
NEWS RELEASE

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Ministry of Agriculture and Lands
Investment Agriculture Foundation of B.C.

OPINION POLL SHOWS PUBLIC SUPPORT FOR B.C. FARMERS

BURNABY – British Columbians are applauding local farmers and farmers’ markets according to a recent public opinion poll, Burnaby-Willingdon MLA John Nuraney announced today.

Nuraney announced the results of an Ipsos Reid poll on B.C. agriculture at Agriculture in the City, an event held at Burnaby’s Metrotown Centre.

“The poll results show that British Columbians appreciate the hard work of B.C. farmers,” said Nuraney. “The popularity of farmers’ markets is at an all-time high, with almost nine in 10 respondents saying they enjoy visits to farms and farmers’ markets where they can buy their food fresh off the farm and meet the grower in person.”

The public opinion poll was commissioned by the Investment Agriculture Foundation of B.C. (IAF) and was undertaken by Ipsos Reid in co-operation with the Ministry of Agriculture and Lands. The poll contains a host of information about public attitudes toward agriculture, food and agri-food products in B.C., and the continuing need to raise public awareness about farming in B.C.

Highlights of the poll include:

- More than nine in 10 British Columbians believe agriculture is an important contributor to the provincial economy.
- 96 per cent of British Columbians trust farmers to act in the best interests of consumers.

“These positive results are a welcome sign of public appreciation of B.C.’s vibrant agriculture sector, which employs over 290,000 people,” said Minister of Agriculture and Lands Ron Cantelon. “It also shows the financial benefit of farmers’ markets, which contribute more than \$118 million a year to local economies.”

“B.C.’s agriculture and agri-food industries are key parts of the province’s economic infrastructure,” said IAF board chair, Stuart Wilson. “The more British Columbians know about agricultural producers and processors and their related organizations, the more informed choices they can make about the food they put on their tables.”

As part of government efforts to increase public awareness, this week’s Agriculture in the City event has been organized by Agriculture and Agri-Food Canada in Partnership with British Columbia agriculture, food and research institutions to help people discover how agriculture affects their daily lives. This free, three-day, family event runs from March 27 to March 29 at Metropolis at Metrotown in Burnaby. It features interactive displays, live presentations from people who know agriculture best, and a free family concert.

The Investment Agriculture Foundation of B.C. is a not-for-profit organization that manages and distributes federal and provincial funds in support of innovative projects to benefit the agriculture and agri-food industries in B.C.

A copy of the Ipsos Reid Poll of Public Opinions Toward Agriculture, Food and Agri-Food Production in B.C. can be obtained at: www.iafbc.ca or http://www.gov.bc.ca/al/attachments/iaf_survey_final_report_dec_17.pdf

For more information about the Agriculture in the City event, please visit www.agr.ca/aginthecity.

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