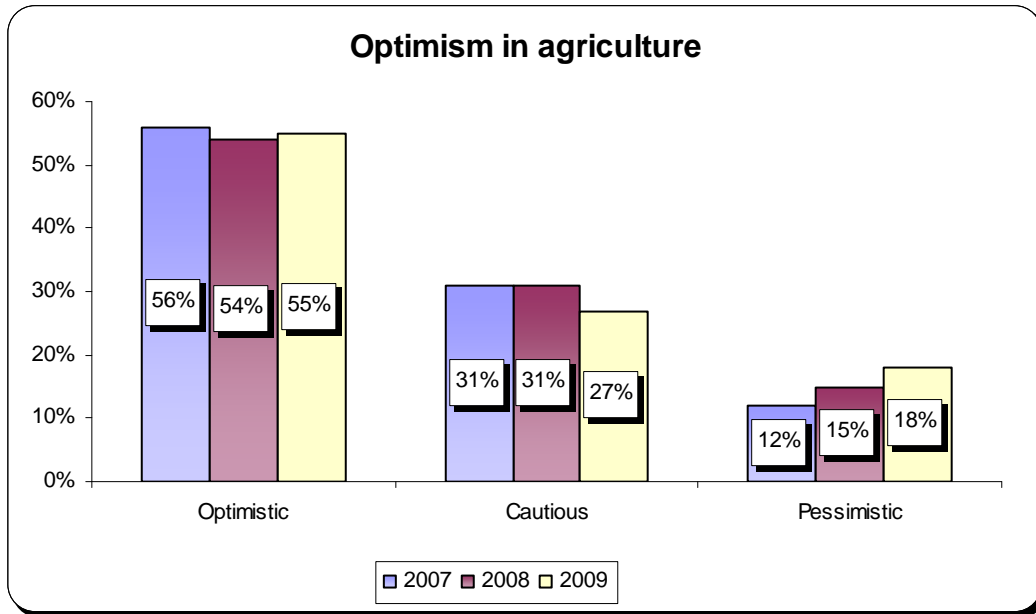


Appendix C: Provincial Findings: Saskatchewan

Results: Optimism in agriculture¹

More than half of respondents in Saskatchewan (55%) report being optimistic in 2009; however, they are more likely to be pessimistic in 2009 (18%) than in 2007 (12%).



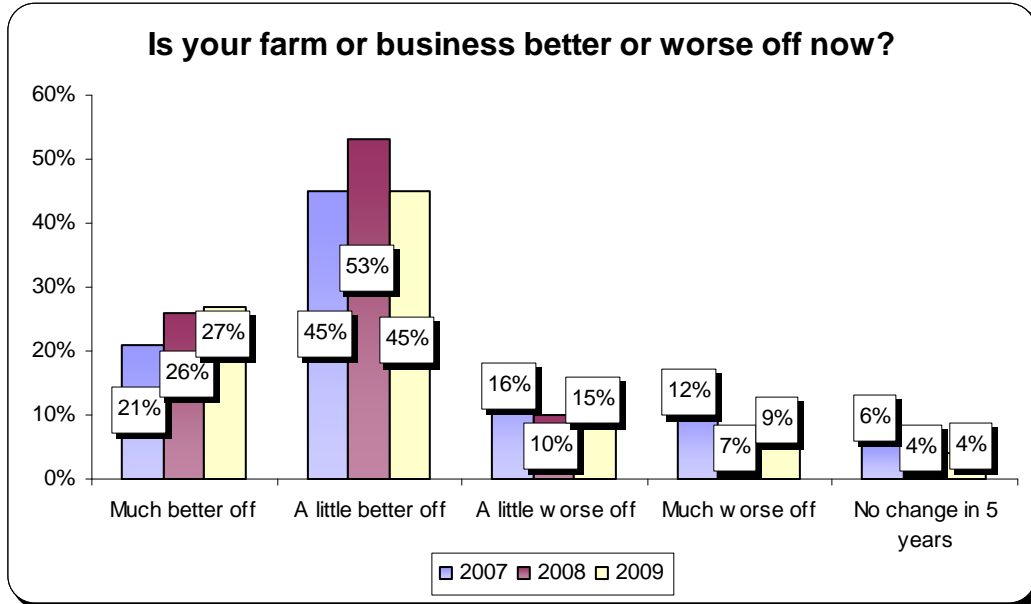
Results by sector: 2009

Crop respondents in Saskatchewan (58%) are significantly more likely to be optimistic compared to beef respondents (44%). There are no other significant differences to report.

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?

In 2009, Saskatchewan respondents are significantly more likely to report that they are much better off (27%) now than five years ago, than they reported in 2007 (21%).



Overall, do you believe that your farm or business is better off or worse off now than it was five years ago?
(n = 725, 2007; n = 714, 2008; n = 880, 2009)

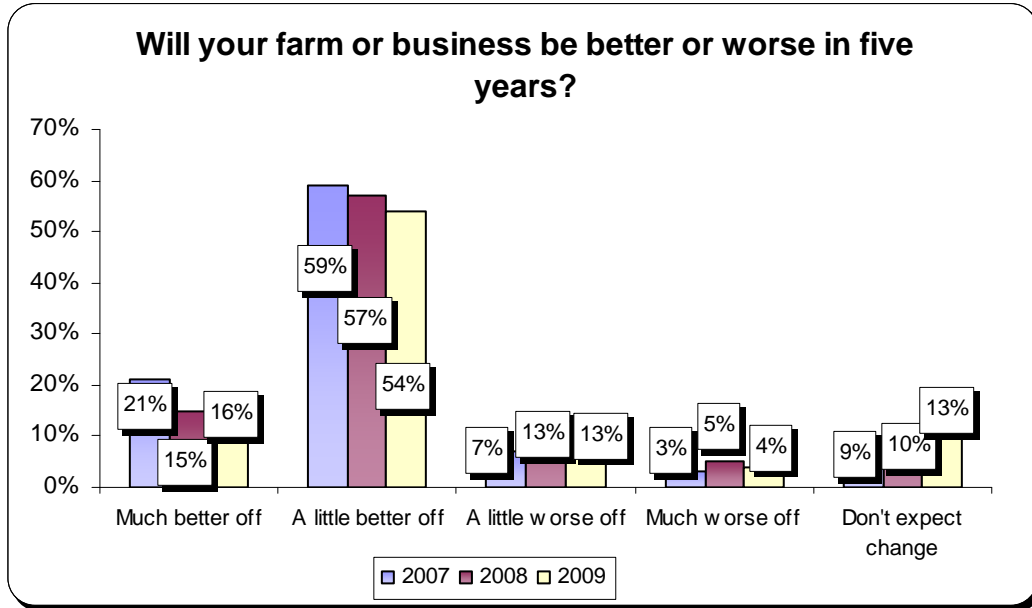
“Restraints in spending, and an increase in commodity prices have given us a boost in the past year. Should grain prices continue as they are, or strengthen, we should be able to continue to progress like this.”- Saskatchewan crop producer

Results by sector: 2009

Respondents in the crop sector are significantly more likely to report that they are either much better off (33%) or a little better off (50%) than respondents in the beef sector (8% and 35% respectively). There are no other significant differences to report.

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

Looking ahead, in 2009 Saskatchewan respondents are significantly *less* likely to believe that their farms or businesses will be much better off (16%) or a little better off (54%) in the next five years compared to what they reported in 2007 (21% and 59% respectively).



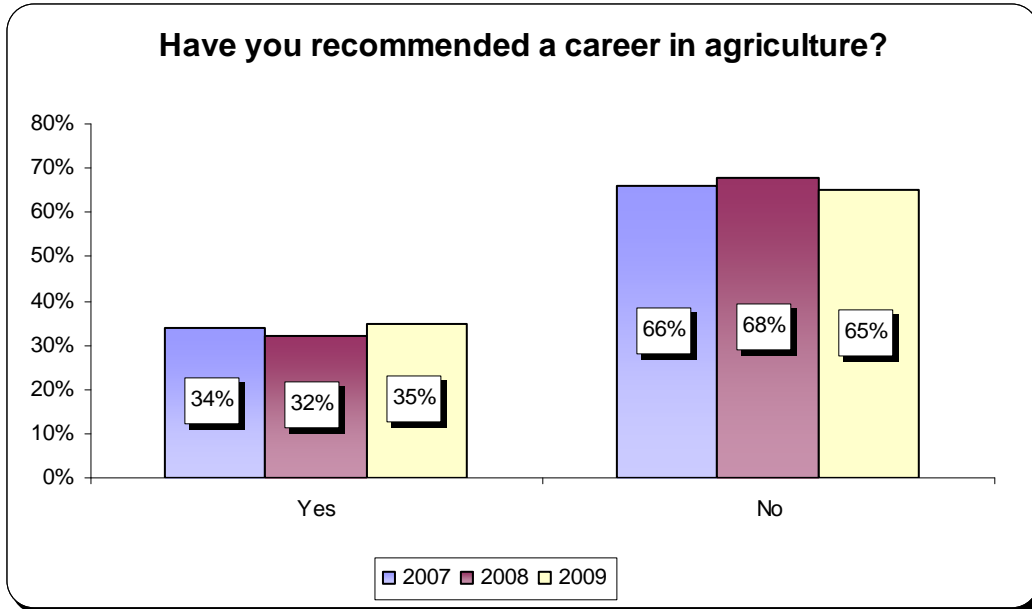
Looking ahead, do you believe that your farm or business will be better off or worse off in five years than it is now? (n = 725, 2007; n = 714, 2008; n = 880, 2009)

Results by sector: 2009

Beef respondents (21%) are significantly more likely to believe their farms or businesses will be much better off in the next five years compared to crop respondents (15%). There are no other significant differences to report across sectors.

Results: Have you recommended a career in agriculture?

One third of Saskatchewan respondents (35%) report that they have recommended a career in agriculture to a friend or family member in the past year. There are no significant differences between previous years.



Over the past year, have you recommended a career in agriculture or an agricultural related field to a friend or family member? (n = 725, 2007; n = 714, 2008; n = 880, 2009)

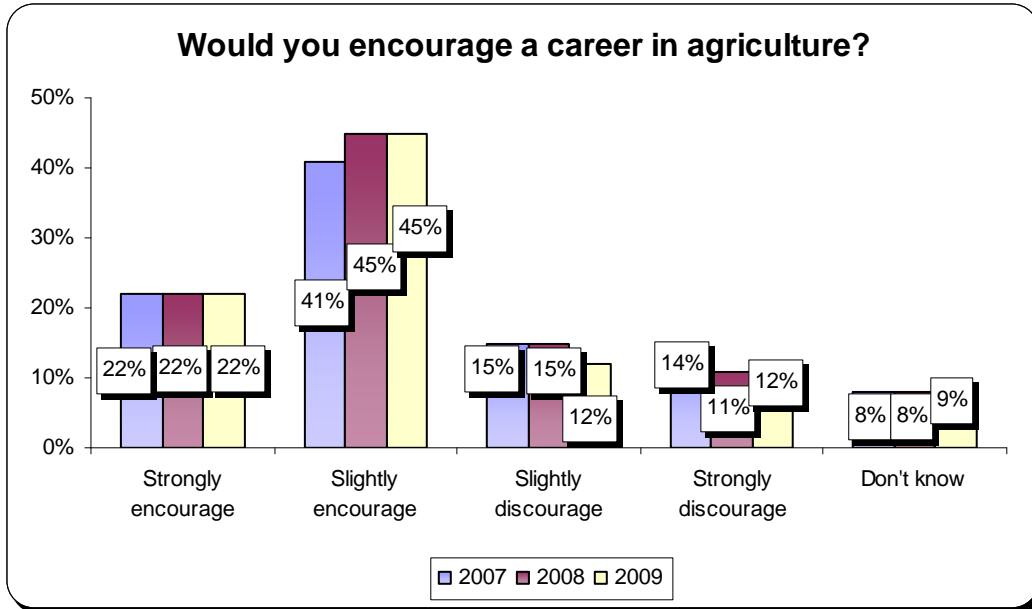
“Anyone in an agriculture field needs to be promoting the industry. There is a huge need for younger farmers.”- Saskatchewan crop producer

Results by sector: 2009

Saskatchewan crop respondents (37%) are significantly more likely to have recommended a career in agriculture in the past year than those in the beef sector (28%). There are no other significant differences to report.

Results: Would you encourage a career in agriculture?

One in five Saskatchewan respondents (22%) would strongly encourage a friend or family member to consider a career in agriculture. There are no significant differences between the results of previous years.



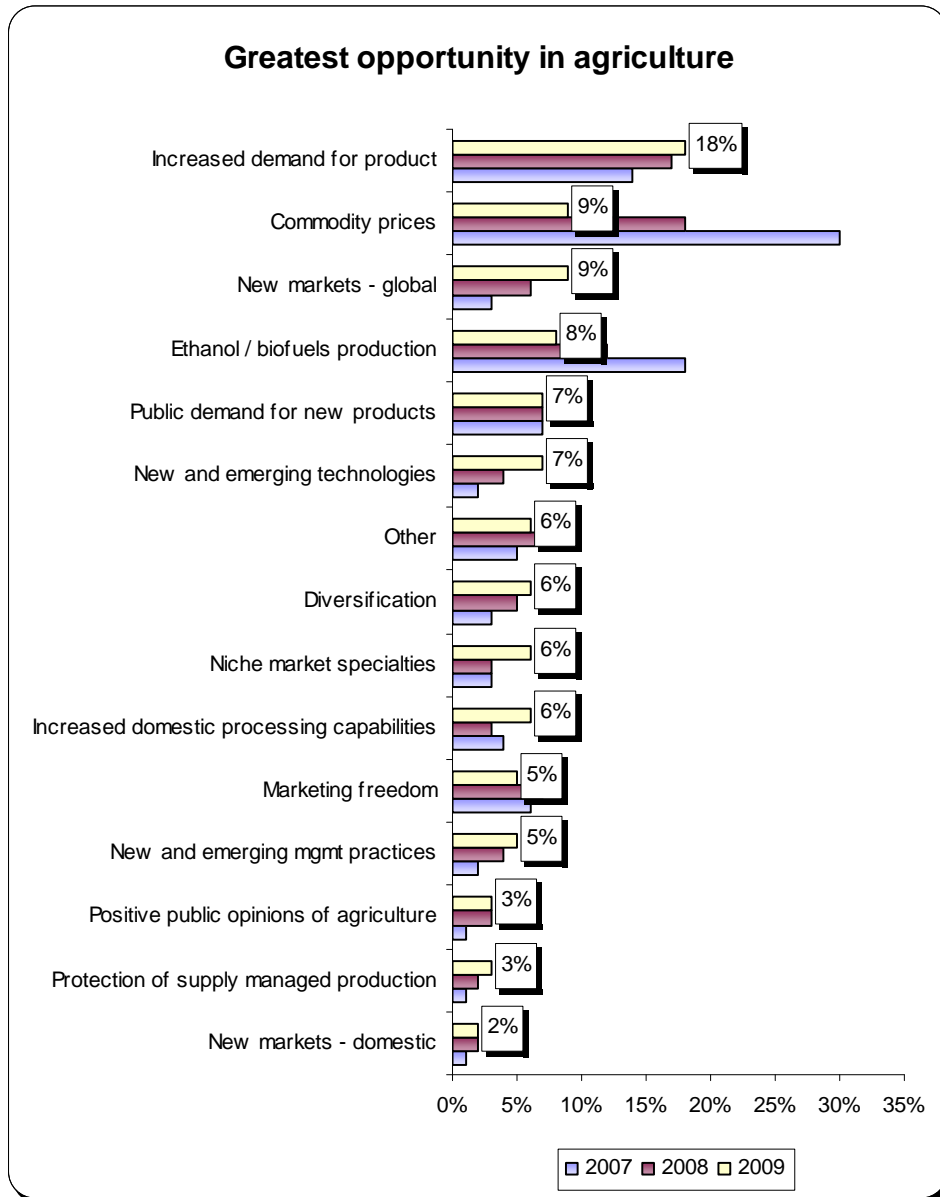
If a friend or family member was considering a career in agriculture or an agricultural related field, would you encourage them to enter the field? (n = 725, 2007; n = 714, 2008; n = 880, 2009)

Results by sector: 2009

Respondents in the crop sector (26%) are significantly more likely to state that they would strongly encourage a career in agriculture than those in the beef sector (14%). There are no other significant differences to report.

Results: Greatest opportunity in agriculture

Saskatchewan respondents continue to see a variety of opportunities in agriculture. In 2009 they are more likely to cite increased demand for product (18%), new global markets (9%) and new and emerging technologies (7%) as the greatest opportunities compared to 2007 (14%, 3% and 2% respectively). Meanwhile, Saskatchewan respondents are **less** likely to identify commodity prices (9%) and ethanol/biofuel production (8%) as opportunities in agriculture compared to what they reported in 2007 (30% and 18% respectively).



What do you see as the greatest opportunity in agriculture as a whole over the next year? Please select one only. (n = 725, 2007; n = 714, 2008; n = 880, 2009)

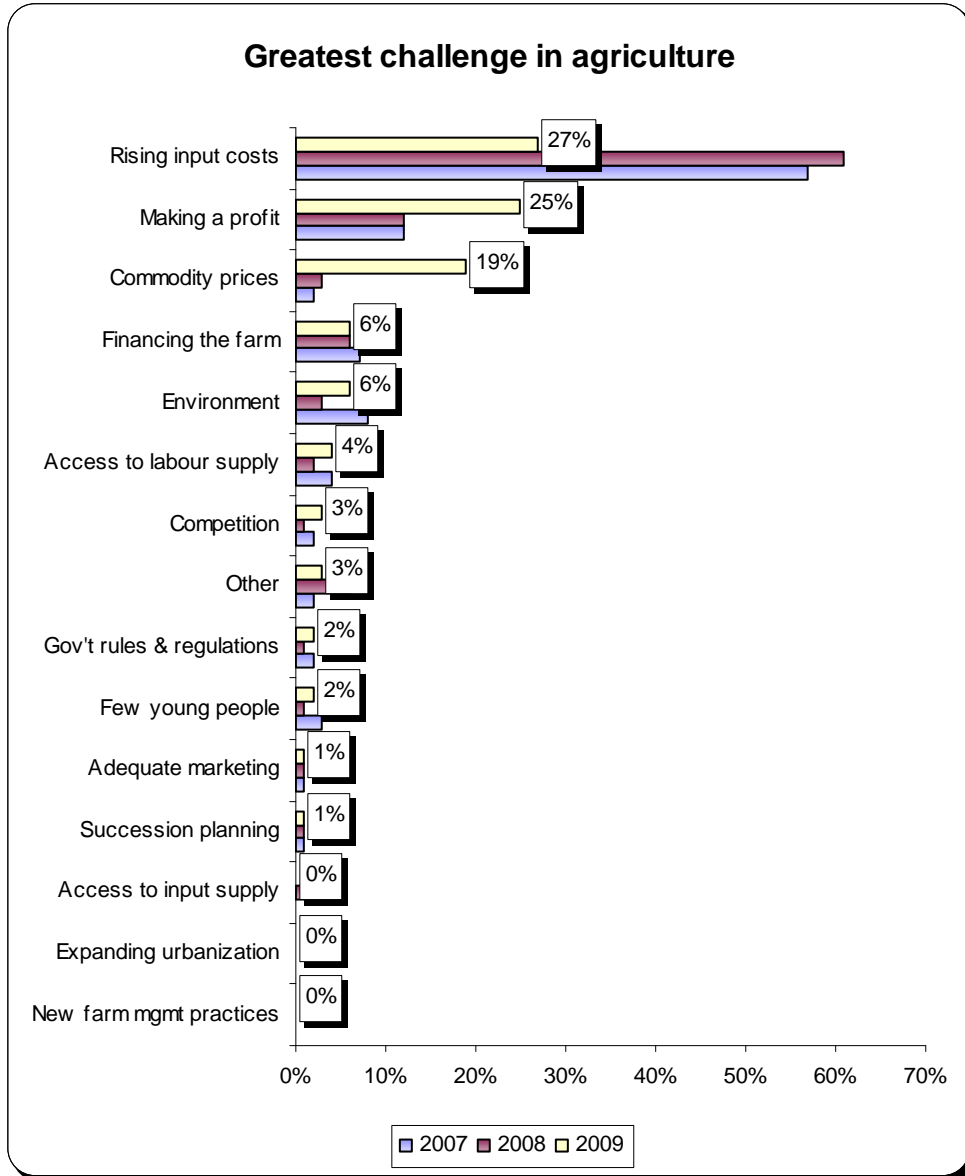
“We must expand our markets and ensure competition regarding farm products to keep prices competitive and have demand for our products.”- Saskatchewan crop producer

Results by sector: 2009

Respondents in the crop sector are significantly more likely to identify ethanol / biofuel production (11%) as the greatest opportunity than those in the beef sector (4%). In contrast, respondents in the beef sector are significantly more likely to identify public demand for new products (10%) and diversification (10%) as the greatest opportunity than those in the crop sector (5% and 4% respectively).

Results: Greatest challenge in agriculture

In 2009 Saskatchewan respondents are significantly more likely to cite making a profit (25%) and commodity prices (19%) as the greatest challenges in agriculture compared to 2007 (12% and 2% respectively). With that being said, they are significantly **less** likely to cite rising input costs as the greatest challenge in 2009 (27%) compared to 2007 (57%).



What do you see as the greatest challenge in agriculture as a whole over the next year? Please select one only. (n = 725, 2007; n = 714, 2008; n = 880, 2009)

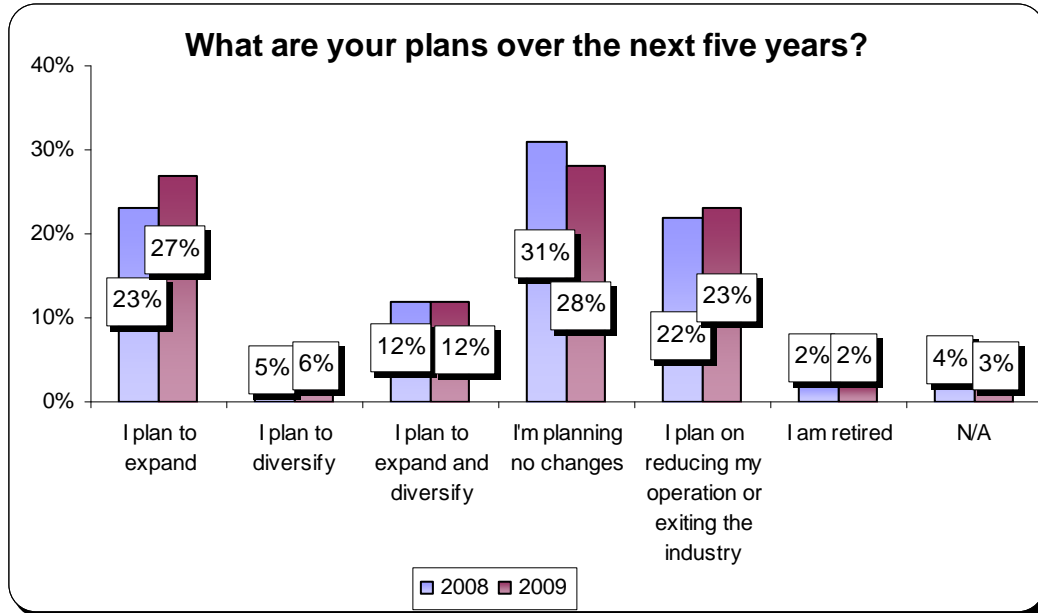
“The cost and price squeeze is always a key player in agriculture. It is a continual balancing act and in a zero till situation the wire you balance on can get pretty fine at times.”- Saskatchewan crop producer

Results by sector: 2009

Crop respondents (23%) are significantly more likely to cite commodity prices as the greatest challenge than those in the beef sector (12%), while beef respondents (38%) are significantly more likely to identify making a profit is the greatest challenge than crop respondents (20%). There are no other significant differences to report.

Results: Future plans²

One quarter of Saskatchewan respondents (27%) plan to expand their farms or businesses over the next five years. There are no significant differences to report between the results of previous years.



Looking ahead, what are your plans for your farm or business over the next five years? (n = 714, 2008; n = 880, 2009)

Results by sector: 2009

Crop respondents (30%) are significantly more likely to state that they plan on making no changes to their current operation than beef respondents (23%). There are no other significant differences to report.

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