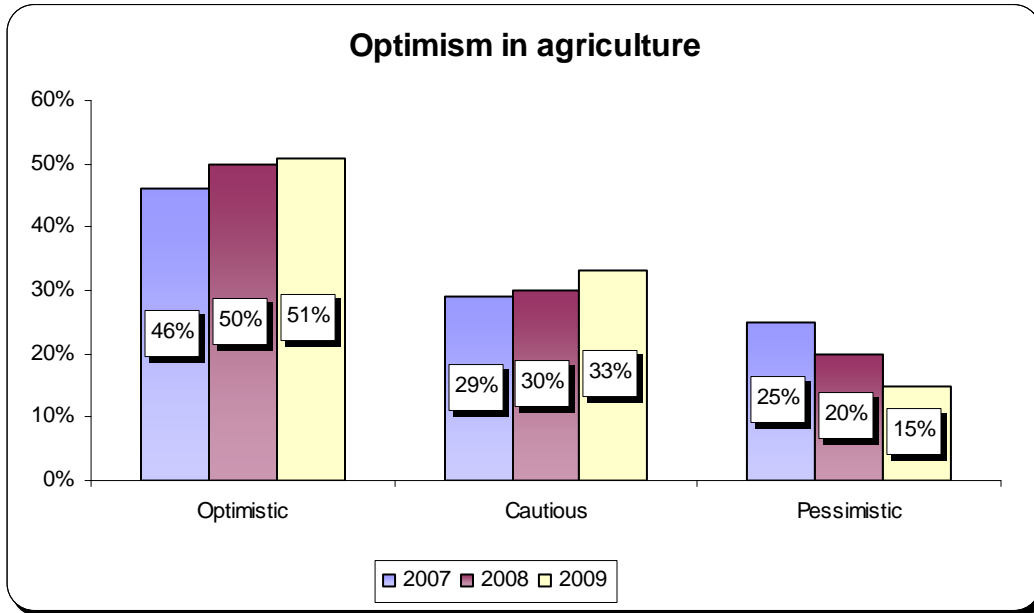


**Appendix G: Provincial Findings: Atlantic Provinces**

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

One half of respondents from the Atlantic provinces (51%) report being optimistic in 2009. Respondents from the Atlantic provinces are significantly **less** likely to report being pessimistic in 2009 (15%) than 2007 (25%).



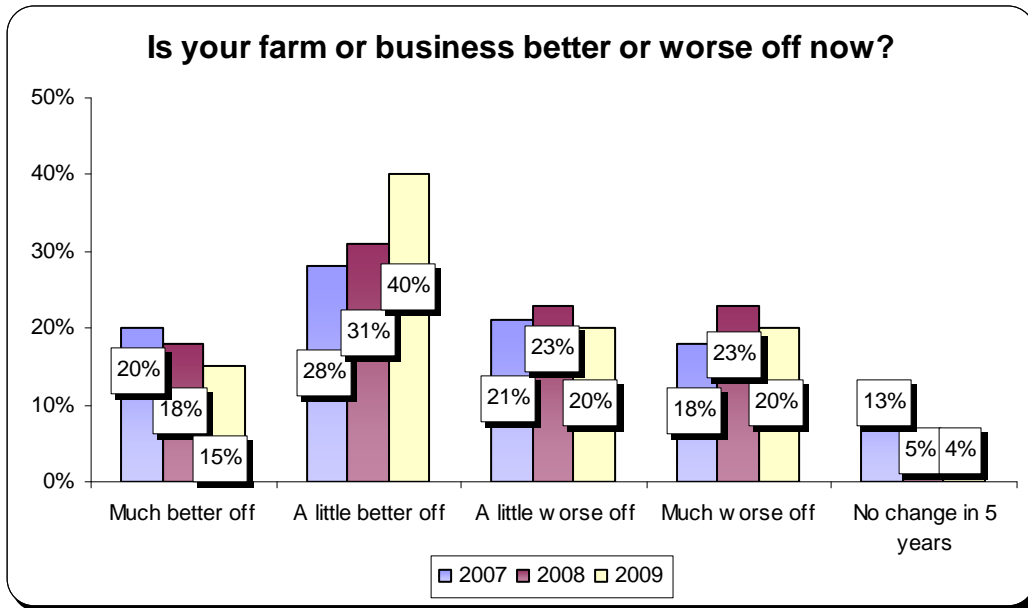
**Results by sector: 2009**

There are no significant differences to report between sectors.

<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?**

Respondents from Atlantic Canada are significantly more likely in 2009 (40%) than in 2007 (28%) to believe that their farms or businesses are a little better off now than they were five years ago.



Overall, do you believe that your farm or business is better off or worse off now than it was five years ago? (n = 109, 2007; n = 98, 2008; n = 155, 2009)

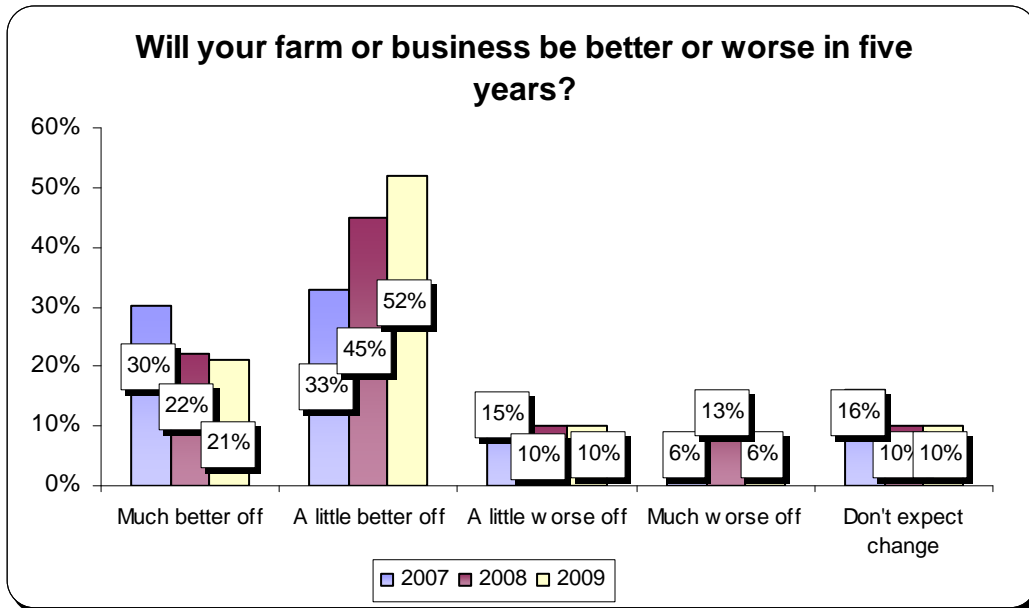
*“I believe we will be better off in the future in that we are investing in our farm by purchasing more quota, dairy.” –Atlantic dairy producer*

**Results by sector: 2009**

Respondents in the dairy sector (43%) are significantly more likely to state that their farm or business is a little better off now than five years ago than those in the beef sector (19%). There are no other significant differences to report.

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

In 2009, respondents from Atlantic Canada (52%) are significantly more likely to believe that their farms or businesses will be a little better off five years from now compared to what they reported in 2007 (33%).



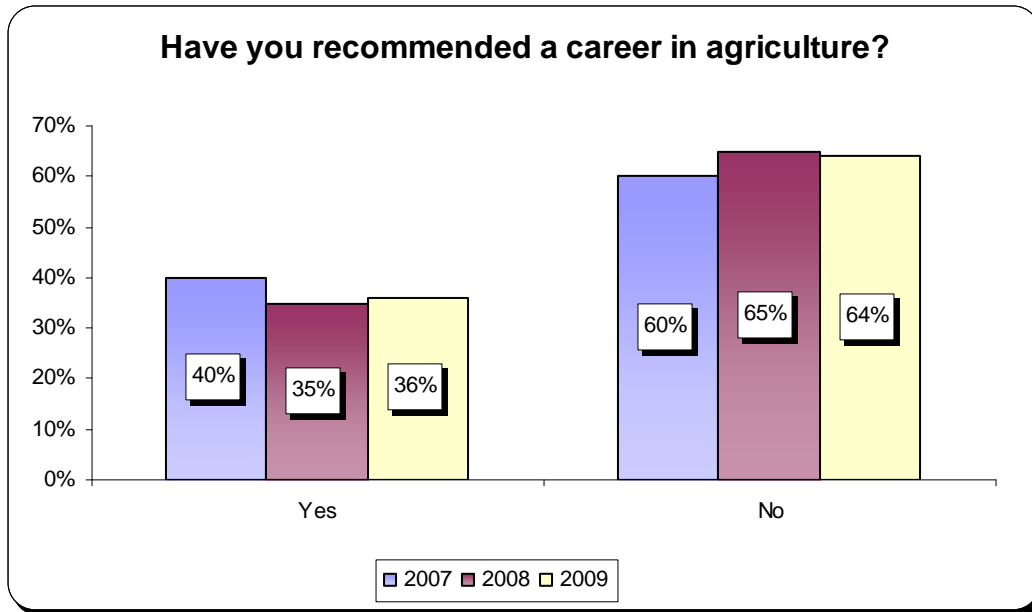
Looking ahead, do you believe that your farm or business will be better off or worse off in five years than it is now? (n = 109, 2007; n = 98, 2008; n = 155, 2009)

**Results by sector: 2009**

There are no significant differences across the sectors to report.

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

In 2009, one third of Atlantic respondents (36%) report that they have recommended a career in agriculture to a friend or family member in the last year. 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 = 109, 2007; n = 98, 2008; n = 155, 2009)

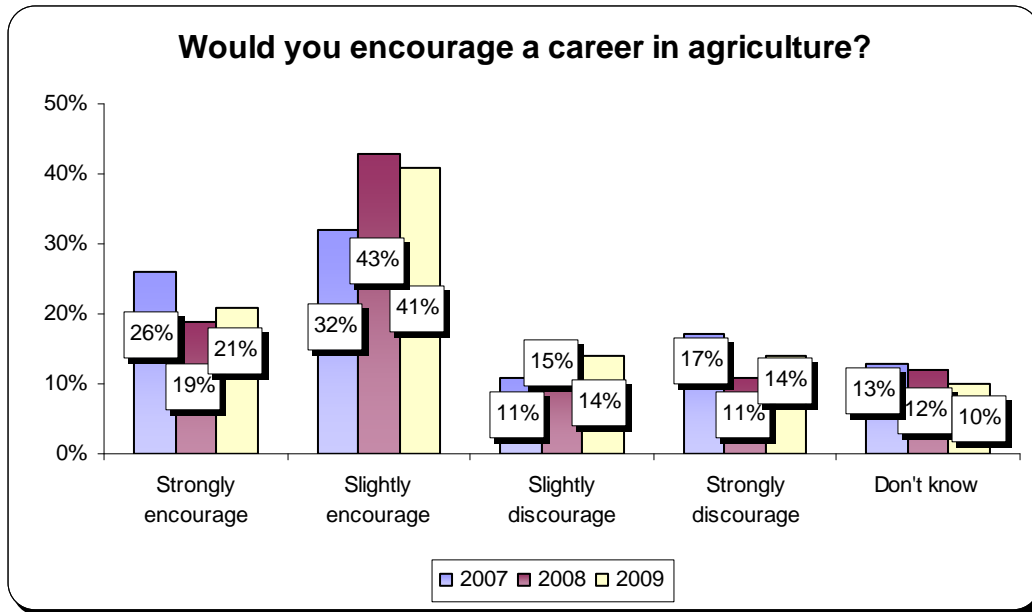
*“People will always have to eat. It is a great life and great place to raise a family.” - Atlantic dairy producer*

**Results by sector: 2009**

There are no significant differences to report across the sectors.

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

In 2009, one in five respondents from the Atlantic provinces (21%) report that they would strongly encourage a career in agriculture to a friend or family member. There are no significant differences between the results of previous years.



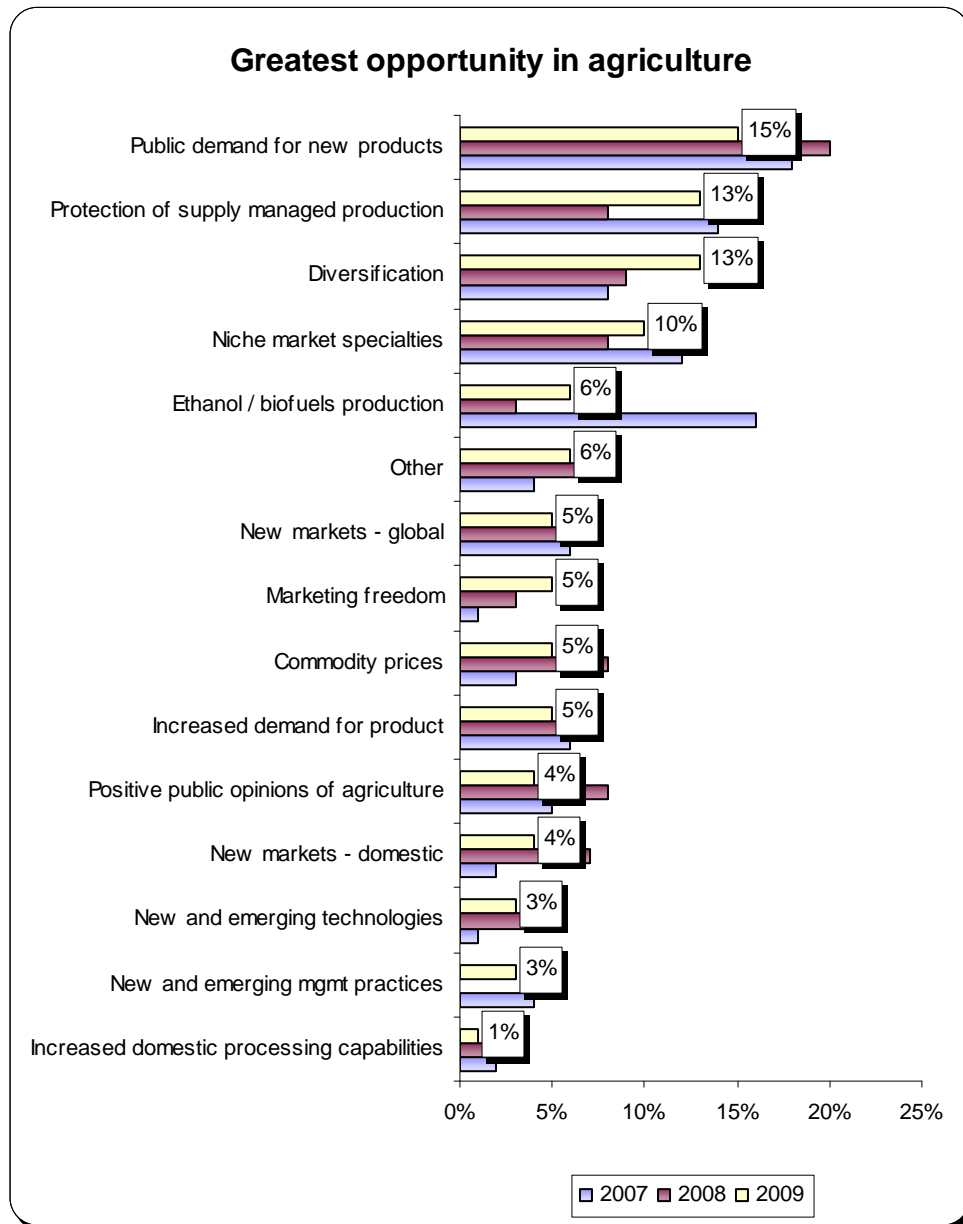
If a friend or family member was considering a career in agriculture or an agricultural related field, would you encourage them to enter the field? (n = 109, 2007; n = 98, 2008; n = 155, 2009)

**Results by sector: 2009**

There are no significant differences to report across the sectors.

**Results: Greatest opportunity in agriculture**

Respondents from the Atlantic provinces are significantly **less** likely to identify ethanol / biofuel production as the greatest opportunity in 2009 (6%) than in 2007 (16%).



What do you see as the greatest opportunity in agriculture as a whole over the next year? Please select one only. (n = 109, 2007; n = 98, 2008; n = 155, 2009)

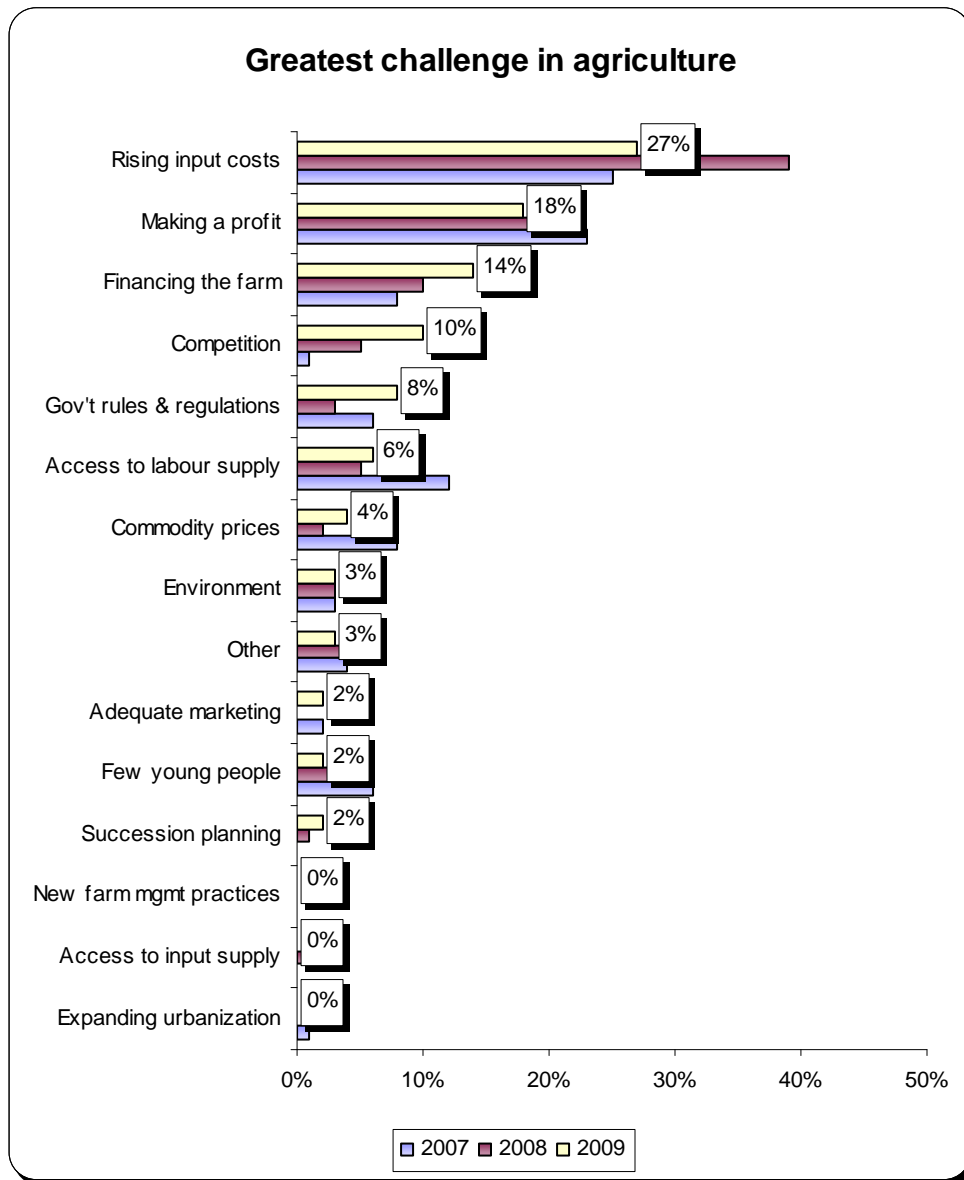
*“The consumer is getting more knowledgeable about local food -- this will lead to more understanding of what it costs to produce food. Somehow, more \$\$ have to get back to the farmer.” – Atlantic fruit, vegetable and horticulture producer*

**Results by sector: 2009**

Dairy respondents (50%) are significantly more likely to cite protection of supply managed production as the greatest opportunity compared to respondents from most other sectors. There are no other significant differences to report.

**Results: Greatest challenge in agriculture**

In 2009, Atlantic respondents are significantly more likely to cite competition (10%) as the greatest challenge compared to 2007 (1%). Meanwhile, they are significantly **less** likely to cite rising input costs as the greatest challenge in 2009 (27%) than in 2008 (38%).



What do you see as the greatest challenge in agriculture as a whole over the next year? Please select one only. (n = 109, 2007; n = 98, 2008; n = 155, 2009)

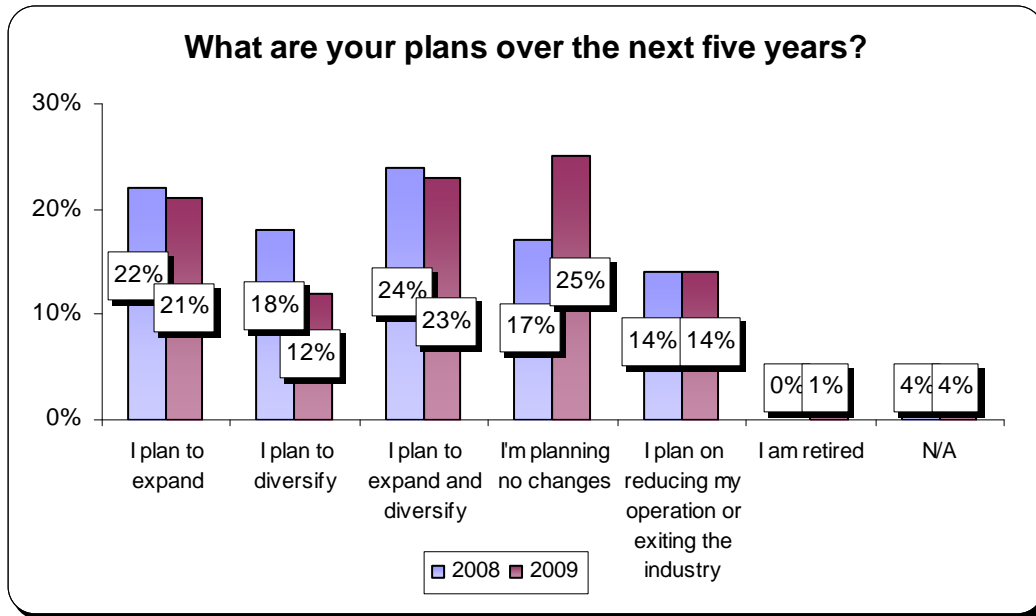
*“Always a challenge to make a profit but profitable farming is necessary if farms are to address any of the other challenges facing agriculture.” – Atlantic dairy producer*

**Results by sector: 2009**

There are no significant differences to report across sectors.

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

One quarter of Atlantic respondents (23%) plan to expand and diversify 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 = 98, 2008; n = 155, 2009)

**Results by sector: 2009**

Dairy respondents are significantly more likely to report that they plan to expand their farms or businesses (35%) compared to respondents from most other sectors. There are no other significant differences to report.

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