

Results of a Public Engagement Survey for the Next
Policy Framework for Agriculture (2023-2028):

Final Report



Strategic Policy and Evaluation Division
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Executive Summary

BACKGROUND

The following report presents the findings of a public engagement survey for the Next Policy Framework for Agriculture. Currently, the Department of Agriculture and Land (DAL) offers programs under the Canadian Agricultural Partnership (CAP) – a cost-shared agreement with Agriculture and Agri-Food Canada (AAFC). The CAP agreement will conclude on March 31, 2023. On April 1, 2023, a new cost-shared agreement will be launched. Its working title is the Next Policy Framework (NPF).

PURPOSE AND RESEARCH QUESTION

The purpose of the NPF public survey was to answer the following research question: “What are the public’s priorities for agriculture development in PEI?”

Priorities identified by members of the public will be considered as one line of evidence to inform the development of the NPF – alongside meetings with industry groups and community groups, peer-reviewed literature, an evaluation of CAP programs, and key informant interviews with program administrators.

RESEARCH APPROACH AND METHODOLOGY

The survey was administered using SurveyMonkey, and was made available in English, French, Spanish, Arabic and Chinese. Survey respondents were recruited through a variety of communications activities, including: promotional tweets via Twitter; target social media “boosts” directing viewers towards the NPF web-page; advertisement purchases in the Guardian, the Island Farmer, and the Coffee News; and one radio interview on ICI Première’s show, Le Réveil. These activities encouraged residents of PEI to complete the survey. Stakeholder groups were also contacted and encouraged to complete the survey.

ANALYSIS

Data collected through quantitative survey questions (closed-ended and check all that apply) were analyzed using SurveyMonkey’s built-in analytics and Excel spreadsheets. Data collected through qualitative survey questions (open-ended) were translated where necessary and analyzed through thematic analysis using the Nvivo™ software.

KEY FINDINGS

There was a strong response to the survey, with 1,041 responses collected in just over one month.

With respect to respondent demographics, the survey was successful in engaging at least two under-represented groups in agriculture: women (65% of respondents) and newcomers to Canada (16% of respondents). A majority of survey respondents (65%) reported that they do not work in the food system.

When asked to select priorities for agriculture development in PEI, the six (6) most frequently selected priorities were:

- Environmental sustainability/targeted actions related to climate change (n=715);
- Community food security/local food networks (n=464);
- Innovation in agriculture (n=429);
- Organic industry development (n=356);
- Animal health/welfare (n=317); and
- Emergency preparedness and natural disasters (e.g. extreme weather conditions) (n=292).

When response data was filtered to include only responses from those who work in the food system, and those who are farmers, environmental sustainability/climate change remained the most frequently selected priority.

When asked to suggest agriculture programs or projects that could be supported, survey respondents provided 1,774 suggestions. Following a thematic analysis of these responses, the suggested programs or projects were generally consistent with the priorities identified earlier in the survey. The six (6) most frequently referenced themes for programs or projects were:

- Environmental sustainability and climate change (n=562);
- Diversification and product development (n=134);
- Community food security and local food networks (n=132);
- Innovation and productivity (n=129)
- Public trust and agriculture awareness (n=104); and
- Organic industry development (n=104).

Overall, the survey's results demonstrate that environmental sustainability and climate change is a top priority for agriculture development in PEI. This is true for those who work in PEI's food system and those who work outside of PEI's food system. The Department also received a considerable number of responses and suggestions related to community food security and local food networks, innovation in agriculture, and organic industry development.

Sommaire

CONTEXTE

Le présent rapport porte sur les constats d'un sondage public concernant le prochain cadre stratégique (PCS) en matière d'agriculture. Actuellement, le ministère de l'Agriculture et des Terres offre des programmes dans le cadre du Partenariat canadien pour l'agriculture (PCA), une entente de partage des coûts avec Agriculture et Agroalimentaire Canada. Le PCA se termine le 31 mars 2023. Le 1^{er} avril 2023, une nouvelle entente de partage des coûts sera lancée. Son titre provisoire est le prochain cadre stratégique en matière d'agriculture.

OBJECTIF ET QUESTION DE RECHERCHE

L'objectif du sondage public sur le PCS était de répondre à la question suivante de recherche : « quelles sont les priorités du public pour le développement de l'agriculture à l'Î.-P.-É.? »

Les priorités identifiées par les membres du public seront considérées comme une source de données pour éclairer le développement du PCS tout comme les rencontres avec les groupes communautaires et l'industrie, la consultation de la littérature évaluée par les pairs, l'évaluation des programmes du PCA et les entretiens avec des intervenants clés, soit les administrateurs du programme.

APPROCHE ET MÉTHODOLOGIE DE RECHERCHE

Le sondage a été conçu à l'aide de SurveyMonkey et a été rendu disponible en anglais, en français, en espagnol, en arabe et en chinois. Les répondants au sondage ont été recrutés à l'aide d'une variété d'activités de communication, y compris : des gazouillis promotionnels sur Twitter; des publications ciblées de médias sociaux dirigeant les membres du public vers la page du PCS; des achats d'annonces dans le Guardian, le Island Farmer et le Coffee News; et une interview sur l'émission de radio ICI Première, Le Réveil. On a aussi communiqué directement avec les groupes d'intervenants par courriel pour les inviter à remplir le sondage.

ANALYSE

Les données recueillies à l'aide des questions quantitatives du sondage (fermées et cochez toutes les réponses qui s'appliquent) ont été analysées à l'aide des outils intégrés de SurveyMonkey et de chiffriers Excel. Les données recueillies à l'aide des questions qualitatives (questions ouvertes) ont été traduites lorsque nécessaire et ont fait l'objet d'une analyse thématique à l'aide du logiciel NVivo™.

PRINCIPAUX CONSTATS

Il y a eu une forte participation au sondage, avec 1 041 réponses recueillies en à peine un mois.

En ce qui a trait aux données démographiques sur les répondants, le sondage est parvenu à joindre deux groupes sous-représentés en agriculture : les femmes (65 % des répondants) et les nouveaux arrivants au Canada (16 % des répondants). Une majorité de répondants au sondage (65 %) a indiqué qu'ils ne travaillent pas dans le système alimentaire.

Lorsqu'on demandait aux répondants de sélectionner des priorités en matière de développement de l'agriculture à l'Î.-P.-É., les six priorités les plus souvent choisies étaient :

- Durabilité environnementale/actions ciblées sur le changement climatique (n = 715);
- Sécurité alimentaire des collectivités/réseaux alimentaires locaux (n = 464);
- Innovation en agriculture (n = 429);

- Développement du secteur biologique (n = 356);
- Santé/bien-être des animaux (n = 317); et
- Préparation aux situations d'urgence en cas de catastrophes naturelles (p. ex., conditions météorologiques extrêmes) (n = 292).

Lorsque les données des réponses étaient filtrées pour n'inclure que ceux qui travaillent dans le système alimentaire, et ceux qui sont agriculteurs, la durabilité environnementale/actions ciblées sur le changement climatique demeurait la priorité la plus souvent choisie.

Lorsqu'on leur a demandé des programmes ou des projets agricoles qui pouvaient être appuyés, les répondants au sondage ont fourni 1 842 suggestions. Après une analyse thématique de ces réponses, elles ont été classées en thèmes clés, les programmes ou projets suggérés étaient généralement cohérents avec les priorités identifiées précédemment dans le sondage. Les six thèmes les plus souvent mentionnés pour les programmes ou les projets étaient :

- Durabilité environnementale et changement climatique (n = 562);
- Diversification et élaboration de produits (n = 134);
- Sécurité alimentaire des collectivités et réseaux alimentaires locaux (n = 132);
- Innovation et productivité (n = 129)
- Confiance du public et sensibilisation à l'agriculture (n = 104); et
- Développement du secteur biologique (n = 104).

Globalement, les résultats du sondage montrent que la durabilité environnementale et l'action climatique sont une priorité fondamentale pour le développement de l'agriculture à l'Î.-P.-É. Cela s'applique autant à ceux qui travaillent dans le système alimentaire de l'Î.-P.-É. qu'à ceux qui travaillent à l'extérieur du système alimentaire de l'Î.-P.-É. Le ministère a aussi reçu une quantité importante de réponses et de suggestions liées à la sécurité alimentaire des collectivités et aux réseaux alimentaires locaux, à l'innovation en agriculture et au développement du secteur biologique.

Table of Contents

| | |
|--|----|
| Introduction | 1 |
| Background | 1 |
| Purpose | 1 |
| Research Approach and Methodology | 2 |
| Survey Design..... | 2 |
| Survey Administration and Recruitment of Respondents | 2 |
| Survey Sample..... | 2 |
| Data Analysis..... | 3 |
| Limitations and Delimitations | 4 |
| Results..... | 4 |
| Respondent Demographics..... | 4 |
| Farming Activities Identified by Farmer Respondents..... | 6 |
| Suggested Priorities for Agriculture..... | 6 |
| Other Priorities Suggested | 7 |
| Environmental Sustainability and Climate Change | 9 |
| Land..... | 10 |
| Programs and Supports..... | 10 |
| Diversification and Product Development..... | 10 |
| Community Food Security and Local Food Networks | 11 |
| Public Trust and Agriculture Awareness | 11 |
| Other Themes | 11 |
| Suggested Programs and Projects for Agriculture | 12 |
| Environmental Sustainability and Climate Change | 13 |
| Diversification and Product Development..... | 15 |
| Community Food Security and Local Food Networks..... | 16 |
| Innovation and Productivity..... | 17 |
| Public Trust and Agriculture Awareness | 18 |
| Organic Industry Development..... | 19 |
| Labour | 19 |
| Land..... | 19 |
| New Entrants and Succession Planning | 20 |
| Small or Mixed Farming Operations | 20 |

| | |
|---|----|
| Animal Health and Welfare and Plant Health..... | 20 |
| Markets and Trade..... | 20 |
| Other programs and projects suggested | 21 |
| Conclusion..... | 24 |
| References | 25 |
| Appendix A: Survey Questionnaire | 26 |
| Appendix B: Survey Recruitment Activities | 37 |
| Appendix C: Coding Structure, Question Two (2) (n=206)..... | 39 |
| Appendix D: Coding Structure, Questions Three (3) and Four (4) (n=1,774)..... | 40 |

List of Figures

| | |
|---|-----------|
| Figure 1. Thematic analysis process | 3 |
| Figure 2. Farming activities among respondents who self-identified as farmers..... | 6 |
| Figure 3. Most frequently selected priorities for agriculture development in PEI. | 7 |
| Figure 4. Most frequently cited words from "other" priorities for agriculture development in PEI. | 8 |
| Figure 5. Sample of coding structure for "other" priorities for agriculture development suggested by survey respondents..... | 8 |
| Figure 6. Most frequently cited words from programs or projects suggested by respondents..... | 12 |
| Figure 7. Sample of coding structure for responses referencing programs and projects suggested by survey respondents..... | 13 |

List of Tables

| | |
|--|----------|
| Table 1. Survey respondent demographics. | 5 |
|--|----------|

Introduction

Background

The following report presents the findings of a public engagement survey for the Next Policy Framework for Agriculture. Currently, the Department of Agriculture and Land (DAL) offers programs under the Canadian Agricultural Partnership (CAP) – a cost-shared agreement with Agriculture and Agri-Food Canada (AAFC). The CAP agreement will conclude on March 31, 2023. On April 1, 2023, a new cost-shared agreement will be launched. Its working title is the Next Policy Framework (NPF).

In order to identify priorities for the NPF, the DAL is gathering information from multiple lines of evidence:

- Meetings with industry groups;
- Meetings with community groups;
- Meetings with farmers and program clients;
- Meetings with program administrators;
- Meetings with under-represented groups;
- Outreach with Mi'kmaq First Nations and Indigenous Groups;
- Program performance reviews;
- Program evaluations;
- Peer-reviewed literature reports;
- Planning with federal, provincial and territorial departments of agriculture; and
- A public engagement survey to identify priorities for agriculture.

In addition to this survey report, the DAL has released a *What We Heard Report* on key findings from meetings with industry and community groups, a *What We Heard Report* on insights from peer-reviewed literature, and performance reports for existing CAP program.¹

Purpose

The purpose of the NPF public survey was to answer the following research question: “What are the public’s priorities for agriculture development in PEI?”

Priorities identified by members of the public will be considered as one line of evidence to inform the development of the NPF – alongside meetings with industry groups and community groups, peer-reviewed literature, an evaluation of CAP programs, and key informant interviews with program administrators (DAL staff). Results from this survey will also be used to advocate for PEI’s interests at Federal-Provincial-Territorial (FPT) tables, and to develop programs.

With respect to the survey’s results, this report provides the following information:

- Priorities for agriculture development in PEI;
- Ideas for programs or projects that could be supported; and
- Demographic information on respondents.

¹ Industry and Community Meetings What We Heard Report, available at: https://www.princeedwardisland.ca/sites/default/files/publications/af_wwh_npf_2021.pdf; Insights from Research What We Heard Report, available at: https://www.princeedwardisland.ca/sites/default/files/publications/af_ifr_npf_2021.pdf; CAP Performance Reports, available at: <https://www.princeedwardisland.ca/en/topic/performance-canadian-agricultural-partnership-programs>

Research Approach and Methodology

Survey Design

The NPF public engagement survey was developed through SurveyMonkey, and was made available in English, French, Spanish, Arabic and Chinese. The Department of Agriculture and Land's Gender, Diversity and Inclusion Policy and FPT CAP Policy has established that increasing the representation of under-represented groups is important.² One way to do so is to ensure that Islanders who do not speak English fluently are provided the opportunity to communicate their priorities for agriculture policy in their primary language, and by completing targeted survey recruitment with under-represented groups.

The survey included both quantitative (closed-ended, check all that apply) and qualitative (open-ended) questions. Questions were developed based on current priorities for agriculture development as well as other priorities identified through consultations and research. The quantitative questions were used to identify priorities for agriculture development, and to collect demographic information from respondents (e.g. whether respondents work in agriculture or the food system, gender, age, and whether respondents identify as belonging to groups that are under-represented in agriculture). Qualitative questions were used to give respondents the opportunity to suggest other priorities, and to suggest possible programs or projects for agriculture development. See Appendix A for the survey questionnaire (English).

Survey Administration and Recruitment of Respondents

The NPF public survey was administered, distributed, and returned primarily online. Links to the survey (one for each language) were hosted on the DAL's NPF webpage.³ Respondents who clicked on the link for their preferred language were directed to the survey, which was hosted on SurveyMonkey. For accessibility reasons, respondents had the option of completing the survey online, on paper, or over the phone. Responses were anonymous, though respondents had the option of self-identifying for the purpose of entering a prize draw. All those who entered the prize draw were eligible to win 1 of 4 gift cards to a PEI farmers' market of their choice (\$30.00). The prize draw was completed using a random number generator application.

A communications plan was developed to promote the NPF survey and to recruit survey respondents. Communications and recruitment activities included: promotional tweets via Twitter; target social media "boosts" directing viewers towards the NPF web-page; advertisement purchases in the Guardian, the Island Farmer, and the Coffee News; and one radio interview with ICI Première's show, Le Réveil. These activities encouraged residents of PEI to complete the survey. Stakeholder groups were also contacted and encouraged to complete the survey. See Appendix B for a list of communications activities, and groups contacted.

The survey was launched on May 31, 2021 and closed on July 6, 2021.

Survey Sample

As all members of the general public were invited to complete the survey, the survey's sample can be considered "non-probabilistic" as it is not a randomized sample of a specific population. With regards to

² Department of Agriculture and Land, Gender, Diversity and Inclusion Policy, available at:

https://www.princeedwardisland.ca/sites/default/files/publications/af_genderdiversityinclusionplan_eng.pdf

³ DAL's NPF page: <https://www.princeedwardisland.ca/en/information/agriculture-and-land/next-policy-framework-npf-for-agriculture>

sampling methods, a voluntary response sampling method was used to identify survey respondents (Edwards, Thomas, Rosenfeld & Booth-Kewley, 1997). In practice, this meant that the DAL invited the public to participate in the survey, and members of the public could choose whether or not to respond to the survey. A “convenience sampling” method was also used, where the DAL sent survey invitations to stakeholder groups (Edwards et al., 1997). See Appendix B for details on stakeholders invited to participate in the survey.

Data Analysis

Data gathered through quantitative survey questions (closed-ended and check all that apply) was analyzed using SurveyMonkey’s built-in analytics. Excel spreadsheets were then used to combine quantitative data from all linguistic versions of the survey, so that all quantitative data could be aggregated.

Data gathered through qualitative survey questions (open-ended questions) were translated where necessary, then aggregated using Excel. Qualitative data was then thematically analyzed using the Nvivo™ application. Thematic analysis is generally understood as a “method for systematically identifying, organizing, and offering insight into patterns of meaning (themes) across a data set” (Braun & Clarke, 2012, p.57).

A thematic analysis was chosen as it is a “flexible method that allows the researcher to focus on the data in numerous different ways” (Braun & Clarke, 2012, p.58). In practice, this meant that the qualitative data was reviewed as a whole, and then codes were assigned to specific responses. The coding structure was developed based on the answer choices provided in survey question one (1) (“priorities for agriculture development in PEI”) with additional codes created as appropriate. Codes were then organized into themes, which serve as the basis for key findings identified in the qualitative data. See Figure 1 for a visual description of this process. See Appendices C and D for the coding structures used to support this thematic analysis.

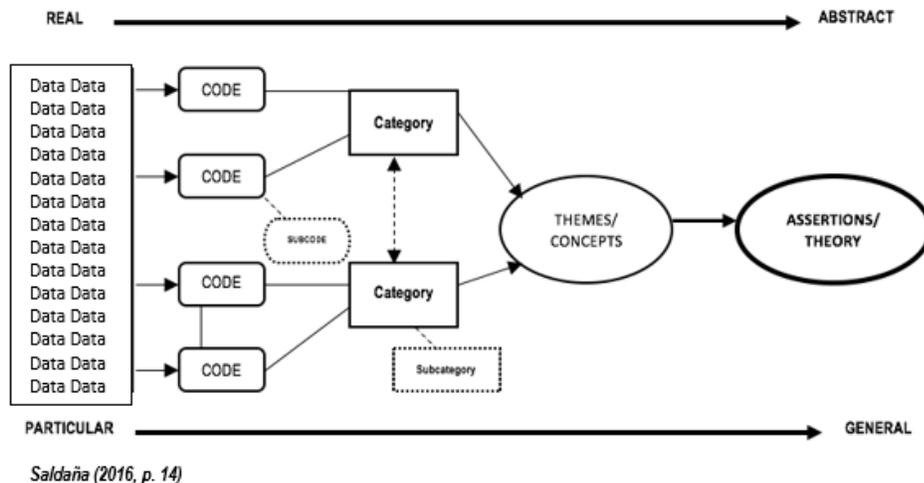


Figure 1. Thematic analysis process

Content analysis, examining the frequency of certain words across all responses, was also used to analyze the results. While content analysis does not provide information on the messages or meanings underlying frequently used words, this method of analysis helps to provide a general sense of large amounts of complex qualitative data. It also provides a starting point for a more detailed thematic analysis of results.

Limitations and Delimitations

It is important to be transparent about the limitations and delimitation of research. One limitation of this survey is related to the sampling method. Non-probabilistic (as opposed to probabilistic) sampling was used. As a result, survey findings cannot be considered statistically representative of the general population, which would require a randomized (or probabilistic) sample (Edwards et al., 1997).

With regards to delimitations — choices made which set boundaries for research — the survey was open for slightly over one (1) month (May 31, 2021 to July 6, 2021). However, this timeline does not appear to have impacted the survey's response rate (n=1,041). Further, when analyzing the data collected, clear themes emerge in the survey's findings. This suggests that the data collected reached the point of "saturation," and that it is unlikely that entirely new findings would have emerged if the survey had remained open for a longer period of time.

Results

For the duration of the survey – May 31, 2021 to July 6, 2021 – a total of 1,041 responses were collected. As the survey was offered in multiple languages, the breakdown of responses per language was the following:

- English: 891 responses
- Chinese: 139 responses
- French: 5 responses
- Spanish: 4 responses
- Arabic: 2 responses

Respondent Demographics

As shown below in Table 1, a large portion of survey respondents could be described as full-time residents of PEI who identify as women, do not work in the food system, and who report that English is their first language.

A majority of respondents (65%) report that they do not work in the food system. This is understandable for a survey designed to engage the general public. Of those who *do* report working in the food system, forty-three percent (43%) responded "no" when asked if they identify as a farmer – indicating that they work instead in food processing, food retail, or other areas of the food system.

A majority of survey respondents identified as women (63.5%). This is notable, as women are typically under-represented in the agriculture industry. For example, while women represent 49% of employed persons in PEI, women represent only 25% of those employed in agriculture in PEI.⁴ It is also notable that sixteen percent (16%) of respondents identified as a newcomer to Canada, as this is another group that is often under-represented in agriculture.

⁴ Government of Canada. (2021). Statistics Canada: Labour force characteristics by industry, annual (x 1,000). Available at: <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410002301&pickMembers%5B0%5D=1.1&pickMembers%5B1%5D=2.2&pickMembers%5B2%5D=4.3&pickMembers%5B3%5D=5.1&cubeTimeFrame.startYear=2016&cubeTimeFrame.endYear=2020&referencePeriods=20160101%2C20200101>

Taken together, it is apparent that the NPF public survey was successful in engaging populations not yet engaged through other activities implemented in preparation for the NPF (e.g. industry and community meetings, research on peer-reviewed literature, program evaluations, etc.).

As some respondents chose to skip the demographic questions, the figures in Table 1 do not add up to the total number of survey respondents (n=1,041). Further, as most respondents answered “no” to the “do you work in the food system” question, a smaller number of respondents were directed to the “are you a farmer” question.

| DEMOGRAPHIC INDICATOR | NO. OF RESPONDENTS | % OF RESPONDENTS |
|---|--------------------|------------------|
| LIVE IN PEI FULL-TIME | | |
| Yes | 886 | 97% |
| No | 29 | 3% |
| FOOD SYSTEM INVOLVEMENT | | |
| Work in the food system ⁵ | 319 | 35% |
| Do no work in the food system | 596 | 65% |
| IDENTIFY AS A FARMER | | |
| Identify as a farmer (full-time or part-time) | 182 | 57% |
| Do not identify as a farmer | 135 | 43% |
| GENDER IDENTITY | | |
| Identify as a woman | 568 | 63.5% |
| Identify as a man | 287 | 32.1% |
| Gender not listed | 36 | 4.0% |
| Prefer not to say | 4 | 0.4% |
| AGE (SENIOR) | | |
| Yes | 184 | 21% |
| No | 694 | 77% |
| Prefer not to say | 17 | 2% |
| AGE (YOUTH) | | |
| Yes | 102 | 11% |
| No | 774 | 87% |
| Prefer not to say | 19 | 2% |
| LANGUAGE | | |
| First language English | 692 | 77% |
| Other | 155 | 17% |
| French | 26 | 3% |
| Prefer not to say | 22 | 3% |
| UNDER-REPRESENTED GROUPS⁶ | | |
| Person with a disability | 75 | 8% |
| Member of PEI’s Acadian community | 73 | 8% |
| Member of an Indigenous group | 25 | 3% |
| Newcomer to Canada | 146 | 16% |
| Other under-represented groups | 87 | 10% |

Table 1. Survey respondent demographics.

⁵ Includes agriculture, processing, food retail, etc.

⁶ In this section, one question was asked per demographic indicator. As a result, the percentages in do not add-up to 100.

Farming Activities Identified by Farmer Respondents

For those who responded “yes” to questions six (6) (“do you work in the food system?”) and seven (7) (“are you a farmer? [full-time or part-time]”), they were then asked in question eight (8) to “indicate which farming activity(ies) your operation is involved with” and were invited to check all that apply. Figure 2 is a visualization of results from this question.

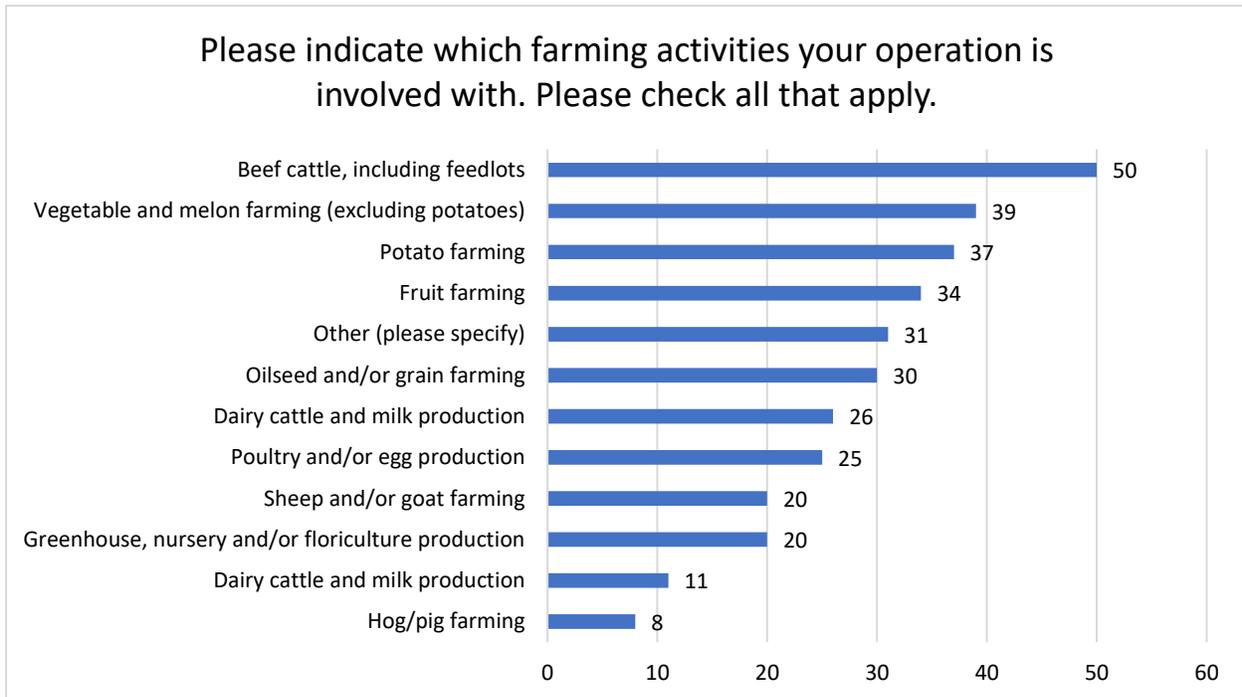


Figure 2. Farming activities among respondents who self-identified as farmers.

The most frequently selected responses in question eight (8) included: “beef cattle, including feedlots” (n=50), “vegetable and melon farming (excluding potatoes)” (n=39), “potato farming” (n=37), “fruit farming” (n=34), “other” (n=31), and “oilseed and/or grain farming” (n=30). “Other” responses included: “forage crop production” (n=6), “bees, honey production, and pollination” (n=5), “equine-related activities” (n=4), and other activities. Results were distributed somewhat evenly across answer choices. This is may be due to the fact that many operations are involved with multiple farming activities. It may also suggest that the survey reached a diverse range of farmers from multiple agricultural sectors.

Suggested Priorities for Agriculture

To address directly the survey’s research question, respondents were asked to “please select up to five (5) items that you believe should be considered for agriculture development in PEI.” As a “check all that apply” question, respondents were able to choose from 18 different answer choices (see Appendix B for the survey questionnaire). In the next question, respondents had the option of providing additional priorities not listed in the previous question.

Results from question one (1) reveal that the most frequently selected priority for agriculture development was “environmental sustainability/targeted actions related to climate change” (n=715). The following three most frequently selected priorities were “community food security/local food networks” (n=464), “innovation in agriculture” (n=429), and “organic industry development” (n=356).

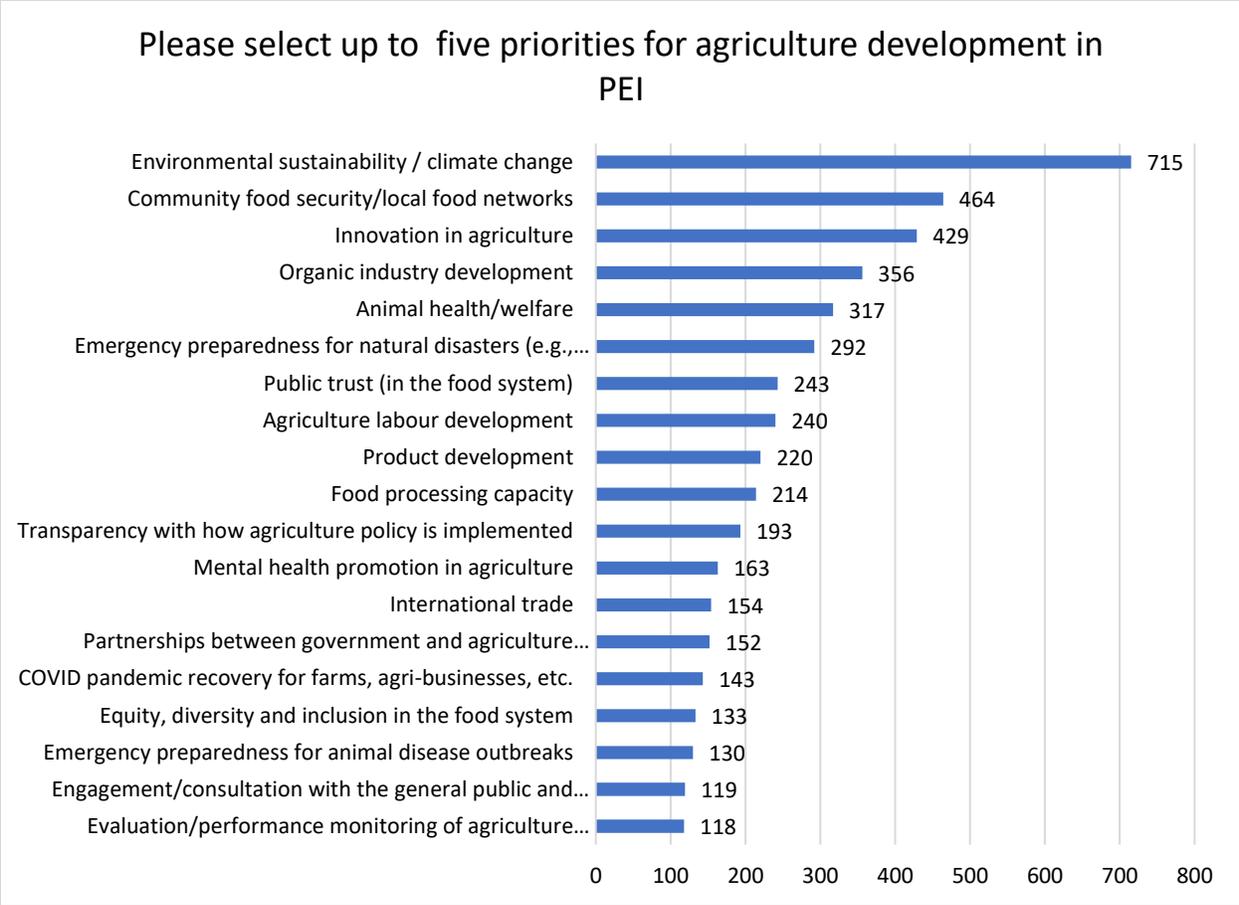


Figure 3. Most frequently selected priorities for agriculture development in PEI.

The findings presented in Figure 3 are notable, as most survey respondents reported that they do not work in the food system. This represents an opportunity to obtain a better understanding of what the general public sees as important for agriculture development in PEI. These findings suggest that respondents would like to see environmentally sustainable agriculture, with targeted action on climate change. Survey respondents also identified community food security, local food networks, and organic industry development as important. Innovation in agriculture was also identified as a key priority, for reasons related to both productivity and sustainability – as is discussed later in this report. Finally, respondents identified animal health and welfare as a priority.

Other Priorities Suggested

Survey respondents were given the option of providing other priorities they may have for agriculture development in PEI. Figure 4 is a visualization of the most frequently used words in responses to this question.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE

Of the two-hundred and six (206) references coded for this question, seventy-two (72) references referred to priorities related to the “environmental sustainability and climate change” theme. This theme was then organized into the following sub-themes.

Agri-Environmental Practices

Twenty-five (25) responses referenced agri-environmental practices are a priority. Generally, this referred to concerns related to inputs such as fertilizers (nitrates), pesticides and herbicides, as well as practices related to erosion control.

- “Impact of fertilizers on the environment.”
- “Exploring options of pest control other than using chemicals.”
- “Farmers should be compensated for buffer areas and incentivized for planting trees in buffer areas.”

Water and Irrigation

Responses to this question included eighteen (18) references to water and irrigation as a priority. However, there were a range of views on what should be done regarding water and irrigation. Some respondents expressed opposition to irrigation, while other respondents expressed support for effectively managed irrigation. This included references to high-capacity wells, holding ponds, ground water, and wastewater treatment.

- “Protection of our water supply on PEI.”
- “Monitoring and evaluation of water system for communities before high capacity wells.”
- “Irrigation and water management.”

Climate Mitigation and Adaptation

A total of eleven (11) references were made to climate mitigation and adaptation as a priority. Respondents made references to climate change as a priority for agriculture development. This included climate mitigation (e.g. reducing and storing greenhouse gases [GHGs]), and climate adaptation (e.g. adopting drought-resistant agricultural commodities and varieties).

- “Transition to other sources of energy (net zero targets).”
- “Larger scale wind or solar builds cooperatively owned to reduce individual farm electric bills.”
- “Using agriculture as a carbon sink.”
- “Look into other crops better suited to our changing climate.”

Soil Health

Nine (9) references were made to soil health as a priority for agriculture. This included references to crop rotations, soil organic matter, and regenerative agriculture.

- “My priority is that there is no longer an emphasis on the rotating of crops on any acreage. For the sake of our soil this should be enforced.”
- “Increase organic matter in soil to sustainable levels.”
- “A more natural approach to farming, working with the land instead of against it.”

Other

Respondents identified other priorities related to environmental sustainability and agriculture. They included references to reducing food waste, wildlife and biodiversity, and a managed transition to sustainable agriculture.

- “Reducing waste in the food system.”
- “Care of environment and wildlife habitat (not climate change related).”
- “Programs to teach farmers on how to [become more] environmentally stable and financially stable while switching to the changes.”

LAND

Respondents made nineteen (19) references to the “land” theme. This included references to legislation regulating land ownership (the *Lands Protection Act*), land use and the *Planning Act*, keeping agriculture land in agricultural use, and a land bank.

- “Tighter controls on corporations owning thousands of acres.”
- “Limiting urban sprawl onto viable agricultural lands.”
- “It’s concerning how much land is being taken out of agriculture and being sub-divided.”
- “Establish a land bank.”

PROGRAMS AND SUPPORTS

Responses to this question included thirteen (13) references to priorities related to the “programs and supports” theme. Most references referred to support for smaller farming operations and agri-businesses.

- “I believe there should be grants and assistance for smaller, local farms and agriculture-related businesses.”
- “Investing in small farms/family owned farms.”
- “Support for ag-related small businesses.”

DIVERSIFICATION AND PRODUCT DEVELOPMENT

Responses to this question included twelve (12) references to priorities related to the “diversification and product development” theme. This included references to diversifying production to include new crops and varieties, as well as developing new agricultural and agri-food products. This theme overlaps with the “environmental sustainability and climate change” theme.

- “Diversification of cash crops, to develop crop rotation options.”
- “Investigating alternatives to the potato farming industry and support for farmers transitioning to other types of farming.”
- “Diverse crops (market garden, specialty crops and breeds). High value and locally processed.”

COMMUNITY FOOD SECURITY AND LOCAL FOOD NETWORKS

Eleven (11) references to priorities for agriculture related to the “community food security and local food networks” theme.⁷ References in this theme are related to local food production and consumption, food security and self-sufficiency, and community-based food and gardening projects.

- “Promote local food production with encouraging people to grow or raise their own.”
- “Initiatives to encourage homeowners to develop their own backyard gardens.”
- “Education and start up assistance... increase in community gardens spaces.”

PUBLIC TRUST AND AGRICULTURE AWARENESS

A total of eleven (11) references were made to priorities related to the “public trust and agriculture awareness” theme. This included references to promoting agriculture in schools, and raising awareness about agriculture and the food system.

- “Agriculture education in the school system so that young people understand and respect where their food comes from and the importance of agriculture products to their diet.”
- “Incorporation in the education system of food production and the value of farmers to our food supply.”
- “Education of where food comes from and what is required to produce it for the non-agricultural community”

OTHER THEMES

Multiple other themes were identified from responses to this question, though with fewer references to each theme. See Appendix C for a complete list of themes and reference counts pertaining to this question. A summary of responses from these themes can be found below.

- “The Island should focus on becoming a province where agriculture is organic throughout the province.”
- “Automation. Automating most agricultural processes, including processing.”
- “Assistance to new entrants to farming. Not just young farmers.”
- “Increasing productivity of existing acreage under production.”
- “More concern for animal welfare.”
- “Enhancing Agri Insurance programs.”
- “Emergency preparedness including weather, plant/animal disease, etc.”
- “I would expand the ‘partnerships’ section to include organizations like watershed groups.”
- “Review published literature before approval of a project.”
- “Being self-reliant... we also need to expand our facilities for butchering livestock.”
- “Elimination of internal domestic trade barriers.”
- “We have seen how the supply chain can be disrupted by the pandemic and transportation issues and we need to be more self-reliant.”
- “Support and education in place to assist more women in agriculture.”

⁷ Community Food Security is defined as “a situation in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes self-reliance and social justice” (Hamm and Bellows, 2003).

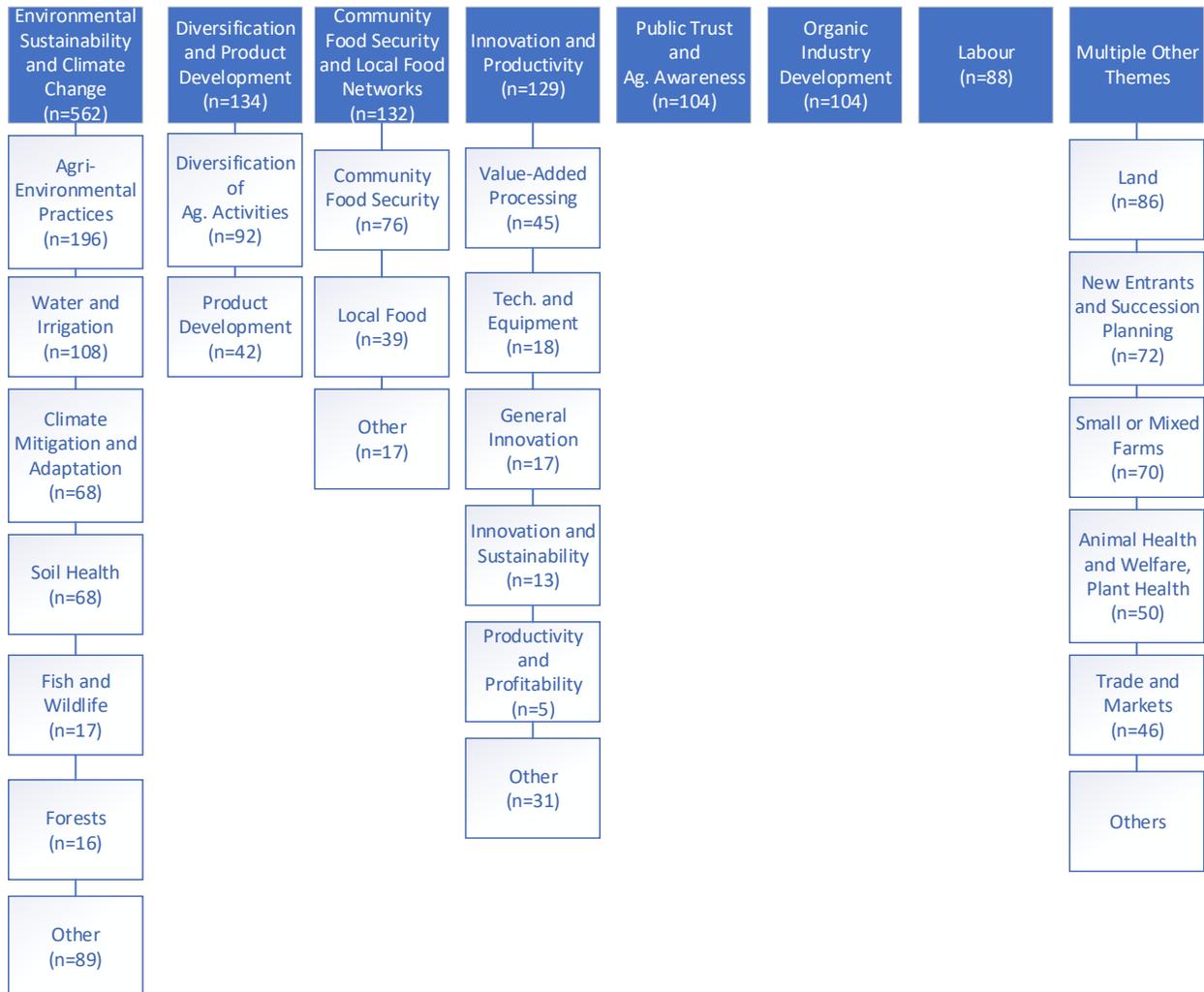


Figure 7. Sample of coding structure for responses referencing programs and projects suggested by survey respondents.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE

Of the one-thousand seven-hundred and seventy-four (1,774) references coded for suggested programs or projects, five-hundred and sixty-two (562) references referred to programs or projects related to the “environmental sustainability and climate change” theme. This theme was then organized into the following sub-themes.

Agri-Environmental Practices

Within this theme, respondents made one-hundred and ninety-six (196) references to programs or projects related to improving agri-environmental practices, and mitigating the impacts of agriculture on the environment and climate. This included references to beneficial management practices (BMPs), soil management practices like hedgerows and crop rotations, and references to inputs like nitrates (fertilizers), pesticides, and herbicides. References were also made to the importance of incentivizing the implementation of BMPs.

- “More incentive for use of cover crops.”

- “Restoration and development of hedgerows.”
- “Crop rotation monitoring and enforcement.”
- “Reduce tillage systems for potatoes.”
- “Limit fertilizer and pesticides per acre.”
- “Promoting precision agriculture when sampling and applying fertilizers.”
- “Higher ALUS [Alternative Land Use Services Program] payment rates.”

Water and Irrigation

Respondents made one-hundred and eight (108) references to programs or projects related to water and irrigation. As with the “priorities” question earlier in the survey, references to water included a range of views – some opposing irrigation, and some suggesting various forms of managed irrigation. This included references to watersheds, drinking water, water testing, irrigation policy and regulations, high-capacity wells, holding ponds, droughts, and science-based decision making.

- “Partnerships with watershed groups.”
- “Protect our drinking water.”
- “Test drinking water.”
- “Sustainable irrigation strategy.”
- “Strict regulation of high capacity wells and holding ponds.”
- “Drought management plans to cope with water shortages.”
- “Science-based, fact-based policies for water usage in PEI.”

Climate Mitigation and Adaptation

Sixty-eight (68) references were made to programs or projects related to climate change mitigation and adaptation. This included references to reducing GHGs produced through agricultural activities, adopting renewable energy sources, carbon sequestration through agriculture, and adapting to climate change through climate-resilient crops and varieties.

- “Please prioritize action to reduce GHGs in production and harvest of present crops.”
- “Introduce green energy in agriculture, like wind/solar energy.”
- “Pay farmers for sequestering carbon.”
- “Establishing baseline date for carbon sequestration.”
- “Development of drought resistant crops.”
- “Making farms resilient to changing weather patterns (climate).”

Soil Health

Respondents made sixty-eight (68) references to programs or projects related to soil health. This included references to promoting soil health, soil organic matters, and soil management practices.

- “Our soil needs to be returned to a healthy state.”
- “Improving organic matter in the soil.”
- “Increased soil conservation incentives.”
- “More livestock manure use on fields to provide soil microbe.”
- “Sessions for farmers on ways to farm without tilling the soil.”

Wildlife and Fish Conservation

There were seventeen (17) references made to programs or projects related to wildlife and fish. This included references to wildlife, fish, conservation, and ecosystems.

- “Strategies that protect wildlife.”
- “Tip to tip island wildlife corridor.”
- “Keeping enough areas of land for our natural plants and animals.”
- “Monitor ag development that respects forests and wildlife.”

Forests

Respondents made sixteen (16) references to programs or projects related to forests. This included references to forests, wildlife and fish, reducing food waste, and general references to sustainability in agriculture.

- “Discourage clear-cutting of our woodland.”
- “Plant more trees. Lots more.”
- “We need to reduce land clearing and increase forestry management of existing forest as part of a farm management plan.”
- “When replanting plant with a Acadian Forest plan.”

Other

Eighty-nine (89) references were made to other programs or projects related to the “environmental sustainability and climate change” theme. This included references to reducing food waste, plant-based food production, and many general references to sustainability in agriculture.

- “Reduce Crop Waste Program.”
- “Incentives to grow and purchase local plant-based foods (reduce GHG).”
- “Sustainable agricultural systems”

DIVERSIFICATION AND PRODUCT DEVELOPMENT

In suggesting programs and projects for agriculture development, respondents made one-hundred and thirty-four (134) references related to the “diversification and product development” theme. This theme was then organized into the following sub-themes.

Diversification of Agricultural Activities

Within this theme, ninety-two (92) references were related to diversification of agricultural activities. This included references to diversifying agricultural activities and food production – for reasons related to both sustainability and local purchase and consumption.

- “I would like to see diversity in agricultural production encouraged.”
- “Crops other than potatoes that don’t need as many inputs.”
- “Large-scale greenhouses for year-round indoor farming where feasible.”
- “Wide variety of vegetables.”
- “Diversifying agriculture to increase the variety of local products available.”

Development of New Agriculture and Agri-Food Products

The remaining forty-two (42) references in this theme were related to programs or projects focused on adopting or developing new agriculture and agri-food products. This included references to product development, products for export, and developing or adopting new cash crops.

- “Support for new product development.”
- “New products for export opportunities, the next canola.”
- “Testing new cash crops with proven financial returns.”
- “Support for crop varieties that produce more with less inputs.”
- “Promotion of ‘imperfect’ fruit and vegetables.”

COMMUNITY FOOD SECURITY AND LOCAL FOOD NETWORKS

Of the one-thousand seven-hundred and seventy-four (1,774) references coded for suggested programs or projects, one-hundred and thirty-two (132) references referred to programs or projects related to the “community food security and local food networks” theme. This theme was then organized into the following sub-themes.

Community Food Security

Within this theme, seventy-six (76) references were made programs or projects related to community food security. This included references to household food insecurity, food self-sufficiency, nutrition, education, food literacy, and a just food system.

- “Reduction of food insecurity.”
- “All food sufficiency programs.”
- “Healthy Food Program (decrease cost of healthy food).”
- “I would like to see more community gardens.”
- “Teach children how to grow food in schools.”
- “Programs to provide access to land for food to newcomers, urban-dwellers, and groups that traditionally have less access to land.”

Local Food

Thirty-nine (39) references were made to local food. This included references to promoting local food, local food networks, increasing the availability of local food, and procuring local food for public institutions.

- “Promote local products.”
- “Some type of reward system... Those buying from local farmers/businesses collect points for a reward.”
- “More local produce in our local grocery stores.”
- “Enhance local sourcing for public institutions.”
- “Increased and mandated procurement by government of local products.”

Other

Respondents made seventeen (17) references to other programs or projects related to the “community food security and local food” theme. This included references to farmers markets, household food security programs, and backyard livestock.

- “More pay what you can programs but for families/adults outside of school.”
- “Bigger scale of Farm markets.”
- “Back yard chickens.”

INNOVATION AND PRODUCTIVITY

Respondents made one-hundred and twenty-nine (129) references to programs or projects related to the “innovation and productivity” theme. This theme was then organized into the following sub-themes.

Value-Added Agriculture and Agri-Food

Forty-five (45) references in this theme referred to programs or projects to increase productivity through value-added activities in agriculture and agri-food. This included references to value-added agriculture activities, agri-food processing, and supporting farmers in engaging in value-added activities to increase productivity and profitability.

- “More value-added processing on PEI.”
- “Need more food companies to process crops here on PEI.”
- “Help farms to get to the ‘next step’ with funding [for] finished products.”
- “PEI is disadvantaged by having limited processing options for crops that fit in a potato rotation (grains and oilseeds).”

Technology and Equipment:

Eighteen (18) references referred to programs or projects to improve productivity (or sustainability) through supporting the development and adoption of technology or equipment related to agriculture. This included references to support for equipment purchases, access to more affordable equipment repairs, and incentives to adopt precision agriculture technology for fertilizers, pesticides, and herbicides.

- “Support for equipment purchases.”
- “Address the ridiculous cost of equipment repair i.e. reset costs.”
- “Technology to reduce chemical use thus more profit [and a] better environment.”
- “Rebates/financial incentives and investments in the best eco-friendly equipment and methods available.”

General Innovation

Respondents made seventeen (17) general references to innovation. This included references to research, innovation development, and innovation diffusion and adoption.

- “Industry innovation.
- “Support innovative research and implement findings.
- “Helping producers adopt and implement new technology.

- “Better and more cost-effective farming practices.

Innovation and Sustainability:

There were thirteen (13) references made to innovation as a means of promoting environmental sustainability. This included references to precision agriculture, as well as technology and equipment adoption to mitigate agri-environmental effects and GHG emissions.

- “Precision irrigation technology.”
- “Promoting precision agriculture when sampling and applying fertilizers. Research on precision seeding, nitrogen application, etc.”
- “Technology investments to mitigate the effects of climate change.”
- “Investment into on farm efficiency infrastructure.”

Productivity and Profitability:

Five (5) references were made to programs or projects that could increase productivity and profitability on farm. This included references related to competitiveness, profitability, and yields.

- “Increased competitiveness. Higher yields.”
- “Have greater access to grants that will directly improve profitability on farm.”
- “Develop competitiveness of local agriculture.”

Other

There were an additional thirty-one (31) references to other programs or projects related to innovation and productivity that did not form distinct themes. They included references to research, extension work, and avoiding subsidies that would discourage innovation.

- “Research into maximizing production.”
- “The industry has changed with agricultural practices need to continue that progress through education and demonstration.”
- “If established producers need government support to just continue doing what they are doing, then that is a net negative result - because that support kills opportunities for the people that are actually interested in innovating... There is an extremely large opportunity cost when we focus on preserving established and entrenched players, that needs to be calculated into any potential support you consider providing.”

PUBLIC TRUST AND AGRICULTURE AWARENESS

Respondents made one-hundred and four (104) references to programs or projects related to the “public trust and agriculture awareness” theme. This included references to promoting public trust in agriculture and the food system, increasing awareness of agriculture and the food system, agritourism, and a particular emphasis on reaching youth through the education system.

- “Implement teaching of agriculture and farm life in school.”
- “Incorporate in the education system where our food supply comes from and the importance of our farmers.
- “Communication between farmers and public. What are they doing and why.”

- “I believe there is a real disconnect between the agricultural community and the greater public... The public needs actual information on the agriculture industry.”
- “Agritourism development.”

ORGANIC INDUSTRY DEVELOPMENT

Responses to this question included one-hundred and four (104) references to programs or projects related to the “organic industry development” theme. This included references to promoting organic food production and supporting organic farmers. Responses within this theme overlap with responses from the following themes: “environmental sustainability and climate change,” “new entrants and succession planning,” and “small or mixed farms.”

- “More incentives and education on organic agriculture.”
- “Promotion of organic methods of food production.”
- “Infrastructure and training support for farmers transitioning to organic farming.”
- “Supporting young farmers who want to pursue organic farming.”
- “Improve organic market access by providing incentives to large buyer/processors to relocated to PEI.”

LABOUR

In providing suggestions for programs and projects, respondents made eighty-eight (88) references to programs or projects related to the “labour” theme. This included references to labour supply, temporary foreign workers, training, and skills development.

- “Develop better access to labour both local and immigration.”
- “Better support for Foreign Workers working in Agriculture programs.”
- “Ways to entice youth to work on farms - scholarships, bursaries.”
- “Agriculture training for youth.”
- “Dedicated Agriculture Futures Program akin to Health Care Futures Program.”
- “On-farm assistance for training new workers.”

LAND

Of the one-thousand seven-hundred and seventy-four (1,774) references coded, eighty-six (86) references referred to programs or projects related to the “land” theme. This included references to land use planning, the *Planning Act*, keeping agricultural land in production, land ownership, the *Lands Protection Act*, a land bank, and interventions to improve financing for land purchases.

- “Let's have Land Use Planning, this is an urgent need.”
- “Permanent farm area zones.”
- “Too much good agricultural land is being built on - ribbon development is out of control. This also impacts viewscales, the beauty of the Island.”
- “Close loopholes in land acreage limits legislation.”
- “Loopholes for land acquisition for corporations.”
- “Land bank to help new and existing farmers access land.”
- “Interest rebates for land purchase.”

NEW ENTRANTS AND SUCCESSION PLANNING

Respondents made seventy-two (72) references to programs or projects related to the “new entrants and succession planning” theme. This included references to supporting new entrants to agriculture, mentoring new entrants, and supporting succession planning for those retiring or exiting the industry. This theme overlapped with the “small or mixed farming operations” theme.

- “More support for younger farmers starting out.”
- “Continuation of programs like the Future Farmer program.”
- “Introduce plans to attract international farmers.”
- “System for young farmers to get long term loans for capital investments.”
- “Mentorship. Access to experienced individuals who can lead new entrants through the business of farming, both educationally and legally.”
- “Network to allow retiring farmers find young farmers to buy operation.”
- “Greater support for succession plans in order to ensure continuity.”

SMALL OR MIXED FARMING OPERATIONS

Seventy (70) references referred to programs or projects related to the “small or mixed farming operations” theme. This included references to smaller farming operations, mixed farming operations, as well as competitiveness and financing/funding challenges.

- “Small scale farming incentives.”
- “Mixed farming initiatives.”
- “Promotion and support of smaller mixed farm operations.”
- “Assess challenges small farmers face when competing with larger companies.”
- “Small farmers have nowhere to go for grants/business loans support. This makes it extremely difficult for urban farmers to compete to get the funds they need.”

ANIMAL HEALTH AND WELFARE AND PLANT HEALTH

Respondents made fifty (50) references to programs or projects related to the “animal health and welfare and plant health” theme. This included references to promoting animal health, assurance activities, improving or monitoring animal welfare, and improving plant health.

- “Continued livestock health initiatives.”
- “Animal health and welfare traceability and transparency.”
- “Significantly strengthen the laws to protect farm animal welfare. Including while they are on the farm, during all transportation, and at abattoirs.”
- “Food safety.”
- “Integrated Pest Management.”

MARKETS AND TRADE

Forty-six (46) references were made to programs or projects related to the “markets and trade” theme. This included references to export markets, international markets, domestic markets (Canada), and market research.

- “Market access.”

- “Market development.”
- “Programs that support farmers products on a global scale.”
- “Marketing for new crops should be established before grown. Eliminate borders, let there be free trade in Canada.”
- “Maritime regulations to be integrated into one market.”
- “Quarterly reports on emerging global food trends to better target export markets.”

OTHER PROGRAMS AND PROJECTS SUGGESTED

Other themes were identified in the programs or projects suggested by respondents, though with fewer references to these themes. See Appendix D for a complete list of themes and reference counts pertaining to these questions. A summary of responses from some of these themes can be found below.

Insurance:

Respondents made twenty-one (21) references to programs or projects related to the “insurance” theme. This included references to agriculture insurance and business risk management programs.

- “Price insurance for agricultural products.”
- “Crop insurance that maintains coverage.”
- “Providing prices to our farmers that are reasonable and sustainable.”

Processing Capacity

Responses included twenty (20) suggested programs or projects related to the “processing capacity” theme. This included references to livestock, abattoirs, and other processing facilities. This theme overlapped with the “value-added agriculture and agri-food” theme.

- “Programs to promote local processing.”
- “More local abattoirs, market for pork, lamb, goat.”
- “Not transporting live animals off-Island for slaughter.”

Engagement and Consultation

Twenty (20) references were made to programs or projects related to the “engagement and consultation” theme. This included references to preferred forms of engagement, engagement in policy-making, and collaboration among farmers.

- “Public forums; allow me to have a say.”
- “Inclusion of public in policy making.”
- “Farmers have a lot of good ideas, but I would like to see them work closer together.”

Equity, Gender Diversity and Inclusion (GDI) in the Food System

Nineteen (19) responses included references to programs or projects related to the “equity and GDI” theme. This included references to women in agriculture, Indigenous Peoples, 2SLGBTQI+ persons, and other under-represented groups.

- “Support for women in agriculture.”
- “Program specifically for Indigenous [peoples].”

- “LGBTQ+ and BIPOC representation policy and programs.”

Program Administration

A total of twelve (12) references referred to programs or projects related to the “program administration” theme. This included references to funding amounts, application processes, and support with accessing programs.

- “Increased funding availabilities.”
- “Simplification of the program application process.”
- “Supports for famers to be able to access programs.”

Health and Mental Health

Responses included twelve (12) references to programs or projects related to the “health and mental health” theme. This included references to mental health, health coverage, and the existing Farmers Assistance Program.

- “Mental health care for farms and support groups.”
- “Farmers should be able to access a proper health plan.”
- “Farmer Assistance Program for mental health services.”

Transparency in Agriculture Policy Development

There were (10) references made to programs or projects related to the “transparency in agriculture policy development” theme. This included references to policy development and accessibility of information.

- “Transparent policy development.”
- “A more useful website with frequently asked questions, special events, interconnected with industry/commercialized farming and the smaller local farmers.”

Partnerships with Government, Academics, and Researchers

Nine (9) responses referred to programs or projects related to the “partnerships with government, academics, and researchers” theme. This included references to applied research, partnerships, and collaboration with post-secondary institutions.

- “Much greater partnership with farmers and researchers in applied research.”
- “Many of the local agricultural challenges relate to environmental issues. Government should consider bringing the agriculture community together with the environmental community to discuss opportunities going forward... How do we work on these issues in a collaborative manner?”
- “Work with UPEI research departments to explore non-chemical means of treating crop pests.”

COVID-19 Recovery and Resiliency

Another nine (9) references were made to programs or projects related to the “COVID-19 recovery and resiliency” theme. This included references to food system resiliency and self-sufficiency.

- “International food networks have been proven risky so local production should be encouraged.”
- “Inventory to establish how much food we can grow ourselves.”
- “Supply chain food security.”

Beekeeping and Pollination

Responses included nine (9) references to programs or projects related to the “beekeeping and pollination” theme. This included references to developing beekeeping, pollination, and the existing Pollination Expansion Program.

- “Encourage/support individuals/groups on developing their own beehives.”
- “Reduce reliance on imported pollinators.”
- “Continued support for Pollination Expansion Program.”

Emergency Preparedness

Just eight (8) references were made to programs or projects related to the “emergency preparedness” theme. This included references to weather-related emergencies such as extreme weather and droughts, and animal or plant disease-related emergencies.

- “Education on extreme weather preparedness.”
- “Building of provincial multi-commodity emergency response resources and personnel.”
- “We need more support for our stressed Island farmers when disaster strikes.”

Evaluation and Performance Monitoring

Finally, respondents made three (3) references to programs or projects related to the “evaluation and performance monitoring” theme. This included references to measuring results and long-term planning.

- “Performance measurement; measuring results.”
- “Get some grit in Agriculture Department that will set a plan in place for 5 years.”

Conclusion

This report presents findings of a public survey to inform the Next Policy Framework for Agriculture, which will replace the Canadian Agricultural Partnership when it concludes on March 31, 2023. The purpose of the NPF public survey was to answer the following research question: “What are the public’s priorities for agriculture development in PEI?”

Priorities and programs/projects identified by members of the public will be considered as one line of evidence to inform the development of the NPF – alongside meetings with industry groups and community groups, peer-reviewed literature, evaluation of CAP programs, and key informant interviews with program administrators (DAL staff). Results from this survey will also be used to advocate for PEI’s interests at FPT tables, and to develop programs.

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Appendix A: Survey Questionnaire



Agriculture and Land

Next Policy Framework

Hello,

The Strategic Policy and Evaluation Division at the Department of Agriculture and Land is administering this survey to consult with the public on the development of agriculture policy in Prince Edward Island. The survey aims to be inclusive of a broad range of diverse perspectives about agriculture in the province. The survey is anticipated to close on July 1, 2021.

Purpose and background: We would like to know what you believe should be priorities for agriculture development in the province. The results of this survey will be used to develop the next cost-shared policy and program framework between Agriculture and Agri-Food Canada and the PEI Department of Agriculture and Land. The current cost-shared Canadian Agriculture Partnership (CAP) will end on March 31, 2023. The NPF is anticipated to launch on April 1 2023.

How survey results will be used : The survey results will be used as one line of evidence to develop policies and programs in the future. Other lines of evidence include program evaluations, consultations with industry groups, and peer-reviewed literature on best practices for agriculture development. The results of this survey will be included in a "What We've Heard" report and will be posted on the Department's website.

Accessibility: If you would prefer to complete a paper version of this survey, please e-mail agri-feedback@gov.pe.ca or call (902) 368-4880. You can ask to be mailed a hard copy survey, with a postage-paid return envelope.

Time: The survey will take approximately 5 minutes for you to complete.

Prize Draw: If you complete this survey, you may choose to be entered to win 1 of 4 gift cards (\$30.00) to a PEI farmers' market of your choice.

Privacy: You will not be asked to provide your name or contact information when completing the survey. If you choose to enter the prize draw, your name and contact information will not be connected to your survey responses. Information, including IP addresses and responses, is collected under the Freedom of Information and Protection of Privacy Act. If you have questions about the collection of information, please e-mail agri-feedback@gov.pe.ca

Thank you for your feedback.



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Priorities

* 1. From the list below, please select up to five (5) items that you believe should be considered priorities for agriculture development in PEI. Note: 'Priorities' means where resources will be invested in the future (human, financial, and other).

- Environmental sustainability / Targeted actions related to climate change
- Innovation in agriculture
- International trade
- Product development
- Agriculture labour development
- Animal health/welfare
- Community food security/local food networks
- Food processing capacity
- Organic industry development
- Emergency preparedness for animal disease outbreaks
- Emergency preparedness for natural disasters (e.g., extreme weather conditions)
- Mental health promotion in agriculture
- Public trust (in the food system)
- Partnerships between government and agriculture academics, researchers, and/or research centres
- Equity, diversity and inclusion in the food system
- Engagement/consultation with the general public and industry on agriculture policy
- Evaluation/performance monitoring of agriculture programs
- Transparency with how agriculture policy is implemented
- COVID pandemic recovery for farms, agri-businesses, etc.

2. If your priorities for agriculture development are not listed above, please describe them below.



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Programs and Projects

3. If you have ideas for agriculture programs or projects that should be supported, please list your ideas below. In 10 words or less, please be as concise and specific as possible.

Idea 1

Idea 2

Idea 3

Idea 4

Idea 5



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4. If there is anything else you would like to add, please do so in the box below.



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Demographics

* 5. Do you live full-time in PEI?

- Yes
- No

* 6. Do you work in the food system (agriculture, processing, food retail, etc.)?

- Yes
- No



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Agriculture

* 7. Are you a farmer (full-time or part-time)?

Yes

No



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Type of Farm

8. Please indicate which farming activity(ies) your operation is involved with. Please check all that apply.

- Beef cattle, including feedlots
- Vegetable and melon farming (excluding potatoes)
- Potato farming
- Dairy cattle and milk production
- Beef cattle, including feedlots
- Dairy cattle and milk production
- Fruit farming
- Greenhouse, nursery and/or floriculture production
- Hog/pig farming
- Oilseed and/or grain farming
- Poultry and/or egg production
- Sheep and/or goat farming
- Other (please specify)



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Demographics - Final Questions

Best practice for gender and diversity analysis requires the collection of demographic information. Providing the information below will assist the Department in understanding the backgrounds of survey respondents.

* 9. What is your gender identity?

- Man
- Woman
- Gender not listed
- Prefer not to say

* 10. Do you identify as a senior (age 65 or older)?

- Yes
- No
- Prefer not to say

* 11. Do you identify as a youth (age 29 or younger)?

- Yes
- No
- Prefer not to say

* 12. Do you identify as a person with a disability?

- Yes
- No
- Prefer not to say

* 13. What is your first language?

- English
- French
- Other
- Prefer not to say

* 14. Do you identify as a member of the Island's Acadian Community?

- Yes
- No
- Prefer not to say

* 15. Do you identify as a member of an Indigenous group?

- Yes
- No
- Prefer not to say

* 16. Do you identify as a newcomer to Canada?

- Yes
- No
- Prefer not to say

* 17. Do you identify as part of another under-represented group?

- Yes
- No
- Prefer not to say



Agriculture and Land

Next Policy Framework

Finished

Your responses have been received by the Department of Agriculture and Land.

If you have questions about this survey, please e-mail agri-feedback@gov.pe.ca.

If you would like to enter the prize draw to win 1 of 4 gift cards (\$30.00) to a PEI farmers' market of your choice, please click the link below (you will be taken to a separate page).

https://www.surveymonkey.com/r/NPF_Prize_Draw

Thank you.

Appendix B: Survey Recruitment Activities

| Communications Activities |
|---|
| Twitter (promotional tweets through the @AgInfo account) |
| Targeted social media “boosts” directing viewers towards the NPF web-page |
| Ad purchases (Guardian, the Island Farmer, and the Coffee News) |
| Rural Action Center newsletter |
| Radio interview on the Le Réveil radio show, on ICI Première |
| Industry and Community Groups Contacted |
| BIPOC USHR (Black, Indigenous, Persons of Colour United for Strength Home Relationship) |
| Black Cultural Society of PEI |
| Canadian Lebanese Association of PEI |
| Canadian Federation of Independent Businesses - PEI |
| Cattle Producers Association of PEI |
| Charlottetown Farmer's Market Co-Op |
| Chicken Farmers of PEI |
| Chinese Canadian Association of PEI |
| Cooper Institute |
| Dairy Farmers of PEI |
| Egg Farmers of PEI |
| Farmers Helping Farmers |
| Fédération Culturelle d'ÎPÉ |
| Federation of PEI Municipalities |
| Food Island Partnership |
| Holland College Student Union |
| Indo Canadian Association of PEI |
| Island Nature Trust |
| Kerala Association of PEI |
| Multicultural Council of PEI |
| National Farmers Union |
| Native Council of PEI |
| PEI Advisory Council on the Status of Women |
| PEI Agriculture Awareness Committee |
| PEI Association of Newcomers to Canada |
| PEI Beekeepers Association |
| PEI Certified Organic Producers Cooperative |
| PEI Council of People with Disabilities |
| PEI Federation of Agriculture |
| PEI Food Island Partnership |
| PEI Grain Elevator Corporation |
| PEI Hog Commodity Marketing Board |
| PEI Horticulture Association |
| PEI Institute of Agrologists |
| PEI Potato Board |
| PEI Sheep Breeders Association |
| PEI Soil and Crop Improvement Association |

| |
|---|
| PEI Vegetable Growers Cooperative Association |
| PEI Wild Blueberry Growers Association |
| PEI Women's Institute |
| PEI Young Farmers Association |
| Pride PEI |
| UPEI Co-Op Program |
| UPEI Executive MBA Program |
| UPEI Food and Nutrition faculty and students |
| UPEI International Office |
| UPEI Student Union |
| Women's Institute |
| 4-H PEI |

Appendix C: Coding Structure, Question Two (2) (n=206)

Question 2: “If your priorities for agriculture development are not listed above, please describe them below.”

| Code | References |
|---|-------------------|
| Environmental sustainability and climate change | 72 |
| Agri-environmental practices | 25 |
| Water and irrigation | 18 |
| Climate mitigation and adaptation | 11 |
| Soil health and quality | 9 |
| Other | 9 |
| Land | 19 |
| Programs and supports | 13 |
| Product development and diversification | 12 |
| Community food security and local food networks | 11 |
| Public trust and agriculture awareness | 11 |
| Organic industry development | 9 |
| Labour | 9 |
| New entrants and succession planning | 8 |
| Innovation and productivity | 7 |
| Insurance | 6 |
| Other | 6 |
| Animal and plant health, welfare | 5 |
| Emergency preparedness (extreme weather, natural disasters) | 3 |
| Emergency preparedness (animal and plant diseases) | 3 |
| Partnerships with government, academics and researchers | 3 |
| Evaluation and performance monitoring | 3 |
| Processing capacity | 2 |
| Trade and markets | 2 |
| COVID-19 recovery and resilience | 1 |
| Equity, gender diversity and inclusion in the food system | 1 |

Appendix D: Coding Structure, Questions Three (3) and Four (4) (n=1,774)

Question 3: “If you have ideas for agriculture programs or projects that should be supported, please list your ideas below.”

Question 4: “If there is anything else you would like to add, please do so in the box below.”

| Code | References |
|---|------------|
| Environmental sustainability and climate change | 562 |
| Agri-environmental practices | 196 |
| Water and irrigation | 108 |
| Climate mitigation and adaptation | 68 |
| Soil health and quality | 68 |
| Fish and wildlife | 17 |
| Forests | 16 |
| Other | 89 |
| Product development and diversification | 134 |
| Diversification of ag. activities | 92 |
| Other product development | 42 |
| Community food security and local food networks | 132 |
| Community food security | 76 |
| Local food | 39 |
| Other | 17 |
| Innovation and productivity | 129 |
| Value-added | 45 |
| Technology and equipment | 18 |
| General innovation | 17 |
| Innovation and sustainability | 13 |
| Innovation and profitability | 5 |
| Other | 31 |
| Public trust and agriculture awareness | 104 |
| Organic industry development | 104 |
| Labour | 88 |
| Land | 86 |
| New entrants and succession planning | 72 |
| Small or mixed operations | 70 |
| Animal and plant health, welfare | 50 |
| Animal health and welfare | 30 |
| Plant health | 13 |
| Other | 7 |
| Trade and markets | 46 |
| International | 13 |
| Domestic | 8 |

| | |
|--|-----------|
| Market access and development | 8 |
| Marketing and branding | 5 |
| Other | 12 |
| Other | 45 |
| Insurance | 21 |
| Processing capacity | 20 |
| Engagement and consultation | 20 |
| Equity, gender diversity and inclusion in the food system | 19 |
| Program administration | 12 |
| Health and mental health | 12 |
| Transparency in agriculture policy development | 10 |
| Beekeeping and pollination | 9 |
| Partnerships with government, academics and researchers | 9 |
| COVID-19 recovery and resilience | 9 |
| Emergency preparedness (extreme weather, plant and animal disease) | 8 |
| Evaluation and performance monitoring | 3 |