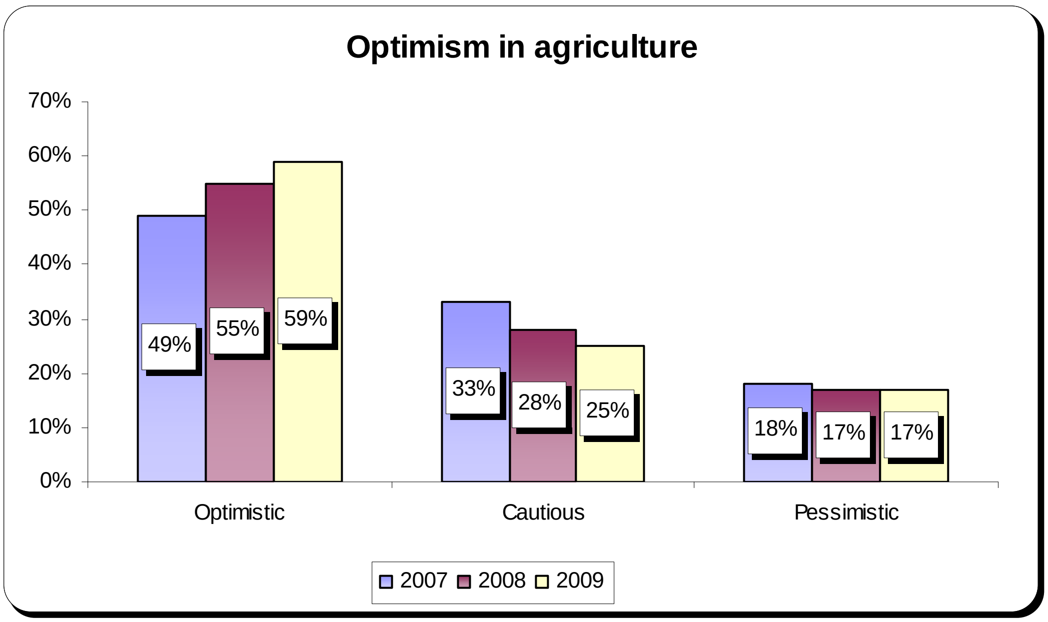
Appendix E: Provincial Findings: Ontario

***Results:* Optimism in agriculture[1]**

Ontario respondents are significantly more likely to be optimistic in 2009 (59%) than in 2007 (49%). Additionally, they are significantly ***less*** likely to cautious in 2009 (25%) than in 2007 (33%).



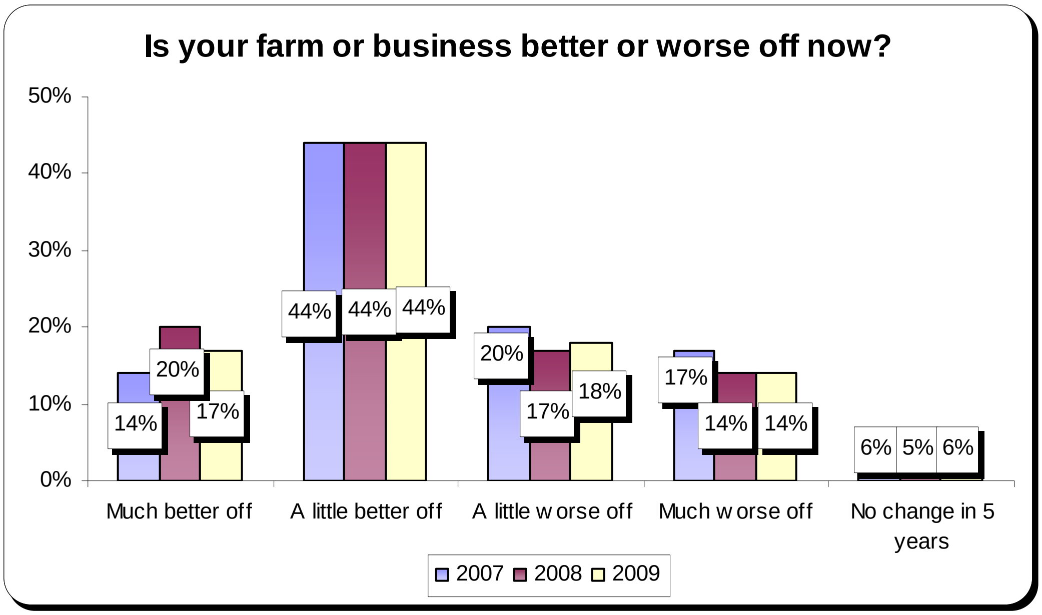
Results by sector: 2009

Beef respondents (31%) are significantly more likely to state they are pessimistic about the future of agriculture compared to respondents from all other sectors. In contrast, dairy (71%) and other animal[2] (76%) respondents are significantly more likely to state they are optimistic about the future of agriculture compared to respondents from all other sectors.

[1] The definition of optimism can be found in the national Optimism in Agriculture report.
[2] Other animals include but are not limited to goats, sheep, bison, etc…

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

Two in five Ontario respondents (44%) report being a little better off now than they were 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 = 704, 2007; n = 692, 2008; n = 831, 2009)

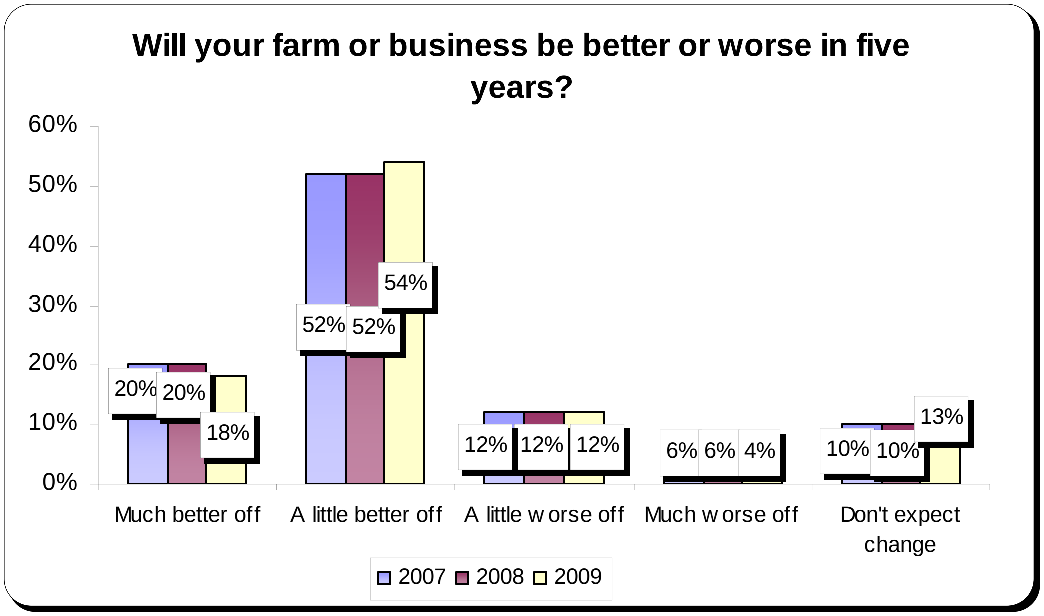
"We have recently expanded our farm business with the purchase of more land. This land will provide new opportunities for the future." - Ontario dairy producer

Results by sector: 2009

Respondents in the beef sector are significantly more likely to report being much worse off (24%) or a little worse off (34%) than respondents from other sectors. There are no other significant differences to report.

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

In 2009, half of respondents from Ontario (54%) believe that their farms or businesses will be a little better off in five years than they are now. There are no significant differences between the results of previous years.



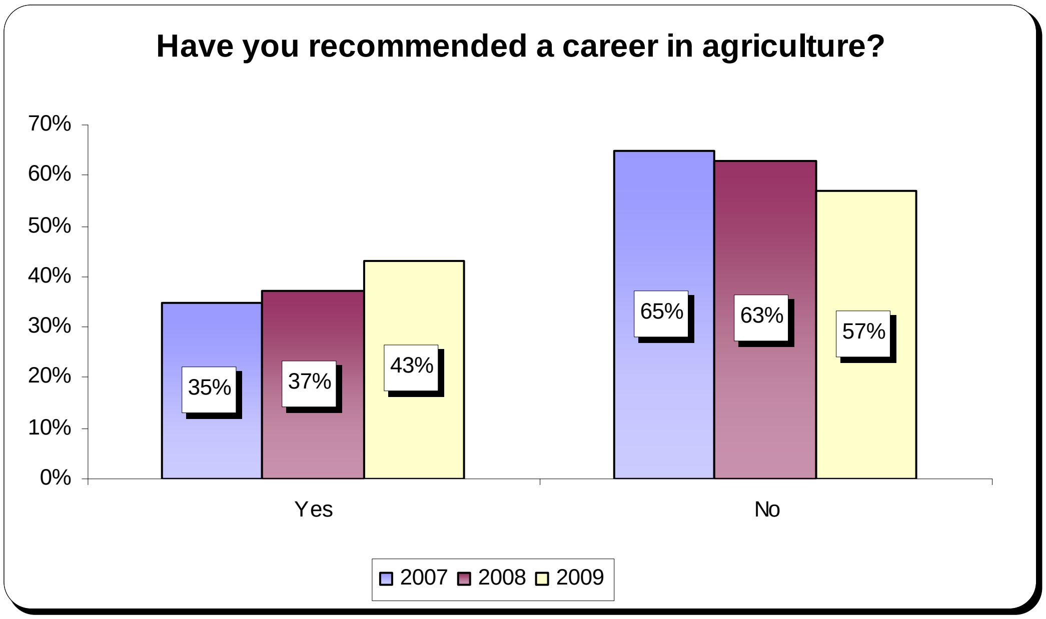
Looking ahead, do you believe that your farm or business will be better off or worse off in five years than it is now? (n = 704, 2007; n = 692, 2008; n = 831, 2009)

Results by sector: 2009

Looking ahead, dairy (26%) and other animal (35%) respondents are significantly more likely to believe that their farms or businesses will be much better off compared to respondents from all other sectors. Meanwhile, respondents from the poultry (23%) and beef (23%) sectors are significantly more likely to report that they don't expect any changes in the next five years compared to respondents from all other sectors.

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

Two in five Ontario respondents (43%) state that they have recommended a career in agriculture to a friend or family member over the past year which is a significant increase from 2007 (35%).



Over the past year, have you recommended a career in agriculture or an agricultural related field to a friend or family member? (n = 704, 2007; n = 692, 2008; n = 831, 2009)

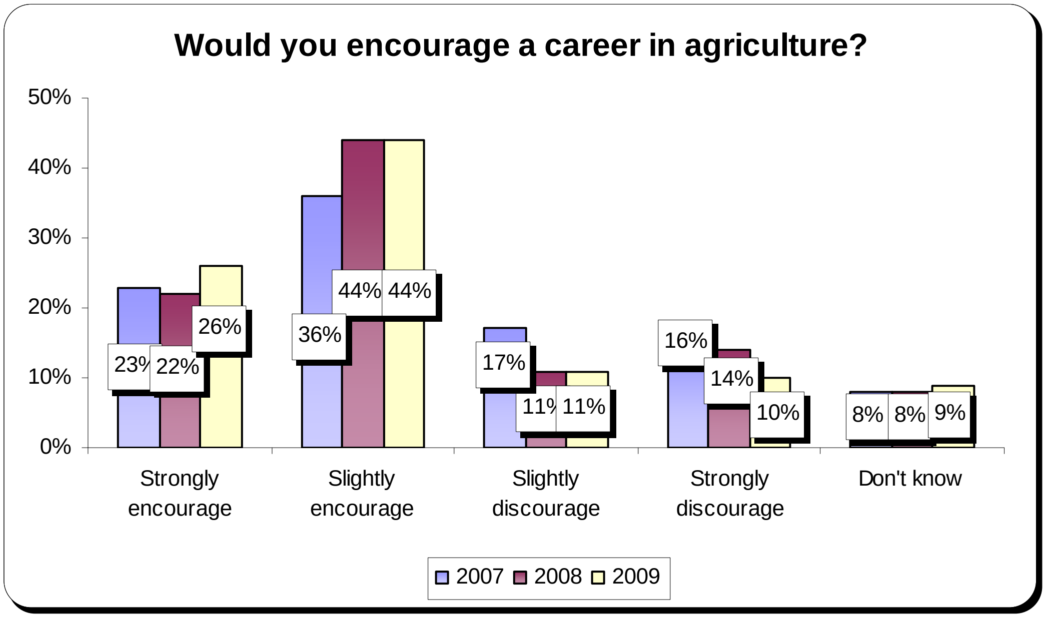
> *"I have been saying for some time, the outlook for agriculture jobs looks great but not necessarily in farming. If you have an agricultural education, which few have, there will be many opportunities with the multi nationals, research and consulting and regulatory." – Ontario fruit, vegetable and horticulture producer*

Results by sector: 2009

Respondents in the dairy (56%) and poultry (50%) sectors are significantly more likely to have recommended a career in agriculture in the past year than beef (30%) and hog (34%) respondents.

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

Ontario respondents are significantly more likely to slightly encourage a career in agriculture in 2009 (44%) than in 2007 (36%). Additionally, they are significantly ***less*** likely to slightly (11%) or strongly (10%) discourage a career in agriculture in 2009 than in 2007 (17%; slightly, 16%; strongly).



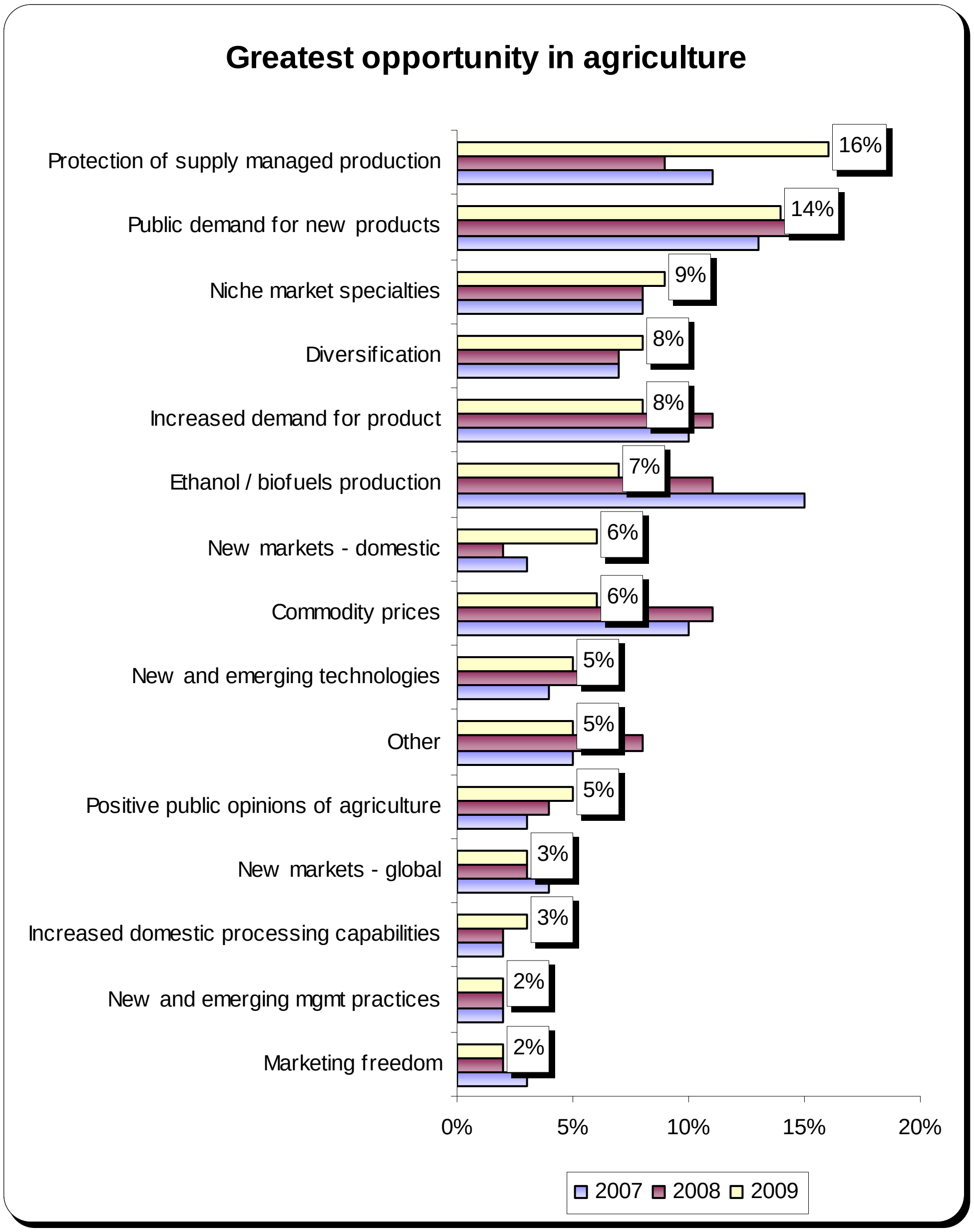
If a friend or family member was considering a career in agriculture or an agricultural related field, would you encourage them to enter the field? (n = 704, 2007; n = 692, 2008; n = 831, 2009)

Results by sector: 2009

Respondents in the crop (24%), dairy (37%) and poultry (27%) sectors are significantly more likely to state that they would strongly encourage a friend or family member to consider a career in agriculture compared to respondents in the beef sector (15%). In contrast, beef respondents (22%) are more likely to state that they would strongly discourage a friend or family member to consider a career in agriculture compared to crop (9%), dairy (3%) and poultry (8%) respondents.

Results: **Greatest opportunity in agriculture**

In 2009, Ontario respondents are significantly more likely to cite protection of supply managed production (16%) and new domestic markets (6%) as the greatest opportunities compared to 2007 (11% and 3% respectively). Conversely, they are significantly ***less*** likely to identify ethanol/biofuel production (7%) and commodity prices (6%) as the greatest opportunities in 2009 compared to 2007 (15% and 10% respectively).



What do you see as the greatest opportunity in agriculture as a whole over the next year? Please select one only. (n = 704, 2007; n = 692, 2008; n = 831, 2009)

"There are a lot of opportunities to supply niche markets. The challenge is to educate yourself on what people want, partner with right people to bring your

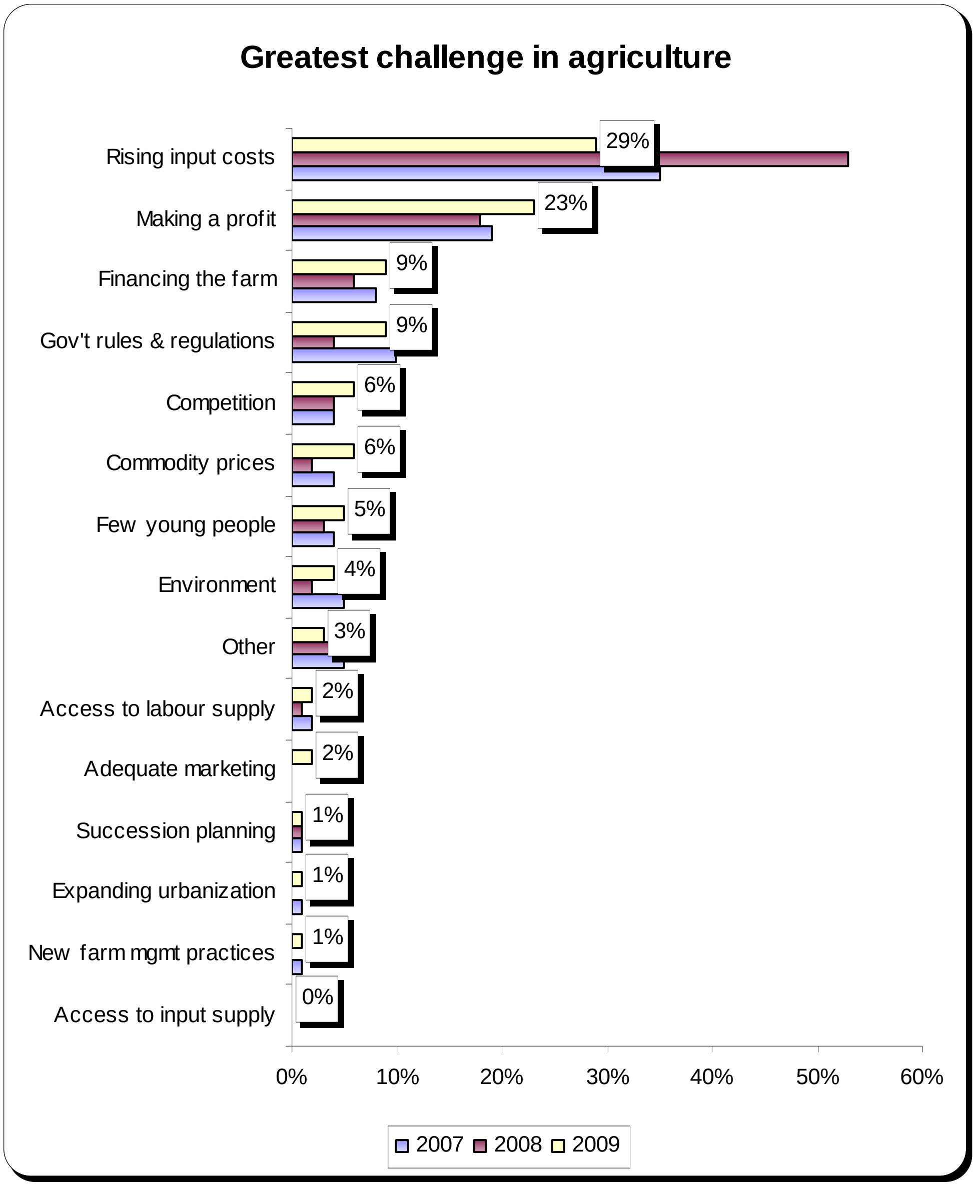
products to the consumer and be able to secure enough capital to start."- Ontario crop producer

Results by sector: 2009

Respondents in the crop sector are significantly more likely to identify ethanol/biofuel production (12%) and commodity prices (12%) as the greatest opportunities compared to respondents from all other sectors. Dairy (49%) and poultry (43%) respondents are significantly more likely to cite protection of supply managed production as the greatest opportunity compared to respondents from all other sectors. Respondents in the beef sector are more likely to cite increased demand for product (12%) and public demand for new products (18%) as the greatest opportunities compared to crop respondents (9% and 8% respectively).

Results: **Greatest challenge in agriculture**

Ontario respondents are significantly more likely to cite making a profit (23%) and financing the farm (9%) as the greatest challenges in agriculture in 2009 than in 2008 (18% and 6% respectively). Respondents are significantly ***less*** likely to cite rising input costs as the greatest challenge in 2009 (29%) than in 2008 (53%) and 2007 (35%).



What do you see as the greatest challenge in agriculture as a whole over the next year? Please select one only. (n = 704, 2007; n = 692, 2008; n = 831, 2009)

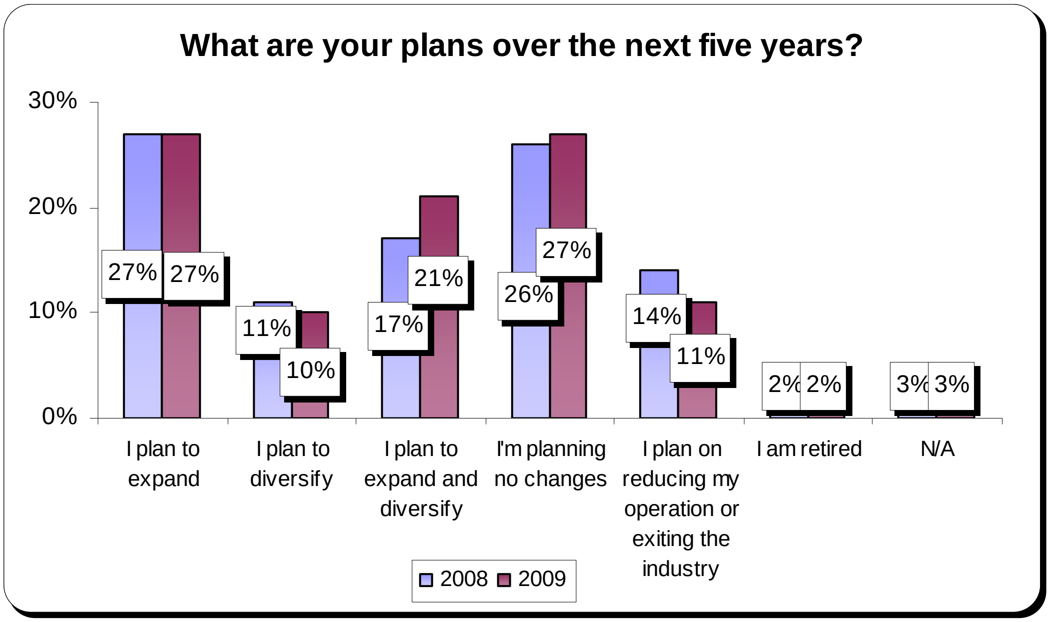
"Making a profit large enough to live on. We are still over our head in debt. We need more profit in order to pay that down." – Ontario crop producer

Results by sector: 2009

Crop (33%), dairy (35%) and beef (26%) respondents are significantly more likely to cite rising input costs as the greatest challenge compared to poultry (12%) respondents. Meanwhile, crop (25%), beef (29%) and hog (39%) respondents are more likely to cite making a profit as the greatest challenge compared to dairy (15%) and fruit, vegetable and horticulture (14%) respondents.

Results: **Future plans**[3]

Looking ahead, over one quarter of Ontario respondents (27%) plan on expanding over the next five years. In 2009, Ontario respondents are significantly more likely to state that they plan to expand and diversify over the next five years (21%) than in 2008 (17%). Additionally, they are significantly ***less*** likely to state that they plan to reduce their operations or exit the industry in 2009 (11%) than in 2008 (14%).



Looking ahead, what are your plans for your farm or business over the next five years? (n = 692, 2008; n = 831, 2009)

Results by sector: 2009

Respondents in the dairy (38%) and other animal (49%) sectors are significantly more likely to plan to expand than those in most other sectors. Respondents in the poultry sector are significantly more likely to state that they plan to expand and diversify (27%) than respondents in the dairy sector (15%), while dairy respondents (5%) are ***less*** likely to state that they plan to reduce their operations or exist the industry than respondents from most other sectors.

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