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FCC is developing their own strategies to help build a stronger and sustainable foundation for Indigenous Agriculture in Canada. However, information to support understanding and guide decision making is lacking. This work is focused on gathering input directly from key Indigenous agricultural stakeholders and producers in order to inform an FCC Indigenous Agriculture Strategy. **The broad objectives of the work include:**

- Understand Indigenous agriculture landscape: who is involved, what is the opportunity, what are they producing, what are key challenges?
- Understand goals and aspirations of Indigenous producers
- Understand motivations for operations, including how it supports the community
- Understand current and future operational structures and governance
- Explore educational opportunities and needs
- Understand requirements of financial institutions and what would be relevant to Indigenous producers
- Understand preferred communication channels to receive information.
How we did the research.

The research was conducted through an online survey of Indigenous producers/stakeholders.

Stone-Olafson developed survey in collaboration with FCC. Once finalized, FCC then distributed the survey to various partners and stakeholders to send directly to their membership.

- A total of 100 surveys were completed
- The survey was distributed through the following partners (in addition to FCC): CANDO, NACCA.
- Data was collected between November 3 and December 15, 2020.
- The survey was translated and available in both French and English
- To encourage responses, participants were entered into a draw prize to win 1 of 5 prizes of $100. Stone-Olafson administered the prize draw accordingly to contest rules provided to survey respondents.
Story on One Page

What is the current landscape of Indigenous Agriculture?

Among those surveyed were a mix of community/band and individual producers, as well as third-party stakeholders. Land usage patterns vary significantly depending on type of producers.

The current top areas of business include gardening, greenhouses, and Indigenous foods. However, there is significant cross-involvement across categories. Respondents also cite multiple categories or lines of business for future involvement.

Overall, current experience in the sector could be considered poor to average among those surveyed (only 17% have reported a strongly positive experience). However, despite poor/average experiences to-date, there is significant room to improve as the majority producers plan to increase participation in sector over next 5 years (73%).

Where are the big opportunities?

There are many. With the majority of producers indicating increasing participation in sector, there are several places to support growth in.

Most respondents believe growth is coming from multiple areas but tend to focus on crops and food processing. But in order to foster growth, producers indicate needing support with variety of areas including food security, sustainability and efforts to reconnect with land/harness knowledge.

Some of the biggest challenges cited for the sector are access issues (capital, equipment, labour, knowledge). One of the primary ways to bridge these gaps is from external partners is with the offer of education/training opportunities and financial support.

What types of training, support and investment will be most impactful?

Respondents have a clear appetite to engage in training opportunities if available. Critical areas for training and general education or investment include youth, financial literacy, farm management, and ag knowledge.

Role for financial institutions for training but from a financial value-add, focus on to incentives (encouragement to get involved), supporting youth and training opportunities. These tend to broadly related to helping to improve access and capacity in the sector (whether to capital, opportunities or training).

In terms of communication, email still reigns as a top tool – so leveraging partners, growing database, etc. is key. Other tools to leverage include Facebook and word of mouth.
Profile: Current Participation and Involvement
Who did we talk to?
- Profile of Respondents -

**Province/Region**
- BC: 36%
- Ontario: 13%
- Atlantic: 13%
- Saskatchewan: 12%
- Alberta: 10%
- Manitoba: 7%
- Quebec: 7%
- Yukon: 2%

**Type of Ag Involvement**
- Involved with First Nations band or community: 48%
- An independent farmer/producer: 19%
- Neither: 33%

**Indigenous Classification**
- First Nations: 79%
- Métis: 19%
- Non-Indigenous: 2%

**Role in Indigenous Agriculture**
- Economic Dev. Corp.: 33%
- Landowner: 19%
- Primary Producer/Farmer: 13%
- External/third-party stakeholder: 13%
- Land or Band manager: 12%
- Farm Management: 9%
- Land lessor: 3%
- Land lessee: 3%
- Elected Official: 1%
- Other: 26%
The average number of arable acres reported was 5,135 although there is significant variance by type of producer:

- Band/community – 7,708 acres
- Independent – 150 acres

Acres also vary by province. Smaller sample sizes do not allow for in-depth analysis but overall, BC tends to report smaller land size (average: 334 acres, median: 50) compared to the rest of the country (among those surveyed).

Overall, about 31% of all arable land is used for agricultural purposes and about 20% (on average) leased out, though the majority (66%) do not lease any land.
Agriculture Business: Profile of Current Involvement

Top areas of business among those surveyed include gardening, greenhouse, and Indigenous food (which tend to focus on food security issues vs. economic development). However, there is significant cross-involvement across categories.

<table>
<thead>
<tr>
<th>% Currently Involved In</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardening</td>
<td>33%</td>
</tr>
<tr>
<td>Community garden</td>
<td>32%</td>
</tr>
<tr>
<td>Greenhouse</td>
<td>27%</td>
</tr>
<tr>
<td>Indigenous/country foods</td>
<td>21%</td>
</tr>
<tr>
<td>Forage/hay production</td>
<td>16%</td>
</tr>
<tr>
<td>Land leasing</td>
<td>12%</td>
</tr>
<tr>
<td>Livestock beef</td>
<td>12%</td>
</tr>
<tr>
<td>Specialty crops</td>
<td>12%</td>
</tr>
<tr>
<td>Food Processing (Indigenous-branded)</td>
<td>11%</td>
</tr>
<tr>
<td>Livestock chicken</td>
<td>11%</td>
</tr>
<tr>
<td>Non-timber forest products</td>
<td>10%</td>
</tr>
<tr>
<td>Domestic berries</td>
<td>9%</td>
</tr>
</tbody>
</table>

- Forestry: 9%
- Horticulture: 9%
- Tree fruits: 9%
- Bee keeping: 8%
- Bedding plants: 8%
- Food Processing (generic): 7%
- Aquaculture: 7%
- Cannabis or Hemp: 4%
- Grain/oil seed: 4%
- Fish Farming: 3%
- Livestock bison: 3%
- Livestock pork: 3%
- Other: 11%
- None of these: 12%

Q2. What agriculture business are you currently involved in?
Base: Total respondents (n=100)
Agriculture Business: Opportunities for Future

Consideration for future involvement reflects the same trends as current involvement – greenhouse, gardening, Indigenous foods; but again, the breadth of business types mentioned highlights opportunities across multiple categories.

% Considering – Next 5 Years

- Greenhouse: 46%
- Community garden: 42%
- Indigenous/country foods: 41%
- Gardening: 40%
- Food Processing (Indigenous): 37%
- Cannabis or Hemp production or processing: 29%
- Non-timber forest products: 26%
- Bee keeping: 25%
- Domestic berries: 24%
- Specialty crops (fruits and vegetables, tree…): 24%
- Livestock beef: 22%
- Food processing (generic): 21%
- Forestry: 21%
- Livestock chicken: 20%
- Fish Farming: 18%
- Forage/hay production: 17%
- Tree fruits: 17%
- Aquaculture: 16%
- Horticulture: 15%
- Land leasing: 13%
- Livestock pork: 13%
- Bedding plants: 11%
- Livestock bison: 11%
- Other (please specify in the space provided): 11%
- Grain/oil seed: 7%
- Don’t know/Unsure: 6%
Q7. How familiar are you with the pros and cons of holding “fee simple versus Reserve lands”
Base: Total respondents (n=100)

Understanding not just the concepts themselves but the pros/cons of each is useful to help inform strategies in different jurisdictions:

- Fee simple - type of common land ownership subject to provincial title/taxation
- Reserve lands – for the use and benefit of First Nations bands

The majority of those surveyed are at least somewhat familiar with the pros and cons of “fee simple vs. Reserve lands” but familiarity slightly weaker among individual producers (47% vs. 60% for community/band).
Current experience shows room for improvement.

Right now, the Indigenous experience in agriculture could be considered average to poor among those surveyed. Just over a third (35%) have indicated having a poor experience with another 49% who have had an average experience (ratings 4-7).

**Overall Experience in Agriculture**

10—An outstanding experience 5%
9 6%
8 6%
7 12%
6 5%
5 22%
4 10%
3 11%
2 8%
1 1%
0—A poor experience 5%
Unsure/Don’t know 9%

Top 3 Box: 17%
Bottom 4 Box: 35%
Expansion and Growth

Opportunities
The vast majority of producers are looking to increase agricultural participation over the next five years.

- Increasing participation: 73%
- Staying about the same: 9%
- Decreasing participation: 3%
- Just getting started: 12%
- Unsure/Don’t know: 3%
Similarly, most producers are also considering expansion of operations, primarily through equipment or increases to crops and/or livestock.

Q8. Are you/is your community considering expansion of your agricultural operations? Producers (community/band or individual) n=67

- Yes: 79%
- No: 6%
- Unsure: 15%

Top Considerations for Expansion (Among Individual producers, n=16)

- New equipment: 94%
- Increase to seeded acres or crop variation: 69%
- Increase to herds/livestock: 63%
- Training and education: 44%
- Food processing or refinement of raw materials: 38%
- Agribusiness: 38%
- Land acquisition: 31%
- Farm Management software: 25%
- Precision agriculture tools/ Agricultural Internet of Things: 6%

Q9. Which of the following are you considering in your expansion plans? Base: Considering expansion, individual (n=16) *Caution: Small sample size
Intentions to acquire additional agriculture land are strongest through purchase channels

Q6. To the best of your knowledge are you/is your community planning to acquire more agricultural land through…?  
Base: Producers (community/band or individual) n=67

- **Purchase (28%)**
  - % No: 28%
  - % Yes: 43%

- **Treaty Land Entitlement (27%)**
  - % No: 48%
  - % Yes: 25%

- **Specific Claims/court cases (40%)**
  - % No: 37%
  - % Yes: 22%

- **Lease (39%)**
  - % No: 43%
  - % Yes: 18%

Consistent regardless of producer type. Primarily by community/band producers, not individual
Growth Potential: Crops and Food processing are areas of highest potential growth

Strength of feedback makes it clear that there are multiple areas of potential growth but crops and food processing are generally rated slightly stronger than agribusiness and livestock. Overall, community/band producers are much more likely to agree there is growth potential for these areas than individual producers.

Q10. Do you agree or disagree that agriculture is a growing industry for Indigenous People in the following areas?
Base: Total respondents (n=100)
What is most important to support growth in the Indigenous Agriculture sector?

The strength of importance across so many areas show the diversity of the sector but also the challenge in prioritizing different areas. At a high level, top rated priorities include food security, sustainability and efforts to reconnect with land/harness knowledge.

<table>
<thead>
<tr>
<th>Priority</th>
<th>% Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indigenous food security &amp; food sovereignty</td>
<td>88%</td>
</tr>
<tr>
<td>Promoting environmental sustainability and preserving cultural values</td>
<td>83%</td>
</tr>
<tr>
<td>Reconnecting with the land, especially youth and harnessing the knowledge of Elders</td>
<td>84%</td>
</tr>
<tr>
<td>Increasing Indigenous employment</td>
<td>79%</td>
</tr>
<tr>
<td>Capacity building in management at all levels of operations</td>
<td>75%</td>
</tr>
<tr>
<td>Improving awareness of the Indigenous agricultural industry and sector</td>
<td>63%</td>
</tr>
<tr>
<td>Return to applying traditional and cultural values and principles to stewardship of the land</td>
<td>67%</td>
</tr>
<tr>
<td>Expansion in economic development land base and utilization/monetization of existing and future land holdings</td>
<td>67%</td>
</tr>
<tr>
<td>Indigenous branded products for resale and export</td>
<td>55%</td>
</tr>
</tbody>
</table>

Q11. How important are the following in terms of your goals and aspirations for the Indigenous Agriculture sector?

Base: Total asked (n=100)
Majority of stakeholder anticipate activities that will support growth at a grassroots level: increasing Indigenous employment, providing food directly to community, supporting Indigenous food/financial independence.

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Likely to...</th>
<th>% Unsure/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Indigenous employment</td>
<td>78%</td>
<td>9% 5%</td>
</tr>
<tr>
<td>Provide food directly to the community</td>
<td>71%</td>
<td>13% 6%</td>
</tr>
<tr>
<td>Support Indigenous food and financial sovereignty/independence</td>
<td>71%</td>
<td>15% 6%</td>
</tr>
<tr>
<td>Create Indigenous branded products</td>
<td>60%</td>
<td>18% 10%</td>
</tr>
<tr>
<td>Export Indigenous products</td>
<td>41%</td>
<td>25% 19%</td>
</tr>
</tbody>
</table>

Q12. How likely is your operation to…?
Base: Total respondents (n=100)
Current Governance + Future Challenges
How do Community/Bands see future models of operating?

The majority of Community/Band producers still see a role for them to support individual producers to expand involvement but overall, there appears to a mix of support for corporate models vs. individual (blended).

<table>
<thead>
<tr>
<th>% Likelihood to…</th>
<th>% Unsure/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeting how to support individual members to get involved or expand their private farm operations</td>
<td>67%</td>
</tr>
<tr>
<td>Targeting a corporate model of farming through the band or economic development corporation</td>
<td>58%</td>
</tr>
<tr>
<td>Contemplating a blended model of operating as corporate farm through the economic development corporation and supporting individual entrepreneurs in their agriculture efforts</td>
<td>56%</td>
</tr>
</tbody>
</table>
Most Community/Band producers indicate there is a strong link between Chief, Council and the economic development corporation.

Is Governance model applicable? - % Yes

- There is a strong link between Chief and Council and the economic development corporation: 79%
- An economic development corporation is in place: 73%
- The economic development corporation has a CEO and staff in place: 50%
- The economic development corporation is independent from the Chief and council: 50%
- Chief and Council manage business for the community: 35%
Q15. Does your community have Buckshee Leases or Certificates of Possession with individual members?
Base: Community/Band producers (n=48)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Unsure/ Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificates of Possession</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Buckshee Leases</td>
<td>19%</td>
<td>42%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Q16. Are you considering ending leases and operating your lands as a business through your community or economic development corporation?
Base: Community/Band producers (n=48)

- Yes: 23%
- No: 33%
- Unsure: 44%
Community/Band producers require a variety of support roles to maintain business

Labour positions and economic development officers are two roles most cited by community/band producers to support business. Just over half reporting employing a land/band manager for agriculture operations.

<table>
<thead>
<tr>
<th>Roles supporting business</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic development officer</td>
<td>71%</td>
</tr>
<tr>
<td>Labor positions</td>
<td>65%</td>
</tr>
<tr>
<td>Land/band manager</td>
<td>56%</td>
</tr>
<tr>
<td>Skilled labour</td>
<td>52%</td>
</tr>
<tr>
<td>Financial officers</td>
<td>44%</td>
</tr>
<tr>
<td>Farm manager</td>
<td>40%</td>
</tr>
<tr>
<td>Other</td>
<td>27%</td>
</tr>
<tr>
<td>None of these</td>
<td>4%</td>
</tr>
<tr>
<td>Unsure/ Don’t know</td>
<td>8%</td>
</tr>
</tbody>
</table>

Q18. What type of roles support your agriculture business?  
Base: Community/Band producers (n=48)
Community/Band Producers are limited in providing services to external organizations

Outsourcing of services/roles appears limited in current state. Right now, constructions and rentals (on physical side) are top mentions along with limited consulting.

### Services Provided by Band to Others

<table>
<thead>
<tr>
<th>Service</th>
<th>Yes</th>
<th>No</th>
<th>Unsure/ Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>40%</td>
<td>54%</td>
<td>6%</td>
</tr>
<tr>
<td>Rentals</td>
<td>31%</td>
<td>52%</td>
<td>17%</td>
</tr>
<tr>
<td>Consulting services</td>
<td>29%</td>
<td>65%</td>
<td>6%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>25%</td>
<td>67%</td>
<td>8%</td>
</tr>
<tr>
<td>IT</td>
<td>19%</td>
<td>71%</td>
<td>10%</td>
</tr>
<tr>
<td>Financial services</td>
<td>19%</td>
<td>73%</td>
<td>8%</td>
</tr>
<tr>
<td>Travel services</td>
<td>15%</td>
<td>71%</td>
<td>15%</td>
</tr>
<tr>
<td>Marketing services</td>
<td>13%</td>
<td>75%</td>
<td>13%</td>
</tr>
<tr>
<td>Software/Hardware</td>
<td>13%</td>
<td>77%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Q19. Does your community, Band or Economic Development Corporation provide the following services to other organizations? That is, do other organizations procure these services from your community/ Band or EDC? Base: Community/Band producers (n=48)
Access issues are the among the highest rated challenges facing Indigenous agriculture

Access issues to both capital and equipment are rated as significant challenges by the majority of those surveys. Access to skilled labour and agricultural knowledge/skills are cited as more moderate challenges.
Not surprisingly, most common mentions to overcome key challenges are focused on training/education and financial support.

- **Training / Education (NET)**: 52%
- **Training / training for skilled work**: 31%
- **Education**: 23%
- **Mentorship**: 6%
- **Other training / education mentions**: 7%
- **Grants / loans / financial support**: 40%
- **Tools to start an agricultural program**: 15%
- **Partnerships / shared programs**: 14%
- **Employment / work force strategy**: 10%
- **Create a plan / strategic plan**: 7%
- **Advertising / post for jobs**: 2%
- **Promotion**: 2%
- **Other mentions**: 14%
- **Nothing**: 2%
- **Don't know / not stated**: 2%

What are we hearing?

- "Education about the opportunities available to communities and to potential growers/harvesters is the most essential element in advancing the industry for First Nations. I believe if you have an informed community, it is easier to lobby organizations, businesses and governments to support those initiatives."

- "Human resources is the biggest challenge. We are building more housing to bring more people to the community and running youth internships to train on gardening/agriculture/animal husbandry."

- "Developing a workforce strategy for the community as well as identifying and budgeting for a grant writer to help with funding applications within our Economic Development Department."
Communication, Training and Support Preferences
Likelihood to engage with training opportunities is high

Reflecting responses on how to overcome challenges facing the Indigenous Agriculture sector, there is a strong desire to engage with training opportunities – 89% indicate they would be likely to attend training and knowledge offerings.

% Likelihood to attend training

- Very likely: 59%
- Likely: 30%
- Not very likely: 4%
- Not at all likely: 2%
- Unsure/Don’t know: 5%

Likely: 89%
And there is a clear appetite for a wide variety of training opportunities to support growth

Most helpful training opportunities are related to youth training, financial literacy and farm management – support in these areas would benefit some of the earlier stated challenges related to access issues.

### Helpfulness of Training Opportunities

<table>
<thead>
<tr>
<th>Training Opportunity</th>
<th>Extremely helpful</th>
<th>Moderately helpful</th>
<th>Total Helpfulness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth ag training opportunities</td>
<td>72%</td>
<td>20%</td>
<td>92%</td>
</tr>
<tr>
<td>Financial literacy/ farm finance</td>
<td>68%</td>
<td>23%</td>
<td>91%</td>
</tr>
<tr>
<td>Basic farm management skills</td>
<td>65%</td>
<td>26%</td>
<td>91%</td>
</tr>
<tr>
<td>Advanced ag knowledge and capacity (Precision AG, sustainability)</td>
<td>57%</td>
<td>34%</td>
<td>91%</td>
</tr>
<tr>
<td>Basic farming knowledge (e.g., fertilizer application, seeding)</td>
<td>69%</td>
<td>20%</td>
<td>89%</td>
</tr>
<tr>
<td>Basic equipment training (e.g., G.P.S. &amp; heaving equipment)</td>
<td>65%</td>
<td>23%</td>
<td>88%</td>
</tr>
<tr>
<td>Marketing, branding</td>
<td>58%</td>
<td>30%</td>
<td>88%</td>
</tr>
<tr>
<td>Ag inclusion into the school curriculum</td>
<td>63%</td>
<td>24%</td>
<td>87%</td>
</tr>
<tr>
<td>Farm management software integration and training</td>
<td>47%</td>
<td>38%</td>
<td>85%</td>
</tr>
<tr>
<td>Export strategies</td>
<td>48%</td>
<td>28%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Q20. How helpful would the following training opportunities be for your farm team members?  
Base: Total respondents (n=100)

Note that the high ratings (and strong intensity for those rating “extremely” helpful) is somewhat atypical for questions asked in a similar fashion. Responses tend to be more muted in intensity and show stronger distinction in ratings overall.
What can Financial Institutions provide to support sector?

Most commonly cited areas of value-add from financial institutions are related to incentives (encouragement to get involved), supporting youth and training opportunities. These tend to broadly related to helping to improve access in the sector (whether to capital, opportunities or training)

<table>
<thead>
<tr>
<th>% Relevant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentives to get into agriculture</td>
</tr>
<tr>
<td>Indigenous youth agriculture opportunities</td>
</tr>
<tr>
<td>Training events geared towards Indigenous agriculture</td>
</tr>
<tr>
<td>Reduced fees on loans and banking services</td>
</tr>
<tr>
<td>Virtual or in-person (when permitted) Indigenous Agriculture events</td>
</tr>
<tr>
<td>Agriculture advice</td>
</tr>
<tr>
<td>Connections to other Ag industry leaders</td>
</tr>
<tr>
<td>Training on farm management software</td>
</tr>
<tr>
<td>Marketing help</td>
</tr>
<tr>
<td>Something else</td>
</tr>
</tbody>
</table>

Q22. When it comes to products, services and value-adds that a financial institution could provide to the Indigenous Agriculture sector, what do you think would be most relevant to this sector? Base: Total respondents (n=100)
The majority of producer feel it remains important to incorporate traditional culture into Indigenous farming operations.

This is a clear reminder that despite the appetite for support and training for growth, Indigenous Agriculture is unique in many ways and those components need to be maintained (the subtheme is the importance of respect and reverence).

### % Importance

- **Education and cultural training**
  - Critically important: 60%
  - Very important: 23%
  - Important: 16%
  - Total: 99%

- **Knowledge of land, weather, and crop timing**
  - Critically important: 68%
  - Very important: 23%
  - Important: 8%
  - Total: 99%

- **Elders’ knowledge**
  - Critically important: 56%
  - Very important: 24%
  - Important: 16%
  - Total: 96%

- **Engaging in traditional protocols (offering tobacco etc.)**
  - Critically important: 50%
  - Very important: 19%
  - Important: 20%
  - Total: 89%

Q24. How important is integrating the following traditional knowledge and values into Indigenous agriculture farming operations and potential products? Base: Total respondents (n=100)
What channels are most impactful for information?

The most effective sources of information are a mix of informal (word of mouth) and digital tools – email and Facebook.

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>% Most Impactful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth (friends, family, colleagues, etc.)</td>
<td>60%</td>
</tr>
<tr>
<td>Email from organizer of event</td>
<td>50%</td>
</tr>
<tr>
<td>NET: Social Media</td>
<td>41%</td>
</tr>
<tr>
<td>Facebook</td>
<td>31%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>6%</td>
</tr>
<tr>
<td>Twitter</td>
<td>3%</td>
</tr>
<tr>
<td>Instagram</td>
<td>1%</td>
</tr>
<tr>
<td>Other social media</td>
<td>8%</td>
</tr>
<tr>
<td>Email from industry organization</td>
<td>35%</td>
</tr>
<tr>
<td>Google search</td>
<td>31%</td>
</tr>
<tr>
<td>Print (newspapers, magazines)</td>
<td>18%</td>
</tr>
<tr>
<td>Another website</td>
<td>12%</td>
</tr>
<tr>
<td>Radio</td>
<td>8%</td>
</tr>
<tr>
<td>TV</td>
<td>8%</td>
</tr>
<tr>
<td>Podcast</td>
<td>3%</td>
</tr>
<tr>
<td>Somewhere else</td>
<td>13%</td>
</tr>
</tbody>
</table>

Q25. Where do you get the information about agriculture, Indigenous agriculture, events, and ag knowledge? How do you hear about events happening that may be of interest to you?

Base: Total respondents (n=100)
There are a number of sources that will be effective as communication tools but most producers prefer to use email as a primary method of communication to receive new offerings/products, share knowledge or event/training opportunities.

<table>
<thead>
<tr>
<th>% Preferred method</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>66%</td>
</tr>
<tr>
<td>In-person event</td>
<td>9%</td>
</tr>
<tr>
<td>Facebook</td>
<td>8%</td>
</tr>
<tr>
<td>Virtual event</td>
<td>5%</td>
</tr>
<tr>
<td>In-person meetings</td>
<td>4%</td>
</tr>
<tr>
<td>Phone calls</td>
<td>3%</td>
</tr>
<tr>
<td>Text message</td>
<td>2%</td>
</tr>
<tr>
<td>Twitter</td>
<td>2%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>1%</td>
</tr>
</tbody>
</table>
Most impactful community investments are related to supporting youth and the local community (outside Ag)

Many of the preferences for community investments reflect some of the same priorities with respect to training opportunities (youth training, etc.) that are related to access and improving the “whole” community as a way to uplift Agriculture.

% Most Impactful – Community Investments

- Supporting youth in agriculture initiatives: 72%
- Supporting community projects and initiatives unrelated to agriculture (schools, recreation, health and wellness): 64%
- Supporting mental health in your community: 55%
- Supporting Truth and Reconciliation efforts: 46%
- Supporting local food banks: 43%
- Creating Excellence in Indigenous agriculture awards: 33%

Q27. For your community, which of the following “community investments” would be most impactful in helping grow Indigenous Agriculture?
Base: Total respondents (n=100)
Final feedback supports themes of supporting sustainability, financial support, training and general appreciation.

Final Feedback: General Mentions

| Support food / food sustainability | 14% |
| Grants / loans / access funding / financial support | 11% |
| Help out / feel I can use help | 9% |
| Thank you / thanks | 9% |
| Invest in agriculture / farming for the community | 9% |
| Training / seminars | 7% |
| Other mentions | 16% |
| Nothing | 34% |

What are we hearing?

“I am finding very useful to take part virtual seminars, to learn from different communities on what works for them and what doesn’t, just making the connection makes the difference.”

“I feel like financing should be the focus, there are many programs existing to help with entry, the money is the barrier. No one wants to invest in Indigenous agriculture, they want the tried tested and true white business model.”

“We need to get more incentive for our youths to get involve in Indigenous Agriculture. They are the highest young population that are going to be our future. Right now, farming and fishing was high (80%) and now the young generation are not following into their parents’ footsteps. They have no drive to become fisherman, farmers. We need to make it affordable, forgivable loans, and training knowledge to become successful.”

“Need concrete example of other successes in Indigenous Agriculture from other provinces or even the USA”

Base: Provided response (n=44)
Respondent Profile

**Gender**
- Male: 48%
- Female: 49%
- Non-Binary: 1%
- Prefer not to answer: 2%

**Age**
- 18 - 29: 12%
- 30 - 39: 20%
- 40 - 49: 21%
- 50 - 59: 28%
- 60 - 69: 15%
- 69+: 2%
- Prefer not to answer: 2%

**Annual Farm Revenue**
- Less than $150,000: 64%
- $150,000 to $499,999: 1%
- $500,000 to $999,999: 4%
- $1,000,000 to $2,999,999: 3%
- More than $3 million: 3%
- Unsure/ Don't know: 16%
- Prefer not to say: 7%
Understanding people. It’s what we do.