

IDENTIFYING AND ADDRESSING BARRIERS TO CAREERS IN AGRICULTURE

Final Report

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Report prepared by:



THE CANADIAN CENTRE FOR
FOOD INTEGRITY

HELPING CANADA'S FOOD SYSTEM EARN TRUST

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A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The person is wearing a light-colored, ribbed sweater. The background is a blurred office environment with a window showing a view of trees. The overall color palette is soft and muted, with a focus on the hands and the keyboard.

STUDY OVERVIEW, OBJECTIVES AND METHODOLOGY

Overview and Objectives



OVERVIEW

Overall, this study focused on identifying and addressing barriers to attracting non-traditional job seekers to agriculture. These findings are intended to inform the development of the National Workforce Strategic Plan's workforce strategy.

This report has been commissioned by the Canadian Agriculture Human Resource Council (CAHRC) and is structured around the findings of an online quantitative survey conducted by Ipsos Public Affairs on behalf of the Canadian Centre for Food Integrity (CCFI). Relevant complimentary CCFI Public Trust Research has been included where applicable, and external related literature has been included in support of the key findings and recommendations



OBJECTIVES

The objectives of this study include:

- Investigate perceptions and barriers of job seekers who have not traditionally considered careers in the agriculture sector as well as under-represented groups.
- Conduct baseline measurement to track change in the perception of agriculture among those not involved directly in the agriculture industry.
- Recommend strategies for promoting work in the sector among key audiences.

Online Survey Methodology



SAMPLE

In total, n=2,604 Canadians aged 16-65 completed the online survey. The average survey length was 12 minutes.

For the main survey, Ipsos sampled n=2,002 Canadians aged 18-65 who are not retired or employed in the agriculture, food & beverage, restaurant, or market research industries.

Given the study objectives, an oversample of parents of teenaged children aged 14-17 years old (n=301) and students, aged 16-24 years old (n=301) were included.

The combined data has been weighted by age, gender, and region to ensure the sample composition reflects the Canadian population, aged 16-65.



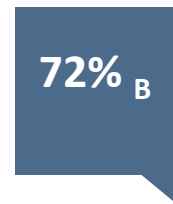
PRECISION

The precision of Ipsos online surveys is calculated via a credibility interval. In this case, the sample is considered accurate to within +/- 2.2 percentage points had all Canadians aged 16-65 been surveyed.



TIMING

Fieldwork was conducted between April 25 and May 24, 2023.



REPORTING CONVENTIONS

In the subgroup tables, significant differences between subgroups are denoted by stat testing letters where figures with letters identify when one demographic group is statistically higher than the other.



KEY FINDINGS & EXECUTIVE SUMMARY

1

Building awareness and interest of the less traditional, and more highly skilled professions in the agriculture industry is essential if recruitment to the sector is to be increased.

- Impressions of the industry are high (76% very/somewhat positive) yet interest in learning more about career opportunities is relatively low (47% are interested in learning more with an equal proportion of Canadians saying they are not interested). A long-term commitment to building awareness and interest in agriculture careers is required with a focus on dispelling myths (i.e., jobs are physically demanding) and meeting employee expectations (achieve financial security and work/life balance).
- Familiarity with careers other than farming in the agricultural industry is moderate at best, and on the lower side for some of the more highly skilled sub-sectors that ideally might become the primary focus in a recruitment campaign (i.e., food science, including biotechnology, genetics, etc.).
- A majority (54%) of Canadians are unable to identify a job in the agricultural industry that is not a farmer. This is concerning as it points to a general lack of awareness of some of the higher skilled professions that offer more competitive pay and benefits, relative to other industries.
- Over half of Canadians (54%) say they would consider switching careers – improving awareness and interest in career opportunities in agriculture may help motivate currently employed Canadians to consider future employment opportunities in the agriculture industry.
- Encouragingly, many key target groups generally report higher levels of familiarity with most of the different types of agricultural careers. Students (16-24) are more likely to report familiarity with the sciences (51% vs. 33% of all others), immigrants are more likely to say they are familiar with each type of career except for farming and the agricultural sector, recent immigrants are more likely to indicate familiarity with most career types except for food science and food & beverage manufacturing, and Indigenous Peoples in Canada are more likely to report familiarity with each type of career with the notable exception of food manufacturing.
- The key target groups of Indigenous Peoples in Canada, Immigrants, and Urban residents are significantly more likely than their counterparts to say they would consider working across all agriculture industries.

2

Financial security and work-life balance matter most to Canadians in terms of career priorities and concerns. However, both are perceived as being areas of relative weakness for the agriculture industry; these perceptions represent barriers to recruitment that must be mitigated.

- Nearly all Canadians rate financial security (94%) and work-life balance (92%) as being important career goals. Learning new things (91%) and doing work they are passionate about (91%) are considered highly important, as well. It follows that predictable employment (87%), and competitive pay & benefits (86%) are perceived as being the most important factors that would entice Canadians to pursue a career in agriculture.
- There are some concerns about adequate financial compensation for careers in the agricultural industry. Most Canadians disagree with the statement that jobs in agriculture pay well (63%) or that they can earn lots of money working in agriculture (53%).
- Compared to other industries, there may be an overarching belief that careers in agriculture do not offer strong pay or a work-life balance. Canadians are more likely to rate work-life balance in the agriculture industry as being lower, relative to other industries (25%) than higher (17%) and about as many rate the pay & benefits as being lower (16%) than higher (17%).
- Low awareness of agriculture careers outside of farming may contribute to potentially outdated stereotypes of this industry to influence overall perceptions. Two-thirds of Canadians (65%) believe farming to be a stressful job – a perception that is not only a barrier to farming jobs but the industry overall as many feel this field of work does not provide adequate work-life balance.
- Work-life balance is particularly important to students – they are more likely to worry about it (80% vs. 74% of all others) or being overworked (75% vs. 66%). The good news is that they are already more inclined (at 21%), relative to all others (16%), to perceive work-life balance in the agriculture industry as being superior to other industries, though there is still much work to be done.

3

Messaging that emphasizes opportunities for skills training, the types of highly specialized and in-demand skills that can be learned or the ways in which the agriculture industry is not limited to farming would likely resonate the most, particularly with students, in a recruitment campaign to attract people to a career in agriculture.

- Of all the messages tested, those that emphasize opportunities for skills training (77%), the types of highly specialized and in-demand skills that can be learned (77%) or the ways in which the agriculture industry is not limited to farming (79%) are rated as being the most believable. This suggests that any communications or recruitment strategy might focus on advertising the types of highly specialized and in-demand skills that can be learned and expected to yield high-paying jobs in the agriculture industry. Additionally, messaging that avoids or limits references to farming is recommended.
- Competitive pay and benefits is rated as being the least believable statement (at 62%), a finding which, to some degree, supports the contention that many think they would probably enjoy more financial security and prosperity if they were to pursue a career in another industry.
- There is moderate interest in potential careers in the various agricultural sub-fields – most notably the sciences (33%) or food & beverage manufacturing (32%). Focusing the recruitment campaign more on the highly specialized and in-demand skills that can be learned in the sciences or food and beverage sub-fields, for example, might warrant consideration.
- Students (16-24) are more attracted to sub-sectors of the industry that are less physical and more skilled – they are among the most likely to report familiarity with the sciences (51% vs. 33% of all others) and express interest in pursuing a career in the sciences sub-sector (47% vs. 31%).
- Students are less likely to prefer physical work (41% vs. 48%) or even consider a well-paying career in agriculture if it requires intense physical work (38% vs. 45%). This group is statistically less likely to express interest in pursuing a career in food manufacturing (23% vs. 31%), food & beverage manufacturing (26% vs. 32%), farming (21% vs. 27%), and the agricultural sector more generally (24% vs. 29%). The recruitment campaign might therefore focus on advertising and building awareness of the less physical, and more highly skilled, positions, when targeting students.

4

The most effective recruitment campaign might primarily target Immigrants and Indigenous Communities; they are among the most interested in switching careers and have the highest impressions and perceptions related to careers in agriculture. Students and women are secondary target groups requiring greater efforts to improve perceptions.

- Indigenous Peoples in Canada (57% vs. 47% of non-Indigenous Canadians), immigrants (57% vs. 45% of non-immigrants) and more specifically, recent immigrants who arrived in Canada less than 10 years ago (64% vs. 51% 10+ years ago) are among the most likely to express interest in learning more about careers in agriculture.
- Indigenous respondents (65% vs. 54% of non-Indigenous Canadians) and recent immigrants (58% vs. 49% of all other immigrants) are statistically more likely to express a willingness to consider switching careers, as well.
- Given their heightened interest and willingness to switch careers, there is a clear opportunity to invest more in recruitment efforts that are directed towards Indigenous communities. The lion's share of resources might be directed towards recruiting students and new Canadians, but Indigenous Peoples represent a significant opportunity that cannot be overlooked, as well.
- A majority (55%) of students (16-24) and parents of teenaged children (14-17) who are interested in learning more about career opportunities in the agricultural industry indicate that they would be likely to consider pursuing a career in this industry.
- Notably, students (aged 16-24) are statistically less likely to say they would be interested in learning more about careers in agriculture (39% vs. 48%). Given their life stage and the fact that they represent the future of the workforce, considerable resources must still be directed towards recruiting students, as this group is too important to be ignored.

5

Many Canadians will relocate for career-related reasons, if the right opportunity exists. This sentiment is most prominent among students, Indigenous Peoples in Canada, and recent immigrants. Creating the most enticing opportunities and building awareness of them ultimately matters more than where the position is located.

- As many as two in five are open to the idea of relocating to another province (43%), a city or town within 2-3 hours drive (42%) or a rural area within 2-3 hours drive (40%) if they thought a better job opportunity was available. Students, Indigenous respondents, and recent immigrants are statistically more likely to say they would relocate, irrespective of where they need to relocate to, if the right opportunity exists.
- Nearly half (44%) would be likely to consider pursuing a career in agriculture even if the top paying job available to them is located far away from major urban centers. To put it into perspective, just fourteen percent (14%) report residing in a rural community. This finding lends indirect support to the idea that financial security might be a more important consideration than geography, at least for a sizeable proportion of Canadians aged 16-65.
- The data supports the idea that “if you build it, they will come”. In other words, if the right opportunity exists, with financial security and a good work-life balance – career goals which have been identified as being most important (by 94% and 92% of Canadians 16-65 respectively) – many can be expected to move to accommodate the job.

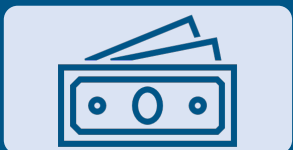


Key Messages

Key Messages

- Below are broad key messages that can be incorporated or considered in future public outreach initiatives and communications.
- These messages address general misconceptions and barriers to careers in agriculture and connect with key career-related values Canadians hold.

Careers in Agriculture...



Provide financial security and growth opportunities.



Make a difference in the world and are personally rewarding.



Are interesting, diverse, and not just farming.



Have evolved past old stereotypes when it comes to farming.

A close-up photograph of a person's hands writing in a notebook. The person is wearing a light-colored, textured sweater. The left hand holds the notebook open, while the right hand uses a black pen with a wooden grip to write on the page. The background is blurred, showing a person's face and another person's hand, suggesting a collaborative or research environment. The text "Detailed Findings*" is overlaid in white, sans-serif font in the center of the image.

Detailed Findings*

* Primarily online survey findings, relevant CCFI Public Trust research and external literature are included throughout the reporting.

A large yellow combine harvester is shown in profile, moving from left to right across a field of golden wheat. The harvester has a long auger extending to the right. The background features rolling hills under a bright blue sky with scattered white clouds. The text "Impressions and Familiarity with the Agriculture Industry" is overlaid in white, sans-serif font across the center of the image.

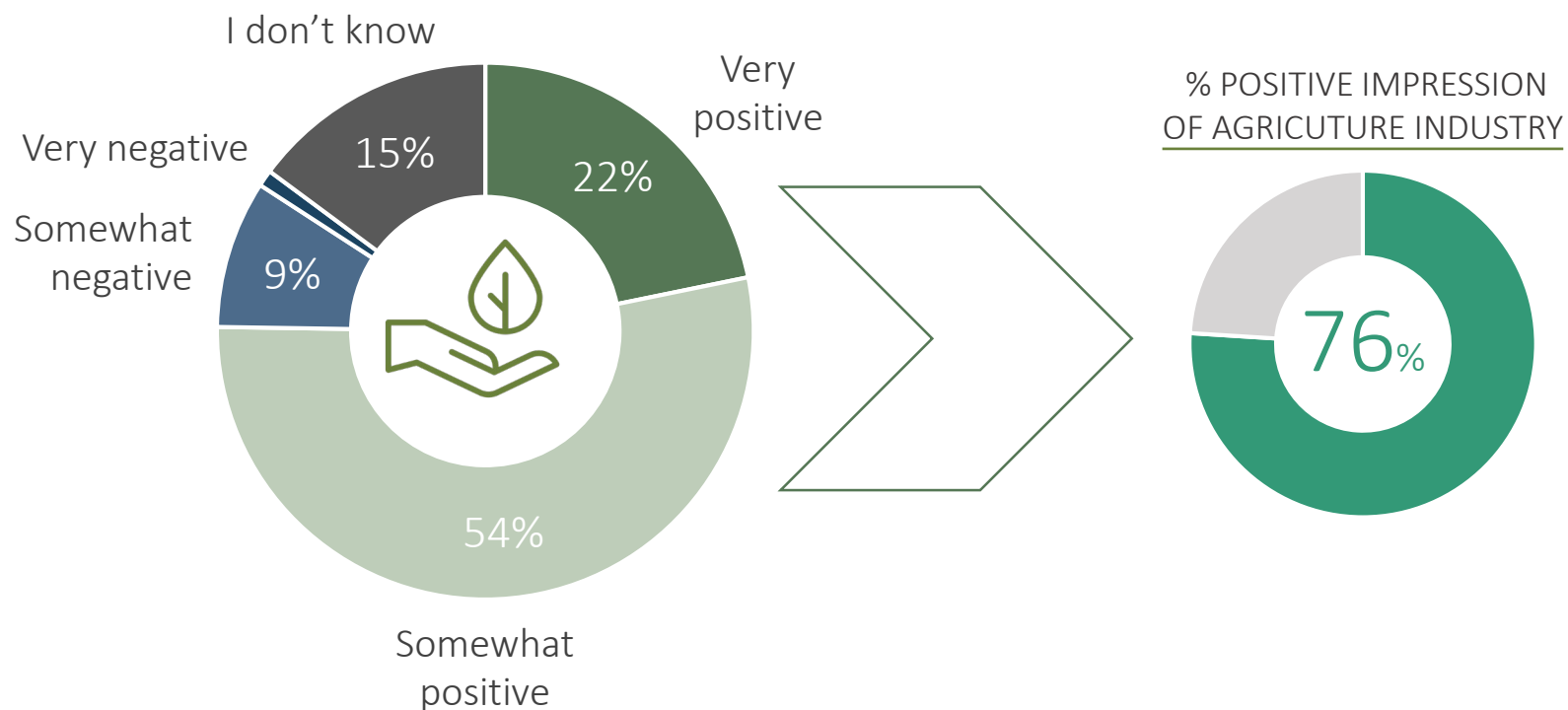
Impressions and Familiarity with the Agriculture Industry

Impression of Agricultural Industry

- Canada's agriculture industry is viewed positively by most Canadians (76%); a majority say they have a somewhat positive impression (54%) while nearly a quarter (22%) feel very positively.
- Although one in ten Canadians have a negative impression of the agriculture industry, a larger proportion say they do not know how they feel about the industry (10% vs 15%, respectively).

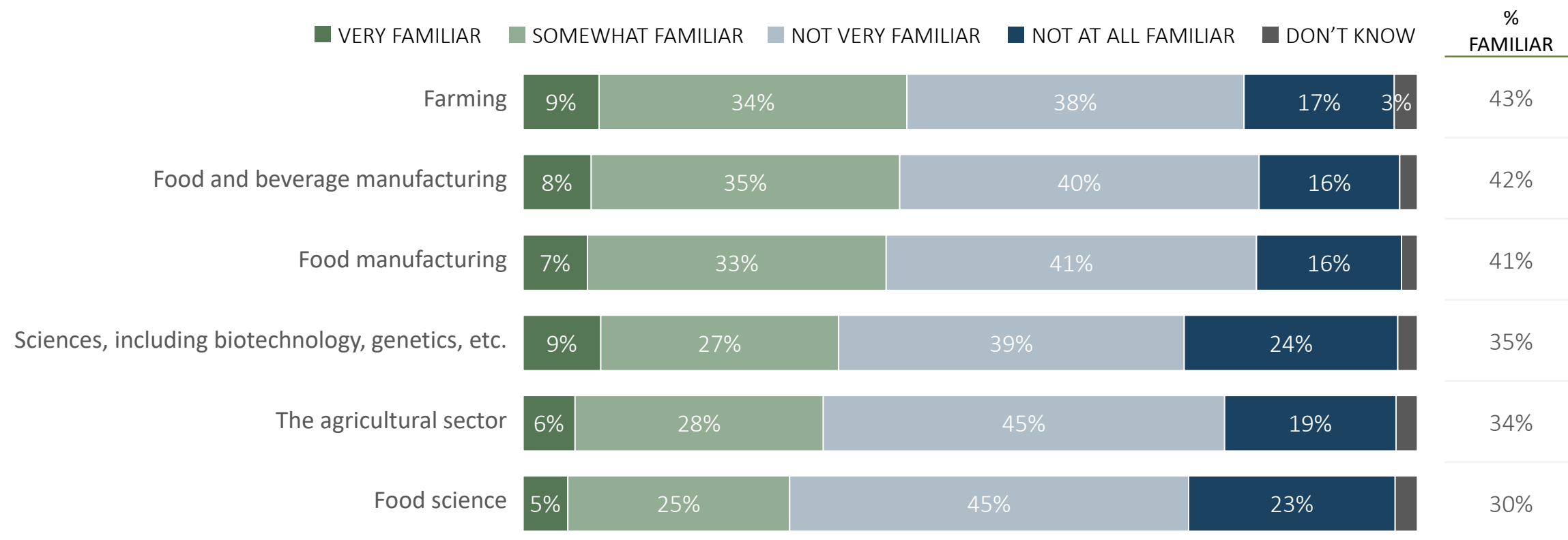
Demographic Highlights

- **Men** are statistically more likely to feel *very positive* about the agricultural industry (24% vs. 20% of women).
- **Indigenous Peoples in Canada** are more likely (33%) than non-Indigenous Canadians (21%) to hold *very positive* impressions of the agricultural industry.
- **Students** are statistically less likely to rate their overall impression of the agricultural industry positively (68% vs. 77% of all others).
- **Parents of teenagers (14-17)** are more likely to hold positive impressions of the industry (81% vs. 75% of all others).



Familiarity with Agricultural Careers

- Canadians have a low level of familiarity with careers in most agriculture sectors. Farming and manufacturing careers are most well-known with about two in five respondents indicating they are at least somewhat familiar with opportunities in these sectors.
- Science-related careers (both biotechnology and food science) are least well known and would benefit most from improved public awareness.



Note: Values less than 3% not labelled

Familiarity with Agricultural Careers: Key Subgroups

- **Immigrants** are more likely to say they are familiar with each type of career apart from farming and the agricultural sector.
- **Indigenous respondents** are more likely to report familiarity with each type of career, except for food manufacturing.
- **Urban residents** are more likely to indicate familiarity with food science (34% vs. 26% of all others) and the sciences (40% vs. 31%).
- **Rural residents** are more likely to say they are familiar with farming (49% vs. 42% of all others).
- **Students (16-24)** are among the most likely to report familiarity with the sciences (51% vs. 33% of all others).
- **Parents of teenagers (14-17)** are statistically more likely to indicate familiarity with farming (47% vs. 42% of all others), food & beverage manufacturing (47% vs. 41%), and the agricultural sector more generally (38% vs. 33%).

<u>Familiar %</u>	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	a	b	C	d
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162
Farming	43%	43%	41%	49% TU	61% c	42%	43%	42%	41%	43%	47% d	42%
Food and beverage manufacturing	42%	45% U	38%	41%	50% c	42%	41%	47% d	40%	42%	47% d	41%
Food manufacturing	41%	44% U	37%	38%	48%	40%	39%	48% d	36%	41%	44%	40%
Sciences (biotechnology, genetics, etc.)	35%	40% UV	33% V	25%	48% c	34%	33%	44% d	51% b	33%	36%	35%
The agricultural sector	34%	35% U	30%	38% U	48% c	33%	33%	35%	30%	34%	38% d	33%
Food science	30%	34% UV	27%	24%	42% c	29%	28%	38% d	34%	29%	33%	29%

Note: Darker green shading indicates significantly higher score than 1+ groups, lighter green shading indicates significantly higher score than 1 subgroup.

Familiarity with Agricultural Careers: Key Subgroups (Con't)

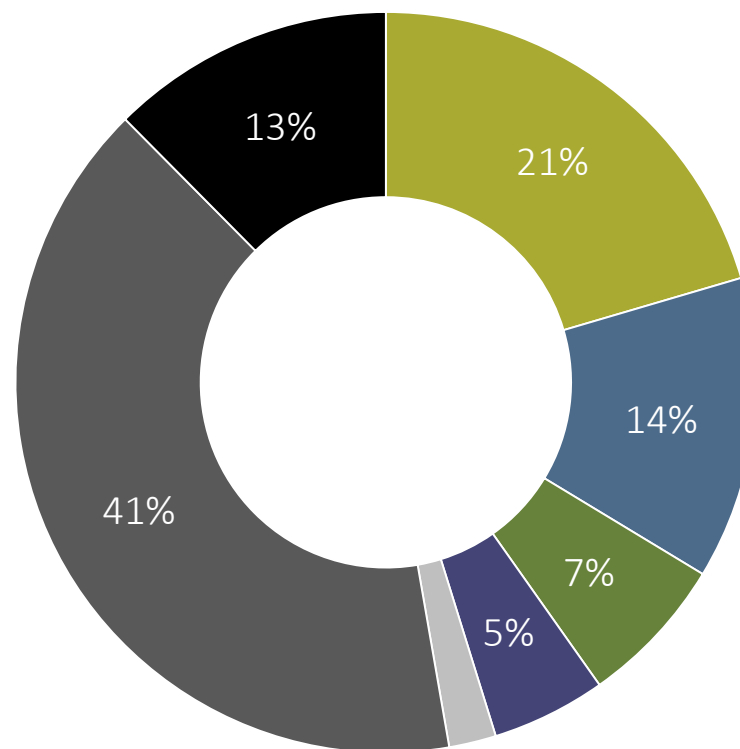
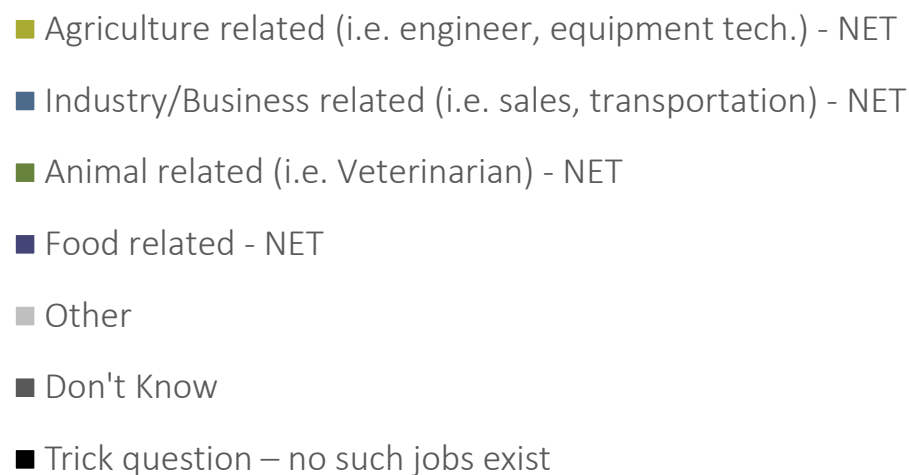
- **Men** are more likely to indicate familiarity with the agricultural sector (39% vs. 28% of women), food manufacturing (43% vs. 38%), food & beverage manufacturing (45% vs. 40%), and the sciences (38% vs. 33%).
- **Job seekers** have significantly lower levels of familiarity with all types of agricultural careers, save for food manufacturing and food & beverage manufacturing.

<u>Familiar %</u>	Total	Gender			Job Seekers	
		Male	Female	Other	Yes	No
		B	C	D	k	l
Base: All respondents	2604	1108	1480	12	345	2259
Farming	43%	45%	41%	51%	37%	44% k
Food and beverage manufacturing	42%	45% C	40%	31%	38%	43%
Food manufacturing	41%	43% C	38%	37%	36%	41 %
Sciences, including biotechnology, genetics, etc.	35%	38% C	33%	47%	27%	37% k
The agricultural sector	34%	39% C	28%	5%	27%	35% k
Food science	30%	32%	28%	30%	24%	31% k

Note: Green shading indicates significantly higher score than 1 subgroup.

Ability to Identify Non-Farming Jobs in Agriculture

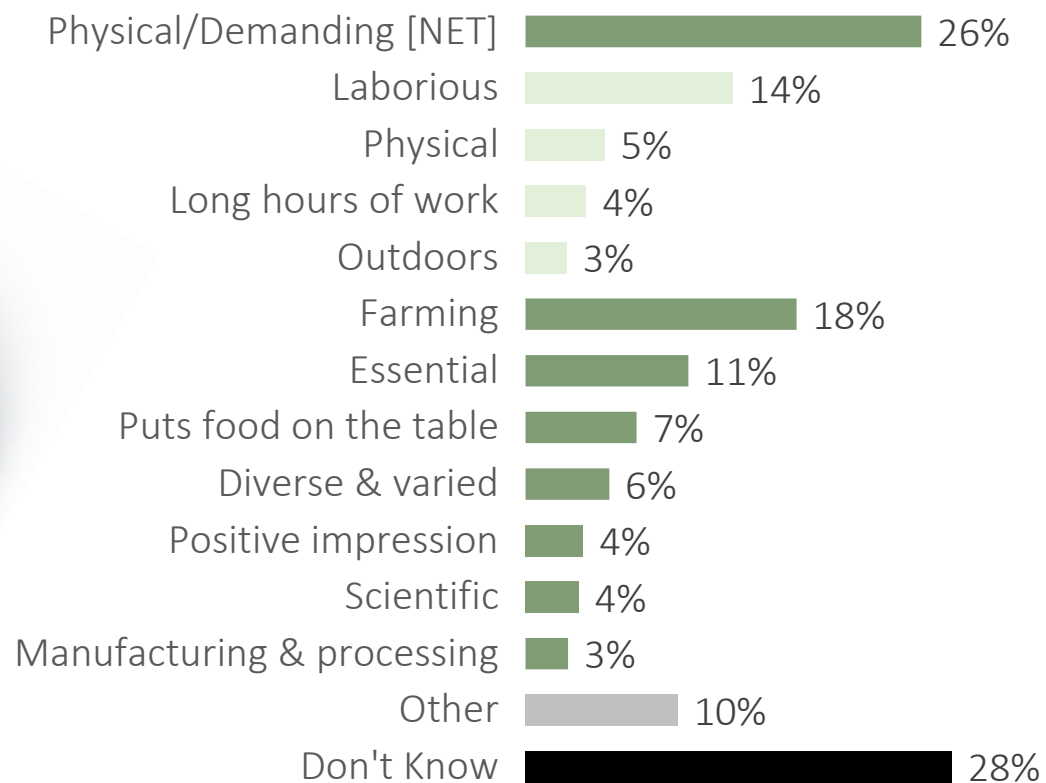
- Over half (54%) of Canadians are unable to identify a job in the agricultural industry other than a farmer, a figure which includes over one in ten (13%) who incorrectly perceive this as being a trick question.
- Of those that do offer a response, the highest proportion mention something agriculture-related (21%) including agricultural engineer (4%) and equipment technician (3%). Industry and business-related occupations are second most cited (14% total) with sales (3%) and transportation (3%) being mentioned most prominently.
- Men are more likely to mention business-related jobs (15% vs. 2% of women) and more specifically, sales jobs (4% vs. 2%). Men are also more likely to think it was a trick question (15% vs. 11%).



Note: Data less than 3% not shown

In Their Own Words: Jobs in Agriculture

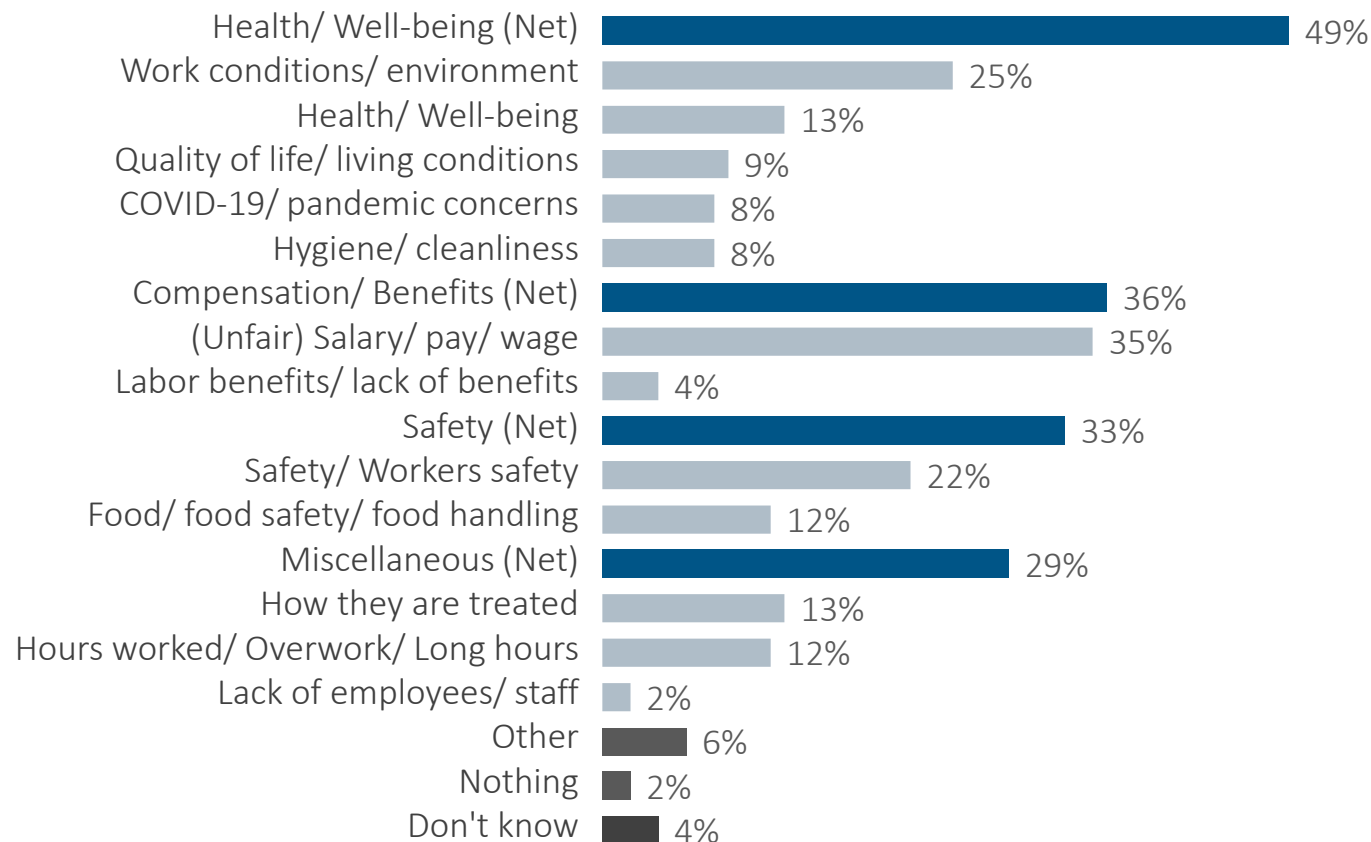
- Nearly three in ten Canadians who say they are at least somewhat familiar with jobs in agriculture are not able to describe any job or characteristics. Among those that offered a description, a perception exists that these jobs are physical and demanding (25%) and involve farming (18%).
- The second most common theme associated with agricultural their importance; about one in ten recognize jobs in this sector are essential (11%) and puts food on the table (7%).



Note: Data less than 3% not shown

Perceptions of Food System Workers

- CCFI's 2021 Public Trust research reveals similar public sentiments among those who are concerned about working conditions of food system workers; half had concerns related to overall health and well-being while unfair compensation was the single concern related to those who work in the food system.



Q1a. You indicated that you were concerned about the working conditions of food system workers, please tell us about what concerns you most?
 Base: Concerned About Working Conditions Of Food System Workers (n=710) Responses under 2% not shown.

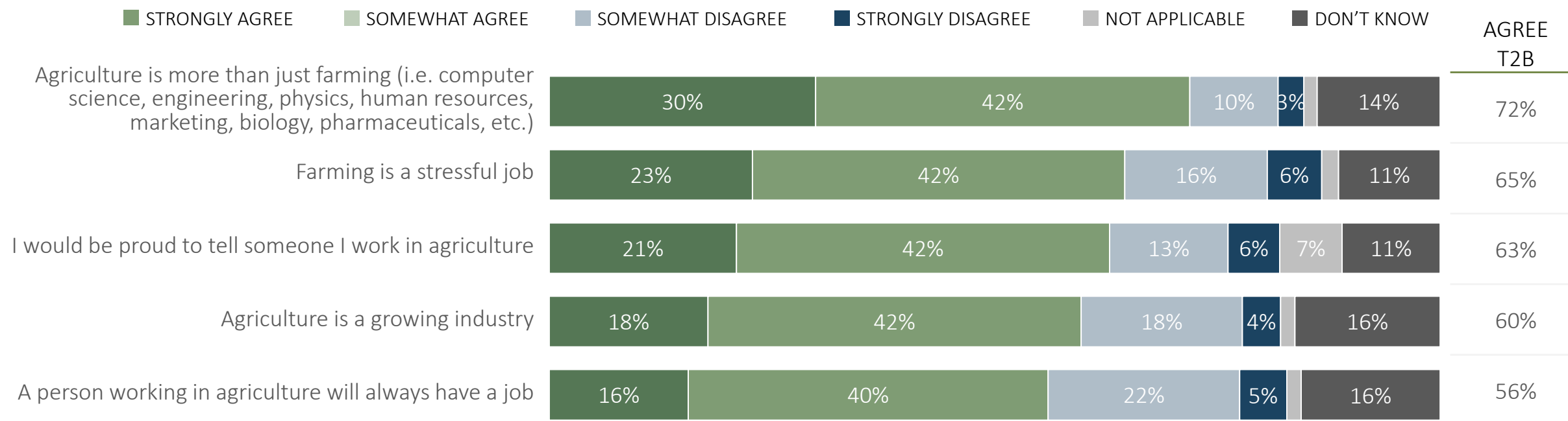
Source – 2021 CCFI Public Trust Research

A photograph of several cows in a field. The foreground cow is a reddish-brown color with a white blaze on its face and a yellow ear tag with the number '0861'. Behind it are other cows, some with white faces and brown bodies. The background is a blurred green field under a soft sky.

Perceptions of the Agriculture Industry

Perceptions & Attitudes Towards Careers in Agriculture

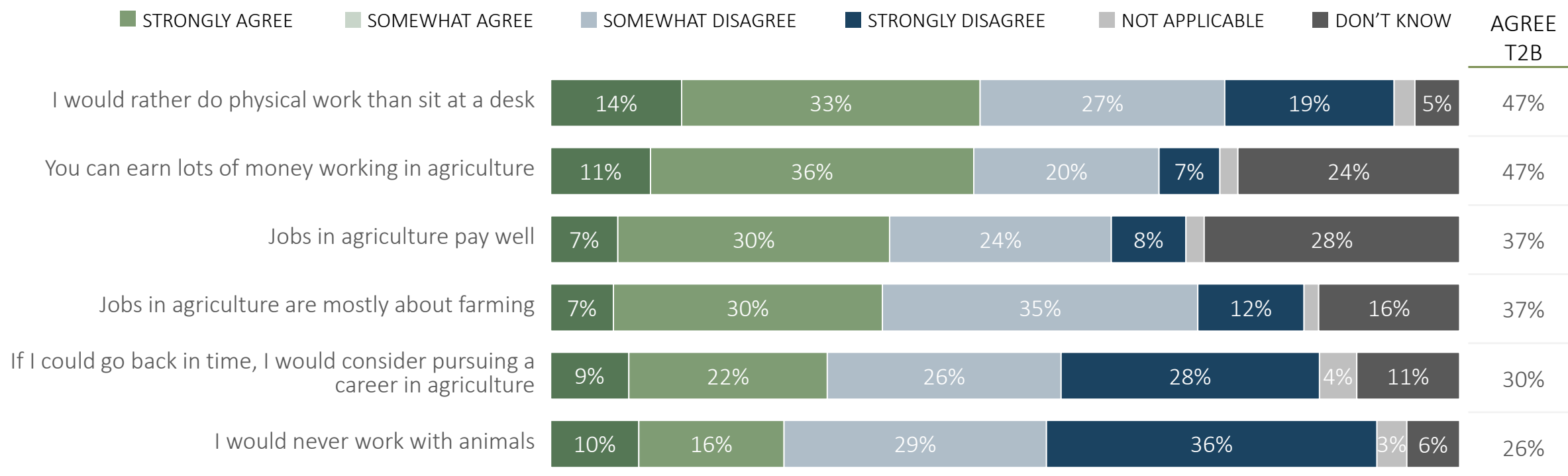
- Despite a lack of awareness of specific jobs in the sector, most Canadians acknowledge that agriculture is about more than just farming (72% strongly/somewhat agree).
- Two-thirds of Canadians agree that farming is a stressful job (65%, significantly more women than men) - a perception that may represent a barrier to those considering a career in farming.
- About an equal number of Canadians say they would be proud to work in agriculture (63%), underscoring the rewarding nature of these careers; highlighting the essential and impactful nature of jobs in the sector may attract career seekers who value making a difference in their jobs.
- There is room to improve perceptions related to the industry’s growth and opportunities – although most Canadians agree that agriculture is a growing industry and that a person working in agriculture will always have a job, just as many say they don’t know how they feel about those claims as those who strongly agree.



Note: Values less than 3% not labelled

Perceptions & Attitudes Towards Careers in Agriculture (Cont'd)

- Canadians are not convinced that jobs in agriculture pay well or that they can earn lots of money working in agriculture – majorities disagree with those contentions or admit they don't know enough to offer an opinion.
- Future messaging should work to raise awareness of the potential for strong wages and financial security – both statements have the largest proportion of Canadians who say they are unsure about these aspects of working in agriculture.



Note: Values less than 3% not labelled

Perceptions & Attitudes Towards Careers: Key Subgroups

- **Men** are more likely to think a person working in agriculture will always have a job (59% vs. 53% of women), jobs in agriculture pay well (41% vs. 33%), would never work with animals (29% vs. 22%), cite a preference for physical work (51% vs. 44%), would consider a career in agriculture if they could go back in time (34% vs. 27%), or think they can earn lots of money in agriculture (51% vs. 43%). This group is less likely to view farming as being a stressful job (61% vs. 68%).
- **Quebecers** are less likely to perceive agriculture as being a growing industry (52% vs. 62% ROC), about more than just farming (64% vs. 74%), think farming is a stressful job (50% vs. 69%), or would consider a career in agriculture if they could go back in time (22% vs. 33%).
- **Job seekers** have comparable perceptions towards careers in agriculture as those who are not actively seeking a career.

<u>Agree %</u>	Total	Gender			Job Seekers		Region					
		Male	Female	Other	Yes	No	BC	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada
		B	C	D	k	l	O	P	Q	R	S	T
Base: All respondents	2604	1108	1480	16	345	2259	299	274	186	1141	543	161
Agriculture is more than just farming	72%	72%	72%	93%	68%	73%	77% S	75% S	79% S	72% S	64%	75% S
Farming is a stressful job	65%	61%	68% B	88%	62%	65%	67% S	75% ORS	74% S	67% S	50%	71% S
I would be proud to tell someone I work in agriculture	63%	63%	63%	74%	66%	62%	59%	69% OS	67% S	65% OS	54%	74% ORS
Agriculture is a growing industry	60%	60%	60%	60%	63%	59%	60% S	64% S	69% RS	60% S	52%	68% S
A person working in agriculture will always have a job	56%	59% C	53%	54%	53%	57%	52%	57%	62% O	56%	55%	63% O
I would rather do physical work than sit at a desk	47%	51% C	44%	40%	46%	47%	47%	48%	50% S	50% S	41%	51% S
You can earn lots of money working in agriculture	47%	51% C	43%	56%	46%	47%	44%	47%	57% OPRS	47%	42%	54% S
Jobs in agriculture pay well	37%	41% C	33%	56%	36%	37%	34%	40% S	49% ORS	38% S	30%	46% OS
Jobs in agriculture are mostly about farming	37%	37%	36%	47%	38%	36%	34%	37% S	39% S	40% S	30%	44% OS
If I could go back in time, I would consider pursuing a career in agriculture	30%	34% C	27%	16%	31%	30%	30% S	32% S	35% S	33% S	22%	33% S
I would never work with animals	26%	29% C	22%	27%	25%	26%	27%	20%	27%	27% P	26%	24%

Note: Darker green shading indicates significantly higher score than 1+ groups, lighter green shading indicates significantly higher score than 1 subgroup.

Perceptions & Attitudes Towards Careers: Key Subgroups (Cont'd)

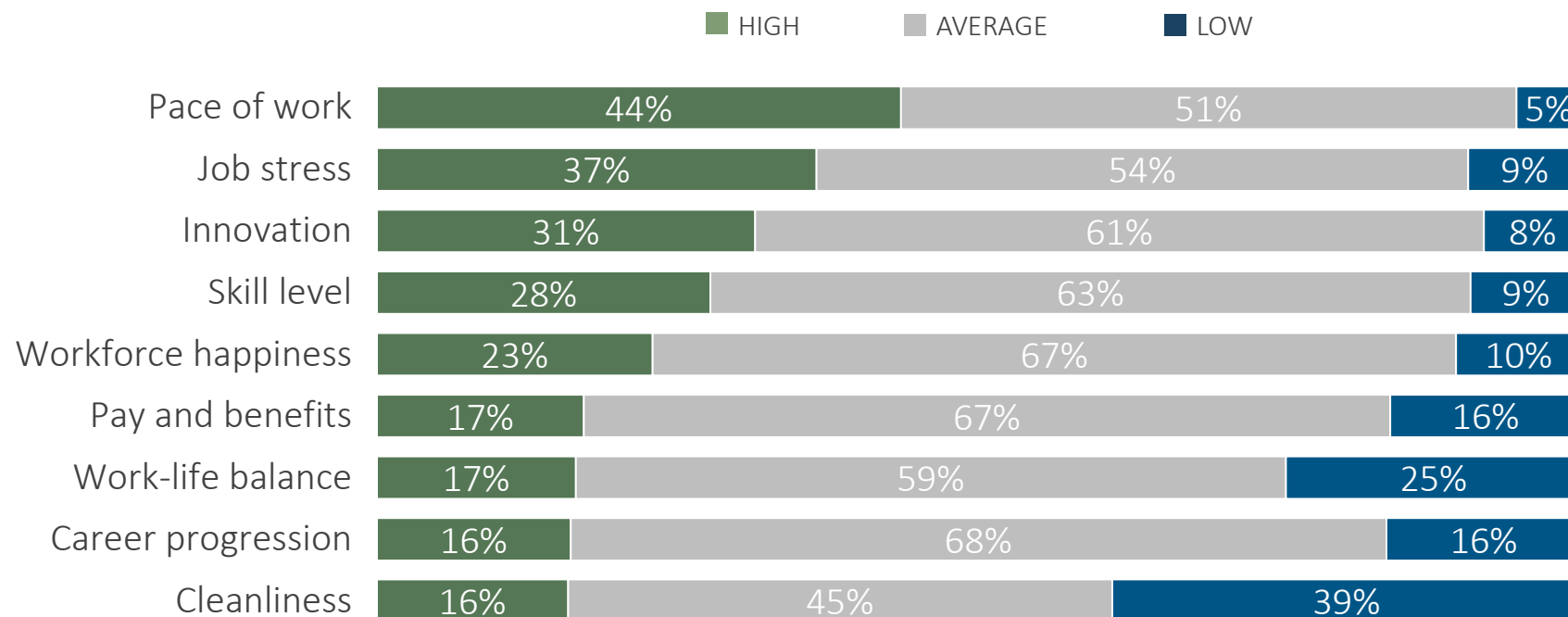
- **Immigrants** are more likely to think agriculture is more than just farming (76% vs. 71% of non-immigrants), say they would never work with animals (33% vs. 24%) or would consider a career in agriculture if they could go back in time (37% vs. 28%). However, this group is less likely to cite a preference for physical work (44% vs. 48%) or think farming is a stressful job (61% vs. 66%).
- **Indigenous respondents** are more likely to think jobs in agriculture pay well (51% vs. 37% non-Indigenous), believe they can earn a lot of money working in agriculture (63% vs. 46%), prefer physical work (56% vs. 47%), or would consider a career in agriculture if they could go back in time (47% vs. 29%).
- **Students (16-24)** are less likely to prefer physical work (41% vs. 48% of all others), think people working in agriculture will always have a job (46% vs. 57%), perceive agriculture as being a growing industry (50% vs. 61%), would consider a career in agriculture if they could go back in time (25% vs. 31%), or would be proud to tell someone they work in agriculture (54% vs. 64%).
- **Parents of teenagers (14-17)** are more likely to say they would feel proud to tell someone they work in agriculture (69% vs. 62% of all others) or would consider pursuing a career in agriculture, if they could go back in time (35% vs. 30%).

Agree %	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	a	b	c	D
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162
Agriculture is more than just farming	72%	73%	72%	70%	66%	72%	71%	76% d	68%	72%	75%	71%
Farming is a stressful job	65%	62%	68% T	65%	65%	65%	66% e	61%	61%	65%	66%	65%
I would be proud to tell someone I work in agriculture	63%	62%	64%	66%	70%	63%	62%	66%	54%	64% a	69% D	62%
Agriculture is a growing industry	60%	60%	59%	60%	64%	60%	59%	63%	50%	61% a	64%	59%
A person working in agriculture will always have a job	56%	55%	56%	59%	60%	56%	56%	56%	46%	57% a	59%	55%
I would rather do physical work than sit at a desk	47%	47%	46%	52% U	56% c	47%	48% e	44%	41%	48% a	50%	47%
You can earn lots of money working in agriculture	47%	47%	46%	45%	63% c	46%	46%	47%	51%	46%	50%	46%
Jobs in agriculture pay well	37%	38%	36%	38%	51% c	37%	37%	38%	34%	38%	40%	37%
Jobs in agriculture are mostly about farming	37%	37%	36%	37%	36%	37%	36%	40%	41%	36%	37%	37%
If I could go back in time, I would consider pursuing a career in agriculture	30%	33% U	27%	29%	47% c	29%	28%	37% d	25%	31% a	35% D	30%
I would never work with animals	26%	27% V	26% V	19%	22%	26%	24%	33% d	25%	26%	28%	25%

Note: Green shading indicates significantly higher score than 1 subgroup.

Perceptions of Agriculture vs. Other Industries

- Most Canadians feel agricultural jobs are comparable to other industries across nearly all career attributes apart from cleanliness.
- The areas of work-life balance, pay and benefits and career progression are polarized elements with an equal or higher proportion of Canadians who feel these are areas careers in agriculture preform worse than other industries than those who feel that these are industry strengths.



Regional Highlight

- Atlantic Canadians are statistically most likely to rate the agricultural industry as being higher, relative to other industries, regarding the pace of work (56% vs. 43% ROC).

Perceptions of Agriculture vs. Other Industries: Key Subgroups

- **Immigrants** are more likely to view the agriculture industry as being superior, relative to other industries, in terms of the skill level (32% vs. 26% of non-immigrants), cleanliness (19% vs. 15%), pay & benefits (21% vs. 16%), work-life balance (21% vs. 15%), or opportunities for career progression (19% vs. 15%).
- **Indigenous respondents** are about twice as likely (at 31%), compared to non-Indigenous Canadians (16%) to think the pay & benefits in the agricultural industry are higher, relative to other industries. Indigenous Peoples in Canada are also more likely to perceive the agricultural industry as having above average cleanliness (24% vs. 15% of non-Indigenous Canadians), work-life balance (23% vs. 16%) or opportunities for career progression (34% vs. 15%).
- **Students (16-24)** are more likely to perceive job stress (42% vs. 36% of all others) as being high in the agriculture industry, relative to other industries, and yet are also more likely to feel the same way about work-life balance (21% vs. 16%).

High %	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	a	b	c	d
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162
Pace of work	44%	43%	43%	48% T	51%	43%	44%	40%	48%	43%	43%	44%
Job stress	37%	36%	37%	38%	38%	36%	36%	37%	42% b	36%	33%	37%
Innovation	31%	32%	30%	30%	33%	32%	31%	33%	31%	31%	34%	31%
Skill level	28%	29%	27%	26%	32%	28%	26%	32% d	32%	27%	27%	28%
Workforce happiness	23%	23%	21%	25%	29%	22%	23%	23%	23%	23%	24%	23%
Pay and benefits	17%	19% U	15%	16%	31% c	16%	16%	21% d	19%	17%	17%	17%
Work-life balance	17%	17%	16%	15%	23% c	16%	15%	21% d	21% b	16%	19%	16%
Career progression	16%	19% U	12%	15%	34% c	15%	15%	19% d	16%	16%	19%	16%
Cleanliness	16%	18% U	13%	17%	24% c	15%	15%	19% d	15%	16%	15%	16%

Note: Lighter green shading indicates significantly higher score than 1 subgroup (red).

Perceptions of Agriculture vs. Other Industries: Key Subgroups (Cont'd)

- **Men** are more likely than women to perceive the agricultural industry is being on the high side when it comes to career progression (18% vs. 15% of women) or pay & benefits (19% vs. 15%). They are also less likely to think the agricultural industry outperforms other industries in terms of job stress (32% vs. 41%) or the pace of work (41% vs. 46%).
- **Job seekers'** perceptions of the agriculture industry relative to other industries are in-line with those not actively looking for a job.

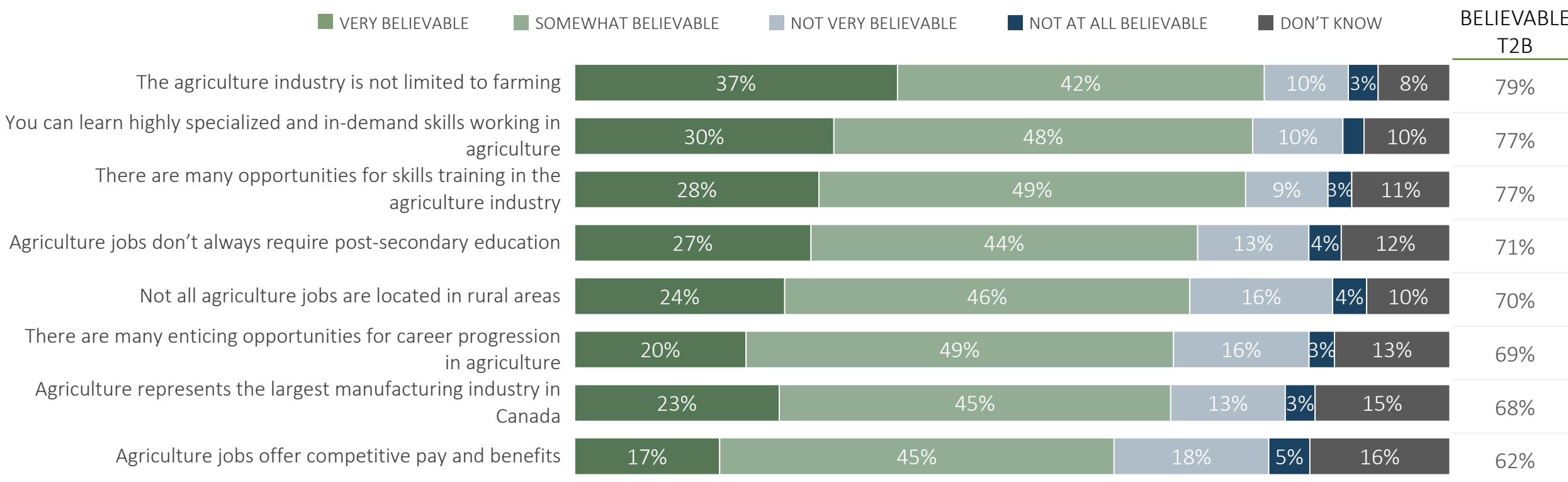
<u>High %</u>	Total	Gender			Job Seekers	
		Male	Female	Other	Yes	No
		B	C	D	k	l
Base: All respondents	2604	1108	1480	12*	345	2259
Pace of work	44%	41%	46%B	45%	42%	44%
Job stress	37%	32%	41%B	44%	38%	36%
Innovation	31%	30%	33%	41%	28%	32%
Skill level	28%	27%	29%	21%	32%	27%
Workforce happiness	23%	23%	22%	29%	21%	23%
Pay and benefits	17%	19%C	15%	19%	19%	17%
Work-life balance	17%	17%	16%	5%	15%	17%
Career progression	16%	18%	15%	10%	13%	17%
Cleanliness	16%	46%	45%	24%	19%	15%

* Caution extremely small base size

Note: Lighter green shading indicates significantly higher score than 1 subgroup (red).

Message Testing

- Strong majorities rate each of the messages tested as being believable. The agriculture industry not being limited to farming is rated as the most believable statement (79%), followed closely by learning highly specialized skills (77%), and having many opportunities for skills training (77%). Competitive pay and benefits is rated as the least believable statement (at 62%).
- Men are more likely to believe that agriculture jobs offer competitive pay and benefits (66% vs. 58% of women).
- Quebecers are less likely to find it believable that not all jobs are located in rural areas (61% vs. 73% ROC) or that you can learn highly specialized and in-demand skills working in agriculture (71% vs. 79%).



Note: Values less than 3% not labelled

Message Testing: Key Subgroups

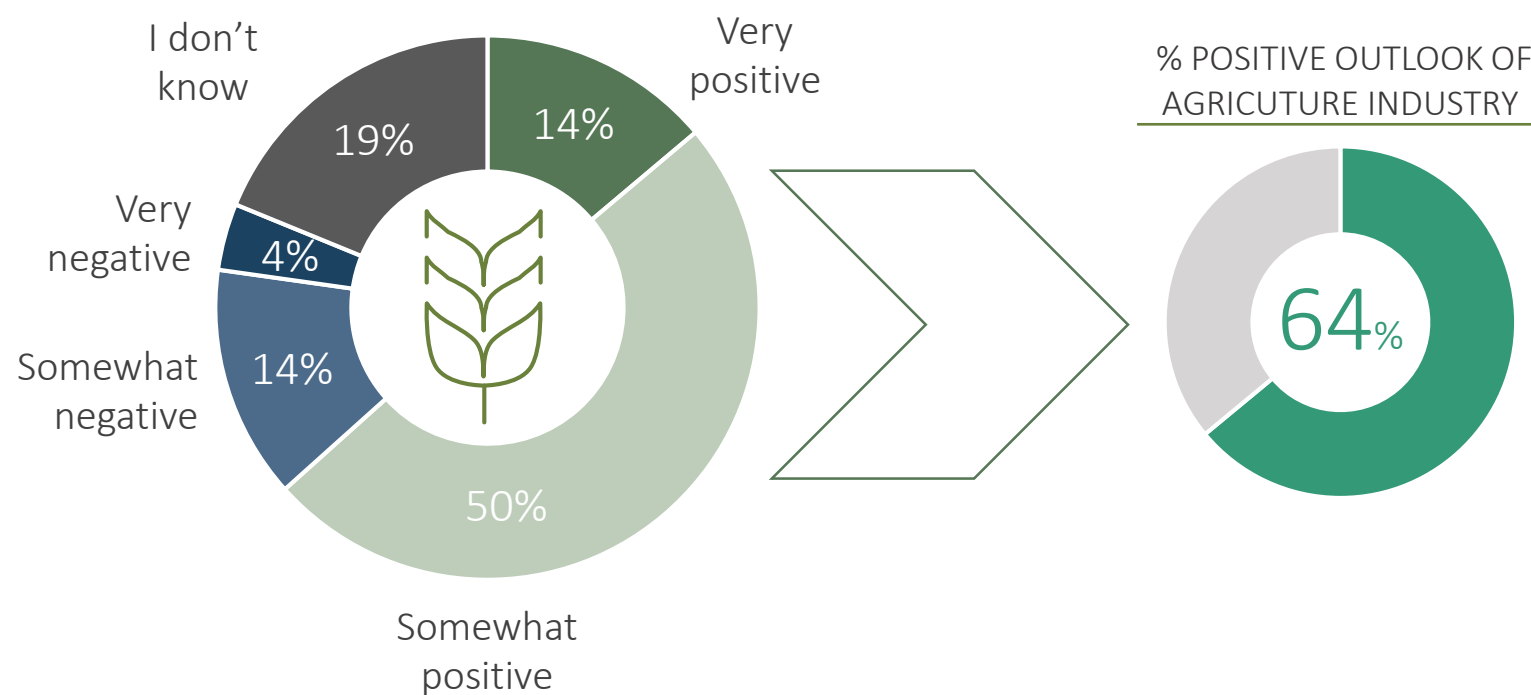
- **Immigrants** are less inclined to think its plausible that not all agriculture jobs require post-secondary education (68% vs. 72% of non-immigrants).
- **Students (16-24)** are less likely to think the agriculture industry offers competitive pay & benefits (56% vs. 62% of all others), is not limited to farming (74% vs. 79%) or that not all agriculture jobs are located in rural areas (62% vs. 71%).
- **Parents of teenagers (14-17)** are more likely to think agriculture jobs offer competitive pay and benefits (66% vs. 61% of all others), opportunities for skills training (81% vs. 76%), are not limited to farming (83% vs. 78%) or believe that agriculture represents the largest manufacturing industry in Canada (73% vs. 67%).

<u>Believability %</u>	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	c	d	e	f
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162
The agriculture industry is not limited to farming	79%	78%	80%	79%	80%	79%	79%	79%	74%	79% c	83% f	78%
You can learn highly specialized and in-demand skills working in agriculture	77%	77%	78%	78%	83%	78%	78%	75%	74%	78%	79%	77%
There are many opportunities for skills training in the agriculture industry	77%	76%	77%	79%	76%	77%	76%	78%	73%	77%	81% f	76%
Agriculture jobs don't always require post-secondary education	71%	71%	70%	76% TU	73%	71%	72% e	68%	73%	71%	74%	71%
Not all agriculture jobs are located in rural areas	70%	71%	69%	71%	69%	71%	70%	72%	62%	71% c	71%	70%
There are many enticing opportunities for career progression in agriculture	69%	70%	66%	71%	69%	69%	69%	68%	66%	69%	71%	68%
Agriculture represents the largest manufacturing industry in Canada	68%	68%	68%	70%	72%	68%	69%	65%	64%	69%	73% f	67%
Agriculture jobs offer competitive pay and benefits	62%	63%	60%	63%	68%	62%	62%	61%	56%	62% c	66% f	61%

Note: Darker green shading indicates significantly higher score than 1+ groups, lighter green shading indicates significantly higher score than 1 subgroup.

Outlook: Canada's Agricultural Industry

- There is a strong sense of optimism regarding the future of Canada's agricultural industry; about two-thirds (64%) of Canadians say they feel positive about the future of Canada's agricultural industry.
- More Canadians say they are unsure about the outlook of the agriculture industry than those who feel negatively (19% vs 18%, respectively).
- There is a 12-point gap between positive overall impressions of the agriculture industry (76% somewhat/very positive) versus positive future outlook (64%); raising awareness that the agriculture industry is growing industry with rewarding, secure careers with competitive wages and benefits can help to bridge this gap.



Demographic Highlights

- **Immigrants** are more likely to feel very positive about the future prospects of the agricultural industry (18% vs. 13% of non-immigrants).
- **Indigenous Peoples in Canada** are more likely to say they feel very positive about the future of the agricultural industry (24% vs. 14% of non-Indigenous).
- **Suburban** residents are among the least likely to report feeling very positive about the future prospects of the agricultural industry (12% vs. 15% of all others).
- **Students (16-24)** are less likely to report feeling optimistic, about the future prospects of the agricultural industry (53% vs. 65% of all others).



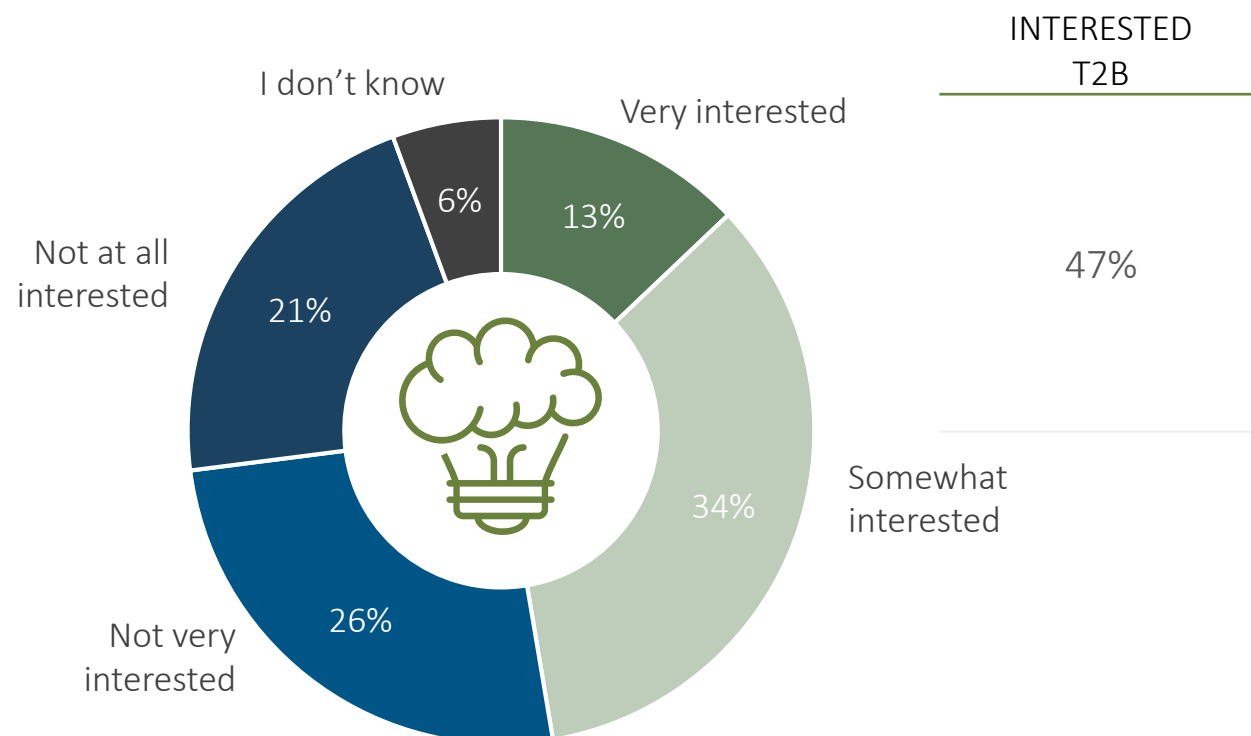
Likelihood to Consider Careers in Agriculture

Interest in Learning More About Agriculture Career Opportunities

- Work needs to be done to improve interest in learning more about career opportunities in the agriculture industry; although almost half (47%) say they would be interested in learning more, equally as many indicate that they are not interested in this (47%).

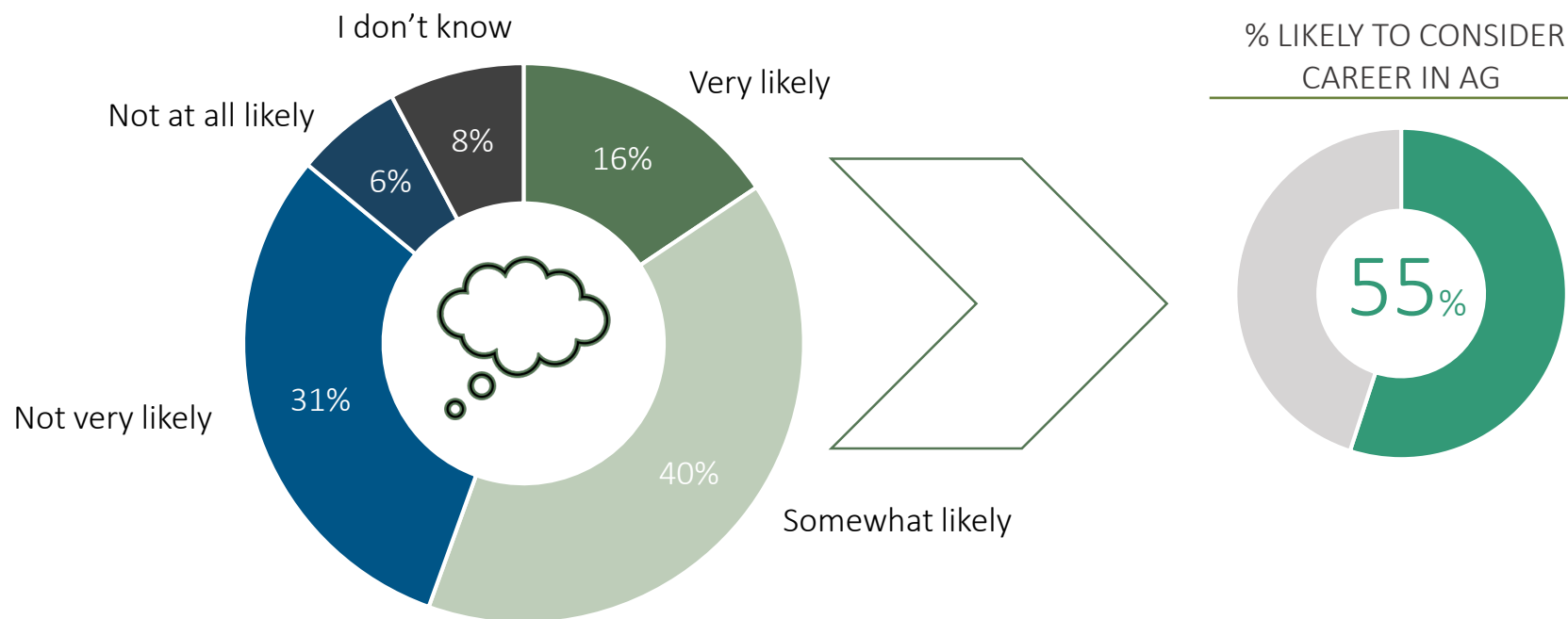
Demographic Highlights

- **Immigrants** are statistically more likely to express interest in learning more about career opportunities in the agriculture industry (57% vs. 45% of non-immigrants).
- **Indigenous Peoples in Canada** are more likely to say they are interested in learning more about career opportunities in the agriculture industry (57% vs. 47% of non-Indigenous Canadians).
- **Students (16-24)** are less likely to report being interested in learning more about career opportunities in agriculture (39% vs. 48% of all others).
- **Parents of teenagers (14-17)** are among the most likely to say they would be interested in learning more about career opportunities in agriculture (55% vs. 46% of all others).



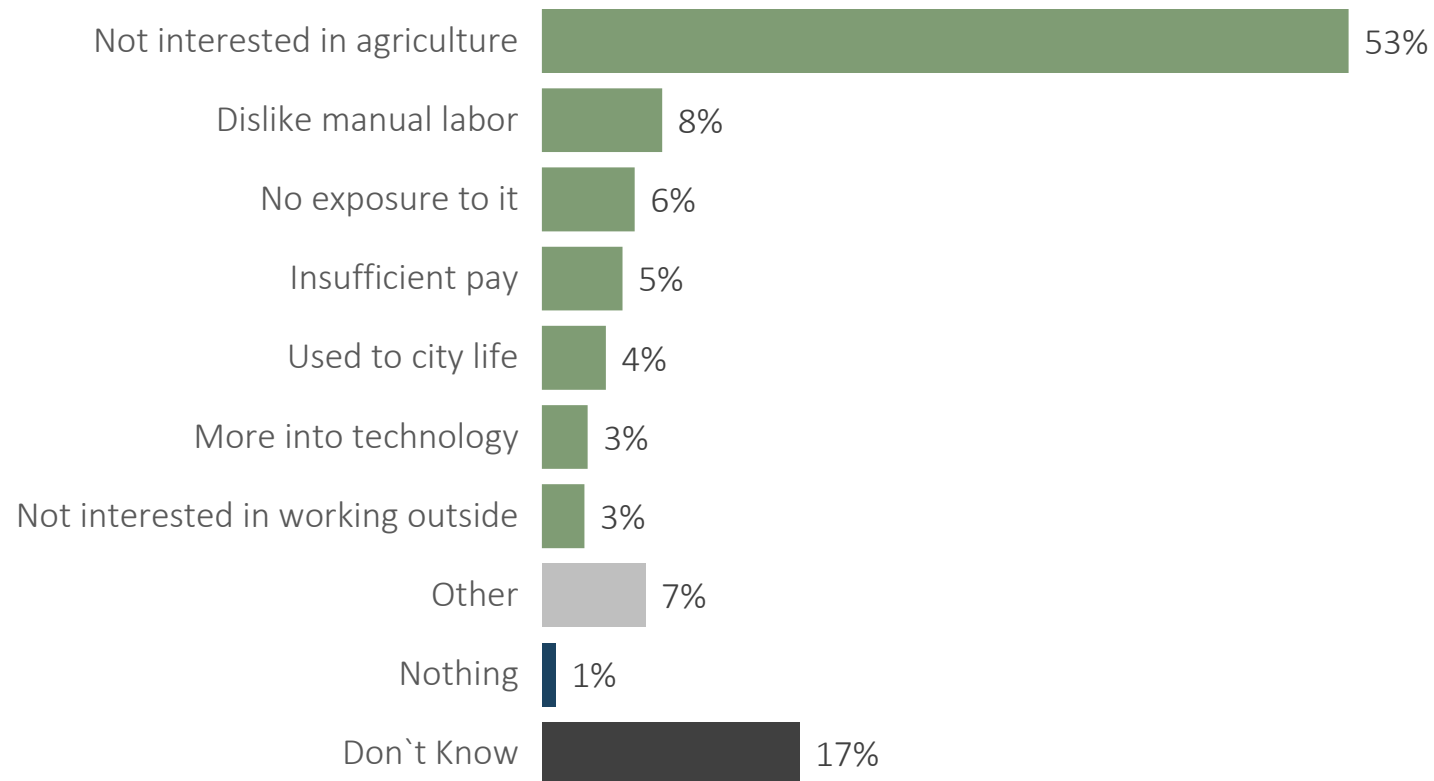
Likelihood to Consider Career in Agriculture (Among Students and Parents of Teens)

- In general, interest in learning more about careers in agriculture leads to likelihood to consider a career within the industry.
- Over half (55%) of Canadian parents with teenaged children (aged 14-17) or students aged 16-24 who express interest in learning more about career opportunities in the agricultural industry say they (or their child) are likely to consider pursuing a career in the agricultural industry.
- **Men** are about twice as likely (at 21%), compared to women (11%), to say they are very likely to consider pursuing a career in the agricultural industry.



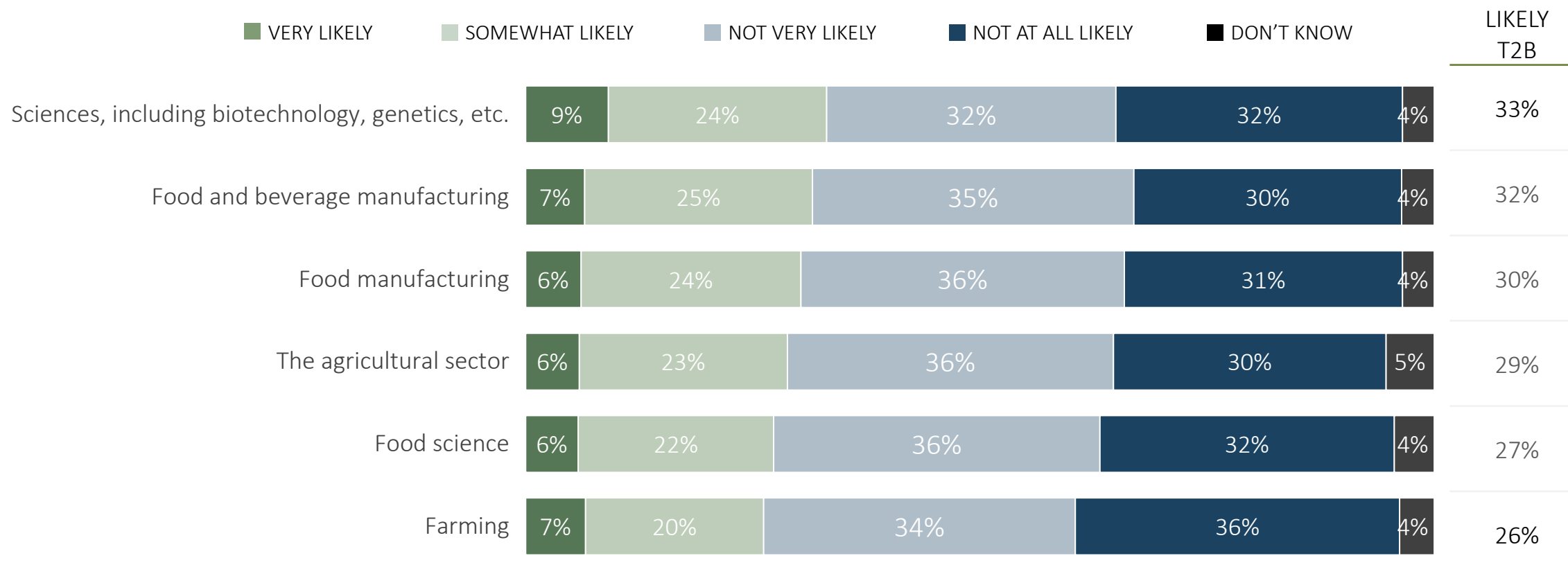
Reasons Unlikely to Consider Career in Agriculture

- When asked why they are unlikely to pursue a career in agriculture, students or those with teenaged children are by far the most likely to cite a general lack of interest in agriculture (53%) followed at a great distance by a dislike for manual labour (8%).



Likelihood to Consider Careers in Agriculture Sub-Fields

- Although over six in ten say they are unlikely to consider a career across all sectors, likelihood to consider a career is highest for the sciences (33%) and food & beverage manufacturing (32%) sub-fields.
- Careers in food manufacturing (30%), the agricultural sector (29%), food science (27%), or farming (26%) are ranked slightly lower in terms of whether a respondent is likely to consider a job in those sectors.
- Men are more likely to consider a career in farming (29% vs. 24% of women), food manufacturing (33% vs. 28%) or the agricultural sector (32% vs. 26%).



Likelihood to Consider Career in Sub-Fields: Key Subgroups

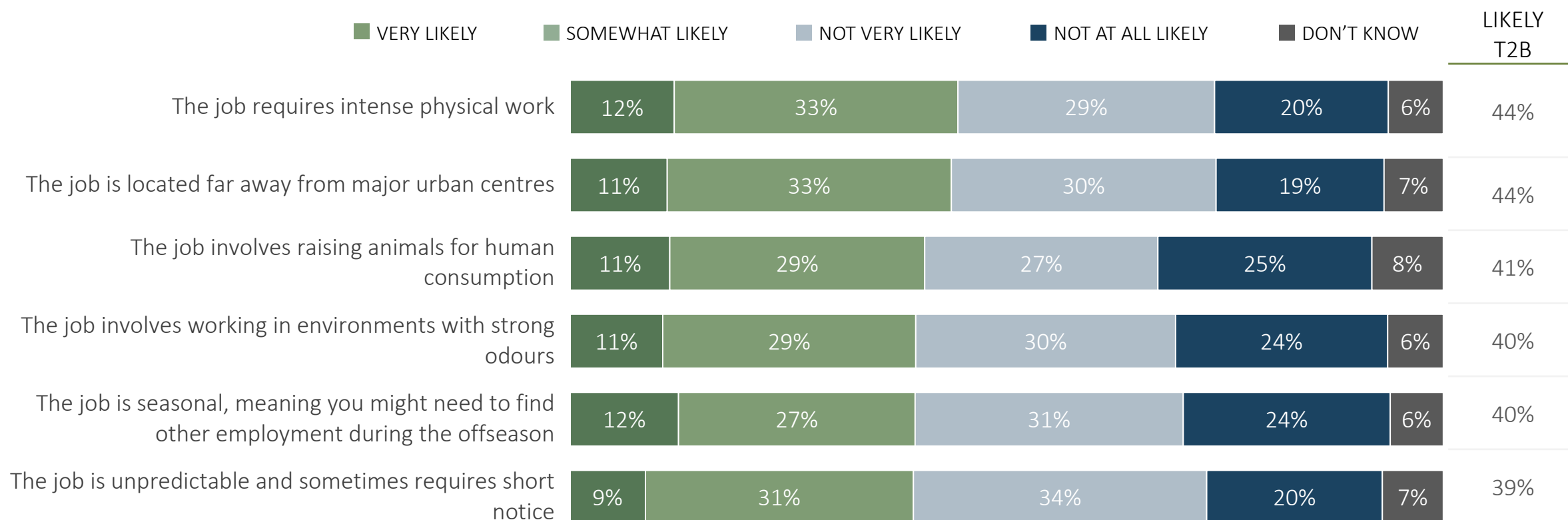
- **Immigrants** (more specifically, recent immigrants), are among the most likely to say they would be likely to consider careers in each of the agriculture sub-fields.
- **Indigenous respondents** are more likely to consider careers in all of the agriculture sub-fields, particularly in the ag sector overall, food and beverage manufacturing, and the sciences.
- **Suburban residents** are least likely to consider a career in farming (22% vs. 29% of all others). Urban residents are most likely to consider a career in food science (30% vs. 24% of all others). Rural residents are less likely to consider a career in food manufacturing (22% vs. 32% of all others), food & beverage manufacturing (24% vs. 33%) or the sciences (24% vs. 35%).
- **Students (16-24)** are more likely to say they would consider a career in the sciences (47% vs. 31% of all others) but are less likely to consider a career in food manufacturing (23% vs. 31%), food & beverage manufacturing (26% vs. 32%), farming (21% vs. 27%), and the agricultural sector more generally (24% vs. 29%).
- **Parents of teenagers (14-17)** are among the most likely to indicate they would be likely to consider a career in the sciences (38% vs. 32% of all others), the agricultural sector (33% vs. 28%) or farming (31% vs. 25%).

<u>Likely %</u>	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)		Job Seekers	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	a	b	c	d	k	l
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162	345	2259
Sciences, including biotechnology, genetics, etc.	33%	36% UV	32% V	24%	52% c	32%	29%	46% d	47% b	31%	38% d	32%	28%	34% k
Food and beverage manufacturing	32%	35% UV	30% V	24%	50% c	30%	29%	42% d	26%	32% a	34%	31%	35%	31%
Food manufacturing	30%	34% UV	28% V	22%	50% c	29%	26%	44% d	23%	31% a	33%	30%	34%	30%
The agricultural sector	29%	32% U	25%	28%	52% c	27%	26%	38% d	24%	29% a	33% d	28%	32%	28%
Food science	27%	30% UV	26%	21%	43% c	26%	23%	43% d	30%	27%	30%	27%	27%	27%
Farming	26%	28% U	22%	31% U	39% c	25%	24%	33% d	21%	27% a	31% d	25%	29%	26%

Note: Darker green shading indicates significantly higher score than 1+ groups, lighter green shading indicates significantly higher score than 1 subgroup.

Likelihood to Pursue Well-Paying Career in Agriculture

- Even if the best paying job available to them as a recent graduate was in the agricultural industry, only about two in five would take it. More specifically, The realities of the physicality and geography of some agriculture jobs are not barriers for all, if the compensation is adequate - nearly half (44%) say they are open to physical work and living away from major urban centers if the salary was large enough.
- Around two in five Canadians say they would pursue a job in agriculture even if it involves raising animals for human consumption (41%), working in an environment with strong odours (40%), is seasonal (40%) or unpredictable (39%).
- Irrespective of what conditions might be present, men are more likely than women to say they would consider pursuing a well-paying career in agriculture, if that was the best option available to them coming out of school.



Likelihood to Pursue Well-Paying Career: Key Subgroups

- **Indigenous respondents** are more likely than their non-Indigenous counterparts to consider pursuing a well-paying career in agriculture, regardless of what conditions might be present.
- **Rural residents** are more likely to consider a pursuing a well-paying career in agriculture if the job is located away from major urban centres (55% vs. 42% of all others).
- **Suburban residents** are less likely to consider pursuing a career in agriculture if it means the job involves working with strong odours (36% vs. 42% of all others) or is unpredictable (35% vs. 41%).
- **Students (16-24)** are less likely to consider pursuing a well-paying career in agriculture if it means contending with intense physical work (38% vs. 45% of all others).
- **Parents of teenagers (14-17)** are more likely to think their child would be likely to consider pursuing a well-paying career in agriculture if it means contending with intense physical work (50% vs. 44% of all others).
- **Job seekers** are less likely than non-job seekers to say they would raise animals if it were the top paying job available to them (36% vs 41%).

<u>Likely %</u>	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)		Job Seekers	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	a	b	c	d	k	l
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162	345	2259
The job requires intense physical work	44%	45%	42%	50% U	56% c	44%	45%	42%	38%	45% a	50% d	44%	41%	45%
The job is located far away from major urban centres	44%	43%	40%	55% TU	55% c	43%	44%	42%	41%	44%	46%	43%	40%	44%
The job involves raising animals for human consumption	41%	41%	38%	46% U	53% c	40%	40%	42%	37%	41%	43%	40%	36%	41% k
The job involves working in environments with strong odours	40%	41% U	36%	45% U	58% c	39%	39%	40%	36%	40%	41%	39%	36%	40%
The job is seasonal, meaning you might need to find other employment during the off-season	40%	41% U	36%	42%	61% c	38%	39%	42%	40%	40%	41%	39%	42%	39%
The job is unpredictable and sometimes requires short notice	39%	41% U	35%	42% U	54% c	38%	40%	39%	36%	40%	42%	39%	37%	40%

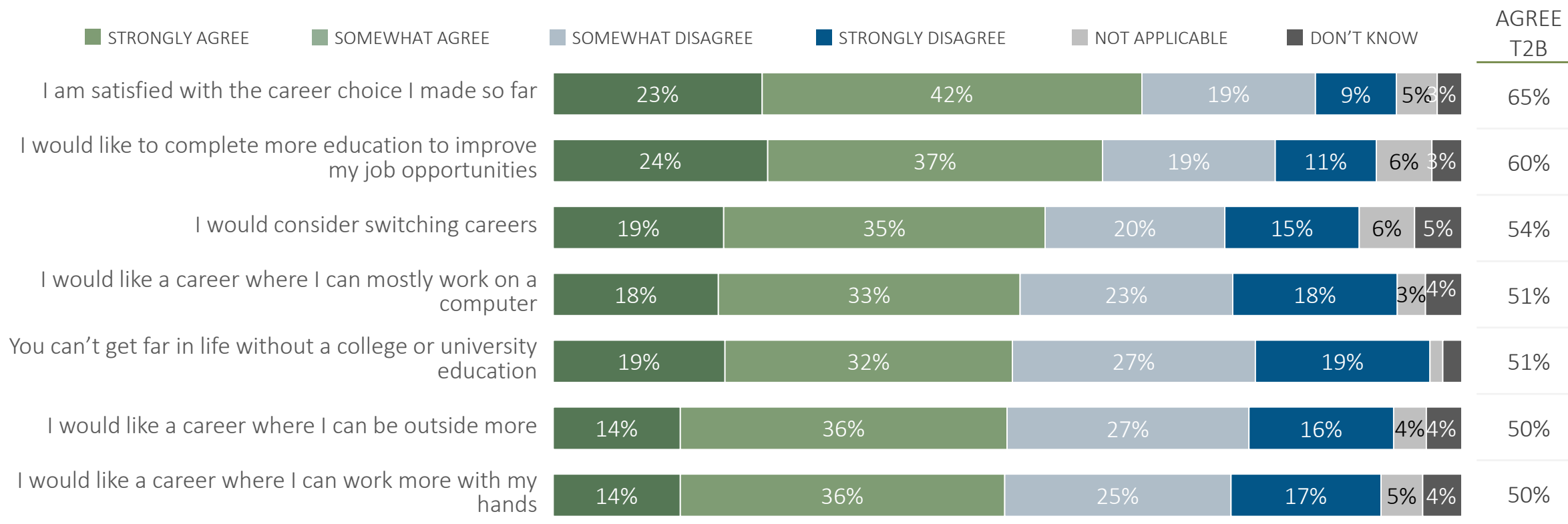
Note: Darker green shading indicates significantly higher score than 1+ groups, lighter green shading indicates significantly higher score than 1 subgroup.

A photograph showing a group of people in a meeting room. They are gathered around a table covered with architectural blueprints and documents. Several hands are visible, pointing at specific parts of the drawings. The scene is lit with soft, natural light, creating a professional and collaborative atmosphere. In the background, there is a white mug, a stapler, and other office supplies.

General Attitudes Towards Careers

Perceptions & Attitudes Towards Careers

- Many Canadians are not firmly committed to their current career path and are open to switching if the right opportunities become available. Although two in three Canadians say they are satisfied with their current career choice (65%), a majority (54%) admit they would consider switching careers.
- Women are more likely to want to complete their education (63% vs. 58% of men) but are less likely to desire working outside (47% vs. 52% of men).
- Quebecers are among the least likely to say they would consider switching careers (42% vs. 58% ROC) or think they can't get far without a college or university education (36% vs. 55%).



Note: Values less than 3% not labelled

Perceptions & Attitudes Towards Careers: Key Subgroups

- **Immigrants** are more likely to want to complete more education (70% vs. 58% of non-immigrants), prefer working on a computer (67% vs. 47%), or believe that you can't get far in life without a college or university education (60% vs. 48%).
- **Indigenous respondents** are more likely consider switching careers (65% vs. 54% of non-Indigenous Canadians) or express a desire to complete more education to improve career outlook (70% vs. 60%) and are less likely to express satisfaction with their career choices to date (54% vs. 66%).
- **Rural residents** are more likely to prefer working with their hands (56% vs. 49% of all others) but are less likely to want to complete more education (53% vs. 62%), think they can't get far in life without a college or university education (43% vs. 52%), or would prefer working on a computer (43% vs. 53%).
- **Students (16-24)** are more likely to want to complete more education to improve their job opportunities (86% vs. 57% of all others) but are less open to switching careers (44% vs. 56%).
- **Parents of teenagers (14-17)** are more likely to think their child can't get far without a college or university education (59% vs. 49% of all others) or that they might consider switching careers (60% vs. 53%).
- **Job seekers** are less likely to express satisfaction with their career choices (40% vs. 69% of non-job seekers) or think you can't get far without a post-secondary education (45% vs. 51%). This group is more likely to consider switching careers (62% vs. 53%), wants to complete more education (66% vs. 60%) or would like a career where they can work with their hands (56% vs. 49%).

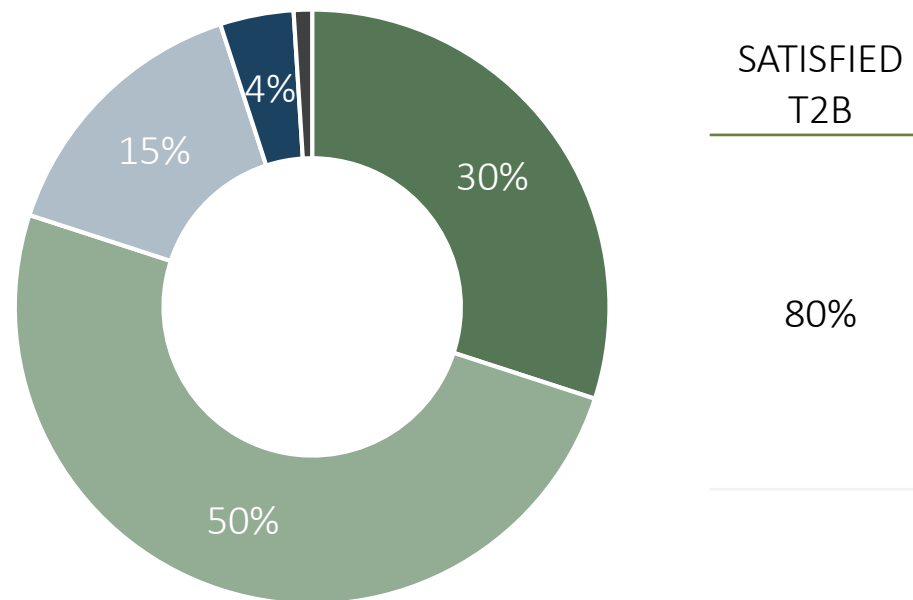
Agree %	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)		Job Seekers	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	a	b	c	D	k	l
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162	345	2259
I am satisfied with the career choice I made so far	65%	65%	64%	67%	54%	66% b	64%	68%	61%	65%	67%	64%	40%	69% k
I would like to complete more education to improve my job opportunities	60%	62% V	61% V	53%	70% c	60%	58%	70% d	86% b	57%	62%	60%	66% l	60%
I would consider switching careers	54%	54%	54%	54%	65% c	54%	55%	53%	44%	56% a	60% d	53%	62% l	53%
I would like a career where I can mostly work on a computer	51%	52% V	54% V	43%	52%	51%	47%	67% d	51%	51%	51%	52%	54%	51%
You can't get far in life without a college or university education	51%	53% V	50% V	43%	54%	50%	48%	60% d	54%	50%	59% d	49%	45%	51% k
I would like a career where I can be outside more	50%	51%	48%	52%	56%	49%	50%	50%	52%	50%	51%	50%	52%	50%
I would like a career where I can work more with my hands	50%	49%	48%	56% TU	58%	49%	49%	53%	53%	49%	47%	50%	56% l	49%

Note: Darker green shading indicates significantly higher score than 1+ groups, lighter green shading indicates significantly higher score than 1 subgroup. 45

Job Satisfaction

- The vast majority of employed Canadians report satisfaction with their current job (80%); only three in ten (30%) say they are very satisfied whereas a majority have a more tepid level of satisfaction (50% somewhat satisfied).
- Women are less likely than men to indicate that they are very satisfied with their current job (27% vs 32%, respectively).

■ VERY SATISFIED
 ■ SOMEWHAT SATISFIED
 ■ NOT VERY SATISFIED
 ■ NOT AT ALL SATISFIED
 ■ DON'T KNOW



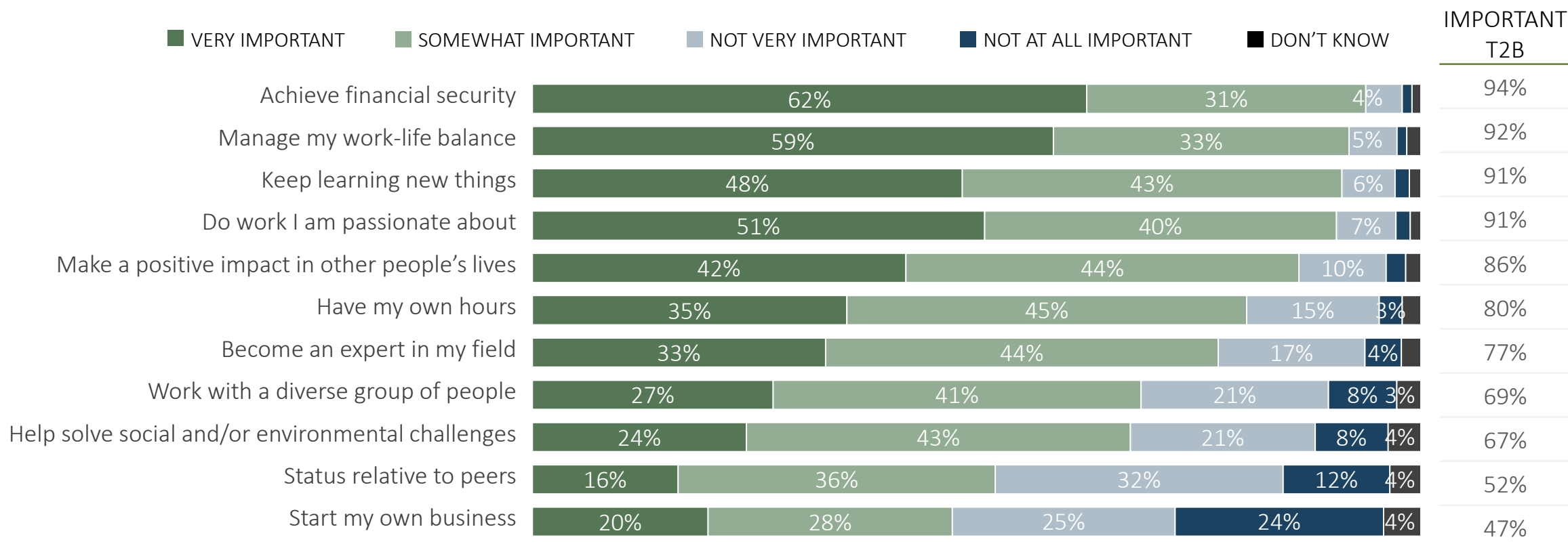
Note: Values less than 3% not labelled

A man with short dark hair and glasses, wearing a dark blue checkered blazer over a light blue button-down shirt, is seated in a train car. He is looking down at a white smartphone held in his hands. A dark leather bag is resting on his lap. The background shows the interior of a train car with other passengers blurred. The lighting is warm and natural, coming from a window on the right. The text "General Career Goals and Expectations" is overlaid in white, sans-serif font across the center of the image.

General Career Goals and Expectations

Career Goals: Importance

- Financial security (94%) and work-life balance (92%) top the list as the most important career goals for over nine in ten Canadians, with about six in ten saying both areas are very important.
- Learning new things, doing work one is passionate about, and making a positive impact are also rated as very important career considerations, with about nine in ten saying these are
- Aside from status relative to peers (52%) or starting their own business (47%), most Canadians rate all other careers goals as being important to them. Financial security (62%) and work-life balance (59%) are of exceptional importance, as around three in five rate both goals as being very important to them.



Note: Values less than 3% not labelled

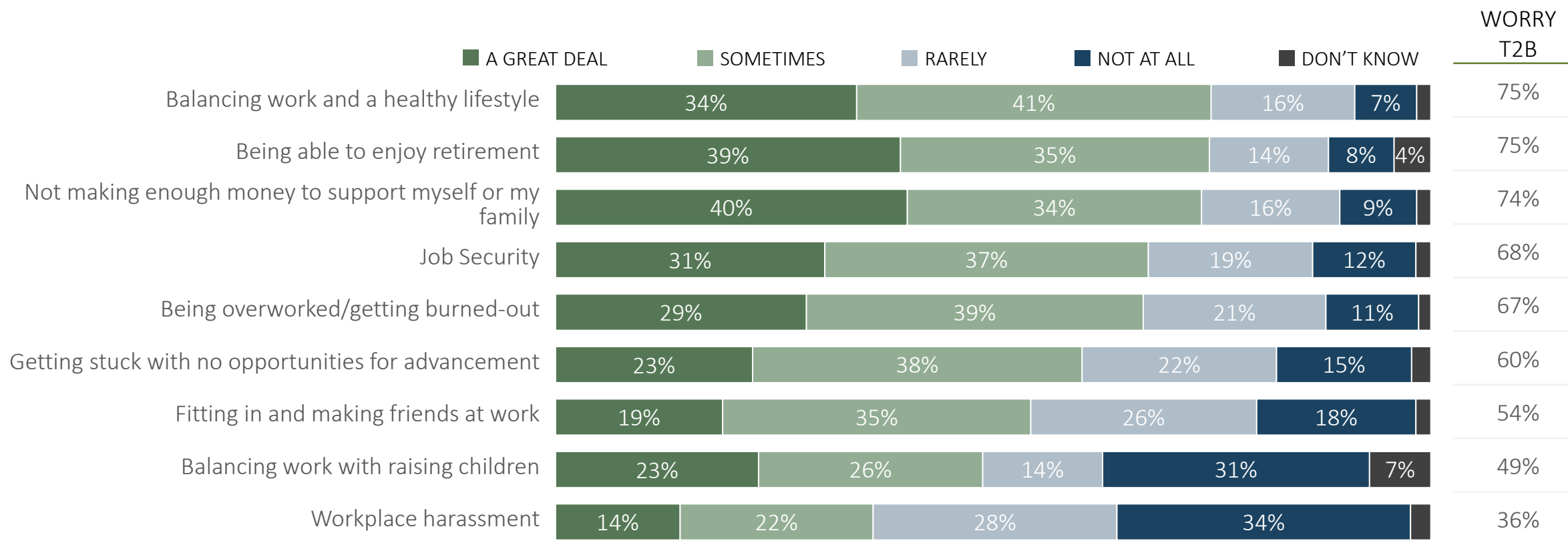
Career Goals Importance: Key Subgroups

- **Immigrants** are more likely to rate all career goals as being important, save for doing work they are passionate about or achieving financial security.
- **Indigenous respondents** are more likely to rate entrepreneurship (60% vs. 46% non-Indigenous) as being important but are less likely to feel this way about learning new things (86% vs. 92%) or achieving financial security (86% vs. 95%).
- **Rural residents** are less likely to rate working with a diverse group of people as being important to them (63% vs. 69% of all others).
- **Urban residents** are more likely to think status is important (56% vs. 48% of all others).
- **Students (16-24)** are more likely to rate solving challenges (75% vs. 66% of all others), diversity (75% vs. 68%), and status (57% vs. 52%) as being important. This group is less likely to think financial security is important (90% vs. 94%).
- **Parents of teenagers (14-17)** are more likely to rate work-life balance as being an important career goal (96% vs. 91% of all others).
- **Job seekers** are less likely to think status (45% vs. 53% of non-job seekers) or becoming an expert in their field (71% vs. 78%) is important.

<u>Important %</u>	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)		Job Seekers	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	c	d	e	f	k	l
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162	345	2259
Achieve financial security	94%	94%	94%	96%	86%	95% b	93%	95%	90%	94% c	96%	94%	93%	94%
Manage my work-life balance	92%	92%	92%	92%	90%	92%	91%	94% d	90%	92%	96% f	91%	90%	92%
Keep learning new things	91%	91%	91%	93%	86%	92% b	90%	95% d	89%	91%	93%	91%	90%	91%
Do work I am passionate about	91%	90%	91%	91%	87%	91%	90%	92%	92%	90%	93%	90%	91%	90%
Make a positive impact in other people's lives	86%	87%	86%	85%	81%	87%	85%	89% d	87%	86%	89%	86%	83%	87%
Have my own hours	80%	82%	79%	79%	78%	81%	78%	90% d	78%	81%	82%	80%	82%	80%
Become an expert in my field	77%	79% V	77%	73%	77%	77%	75%	87% d	81%	77%	80%	77%	71%	78% k
Work with a diverse group of people	69%	70% V	69% V	63%	74%	68%	66%	78% d	75% d	68%	69%	68%	68%	69%
Help solve social and/or environmental challenges	67%	70% U	63%	67%	70%	67%	64%	78% d	75% d	66%	70%	67%	68%	67%
Status relative to peers	52%	56% UV	50%	45%	57%	52%	49%	62% d	57% d	52%	55%	52%	45%	53% k
Start my own business	47%	51% U	43%	45%	60% c	46%	43%	61% d	52%	47%	49%	47%	51%	47%

Career-Related Worries

- Three-quarters of Canadians say they worry, at least sometimes, about balancing work with a healthy lifestyle (75%), being able to enjoy retirement (75%) or not making enough money to support themselves and/or their family (74%).
- Around two-thirds worry, at least sometimes, about job security (68%) or being overworked (67%) and three in five (60%) are worried about getting stuck with no opportunities for advancement.
- **Women** are more likely than men to worry about each of the career challenges.



Note: Values less than 3% not labelled

Career-Related Worries: Key Subgroups

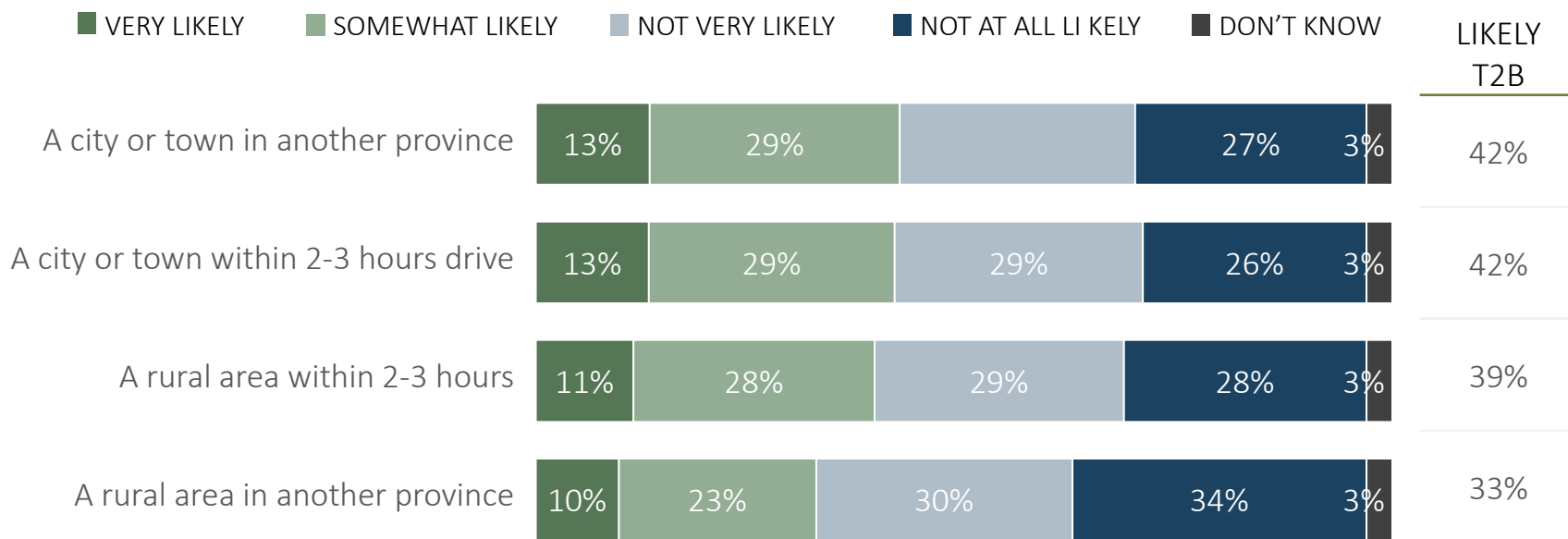
- **Immigrants** are more likely to worry about most career-related challenges, save for being overworked, not making enough money or being able to enjoy retirement.
- **Indigenous respondents** are more likely to worry about balancing work with raising children (58% vs. 48% of non-Indigenous Canadians), being overworked (76% vs. 67%), or not making enough money (82% vs. 74%).
- **Urban residents** are more likely to worry about job security (71% vs. 65% of all others).
- **Rural residents** are less likely to worry about balancing work and a healthy lifestyle (69% vs. 76% of all others).
- **Students (16-24)** are more likely to worry about work-life balance (80% vs. 74% of all others), being overworked (75% vs. 66%), getting stuck with no opportunities for advancement (67% vs. 59%), making friends at work (73% vs. 52%) or harassment (49% vs. 35%). This group is less likely to worry about being able to enjoy retirement (64% vs. 76%)
- **Parents of teenagers (14-17)** are more likely to worry about balancing work with raising children (75% vs. 44% of all others) and being able to enjoy retirement (81% vs. 74%).
- **Job seekers** are more likely to worry about everything career-related, with the exception of fitting in at work, retirement, and balancing work with raising children.

Worry %	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)		Job Seekers	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	a	b	c	D	k	l
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162	345	2259
Balancing work and a healthy lifestyle	75%	77% V	75% V	69%	74%	75%	73%	83% d	80% b	74%	77%	75%	80% l	74%
Being able to enjoy retirement	75%	74%	75%	78%	76%	75%	74%	77%	64%	76% a	81% D	74%	75%	75%
Not making enough money to support myself or my family	74%	74%	74%	73%	82% c	74%	74%	75%	76%	74%	77%	73%	81% l	73%
Job Security	68%	71% UV	66%	62%	67%	68%	65%	78% d	72%	67%	72%	67%	79% l	66%
Being overworked/getting burned-out	67%	67%	70% V	62%	76% c	67%	66%	70%	75% b	66%	69%	67%	73% l	66%
Getting stuck with no opportunities for advancement	60%	62%	59%	56%	66%	60%	58%	68% d	67% b	59%	64%	59%	66% l	59%
Fitting in and making friends at work	54%	56% V	53%	49%	58%	54%	51%	65% d	73% b	52%	53%	55%	58%	54%
Balancing work with raising children	49%	50%	48%	47%	58% c	48%	46%	59% d	53%	48%	75% D	44%	46%	49%
Workplace harassment	36%	38%	34%	34%	44%	36%	35%	41% d	49% b	35%	36%	36%	46% l	35%

Note: Darker green shading indicates significantly higher score than 1+ groups, lighter green shading indicates significantly higher score than 1 subgroup.

Likelihood to Consider Moving or Relocation For Job

- As many as two in five Canadians say they would consider moving to another province (43%), a city of town within 2-3 hours drive (42%) or a rural area within 2-3 hours drive (40%) if they thought a better job opportunity was available. One in three (33%) would be likely to consider moving to a rural area in another province.

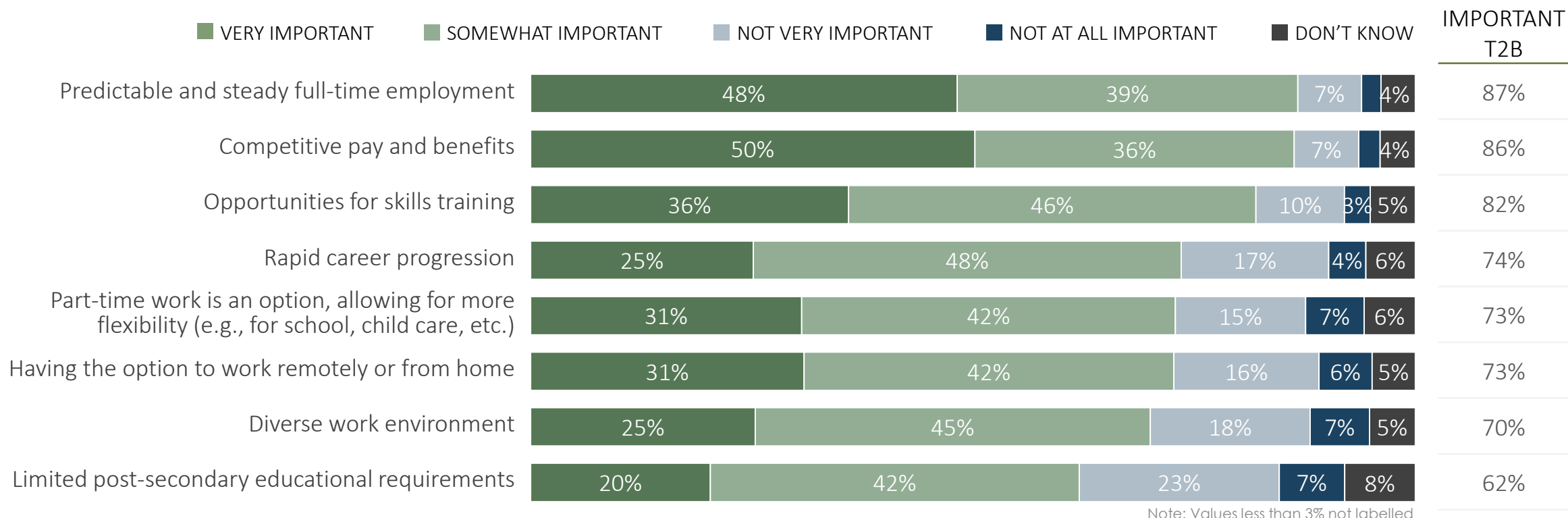


Demographic Highlights

- Men** are more likely (at 35%) than women (31%) to indicate that they would be likely to consider moving to a rural area in another province.
- Immigrants** are more likely to consider all types of employment relocation, save for a rural area within 2-3 hours.
- Indigenous Peoples in Canada** are statistically more likely to say they would consider any type of employment relocation.
- Rural residents** are less likely to consider relocation to a city or town within a 2-3 hour drive (35% vs. 43% of all others) or in another province (35% vs. 44%).
- Students (16-24)**, are statistically more likely to say they would relocate, irrespective of where they need to relocate to, if the right opportunity exists.

Importance of Employment Perks

- A majority of Canadians rate all the employment perks as being at least somewhat important to them.
- Competitive pay (86%) and predictable employment (87%) emerge as the most important perks that are rated as being important by the highest proportion of Canadians.
- The vast majority also perceive skills training opportunities as being important (82%) while around three-quarters feel this way about remote work (73%), part-time work options (73%), or rapid career progression (74%).
- Women are more likely to rate diversity (73% vs. 67% of men) and part-time options (77% vs. 68%) as being important.



Importance of Employment Perks: Key Subgroups

- **Immigrants** are more likely to rate most of the employment perks as being important, save for competitive pay, predictable employment, and limited education requirements.
- **Indigenous respondents** are among the most likely to rate limited education requirements (73% vs. 62% of non-Indigenous Canadians) and part-time work options (80% vs. 73%) as being important to them.
- **Rural residents** are statistically less likely to rate rapid career progression as being important (67% vs. 75% of all others).
- **Students (16-24)** are less likely to rate competitive pay (74% vs. 88% of all others), limited post-secondary educational requirements (56% vs. 63%), and skills training (75% vs. 83%) as being important. However, they are more likely to indicate that part-time work options (77% vs. 72%) are important.
- **Parents of teenagers (14-17)** are statistically more likely to rate competitive pay & benefits as being important (91% vs. 85% of all others).
- **Job seekers** are more likely to rate part-time work (78% vs. 72% of non-job seekers) or limited post-secondary educational requirements (67% vs. 61%) as being important. This group is less likely to view steady full-time employment (81% vs. 88%) or rapid career progression (68% vs. 74%) as being important.

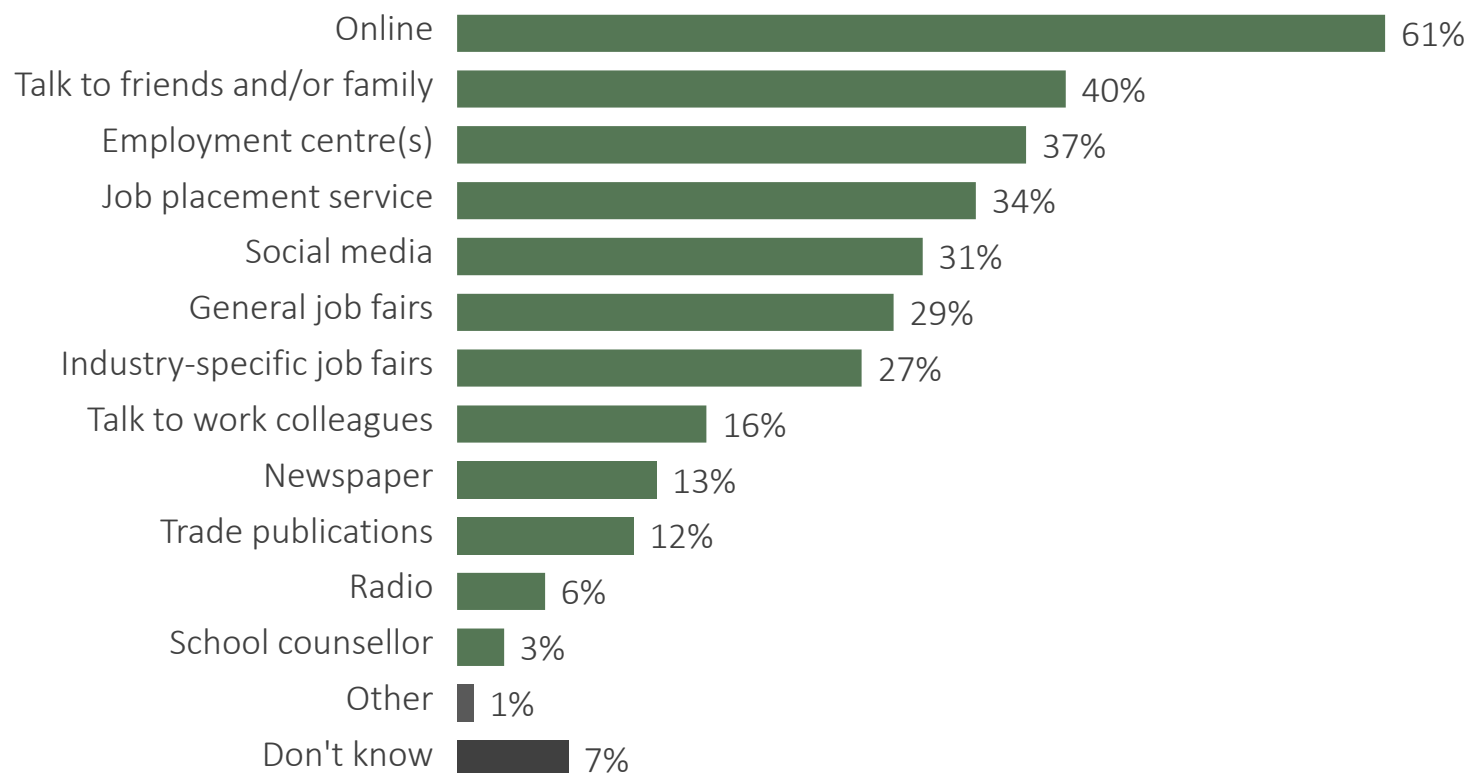
<u>Important %</u>	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)		Job Seekers	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	a	b	c	d	k	l
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162	345	2259
Predictable and steady full-time employment	87%	86%	88%	86%	86%	88%	86%	88%	84%	87%	88%	86%	81%	88% k
Competitive pay and benefits	86%	85%	87%	88%	82%	87%	86%	88%	74%	88% a	91% d	85%	86%	86%
Opportunities for skills training	82%	82%	83%	80%	83%	82%	81%	86% d	75%	83% a	83%	82%	82%	82%
Rapid career progression	74%	75% V	74% V	67%	77%	74%	72%	79% d	72%	74%	77%	73%	68%	74% k
Part-time work is an option, allowing for more flexibility	73%	75%	71%	71%	80% c	73%	72%	77% d	77% b	72%	74%	73%	78% l	72%
Having the option to work remotely or from home	73%	72%	76% V	69%	80%	72%	71%	78% d	74%	73%	74%	73%	75%	72%
Diverse work environment	70%	70%	70%	68%	77%	70%	68%	77% d	67%	70%	73%	70%	69%	70%
Limited post-secondary educational requirements	62%	61%	64%	60%	73% c	62%	61%	65%	56%	63% a	65%	62%	67% l	61%



Job Search Platforms

Job Search: Platforms Used

- The Internet tops the list, as the preferred job search platform (61%) followed at quite a distance by friends & family (40%), employment centres (37%), and job placement services (34%).
- Women are more likely to cite social networks (friends & family) (44% vs. 36% of men), school counsellors (4% vs. 2% of men), social media (34% vs. 27%), or online platforms (66% vs. 56%) as their go-to sources for future job searches.



Note: Data less than 3% not shown

Platforms Used: Key Subgroups

- **Immigrants** are more likely to list social media (38% vs. 29% of non-immigrants), job fairs (34% vs. 27%), or school counsellors (5% vs. 3%). However, this group is less likely to cite trade publications (8% vs. 13%).
- **Indigenous respondents** are less likely to mention online sources (53% vs. 62% of non-Indigenous Canadians) but are more likely to cite the radio (10% vs. 6%), among other sources.
- **Students (16-24)** are among the least likely to list trade publications (5% vs. 12% of all others), job placement services (22% vs. 36%), employment centers (28% vs. 39%), or newspapers (10% vs. 14%) as sources. However, this group is more likely to mention social media (37% vs. 30%) or family & friends as sources (47% vs. 39%).
- **Parents of teenagers (14-17)** are more likely to cite job placement services (39% vs. 33% of all others), general job fairs (35% vs. 28%), industry-specific job fairs (33% vs. 25%), or trade publications (15% vs. 11%). This group is less likely to mention their child’s school counsellor (0% vs. 4%).
- **Job seekers** are more likely to indicate that they would use the Internet (72% vs. 59% of non-job seekers), employment centres (44% vs. 36%), social media (40% vs. 29%), general job fairs (34% vs. 28%) or word of mouth (46% vs. 39%), if they were to look for job opportunities in the future.

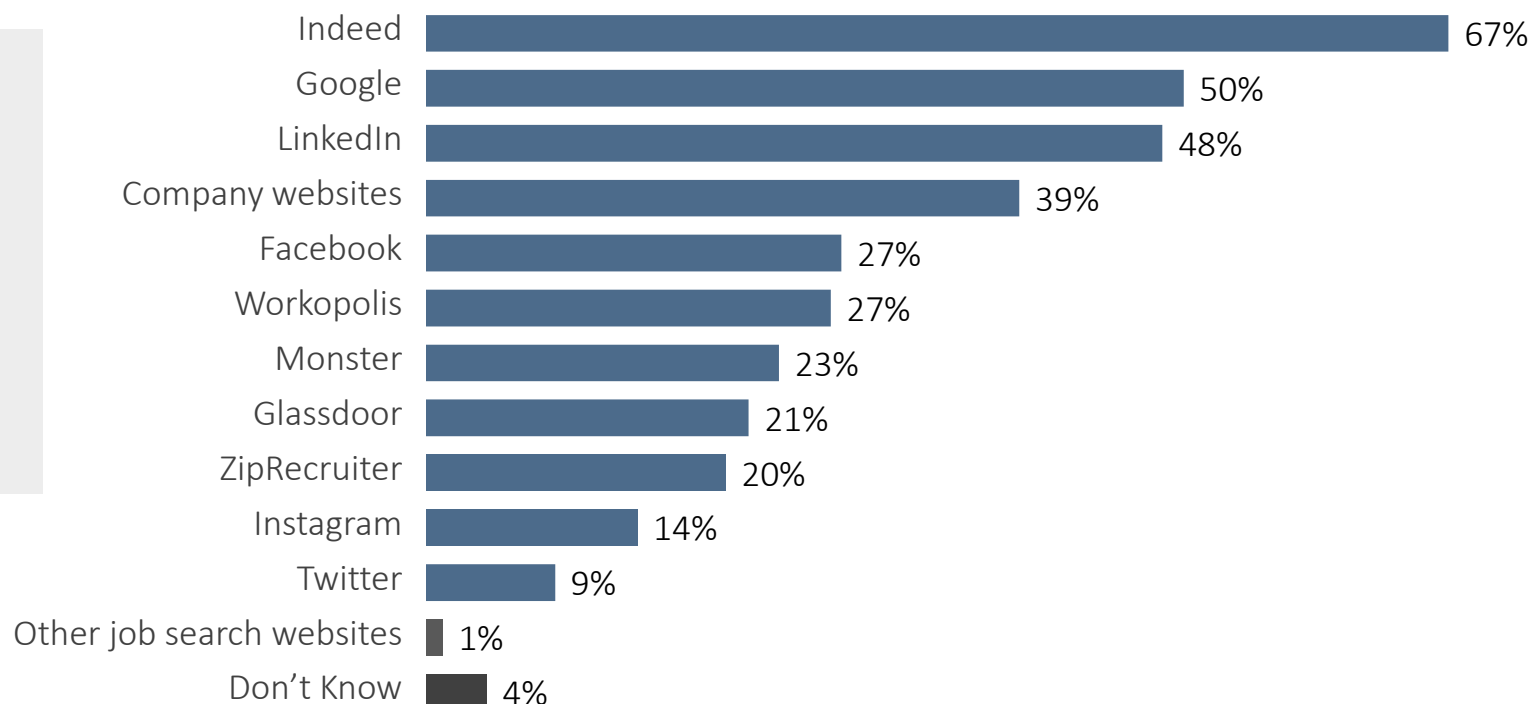
	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)		Job Seekers	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	c	d	e	f	k	l
Base: All respondents	2604	1308	924	372	147	2368	1987	617	364	2240	442	2162	345	2259
Online	61%	60%	63%	60%	53%	62% b	61%	63%	60%	61%	62%	61%	72% l	59%
Talk to friends and/or family	40%	38%	41%	46% T	36%	40%	41%	38%	47% d	39%	41%	40%	46% l	39%
Employment centre(s)	37%	39% U	34%	39%	37%	38%	37%	38%	28%	39% c	40%	37%	44% l	36%
Job placement service	34%	35%	34%	31%	30%	35%	34%	35%	22%	36% c	39% f	33%	38%	34%
Social media	31%	32% V	30%	27%	37%	30%	29%	38% d	37% d	30%	29%	31%	40% l	29%
General job fairs	29%	28%	29%	29%	32%	29%	27%	34% d	26%	29%	35% f	28%	34% l	28%
Industry-specific job fairs	27%	27%	26%	27%	22%	27%	27%	25%	24%	27%	33% f	25%	25%	27%
Talk to work colleagues	16%	16%	17%	16%	14%	17%	17%	16%	-	18% c	19%	16%	-	20% k
Newspaper	13%	13%	13%	17%	15%	13%	13%	13%	10%	14% c	12%	13%	14%	13%
Trade publications	12%	12%	11%	12%	15%	12%	13% e	8%	5%	12% c	15% f	11%	11%	12%
Radio	6%	5%	6%	7%	10% c	6%	6%	6%	5%	6%	5%	6%	8%	6%
School counsellor	3%	3%	4%	2%	4%	3%	3%	5% d	23% d	1%	0%	4% e	-	4% k

Job Search: Websites & Social Media Used

- Indeed is by far the most preferred source for information about employment opportunities (67%) among those who say they will look for job opportunities on social media or the Internet in the future.
- Around half would consult Google (50%) or LinkedIn (48%) while considerably fewer cite company websites (39%) as their go-to source.

Demographic Highlights

- **Women** are more likely to mention Indeed (73% vs. 61% of men) or company websites (43% vs. 35%) but are less likely to select Monster (20% vs. 27%) or Twitter (7% vs. 10%) as an online source.
- **Quebecers** are among the least likely to cite ZipRecruiter (8% vs. 23% ROC).



Note: Data less than 3% not shown

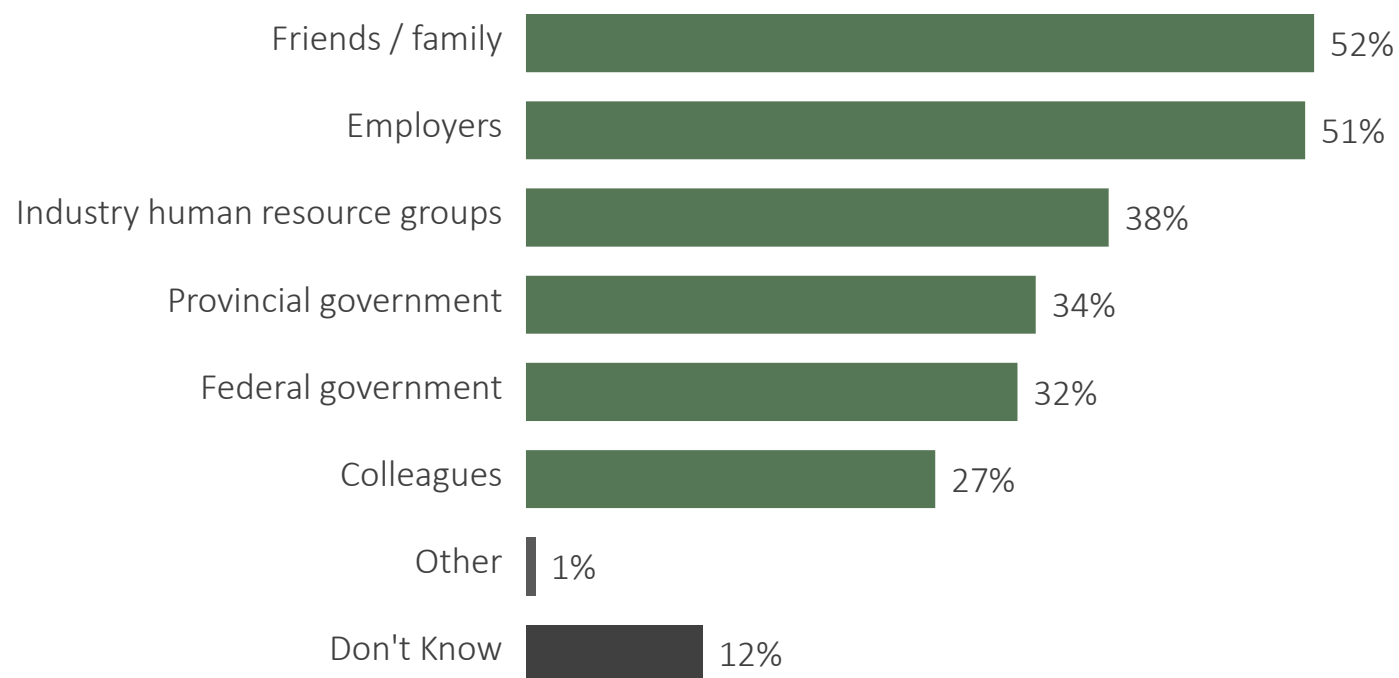
Websites & Social Media Used: Key Subgroups

- **Immigrants** are more likely to mention Indeed (72% vs. 66% of non-immigrants), LinkedIn (61% vs. 44%), Glassdoor (29% vs. 19%), ZipRecruiter (24% vs. 18%) or Instagram (18% vs. 13%).
- **Indigenous respondents** are more likely to cite Facebook (37% vs. 27% of non-Indigenous Canadians) or Twitter (15% vs. 8%) but are less likely to list LinkedIn (38% vs. 50%) as their online source.
- **Rural residents** are less likely to mention LinkedIn (32% vs. 51% of all others) or Glassdoor (13% vs. 23%) but are more likely to list Facebook (37% vs. 26%) as a source.
- **Urban residents** are more likely to cite Twitter (11% vs. 6%).
- **Students (16-24)** are more likely to cite Google (59% vs. 49% of all others), Glassdoor (28% vs. 20%) or Instagram (25% vs. 13%) and are less likely to mention Facebook (18% vs. 28%), Workopolis (13% vs. 28%) or Monster (11% vs. 25%).
- **Parents of teenagers (14-17)** are more likely to cite LinkedIn (56% vs. 47% of all others), Workopolis (34% vs. 25%), Monster (29% vs. 22%), ZipRecruiter (24% vs. 19%) or Glassdoor (27% vs. 20%) and are less likely to mention Instagram (10% vs. 15%).
- **Job seekers** who would seek employment opportunities via the Internet are more likely to cite Indeed (74% vs. 66% of non-job seekers) but are less likely to mention LinkedIn (42% vs. 50%) as job search websites they would use.

	Total	Community type			Indigenous		Born in Canada		Students (16-24)		Parents of Youth (14-17)		Job Seekers	
		Urban	Suburban	Rural	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
		T	U	V	b	c	d	e	c	d	e	f	k	l
Base: All respondents	1815	912	649	254	98	1664	1357	458	254	1561	306	1509	273	1542
Indeed	67%	68%	68%	62%	68%	68%	66%	72% d	72%	67%	64%	68%	74% l	66%
Google	50%	49%	51%	52%	57%	49%	50%	51%	59% d	49%	46%	51%	54%	49%
LinkedIn	48%	50% V	53% V	32%	38%	50% b	44%	61% d	53%	48%	56% f	47%	42%	50% k
Company websites	39%	38%	39%	42%	32%	40%	38%	41%	42%	39%	41%	39%	38%	39%
Facebook	27%	26%	25%	37% TU	37% c	27%	28%	24%	18%	28% c	29%	27%	32%	27%
Workopolis	27%	26%	29%	24%	20%	27%	27%	26%	13%	28% c	34% f	25%	28%	26%
Monster	23%	23%	24%	22%	21%	24%	23%	25%	11%	25% c	29% f	22%	22%	23%
Glassdoor	21%	22% V	24% V	13%	15%	22%	19%	29% d	28% d	20%	27% f	20%	19%	22%
ZipRecruiter	20%	19%	23% V	15%	25%	19%	18%	24% d	17%	20%	24% f	19%	22%	19%
Instagram	14%	15%	14%	11%	17%	13%	13%	18% d	25% d	13%	10%	15% e	13%	14%
Twitter	9%	11% UV	7%	5%	15% c	8%	8%	9%	8%	9%	9%	8%	9%	8%

Trusted Sources of Information

- Friends & family top the list, as the most frequently cited trusted sources of information (52%) followed closely by employers (51%).



Demographic Highlights

- **Women** are more likely to trust friends & family (54% vs. 49% of men) but are less likely to feel this way about colleagues (24% vs. 30%), when it comes to receiving information about job opportunities.
- **Immigrants** are more likely to trust their provincial government (38% vs. 32% of non-immigrants) or the Federal government (39% vs. 30%), when it comes to receiving information about job opportunities.
- **Students (16-24)** are more likely to trust friends/family (59% vs. 51% of all others) and the Federal government (39% vs. 32%).
- **Parents of teenagers (14-17)** are more likely to trust their colleagues (33% vs. 26%).

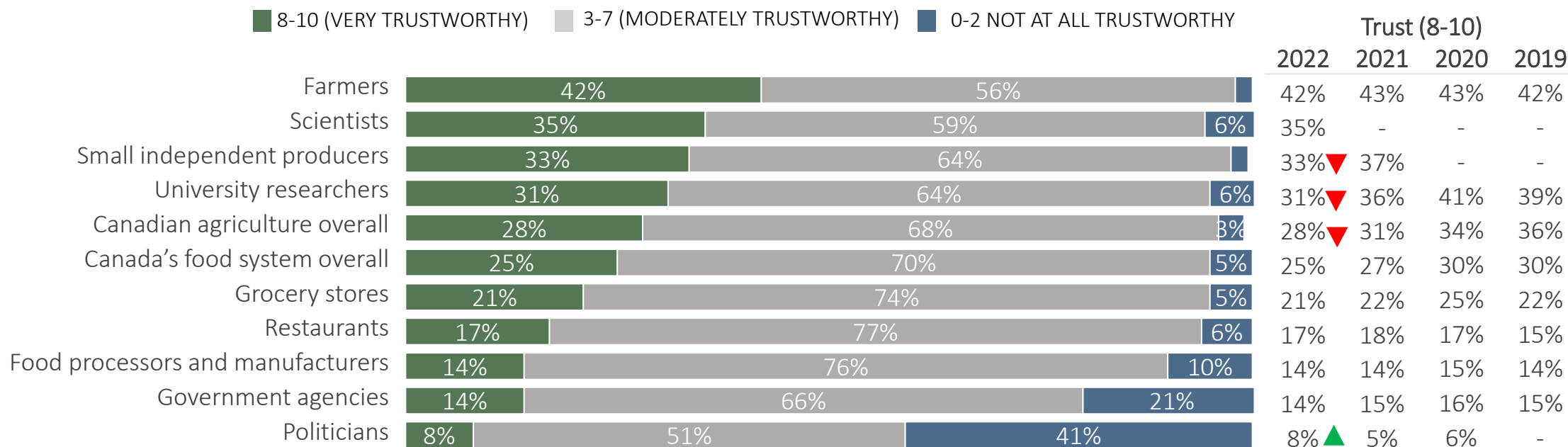


CCFI Public Trust Data Highlights

Perceptions of Farming and Farmers in Canada

Farmers in Canada – Consistently the Most Trusted Food System Group

- Farmers are the most trusted group in Canada (at 42%) with scientists being second on the list (35%).
- When promoting farming-related careers, messaging that emphasizes the trusted role farmers play in feeding local and global communities can appeal to Canadians’ desire to have a fulfilling career that makes a difference.



Note: Values less than 3% not labelled

Perceptions of Farmers

- CCFI 2021 qualitative research asked Canadians, “what do Canadian farmers look like” and found that perceptions of farmers are outdated and lacking diversity. In demonstrating the innovative and diverse side of farming, Canadians can see themselves reflected in these careers and can help with recruitment.

What do Canadian farmers look like?

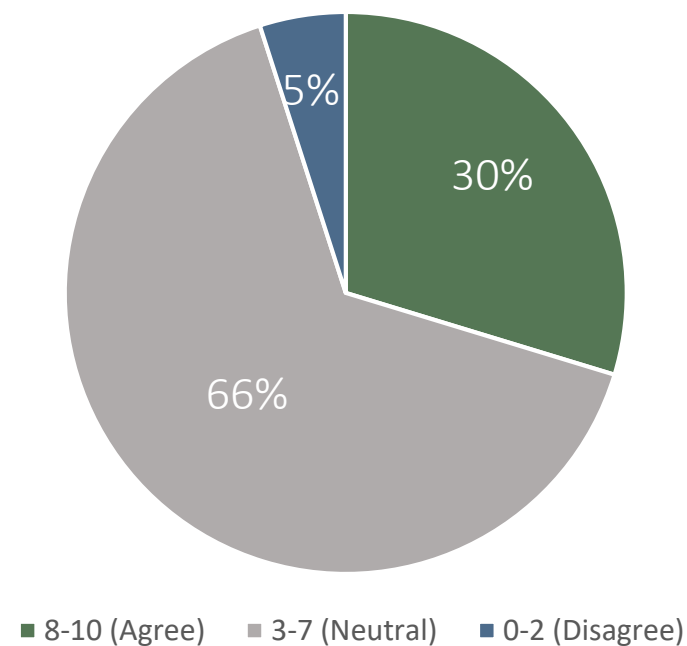
Laidback
Older
Weathered
Unassuming
Plaid

MAN

Regular People

Ball
Cap

“I would like to see more diversity in the farmers speaking to the public”



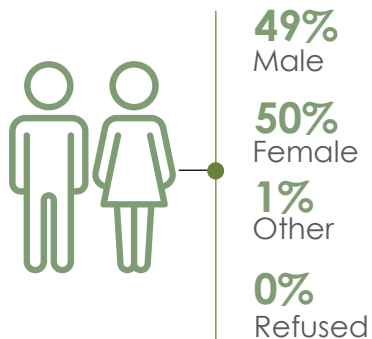
DEMOGRAPHICS



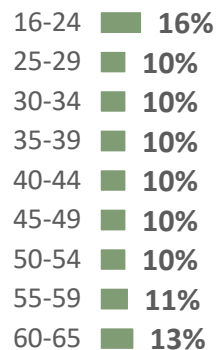
Demographics



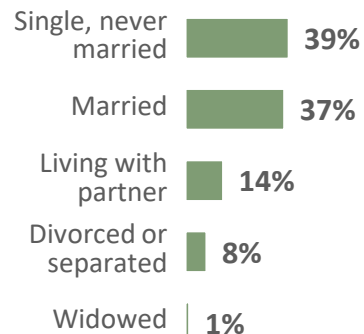
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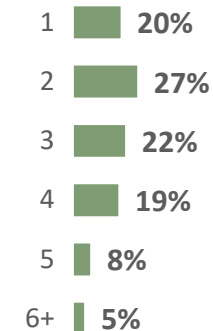
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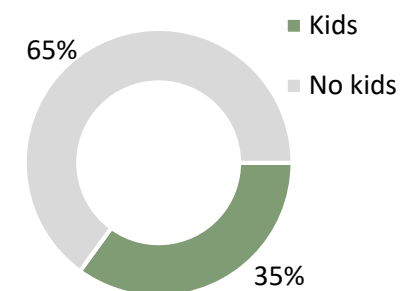
MARITAL STATUS



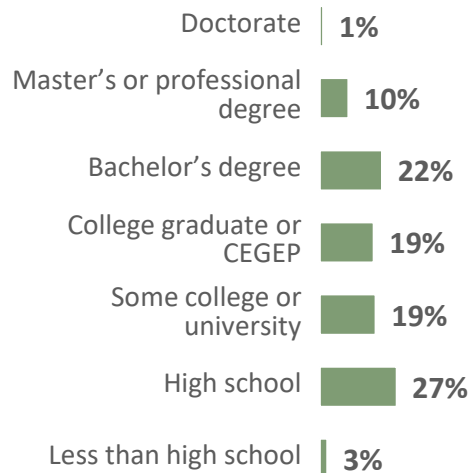
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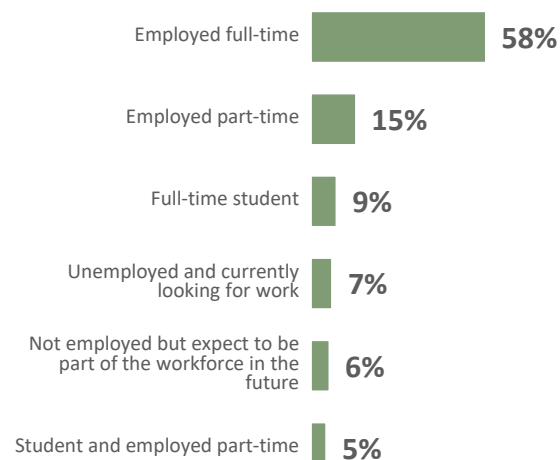
HH WITH KIDS



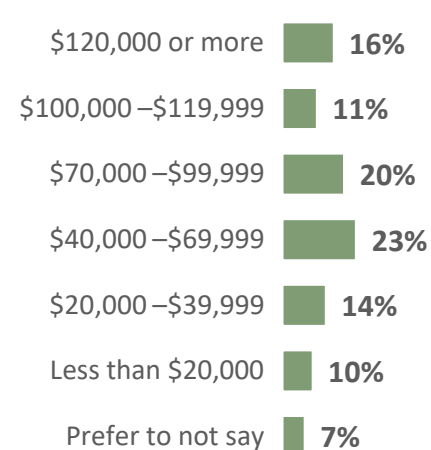
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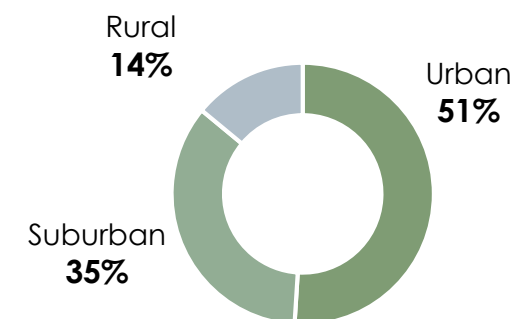
EMPLOYMENT STATUS



INCOME



COMMUNITY

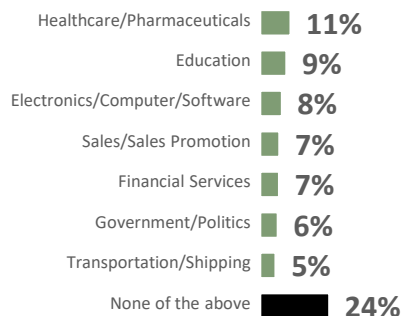


Base: All respondents (n=2604)

Demographics (Con't)



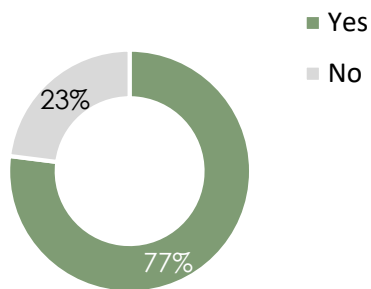
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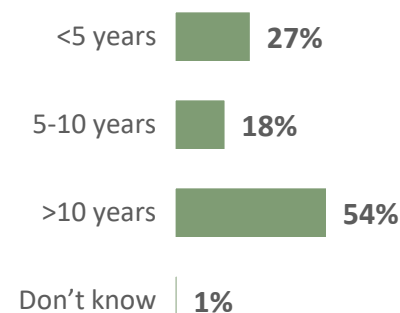
Note: Values less than 5% not labelled



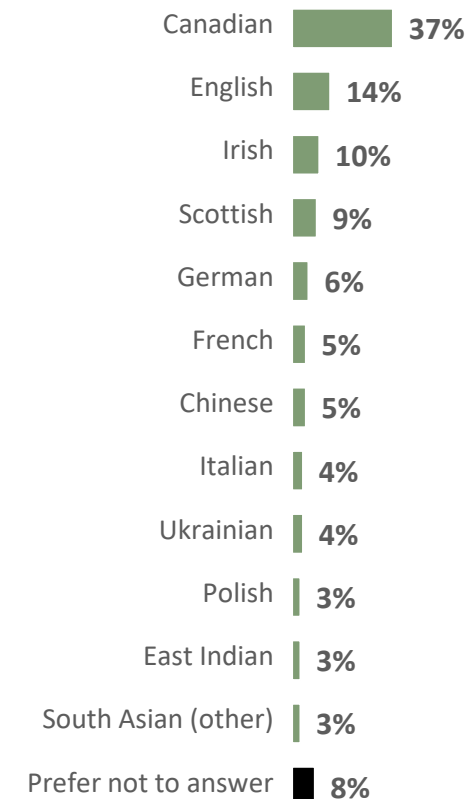
BORN IN CANADA



YEARS IN CANADA



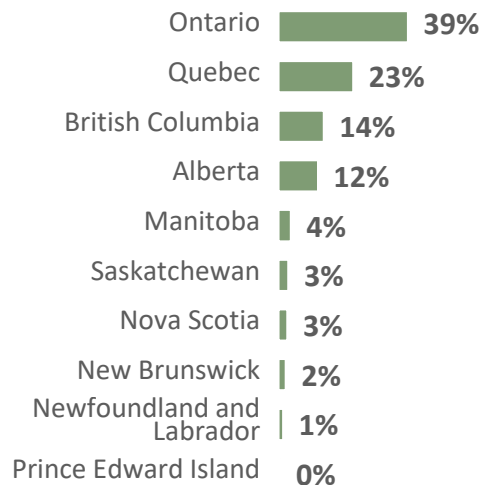
ETHNIC OR CULTURAL ORIGINS



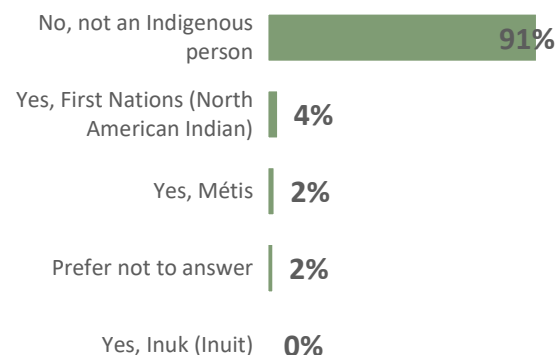
Note: Values less than 5% not labelled



REGION



INDIGENOUS PERSON



Base: All respondents (n=2604)

Barriers to Agriculture Careers - Women

The online study has illustrated that women hold less positive views of agriculture and are less interested in pursuing a career within the industry than compared to men. Along with the specific perceptions and impressions explored in this study, there are some key broader gender-specific barriers that can be addressed to foster greater inclusion and diversity in the industry. **Efforts should focus on challenging gender biases and stereotypes, improving access to education and training, supporting work-life balance, increasing representation and mentoring opportunities, and combating gender bias and discrimination within the sector.**

1. Gender Bias, Discrimination, and Stereotypes

Gender bias and discrimination persist within the agricultural sector, creating barriers for women's career progression. Instances of harassment, unequal pay, and limited access to resources and opportunities hinder women's advancement in the field (Statistics Canada, 2017). These systemic challenges reinforce gender inequality and discourage women from pursuing and staying in agriculture careers.

Gender bias and stereotypes influence women's participation in agriculture careers. Societal perceptions and cultural norms often associate agricultural work with masculinity, creating barriers for women seeking entry into the sector (Buhr, 2021). Traditional gender roles and expectations limit women's opportunities and can discourage them from pursuing agricultural education and careers (Grist, Minsker, & Kauppinen, 2019).

2. Limited Access to Education and Training

Women face disparities in accessing agricultural education and training opportunities. Factors such as limited enrollment rates, inadequate resources, and gendered perceptions of agricultural education contribute to the barriers (Manik & Allen, 2020). These challenges hinder women's ability to acquire the necessary knowledge and skills for agricultural careers.

3. Lack of Representation and Mentoring

The underrepresentation of women in leadership positions within the agricultural sector serves as a significant barrier to career advancement. The scarcity of female mentors and role models further limits women's opportunities for guidance and support (Udomisor & Ezedinma, 2020). This lack of representation and mentorship hampers women's professional growth and can perpetuate the gender imbalance within the industry.

4. Work-Life Balance and Gendered Division of Labor

Women face challenges in achieving work-life balance in agriculture careers due to the persistence of gendered division of labor and societal expectations around caregiving responsibilities. The demanding nature of agricultural work and inadequate supportive policies and infrastructure contribute to these barriers (Reynolds & Ferguson, 2020). Balancing agricultural responsibilities with family obligations becomes a significant obstacle for women pursuing careers in the sector.

Barriers to Agriculture Careers - Employers

Through better-understanding both broad career-related values and agriculture industry-specific perceptions among those who are not involved in agriculture, the online survey can help sector stakeholders develop effective outreach and career opportunities for Canadians. Along with understanding perceptions of job seekers, **attention should be paid to how employers' perceptions and actions may also be impacting the growth of the labour force of the sector.**

1. Disconnect Between Barriers to Attraction

There is evidence of a disconnect between what producers perceive to be the top challenges to employee recruitment compared to what Canadians themselves say. While some producers may feel the physical and seasonal nature of work in the industry to be the main challenges in recruiting workers (CAHRC, 2019), the importance Canadians place on choosing employment that provides work life balance and financial security should not be underestimated.

To the degree that potential candidates' compensation expectations pose a challenge to recruitment (Labour Market Information Survey, 2020), employers can re-assess compensation packages or work to highlight other employment benefits beyond wage. Canadians feel strongly about financial security and the perception that the agriculture industry might not provide it is a significant barrier.

2. Coordinated Approach Required

Expanding the agricultural workforce requires a coordinated approach across the industry. Sector-by-sector approaches or individual programs with minimal interaction with other groups or existing programs are not as efficient or effective (Nelson, 2012) and not what sector stakeholders feel to be the best strategy (CAHRC, 2020).

Broad national and regional campaigns are seen as the best way to improve industry image (Labour Market Information Survey, 2020). Collaborating with diverse stakeholders such as education, government agencies, and other applicable programs will be required to best address occupation gaps (CAHRC, 2020).

Barriers to Agriculture Careers – Indigenous Peoples in Canada and Immigrants

Indigenous Peoples in Canada and those who have immigrated to Canada are very different groups with one core similarity revealed in the online research – both have much more positive views of and interest in careers in agriculture and are therefore key target groups for future recruitment campaigns. Improving the representation of these key groups within agriculture will require a focus on other barriers to employment. While both under-represented groups similarly face issues related to transportation, cultural differences, discrimination, lack of representation and training (CAHRC, 2019), unique barriers also exist.

Indigenous Peoples in Canada

1. Historical and Intergenerational Trauma

Historical and intergenerational trauma resulting from colonization and forced displacement have had long-lasting effects on Indigenous communities. This trauma can impact Indigenous peoples' self-confidence, cultural identity, and motivation to pursue agriculture careers (Berkes, 2017). Healing and addressing these deep-rooted traumas are essential for fostering Indigenous engagement in the agricultural sector.

2. Land and Resource Access

Land and resource access is a significant barrier for Indigenous Peoples in Canada interested in agriculture careers. Historical dispossession, limited land availability, and complex regulations can restrict Indigenous communities' ability to engage in agricultural activities (Stevenson et al., 2019). Insufficient access to suitable land for agriculture hampers Indigenous Peoples' ability to develop sustainable farming practices and achieve economic self-sufficiency.

Successful employment among both groups can be fostered in several ways including: strong partnerships between employment services agencies and employers, presence of a mentor/champion, commitment to follow up and address issues, a plan to address transportation challenges and a commitment to address the unique issues of underrepresented groups (CAHRC, 2019).

Immigrants

1. Language and Communication

Language barriers pose significant challenges for immigrants seeking agriculture careers in Canada. Limited proficiency in English or French can hinder effective communication with employers, colleagues, and customers (Leung, Ng, & Lee, 2019). Difficulties in understanding instructions, safety protocols, and customer interactions can impede career development, skills training, and integration into the agricultural workforce.

2. Recognition of Foreign Credentials and Experience

Immigrants often face obstacles in having their foreign credentials and agricultural experience recognized in Canada. Certification and licensing processes may be complex, requiring additional training or education to meet Canadian standards (Thériault & Vatz-Laaroussi, 2019). The lack of recognition of their qualifications can restrict immigrants from accessing higher-skilled positions and limit their career advancement opportunities.

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