

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

Results from Newcomers to Canada



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 – specifically as it pertains to survey respondents who self-identified as newcomers to Canada. 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 this report was to answer the following research question: “What are newcomers’ priorities for agriculture development in PEI?”

Priorities identified by newcomer survey respondents 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. Stakeholder groups, including groups serving newcomers, were also contacted and encouraged to complete the survey. The survey was launched on May 31, 2021 and closed on July 6, 2021.

ANALYSIS

In order to answer this report’s research question regarding newcomer priorities for agriculture development in PEI, survey data was filtered to include only responses from those who self-identified in the survey as newcomers to Canada. 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

One-hundred and fifty-two (152) survey respondents self-identified as newcomers to Canada. This represents seventeen percent (17%) of survey respondents, after accounting for respondents who skipped this question. Of newcomer survey respondents, one-hundred and one (101) report that they do not work in the food system (66%) and the remaining fifty-one (51) reported that they do work in the food system (34%). This is consistent with overall survey results.

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

- Environmental sustainability and climate change (n=72);
- Innovation in agriculture (n=60);
- Organic industry development (n=53);
- International trade (n=52);
- Food processing capacity (n=51); and
- Emergency preparedness (e.g. extreme weather) (n=46).

These results were generally consistent with overall survey results, with the exception of “international trade” – which was ranked considerably higher among newcomer survey respondents.

When asked to suggest agriculture programs or projects that could be supported, newcomer survey respondents provided one-hundred and seventy-one (171) suggestions. Based on a thematic analysis of these responses, the six (6) most frequently referenced themes for programs or projects were:

- Environmental sustainability and climate change (n=28);
- Agriculture awareness and agri-tourism (n=25);
- Diversification and product development (n=17);
- Innovation and productivity (n=16);
- Organic industry development (n=14); and
- Community food security and local food networks (n=11).

Overall, the survey’s results demonstrated that newcomer respondents share many priorities in common with overall survey respondents, such as environmental sustainability and climate change, innovation in agriculture, and organic industry development. However, newcomer survey respondents emphasized the importance of priorities such as international trade, as well as programs and projects related to agri-tourism, and diversifying food production – in large part through commercial greenhouses.

Sommaire

CONTEXTE

Le présent rapport porte sur les constats d'un sondage public concernant le prochain cadre stratégique (PCS) en matière d'agriculture – particulièrement en ce qui concerne les répondants au sondage qui se sont identifiés comme nouveaux arrivants au Canada. 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 présent rapport était de répondre à la question suivante de recherche : « quelles sont les priorités des nouveaux arrivants pour le développement de l'agriculture à l'Î.-P.-É.? ».

Les priorités identifiées par les nouveaux arrivants qui ont répondu au sondage seront considérées comme une source de données pour éclairer le développement du PCS tout comme les rencontres avec les groupes communautaires et de 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 effectué 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 entrevue à la radio sur l'émission d'ICI Première, Le Réveil. Des groupes d'intervenants, dont les groupes au service des nouveaux arrivants, ont également été contactés et encouragés à répondre au sondage. Le sondage a été lancé le 31 mai 2021 et a pris fin le 6 juillet 2021.

ANALYSE

Afin de répondre à la question de recherche du présent rapport concernant les priorités des nouveaux arrivants pour le développement de l'agriculture à l'Î.-P.-É., les données du sondage ont été filtrées pour n'inclure que les réponses des personnes qui se sont identifiées comme nouveaux arrivants au Canada dans le sondage. Les données recueillies à l'aide des questions quantitatives du sondage (questions 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

Cent cinquante-deux (152) répondants au sondage se sont identifiés comme nouveaux arrivants au Canada. Parmi les nouveaux arrivants qui ont répondu au sondage, cent un (101) ont indiqué qu'ils ne

travaillent pas dans le système alimentaire (66 %) et les cinquante et un (51) autres ont déclaré travailler dans le système alimentaire (34 %). Cela correspond aux résultats globaux du sondage.

Lorsqu'on demandait aux répondants de sélectionner des priorités en matière de développement de l'agriculture à l'Î.-P.-É., les six (6) priorités les plus souvent choisies étaient :

- Durabilité environnementale et changement climatique (n = 72);
- Innovation en agriculture (n = 60);
- Développement du secteur biologique (n = 53);
- Commerce international (n = 52);
- Capacité de transformation des aliments (n = 51); et
- Préparation aux situations d'urgence (p. ex., conditions météorologiques extrêmes) (n = 46).

Ces résultats correspondaient généralement aux résultats globaux du sondage, à l'exception du « commerce international » – qui a été jugé beaucoup plus important par les nouveaux arrivants qui ont répondu au sondage.

Lorsqu'on leur a demandé des programmes ou des projets agricoles qui pouvaient être appuyés, les nouveaux arrivants ont fourni cent soixante et onze (171) suggestions. À la suite d'une analyse thématique de ces réponses, les six (6) thèmes les plus souvent mentionnés pour les programmes ou les projets étaient :

- Durabilité environnementale et changement climatique (n = 28);
- Sensibilisation à l'agriculture et agrotourisme (n = 25);
- Diversification et élaboration de produits (n = 17);
- Innovation et productivité (n = 16);
- Développement du secteur biologique (n = 14); et
- Sécurité alimentaire des collectivités et réseaux alimentaires locaux (n = 11).

En gros, les résultats du sondage montrent que les nouveaux arrivants ont de nombreuses priorités en commun avec les répondants dans leur ensemble, comme la durabilité environnementale et le changement climatique, l'innovation en agriculture, puis le développement du secteur biologique. Toutefois, les nouveaux arrivants qui ont répondu au sondage ont accordé une importance particulière à certaines priorités comme le commerce international, ainsi qu'aux programmes et projets liés à l'agrotourisme et à la diversification de la production alimentaire – en grande partie grâce aux serres commerciales.

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Introduction

Background

The following report presents the findings of a public engagement survey for the Next Policy Framework for Agriculture – specifically as it pertains to survey respondents who self-identified as newcomers to Canada. 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 report on newcomer priorities for agriculture development in PEI, the DAL has released a *Final Report* based on overall findings of the NPF Public Survey, 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 programs.¹

Purpose

The purpose of this report is to answer the following research question: “What are newcomers’ priorities for agriculture development in PEI?”

Priorities identified by newcomer survey respondents 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.

Based on an analysis of survey data from respondents who self-identified as newcomers to Canada, this report provides the following information:

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>

1. Demographic information on the proportion of newcomer survey respondents who work in the food system.
2. Newcomers priorities for agriculture development in PEI; and
3. Ideas for programs or projects that Newcomers suggest could be supported.

Public Policy

The Department of Agriculture and Land's Gender, Diversity and Inclusion (GDI) Policy and FPT CAP Policy has established that increasing the representation of under-represented groups is important.² Further, the 2021 Speech From the Throne states, "we must continue to apply gender – and diversity – based analysis to policy and key decisions within government to ensure that a gender bias is not inherent in content, access or delivery."³ One way to promote GDI 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.

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 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.⁴ 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.

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 Government of Prince Edward Island. (2021). Speech from the Throne. Available at: <https://www.princeedwardisland.ca/en/information/speech-from-the-throne>

⁴ DAL's NPF page: <https://www.princeedwardisland.ca/en/information/agriculture-and-land/next-policy-framework-npf-for-agriculture>

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

With respect to the NPF Public Survey, all members of the general public were invited to complete the survey. This means that the survey’s sample can be considered “non-probabilistic” as it is not a randomized sample of a specific population.

With regards to 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.

For the purpose of this report, the overall survey sample was filtered to include only respondents who self-identified as newcomers to Canada. In effect, this reduced the survey sample from one-thousand and forty-one (1,041) respondents to one-hundred and fifty-two (152) respondents.

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 modifications made based on the contents of the data. 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 Appendix C for the coding structures used to support this thematic analysis.

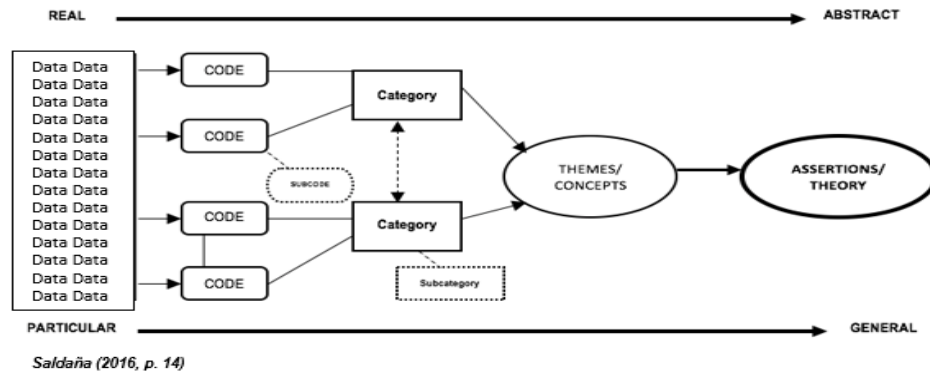


Figure 1. Thematic analysis process

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 delimitations 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 — survey data was filtered to include only respondents who self-identified as newcomers to Canada. This reduced the survey sample from one-thousand and forty-one (1,041) respondents to one-hundred and fifty-two (152) respondents. This choice was made in order to answer the report’s research question: “What are newcomers’ priorities for agriculture development in PEI?”

Results

For the duration of the survey – May 31, 2021 to July 6, 2021 – a total of 152 responses were collected from respondents who self-identified as newcomers to Canada. As the survey was offered in multiple languages, the breakdown of responses per language was the following:

- Chinese: 106 responses
- English: 40 responses
- Spanish: 3 responses
- French: 2 responses
- Arabic: 1 response

Newcomer Respondents and Food System Involvement

As shown below in Table 1, a majority of newcomer respondents report that they do not work in the food system (66%). This is understandable for a survey designed to engage the general public. Finally, it should

be noted that when overall survey data was analyzed, the results were essentially the same – with 65% of *all* survey respondents reporting that they do not work in the food system.⁵

FOOD SYSTEM INVOLVEMENT		
DEMOGRAPHIC INDICATOR	NO. OF RESPONDENTS	% OF RESPONDENTS
Work in the food system	51	34%
Do no work in the food system	101	66%

Table 1. Proportion of newcomer survey respondents who report working in the food system.

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 19 different answer choices. See Figure 2 for a summary of responses to this question from newcomer survey respondents.

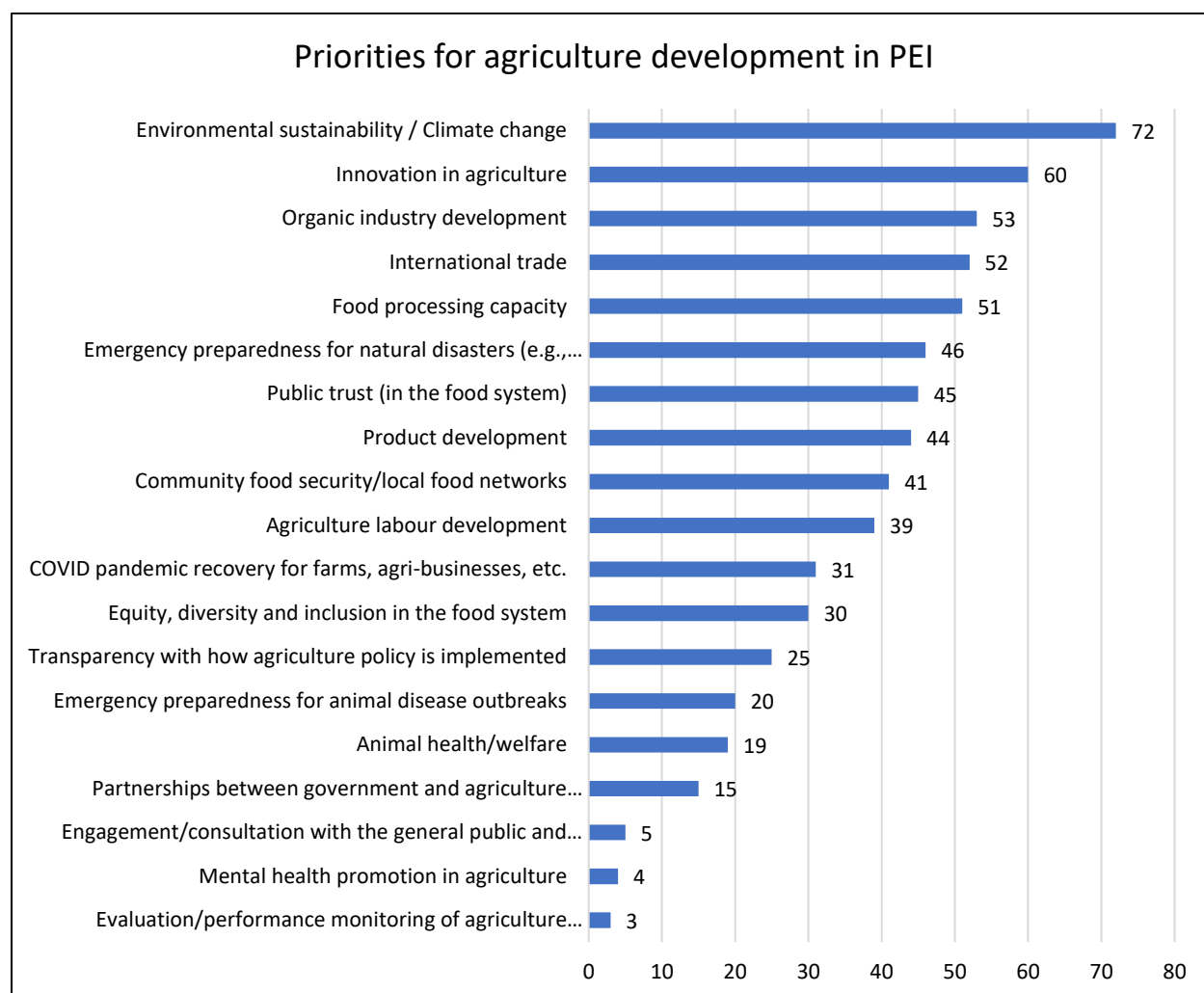


Figure 2. Most frequently selected priorities for agriculture development in PEI among newcomer survey respondents.

⁵ Includes agriculture, processing, food retail, etc.

C for the complete coding structure used to analyze responses to this question. Examples of responses from each theme are provided further below.

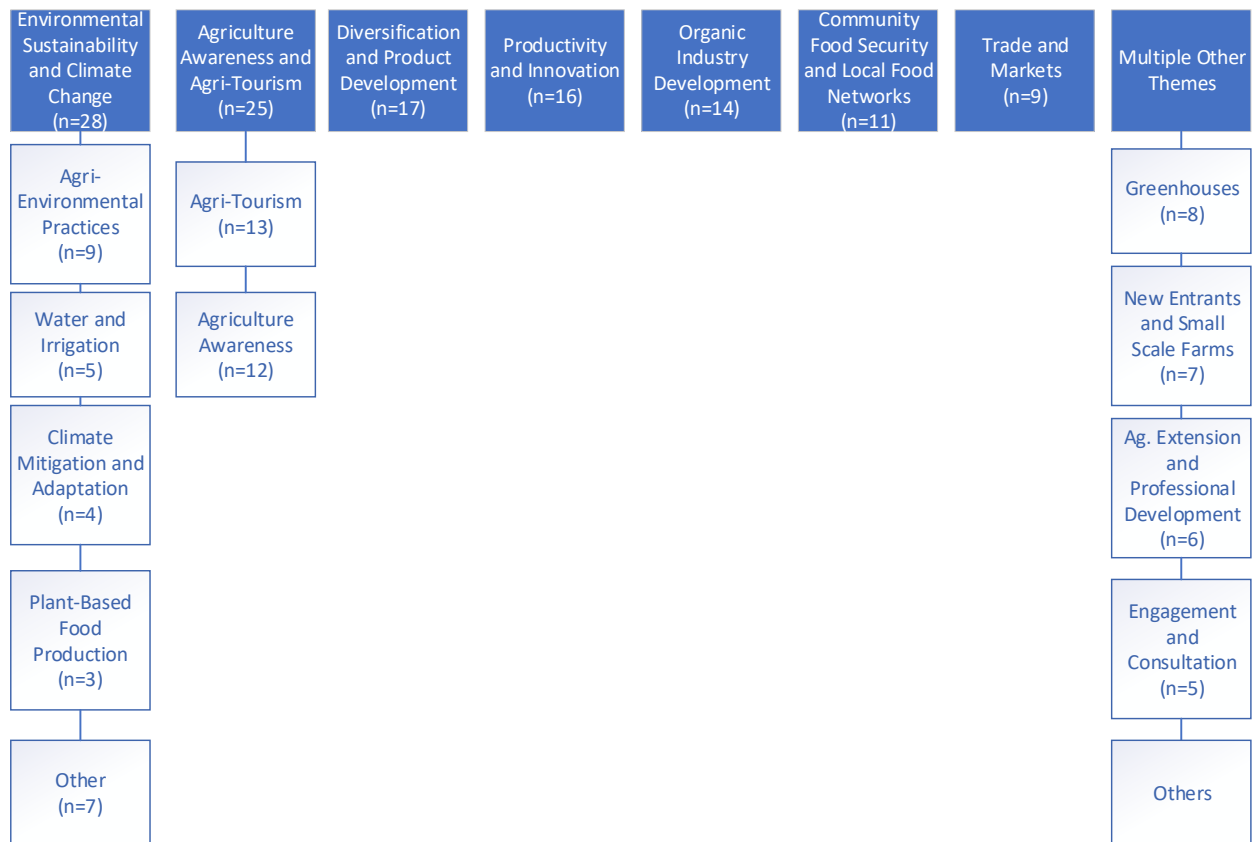


Figure 4. Sample of coding structure for programs and projects referenced by newcomer survey respondents.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE

Of the one-hundred and seventy-one (171) responses from newcomers regarding programs or projects, twenty-eight (28) 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 nine (9) 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), and inputs like nitrates (fertilizers), pesticides, and herbicides.

- “Reduction in the use of pesticides and herbicides.”
- “Reducing use of synthetic fertilizers and reducing run-off.”
- “Stop removing shelterbelts.”

Water and Irrigation

Respondents made five (5) references to programs or projects related to water and irrigation. This included references to irrigation, drought management, and water efficiency.

- “Irrigation management plans.”
- “Drought management plans to cope with water shortages.”
- “Water saving procedures.”

Climate Mitigation and Adaptation

Four (4) references were made to programs or projects related to climate change mitigation and adaptation. This included references to adopting renewable energy sources, and adapting to climate change through climate-resilient crops and varieties.

- “Clean energy sources.”
- “Introduce green energy in agriculture, like wind/solar energy for greenhouse.”
- “Climate adaptation (crops that require less water).”

Plant-Based Food Production

Respondents made three (3) references to programs or projects related to plant-based food production. This included references to providing support and education regarding plant-based food production.

- “Support for plant based start-up companies.”
- “Education on the environmental benefits of plant-based foods.”

Other

There were seven (7) references made to other programs or projects that did not form distinct themes. This included references to forests, soil health, and general references to sustainability.

- “Stop clearing forests.”
- “Increasing organic matter in the soil.”
- “Sustainable agricultural systems.”

AGRICULTURE AWARENESS AND AGRI-TOURISM

In suggesting programs and projects for agriculture development, newcomer respondents made twenty-five (25) references related to the “agriculture awareness and agri-tourism” theme. This theme was then organized into the following sub-themes.

Agri-Tourism

Within this theme, thirteen (13) references were related to agri-tourism. This included references to leveraging existing agriculture sectors to promote tourism, and developing the agri-tourism sector more generally.

- “Organics equals more tourism.”
- “Agri-tourism development.”

- “Combine agriculture with tourism.”

Agriculture Awareness and Public Trust

The remaining twelve (12) references in this theme were related to programs or projects focused on promoting agriculture awareness and public trust. This included references to promoting awareness of agriculture, and providing farm tours to the public.

- “Media campaigns that promote Agriculture as positive and valuable.”
- “Visits to various sectors of farming to show children where food really comes from.”
- “Open Farm Day.”

DIVERSIFICATION AND PRODUCT DEVELOPMENT

Of the one-hundred and seventy-one (171) references coded for suggested programs or projects, one-hundred seventeen (17) references referred to programs or projects related to the “diversification and product development” theme. This included references to diversifying agricultural production, and introducing a greater variety of food products, in particular vegetables and fruits.

- “Diverse crops should be promoted.”
- “Wider variety of agricultural products.”
- “Greater variety of fresh vegetables in winter.”

INNOVATION AND PRODUCTIVITY

Newcomer respondents made sixteen (16) references to programs or projects related to the “innovation and productivity” theme. This included references to value-added processing, innovation in agriculture, and improving the competitiveness of farmers.

- “Value-added processing facilities.”
- “Newer agricultural technology.”
- “Agriculture innovation.”
- “Develop competitiveness of local agriculture.”

ORGANIC INDUSTRY DEVELOPMENT

Newcomer respondents made fourteen (14) references to programs or projects related to the “organic industry development” theme. This included references to promoting the organic sector in general, and some organic crops in particular.

- “Organic farming.”
- “More organic products.”
- “Organic crops like millet.”

COMMUNITY FOOD SECURITY AND LOCAL FOOD NETWORKS

Responses to this question included eleven (11) references to programs or projects related to the “community food security and local food networks” theme. This included references to promoting local food, scaling-up farmers and farm markets, and community-based projects like gardens.

- “Promote local products.”

- “Bigger scale of farm markets.”
- “More organized Community garden[s].”

TRADE AND MARKETS

In providing suggestions for programs and projects, newcomer respondents made nine (9) references to programs or projects related to the “trade and markets” theme. This included references to international trade, market research, and responding to market demand.

- “International trade.”
- “Knowing the trends domestically and internationally.”
- “Response to new market demands.”

OTHER PROGRAMS AND PROJECTS SUGGESTED

Other themes were identified in the programs or projects suggested by newcomer respondents. See Appendix C for a complete list of themes and reference counts for each theme. A summary of responses these themes can be found below.

Greenhouses

Eight (8) references were made to programs or projects related to the “greenhouses” theme. This included references to developing or supporting commercial scale greenhouses. This theme was related to the “diversification and product development” theme.

- “Commercial scale green house.”
- “Innovative local greenhouse products”
- “Greenhouses [to] grow fruits.”

New Entrants and Small-Scale Farms

Responses included seven (7) references to programs or projects related to the “new entrants and small-scale farms” theme. This included references to supporting new farmers who are newcomers, young farmers, and small-scale farms.

- “Help new immigrants [on] how they can start.”
- “Attracts younger generations to agriculture.”
- “Help small scale farmers with advanced facilities.”

Agriculture Extension and Professional Development

Six (6) references were made to programs or projects related to the “agriculture extension and professional development” theme. This included references to education and training for farmers.

- “Evening Agronomy courses for farmers.”
- “Training in [the] agricultural industry”

Engagement and Consultation

Responses to this question included five (5) references to programs or projects related to the “engagement and consultation” theme. This included references to greater sharing of information and community involvement in agriculture.

- “Information sharing.”
- “Community involvement.”

Labour

Respondents made four (4) references to programs or projects related to the “labour” theme. This included references to leveraging the education system to address labour needs, and creating pathways to employment in agriculture among newcomers.

- “Building a workforce should start in schools, build interest in agriculture at a young age.”
- “Make the working visa and immigration process easier for agricultural workers.”
- “Road to residency for temporary workers.”

Insurance and Risk Management

There were three (3) references made to programs or projects related to “insurance and risk management” theme. This included references to price insurance.

- “Price insurance for agricultural products.”
- “Government should fix the minimum support price.”

Land

Two (2) references were made to programs or projects related to “land,” in particular access to arable land.

- “Make government owned lands rental programs for agricultural purposes.”
- “More arable land.”

Animal Health and Welfare

Respondents made two (2) references to programs or projects related to “animal health and welfare.”

- “Open and transparent legislation to prevent animal suffering in agriculture.”
- “Inspection [of animal health and welfare].”

Program Administration

Finally, respondents made two (2) references to programs or projects related to “program administration.”

- “Small micro-grants.”
- “Increased funding availabilities.”

Conclusion

This report presents the findings of a public engagement survey for the Next Policy Framework for Agriculture – specifically as it pertains to survey respondents who self-identified as newcomers to Canada. The purpose of this report was to answer the following research question: “What are newcomers’ priorities for agriculture development in PEI?”

Priorities and programs/projects identified by newcomer survey respondents 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). Survey results will also be used to advocate for PEI’s interests at FPT tables, and to develop programs.

Consistent with its gender, diversity and inclusion policy, the DAL maintains its commitment to consider the needs of under-represented groups in developing public policy.

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Appendix A: Survey Questionnaire



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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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* 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



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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 Three (3)

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

Code	References
Environmental sustainability and climate change	28
Agri-environmental practices	9
Water and irrigation	5
Climate mitigation and adaptation	4
Plant-based food production	3
Other	7
Agriculture awareness and agri-tourism	25
Agri-tourism	13
Agriculture awareness	12
Diversification and product development	17
Productivity and innovation	16
Organic industry development	14
Community food security and local food	11
Trade and markets	9
Greenhouses	8
New entrants and small-scale farms	7
Agriculture extension and professional development	6
Engagement and consultation	5
Labour	4
Insurance and risk management	3
Land	2
Animal health and welfare	2
Program administration	2
Other	12