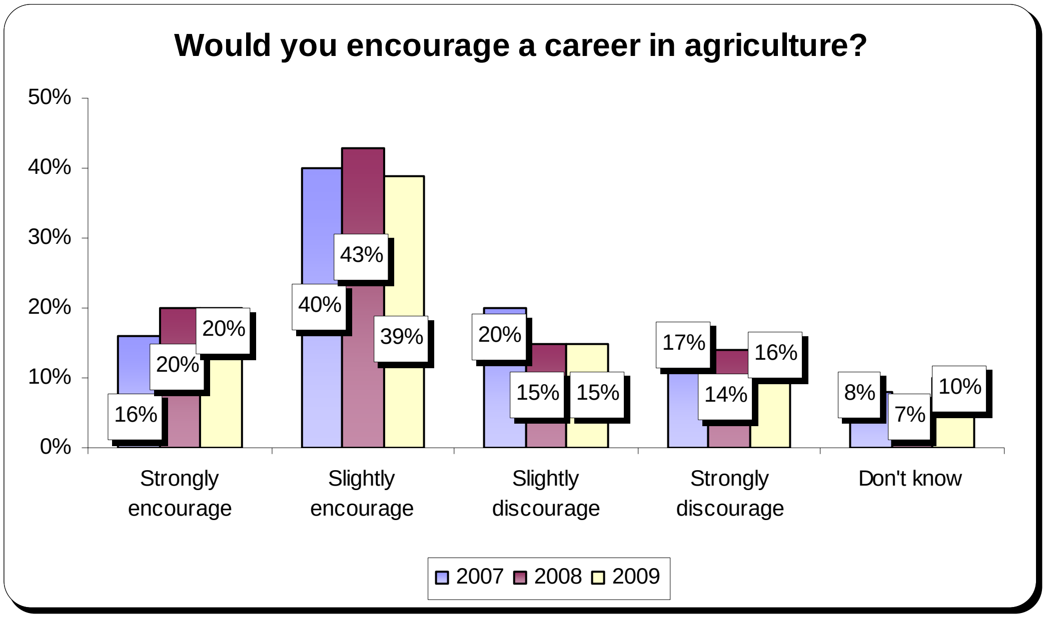
> *"Agriculture has always had great potential and this will continue into the future."- Alberta crop producer*

Results by sector: 2009

Beef respondents (73%) are significantly more likely to report that they have not recommended a career in agriculture to a friend or family member over the past year compared to crop respondents (63%). There are no other significant differences to report between the sectors.

Results: Would you encourage a career in agriculture?

One fifth of Alberta respondents in 2009 (20%) report that they would strongly encourage a friend or family member to consider a career in agriculture. There are no significant differences to report.



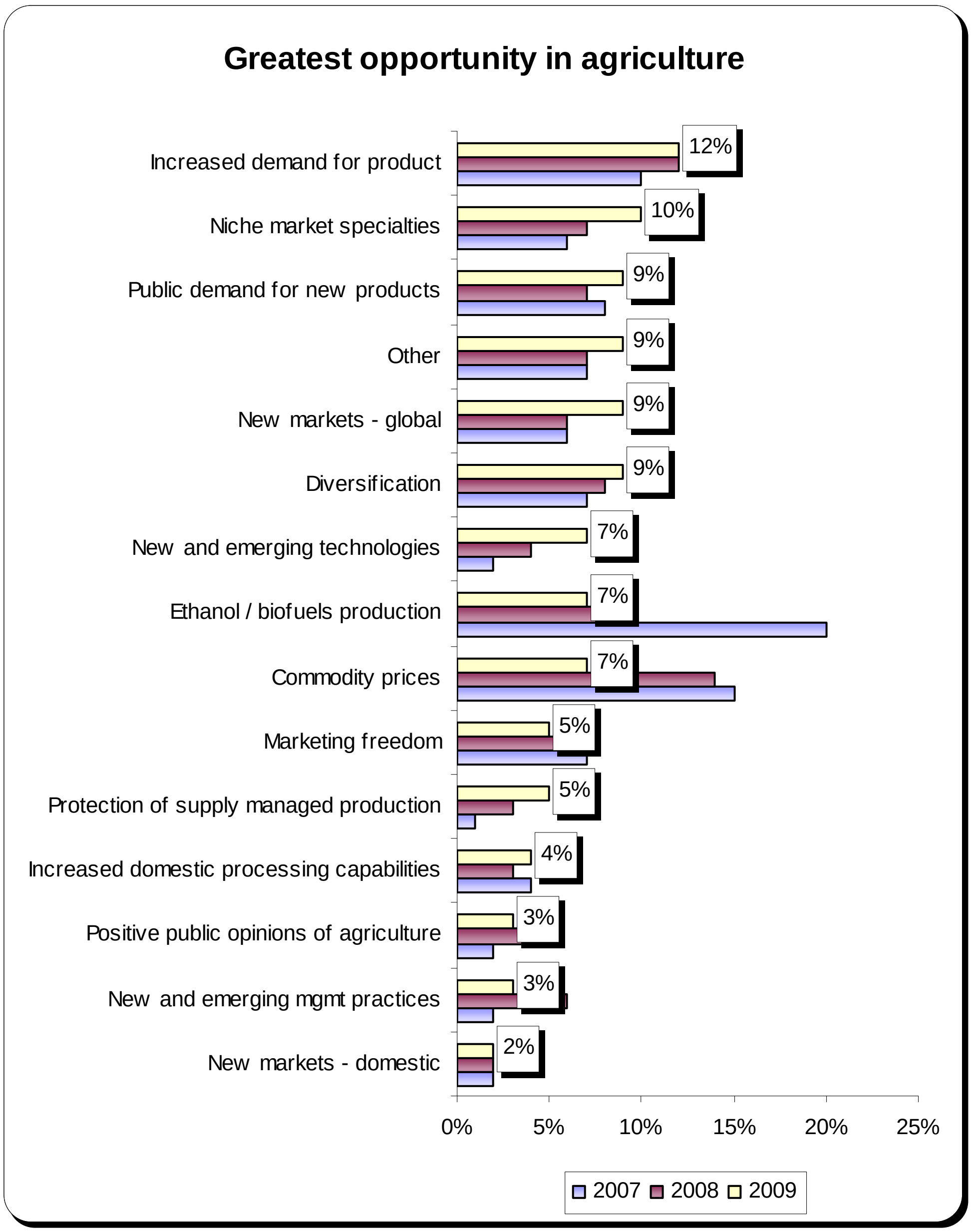
If a friend or family member was considering a career in agriculture or an agricultural related field, would you encourage them to enter the field? (n = 699, 2007; n = 668, 2008; n = 861, 2009)

Results by sector: 2009

Crop respondents (45%) are significantly more likely to report that they would slightly encourage a career in agriculture to a friend or family member compared to beef respondents (32%). There are no other significant differences to report between the sectors.

Results: Greatest opportunity in agriculture

Alberta respondents continue to see a variety of opportunities in agriculture. In 2009, they were significantly ***less*** likely to cite ethanol/biofuel production (7%) and commodity prices (7%) as the greatest opportunities compared to 2007 (20% and 15% respectively). With that being said, they are more likely to cite niche market specialties (10%) and new and emerging technologies (7%) as the greatest opportunities in 2009 compared to 2007 (6% and 2% respectively).



What do you see as the greatest opportunity in agriculture as a whole over the next year? Please select one only. (n = 699, 2007; n = 668, 2008; n = 861, 2009)

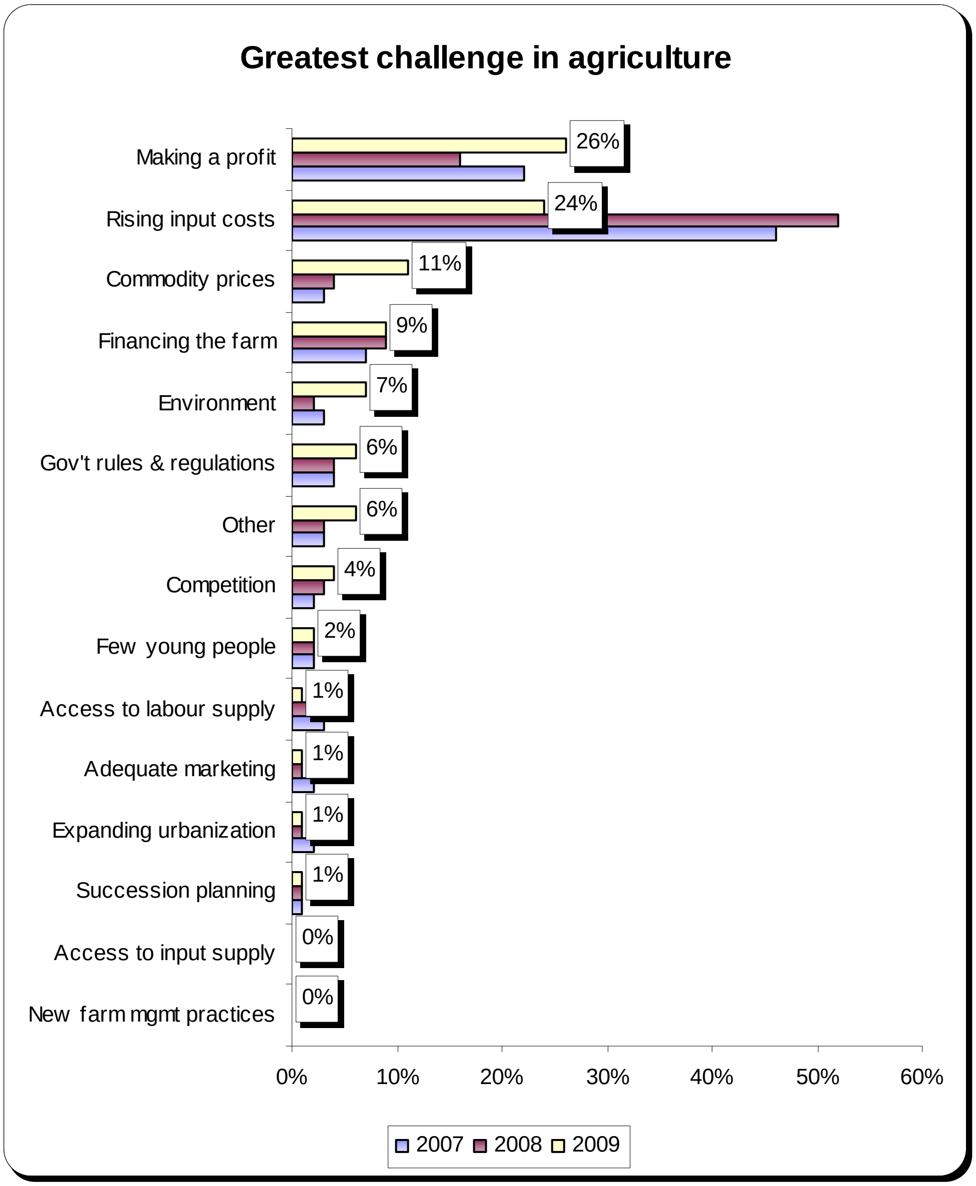
"Public demand for new products, organic and healthier. Challenges to make it fit so costs of change are not too large. Definitely opportunities because of consumer demands for more wholesome foods."- Alberta crop producer

Results by sector: 2009

Respondents in the crop sector are significantly more likely to cite ethanol/biofuel production (11%) and new and emerging technologies (11%) as the greatest opportunities in agriculture compared to beef respondents (4% and 5% respectively). However, beef respondents are significantly more likely to cite public demand for new products (11%) as the greatest opportunity compared to crop respondents (5%).

Results: **Greatest challenge in agriculture**

A shift in challenges has occurred in Alberta: respondents are significantly ***less*** likely to cite rising input costs (24%) as the greatest challenge in 2009 compared to 2007 (46%), while they are more likely to cite making a profit (26%) as the greatest challenge in 2009 compared to 2008 (16%).



What do you see as the greatest challenge in agriculture as a whole over the next year? Please select one only. (n = 699, 2007; n = 668, 2008; n = 861, 2009)

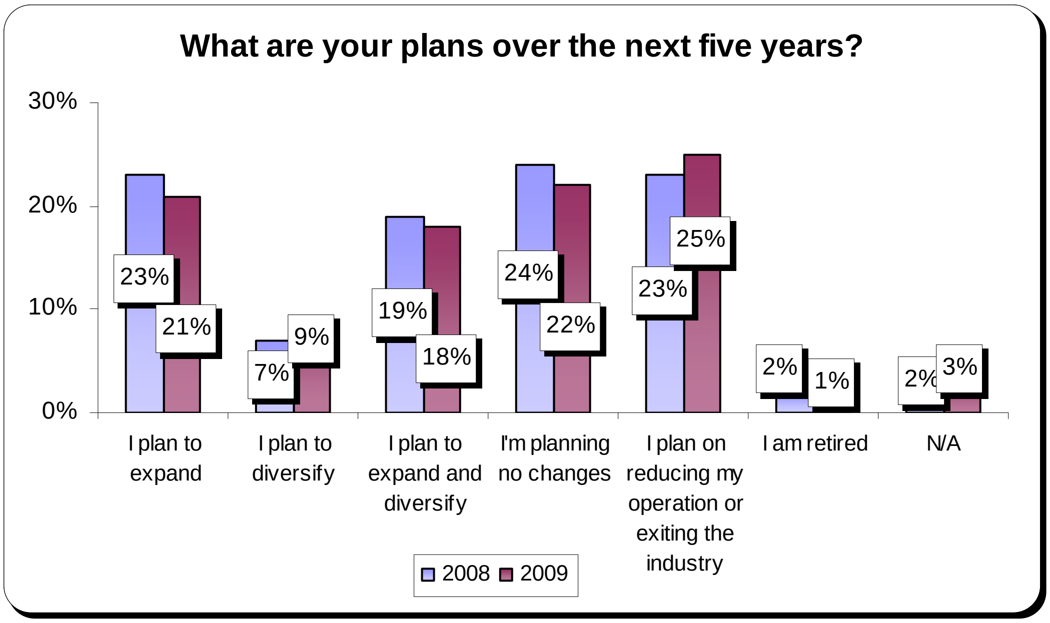
"Profitability is always a challenge. Supply managed production is key to maintaining our profitability." Alberta dairy producer

Results by sector: 2009

Respondents in the beef sector (33%) are significantly more likely to cite making a profit as the greatest challenge compared to respondents in the crop sector (24%). Conversely, crop respondents (10%) are significantly more likely to cite environment as the greatest challenge compared to beef respondents (5%). There are no other significant differences to report.

Results: **Future plans[2]**

One in five Alberta respondents is planning to expand (21%), expand and diversify (18%) or make no changes to their operations (22%) over the next five year. There are no significant differences to report between years.



Looking ahead, what are your plans for your farm or business over the next five years? (n = 668, 2008; n = 861, 2009)

Results by sector: 2009

Respondents in the crop (26%) and dairy (41%) sectors are significantly more likely to state that they plan to expand over the next five years than beef respondents (16%), while beef respondents are more likely to state they plan to reduce their operations or exit the industry (34%).

[2] This was a new question added to the 2008 survey, therefore there is no comparison to 2007.