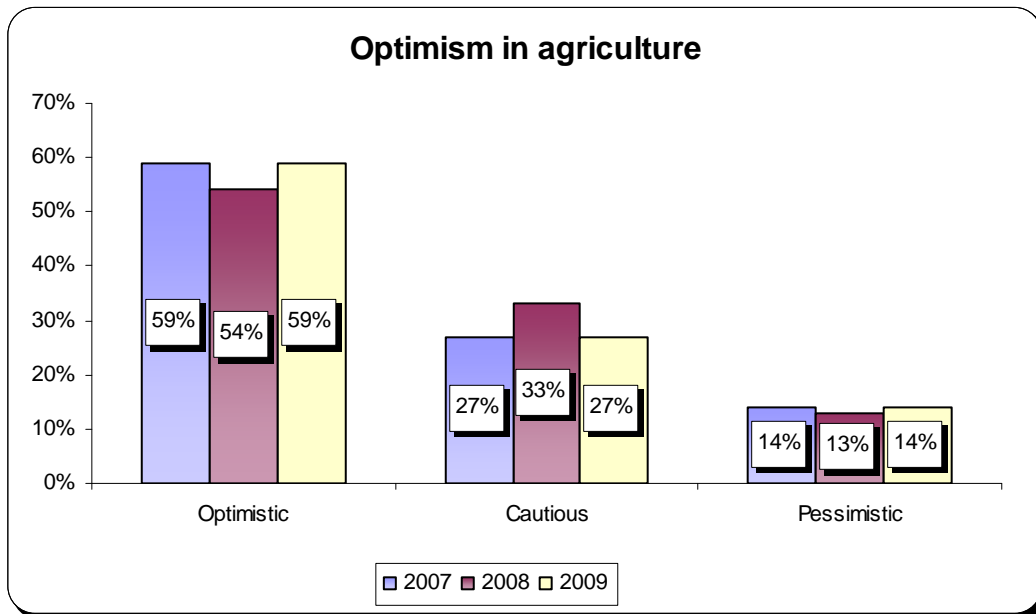


Appendix D: Provincial Findings: Manitoba

Results: Optimism in agriculture¹

More than half of Manitoba respondents (59%) are optimistic about the future of Canadian agriculture. There are no significant differences between the results of previous years.



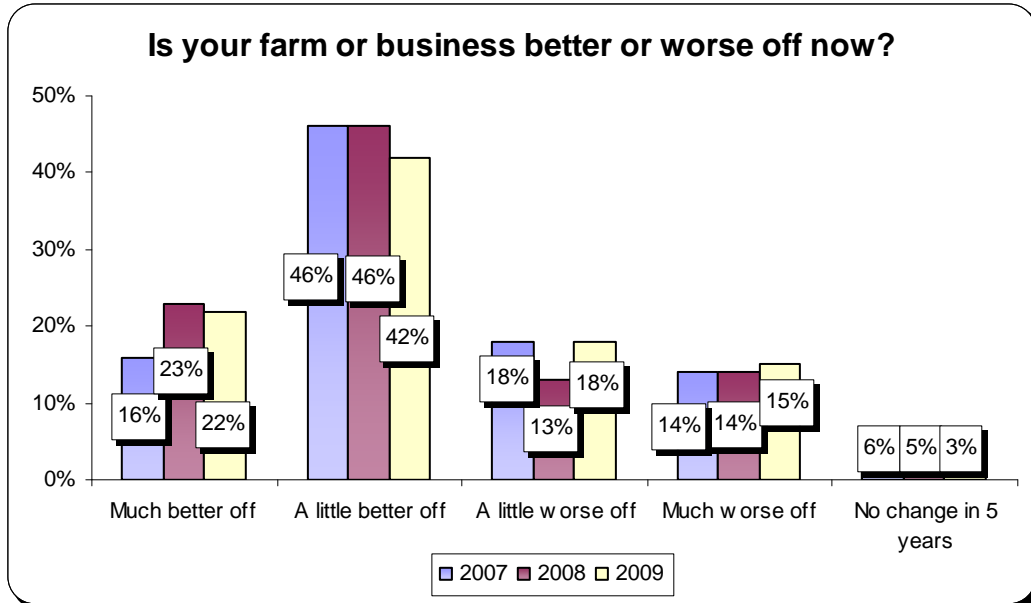
Results by sector: 2009

Respondents in the dairy sector (82%) are significantly more likely to report being optimistic than those from the beef sector (53%). 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?

One in five Manitoba respondents (22%) believe that in 2009 their farm or business is much better now than it was five years ago. There are no significant differences to report 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 = 283, 2007; n = 291, 2008; n = 367, 2009)

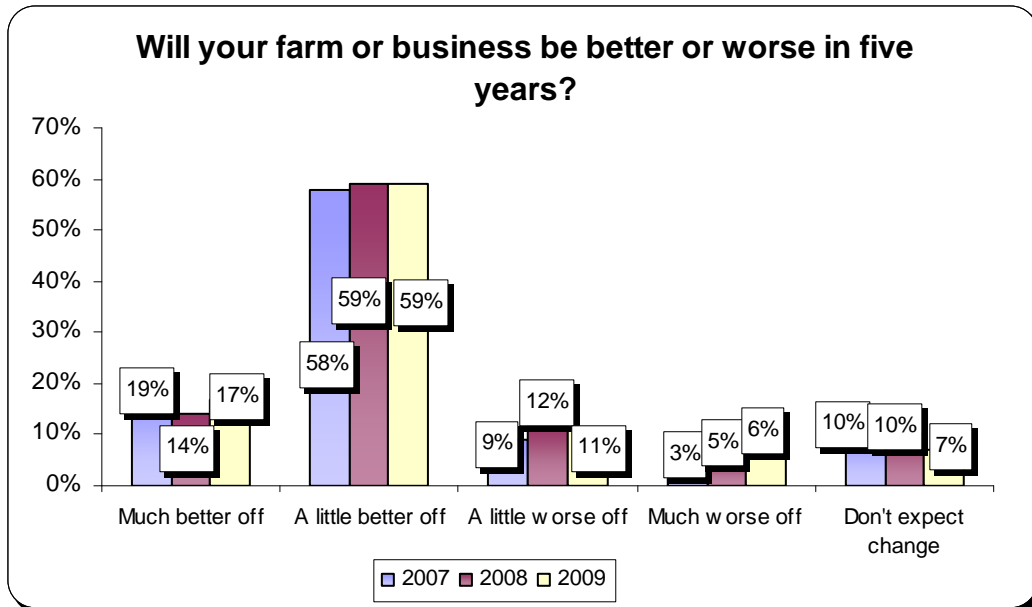
“The last two years are some of the best we have had while farming over 30 years.”- Manitoba crop producer

Results by sector: 2009

Crop and dairy respondents are significantly more likely to report that they are much better off (31% and 35% respectively) or a little better off (48% and 59%) than respondents in the beef sector (10%; much better off and 30%; a little better off). In contrast, beef respondents (26%) are significantly more likely to report that they are much worse off than those in the crop sector (6%).

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

Six in ten respondents from Manitoba in 2009 (59%) believe that their farms or businesses will be a little better off in five years than it is now. There are no significant differences to report between the results of previous years.



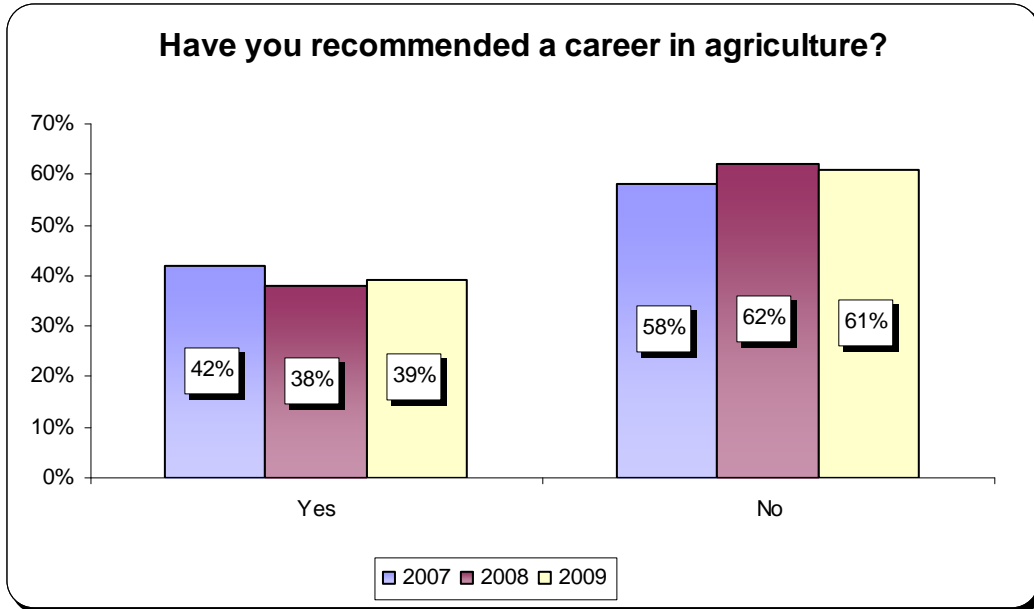
Looking ahead, do you believe that your farm or business will be better off or worse off in five years than it is now? (n = 283, 2007; n = 291, 2008; n = 367, 2009)

Results by sector: 2009

There are no significant differences to report across sectors.

Results: Have you recommended a career in agriculture?

In 2009 two in five Manitoba respondents (39%) have recommended a career in agriculture to a friend or family member. There are no significant differences between the results of 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 = 283, 2007; n = 291, 2008; n = 367, 2009)

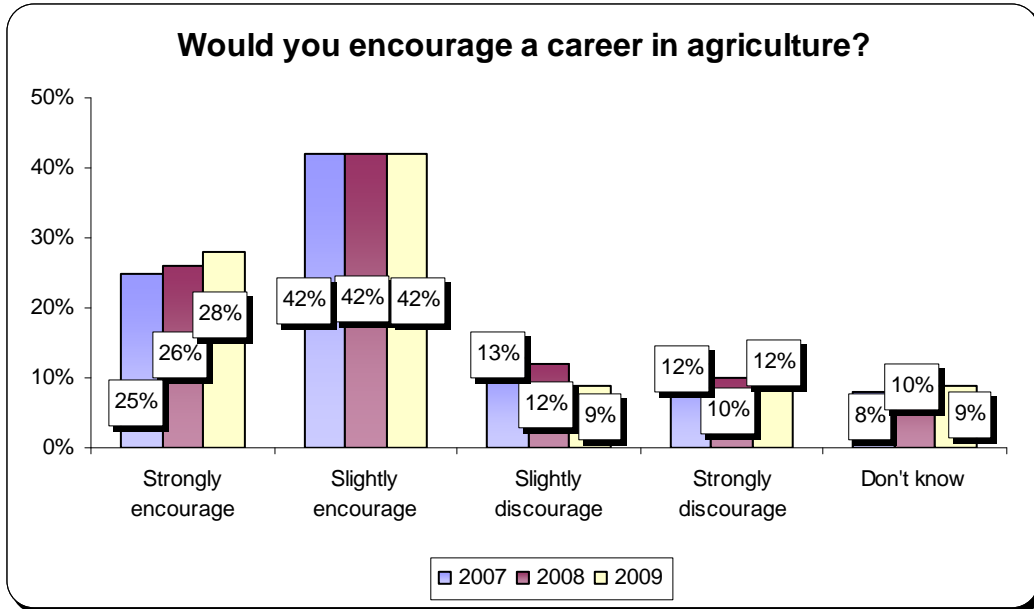
“Being an optimist with a love for agriculture I would help and encourage them as much as possible.”- Manitoba crop producer

Results by sector: 2009

Respondents in the dairy (59%) and crop (47%) sectors are significantly more likely to have recommended a career in agriculture in the past year than respondents in the beef sector (30%).

Results: Would you encourage a career in agriculture?

One quarter of Manitoba respondents (28%) state that they would strongly encourage a friend or family member to consider an agricultural related career. There are no significant differences between the results of previous years.



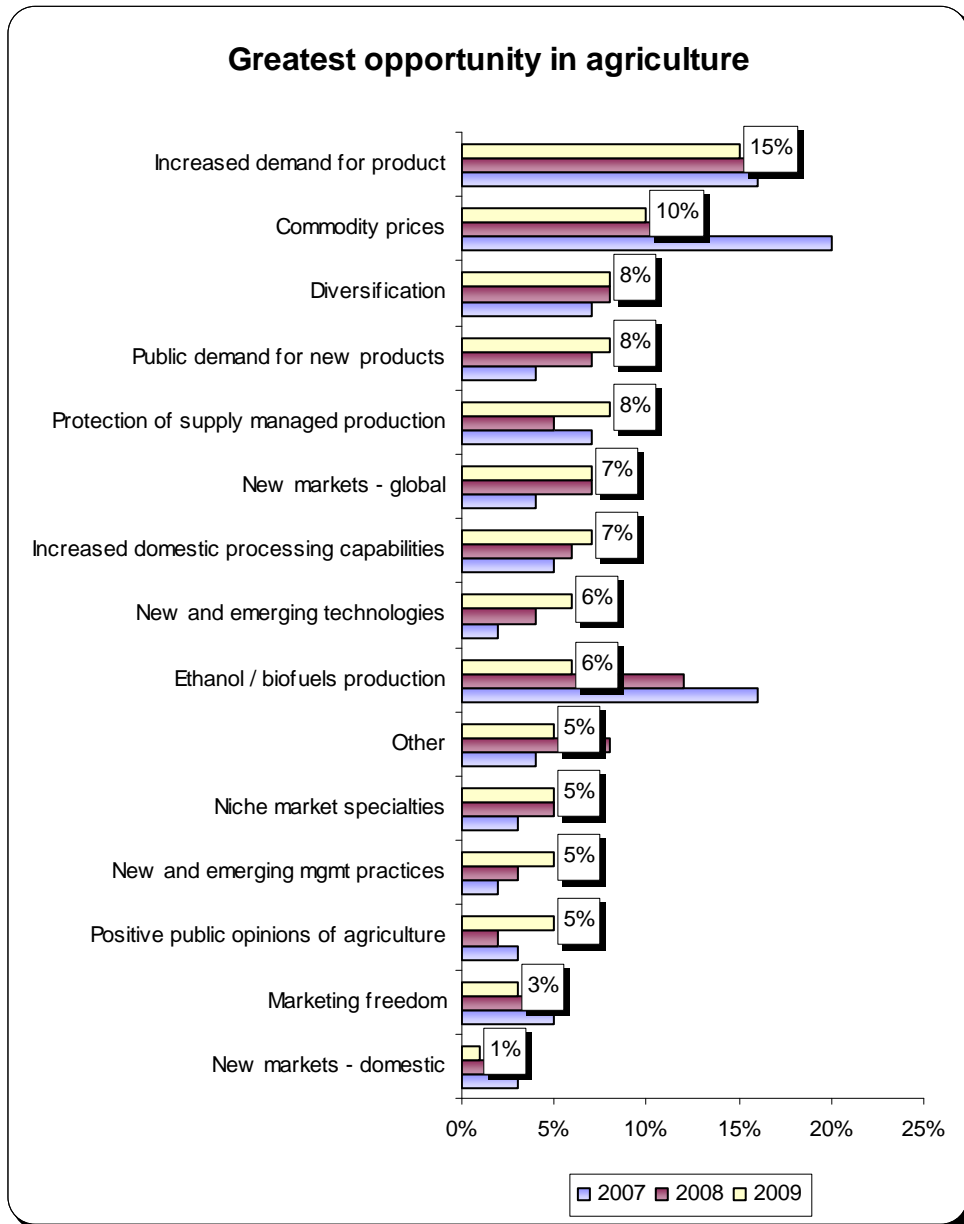
If a friend or family member was considering a career in agriculture or an agricultural related field, would you encourage them to enter the field? (n = 283, 2007; n = 291, 2008; n = 367, 2009)

Results by sector: 2009

Crop respondents are significantly more likely to report that they would strongly (31%) or slightly (44%) encourage a friend or family member to consider a career in agriculture compared to beef respondents (20% and 39% respectively). There are no other significant differences to report.

Results: Greatest opportunity in agriculture

Manitoba respondents are significantly *less* likely to cite commodity prices (10%) and ethanol/biofuel production (6%) as the greatest opportunities in agriculture in 2009 compared to 2007 (20% and 16% respectively). In contrast, in 2009 they are more likely to cite new and emerging technologies (6%) and public demand for new products (8%) as the greatest opportunities compared to 2007 (2% and 4% respectively).



What do you see as the greatest opportunity in agriculture as a whole over the next year? Please select one only. (n = 283, 2007; n = 291, 2008; n = 367, 2009)

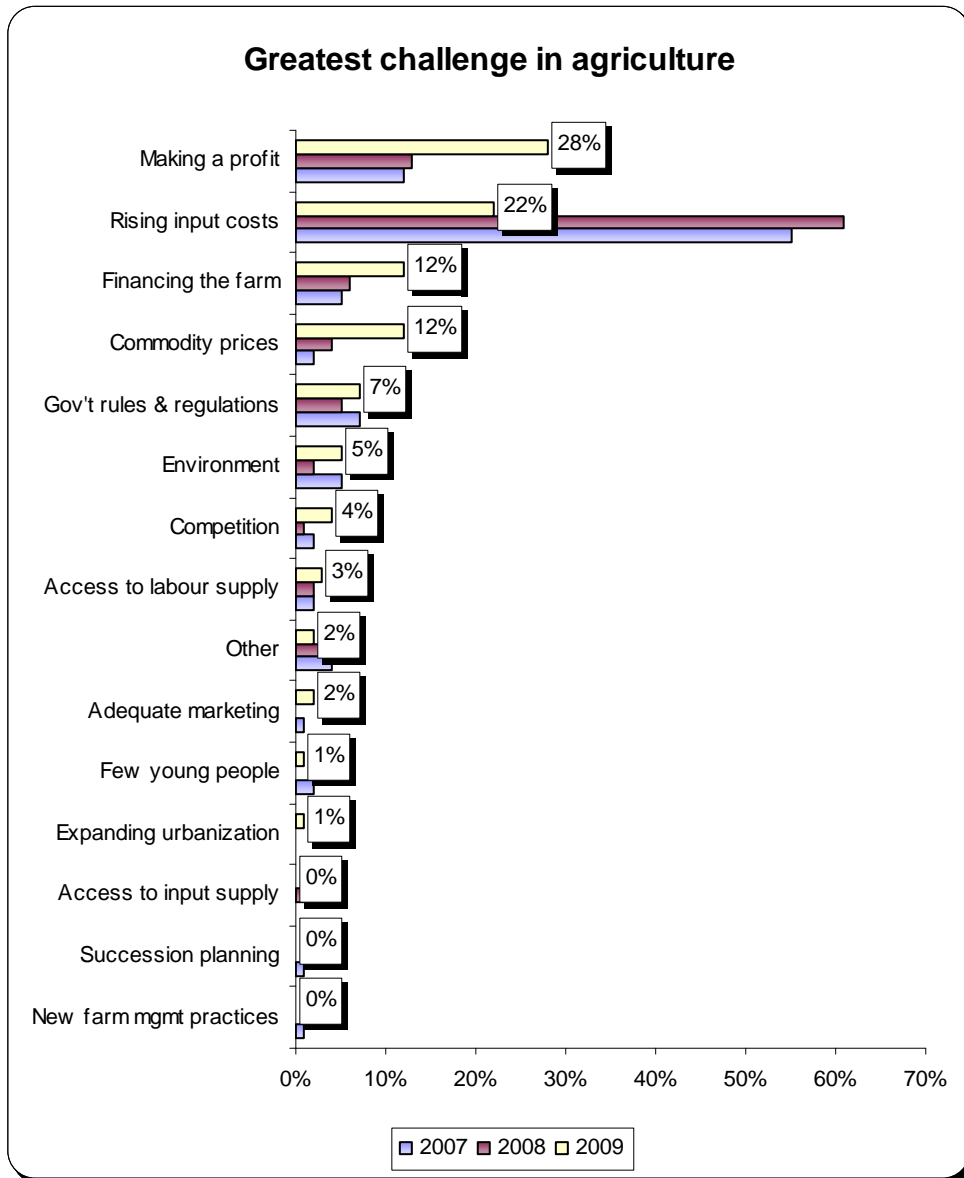
“Strong commodity prices produce steady growth which will encourage the next generation to enter an agriculture field.”- Manitoba crop producer

Results by sector: 2009

Compared to respondents from all other sectors, dairy respondents are significantly more likely to cite protection of supply managed production as the greatest opportunity (76%). Respondents from the beef sector are significantly more likely to cite diversification (11%) and public demand for new products (14%) as the greatest opportunities compared to respondents from the crop sector (3% and 4% respectively), while crop respondents (20%) are more likely to cite increased demand for product as the greatest opportunity than dairy respondents (6%).

Results: Greatest challenge in agriculture

In 2009, Manitoba respondents are significantly more likely to cite making a profit (28%), financing the farm (12%) and commodity prices (12%) as the greatest challenges compared to 2007 (12%, 5% and 2% respectively). In contrast, they are significantly **less** likely to cite rising input costs as the greatest challenge in 2009 (22%) than in 2007 (55%).



What do you see as the greatest challenge in agriculture as a whole over the next year? Please select one only.
(n = 283, 2007; n = 291, 2008; n = 367, 2009)

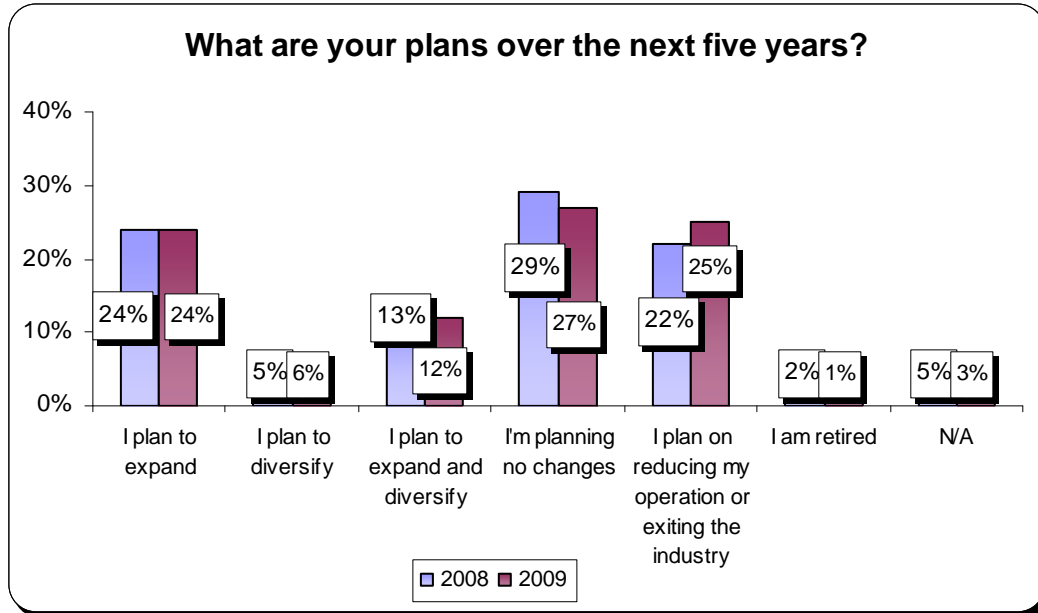
“The margins are too tight now. With input costs so high, a bad year can just about cripple the farm.” - Manitoba crop producer

Results by sector: 2009

Crop respondents (29%) are significantly more likely to cite rising input costs as the greatest challenge than those in the beef sector (14%), while beef respondents (44%) are significantly more likely to identify making a profit as the greatest challenge than crop respondents (18%). There are no other significant differences to report.

Results: Future plans²

In 2009, one quarter of Manitoba respondents (24%) plan on expanding 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 = 291, 2008; n = 367, 2009)

Results by sector: 2009

Respondents in the crop (32%) and dairy (47%) sectors are significantly more likely to state that they plan to expand in the next five years than respondents in the beef sector (19%). Conversely, beef respondents (37%) are significantly more likely to state that they plan to reduce their operations or exit the industry in the next five years compared to crop respondents (19%).

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