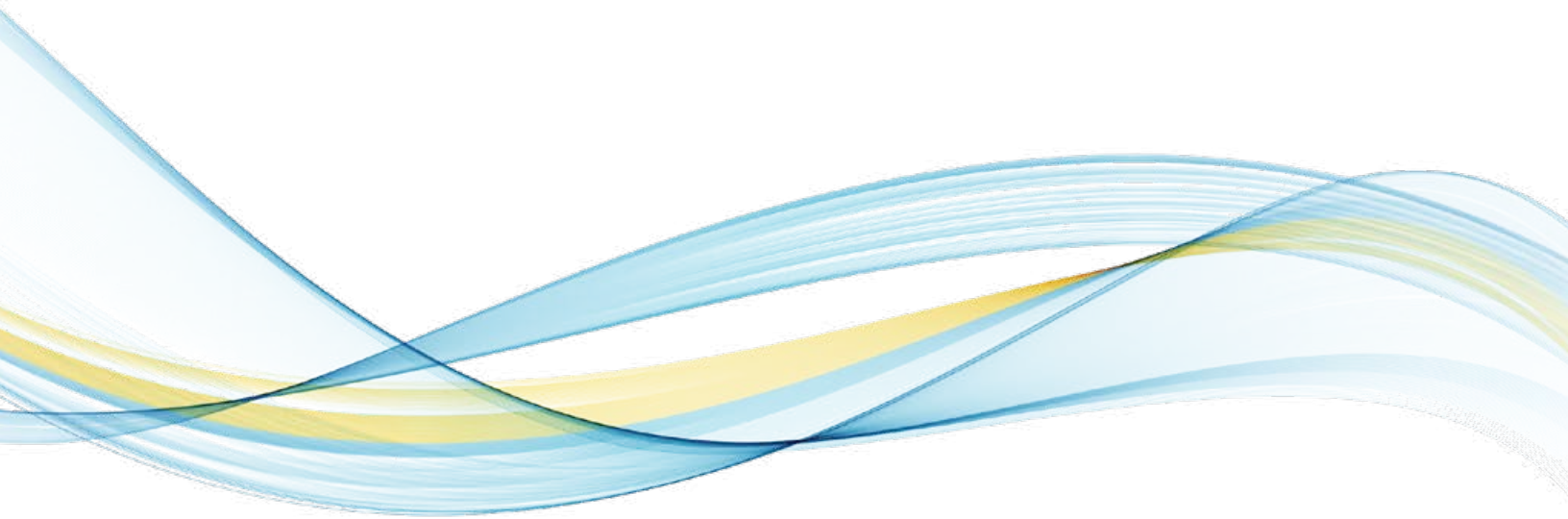




Agriculture and Land

COVID-19 RESPONSE PERFORMANCE UPDATE

March 2020 to March 31, 2021





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Introduction and Context

On February 11, 2020, the World Health Organization named a new coronavirus disease to be known as COVID-19. Approximately five weeks later, Prince Edward Island (PEI) announced a state of public health emergency. The restrictions that were enacted in order to control the spread of the virus, both provincially and federally, resulted in challenges for the agriculture industry. Agriculture-related challenges resulting from the pandemic included:

- Strains on local processing capacity;
- Labour shortages;
- Local and domestic market disruptions;
- Additional operational procedures required to mitigate the spread of COVID-19 on-farm; and
- Mental health stressors for farmers.

The Department of Agriculture and Land (DAL) implemented a broad range of interventions in response to these challenges.

This Performance Update Report presents information with respect to the performance¹ of the initiatives the Department of Agriculture and Land established to address the impacts of COVID-19 restrictions on the agriculture industry, the food supply system and the provincial economy. During the 2021-2022 fiscal year, the Department of Agriculture and Land will conduct a complete evaluation of these initiatives to understand their performance, relevance² and impact.³ The results of the evaluation will be made public.



Performance

The degree to which the Program achieved results in accordance with the stated goals of the program. More specifically, this is sometimes the extent to which economy, efficiency and effectiveness are achieved by a program

This Performance Update Report covers program activities that occurred from March 2020 up to, and including, March 31, 2021.

¹Performance is understood to be the degree to which the Program achieved results in accordance with the stated goals of the program. More specifically, this is sometimes the extent to which economy, efficiency and effectiveness are achieved by a program

² Relevance considers the extent to which an intervention responded to a demonstrable need.

³ Impact considers the long-term effects on identifiable populations or groups produced by an intervention.



Policy

In March of 2020, the Government of PEI established special Cabinet Committees to respond to the community and economic challenges being created by the pandemic. The special Cabinet Committees were also responsible for ensuring that Islanders, workers, and industries were supported and that delivery of government's essential services were maintained.⁴ Additionally, Government announced a **COVID-19 Emergency Contingency Fund** to "support Island workers, including the self-employed and small businesses who are affected by COVID-19."⁵

The Premier of PEI has requested that the Auditor General (AG) provide oversight for the Government programs, services, and funding initiatives developed to address the impacts of the COVID-19 pandemic.⁶ The purpose of the AG's oversight is to ensure that investments made in response to the COVID-19 pandemic meet their intended targets and that public money is spent responsibly.⁷

Moreover, the 2018 PEI AG's Report contained several recommendations that **encouraged government to institutionalize better performance measurement for programs and services**. "Performance audits, sometimes referred to as value-for-money audits, provide a high level of assurance and are objective assessments."⁸ Furthermore, performance indicators are important for measuring and reporting on progress in achieving objectives.⁹ To gain an understanding of the extent to which a program/investment is achieving its objectives, it is important to define performance indicators and evaluate results achieved.¹⁰ Frameworks for measuring and reporting on performance are important.¹¹ It is also important that relevant performance information is obtained and analyzed.¹²

PEI Treasury Board (TB) policies direct Departments to spend public funds carefully, particularly to ensure value for public money and transparency. For the purposes of this report, TB policy on contract management, conditional grants and funding agreements have been considered.

⁴ GPEI, *COVID-19 Response*, Department of Finance, May 2020

⁵ GPEI, *Premier announces initial financial support, declares public health emergency*, March 16, 2020. Retrieved from: <https://tinyurl.com/4fufeloy>

⁶ GPEI (2020 Apr 24) *Government provides further financial updates* [news release].

⁷ GPEI (2020 Apr 24) *Government provides further financial updates* [news release].

⁸ PEI Auditor General Report to the Legislative Assembly, 2018, p.1. Retrieved from: <https://tinyurl.com/25lp77yz>

⁹ PEI Auditor General Report to the Legislative Assembly, 2018, p.3. Retrieved from: <https://tinyurl.com/25lp77yz>

¹⁰ PEI Auditor General Report to the Legislative Assembly, 2018, p.9. Retrieved from: <https://tinyurl.com/25lp77yz>

¹¹ PEI Auditor General Report to the Legislative Assembly, 2018, p.10. Retrieved from: <https://tinyurl.com/25lp77yz>

¹² PEI Auditor General Report to the Legislative Assembly, 2018, p.10. Retrieved from: <https://tinyurl.com/25lp77yz>



The DAL has developed and implemented a Program Design and Development Policy to “support a consistent and evidence-informed approach to program design and development” and includes as a guiding statement that “quality interventions have associated performance monitoring plans/frameworks that aid in understanding the performance, relevance and impact.” The DAL’s Strategic Policy and Evaluation Division (SPED) is mandated to provide the Department with a strong base of evidence to make decisions. This includes establishing performance metrics, monitoring performance and conducting program evaluations to understand the performance, relevance and impact of the Department’s investments. Through the SPED, the DAL has monitored COVID-19 pandemic-related funding to identify the extent to which investments meet their intended targets and the extent to which public money is spent responsibly.



Performance

The degree to which Programs achieved results in accordance with the stated goals of the program.



Relevance

Considers the extent to which a program responded to a demonstrable need.



Impact

Considers the long-term effects on identifiable populations or groups produced by a project or program

Response and Interventions

Working across Government and in coordination with the Special Cabinet Committees, as well as the Federal Government, **the DAL established 17 interventions** to mitigate the impacts of the pandemic on the agriculture industry, the food supply system and the provincial economy.



Over \$17.2M

Total committed funding (in millions)



17

COVID-19 initiatives

In response to the pandemic, the Department developed 17 initiatives to **mitigate the impact of the COVID-19 restrictions on the agriculture industry, the food supply system as well as the provincial economy.** In total, the Department has committed over **\$17.2 million dollars** for these COVID-19 initiatives.

Note: The following interventions had Performance Monitoring and Reporting Plans (PMRP) connected to outcomes and were active until March 31, 2021:

- Potato Shipping and Storage Project
- Seed Potato Recovery Program
- Emergency On-Farm Support Fund

Additional performance-related information will be available for these interventions in May 2021.



Potato Storage and Shipping Project

Current Status: Ongoing
Budget Approved: \$4,700,000
Budget Expenditure: \$1,146,897
Budget Source: COVID-19 Emergency Contingency Fund

Policy Objective

Mitigate the impacts of COVID-19 on the agriculture industry, and subsequently the food supply system.

Intervention Description: In 2016, the potato sector generated \$1.35 billion in output and boosted the provincial GDP by over \$527 million. In addition, the sector created 5,016 Full-Time Equivalent (FTE) jobs in the province, contributed \$240 million in wages, and generated \$48.9 million in taxes.¹³

The public policy framework for the DAL's commitment of \$4.7 million for storage and shipping costs is comprised of public policy drawn from the Government of PEI's COVID-19 pandemic response as well as the DAL's policy on sustainability¹⁴ and community food security.

PEI COVID Food Supply Policy

Early in the pandemic, PEI's Chief Public Health Office (CPHO) recognized that a strong food supply chain is essential. The CPHO designated the "supply chain" as an essential service and further clarified that "agriculture services," "food distribution and storage centres," "food manufacturers" and "industrial manufacturers" were included in this designation.¹⁵

Food Policy and COVID-19

At the time that this intervention was developed, PEI food operators and beverage facilities were reporting estimated sales losses of between 40 to 80 per cent.¹⁶ At the same time, PEI food banks were reporting that they were experiencing an increase in the number of people accessing their services.¹⁷

Provincially, COVID-19 policy from PEI's CPHO included that services and supply chains related to food are considered "essential." This designation recognized that the interruption of food services and the supply chain could endanger "the life, health, or personal safety of the whole or part of the population."¹⁸ COVID-19 policy for food in PEI has included restricting operations to take-out, pick-up, and delivery only, and the issuance of guidelines to food operators to promote health and safety.¹⁹

¹³ Ghaith, Z. (2020). *The PEI potato sector: An economic impact analysis*. Charlottetown, PE: Department of Agriculture and Land, Strategic Policy and Evaluation Division. Available online.

¹⁴ The DAL's policy on sustainability is available online at: <https://tinyurl.com/h6dapp8j>

¹⁵ GPEI, DHW, CPHO. (2020). "Essential, Non-Essential, and Allowable Services"

¹⁶ CBC PEI (2020 May 09). *P.E.I. craft breweries seek relief as sales plummet during COVID-19*.

¹⁷ CBC PEI (2020 May 11). *Charlottetown food bank thinking long term as demand continues to increase*.

¹⁸ GPEI, DHW, CPHO. (2020). "Essential, Non-Essential, and Allowable Services"

¹⁹ GPEI, DHW, CPHO (2020). "Food Premises on PEI: COVID-19 FAQ"



Federally, the Minister of Agriculture and Agri-Food Canada has reiterated the importance of the food supply system: “[Government is] making sure that our food supply chain is not compromised ...”²⁰

Food Supply and Community Food Security

The DAL has maintained a community food security (CFS) policy since 2017. One important component of achieving CFS is a sustainable food system. The Food and Agriculture Organization (FAO) has noted that the COVID-19 pandemic has “generat[ed] significant challenges that could result in risks to food security and nutrition”²¹ and that “disruptions to supply chains . . . [has] result[ed] in significant increases in food loss and waste, especially of perishable agricultural produce such as fruits and vegetables.”¹⁰ This investment of public dollars served to mitigate negative impacts on the food supply chain and to maintain a sustainable food system, thereby supporting the supply chain and CFS.

Economic Development and Sustainability

The DAL maintains a number of policies and programs related to economic sustainability in order to maintain a defined level of production indefinitely.²² The potato industry in PEI records the largest farm cash receipts²³ of all agricultural commodities in the province. The DAL’s commitment of \$4.7 million for this intervention served to mitigate the economic impacts of food service closures on PEI’s potato industry due to COVID-19 public health directives thereby supporting the sustainability of the province’s largest agricultural industry.

The Potato Storage and Shipping Project was established in order to mitigate a potato surplus resulting from market conditions related to COVID-19. The Project has provided funding to the PEI Potato Board for storage and shipping costs associated with surplus potatoes contracted to be produced by PEI potato producers for the 2019 growing season.

Performance Update for the Potato Storage and Shipping Project: In May 2020, 39% of PEI potato producers had completed delivering their contracted potatoes to Cavendish Farms for the 2019 growing season and 61% of producers had outstanding contracts for the 2019 growing season. As of September 2020, **all PEI potato producers with contracts with Cavendish Farms for the 2019 growing season had completed delivering their contracted potatoes.**

At the time of this intervention’s design, it was anticipated that there would be a surplus of 100,000,000 pounds of PEI contracted potatoes from the 2019 growing season. Because of unanticipated market fluctuations, only **44,500,000 pounds of contracted potatoes were claimed through this intervention.**

Since this intervention’s establishment, the DAL has received **nine of ten claims** from the PEI Potato Board for the Potato Shipping and Storage Project **totaling \$1,146,897.**

²⁰ Government of Canada, Immigration, Refugees and Citizenship (2020 Mar 20). *Canada provides update on exemptions to travel restrictions to protect Canadians and support the economy* [News release].

²¹ FAO, (May, 2020) *Mitigating risks to food systems during COVID-19: Reducing food loss and waste.*

²² DAL (2019) Sustainability in agriculture, aquaculture, and fisheries Infographic available at: <https://tinyurl.com/kzcatnrm>

²³ Farm Cash Receipts “represent the cash income received from the sale of agricultural commodities as well as direct program payments made to support subsidize the agriculture sector” (Statistics Canada, <https://tinyurl.com/yabbd2f2>)



AgriStability Program Modification

Status: Ongoing

Budget Approved: \$5,600,000 (for the 2020 and 2021 program years)

Budget Expenditure: \$52,237

Budget Source: COVID-19 Emergency Contingency Fund

Policy Objective

Supporting the sustainability of the agriculture industry.

Intervention Description: The CAP Business Risk Management (BRM) AgriStability Program²⁴ provides support when an agriculture producer experiences large margin declines. The Program is designed to help farm operations facing large net income declines caused by production loss, increased costs or market conditions. In response to the impacts of the COVID-19 pandemic that subsequently increased risk for farmers, the program was modified for a two-year period (2020-2021 & 2021-2022) as follows:

- I. The reference margin limit was removed. As a result, payments issued through the AgriStability Program will be based on the producer's full reference margin for the provincial portion of the payment.²⁵
- II. The provincial portion of the coverage level for producers enrolled in the AgriStability Program was increased from 70 per cent to 85 per cent. This reduces the loss a producer must incur to trigger the AgriStability Program from 30 per cent to 15 per cent (for the provincial portion).²⁶

Performance Update for the AgriStability Program Modification: There are currently **450 producers** enrolled in the AgriStability Program. There have been **eighteen producers** who have submitted the required documents to process a claim under the AgriStability Program for the 2020 growing season as of March 31, 2021. The deadline for AgriStability Program applications for the 2020 growing season is September 30, 2021, as such, **additional performance data will be available in November 2021.**

AgriInsurance Program Modification

Status: Ongoing

Budget Approved: \$3,200,000 (for the 2020/2021 and 2021/2022 fiscal years)

Budget Expenditure: \$1,336,402

Budget Source: COVID-19 Emergency Contingency Fund

Policy Objective

Supporting the sustainability of the agriculture industry.

²⁴ CAP Programs, including the AgriStability Program, are cost-shared between the Federal and Provincial Governments (60:40%, respectively).

²⁵ As of March 31, 2021 the Federal Government announced that they will also cover their share of the removal as well. Available here: <https://tinyurl.com/3xtckan5>

²⁶ Federal compensation remains at the 70% coverage level.



Intervention Description: The CAP BRM AgrilInsurance Program provides risk protection to producers by minimizing the economic effects of losses caused by natural hazards. The program was modified to allow for a 10 per cent discount on producer premiums for a two-year period (2020-2021 & 2021-2022) to support producers with mitigating the impacts of COVID-19.

Performance Update for the AgrilInsurance Program Modification: There are 672 producers enrolled in the AgrilInsurance Program. As of March 31, 2021, the DAL has paid \$1,336,402 of producer insurance premium discounts (thereby reducing the producer's share by 10 per cent).

Seed Potato Recovery Program

Current Status: Complete

Budget Approved: \$1,189,000

Budget Expenditure: \$1,189,895

Budget Source: COVID-19 Emergency Contingency Fund

Policy Objective

Supporting the agriculture industry to remain productive during the pandemic as well as the continued productivity and profitability of PEI's potato industry by offsetting extraordinary costs and loss in revenue experienced because of the pandemic.

Intervention Description: The impact of the COVID-19 pandemic on seed potato producers in PEI and across Canada was identified in the spring of 2020. The

Government of PEI has committed to addressing various "non-health related impacts of COVID-19".²⁷ More specifically, the Minister of Agriculture and Land committed to addressing the impacts of COVID-19 on the potato seed sector in the Legislative Assembly of PEI on June 3 and July 14, 2020.

According to DAL's 2019 *Seed Potato Directory*, there are 101 seed potato growers in PEI. Approximately fifty (50) of these producers specialize in seed potatoes alone.²⁸ The average farm cash receipts for those farms producing seed totaled \$1.6M. The average revenue per farm was \$442,000.²⁹

The Seed Potato Recovery Program was established to offset extraordinary costs and a loss in revenue for the province's seed potato producers impacted by the COVID-19 pandemic. Additionally, the program will support the seed potato industry to remain productive during the pandemic and the continued productivity and profitability of the PEI potato industry.

Performance Update for the Seed Potato Recovery Program: There were **38 applications** to the Seed Potato Recovery Program, and **all 38 applications were approved**. Approximately 361,873 cwt has been claimed through the program and **approved applicants were provided \$3.30 per cwt in financial support**.

Note: As this program was administered until March 31, 2021, additional performance data will be available in May 2021.

²⁷ GPEI. (2020 Apr 3). *Province provides COVID-19 economic update*, confirms property tax relief. New Release, Available online.

²⁸ 2019 Seed Potato Certification List and Grower Directory. Available online.

²⁹ Statistics Canada



Emergency On-Farm Support Fund

Status:

Budget Approved: \$945,000

Budget Expenditure: \$505,372

Budget Source: Agriculture and Agri-Food Canada

Policy Objective

Supporting the health and safety of farms and farm workers.

Intervention Description:

The Emergency on Farm Support Fund (EOFSF) is designed to support enhanced on-farm mitigation activities to improve the health and safety of all farm workers (domestic and temporary foreign workers), by limiting the spread of COVID-19 in agricultural operations. Projects approved under the EOFSF will have a cost-share between Government and applicants of 50:50, this cost-sharing ratio may be increased to 60:40 for under-represented groups.³⁰

Temporary Foreign Workers, Farming, and COVID-19

Canadian agriculture experts and industry groups have observed that North America has become increasingly reliant on temporary foreign workers (TFW) to maintain reliable food systems. Recommendations for governments have included that “programs created to respond to the COVID-19 outbreak should be migrant-sensitive to take into account the unique challenges facing migrants.”³¹

The maintenance of reliable food systems has become even more important during the current global public health crisis. It has also been found that TFWs often enjoy minimal labor rights, often are underpaid, and in some cases experience various forms of abuse.³² Others have noted that COVID-19 is exacerbating pre-existing issues experienced by TFWs in Canada, including inadequate living conditions, health and safety concerns, lack of personal protective equipment (PPE), and field sanitation systems.³³ Experts have recommended that governments take action to support “decent” work conditions for racialized communities, including TFWs, to ensure their health and safety throughout the pandemic (thereby supporting the sustainability of the food system).³⁴

Gender, Farming and COVID-19 in PEI

In 2019, women made up 26.2% of PEI’s agriculture workforce.³⁵ In 2020, the PEI Council on the Status of Women released a report noting that women in PEI have encountered gender-based challenges,

³⁰ Underrepresented groups include Indigenous people, women, youth, visible minorities, and persons with disabilities.

³¹ World Bank Group. (2020) Potential responses to the COVID-19 outbreak in support of migrant workers. “Living Paper” Version 8 (May 26, 2020). Available online.

³² Neef, A. (2020). Legal and social protection for migrant farm workers: Lessons from COVID-19. *Agriculture and Human Values*, 37, 641-642.

³³ Haley, E., Caxaj, S., George, G., et al. (2020). Migrants farmworkers face heightened vulnerabilities during COVID-19. *Journal of Agriculture, Food Systems, and Community Development*, 9 (3), 35-39

³⁴ Klassen, S. & Murphy, S. (2020). Equity as a means and an end: Lessons for resilient food systems from COVID-19. *World Development*, 136, 1-4.

³⁵ Statistics Canada. Table 14-10-0023-01



including being disproportionately responsible for caregiving responsibilities during the pandemic, which men have not (e.g., childcare, homeschooling, etc.).³⁶ Recently, public discussions regarding the pandemic's impact on agriculture have pointed to unique challenges for women in PEI.³⁷ This adds to existing knowledge on the impact of gender stereotyping and barriers to women's inclusion in agriculture in PEI.³⁸ COVID-19 is argued to have exacerbated existing gender stereotypes, barriers, and other challenges for women in agriculture.

Youth and Farming in PEI

In PEI, youth are considered under-represented in agriculture. In 2019, approximately 16 per cent (700) of PEI's agricultural workforce was between the ages of 15 and 24, while 49 per cent (2,100) were between the ages of 25 and 54, and 35 per cent (1,500) were over the age of 55.

The EOFSF was designed to benefit groups traditionally underrepresented in agriculture as well as temporary foreign workers by providing a higher cost-sharing ratio for eligible applicants that self-identify as part of an underrepresented group and providing specific funding for projects that will mitigate the spread of COVID-19 for farm workers.

Performance Update for the EOFSF: There were **42 applications received** for the EOFSF (**five applications** from individuals who self-identified as **women**, and **two** from individuals who self-identified as **visible minorities**). Of the 42 applications received, **42 were approved for funding**³⁹. There has been **\$505,372 in approved funding** for EOFSF of which there was:

- **\$313,062** in approved funding for **workplace adjustments**
- **\$102,775** in approved funding for **on-farm housing enhancements**
- **\$60,978** in approved funding for **off-farm housing enhancements**
- **\$15,344** in approved funding for **disposable PPE**
- **\$8,233** in approved funding for **transportation**
- **\$4,980** in approved funding for **non-disposable PPE**

It is anticipated that at least **558 domestic workers** and at least **246 temporary foreign workers** will be **impacted by funding** administered through this program.

³⁶ PEI Advisory Council on the Status of Women (2020). *Gender & COVID-19 in Prince Edward Island*. Available online.

³⁷ *The Guardian* (2020 July 24). "Fighting farming in equality: COVID-19 brings existing gender stereotypes to surface for women in agriculture."

³⁸ GPEI, DAL. (2020). *Gender Inclusion in agriculture, aquaculture, and fisheries in Prince Edward Island, Canada: Results from a survey*. Charlottetown, PE: Strategic Policy and Evaluation Division. Available online.

³⁹ Two approved EOFSF applicants subsequently withdrew their applications.



Strategic Industry Growth Initiative: Strategic Fund for Agriculture Project

Current Status: Ongoing

Budget Approved: \$750,000

Budget Expenditure: \$419,578

Budget Source: Canadian Agricultural Partnership (60:40 cost share between Agriculture and AgriFood Canada and the PEI Department of Agriculture and Land)

Policy Objective

Ensure the continued competitiveness, productivity and profitability of PEI's agriculture industry by providing support for industry-identified measures to adapt to the impacts of the COVID-19 pandemic.

Intervention Description: The COVID-19 Mitigation – Strategic Fund for Agriculture Project (SFAP) represented a total financial commitment of up to \$750,000 through the Strategic Industry Growth Initiative (SIGI) under the Canadian Agricultural Partnership (CAP) at the DAL. The objective of the Project was to ensure the continued competitiveness, productivity and profitability of PEI's agriculture industry by providing support for industry-identified measures to adapt to the impacts of the COVID-19 pandemic.

The project was designed to simultaneously address COVID-19 mitigation efforts and strategic policy objectives established through the CAP, Agriculture and Agri-Food Canada, the Premier of PEI, the DAL, and PEI's Chief Public Health Office (CPHO).

Support the Economy During COVID-19 (Provincial, Office of the Premier)

The Premier of PEI has committed government "to continue with our efforts to address ... economic impacts of this situation [i.e., the pandemic] in a meaningful way."⁴⁰ The SFAP is aligned with the Premier's commitment by funding industry-identified projects, items, and activities that mitigate the impacts of COVID-19. By providing industry the opportunity to identify priority issues, the project is addressing impacts of the pandemic in a meaningful way.

Champion and Promote the Agriculture Industry (Provincial, DAL)

The DAL is mandated to "work with local producers to champion and promote our agriculture industry."⁴¹ The SFAP aligned with the DAL's mandate by funding projects, items, and activities that assist industry in mitigating the impacts of COVID-19, thereby representing a policy-level response to promote PEI's agriculture industry.

Protect Population Health (Provincial, CPHO)

PEI's Chief Public Health Officer has designated the supply chain as an essential service (this includes agriculture services). "Essential services" means services that the interruption of which would endanger

⁴⁰ Government of PEI. (2020 Mar 15). *Premier establishes special cabinet committees in response to COVID-19* [News release].

⁴¹ Government of PEI, Department of Agriculture and Land. (2019 Oct 11). *Mandate Letter*.



the life, health or personal safety of the whole or part of the population.”⁴² The SFAP aligned with the CPHO’s directive by funding projects, items, and activities that would assist industry in mitigating the impacts of COVID-19, thereby supporting food supply which is essential for protecting population health.

Protect the Food Supply Chain (Federal, AAFC)

The Minister of Agriculture and Agri-Food Canada has stated that government is “making sure that our food supply chain is not compromised”⁴³ The SFAP is aligned with AAFC Minister’s policy commitment by funding projects, items, and activities that assist industry in mitigating the impacts of COVID-19, thereby supporting PEI’s agriculture industry to maintain food supply locally as well as nationally and internationally through exports.

Performance Update for the SIGI SFAP: There were **28 applications received** and **24 applications approved** (eleven applications from processors, eight applications from producer organizations, three from other industry organizations, one from a retailer/wholesaler/input supplier and one application from provincial government). There has been **\$517,918 in approved funding** for SIGI SFAP projects and **\$357,398 in funding advances** provided to approved applicants.⁴⁴

Note: As this program will be administered until March 31, 2021, additional performance data will be available in May 2021.

Hog AgriRecovery Initiative

Current Status: Complete

Budget Approved: \$500,000

Budget Expenditure: \$428,431

Budget Source: Canadian Agricultural Partnership (60:40 cost share between Agriculture and AgriFood Canada and the PEI Department of Agriculture and Land).

Policy Objective

Mitigate the impacts of COVID-19 on the agriculture industry

Intervention Description: Canada’s pork industry has faced uncertainty during the COVID-19 pandemic due to the uncertainty of global market prices and trade, fluctuating feed costs, and labour shortages due to COVID-related absenteeism. Measures to reduce operating costs during the pandemic have been suggested as important for the pork sector’s viability.⁴⁵ Furthermore, the reduction in capacity or closure of key processing facilities across North America has placed additional pressure on the hog industry in PEI and abroad.

⁴² Government of PEI, Department of Health and Wellness, Chief Public Health Office. (2020 Mar 28). *Essential and non-essential services: COVID-19*.

⁴³ Government of Canada, Immigration, Refugees and Citizenship (2020 Mar 20). *Canada provides update on exemptions to travel restrictions to protect Canadians and support the economy* [News release].

⁴⁴ Funding advances refers to project funding that is provided to approved projects at the onset of the project. Approved applicants are eligible for a funding advance of up to 75% of their approved funding amount.

⁴⁵ McEwan, K., Marchand, L., Shang, M., & Bucknell, D. (2020). Potential implications of COVID-19 on the Canadian pork industry. *Canadian Journal of Agricultural Economics / Revue Canadienne D’agroeconomie*, 68(2), 201-206.



The AgriRecovery Framework is a component of the Canadian Agricultural Partnership (CAP) Business Risk Management (BRM) suite of programs. This Framework is an FPT disaster relief response intended to help agricultural producers deal with the extraordinary costs that they experience from a disaster⁴⁶. As a result of processing delays resulting from COVID-19 outbreaks and public health measures at processing plants, many Island producers were forced to keep hogs on-farm after their market-ready date or depopulate. The Department initiated an assessment from Agriculture and AgriFood Canada (AAFC) under the AgriRecovery Framework, which was subsequently approved.

Performance Update for the Hog Industry Welfare Funding Project: Through this initiative, **11 hog producers** were provided assistance of **up to 90 per cent** of the costs incurred to feed approximately **42,350 market-ready hogs** held back from processing, and to manage 200 surplus hogs whose welfare was at risk from March 15, 2020 to March 12, 2021.

Hog Industry Welfare Funding Project

Current Status: Ongoing
Budget Approved: \$200,000
Budget Expenditure: \$186,887
Budget Source: COVID-19 Emergency Contingency Fund

Policy Objective

Mitigate the impacts of COVID-19 on the agriculture industry, and subsequently the food supply system.

Intervention Description: Canada's pork industry has faced uncertainty during the COVID-19 pandemic due to the uncertainty of global market prices and trade, fluctuating feed costs, and labour shortages due to COVID-related absenteeism. Measures to reduce operating costs during the pandemic have been suggested as important for the pork sector's viability.⁴⁷ Furthermore, the reduction in capacity or closure of key processing facilities across North America has placed additional pressure on the hog industry in PEI and abroad.

A project has been established for the PEI hog industry to explore market alternatives for hogs previously destined to be processed in Quebec, to support PEI's hog industry to ensure that there is the capacity to transport hogs to alternative markets and to retrofit facilities for emergency preparedness, if needed.

Performance Update for the Hog Industry Welfare Funding Project: Funding was provided through this project for costs associated with **processing 1,369 market hogs**. Additionally, the DAL provided funding for the **retrofitting of a processing facility** in New Brunswick⁴⁸ to **prepare for emergencies** that may **result** from disruptions to the PEI supply chain as a result of COVID-19. Finally, the Department has

⁴⁶ "Natural disasters which may be considered under AgriRecovery are those resulting from a disease, pest or weather-related event" (AAGC Canada, retrieved from: <https://tinyurl.com/xchhhyhh>)

⁴⁷ McEwan, K., Marchand, L., Shang, M., & Bucknell, D. (2020). Potential implications of COVID-19 on the Canadian pork industry. *Canadian Journal of Agricultural Economics/Revue Canadienne D'agroeconomie*, 68(2), 201-206.

⁴⁸ Note: there is no facility in PEI that has the capacity to deal with such an event.



provided support to the PEI Hog Commodity Marketing Board to **investigate PEI-specific options** to mitigate the risk of an emergency depopulation event.

Note: As this program will be administered until March 31, 2021, additional performance data will be available in May 2021.

Island Producers Helping Islanders

Current Status: Complete
Budget Approved: \$74,600
Budget Expenditure: \$73,722
Budget Source: COVID-19 Emergency
Contingency Fund

Policy Objective

To help Islanders in need.

Intervention Description: Island Producers Helping Islanders (IPHI) was a partnership between the DAL, the Department of Transportation and Infrastructure, Amalgamated Dairies Limited (ADL), and the PEI Potato Board to provide free “care packages” to Islanders as well as to families in need and students at risk. Drive-through events were held across the province and participants were provided local dairy products and potatoes. Additionally, the DAL partnered with the Community Foundation of PEI to raise funds for Island charities by selling bouquets of tulips.

Performance Update for the IPHI: There were **three IPHI events**: two drive through events and one delivery event. IPHI events were held in the following locations:

- **Summerside** (Credit Union Place)
- **Charlottetown** (PEI Government Complex)
- **Elmsdale** (Westisle Composite High School)
- **North Wiltshire** (Bluefield High School)
- **Cardigan** (Rodd Brudenell River Resort)

In total, there were **850 food hampers delivered to families in need**. Volunteers from the Rotary Clubs of PEI sold **3,500 bouquets of tulips** at a suggested donation of \$10 per bouquet. This initiative collected **\$32,123** and all proceeds were **donated to the PEI Chapter of the Canadian Cancer Society, Family Violence Prevention Services, and the Community Foundation of PEI**.



Food Bank Support Project

Current Status: Complete
Budget Approved: \$40,000
Budget Expenditure: \$40,160
Budget Source: COVID-19 Emergency Contingency Fund

Policy Objective

Mitigate the impacts of COVID-19 on the agriculture industry and support Islanders in need.

Intervention Description: The DAL has maintained a community food security (CFS) policy since 2017. One important component of achieving CFS is a sustainable food system. The Food and Agriculture Organization (FAO) has noted that the COVID-19 pandemic has “generat[ed] significant challenges that could result in risks to food security and nutrition”⁴⁹ and that “disruptions to supply chains . . . [has] result[ed] in significant increases in food loss and waste, especially of perishable agricultural produce such as fruits and vegetables.”¹⁰ This investment of public dollars served to mitigate negative impacts on the food supply chain and to maintain a sustainable food system, thereby supporting the supply chain and CFS. At the time this intervention was implemented, PEI food banks were reporting that they were experiencing an increase in the number of people accessing their services⁵⁰ and PEI food operators and beverage facilities were reporting estimated sales losses of between 40 to 80 per cent.⁵¹

Furthermore, Canada’s pork industry faces uncertainty during the COVID-19 pandemic due to the uncertainty of global market prices and trade, fluctuating feed costs, and labour shortages due to COVID-related absenteeism. Measures to reduce operating costs during the pandemic has been suggested as important for the pork sector’s viability.⁵² The reduction in capacity or closure of key processing facilities across North America has placed additional pressure on the hog industry in PEI and abroad.

Many PEI hog producers transport their hogs to Quebec to be processed. Starting in March 2020, cases of COVID-19 among employees of hog processing plants in Quebec resulted in reduced processing capacity and in some instances a complete shutdown of processing facilities. In PEI, this resulted in a surplus of market hogs that were unable to be processed. During this period, the food banks in Charlottetown were reporting that there was an increase in clients because of COVID-19 layoffs.⁵³ To mitigate the impacts of COVID-19 on the agriculture industry and support community food security, the Department provided financial support for costs associated with processing and transporting finished product to Island food banks.

⁴⁹ FAO, (May, 2020) *Mitigating risks to food systems during COVID-19: Reducing food loss and waste*.

⁵⁰ CBC PEI (2020 May 11). *Charlottetown food bank thinking long term as demand continues to increase*.

⁵¹ CBC PEI (2020 May 09). *P.E.I. craft breweries seek relief as sales plummet during COVID-19*.

⁵² McEwan, K., Marchand, L., Shang, M., & Bucknell, D. (2020). Potential implications of COVID-19 on the Canadian pork industry. *Canadian Journal of Agricultural Economics*, latest issue.

⁵³ CBC, *Rush of new clients in COVID-19 pandemic keeping Charlottetown food bank busy*, April 2, 2020



Performance Update for the Food Bank Support Project: There were **79 hogs processed** (from one Island hog producer) by three Island processing facilities. One food bank received **four deliveries** (and coordinated allocating the product to other food banks) totaling approximately **17,000lbs of food**.

Agri-Food Growth Program: Farm Market Compliance Stream

Status: Ongoing

Budget Approved: \$35,000

Budget Expenditure: \$23,644

Budget Source: Department of Agriculture and Land

Policy Objective

Mitigate the impacts of COVID-19 on the agriculture industry.

Intervention Description: The Agri-Food

Growth Program is designed to build and enhance local markets to increase the awareness, sale and consumption of PEI produced agri-food products. The Farm Market Compliance Stream was designed to provide financial support to primary agriculture producers and farmers markets for measures that will ensure food, consumer and employee safety (e.g., COVID-related signage, hand sanitizer stations, etc.).

Performance Update for the Agri-Food Growth Program: Farm Market Compliance Stream: There have been seventeen projects approved for funding under the Farm Market Compliance Stream, two for farmers markets and 15 for primary agriculture producers.

Connecting Farmers to Cooks: Supporting Island Communities

Status: Complete

Budget Approved: \$25,000

Budget Expenditure: \$16,749

Budget Source: Department of Agriculture and Land

Policy Objective

Mitigate the impacts of COVID-19 on the agriculture industry and support Islanders in need.

Intervention Description: The DAL has maintained a community food security (CFS) policy since 2017. One important component of achieving CFS is a sustainable food system. The Food and Agriculture Organization (FAO) has noted that the COVID-19 pandemic has “generat[ed] significant challenges that could result in risks to food security and nutrition”⁵⁴ and that “disruptions to supply chains . . . [has] result[ed] in significant increases in food loss and waste, especially of perishable agricultural produce such as fruits and vegetables.”¹⁰ This investment of public dollars served to mitigate negative impacts on the food supply chain and to maintain a sustainable food system, thereby supporting the supply chain and CFS.

In order to mitigate the impacts of COVID-19 on the agriculture industry and support community food security, the Department provided financial support for costs associated with organizing food contributions, storage and delivery of Island food products to support the PEI School Food Project.

⁵⁴ FAO, (May, 2020) *Mitigating risks to food systems during COVID-19: Reducing food loss and waste*.



Performance Update for the Connecting Farmers to Cooks: Supporting Island Communities: At least six Island producers were involved in supplying 2,930lbs of ground pork, 1,900lbs of cabbage, 1,700lbs of turnip, 2,580 chickens, 840lbs of tomatoes, 34 cases of cucumbers, 238 head of Bok Choy, 282 head of romaine lettuce, and 110lbs of rhubarb through the Connecting Farmers to Cooks: Supporting Island Communities Project.

Easter Beef Show and Sale 2020

Status: Complete

Budget Approved: \$20,500

Budget Expenditure: \$20,500

Budget Source: Department of Agriculture and Land

Policy Objective

To offset lost revenues as a result of the cancellation of the 2020 Easter Beef Show and Sale.

Intervention Description: The 2020 Easter Beef Show and Sale was cancelled because of the COVID-19 pandemic. Subsequently, the Department provided funding to individuals that were supposed to participate in the event.

Performance Update for the Easter Beef Show and Sale 2020: Twenty-nine individuals that were supposed to participate in the 2020 Easter Beef Show and Sale received funding for **40 steers** (\$500/steer). The Easter Beef Show and Sale organization received \$500 for the administration of the funding.

Agriculture Response Policy Working Group for COVID-19

Status: Complete

Budget Approved: \$18,000

Budget Expenditure: \$18,000

Budget Source: Department of Agriculture and Land

Policy Objective

Increased knowledge with respect to how COVID-19 has affected the agriculture industry and how the Department can best support industry through the pandemic and during recovery.

Intervention Description: Funding was provided to a consultant to convene a working group that would contribute their expertise to develop recommendations for how the agriculture industry in PEI could sustain itself through the COVID-19 pandemic and recover. The Working Group was comprised of thirteen individuals, including representation from UPEI (Faculty of Sustainable Design Engineering), the processing sector (Atlantic Beef Products, Cavendish Farms, Amalgamated



Dairies Limited), the supply managed sector (one dairy producer) and the non-supply managed sector (World Potato Congress).

Performance Update for the Agriculture Response Policy Working Group for COVID-19 intervention: One final report was prepared and accepted by the Department that summarized sets of **recommendations and actions for industry and government**. These recommendations were directed to the following sectors:

- PEI processing sectors;
- Supply-managed sectors; and
- Non-supply-managed sectors.

Public Trust Research Project with Canadian Centre for Food Integrity

Current Status: Complete

Budget Approved: \$17,500

Budget Expenditure: \$17,500

Budget Source: Department of Agriculture and Land

Policy Objective

Increased understanding of public sentiment towards agriculture and food in PEI during the COVID-19 pandemic.

Intervention Description: A research project was conducted through the Canadian Centre for Food Integrity (CCFI) to understand

public sentiment towards agriculture and food in PEI during the COVID-19 pandemic. CCFI was required to survey a minimum of 300 residents of PEI in order to understand respondents' public trust in agriculture. This project was designed to:

- Understand public sentiment towards agriculture and food in PEI during the COVID-19 pandemic;
- Provide evidence to make informed policy decisions following the COVID-19 pandemic; and,
- Provide evidence to support continuous improvement in public trust in PEI's agriculture sector.

Performance Update for the Public Trust Research Project with Canadian Centre for Food Integrity: There were **three-hundred PEI residents surveyed**⁵⁵ for this project. The final report prepared by CCFI and accepted by the Department included the following key findings:

- **Healthy, affordable food is a top concern;**
- **Trust in the Food System is high;**
- **Environment and sustainability are key issues; and**
- **There is a strong appetite for information and communications.**

Additionally, one Infographic was prepared and accepted by the Department (this infographic can be found in Appendix B of this Performance Update).

⁵⁵ One-hundred PEI residents completed the survey online and 200 PEI residents completed the survey by telephone



Agriculture Labour Support Initiative

Status: Complete

Budget Approved: \$15,000

Budget Expenditure: \$3,225

Budget Source: COVID-19 Emergency Contingency Fund

Policy Objective

Reduce the labour shortage in agriculture through local employees.

Intervention Description: The Agriculture

Labour Support Initiative (ALSI) was a joint initiative between the DAL and WorkPEI that was designed to provide support to agriculture businesses to connect with local job seekers through the WorkPEI website to reduce the labour shortage in the agriculture industry using locally sourced employees. The ALSI portal was available for both job seekers and agricultural employers from April 9, 2020 to November 1, 2020.

Performance Update for ALSI: Seventeen employers and 480 job seekers registered through ALSI. In total, **18 individuals secured employment through ALSI**. The DAL's funding for this project was used for marketing and communication activities for ALSI. In total, there were 148,385 "impressions" for ads and videos promoting ALSI.

Farmer Assistance Program Funding Increase

Current Status: Complete

Budget Approved: \$10,000

Budget Expenditure: \$10,000

Budget source: Department of Agriculture and Land

Policy Objective

Improved mental health supports for the agriculture industry and community in PEI.

Intervention Description: The Farmer

Assistance Program is a service that provides confidential, professional counselling services to farmers, farm employees and their families. The Department increased its financial support for this Program during the 2020-2021 fiscal year as a measure to support the mental health of producers during the COVID-19 pandemic.

Performance Update for the Farmer Assistance Program Update: The funding increase for the Farmer Assistance Program was announced in April 2020. Between April 2020 and December 31, 2020 the Farmer Assistance Program had **123 clients**, of that there were **44 new clients**. There were **221 interviews** conducted from April 2020 to December 2020 (inclusive).



APPENDIX A

Department of Agriculture and Land COVID Investment Performance Matrix

Long Term Outcome:

Mitigating the impacts of COVID-19 on the agriculture industry in order to mitigate the impacts of the COVID-19 restrictions on the agriculture industry, the food supply system as well as the provincial economy.

Policy Objective	Intervention Name	Performance Metrics (as of March 31, 2021)
Mitigate the impacts of COVID-19 on the agriculture industry, and subsequently the food supply system.	Potato Storage and Shipping	<ul style="list-style-type: none"> o As of September 2020, all PEI potato producers with contracts with Cavendish Farms for the 2019 growing season had completed delivering their contracted potatoes. o 44,500,000 pounds of contracted potatoes were claimed through this intervention. o There have been seven (of ten claims) for this project received from the PEI Potato Board totaling \$1,139,842.
Mitigate the impacts of COVID-19 on the agriculture industry,	Hog AgriRecovery Initiative	<ul style="list-style-type: none"> o 11 hog producers were provided assistance of up to 90 per cent of the extraordinary costs incurred to feed or depopulate. o Approximately 42,550 hogs were claimed through this initiative
Mitigate the impacts of COVID-19 on the agriculture industry, and subsequently the food supply system.	Hog Industry Welfare Project	<ul style="list-style-type: none"> o 1,369 hogs processed o One facility in New Brunswick retrofitted for emergency preparedness.⁵⁶ o Funding for the investigation of PEI-specific options to mitigate the risk of an emergency depopulation event

⁵⁶ There is no facility in PEI that has the capacity to deal with such an event.



Policy Objective	Intervention Name	Performance Metrics (as of March 31, 2021)
Mitigate the impacts of COVID-19 on the agriculture industry and support Islanders in need.	Food Bank Support Project	<ul style="list-style-type: none"> o One food bank received four deliveries (and coordinated allocating the product to other food banks) o 79 hogs processed (from one Island hog producer) by 3 Island processing facilities o Approximately 17,000lbs of food donated to provincial food banks.
Mitigate the impacts of COVID-19 on the agriculture industry	Agri-Food Growth Program: Farm Market Compliance Stream	<ul style="list-style-type: none"> o Seventeen approved projects (two for farmers markets, 15 for primary agriculture producers).
Mitigate the impacts of COVID-19 on the agriculture industry and support Islanders in need.	Connecting Farmers to Cooks – Supporting Island Communities	<ul style="list-style-type: none"> o At least six Island producers were involved in supplying <ul style="list-style-type: none"> - 2,930lbs of ground pork; - 1,900lbs of cabbage; - 1,700lbs of turnip; - 2,580 chickens; - 840lbs tomatoes; - 34 cases of cucumbers; - 238 head of Bok Choy; - 282 head of romaine lettuce; and 110lbs of rhubarb.
Supporting the sustainability of the agriculture industry.	AgriStability Program Modification	<ul style="list-style-type: none"> o 450 producers enrolled in the AgriStability program o There have been eighteen producers who have submitted the required documents to process a claim under the AgriStability Program for the 2020 growing season
Supporting the sustainability of the agriculture industry.	AgriInsurance Program Modification	<ul style="list-style-type: none"> o 672 producers enrolled in the AgriInsurance Program o The DAL has paid \$1,336,402 in insurance premiums (as of March 31, 2021)
Increased knowledge with respect to how COVID-19 has affected the agriculture industry and how the Department can best support	Agriculture Response Policy Working Group for COVID-19	<ul style="list-style-type: none"> o A Final Report was prepared and accepted by the Department that summarized sets of recommendations and actions for industry and government. These recommendations were directed to the following sectors: <ul style="list-style-type: none"> - PEI processing sectors;



Policy Objective	Intervention Name	Performance Metrics (as of March 31, 2021)
industry through the pandemic and during recovery.		<ul style="list-style-type: none"> - Supply-managed sectors; and - Non-supply-managed sectors.
Increased understanding of public sentiment towards agriculture and food in PEI during the COVID-19 pandemic.	Public Trust Research Project with CCFI	<ul style="list-style-type: none"> o 300 PEI residents were surveyed for this project <ul style="list-style-type: none"> - 100 PEI residents completed the survey online - 200 PEI residents completed the survey by telephone o Key findings include: <ul style="list-style-type: none"> - Healthy, affordable food is a top concern; - Trust in the Food System is high; - Environment and sustainability are key issues; and - There is a strong appetite for information and communications. o One Final Report was submitted to the DAL o One Infographic was submitted to the DAL⁵⁷
Supporting the agriculture industry to remain productive during the pandemic as well as the continued productivity and profitability of PEI's potato industry by offsetting extraordinary costs and loss in revenue experienced because of the pandemic.	Seed Potato Recovery Program	<ul style="list-style-type: none"> o 38 applications to the Seed Potato Recovery Program have been received o 38 applications have been approved o Approximately 361,873cwt has been claimed through the Seed Potato Recovery Program
To offset lost revenues as a result of the cancellation of the 2020 Easter Beef Show and Sale.	Easter Beef Show and Sale	<ul style="list-style-type: none"> o 29 individuals who were supposed to participate in the 2020 Easter Beef Show and Sale received funding for 40 steers (\$500/steer) o The Easter Beef Show and Sale organization received \$500 for the administration of this funding
Supporting the health and safety of farms and farm workers	Emergency On-Farm Support Fund	<ul style="list-style-type: none"> o 42 applications received applications received <ul style="list-style-type: none"> - 5 applications from individuals who self-identified as women - 2 applications from individuals who self-identified as visible minorities o 42 applications were approved

⁵⁷ Please see Appendix A for the complete infographic for the CCFI 2020 Public Trust PEI Research Report.



Policy Objective	Intervention Name	Performance Metrics (as of March 31, 2021)
		<ul style="list-style-type: none"> o At least 558 domestic workers are anticipated to be impacted by funded projects o At least 246 temporary foreign workers are anticipated to be impacted by funded projects o At least \$313,062 in approved funding for workplace adjustment o At least \$102,775 in approved funding for on-farm housing enhancements o At least \$60,978 in approved funding for off-farm housing enhancements o At least \$8,233 in approved funding for transportation o At least \$15,344 in approved funding for disposable personal protective equipment (PPE) o At least \$4,980 in approved funding for non-disposable PPE
Ensure the continued competitiveness, productivity and profitability of PEI's agriculture industry by providing support for industry-identified measures to adapt to the impacts of the COVID-19 pandemic.	SIGI Strategic Fund for Agriculture Project	<ul style="list-style-type: none"> o 28 applications received o 24 applications approved <ul style="list-style-type: none"> - Applications approved by type of recipient: 11 applications from processors, 8 applications from industry organizations, 3 from Other Industry Organizations, one from a retailer/wholesaler/input supplier and one application from provincial government o \$517,918 in approved funding
To help Islanders in need.	Island Producers Helping Islanders	<ul style="list-style-type: none"> o There were 3 Islander Producers Helping Islanders events <ul style="list-style-type: none"> - Two drive through events; and - One delivery event. o IPHI events were held in the following locations: <ul style="list-style-type: none"> - Summerside (Credit Union Place); - Charlottetown (PEI Government Complex); - Elmsdale (Westisle Composite High School); - North Wiltshire (Bluefield High School); and - Cardigan (Rodd Brudenell River Resort). o There were 850 food hampers delivered to families in need. o \$32,123 raised for the PEI Chapter of the Canadian Cancer Society, Family Violence Prevention Services, and the Community Foundation of PEI.



Policy Objective	Intervention Name	Performance Metrics (as of March 31, 2021)
Reduce the labour shortage in agriculture through locally sourced employees	Agriculture Labour Support Initiative	<ul style="list-style-type: none"> o 17 employers registered through ALSI o 18 individuals secured employment through ALSI o 480 job seekers registered through ALSI o 148,385 "impressions"⁵⁸ for ads and videos promoting ALSI
Improved mental health supports for the agriculture industry and community in PEI. ⁵⁹	Farmer Assistance Program Funding Increase	<ul style="list-style-type: none"> o 123 clients (from April 2020 to December 31, 2020) o 44 new clients (from April 2020 to December 31, 2020) o 221 interviews conducted (from April 2020 to December 31, 2020)

⁵⁸ Impression refers to how often the ad was shown

⁵⁹ PEI DAL Mental Health Promotion Policy, retrieved from: https://www.princeedwardisland.ca/sites/default/files/publications/af_mental_health_policy.pdf

The Canadian Centre for Food Integrity 2020 Public Trust Research

Prince Edward Island Research Report

n=300

Total Sample Size

n=200

Phone Interviews

n=100

Online Surveys

Methodology

- Fieldwork was conducted among PEI residents aged 18+ from July 28th to August 27th, 2020
- Online survey was conducted using Ipsos' I-Say Online Household Panel of over 80,000 Canadian adults.
- Telephone surveys were conducting using a Random Digit Dialing methodology and 50% of responses were from cell phone.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population of Prince Edward Island according to census information.
- The precision of online polls is measured using a credibility interval. In the case of PEI, the results are accurate to within +/- 6.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.

Key Findings and Implications

● Healthy, Affordable Food a Top Concern

All government communications and public engagement should highlight how its efforts help to provide its residents with healthy, affordable, and nutritious food.

● Trust in the Food System is High

Despite a vocal minority of critics of Canada's food system, overall sentiment and trust among PEI residents is high and should be celebrated but not taken for granted.

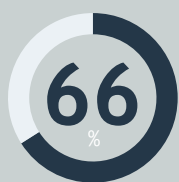
● Environment and Sustainability are Key Issues

Continue to share environmentally sustainable practices in the Province's food production with a focus on Canadian grown/raised and limiting packaging.

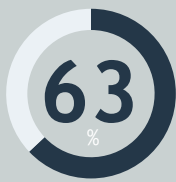
● Strong Appetite for Information and Communications

Investment in search-engine optimization will improve engagement with residents who are actively seeking out information on food issues they care about. Partnering with reliable resources like farmers and university researchers can help build public trust.

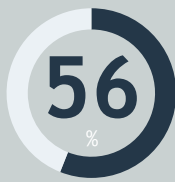
PEI Residents ...



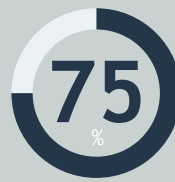
Feel the food system is going in the right direction.



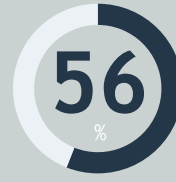
Are very concerned about the affordability of healthy food.



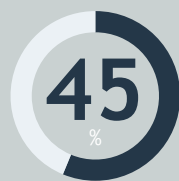
Are very concerned about the nutritious value of the food they eat.



Say they trust food produced in Canada more than imported food.



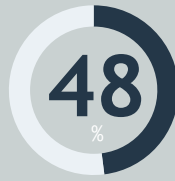
Are very concerned about climate change.



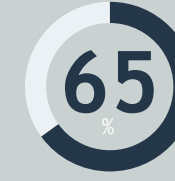
Are very concerned about environmental sustainability in farming.



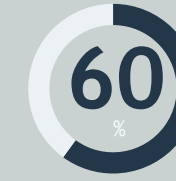
Feel that Canadian farmers are good stewards of the environment.



Feel sustainable food is food grown/raised locally.



Say they 'always' or 'sometimes' seek out grocery that use less packaging.



Say they 'always' or 'sometimes' seek out grocery stores that have minimal environmental impact.

