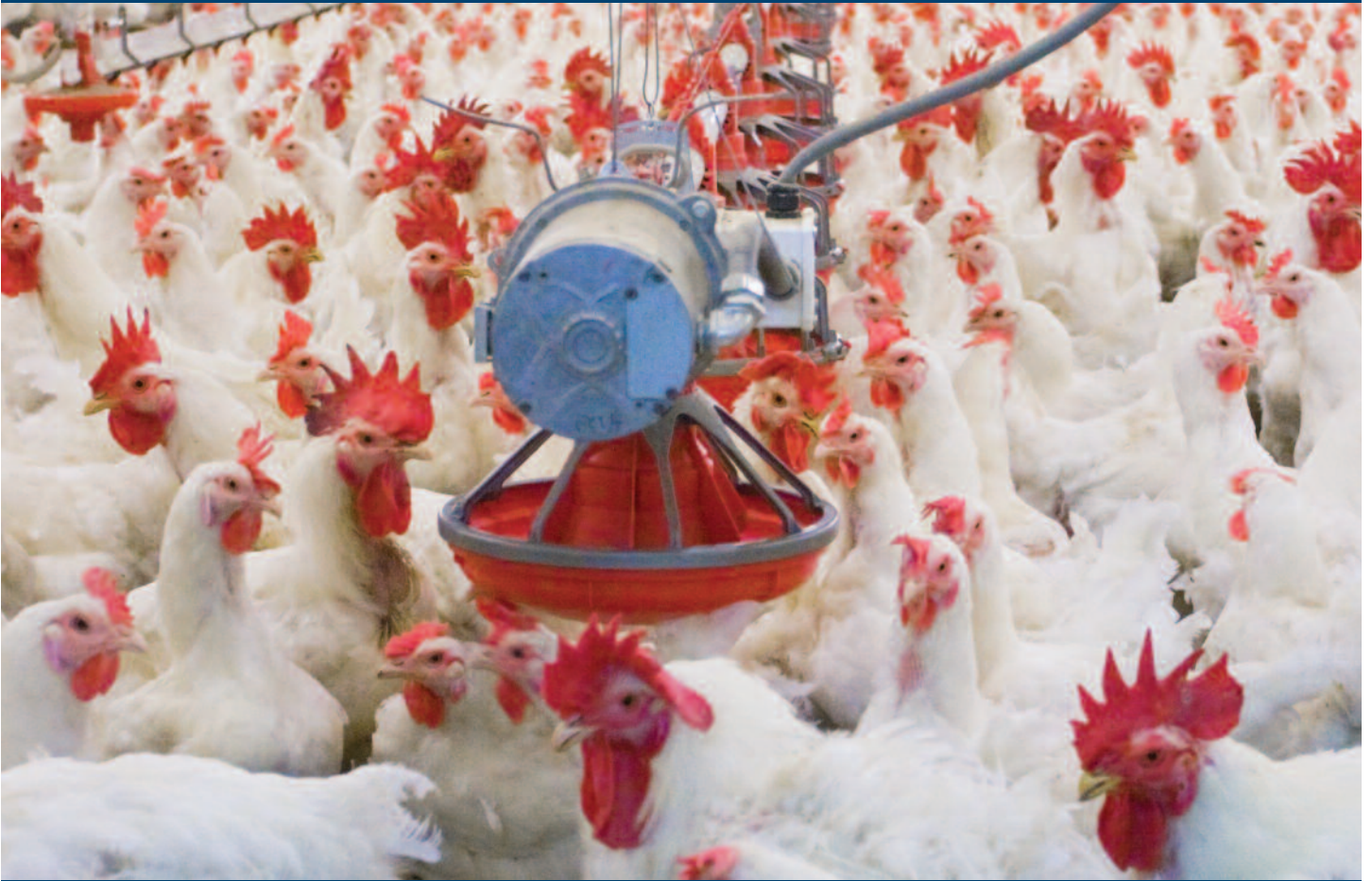


Optimism in the **Poultry sector**



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vision.ca



Background and Details

Farm Credit Canada undertook its third annual proprietary research study on the state of agriculture in Canada with all of its Vision panel members in the fall of 2009. The results include levels of optimism in the agriculture industry, as well as what members of the agriculture community view as the greatest opportunities and challenges facing them today. Additionally, the research is an opportunity to enable the ideas and opinions of Vision panelists to help shape the general understanding of agriculture for everyday Canadians.

Methodology

The Research team within Farm Credit Canada sent invitations to participate in the study to all active FCC Vision members from across the country, totaling 8508 people. Vision membership is composed of both producers and non-producers, FCC customers and non-customers, and has representation from all provinces and agriculture sectors. The survey was mailed to participants on October 6, 2009, with requests to return the survey by October 23, 2008. Members had the option of completing the survey via mail, fax or online. All data was subsequently weighted to reflect the actual demographic makeup of farms in Canada, with the exception of hogs. Data from the hog sector was weighted to the *Statistics Canada, Hog Statistics, Third Quarter 2009, Catalogue no. 23-010-X, vol. 8, no. 4.* to better reflect the current state of the sector.

Confidentiality

To ensure greater candour in their responses, participants were given a guarantee of confidentiality throughout the course of this research. No individual responses are revealed in the course of the report.

Response Rate

A total of 4515 people out of a possible 8508 responded to the survey for a response rate of 53%. The margin of error is +/-1.43%, 19 times out of 20 on a sample of this size. Of the 4515 respondents, 109 indicated poultry as their primary business. The margin of error is +/-9.22%, 19 times out of 20 on a sample of this size. Demographic subgroups will have a higher margin of error.

Note on the Analysis of Subgroups

When reference to subgroups of respondents (for example, differences in results between dairy and crop producers) is made throughout the text, only those differences that are *both* statistically significant *and* relevant will be highlighted.

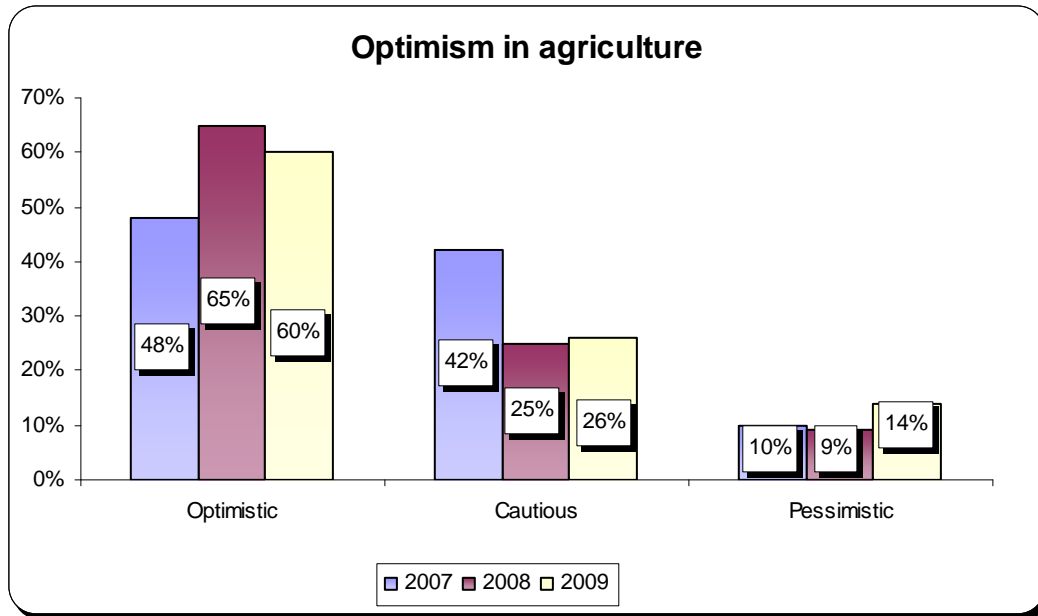
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Results: Optimism in agriculture

In 2009, poultry respondents (26%) are significantly *less* likely to be cautious about the future of agriculture compared to 2007 (42%). There are no other significant differences to report between the results of previous years.



Definition of optimism

The results of two key survey questions are combined in order to create this optimism indicator. The first is, “Looking ahead, do you believe that your farm or business will be better off or worse of in five years than it is now?” An answer of either a little better off or much better off counted towards the optimism score. The second question is, “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?” An answer of either slightly encourage them or strongly encourage them counted towards the optimism score.

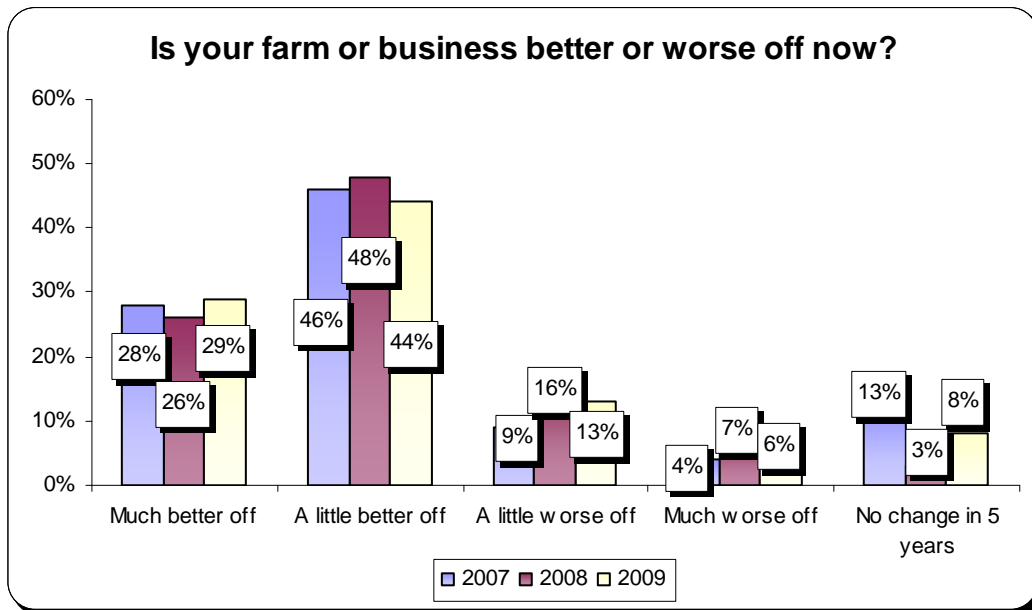
If a respondent reported that they believe their farm or business will be better off **and** they would encourage a career in agriculture, they were defined as optimistic. If a respondent reported that they **either** believe their farm or business will be better off **or** they would encourage a career in agriculture, they were defined as cautious. If a respondent reported that they **do not** believe that their farm or business will be better off **and** they would discourage a career in agriculture, they were defined as pessimistic.

Results by province: 2009

There are no significant differences to report across provinces.

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

In 2009, poultry respondents (8%) are significantly **less** likely to report that there has been no change to their farm or business in the last five years compared to 2007 (13%)
There are no other 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 = 90, 2007; n = 88, 2008; n = 109, 2009)

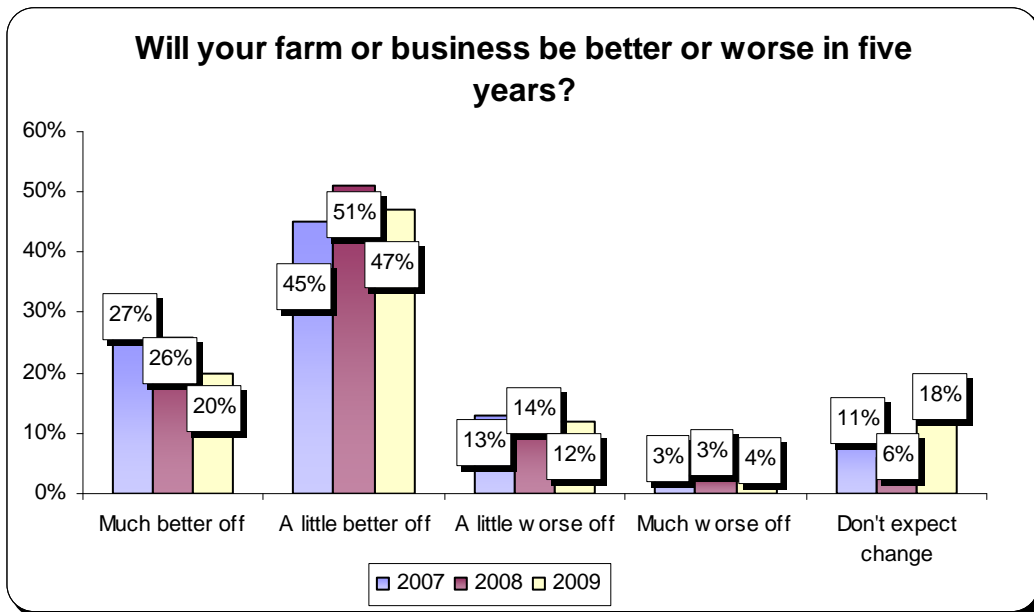
"I think there is huge potential for agriculture going forward; not only for food production but for other uses for our agricultural commodities."- Ontario poultry producer

Results by province: 2009

Poultry respondents from Alberta (70%) are significantly more likely to report that they are a little better off than they were five years ago compared to poultry respondents from British Columbia (27%). There are no other significant differences to report.

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

Poultry respondents in 2009 (18%) are significantly more likely to report that they don't expect any changes in the next five years compared to what they reported in 2008 (6%). There are no other significant differences to report between the results of previous years.



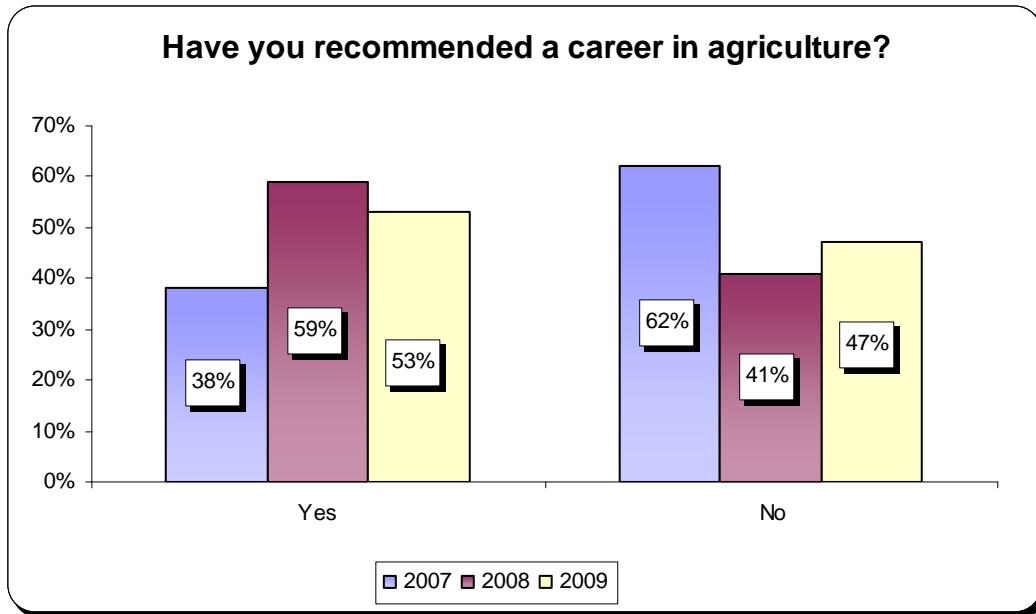
Looking ahead, do you believe that your farm or business will be better off or worse off in five years than it is now? (n = 90, 2007; n = 88, 2008; n = 109, 2009)

Results by province: 2009

There are no significant differences to report across provinces.

Results: Have you recommended a career in agriculture?

Poultry respondents are significantly more likely to report that they have recommended a career in agriculture in 2009 (53%) than in 2007 (38%). There are no other significant differences to report 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 = 90, 2007; n = 88, 2008; n = 109, 2009)

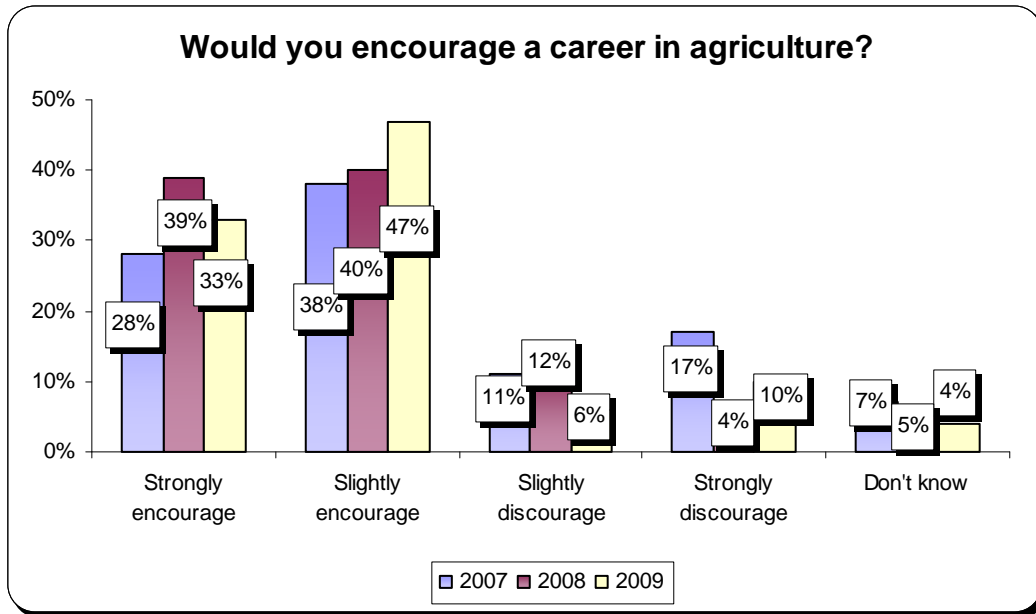
"It is a wonderful lifestyle and is extremely important to the country in which we live. No farmers, no food, no future is very true..."- Ontario poultry respondent

Results by province: 2009

There are no significant differences to report across provinces.

Results: Would you encourage a career in agriculture?

One third of poultry respondents (33%) would strongly encourage a friend or family member to consider a career in agriculture or an agricultural related field. There are no significant differences to report between the results of previous years.



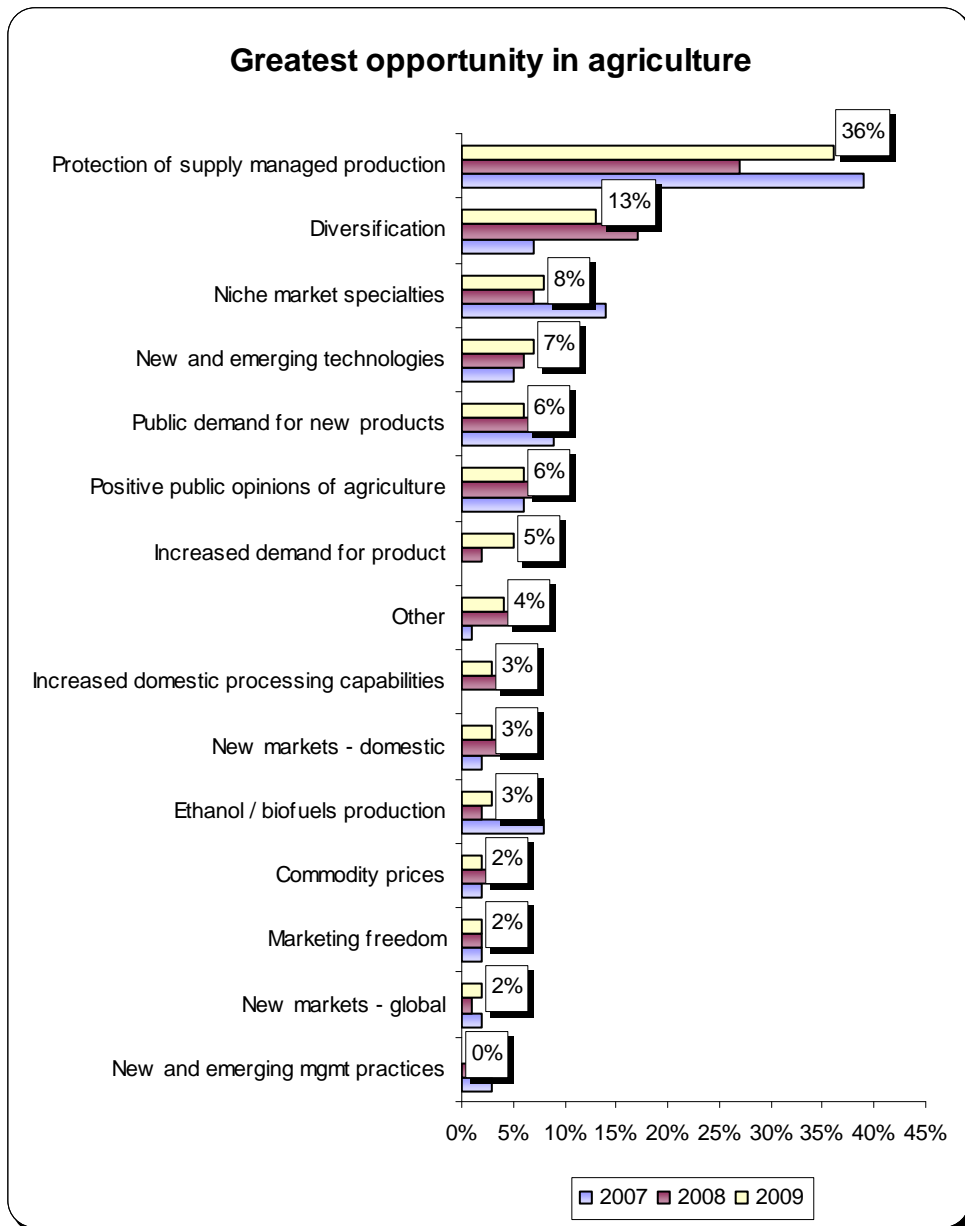
If a friend or family member was considering a career in agriculture or an agricultural related field, would you encourage them to enter the field? (n = 90, 2007; n = 88, 2008; n = 109, 2009)

Results by province: 2009

There are no significant differences to report across provinces.

Results: Greatest opportunity in agriculture

Poultry respondents continue to identify a variety of opportunities in agriculture. In 2009 over one third of poultry respondents (36%) report that the greatest opportunity is in the protection of supply managed production, followed by diversification (13%). There are no significant differences to report between the results of previous years.



What do you see as the greatest opportunity in agriculture as a whole over the next year? Please select one only.
(n = 90, 2007; n = 88, 2008; n = 109, 2009)

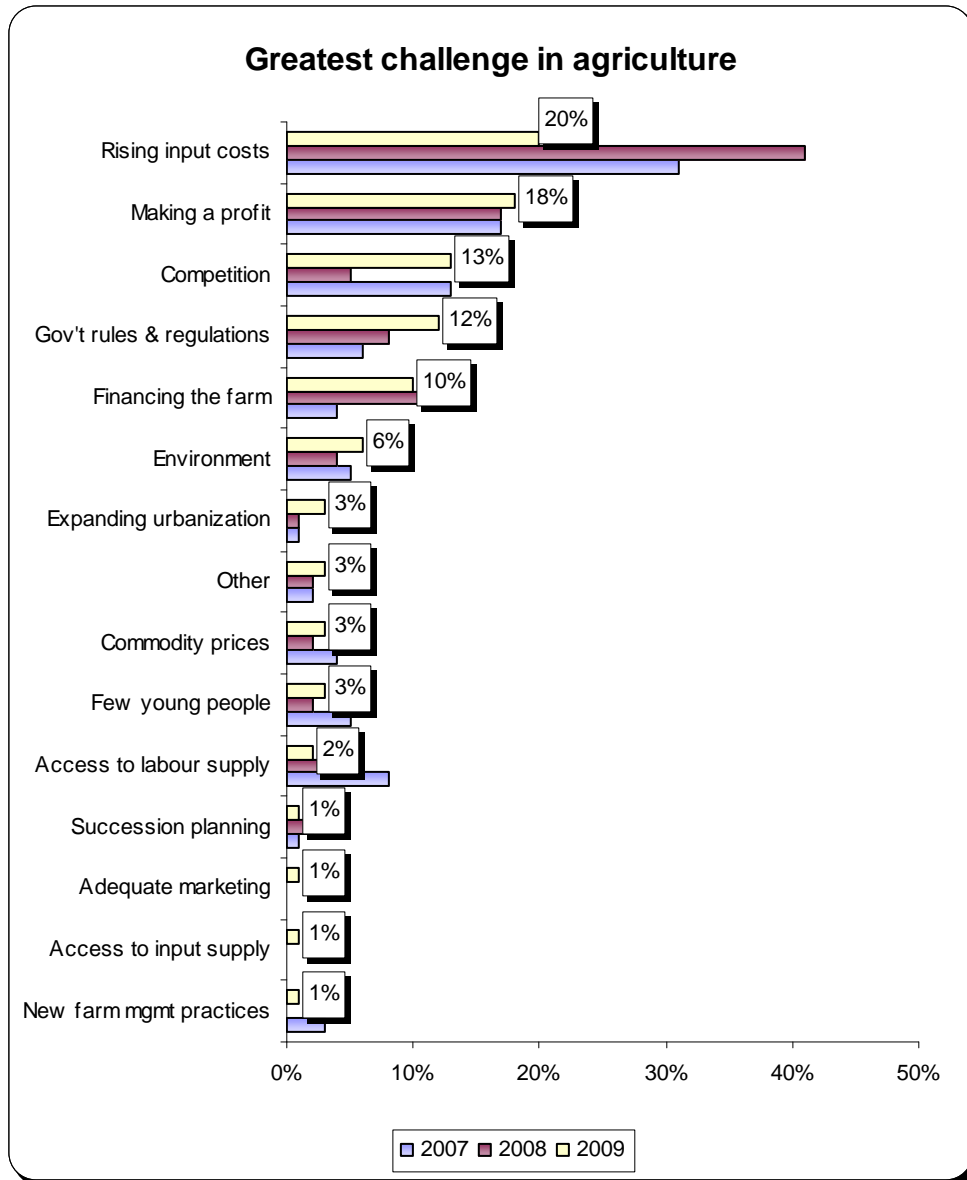
“The world population is increasing, therefore requiring more food production. Canada is in a position to produce more food...” - Ontario poultry producer

Results by province: 2009

There are no significant differences to report across provinces.

Results: Greatest challenge in agriculture

Poultry respondents in 2009 (20%) are significantly **less** likely to identify rising input costs as the greatest challenge in agriculture compared to 2008 (41%). There are no other significant differences to report between the results of previous years.



What do you see as the greatest challenge in agriculture as a whole over the next year? Please select one only. (n = 90, 2007; n = 88, 2008; n = 109, 2009)

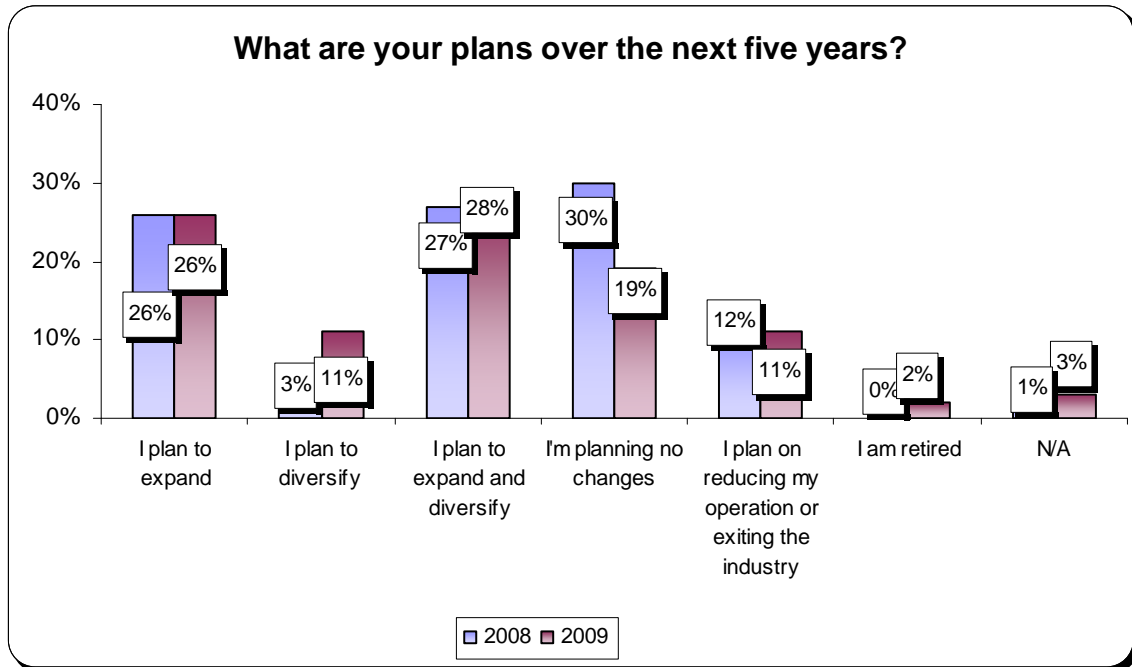
“Very slim chances of turning over a substantial profit next year due to low commodity prices and higher input costs.”- Ontario poultry producer

Results by province: 2009

There are no significant differences to report across provinces.

Results: Future plans¹

Poultry respondents are significantly more likely to report that they plan to diversify in 2009 (11%) than 2007 (3%). There are no other 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 = 88, 2008; n = 109, 2009)

Results by province: 2009

There are no significant differences to report across provinces.

¹ This was a new question added to the 2008 survey, therefore there is no comparison to 2007.