



The Strategic Counsel

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Research Report
**FOOD SAFETY AND FOOD LABELLING:
CANADIANS' AWARENESS,
ATTITUDES AND VIEWS**

Prepared for
Canadian Food Inspection Agency

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I. Executive Summary



Executive Summary

A. Introduction

The Strategic Counsel is pleased to present this report to the Canadian Food Inspection Agency. The report covers findings from qualitative and quantitative research conducted among the Canadian general public, which was undertaken to better understand the attitudes and perceptions of Canadians as they relate to food safety and food product package labelling.

More specifically, the objectives of the research were to:

- Measure Canadians' confidence in Canada's food safety system, food produced in Canada and in other countries;
- Measure Canadians' awareness of recent high profile food recalls;
- Understand the impact of recent high profile food recalls on Canadians' confidence in Canada's food safety system;
- Probe Canadians' attitudes and behaviours vis-à-vis food labelling;
- Probe Canadians' knowledge, understanding and awareness of the newly enacted "Product of Canada" (PoC) and "Made in Canada" (MiC) food labelling guidelines; and
- Measure and examine Canadians' communication preferences related to PoC, MIC and food safety.

In light of the research objectives, a two-pronged research design was employed consisting of qualitative and quantitative components: 1) Ten focus groups were conducted with the Canadian general population ages 18 and over in Halifax, Montreal, Toronto, Saskatoon and Vancouver between March 16th and 24th 2009 and 2) a telephone survey of 1,014 Canadian adults (employing random digit dialing) was conducted between March 11th and March 23rd 2009.

Important note on methodology and interpretation of findings:

The findings from focus group research cannot be extrapolated to the broader target population with any degree of statistical validity. As such, this research does not present percentages or proportions, but rather seeks deeper understanding of participant opinions and attitudes on the topic of food product safety. This research is meant to provide guidance and suggest directions for the Government of Canada and should not be read as a "representative survey" of Canadians.



Executive Summary

B. Key Findings

While Canadians have significant confidence in the food system of other developed countries, they continue to remain most comfortable with the safety of the food produced domestically. Clearly, Canadians are wary about the food produced in developing countries, such as China and India.

- About three-quarters express confidence in American and European food safety.
- Still, 74% believe that the food produced in Canada is safer than food produced in other developed countries.
- By contrast, 58% rate China's food as unsafe, while 46% consider India's food unsafe.

Learning from the focus groups indicates that Canadians continue to have faith in the effectiveness and accountability of Canada's food inspection system. Recent incidents have raised awareness of food inspection issues, but have not significantly altered Canadians' perceptions of the system.

- There was widespread belief that the government has established standards and regulations that ensure food safety. In fact, participants believed that the Canadian system ensures superior oversight of Canadian food. This accountability was a decisive factor in distinguishing the safety of Canadian food products from foreign imports.
- Participants wondered about the specific processes involving food inspection. Participants expressed concern about whether sufficient resources have been allocated to ensure that the food inspection system is functioning effectively.
- Some wondered about the consequences of breaching safety standards and regulations: “*We wonder who is to blame? Does someone lose their job when there is an offense? Who punishes the offenders?*”

There was some understanding that the federal government is responsible for protecting Canada's food supply and keeping food safe in Canada. While there is some recognition that CFIA is responsible for food inspection, there is an opportunity to educate Canadians to help them understand that role and mandate of the CFIA.

- Overall, about one third (36%) of Canadians identified the federal government (unspecified department/agency) as responsible for protecting Canada's food supply and safety. An additional 21% of Canadians identified the CFIA, while others mentioned Health Canada (13%) and Agriculture and Agri-Food Canada (9%). An additional 21% did not know who was responsible.
- Given that there is recognition that the federal government, and its departments and agencies, is responsible for food product safety, participants in the focus groups saw the federal government as responsible for taking the lead in communicating new product label guidelines. Nonetheless, participants were unsure about whether CFIA or Health Canada should take the lead.



Executive Summary

Awareness of food safety recall events was high – about 9-in-10 have heard or seen something related to food safety or the recall of food products in Canada

- When asked how Canadians feel about food product recalls, a modest majority (57%) expressed concern that these products get through the regulatory system, while over one-third (37%) believe that such food product recalls increase their confidence in the system. That said, 80% of Canadians agree that food recalls happen, even with the best of efforts to avoid them.
- Two thirds of Canadians (64%) agree that the Federal government has done a good job of keeping Canadians informed of all relevant safety issue, with 69% saying that more information about food safety would be welcome.
- There is confidence in the various organizations involved in the safety of Canada's food supply: 78% expressed confidence in farmers, 75% in Health Canada, 71% in CFIA, and 70% in Agriculture and Agri-Food Canada. There is much less confidence in the private sector with only 57% indicating confidence in this food production industry.

Currently, learning from the focus groups suggests that there is latent interest and concern about country of origin labels. It was evident that once people start to talk about food labels, they emerge as an important piece of information for many people.

- However, there is significant confusion about what the labels – ‘Product of Canada’ and ‘Made in Canada’ - really mean. Despite this confusion, these labels do increase people’s confidence in purchasing food products which carry these labels. Some focus group participants did not trust the Product of Canada (PoC) labels because of media reports that have questioned the truthfulness of these labels.
- The learning from the focus groups suggests that while the ‘Made in Canada with domestic and imported ingredients’ and ‘Made in Canada with imported ingredients’ are perceived to be more honest and truthful, the labels raise more questions and doubts about the food product and its ingredients. These labels tend not to engender confidence in the food products that have these types of labels.
- In addition, using a red maple leaf on food products could function as a powerful symbol to brand genuine Canadian-produced and processed food products.



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When Canadians are looking for information regarding food safety or food labelling, the majority consult the Internet to access that information. However, Canadians prefer traditional media when the government communicates new information to them.

- The Internet is the primary source of self-motivated and self-guided research into food safety or food labelling.
- Focus groups indicated that traditional media channels would be more effective than the internet for receiving food safety information from the government.
- Focus group participants therefore indicated a preference for the federal government to employ traditional media channels when communicating information about new food product guidelines to the general public in their respective communities. These channels include television, local radio, transit, in-store and to lesser extent, print advertising.
- Most participants tended to see advertising on the Internet, text messaging, weekly newspapers and exhibitions and trade shows as less effective.



II. Sommaire



Sommaire

C. Introduction

L'entreprise *The Strategic Counsel* est heureuse de remettre le présent rapport à l'Agence canadienne d'inspection des aliments. Ce rapport comprend les résultats des recherches quantitatives et qualitatives menées auprès de la population canadienne dans le but de mieux comprendre l'attitude et la perception des Canadiens à l'égard de la salubrité des aliments et de l'étiquetage des produits alimentaires.

Voici les objectifs précis de la recherche :

- mesurer le degré de confiance des Canadiens dans le système d'assurance de la salubrité des aliments du Canada et des aliments produits au Canada et ailleurs;
- mesurer le degré de sensibilisation de la population canadienne aux récents rappels d'aliments qui ont fait l'objet d'une grande couverture médiatique;
- comprendre l'incidence des récents rappels d'aliments hautement médiatisés sur la confiance des Canadiens dans le système canadien d'assurance de la salubrité des aliments;
- analyser l'attitude et le comportement qu'adoptent les Canadiens à l'égard de l'étiquetage alimentaire;
- évaluer les connaissances ainsi que le degré de compréhension et de sensibilisation des Canadiens par rapport aux nouvelles lignes directrices sur l'étiquetage alimentaire qui touchent les allégations « Produit du Canada » et « Fabriqué au Canada »;
- évaluer et examiner les préférences des Canadiens en matière de communication concernant les allégations « Produit du Canada » et « Fabriqué au Canada » et la salubrité des aliments.

Compte tenu des objectifs de la recherche, une méthodologie à deux volets assortie d'analyses qualitatives et quantitatives a été adoptée : 1) dix groupes de discussion ont tenu des discussions entre le 16 et le 24 mars 2009 (les participants, issus de la population canadienne globale, étaient âgés de 18 ans et plus et résidaient à Halifax, à Montréal, à Toronto, à Saskatoon et à Vancouver); 2) un sondage téléphonique a été réalisé entre le 11 et le 23 mars 2009 auprès de 1 014 Canadiens d'âge adulte (au moyen d'un système de composition téléphonique).

Remarque importante sur la méthodologie et sur l'interprétation des résultats

Les résultats tirés des groupes de discussion ne peuvent être extrapolés à la population générale et donner des résultats statistiques valides. L'objectif de la recherche n'est pas d'obtenir des pourcentages ni des proportions, mais plutôt de bien comprendre le point de vue et l'attitude des participants à l'égard de la salubrité des produits alimentaires. Il s'agit de conseiller le gouvernement du Canada et de lui proposer une



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orientation; il ne faut donc pas interpréter ces résultats comme étant représentatifs de la population canadienne.

D. Principaux résultats

Les Canadiens ont une grande confiance dans les systèmes d'assurance de la salubrité des aliments des autres pays développés. Ce sont toutefois les aliments qui proviennent d'ici qui leur inspire davantage confiance. En outre, il ne fait aucun doute qu'ils se méfient des aliments produits dans les pays en développement tels que la Chine et l'Inde.

- Environ les trois quarts des Canadiens ont confiance dans la salubrité des aliments produits aux États-Unis et en Europe.
- Pourtant, 74 p. 100 de la population croit que les aliments produits au Canada sont plus sûrs que ceux produits dans les autres pays développés.
- Par opposition, 58 p. 100 de la population considère que les aliments qui proviennent de la Chine sont insalubres, comparativement à 46 p. 100 pour les aliments qui proviennent de l'Inde.

Les groupes de discussion ont permis de déterminer que les Canadiens demeurent confiants dans l'efficacité et la fiabilité du système d'assurance de la salubrité des aliments du Canada. Les récents incidents ont sensibilisé les Canadiens aux problèmes associés à l'inspection des aliments, mais n'ont pas changé de manière importante leur perception du système.

- Les participants aux discussions semblaient généralement croire que le gouvernement avait établi des normes, des lois et des règlements qui assuraient la salubrité des aliments. En fait, ils étaient d'avis que le système canadien d'assurance de la salubrité des aliments assurait un contrôle supérieur de la salubrité des aliments du Canada. Ce sentiment de fiabilité avait une incidence marquée sur leur perception de la salubrité des aliments canadiens par rapport aux aliments importés.
- Les participants se sont interrogés sur les méthodes précises d'inspection des aliments. Ils se demandaient si le système d'inspection des aliments avait suffisamment de ressources pour fonctionner efficacement.
- Quelques-uns se sont questionnés sur les conséquences de la violation des normes et de la réglementation en matière de salubrité des aliments : « *Sur qui jette-t-on le blâme? Quelqu'un perd-il son emploi lorsqu'il y a infraction? Qui se charge de punir les contrevenants?* »



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Les participants étaient quelque peu conscients de la responsabilité du gouvernement fédéral à l'égard de la protection de l'approvisionnement alimentaire du Canada et de son innocuité. Bien que les participants étaient, dans une certaine mesure, sensibilisés aux responsabilités de l'ACIA en matière d'inspection des aliments, il serait bon d'informer davantage les Canadiens pour qu'ils comprennent mieux sur le rôle et le mandat de l'ACIA.

- Environ le tiers (36 p. 100) des Canadiens ont indiqué que le gouvernement fédéral (ministère ou organisme non précisé) était responsable de protéger l'approvisionnement alimentaire et l'innocuité des aliments au Canada. Un autre 21 p. 100 de Canadiens ont nommé l'ACIA comme organisme responsable, alors que d'autres ont plutôt mentionné qu'il s'agissait de Santé Canada (13 p. 100) et d'Agriculture et Agroalimentaire Canada (9 p. 100). Les derniers 21 p. 100 ont indiqué ne pas connaître l'organisme responsable.
- Comme ils reconnaissaient qu'il incombe au gouvernement fédéral, et à ses ministères et organismes, de veiller à la salubrité des produits alimentaires, les participants aux groupes de discussion étaient d'avis que le gouvernement fédéral devait prendre l'initiative de communiquer les nouvelles directives sur l'étiquetage des produits. Ils ne savaient toutefois pas si cette responsabilité revenait à l'ACIA ou à Santé Canada.

Les participants étaient bien au courant des cas de rappels d'aliments. En effet, 9 sur 10 avaient entendu ou vu quelque chose au sujet de la salubrité des aliments ou du rappel de produits alimentaires au Canada.

- Lorsqu'on a demandé aux Canadiens ce qu'ils pensaient des rappels d'aliments, une faible majorité d'entre eux se sont dits inquiets que ces produits parviennent à contourner le système réglementaire (57 p. 100). Par contre, plus du tiers (37 p. 100) ont affirmé que le nombre accru de rappels d'aliments les rendait plus confiants dans le système. Cela dit, 80 p. 100 des Canadiens s'entendent pour dire qu'il y aura toujours des rappels d'aliments malgré tous les efforts déployés pour les éviter.
- Les deux tiers de la population (64 p. 100) sont d'accord sur le fait que le gouvernement fédéral a bien tenu les Canadiens informés de tous les problèmes liés à la salubrité. En outre, 69 p. 100 des Canadiens disent qu'ils seraient heureux d'obtenir plus d'information sur la salubrité des aliments.
- Les diverses organisations qui ont un rôle à jouer dans la protection de l'approvisionnement alimentaire du Canada suscitent la confiance : 78 p. 100 des participants ont exprimé leur confiance envers les exploitants agricoles, 75 p. 100 envers Santé Canada, 71 p. 100 envers l'ACIA et 70 p. 100 envers Agriculture et Agroalimentaire Canada. Il ne semble pas régner un aussi grand climat de confiance envers le secteur privé. En effet, seulement 57 p. 100 de la population dit avoir confiance dans l'industrie de la production alimentaire.



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Les groupes de discussion ont actuellement permis de dégager une préoccupation et un intérêt latents à l'égard de la mention du pays d'origine sur l'étiquette des produits. Les discussions des participants sur les étiquettes apposées sur les aliments ont révélé l'importance de cette source d'information pour de nombreuses personnes.

- Le sens réel des allégations « Produit du Canada » et « Fabriqué au Canada » semble toutefois semer la confusion. Malgré tout, les gens semblent avoir davantage confiance dans les produits dont l'étiquette portent l'une ou l'autre de ces allégations. Certains participants aux groupes de discussion ont dit ne pas avoir confiance dans l'allégation « Produit du Canada » en raison des questions concernant la véracité de cette affirmation qui ont été soulevées par les médias.
- Les groupes de discussion ont également permis de constater que bien que les allégations « Fabriqué au Canada avec des ingrédients canadiens et importés » et « Fabriqué au Canada avec des ingrédients importés » soient perçues comme étant plus honnêtes et exactes, elles soulèvent encore plus de questions et de doutes sur le produit alimentaire et ses ingrédients. Quoi qu'il en soit, les produits portant l'allégation « Fabriqué au Canada » accompagnée d'un énoncé descriptif ou l'allégation « Produit du Canada » sont, en règle générale, perçus comme étant meilleurs que les produits sans aucune mention de l'origine canadienne.
- En outre, placer le logo de la feuille d'érable sur l'étiquette des produits alimentaires entièrement fabriqués et transformés au Canada pourrait être un puissant outil d'identification des produits véritablement canadiens.

La majorité des Canadiens consultent l'Internet pour obtenir de l'information sur la salubrité ou l'étiquetage des aliments. Ils préfèrent toutefois que le gouvernement utilise les médias classiques lorsqu'il leur communique de nouveaux renseignements.

- L'Internet est la source première d'information sur la salubrité et l'étiquetage des aliments pour ceux qui désirent se renseigner sur ce sujet de leur propre chef.
- Les groupes de discussion ont permis de constater que l'efficacité des médias classiques est supérieure à l'Internet en ce qui concerne la transmission par le gouvernement de renseignements sur la salubrité des aliments.
- Les participants aux groupes de discussion ont donc indiqué qu'ils préféraient que le gouvernement utilise les médias classiques pour communiquer les nouvelles directives sur les produits alimentaires dans chaque collectivité. On entend par médias classiques la télévision, la radio locale, la publicité dans les moyens de transport et dans les magasins et, dans une moindre mesure, la publicité imprimée.
- Aux dires de la plupart des participants, la publicité sur l'Internet, par télémessagerie, dans les journaux hebdomadaires et dans les expositions et les foires commerciales est moins efficace.



III. Introduction and Methodology



Introduction and Methodology

A. Background and Objectives

The Canadian Food Inspection Agency (CFIA) is mandated to safeguard Canada's food supply and the plants and animals upon which safe and high-quality food depends. Outreach strategies related to food safety and food safety confidence have been developed and are constantly evolving within the Agency. These strategies seek to increase public awareness of food safety initiatives, such as food recalls and allergy alerts, the Agency's on-line list service, changes in food labelling, organic food, safe food handling practices in the home, and bio-security for international travelers.

This research project was designed and conducted to help the CFIA develop strategies relating to food safety and food labelling. The research was to measure and examine Canadians' current levels of food safety confidence to determine why Canadians may have differing and changing levels of confidence in Canada's food safety system. At the same time, the Agency wished to understand Canadians' awareness, behaviours and perceptions relative to the newly enacted "Product of Canada" (PoC) and "Made in Canada" (MiC) food labelling guidelines.

Specifically, the primary research objectives were to:

- Measure Canadians' confidence in Canada's food safety system, food produced in Canada and in other countries;
- Measure Canadians' awareness of recent high profile food recalls;
- Understand the impact of recent high profile food recalls on Canadians' confidence in Canada's food safety system;
- Probe Canadians' attitudes and behaviours vis-à-vis food labelling;
- Probe Canadians' knowledge, understanding and awareness of the newly enacted "Product of Canada" (PoC) and "Made in Canada" (MIC) food labelling guidelines; and
- Measure and examine Canadians' communication preferences related to PoC, MIC and food safety.



Introduction and Methodology

B. Methodology

In light of the research objectives, a two-pronged research design was employed consisting of a qualitative and quantitative component:

- The quantitative component involved a telephone survey of 1,014 Canadians sampled using random digit dialling.
- The qualitative component consisted of 10 focus groups; 2 groups were conducted in each of the following locations: Montreal, Vancouver, Toronto, Halifax, and Saskatoon.
- Total cost of the research was \$89,556.52 including GST.

1. Phase 1: Quantitative Methodology

Telephone interviews were conducted with a random sample of 1,014 Canadians 18 years of age or older from March 11-23, 2009. Interviews were allocated proportionally by population according to the 2006 census across the Atlantic Provinces, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Territories. An over-sample was also conducted in the Atlantic Provinces to ensure a sufficiently-large sample for meaningful analysis.

To ensure that results could be extrapolated to the Canadian population at large, the data were weighted within region by gender and age according to Statistics Canada 2006 census information.

The table below illustrates the weighted and unweighted samples for each region, along with the corresponding margin of error.



Introduction and Methodology

Region/Center	Provinces/Territories	General Population		
		Sample (n)	Weighted (n)	Margin of Error
North	Nunavut, North West Territory, Yukon	10	-*	N/A
British Columbia	British Columbia	151	132	+/-7.98%
Alberta	Alberta	123	103	+/-8.84%
Prairies	Manitoba/Saskatchewan	101	70	+/-9.75%
Ontario	Ontario	306	392	+/-5.60%
Quebec	Quebec	200	237	+/-6.93%
Atlantic Provinces	Prince Edward Island, Nova Scotia, New Brunswick, and Newfoundland	123	80	+/-8.84%
Canada		1014	1014	+/-3.08%

* Due to small sample size, amalgamated into British Columbia for analysis.

When the interviews were conducted, quotas were set for gender on the national and regional levels to ensure that no more than 60 percent of the un-weighted sample units were male or female. This strategy ensured that a 60/40 maximum spread existed between men and women on the un-weighted national and regional results.

2. Qualitative Methodology

A series of 10 focus groups were conducted across Canada from March 16-24, 2009 with the general population, 18 years and older. Two focus groups were conducted in each of the following Canadian cities: Vancouver, Saskatoon, Toronto, Montréal and Halifax. Focus group participants were recruited specifically to ensure that they were the main food shopper and food preparer in the home. Recruiting was also undertaken to achieve a mix of:

- confidence levels in Canada's food supply and food safety system (e.g. low, neutral, high, undecided);
- ages and genders;
- ethnic backgrounds;
- educational backgrounds; and
- socio-economic backgrounds.

Each session was approximately 1½ hours in duration and each group was comprised of between eight and ten participants. The focus groups in Montreal were conducted in French. All of the other groups were conducted in English.



Introduction and Methodology

Important note on methodology and interpretation of findings:

The findings from focus group research cannot be extrapolated to the broader target population with any degree of statistical validity. As such, this research does not present percentages or proportions, but rather seeks deeper understanding of participant opinions and attitudes on the topic of food product safety. This research is meant to provide guidance and suggest directions for the Government of Canada and should not be read as a “representative survey” of Canadians.



IV. Food Safety



Food Safety

In the context of general food safety, Canadians were asked about their levels of confidence in foreign food safety systems; both with respect to developed countries and developing countries. While overall there is a relatively high degree of confidence in the systems found in more advanced countries, when the context is changed to a developing country, Canadians are less confident in the systems' ability to produce safe food.

With respect to the food safety processes in Canada, the focus group participants generally had faith in both the effectiveness and accountability of Canada's food inspection process, which is consistent with the findings from the 2007 research. However, though participants had greater confidence in Canadian products versus foreign imports, they were unclear on the specifics of the Canadian food inspection system.

Participants were largely uncertain about the specific criteria that guide the food inspection process and practices.

A. Confidence in Foreign Food Safety Systems

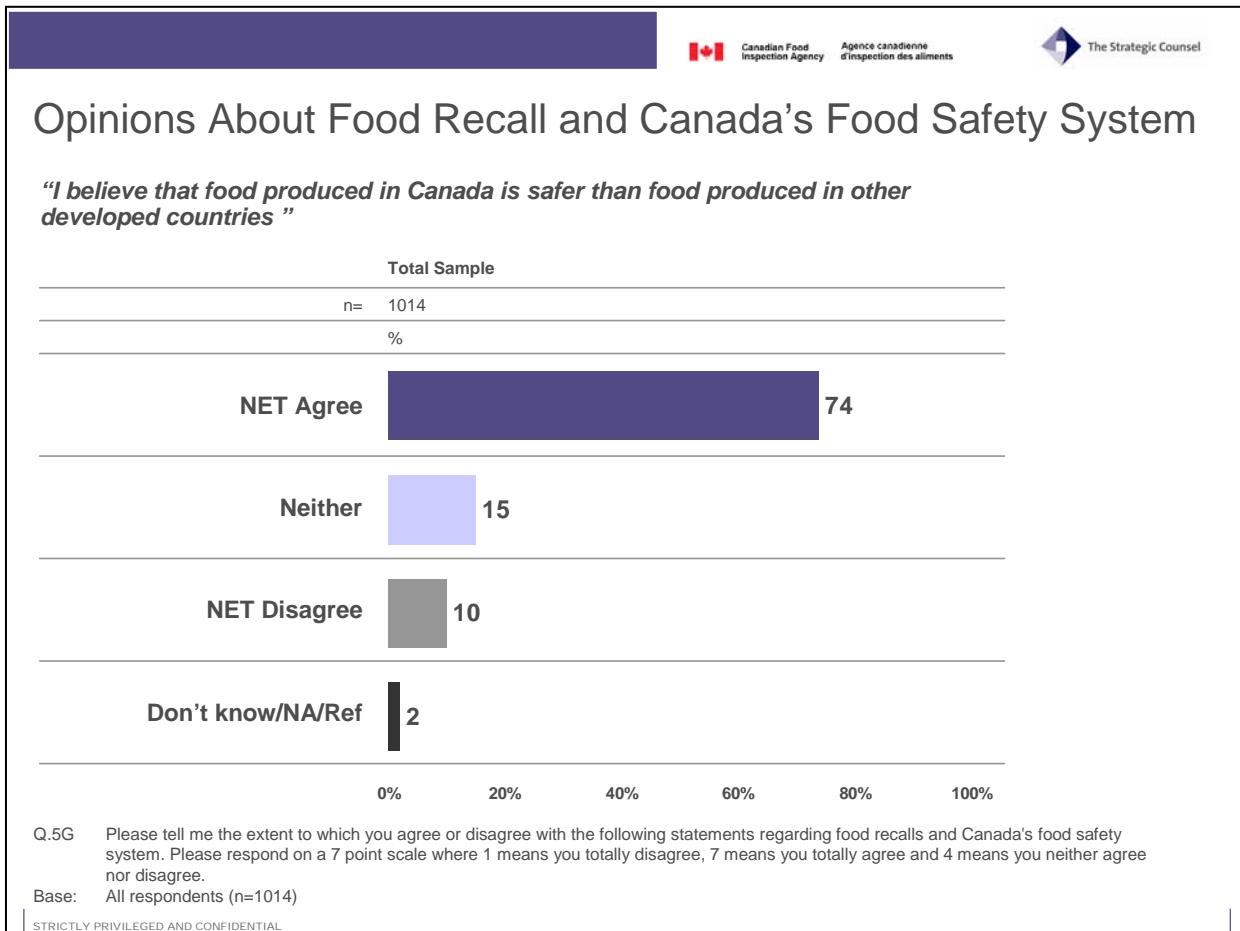
Not surprisingly, Canadians have confidence in the food safety system of other developed countries such as countries in the European Union and the United States. In fact three-quarters of Canadians (74%) say they feel food from the U.S. is very safe, and a further 16% feel it is moderately safe. Similar results are also found for the European Union. If the results are re-calculated to exclude the 17% of respondents who say they "don't know", 76% of respondents believe EU food is very safe, 17% believe it is moderately safe.

Though these results indicate that there is general confidence in American and European food safety, Canadians remain most comfortable with the safety of the food produced domestically. In fact, three-quarters (74%) of respondents agreed that food produced in Canada is safer than food produced in other developed countries.

With respect to food safety systems of developing countries, Canadians are wary. Food systems in China (58%) and India (46%) were often rated as unsafe (note, results reported are those that were re-calculated to exclude those who "didn't know"). Further, it was found that slightly less than one-fifth (18%) of Canadians felt China's food system was safe, and only one-quarter (25%) trusted the safety of India's food system.

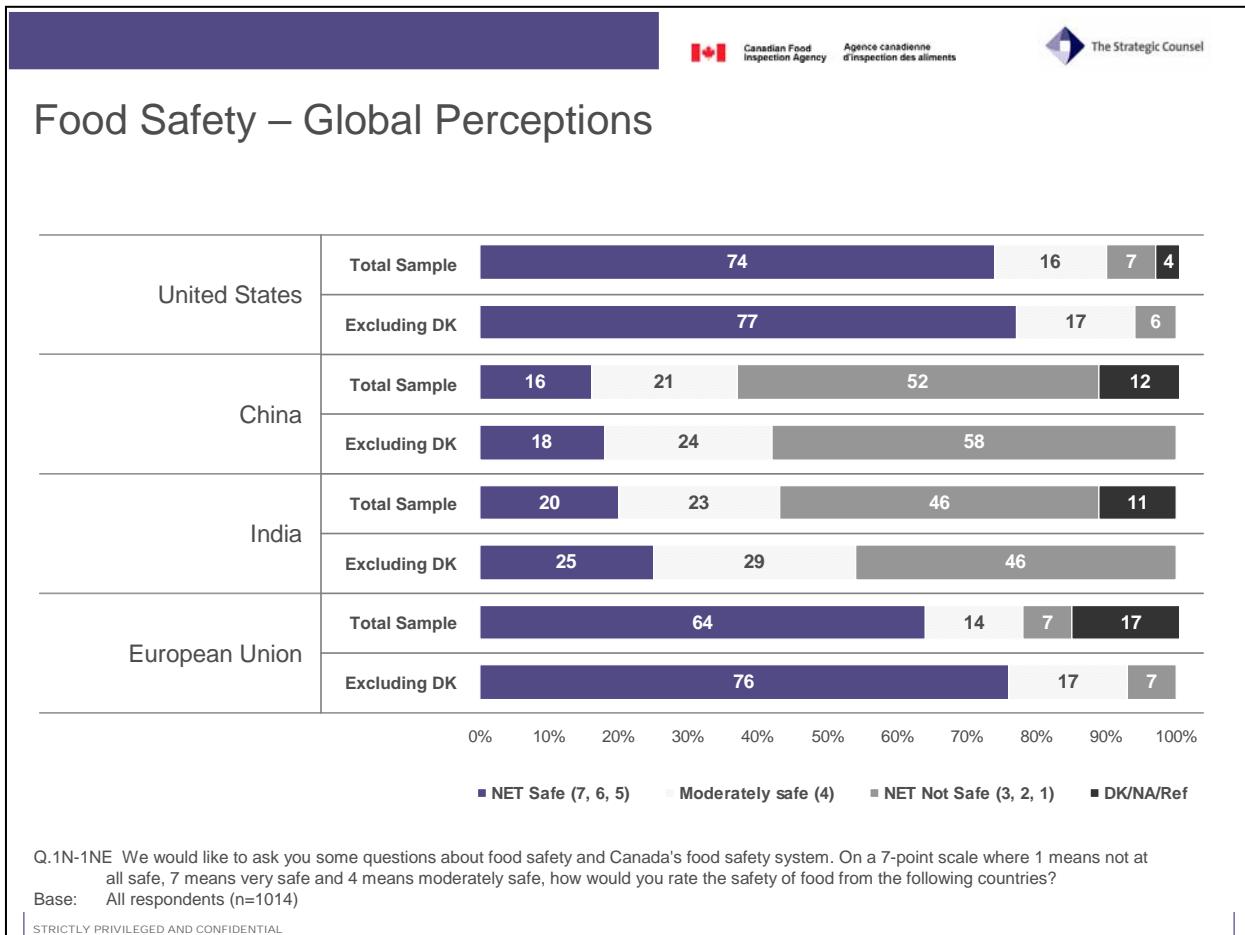


Food Safety





Food Safety



B. Level of Awareness of Food Safety System in Canada

To gauge levels of awareness and knowledge with respect to Canada's food supply, focus group participants were asked to list the things they 'know, believe and have heard' about food inspection in Canada. They were then asked to follow up with a list of things they 'wonder' about Canada's food inspection system. These thoughts and ideas are categorized on pages 13-17:



Food Safety

Maple Leaf Foods:

Compared to 2007 research, the incident at Maple Leaf Foods raised awareness of food inspection issues, but did not significantly alter participants' perceptions of the system. While Maple Leaf Foods inspired some intense responses, reactions to the incident were mixed. Some participants felt that the incident was indicative of a dysfunctional inspection system, while others suggested that the system responded in a transparent and accountable fashion:

"I know there is some fear-mongering about food-safety that might blow some situations out of proportion, like Maple Leaf."

"We know that inspections failed with Maple Leaf. We believe it could have been prevented and that it was understaffed."

Food Labelling:

Most participants indicated high levels of trust with respect to food labelling. They were confident that the nutritional information, caloric values and cooking instructions are accurate. Moreover, they were confident that expiry dates offer sound advice as to when food should no longer be consumed. They were also trusting of reported weight and volume measurements as well as the contents of ingredients. Some participants also noted that health and safety stamps inspire confidence in the product:

"On meat products, the inspection stamp is reassuring."

"We believe the ingredients are accurate on the labels."

The strength of brand names:

Some participants expressed greater faith in brand products. Their reasoning was that unlike 'No-Name' products, large brand companies possessed the resources and expertise to ensure food safety. In the Toronto groups, some participants further suggested that large brand companies had greater incentive to pursue food safety as a consequence of higher stakes:

"If the product is a big brand name, the company would not risk their reputation with a bad/unsafe product."



Food Safety

Standards and regulations:

Consistent with 2007 findings, participants professed to know that the government has established food safety standards and regulations. There was a high degree of confidence that food products are subject to a protocol that ensures quality control. Participants generally believed that products can only go into stores after producers meet certain criteria such as acquiring a license, subjecting plants to mandatory inspections and ensuring that packaging will not contaminate food:

“I know that there are government inspections in Canada. There are certain criteria being met.”

Moreover, participants claimed that Canadian products are safer than foreign imports. Participants generally believed that safer handling and shorter transportation periods ensured that local products were fresher and more hygienic. They argued that Canada can be contrasted with “*third world*” countries because food is processed to ensure safety:

“Preservatives pass some Canadian standards and are used with some sort of discretion, natural products are free of preservatives and milk is pasteurized.”

Furthermore, participants claimed to know that the requirement to recall tainted products from the shelf is a hallmark of Canada’s food safety system. In fact, some participants argued that the response to the listeriosis outbreak at Maple Leaf Foods was indicative of a functional food safety system.

In general, participants believed that short-comings in the system stemmed not from low regulatory standards, but from failures in their implementation. Participants were also concerned about whether the government has allocated enough money to guarantee that the inspection process functions effectively:

“The standards might be high enough, but it’s not governed well enough.”

“The standards might not be too low, but there also might not be enough checks and balances to ensure the standards are being met.”

Accountability:

Participants were also confident that the Canadian system of governance is sufficiently accountable to ensure the superior regulation of Canadian products. In fact, accountability was regarded as a decisive factor that distinguishes the quality of Canadian products from foreign imports:

“At least we hear about everything, good or bad. Abroad you are dealing with the unknown.”

“We have more of a voice than people in China. We hold our government more accountable.”



Food Safety

I wonder...

Food Labelling:

While participants were generally confident in food labelling, a minority were concerned that information was not forthcoming regarding ingredients' country of origin. Moreover, some felt that the technical language used to describe ingredients rendered it impossible to decipher the contents of food products:

"I wonder about the origin of ingredients."

"I wonder about labels and nutritional values. I can't even pronounce the names of the ingredients."

Standards and regulations:

While participants had confidence in the food safety standards, they often wondered about the specific processes involved in food inspection. Participants were unsure if inspections were random or routine. Moreover, they often inquired into the exact criteria upon which food inspections are based. In this regard, concern was particularly pronounced when it came to the inspection of foreign food. Finally, a small minority wondered about the frequency with which standards are updated:

"How often are the facilities inspected? Who checks them and how do we know that outbreaks won't happen again?"

"Do Canadian inspectors go abroad to check out what we are importing? Who inspects it, us or them?"

Participants were also concerned about the uncertainty surrounding food preparation and storage practices. For example, participants were concerned about preservatives used to expand the shelf life of products. Others were troubled by steroid enhanced meats. Participants were also wary of the idea that food was being prepared according to guidelines considered safe in the short-term, but subject to unknown consequences in the long-run. Finally, a minority expressed concern that food labelled "organic" was exposed to air pollution and pesticides.

"What's going on with expiry dates? What kind of chemicals do they put in food that has an expiry date of forever?"

"We've heard about cloned food and about steroid enhanced food. But we are not actually sure how long its been in the market."

"I'm wondering how genetically modified organisms are affecting my life. They haven't been out long enough for us to know."



Food Safety

Accountability:

Despite confidence that food inspection was somehow accountable, participants wondered about the specific processes involved in ensuring a transparent and accountable system. For example, participants wondered about the consequences of breaching safety standards and regulations.

“We wonder who is to blame? Does someone lose their job when there is an offense? Who punishes the offenders?”

Questions about accountability were often associated with low levels of awareness with respect to the Canadian Food Inspection Agency. The low profile of food inspection in Canada has rendered it difficult to locate accountability in the system.

“After Maple Leaf Foods, we wonder where is the accountability? Who’s accountable for this mess?”

One participant who was aware of the CFIA wondered *“who they report to and what their mandate is.”*

Some participants suggested that accountability could be improved through education and communication.

“We wonder why it’s not more educational. For example in school, how come they don’t have a class on something like this?”

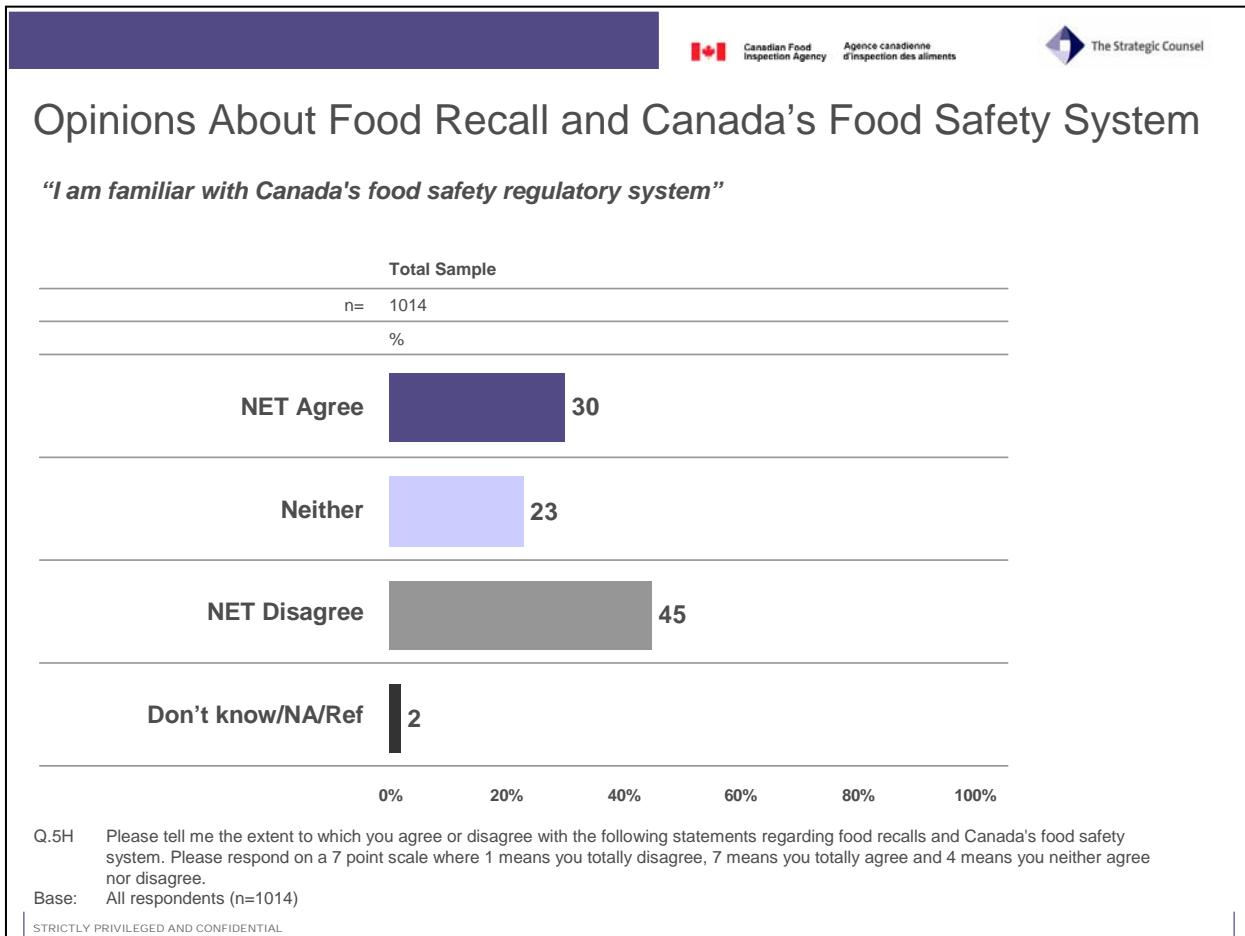
“I wonder who the Canadian Inspection Agency is, who they report to and what is their mandate. I wonder how they can be more effective in how they can communicate who they are and what they do.”

These discussions revealed that participants were generally unaware of the CFIA, its mandate and the consequences of safety infractions in Canada. Perhaps as a consequence of this low awareness, some respondents confused quality with safety and employed terms like ‘quality control’ to describe the safety process.



Food Safety

Based on results of the quantitative survey, awareness of Canada's food safety regulatory system is low. In fact, about one-third (30%) indicate that they are aware of the regulatory system while almost half (45%) are not aware of the country's regulatory system.





V. Perceived Responsibility of Protecting Food Supply



Perceived Responsibility of Protecting Food Supply

When asked about who is responsible for protecting the food supply and keeping food safe in Canada, Canadians generally believe that this responsibility falls to a federal government agency or department. While some Canadians recalled that this responsibility falls to the CFIA, the proportion of those who are not able to name which department in fact responsible for this mandate is somewhat higher, with slightly over one-third of Canadians being unable to name the specific department or agency responsible.

A. Perceived Responsibility of Protecting Food supply

For the most part, Canadians believe that a federal government agency or department is responsible for protecting Canada's food supply and keeping food safe in Canada. In fact, two-thirds of Canadians (66%) name the federal government (unspecified department/agency), the CFIA, Health Canada or Agriculture and Agri-Food Canada as the agency who is responsible for these areas.

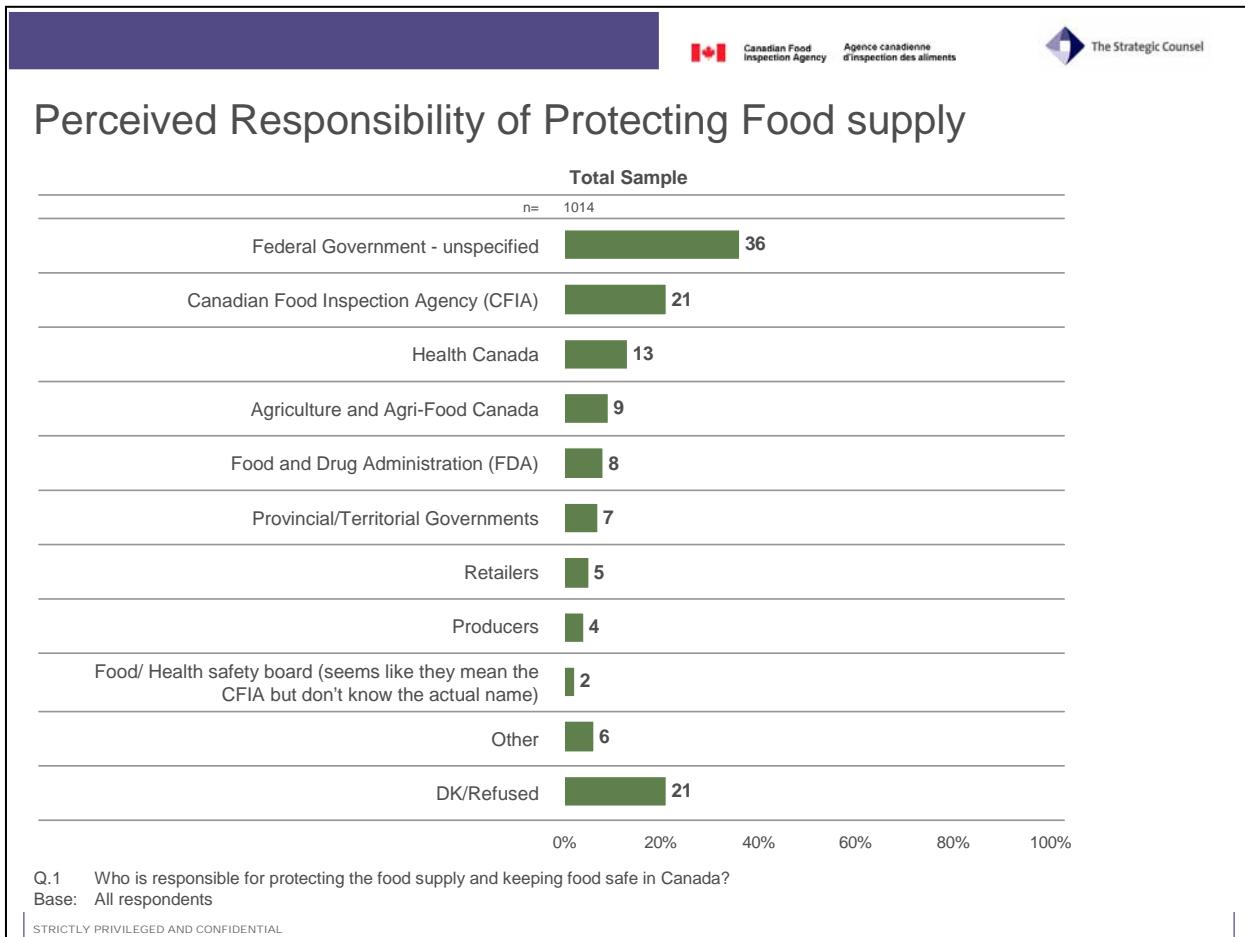
However, though most Canadians believe that a federal government department or agency is responsible for food safety issues, many are unable to name the specific department or agency that holds the responsibility. Fully one-third of Canadians (36%) are unable to name a specific agency or department though they do believe it is the federal government. This suggests there is opportunity to educate Canadians to help them understand what departments and agencies are responsible for food safety.

The fact that there is room to help Canadians better understand who is responsible for food safety is underlined by the fact that one-fifth (21%) of Canadians say they just don't know who is responsible for dealing with these issues in Canada.

Having said that, there is certainly some recognition of the work CFIA conducts. The CFIA is named as responsible for protecting the food supply by one-fifth of Canadians (21%). This is greater than the proportion who name either Health Canada (13%) or Agriculture and Agri-Food Canada (9%). It is also greater than the proportion who name the American Food and Drug Administration (8%), provincial/territorial governments (7%), retailers (5%) or producers (4%).



Perceived Responsibility of Protecting Food Supply





VI. Awareness of Food Safety and Food Recalls



Awareness of Food Safety and Food Recalls

In the past six months, reports of food safety and food recall have been reported in the media and discussed around water coolers across the country. There is a high level of unaided awareness surrounding this topic, with just under nine-in-ten Canadians citing that they have recently heard about this issue.

To gauge confidence the public's level of confidence in the regulatory system, respondents were also probed about their reaction to product recalls. They were asked if hearing about these recalls made them feel more confident because it shows that the system is working or concerned because it shows that these products are getting through the regulatory system. While the majority of Canadians related to the latter, a significant proportion also feel that these recent recalls make them feel as though the system is doing its job. Furthermore, the majority of Canadians not only understand that food recalls happen; but also feel that Canadian food recalls are expedited in a timely manner.

A. Food Safety Recall

Over the last six months the vast majority of Canadians (89%) have read, heard or seen something about food safety or the recall of food products in Canada.

Among those who have heard something about food safety and recall, on a top-of-mind basis, over half of Canadians have read, heard or seen things related to Maple Leaf product recalls or the Maple Leaf brand in general (51%). Others remember information about Listeria (10%), meat product recalls in general (10%), peanut butter (7%) or cheese (5%) recalls.



Awareness of Food Safety and Food Recalls

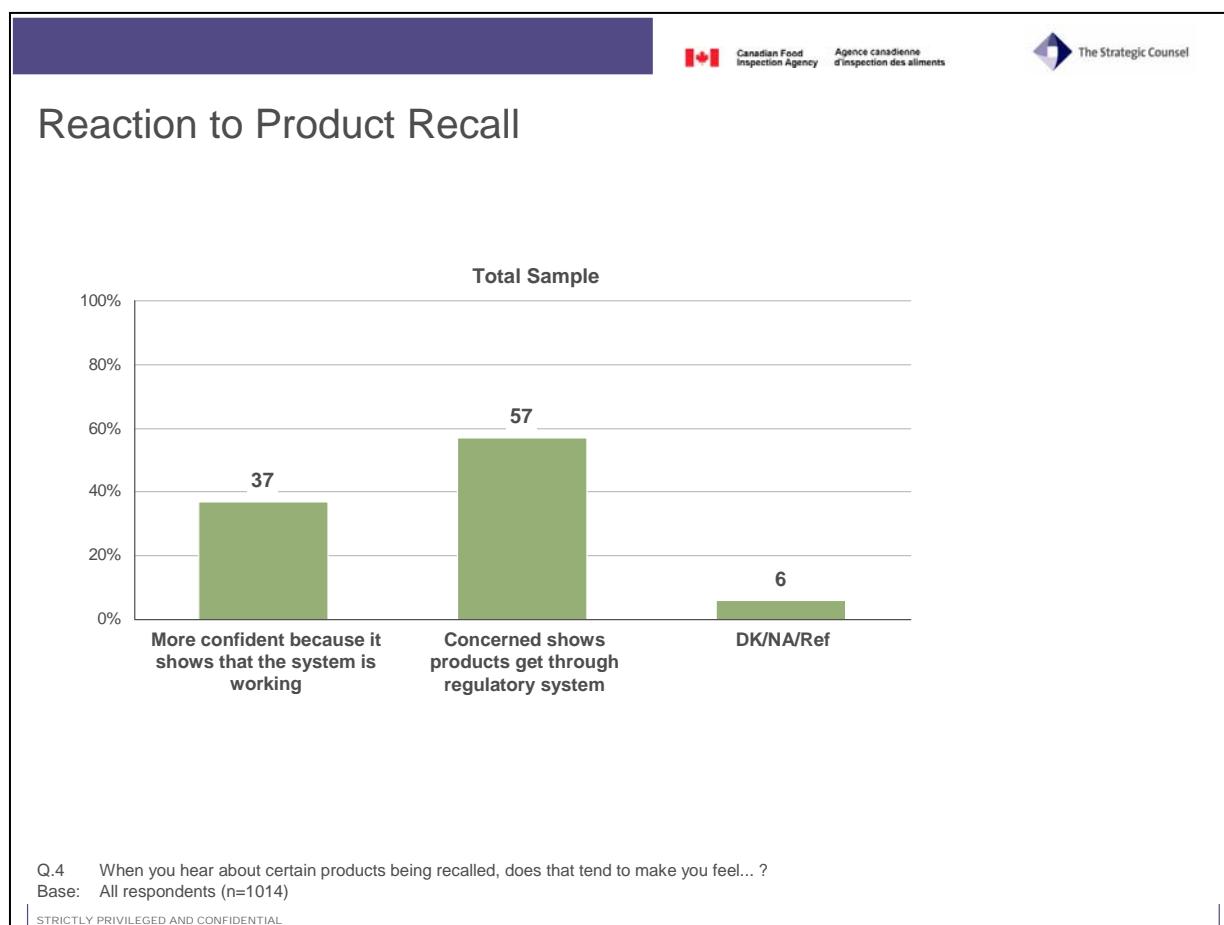




Awareness of Food Safety and Food Recalls

B. Reaction to Product Recall

When probed about their reactions to product recalls, respondents were asked if hearing about these recalls made them feel more confident in the system, as it shows the system is working, or whether it made them feel concerned as it shows that certain products are getting through the system. While over one-third (37%) did indicate that product recalls increased their confidence in the system, the majority (57%) expressed concern that these products get through the regulatory system.





Awareness of Food Safety and Food Recalls

C. Opinions about Product Recall

While Canadians tend to be concerned that product recalls indicate that tainted food is getting through the regulatory system, the vast majority (80%) understand that food recalls will happen, despite best of efforts to avoid them. This feeling is very consistent among Canadians across the country.





**VII. Confidence in Organizations to
Contain the Spread of Harmful Food
Products**



Confidence in Organizations to Contain the Spread of Harmful Food Products

A. Confidence in Organizations to Contain the Spread of Harmful Food Products

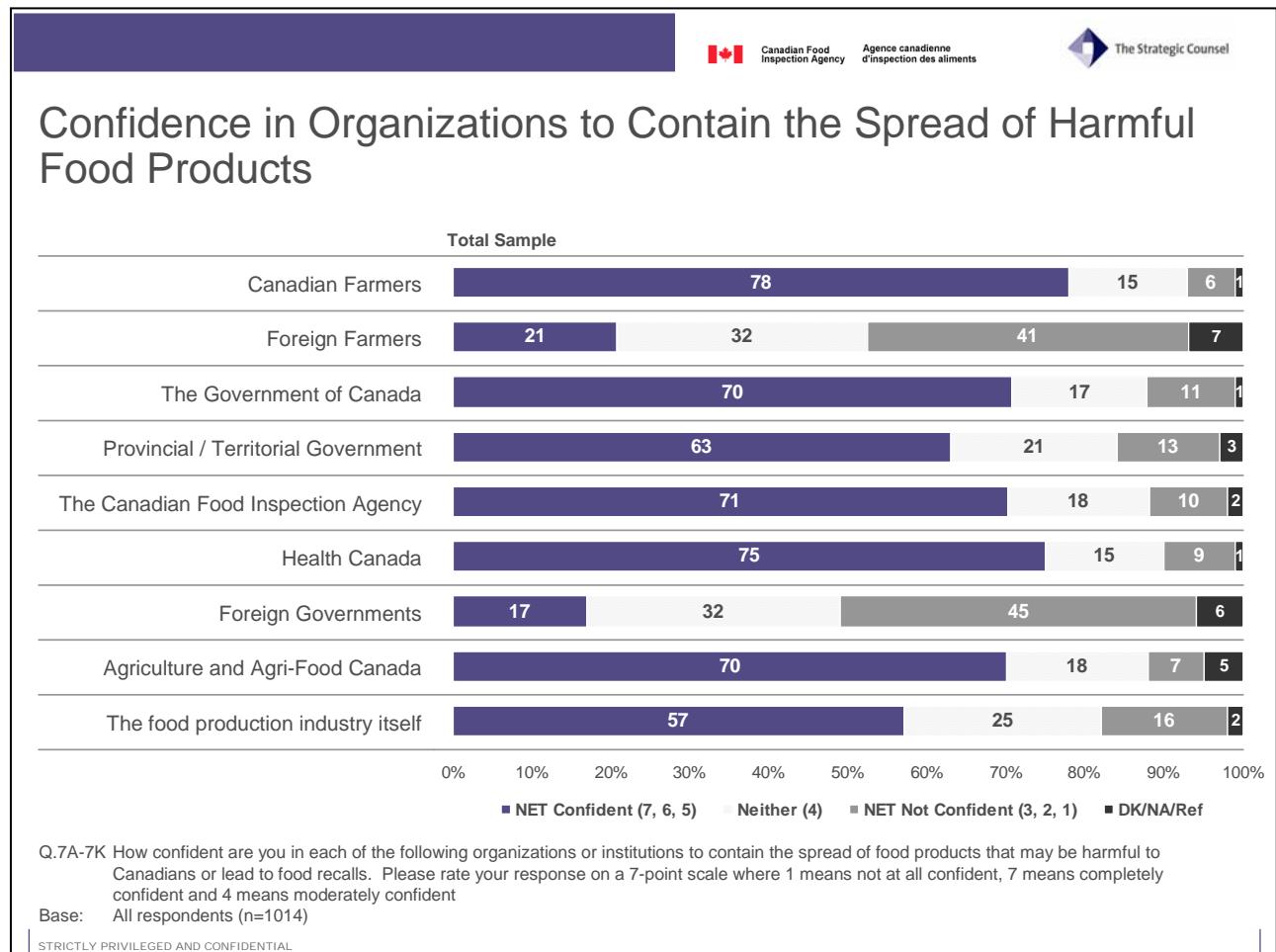
Survey results indicate that Canadians trust our country's food producers and government agencies with respect to the safety of Canada's food supply. Canadians are especially confident in the food produced by Canadian farmers, with almost 8-in-10 Canadians (78%) saying they are confident in Canadian Farmers. Interestingly, while Canadians trust farmers, they hold significantly lower levels of confidence in the food production industry. The industry receives the confidence of only 57% of Canadians, 21% fewer than for farmers.

Canadian government departments and agencies also enjoy high levels of confidence (Health Canada (75%), the CFIA (71%), the Government of Canada (70%) and Agriculture and Agri-Food Canada (70%)).

In contrast, there is little confidence in foreign farmers (21%) and governments (17%) with respect to the safety of food products. This distrust was generally consistent across the country, and suggests that Canadians want their government to be involved in ensuring the safety of all food sold in Canada.



Confidence in Organizations to Contain the Spread of Harmful Food Products





VIII. Communicating With Respect to Food Safety



Communicating With Respect to Food Safety

A. Communicating With Respect to Food Safety

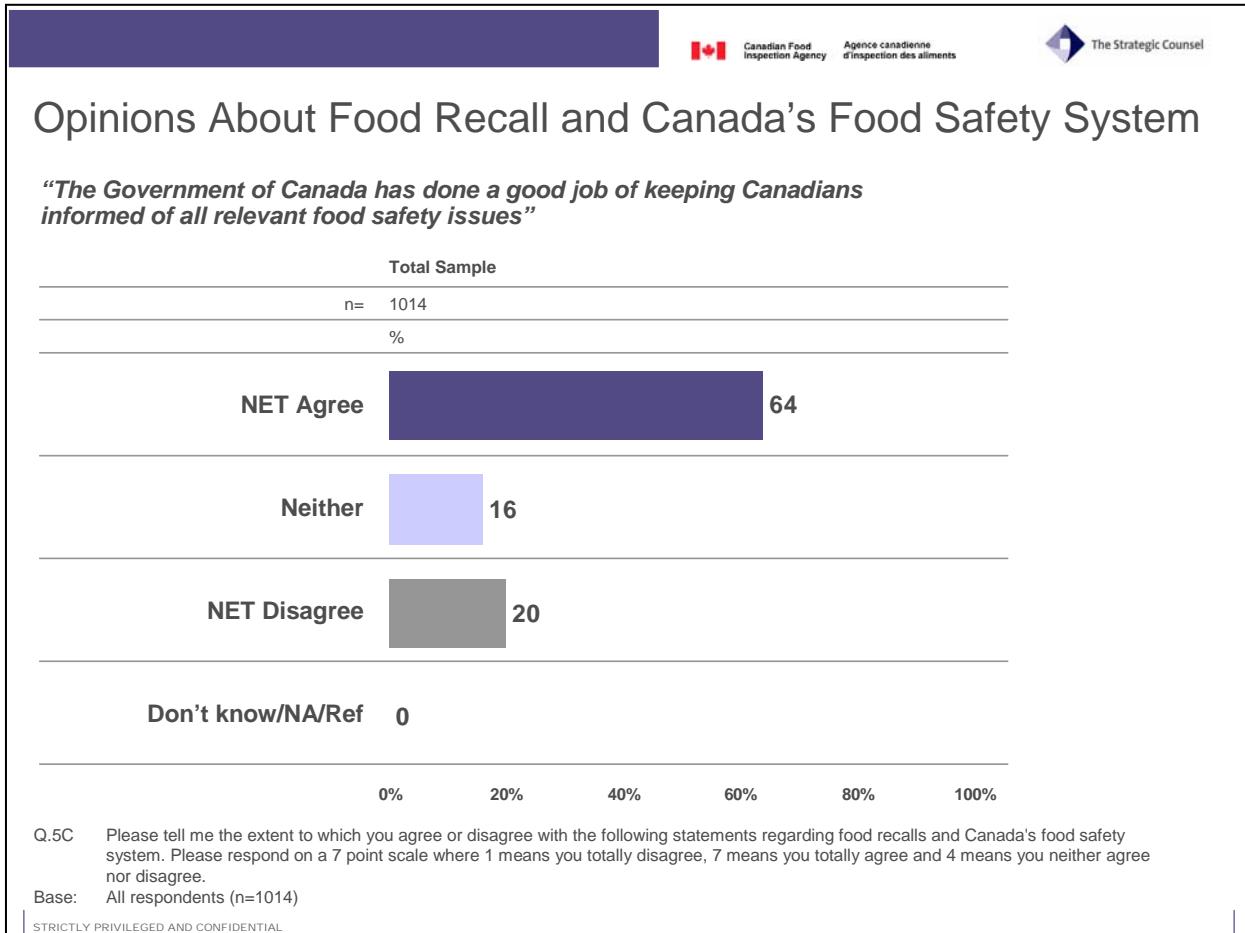
Two-thirds of Canadians (64%) agree that the Federal government has done a good job of keeping Canadians informed of all relevant safety issues; however, most say that they would like more information. In fact, nearly seven-in-ten (69%) say they wish they had more information about food safety, including how to protect themselves and their families from foods that pose a health risk.

Any communication strategy will need to prioritize an online component. Given that our country has one of the highest penetration rates for home Internet access in the world, it is of no surprise that Canadians are primarily using the Internet to access information on food safety. Three-quarters of Canadians (75%) say they would consult the Internet to answer questions they may have on this topic, suggesting the importance of an online component to all food safety communications strategies. Other sources of information that were reportedly consulted included Health Canada (10%), newspaper articles (7%), television news (7%) and the CFIA (6%).

There are a variety of food safety issues about which Canadians would like to learn more; product recalls (16%), meat issues (10%), contamination (10%), regulations on international food (7%) and food handling and storage (5%) are among the most often cited. Please note that these results are dependent on the time at which the survey was conducted, i.e., product recalls were in the media.

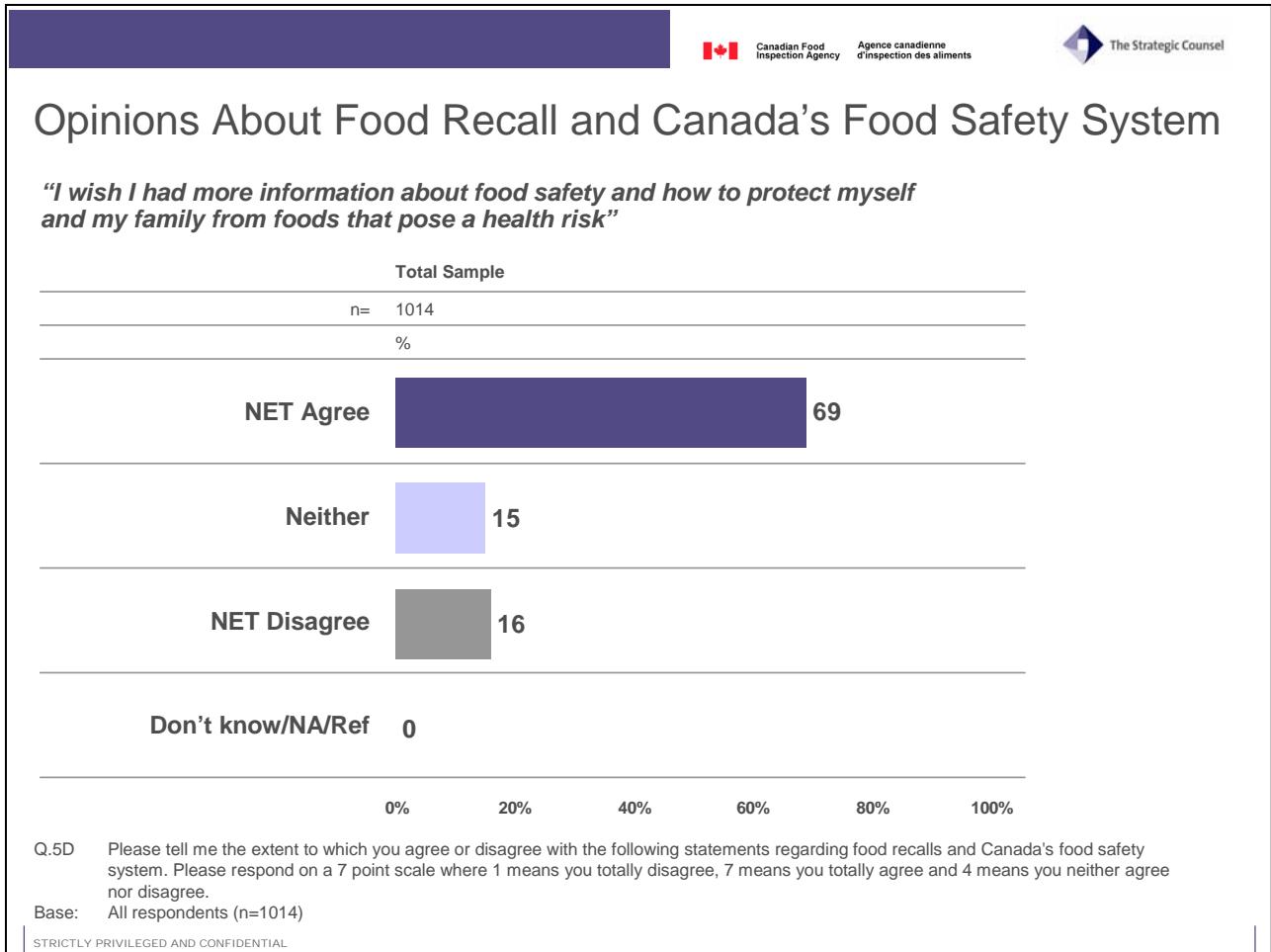


Communicating With Respect to Food Safety



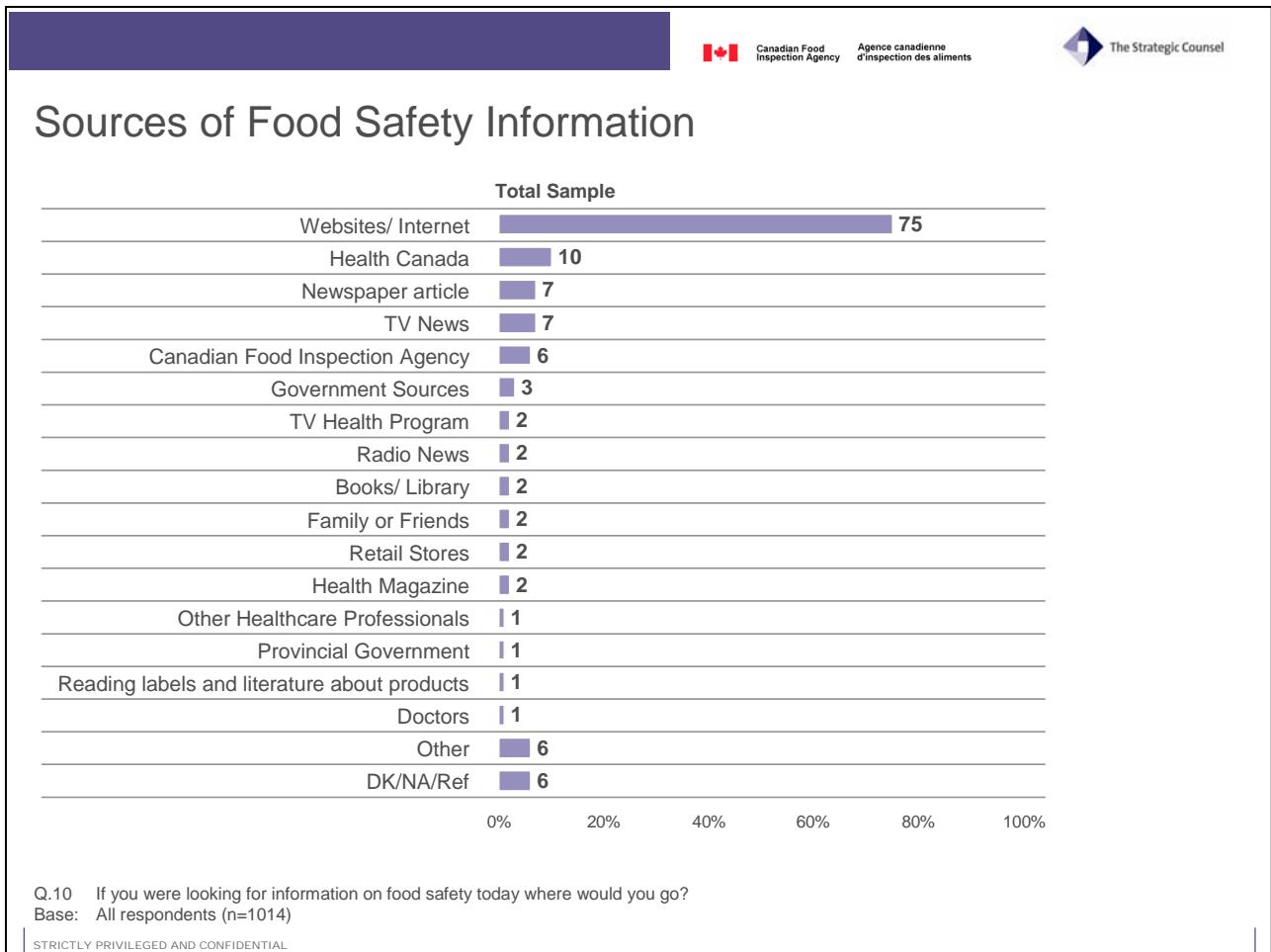


Communicating With Respect to Food Safety





Communicating With Respect to Food Safety





Communicating With Respect to Food Safety

Types of Information on Food Safety

	Total
n=	844
	%
Recall of products	16
Meat issues	10
Contamination	10
Food safety issues (general)	10
Regulations on international food/ Where the food is from	7
Food Handling and storage	5
Nutritional information	4
All relevant information/ any information	4
Pesticides used	4
Food processing regulations	4
Food inspection guidelines	4
Additives/ Preservatives	3
Information on produce	2
Other	7
Don't Know	12

Q.10A And, what kinds of food safety information are you most interested in knowing?
Base: Those who were interested in knowing (n=844)

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IX. Understanding and Perceptions of Food Labelling



Understanding and Perceptions of Food Labelling

The following section examines food labelling and packaging from a number of different perspectives, including:

- the types of information that people look for on food package labels;
- the type of information that is perceived to be most important on food packaging;
- which information is trusted most and least on food package labels;
- levels of awareness of new food package guidelines;
- perceptions toward the ‘Product of Canada’, ‘Made in Canada’, ‘Made in Canada with imported ingredients’, and ‘Made in Canada with domestic and imported ingredients’ labels;
- perceptions of using the red maple leaf and the Canadian flag; and,
- the perceived impact of using more specific product labels.

A. Key Information on Food Product Package Labels

In the focus groups, participants were asked to identify the information on food packages to which they pay particular attention. The food package information that participants listed was consistent across all ten focus groups. They spontaneously identified the following (not in any particular order of importance):

- Brand name
- Size, quantity
- Expiry date
- Price
- Ingredients
- Nutrition facts
- Calories, calcium
- Refrigeration requirements
- Sugar, sodium, fat content
- Preparation method
- Trans fats and saturated fats
- Chemicals and preservatives

The participants placed more importance on the following types of information in their purchase decision-making: brand name, size, quantity, expiry date, organic, nutritional facts (including calories, sugar, trans fats, saturated fats, salt). There were also a few mentions of product grades.



Understanding and Perceptions of Food Labelling

After being shown various examples of food packaging, a few participants in the different cities spontaneously listed ‘country of origin’ as something that they look for on a label. These participants wanted to determine whether or not the produce was made in Canada.

It is interesting to note that new Canadians in the groups (in Toronto and Vancouver) were somewhat more likely to mention (on an unaided basis) the importance of the product being produced in Canada: “*It is not regulated to the same extent in the country where I come from.*”

Once they started to talk about the ‘country of origin’, most participants, but not all, were energized by the importance of knowing whether the product was made/produced in Canada. Even those participants who had not thought about ‘country of origin’ before participating in the groups believed that it was an important consideration when they heard people talk about it. Still, country of origin appears to be a latent concern and factor that has yet to emerge as a key driver of food purchasing.

To many participants, a significant amount of trust is placed on a product if it is known to be produced/made in Canada. The following quotes provide an overview of the most prevalent perceptions about the importance of the ‘country of origin’ designation:

“I trust when it’s made in Canada.”

“You tend to trust the food that is made in your country.”

“We like to believe that our standards are higher than elsewhere.”

“We want to trust it. We like to think our government is protecting us.”

However, some participants questioned whether statements like ‘Product of Canada’ and ‘Made in Canada’ were actually true. Recent media reports that questioned the credibility of these claims resulted in a number of participants doubting the trustworthiness of the statements. By contrast, there was broad consistency that nutritional, primary ingredient, sodium/sugar/calorie, and weight/volume information was trustworthy.

There were some participants who indicated that they often preferred products from other countries and therefore tended to seek out these items. This was the case for food that was not deemed to grow or be produced in Canada. Some expressed a high degree of confidence in these products because there was an assumption that the foods would be inspected when they entered the country.



Understanding and Perceptions of Food Labelling

Some participants did not place much importance on ‘country of origin’, reporting that they do not personally place any importance on where food was produced or processed. They felt that the food manufacturers are responsible for the safety of their product and asserted that “*big brands are safe.*” Also, as mentioned earlier, some believed that imported food products are required to meet some standards -- these participants essentially expressed considerable confidence that imported products would have been inspected upon arrival in the country:

“Imported foods are just as safe because they are inspected and required to meet some standard.”

“I have no problem buying from another country because I assume that whomever packaged it has certain standards.”

B. Awareness of New Food Product Labelling Guidelines

The quantitative research conducted with the general public explored awareness of the new food product labelling guidelines for foods that display ‘Product of Canada’ and ‘Made in Canada’ labels.

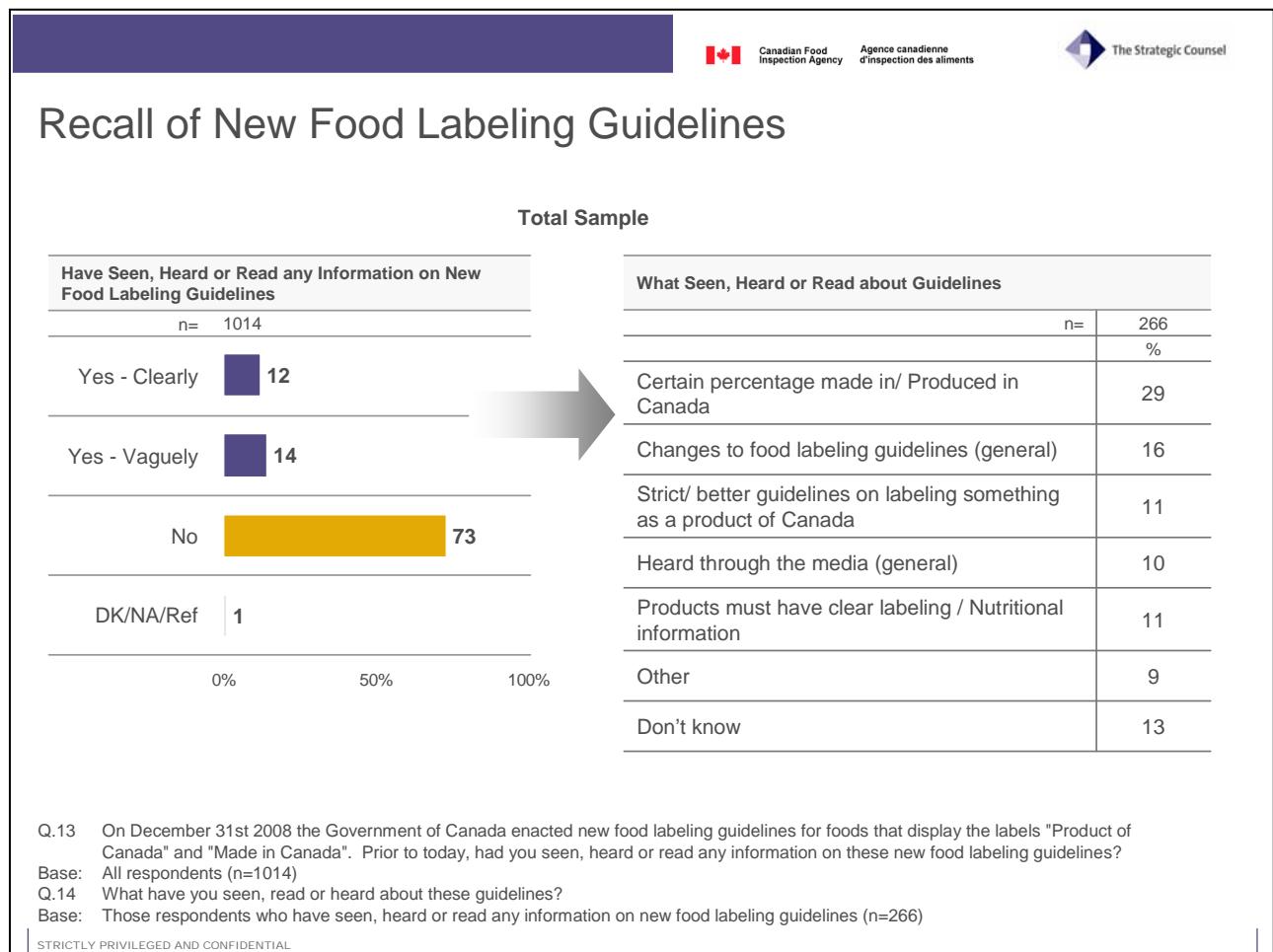
The survey found that 12% clearly recalled hearing something about the new labelling guidelines, while another 14% had some vague recollection.

This relatively low awareness of the new food product labelling is further evidenced in the fact that even those who recalled the new guidelines knew little about them. Less than one-third (29%) of those who remembered information on the guidelines (that is 8% of those surveyed) recalled that they pertained to the proportion of the food product made in or produced in Canada. Another 16% reported that they had heard that food product labelling guidelines had changed.



Understanding and Perceptions of Food Labelling

Awareness and Understanding of New Food Product Package Labelling



C. Perceptions toward 'Product of Canada'

The label -- 'Product of Canada' -- is generally defined by the public as a product that was grown and processed in Canada.

"I believe that the whole thing was made and processed in Canada."

"When I hear 'Product of Canada', I think that the original ingredients are from Canada."

"The raw material is from Canada."

"It was grown here and made here."



Understanding and Perceptions of Food Labelling

“Produced means the ingredients are from Canada and it was processed and packaged.”

“There is no chance that a ‘Product of Canada’ product would have imported items in it.”

This view is supported quantitatively by the telephone survey which shows that the dominant perception (41%) when people hear the words ‘Product of Canada’ is to think that it is made, grown, and comes from Canada. By and large, there are no significant regional differences.

Perceptions toward the Meaning of ‘Product of Canada’



However, some participants in the different centers did not interpret ‘Product of Canada’ in this way. They see this labelling designation as meaning that the raw materials could be sourced from anywhere, but the final product was only “*processed*” or “*manufactured*” in Canada.



Understanding and Perceptions of Food Labelling

“This came from here and this came from there and it was brought here and became a product of Canada.”

“It says that it was made in part from here. Sugar is something that isn’t made in Canada, but it was added in Canada.”

“I would assume that the whole thing was made and processed here in Canada, but the ingredients could come from Italy or other places.”

“I just assume that the final product was produced here.”

“‘Product of Canada’ means it could have been packaged anywhere.”

“The final product was processed in Canada, but the ingredients could be from anywhere.”

Still a few thought that it meant that the product was simply being sold in Canada: *“I just think it means that it’s being sold here in Canada.”*

As participants discussed the ‘Product of Canada’ label in the focus groups, it became evident that the meaning of the label is not clear. Participants did not understand what the label really implies or means about the food product. There was general agreement across the groups that this designation needed to be more specific by providing more information.

Regardless of their interpretation of the meaning of the ‘Product of Canada’ label, participants expressed considerable trust and confidence in a food product that carries a ‘Product of Canada’ label. The sense of trust in this label is evident when about 18% say that the product is trustworthy/safer and another 14% indicate that the product is good/higher quality.

“You just see Canada and you just say ‘yes’”.

While most participants reported that the ‘Product of Canada’ label significantly increased their confidence in that food product, some did not have much faith in the ‘Product of Canada’ label, noting (particularly in Halifax) that they had seen media reports questioning the veracity of this label designation:

“It sounds suspicious to me.”

“The apples may have been grown, but maybe they were bussed up....Mexicans picked it and they were shipped to China to process it...they are just playing with words”.

“I would assume that someone from Canada owns the right to the label.”



Understanding and Perceptions of Food Labelling

As shown in the table below, a slight majority (54%) of Canadians who say they would be more likely to purchase a product with the “Product of Canada” label say they would do so primarily to support the Canadian economy and businesses. A large proportion of this group (40%) also cited higher food safety standards as their reason for choosing a food product labelled ‘Product of Canada.’



Canadian Food Inspection Agency Agence canadienne d'inspection des aliments



The Strategic Counsel

<i>“Product of Canada”</i>	Total
n=	293
	%
Support Canadian business/ Economy	54
Safe/ Higher safety standards	40
Good/ High quality product	12
Depends on price	5
Depends on product/ Where it is coming from	3
Other	1
Don't know	1

Q.16A2 And why would you choose the product that is labeled Product of Canada?
Base: Those respondents who said “yes” to Q.16A (n=293)

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By contrast, participants across the ten groups primarily talked about the importance of the ‘country of origin’ in the context of food safety. Some participants in Saskatoon and Vancouver also noted that this designation had economic benefits because food processing was occurring in Canada which means jobs: “*support your country, love your own country, support our products.*” A few participants also mentioned that these designations – ‘Product of Canada’ and ‘Made in Canada’ implied the food products had better quality.



Understanding and Perceptions of Food Labelling

D. Perceptions toward ‘Made in Canada’

Reactions to the ‘Made in Canada’ label generally mirrored the perceptions toward the ‘Product of Canada’ label. However, there was one significant difference: participants tended to define a ‘Made in Canada’ product as one for which the raw materials may be imported, but for which final processing has occurred in Canada.

“I don’t think it means all the ingredients are from Canada.”

“I don’t assume it’s grown here if it says that.”

“I think the ingredients probably come from different countries or different places, but it’s manufactured and packaged here in Canada.”

“It was made in Canada, but the ingredients are from Guatemala.”

“Made means that they imported the ingredients, assembled them here and made it here.”

“If it’s made in Canada, I’m going to think it was produced in a factory in our country, but the raw materials could be from other countries.”

However, some participants thought that the ‘Made in Canada’ label signified that the entire food product originated from within Canada:

“Was grown here and packaged here.”

“It means that the stuff that’s actually inside of the packaging is made here.”

“It implies that it was grown here.”

“It absolutely implies that it is grown here in Canada, cut down in Canada, processed in Canada....100% Canadian.”

A few participants had a more nuanced view of this label – they saw the main ingredients as Canadian, but the non-primary ingredients as potentially imported:

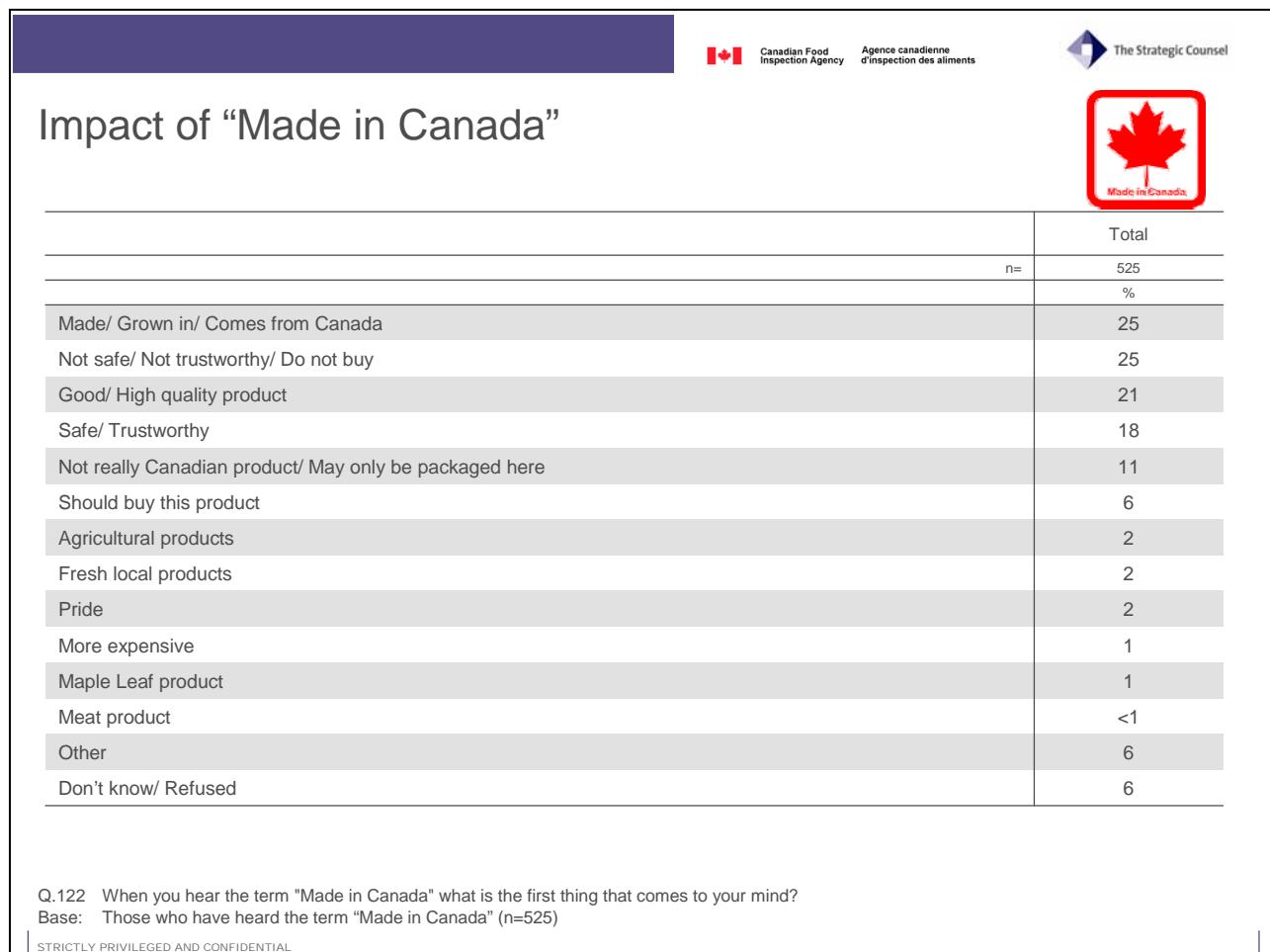
“Like if you buy pears in a can, the pears are made in Canada, but the glucose and fructose are not necessarily Canadian.”



Understanding and Perceptions of Food Labelling

Results from the survey indicate that one-quarter (25%) of Canadians believe that the ‘Made in Canada’ label means that the food product is made/grown/comes from Canada. This is significantly lower than for the “Product of Canada” label, where 41% felt the designation meant the product was made/grown/comes from Canada.

Perceptions toward the Meaning of ‘Made in Canada’



Still, there were some participants who could not distinguish between the meanings of ‘Made in Canada’ and ‘Product of Canada.’ To them, these labels did not convey different messages: “*It says almost the same thing as ‘Product of Canada.’*” Another noted that people would not “*make much of a distinction unless someone pointed it out.*”



Understanding and Perceptions of Food Labelling

Similar to the reactions to ‘Product of Canada’, participants reported that their sense of confidence in the product increased when they saw the “Made in Canada” label. There was an assumption that even if ingredients were imported, there was some level of testing and inspection being undertaken.

Over the course of the discussion, the participants concluded that the meaning of the ‘Made in Canada’ label did not clearly indicate that the product was truly Canadian. “*Neither of them are particularly clear*” captures the prevailing feeling toward both “Made in Canada” and “Product of Canada”. This confusion is also evident in the quantitative research outlined on page 46.

Participants were asked how, if at all, they would change these labels. They responded by saying that they would make them more specific. For example, they would provide information on whether the ingredients were Canadian, on the region or province where the product was grown, and on where the product was processed.

“I want to know where it’s grown, how it’s produced.”

“Where the materials are from.”

E. Differences and Similarities between ‘Made in Canada’ and ‘Product of Canada’

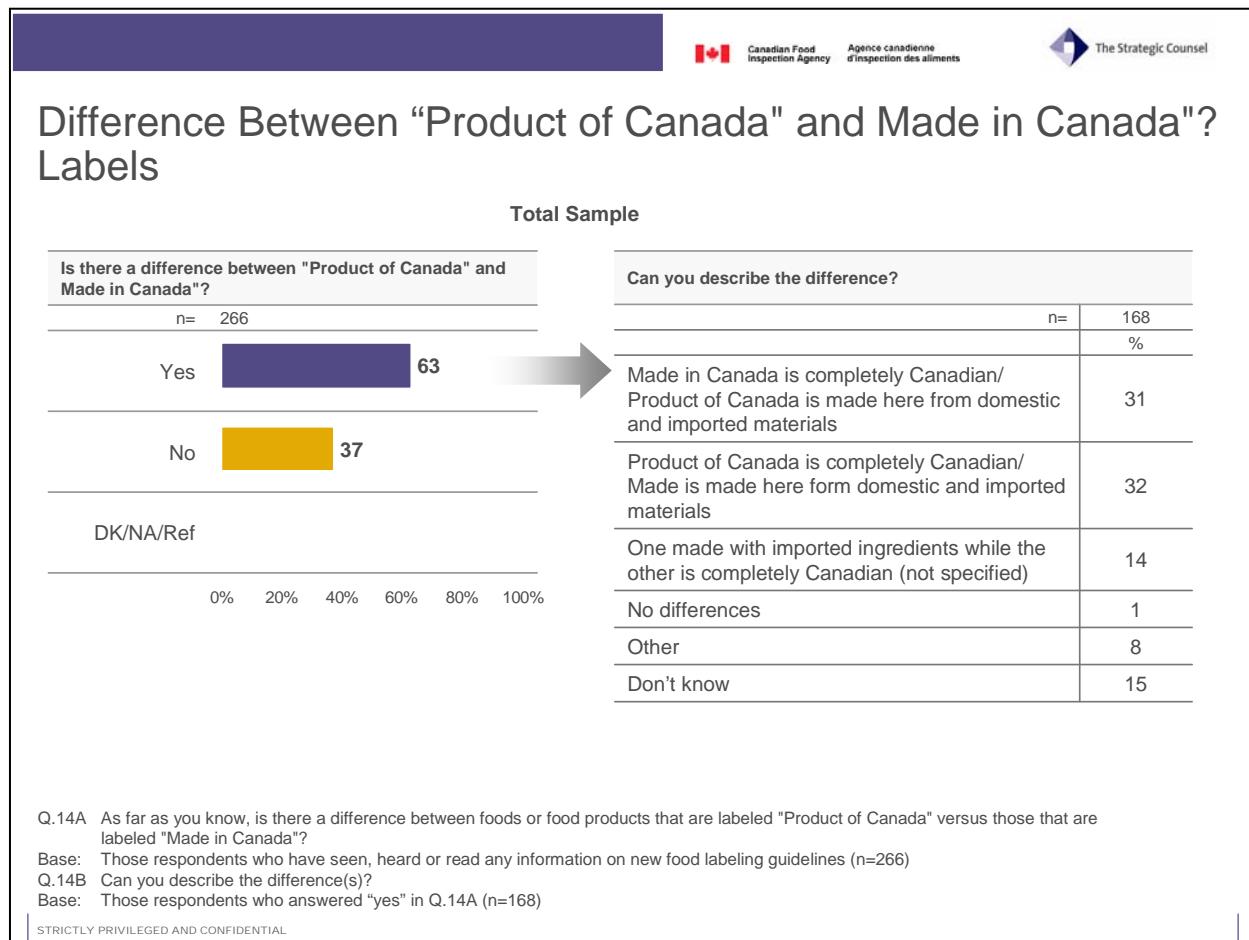
The lack of clarity about the meaning of ‘Made in Canada’ and ‘Product of Canada’ is revealed in the table on page 48.

Almost two-thirds (63%) believe that there is a difference between food products that are labelled ‘Product of Canada’ and ‘Made in Canada’.

However, when asked to describe the differences, there was little consensus. Approximately one-third (31%) thought that ‘Made in Canada’ referred to products that were completely Canadian, while ‘Product of Canada’ referred to products made in Canada from domestic and imported materials. Yet a similar proportion (32%) thought that ‘Product of Canada’ was completely Canadian, while ‘Made in Canada’ was made here from domestic and imported materials.



Understanding and Perceptions of Food Labelling



F. Perceptions toward 'Made in Canada with domestic and imported ingredients'

When exposed to the 'Made in Canada with domestic and imported ingredients' label, most participants immediately described this label as "clear", "accurate", "truthful" or "honest". As a result, these participants described this designation as "a little bit better".

In addition, some participants believed that this label was "*letting people know where everything is coming from*" and giving "*you a little more information*".



Understanding and Perceptions of Food Labelling

However, participants felt that this label raised “*many more questions*” because it only gives “*half the information*” about the food product. In fact, it caused participants to want to know which “*ingredients are domestic and (which are) imported.*” One participant noted that “*sometimes a little knowledge is a dangerous thing.*” Another said that “*the more they tell us, the more we want to go back to just ‘Made in Canada.’*” These issues were raised in all groups, including among those with both high and low confidence in food safety.

Because the label raised certain questions, it caused most participants to wonder about whether they should have any confidence in a food product that carries it.

“*It decreases some people’s confidence buying this product.*”

“*They are making me suspicious.*”

“*I’d be a little wary. I might not want to buy it.*”

“*It kind of scares me.....because you don’t know what’s in it.*”

“*It increases my confidence in making a decision not to buy it.*”

Not all participants shared these views. A number of participants felt that this labelling was more truthful and this increased their confidence. These participants felt that regardless of where ingredients are sourced, they are inspected and required to meet a specific standard. These same participants felt more positive toward the federal government because it is “*actually making companies give you more information.*”

The table on page 50 shows that Canadians who say they would be more likely to purchase a product with the “Made in Canada with Domestic and Imported Ingredients” label than a product without a label would do so because of economic (49%) and food safety (47%) considerations.



Understanding and Perceptions of Food Labelling

Reasons to Choose a Product Based on “Made in Canada from Domestic and Imported Ingredients” Label

<i>“Product of Canada from Domestic and Imported Ingredients”</i>	Total
n=	271
	%
Support Canadian business/ Economy	49
Safe/ Higher safety standards	47
Good/ High quality product	6
Depends on price	5
Depends on product/ Where it is coming from	5
Other	3
Don't know/ Refused	2

Q.16C2 And why would you choose the product that is Made in Canada from domestic and imported ingredients?
Base: Those respondents who said “yes” to Q.16C (n=271)

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G. Perceptions toward ‘Made in Canada with Imported Ingredients’

While the “Made in Canada with domestic and imported ingredients” label generated many questions about the product, participants felt that the label more clearly communicated information about the origins of the product.

Its clarity and honesty was something that was appreciated by participants. It was believed that the manufacturers were not trying to hide something. Still, some participants felt that it did not provide enough information: “*You don’t know where the ingredients are from.*”

However, participants felt that this kind of designation would likely reduce their interest in purchasing food products:

“*This product would not be completely trustworthy.*”



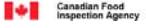
Understanding and Perceptions of Food Labelling

“It’s honest, but no one would buy it.”

“If the product was made in Canada, but the ingredients are from Guatemala, you aren’t going to buy it.”

Some expressed a more nuanced view about products with the ‘Made in Canada with imported ingredients’ label, particularly concerning ethnic-type food products.

The table on this page shows that a slight majority of Canadians who say they would be more likely to purchase a product with the “Made in Canada with Imported Ingredients” label than a product without a label (53%) would tend to choose it on the basis of food safety. About 42% would choose a food product with this designation for economic reasons.



Canadian Food Inspection Agency Agence canadienne d'inspection des aliments



The Strategic Counsel

Reasons to Choose a Product Based on “Made in Canada from Imported Ingredients” Label

“Product of Canada from Imported Ingredients”	Total
n=	220
%	
Safe/ Higher safety standards	53
Support Canadian business/ Economy	42
Good/ High quality product	7
Depends on product/ Where it is coming from	4
Depends on price	4
Other	2
Don't know/ Refused	3

Q.16B2 And why would you choose the product that is labeled Made in Canada from imported ingredients?
Base: Those respondents who said “yes” to Q.16B (n=220)

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Understanding and Perceptions of Food Labelling

H. Level of Confidence in Different Country of Origin Labels

The telephone survey measured the level of interest in purchasing food products using three different labels – ‘Product of Canada’, ‘Made in Canada with Domestic and Imported Ingredients’ and ‘Made in Canada with Imported Ingredients’

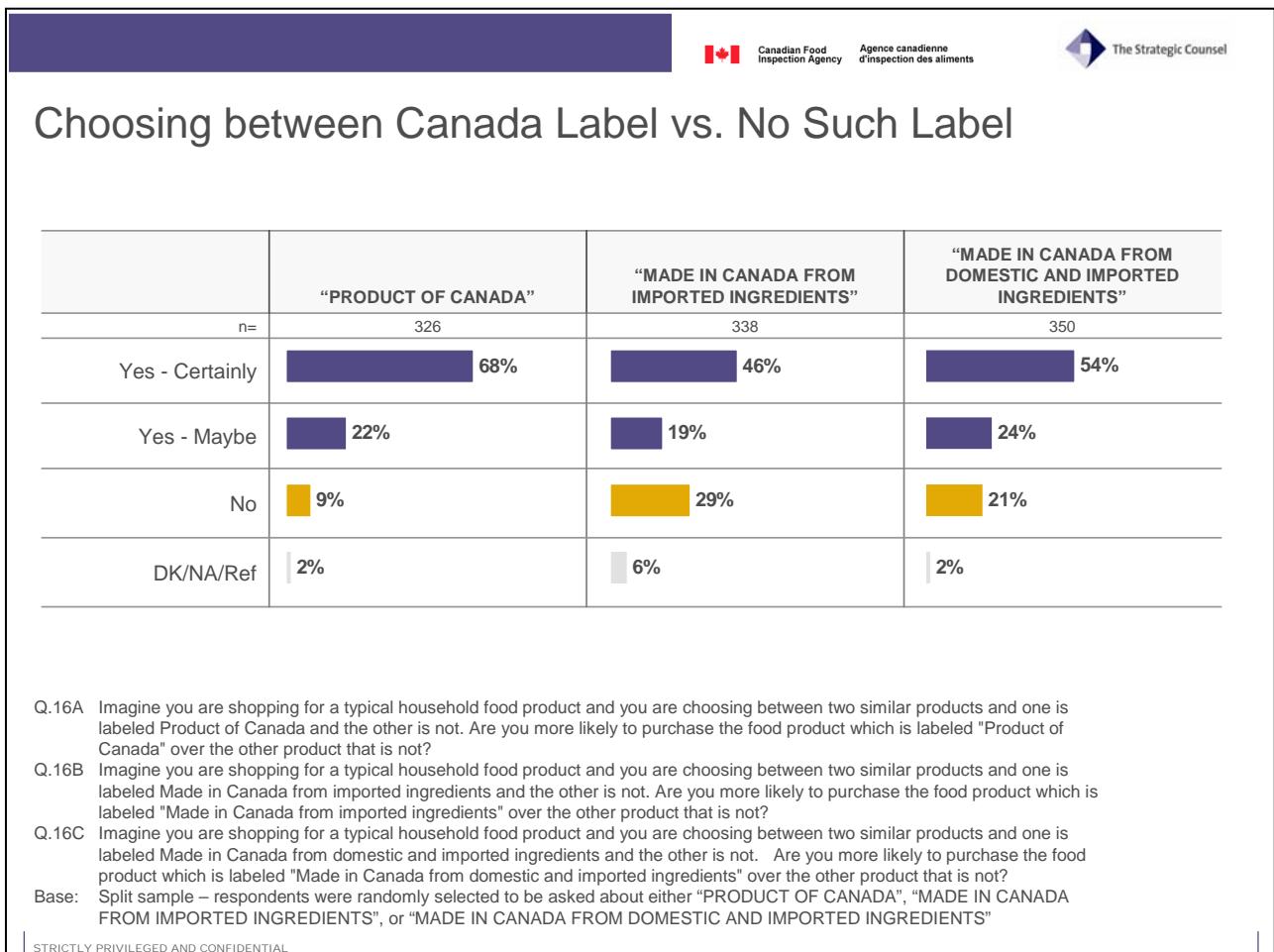
As shown in the table below, it is not surprising that a tremendous confidence was expressed in purchasing a food product labelled ‘Product of Canada’: sixty-eight percent would certainly purchase an item with this label, and another 22% report they might.

Confidence drops substantially when asked about the food product label ‘Made in Canada with Domestic and Imported Ingredients’: 54% would certainly buy this product and additional 24% say they might. One-fifth (21%) say they would not purchase a product with this label.

Interest declines even further when asked about a food product that has the ‘Made in Canada with Imported Ingredients’: about 46% would buy a product carrying this label and 19% might. Almost one-third (29%) would not purchase a product with this designation.



Understanding and Perceptions of Food Labelling



I. The potential role of the red maple leaf logo on food package labels

Both the standalone red maple leaf logo and the Canadian flag displayed on a food package send a clear and unequivocal message that the product is genuinely Canadian.

"It makes it more Canadian."

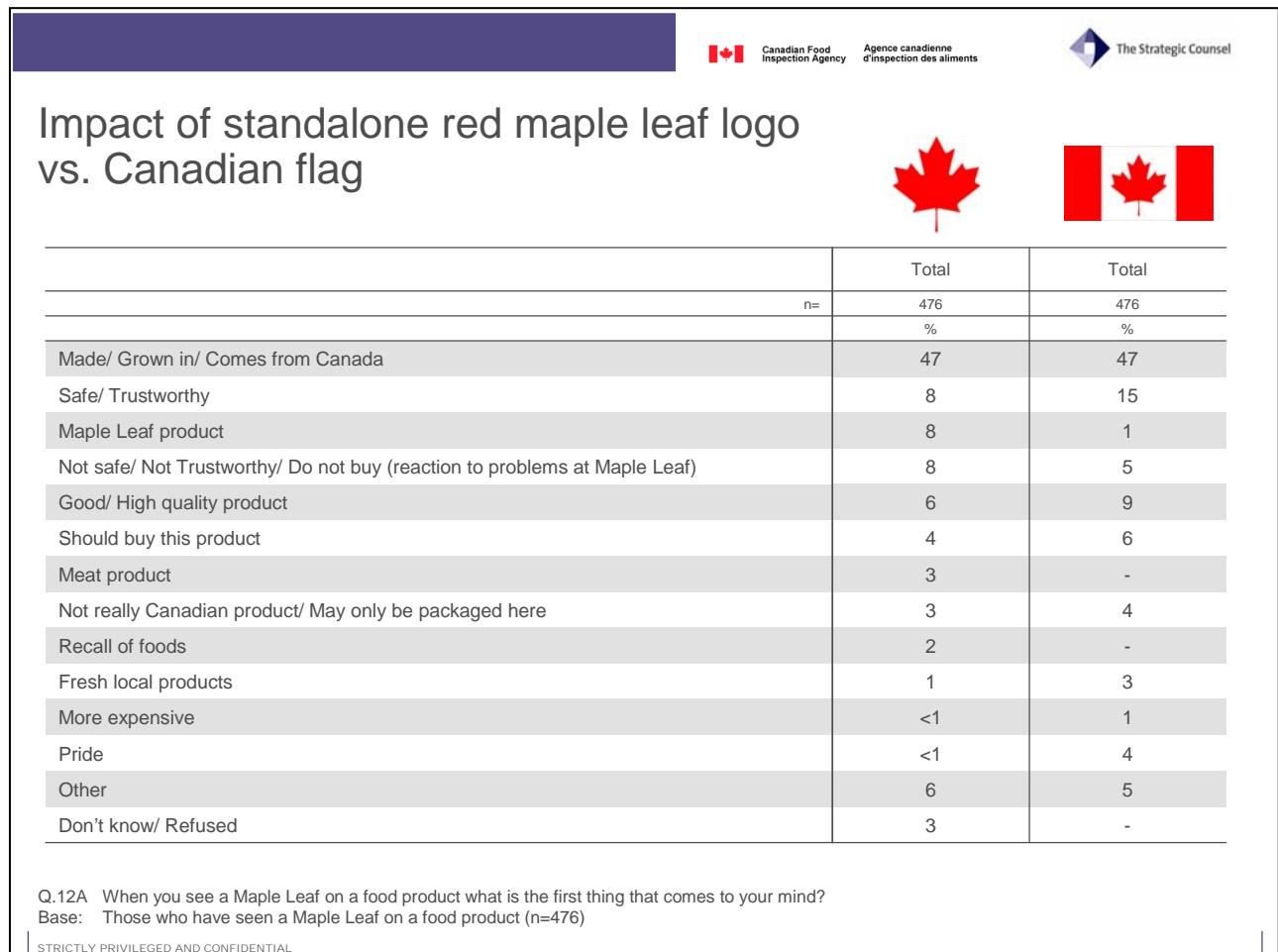
"It makes you think it is more Canadian."

"Some part of your brain is thinking maple leaf, go and buy it."



Understanding and Perceptions of Food Labelling

This finding is confirmed in the quantitative research, where results show that a food product with a standalone red maple leaf logo (47%) or Canadian flag (47%) is categorized as a Canadian product. The Canadian flag had slightly more positive connotation, with almost twice as many respondents (15% vs. 8%) associating it with “safe/Trustworthy”. A relatively small percentage (8%) confused the red maple leaf with the national food brand.



Overall, displaying a Canadian flag or a standalone red maple leaf logo on a food package label could be a powerful branding symbol for genuinely Canadian food products.



Understanding and Perceptions of Food Labelling

J. Perceptions toward a More Specific Food Package Label

Participants were asked to react to another possible food package label: “Made with 100% Canadian strawberries”.

The reaction was unequivocally positive to a MORE specific label – particularly the reference to a 100% Canadian food product:

“You know the strawberries aren’t coming from Mexico.”

“I would definitely feel better about the product.”

“I’d be encouraged that it is a Canadian product.”

For participants, this label clearly communicated the origins of the food product, but was still ambiguous about whether the product was processed and packaged in Canada.



X. Communicating Food Product Packaging Labels



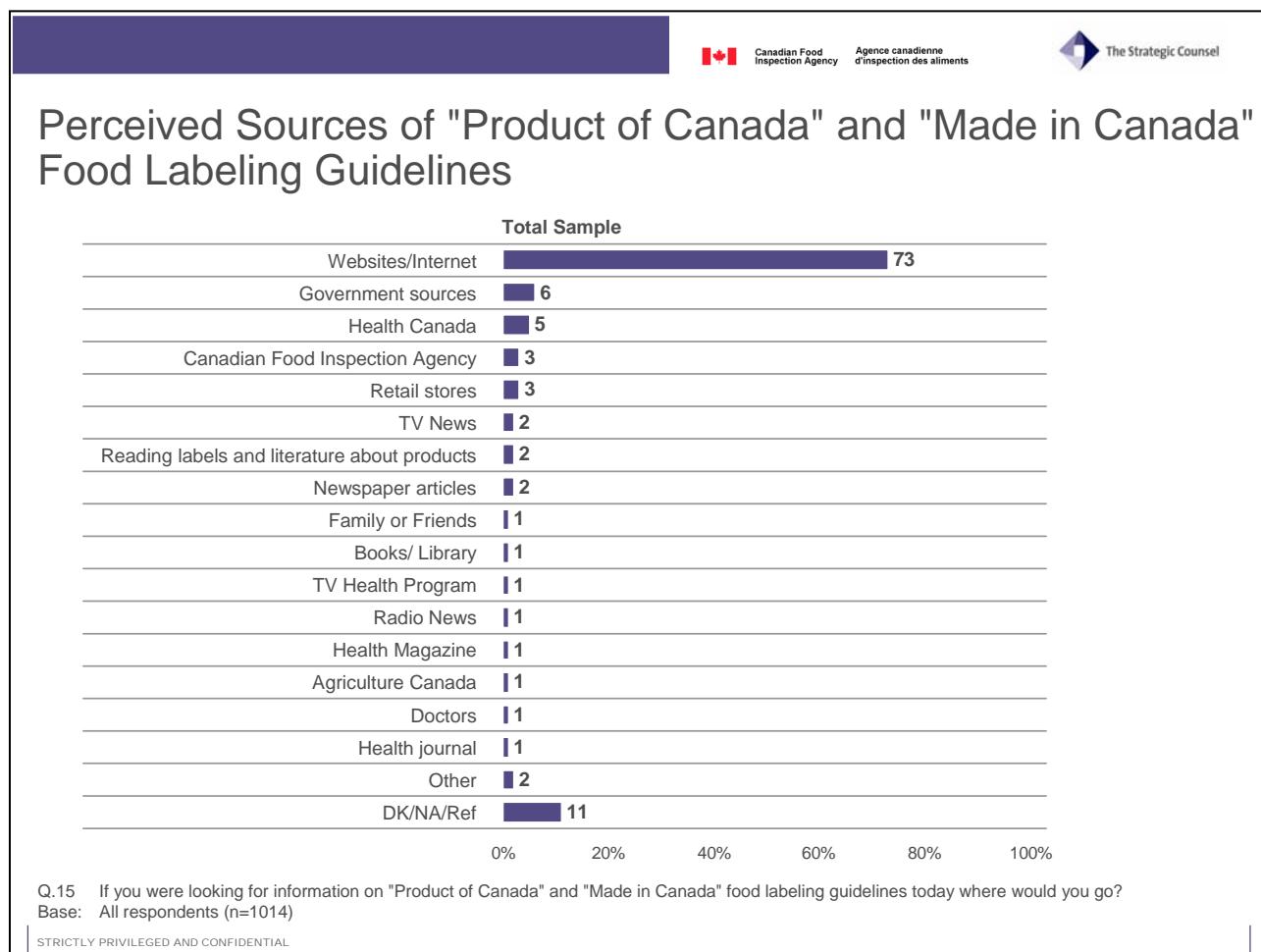
Communicating Food Product Packaging Labels

This section of the report reviews where people would look for information about food product package labels, and how the meanings of these labels should be communicated to Canadians. This section also discusses public perceptions about which level of government should take the lead on communicating information on the food product labels.

A. Prime Source for Obtaining Information on 'Product of Canada' and 'Made in Canada' Food Package Labelling

The telephone survey asked respondents where they would look for information on 'Product of Canada' and 'Made in Canada' food product package labelling guidelines.

Canadians (73%) claim that they would overwhelmingly use the Internet to look for information on food package labelling.



S.15 If you were looking for information on "Product of Canada" and "Made in Canada" food labeling guidelines today where would you go?

Base: All respondents (n=1014)

S.15 If you were looking for information on "Product of Canada" and "Made in Canada" food labeling guidelines today where would you go?

Base: All respondents (n=1014)

S.15 If you were looking for information on "Product of Canada" and "Made in Canada" food labeling guidelines today where would you go?

Base: All respondents (n=1014)



Communicating Food Product Packaging Labels

These findings are consistent with other research conducted for government which suggested that when people see information they will go to the Internet as the method to find this information.

B. Perceived Department/Agency to Lead the Communications of the Food Package Labelling

Most participants, including those in Montreal, thought that the federal government should take the lead in communicating information about the food product package labelling guidelines. There was an explicit and implicit understanding that it should be a federal responsibility given the need for national standards and consistency.

Only in Montreal did participants suggest that the federal government should collaborate with the provincial governments to maximize the effectiveness of the initiative.



Communicating Food Product Packaging Labels

There was considerable discussion about whether the lead department/agency should be Health Canada or Canadian Food Inspection Agency.

Many participants felt that Health Canada should take the lead “*because they are more concerned about your health*” and “*because they would be concerned about the health effects of food.*” Some also opted for Health Canada because they felt that this department would have tougher standards.

Also, many participants recommended Health Canada because they were unaware of the CFIA and its mandate: “*I didn’t even know there was a Canadian Food Inspection Agency.*” Those participants who were somewhat knowledgeable about the CFIA tended to suggest that it should take the lead:

“It’s their responsibility. They should be doing it. If something got through their fingers, we would hold them accountable, so we just can’t let them hand it off to another department.”

“I think the food inspection agency should be doing it. Health Canada is targeted to your health, whereas the food inspection agency is focused on food.”

Most participants did not think that the private sector would have credibility in communicating the new guidelines for food package labels. The following quote encapsulates the feeling that important matters relating to our health and food supply require government attention: “*Because it is food, it needs to be the responsibility of government...because it requires regulating food.*”

C. Communication Strategies to Convey Food Product Package Labels

The focus groups explored how the food product package labels could be communicated with Canadians in their specific community.

At a high level, participants adopted a more traditional communications strategy using a mix of different channels – television, local radio, in-store, out of home (particularly transit) and to lesser extent print advertising. They were much less interested in Internet advertising and new digital communications such as text messaging.

Clearly, national and local television (and of course television commercials) were the most popular choice for communicating about the new food product package labels. These channels were chosen because it was perceived that they commanded the largest audiences. Local television tended to be slightly more prevalent in smaller communities like Halifax and Saskatoon. But, it is important that local television was also chosen by participants for larger communities: one Vancouver participant noted that “*the best advertising is when it is done locally.*”



Communicating Food Product Packaging Labels

In-store advertising (using floor decals, shelve/cash register signage) was selected by many participants. They see this media channel as particularly effective because it informs consumers who are in the process of purchasing grocery products:

“Because you’re in the store....that’s where it would grab your attention.”

“When you’re in a certain environment, you act in a certain way....You are there for a purpose – buying, looking, and reading labels.”

“Provided it is shelf signage. It’s right there... right in front of you, you can’t not see it when you are in grocery store.”

Moreover, it was recognized that this method was explicitly targeted at the primary grocery shopper.

Out of home (particularly transit advertising and to lesser extent billboards) was also perceived to be an effective way of communicating information on food product package labels:

“I travel by the TTC a lot and people spend a lot of time looking at the advertisements.”

“When you look at the subway, all you are doing is looking at the walls and absorbing information.”

This media channel was also identified as effective in smaller centers like Saskatoon where participants noted advertising on transit buses as a good way to reach a broader cross section of the population.

Local radio was a widely selected option, largely because there was a belief that radio taps in a captive audience as people listen to the radio when commuting in their cars.

Print advertising (ie. newspapers and magazines) was cited frequently, though not as frequently as other traditional broadcast channels. While it was recognized that print advertising conveys more information, fewer people read and digest print advertising: *“we have very little time to read newspapers and magazines.”* Moreover, it was noted that print advertising targets specific segments and does not necessarily reach a broad audience. In Toronto, it was noted that Metro (a local community newspaper) was a very effective way to reach a lot of people.

There was broad consensus that certain media channels were not as strong for communicating the new food product package labels. These include the Internet, text messaging, web-banners/web buttons, flyers, weekly community papers, as well as trade shows, exhibits and fairs.



Communicating Food Product Packaging Labels

Despite this, there were participants who acknowledged that Internet-based advertising is potentially effective: “*With the web, it’s only one link and you can click and it will take you further.*” Another participant noted that a boutique grocery chain is using email to “*highlight sales.*”



XI. Demographic Profile



Demographic Profile

Language

	Total
n=	965
	%
English	69
French	22
Chinese	1
Punjabi	2
Serbian	1
Spanish	1
Dutch	1
German	1
Italian	1
Arabic	1
Polish	1
Other	1
DK/NA/Ref	<1

Q.17 What is the first language you learnt as a child and still understand? That is, what is your mother tongue?
Base: All respondents

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Demographic Profile

Education

	Total
n=	1014
	%
High School diploma or less	31
Some technical, community college, CEGEP, College Classique	4
Completed technical, community college, CEGEP, College Classique	22
Some university (includes obtained certificate but not a degree)	8
Bachelor's Degree	24
Master's Degree	7
Other	2
DK/NA/Ref	1

Q.D3 What is the highest level of formal education that you have completed?
Base: All respondents (n=1014)

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Demographic Profile

 Canadian Food
Inspection Agency Agence canadienne
d'inspection des aliments

 The Strategic Counsel

Employment Status

	Total
n=	1014
	%
Working for pay, full-time (35 hours or more per week)	44
Working for pay, part-time (less than 35 hours per week)	11
Self employed	13
Retired	20
Unemployed/looking for work	5
A homemaker	9
Student	6
Other	2
DK/NA/Ref	1

Q.D4 Which of the following categories describes to your current situation? You can choose more than one. Are you currently ...?
Base: All respondents (n=1014)

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Demographic Profile

Income

	Total
n=	1014
	%
Less than \$20,000	7
\$20,000- \$29,999	7
\$30,000- \$39,999	7
\$40,000- \$49,999	6
\$50,000- \$59,999	6
\$60,000- \$69,999	6
\$70,000- \$79,999	4
\$80,000- \$89,999	5
\$90,000- \$99,999	3
\$100,000 and above	22
DK/NA/Ref	28

Q.D5 Could you tell me the total income, before taxes and deductions, of all family who live with you in your household, including yourself, from all sources for the year ending December 31st, 2008.

Base: All respondents (n=1014)

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XII. Appendix A: Recruiting Script



Recruiting Script

A. English

RECRUITING SCREENER

Hello. My name is _____ from the Strategic Counsel, a public opinion research firm. We are presently conducting a study on behalf of the Government of Canada. We are looking for people 18 years of age and older to participate in a focus group to discuss some food safety related issues.

Your participation is on a voluntary basis and your identity will remain confidential, your name, as a participant in this study, will never be shared with anyone, and your comments will be combined with those of other participants in order to get a global picture. Your participation in our study will not affect any dealings you may have or will have with any department of the Government of Canada.

I would like to ask you a few questions to verify your eligibility for the focus group. This will take only 3 or 4 minutes. If you are eligible, you will be invited to participate in the discussion and you will receive a **\$70** cash compensation to thank you for your participation.

Q1 Who is responsible most of the time for doing the grocery shopping in your household?

- Respondent
- Shared responsibility
- Someone else **ASK TO SPEAK TO THAT PERSON**

All participants should be responsible for doing the grocery shopping.

Q2 Can you tell me if you or anyone in your immediate family works or has worked in the last two years for: **(Read)**

- | | NO | YES |
|--|-----------------------|-----------------------|
| ■ A marketing, research, or a public relations firm, or an advertising agency | <input type="radio"/> | <input type="radio"/> |
| ■ Radio, TV, the media | <input type="radio"/> | <input type="radio"/> |
| ■ A manufacturer, a food chain, or a distributor of food products or any company related to the food industry .. | <input type="radio"/> | <input type="radio"/> |
| ■ The municipal, provincial, or federal government | <input type="radio"/> | <input type="radio"/> |
| ■ A political organization | <input type="radio"/> | <input type="radio"/> |
| ■ A restaurant..... | <input type="radio"/> | <input type="radio"/> |
| ■ None of the Above | <input type="radio"/> | <input type="radio"/> |
- CONCLU
DE** _____
- CONTINUE**

Q3 Now, using a 7-point scale where 1 is not at all confident, 7 is completely confident, how confident are you right now in Canada's food safety system? **(Repeat scale if necessary)**

- 1-3 **Group 1**
- 4-7 **Group 2**



Q4 Do you always, often, sometimes, rarely or never check food labelling information prior to purchasing it for your household.

Always
Often
Sometimes
Rarely
Never

<input type="radio"/>	GOOD MIX with a maximum of 1
<input checked="" type="radio"/>	never
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	

Q5. What is your age category? (GOOD VARIETY)

- 18-24

<input type="radio"/>	MAX 1
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	GOOD MIX
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	MAX 1
<input type="radio"/>	
<input type="radio"/>	TERMINATE
- 25-34
- 35-44
- 45-54
- 55-59
- 60 - 70
- 70 +

Q6. Do you have children living with you?

- Yes
 - No
- | | |
|----------------------------------|-----------------|
| <input type="radio"/> | GOOD MIX |
| <input checked="" type="radio"/> | |

Q7. What is the last year of schooling that you completed?

- Some high school
 - High school completed.....
 - Some college
 - College completed.....
 - Some university
 - University completed
- | | |
|-----------------------|-------------|
| <input type="radio"/> | |
| <input type="radio"/> | |
| <input type="radio"/> | GOOD |
| <input type="radio"/> | MIX |
| <input type="radio"/> | |
| <input type="radio"/> | |

Q8. Do you belong to a cultural or ethnic community?

- Yes, which one? _____
 - No.....
- | | |
|----------------------------------|-------------|
| <input type="radio"/> | |
| <input checked="" type="radio"/> | GOOD |
| <input type="radio"/> | MIX |

Q9. Do you have a paid job?

- Yes, full-time
 - Yes, part-time
 - No
 - Student.....
- | | |
|-----------------------|-------------------------|
| <input type="radio"/> | |
| <input type="radio"/> | |
| <input type="radio"/> | GOOD MIX |
| <input type="radio"/> | MAX of 1 student |
| <input type="radio"/> | GO TO 0 |
| <input type="radio"/> | |



Q10. Could you tell me your position or occupation and what type of company you work for?

OCCUPATION	COMPANY

GOOD MIX OF OCCUPATIONS (exclude jobs related to farming, production, distribution, sale of food, including restaurants and grocery stores)

Q11. Have you ever participated in a discussion group for a research company?

- No, never
 - Yes, less than 6 months ago.....
 - Yes , more than 6 months ago.....
- | |
|---|
| AT LEAST HALF (5
<input type="radio"/> RECRUITS) |
| <input type="radio"/> CONCLUDE |
- | |
|--------------------------------|
| <input type="radio"/> CONTINUE |
|--------------------------------|

Q12. What was the topic discussed?

SPECIFY: _____
(IF TOPIC RELATED TO FOOD SAFETY OR LABELLING, TERMINATE)

Q13. Record gender:

- Male.....
 - Female
- | |
|----------------------------|
| <input type="radio"/> GOOD |
| <input type="radio"/> MIX |

**Screen for hearing / speaking difficulties or
concern about ability to communicate**

We would like you to participate in a focus group. To thank you for taking part, you will receive \$70 cash at the end of the session which will last 1.5-2 hours.

If asked: The amount received is not considered income. Therefore, you do not have to declare it for tax purposes.

If the participant wants information about what a discussion group is

A discussion group is made up of approximately 8 to 10 people and a moderator from our firm who will gather everyone's opinions and reactions. Participation is on a voluntary basis and comments made during the discussion will be combined to ensure that your personal identity remains confidential.



The session will take place at _____, (time) at (place), which is located at (address).

Halifax English Groups	March 16, 2009 Group 1: 5h30 pm Group 2: 7h30 pm	The Focus Room (Nucleus Strategy) Suite L108, 1701 Hollis Street Halifax, NS B3J 3M8
Montreal French Groups	March 18, 2009 Group 1: 5h30 pm Group 2: 7h30 pm	CRC Suite 802, 1250 Guy Street Montreal, QC H3H 2T4
Toronto English Groups	March 18, 2009 Group 1: 5h30 pm Group 2: 7h30 pm	Research House <hr/> 2 nd floor, 1867 Yonge Street Toronto, ON M4S 1Y5
Saskatoon English Groups	March 23, 2009 Group 1: 5h30 pm Group 2: 7h30 pm	Norsask Suite 401, 220 3 rd Avenue South Saskatoon, SK S7K 1M1
Vancouver English Groups	March 24, 2009 Group 1: 5h30 pm Group 2: 7h30 pm	Vancouver Focus 1156 Hornby Street Vancouver, BC V6Z 1V8

We ask that you arrive 10 minutes prior to the beginning of the session and identify yourself to our staff who will gladly welcome you. During the discussion you may be asked to read so please bring your reading glasses or anything else that you may need. Please bring an ID card with photo. If for any reason you are unable to attend, please let us know as soon as possible at **[1-800-xxx-xxxx]** so we can find a replacement.

NOTE TO THE RECRUITER

Tell participants that the groups are small and anyone who does not show or cancels at the last minute will compromise the study.
Make sure they know we feel their opinions are valuable.



NAME: _____

ADDRESS/Email Address:

TELEPHONE: Home: _____ Office: _____

DATE: _____ **TIME:** _____

RECRUITER'S NAME: _____ **GROUP:** _____

THANK YOU! YOUR PARTICIPATION IS HIGHLY APPRECIATED.

PROJECT:

	Halifax/Saskatoon/Montreal/Toronto/Vancouver	
	GROUP 1 Less Confident (Q4=3)	GROUP 2 Modest to very Confident (Q4)
■ Responsible for grocery shopping	All (10)	All (10)
■ 25-34	(2-3)	(2-3)
■ 35-44	(2-3)	(2-3)
■ 45-59	(4)	(4)
■ Ethnic community	1-3	1-3
■ Fulltime/part-time workers	(6)	(6)
■ Others	(4)	(4)
■ Men	4-5	4-5

B. French

QUESTIONNAIRE DE RECRUTEMENT

Projet :

Bonjour. Mon nom est _____ de la firme The Strategic Counsel, une compagnie nationale de sondage de l'opinion publique. Nous effectuons présentement une étude pour le gouvernement du Canada. Nous recherchons des personnes âgées de plus de 18 ans ou plus pour participer à un groupe de discussion portant sur des sujets reliés à la sécurité / salubrité des aliments.

Votre participation se fait sur une base volontaire et votre nom, en tant que participant à cette étude ne sera divulgué à personne, vos commentaires seront combinés à ceux des autres participants afin de tracer un



portrait d'ensemble. Votre participation à notre étude n'aura aucun impact sur les relations que vous avez ou aurez avec un ministère du gouvernement du Canada.

J'aimerais vous poser quelques questions afin de vérifier votre éligibilité pour le groupe de discussion. Cela ne prendra que 3 ou 4 minutes. Si vous êtes éligible, vous serez invité à participer à la discussion et une somme en argent comptant de **70\$** vous sera remise pour vous remercier de votre collaboration.

Q4 La plupart du temps, qui dans votre foyer est responsable de faire les achats de produits alimentaires?

- Le répondant.....
- Responsabilité partagée.....
- Quelqu'un d'autre **DEMANDER À PARLER À CETTE PERSONNE**

Tous les participants doivent être responsables des achats d'aliments.

Q2 Pourriez-vous me dire si vous ou un membre de votre famille immédiate travaillez ou avez déjà travaillé au cours des deux dernières années pour : (**Lire**)

	NON	OUI
■ Une agence de recherche ou de relations publiques, marketing, publicité	<input type="radio"/>	<input type="radio"/>
■ Radio, TV, média	<input type="radio"/>	<input type="radio"/>
■ Un fabricant, une chaîne ou un distributeur de produits alimentaires ou toute entreprise reliée au secteur de l'alimentation	<input type="radio"/>	<input type="radio"/>
■ Le gouvernement municipal, provincial ou fédéral	<input type="radio"/>	<input type="radio"/>
■ Une organisation politique	<input type="radio"/>	<input type="radio"/>
■ Un restaurant	<input type="radio"/>	<input type="radio"/>
■ Aucune de ses réponses	<input type="radio"/>	<input type="radio"/> TERMINÉ <hr/> R
		<input type="radio"/> CONTINUE

Q3. À l'aide d'une échelle de 1 à 7, où 1 signifie pas du tout confiance, 7 signifie entièrement confiance et 4 signifie modérément confiance, dans quelle mesure faites-vous actuellement confiance au système de salubrité des aliments au Canada?

(Lire l'échelle si nécessaire)

- 1-3 **GROUPE 1**
- 4-7 **GROUPE 2**

Q4. Vérifiez-vous toujours, souvent, quelquefois, rarement ou ne vérifiez jamais les étiquettes d'information alimentaire sur les aliments avant de les acheter ?

Toujours	<input type="radio"/>
Souvent	<input type="radio"/>
Quelquefois	<input checked="" type="radio"/> BONNE VARIÉTÉ, (un seul « jamais »)
Rarement	<input type="radio"/>
Jamais	<input type="radio"/>



Q5. À quelle catégorie d'âge appartenez-vous? (BONNE VARIÉTÉ)

- 18-24
- 25-34
- 35-44 **BONNE**
- 45-54 **VARIÉTÉ**
- 55-59
- 60-69 **1 max**
- 70+ **TERMINER**

Q6. Avez-vous des enfants qui demeurent avec vous?

- Oui **BONNE**
- Non **VARIÉTÉ**

Q7. Quelle est la dernière année de scolarité que vous avez complétée?

- Secondaire non complété
- Secondaire complété
- Collégial non complété **BONNE**
- Collégial complété **VARIÉTÉ**
- Université non complétée
- Université complétée

Q8. Faites-vous partie d'une communauté culturelle ou ethnique?

- Oui, laquelle? _____
- Non

Q9. Avez-vous un travail rémunéré?

- Oui, à temps plein
- Oui, à temps partiel
- Non **PASSEZ À LA 0**
- Étudiant

Q10. Pourrais-je connaître votre titre ou occupation et pour quel genre d'entreprise vous travaillez?

OCCUPATION	ENTREPRISE

BONNE VARIÉTÉ D'EMPLOIS (exclure les emplois ayant rapport à l'agriculture, la production, la distribution, la vente d'aliments, incluant les restaurants ou épiceries)



Q11. Avez-vous déjà participé à une discussion de groupe pour une firme de recherche?

- Non, jamais..... AU MOINS LA MOITIÉ (5)
 RECRUTÉS
- Oui, moins de 6 mois..... TERMINÉ
 R
- Oui, plus de 6 mois..... CONTINUER

Q12. Quel était le sujet discuté?

PRÉCISER : _____
(SI LE THÈME EST RATTACHÉ À LA SÉCURITÉ D'ALIMENTS OU AU FAIT D'ÉTIQUETER, TERMINER)

Q13 Enregister le sexe :

- Homme BON
- Femme MÉLANGE

**Filtrer pour des difficultés d'audition / d'élocution ou
d'un problème à propos de la capacité à communiquer**

Nous aimerais que vous participez à une discussion de groupe. Pour vous remercier de votre participation, vous recevrez un montant de **70\$ en argent comptant** à la fin de la discussion qui durera environ 1 ½ à 2 heures.

Si demandé : Le montant que vous recevrez n'est pas considéré comme un revenu. Par conséquent, vous n'avez pas à le déclarer à l'impôt.

Si le participant veut de l'information sur ce qu'est une discussion de groupe

Une discussion de groupe est constituée d'environ 8 à 10 personnes ainsi que d'un animateur de notre firme qui recueillera les opinions et les réactions de chacun. La participation se fait entièrement sur une base volontaire et les commentaires faits durant la discussion seront combinés afin de s'assurer que votre identité personnelle demeure confidentielle.

La discussion aura lieu le ____ à (**heure**) chez (**endroit**) au (**adresse**).

MONTRÉAL	18 mars ■ Groupe 1 : 05h30 ■ Groupe 2 : 07h30	CRC Suite 802, 1250 rue Guy Montréal, QC H3H 2T4
-----------------	---	--

Nous vous prions de vous présenter 10 minutes avant le début de la discussion, notre personnel se fera un plaisir de vous accueillir. Pendant la discussion, il se peut que vous ayez à lire alors s'il vous plaît, veuillez apporter vos lunettes ou autre correctif de vue si nécessaire. Veuillez apporter une pièce d'identité avec photo. Si pour une raison ou une autre vous ne pouviez vous présenter, s'il vous plaît nous en aviser le plus rapidement possible au **tsc to provide 1800 number** afin que nous puissions vous trouver un(e) remplaçant(e).



LORS DU RECRUTEMENT

Dites aux participants que les groupes sont limités et que s'ils ne se présentent pas ou annulent à la dernière minute cela pourrait compromettre l'étude. S'assurer qu'ils savent que leurs opinions comptent.

NOM : _____

ADRESSE : _____

TÉLÉPHONE : Maison : _____ Bureau : _____

DATE : _____ **HEURE :** _____

NOM DE LA RECRUTEUSE : _____ **GROUPE :** _____

MERCI! VOTRE PARTICIPATION EST TRÈS APPRÉCIÉE.

PROJET :

	GROUPE 1 1-3 (Q4) 17h30	GROUPE 2 4-7 (Q4) 19h30
■ Responsable des achats d'épicerie	Tous (10)	Tous (10)
■ 18-34	(2-3)	(2-3)
■ 35-44	(2-3)	(2-3)
■ 45-69	(4)	(4)
■ Communauté ethnique	1-3	1-3
■ Travailleurs à temps plein / à temps partiel	(6)	(6)
■ Autres	(4)	(4)
■ Homme	4-5	4-5



XIII. Appendix B: Discussion Guide



Discussion Guide

A. English

DISCUSSION GUIDE

Perceptions of the Product Labelling and Safety of Canada's Food Supply

A. INTRODUCTION -- 5 minutes

- Introduce moderator and welcome participants to the focus group.
 - As we indicated during the recruiting process, we are conducting focus group discussions on behalf of the Government of Canada. We are holding this discussion group to obtain some input from you about your views and attitudes toward food packaging. First, I'd like to make sure we all understand how a focus group works.
- The discussion will last approximately 90 minutes. Feel free to excuse yourself during the session if necessary.
- Explanation re:
 - Audio/video-taping – The session is being video/audio-taped for analysis purposes, in case we need to double-check the proceedings against our notes. These video-tapes remain in our possession and will not be released to anyone without written consent from all participants.
 - One-way mirror – There are observers who will be watching the discussion from behind the glass.
 - Confidentiality – Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. The report can be accessed through the Library of Parliament or Archives Canada or via the web site www.porr-rrrop.gc.ca.
- Describe how a discussion group functions:
 - Discussion groups are designed to stimulate an open and honest discussion. My role as a moderator is to guide the discussion and encourage everyone to participate. Another function of the moderator is to ensure that the discussion stays on topic.
 - Your role is to answer questions and voice your opinions. We are looking for minority as well as majority opinion in a focus group, so don't hold back if you have a comment even if you feel your opinion may be different from others in the group. There may or may not be others who share your point of view. Everyone's opinion is important and should be respected.



- I would also like to stress that there are no wrong answers. We are simply looking for your **honest and frank** opinions and attitudes. This is not a test of your knowledge.
- Please note that the moderator is not an employee of the Government of Canada and may not be able to answer some of your questions.

Moderator will ask Participants should introduce themselves, using their first names only, children at home, and what section in the grocery store do you go first to?

B. Spontaneous Views and Perceptions about Food Labelling – 25 minutes

- First, off the top of your head, can you tell me what information you look for when you read food packaging labels? Why do you look at that information first?
- What helps you decide whether or not to purchase food products?
- What's the most important information found on food packaging? And what is the least important o information?

Now, I'm going to show you some food package labels. I'd like you to pass them around and look at them. You'll see a sheet in front of you, and I'd like you to write-down if the label has information you normally look for on it, what's the most trustworthy information, and what's the least trustworthy information.

- What information is interesting to you? What information isn't interesting to you? That is, why do you think you noticed them?
- Now that we have looked at food packaging, what's the most important information found on food packaging? And what is the least important information? What makes you say that?
- What information do you trust the most and the least? Why do you trust/distrust the information?
- Is there any information on the packaging that you wonder whether it is true or not? What would that be?
- What information affects your purchase of food products?
- Is there any information that should be on the labels that isn't? That is, what information is missing?
- Is **country of origin** something that you look for? Is it something that you want to know about? How important is this information – big or small importance



Probe specifically: Product of Canada

- What do these words mean to you?
- What do they say to you about the product? What don't they say?
- What do these words imply about the product?
- Is this a credible label? Do you trust it? What makes you say that?
- Is the wording clear? If not, what is not clear?
- Does this label have an impact on your purchase decision-making? How does this affect your purchasing?
- Do these words increase or decrease your confidence in the product? In what way?

Probe specifically: Made in Canada

- What do these words mean to you?
 - What do they say to you about the product? What don't they say?
 - What do these words imply about the product?
 - Is this a credible label? Do you trust it? What makes you say that?
 - Is the wording clear? If not, what is not clear?
 - Does this label have an impact on your purchase decision-making? How does it affect your purchasing?
 - Do these words increase or decrease your confidence in the product? In what way?
- What is similar and/or different between 'Made in Canada' or 'Product of Canada' in terms of what they are saying to people?
 - What are these labels not communicating? What's missing?
 - If you could change one thing on these labels, what would it be? Why would you change that?

ROTATE LABELS BY FOCUS GROUP -- PRODUCT IN CANADA FROM DOMESTIC AND IMPORTED INGREDIENTS/ MADE IN CANADA FROM IMPORTED INGREDIENTS

Probe: Made in Canada from domestic and imported ingredients

- What do these words mean to you?
- What do these words say to you about the product? What don't they say?
- What do these words imply about the product?
- Is this a credible label? Do you trust it? What makes you say that?
- Is the wording clear? If not, what is not clear?
- Does this label would have an impact on your purchase decision-making? How does it affect your purchasing?
- Do these words increase or decrease your confidence in the product? In what way?



Probe: Made in Canada from imported ingredients

- What do these words mean to you?
- What do these words say to you about the product? What don't they say?
- What do these words imply about the product?
- Is this a credible label? Do you trust it? What makes you say that?
- Is the wording clear? If not, what is not clear?
- Does this label would have an impact on your purchase decision-making? How does it affect your purchasing?
- Do these words increase or decrease your confidence in the product? In what way?

Moderator: WHERE APPROPRIATE, SHOW EXAMPLES WITH/WITHOUT MAPLE LEAF AND GAUGE REACTIONS TO THEM

- What are your feelings and reactions when you hear “Made with 100% Canadian Strawberries”? What makes you say that?
- What is similar and/or different between ‘Made in Canada from domestic and imported ingredients’, ‘Made in Canada from imported ingredients’ or ‘Product of Canada’ in terms of what they are saying to people?
- What does the maple leaf on the label mean to you?
- What are these labels not communicating? What's missing?
- If you could change one thing on these labels, what would it be? Why would you change that?

C. Communications -- 20 Minutes

1. *Divide group into teams of 2 (if extra person, have 1 team of 3). (Moderator chooses partners)*
2. *Moderator will distribute the formal definitions for ‘Made in Canada from domestic and imported ingredients’, ‘Made in Canada from imported ingredients’ or ‘Product of Canada’*

“Made in Canada from imported ingredients”: When a food contains ingredients which are sourced from outside of Canada, the label would state. **“Made in Canada from domestic and imported ingredients”.**

“Made in Canada from domestic and imported ingredients.”: When a food contains both domestic and imported ingredients would state. **“Made in Canada from imported ingredients”.**

“Product of Canada”: When all or virtually all major ingredients, processing, and labour used to make the food product are Canadian would state. **“Product of Canada”:**



3. *Moderator will ask them to design a communications program to inform Canadians in their communities about these three labels*

Exercise #1: Identify the three strongest and three weakest communications channels or mediums. Please provide an explanation in 20 to 30 words for your selections

Communications Channels/Media

- National Radio
- Local Radio
- National TV
- Local TV
- Daily Newspapers
- Weekly/Community Newspapers
- Magazines
- Internet
- Out of Home Advertising
- In-store advertising
- Direct mail, flyers

Exercise #2: Identify the three strongest and three weakest ways of communicating what these labels mean.. Please provide an explanation in 20 to 30 words for your selections.

- TV Commercials
- Radio Commercials
- Print Advertising-Newspapers all types and magazines
- Web-banners, Web buttons
- Billboards, Mall Posters,
- Transit advertising including bus shelters, posters inside and on-buses
- In-store (floor decals, shelve signage, information at cash registers)
- Text Messaging
- Trade shows, exhibits, fairs

Moderator: Will ask the teams to discuss their selections and their reasons why.

Who should be primarily responsible for communicating this information?

- Federal government
- Canadian Food Inspection Agency
- Provincial government
- Private sector – food retailers, food wholesalers, food processors, etc



D. GENERAL AWARENESS AND UNDERSTANDING ABOUT FOOD PRODUCT SAFETY (25 minutes)

Moderator: First of all, we're going to find out everything you know, believe and have heard about the safety of Canada's food supply, and everything you wonder about it.

Moderator: Explain process as you go:

4. *Moderator will ask the participants work in pairs again.*
5. *Each team uses a large piece of paper (or flip chart paper). One team member is the secretary, and does the writing.*
6. I want you to divide your page into 2 columns, like this:
 - One column: "**Know, believe, heard**" – and this is where you list everything you know, believe or have heard about the safety of the food available in Canada, whether it's positive, negative or neutral.
 - The other column: "**I wonder . . .**" This is where you list everything you wonder about the safety of the food available in Canada, whether it's positive, negative or neutral.
7. If people on your team disagree (for example one person wants something in the "I know" column, and the other person wants it in the "I wonder" column), that's great. Just draw a connecting arrow ←----→ like this, to show that.
8. Okay. Now go to different parts of the room.
9. (*When there*): (**Repeat of instruction #3**)
 - Divide your page into 2 columns.
 - One column says: "**Know, believe, heard**" – you list everything you know, believe or have heard about the safety of the food available in Canada, whether it's positive, negative or neutral.
 - The other column says: "**I wonder . . .**" you list everything you wonder about the safety of the food available, whether it's positive, negative or neutral.
 - Now, prepare your columns. . . (etc.)
 - Don't begin yet. Wait till I say go. You will have 5 minutes to do this.
 - Don't talk too loudly, so the other teams don't overhear your ideas.
 - Don't bother about the exact terminology or spelling, I am interested in the idea, the meaning.



Note to Moderator:

- It is essential NOT to give any more information. Answer all questions by repeating what you've already said – usually information in question #3. If people look confused, tell them to do their best, as in standard qualitative practice.
- Remind people when they have about 2.5 minutes left, then about 1 minute left, and when they have only 30 seconds left.

Moderator:

- Let's put all our pages up on the wall so we can see them. (If not using flip charts, use masking tape to attach flip chart pages to the walls of the room, where they remain for the duration of the group, as "wallpaper")
- Let's have the person who wasn't the secretary tell us about the first column only -- what your team knows, believes or has heard about the safety of the food available in Canada , (Moderator chooses which team goes first, second, etc.)
 - Probe to get clarity for various aspects of awareness, i.e. positive or negative, etc.)
 - Get specific about type of foods when appropriate (e.g., organics, genetically modified, meat products, etc.)
- (*After all the first columns are presented*) Now, let's have the secretary tell us what your team wonders about the safety of Canada's food supply. (2nd column).
 - *Probe to get clarity for various aspects of uncertainty.*

Note to Moderator: *The overall purpose is to understand changing perceptions. So it is important to determine at this stage if perceived risk has changed*

1. How confident are you that imported foods are as safe as food grown in Canada? How about compared with food produced or manufactured in Canada? (*Moderator: note that food produced in Canada may be made with imported ingredients.*) What makes you say that?
2. What are your main concerns when it comes to Canada's food safety system?



END OF DISCUSSION (5 minutes)

(Moderator: Visit the backroom to get additional questions, follow-up queries, etc.)

I'm going to check with my colleagues behind the mirror to see if there's anything I've left out here.

Upon return

- Include questions/follow-ups (if any) from observers.
- 1. Is there anything more you'd like to add to the discussion, parting comments? (Go round)

Thank you. Your participation is very much appreciated!

B. French

**ÉBAUCHE DU GUIDE DE DISCUSSION – ACIA : Ébauche n° 2,
14 mars 2009**

**Perceptions relatives à l'étiquetage des produits et à la salubrité de
l'approvisionnement alimentaire du Canada.**

A. PRÉSENTATION – 5 minutes

- Présenter le modérateur et accueillir les participants du groupe de discussion.
 - Comme nous l'avons mentionné lors du processus de recrutement, nous tenons des rencontres de groupes de discussions pour le compte du gouvernement du Canada. Nous menons cette séance de discussion afin d'obtenir certains renseignements de votre part sur vos opinions et attitudes à l'égard de l'emballage des aliments. Tout d'abord, je veux m'assurer que nous comprenons tous comment se déroule une rencontre de groupe de discussion.
- La rencontre devrait durer environ 90 minutes. Vous pouvez quitter momentanément la salle au cours de la séance, si nécessaire.
- Explication sur :
 - Enregistrement audio/vidéo – La séance sera enregistrée sur bande audio-vidéo aux fins d'analyse, au cas où nous aurions besoin de revérifier le déroulement par rapport à nos notes. Ces enregistrements vidéo resteront en notre possession et ils ne seront remis à personne sans le consentement écrit de l'ensemble des participants.
 - Miroir d'observation – Des observateurs vont assister aux discussions, à l'abri des regards de l'autre côté du miroir.



- Confidentialité – Veuillez noter que tout ce vous direz au cours de cette rencontre de discussion restera strictement confidentiel. Nous n’attribuons pas de commentaires à des personnes en particulier. Notre rapport fait la synthèse de constatations issues des groupes, mais ne fait pas référence à qui ce soit par son nom. Le rapport peut être obtenu par l’intermédiaire de la Bibliothèque du Parlement ou d’Archives Canada ou via le site Web www.porr-rrop.gc.ca
- Décrire comment fonctionne un groupe de discussion :
 - Les groupes de discussion sont conçus pour favoriser une discussion franche et ouverte. Mon rôle en tant que modérateur consiste à orienter les échanges et à encourager la participation de tous. Je dois également m’assurer que les points de vue échangés se rapportent au thème de discussion abordé.
 - Quant à vous, votre rôle consiste à répondre aux questions et à exprimer vos opinions. Nous souhaitons entendre autant des points de vue appuyés par l’ensemble des participants que des opinions endossées par une minorité, alors n’hésitez pas à formuler un commentaire, même si vous avez l'impression que votre opinion diffère de celle des autres participants du groupe. Votre point de vue sera peut-être appuyé par les autres ou peut-être que personne ne le partagera. L'opinion de chacun est importante et doit être respectée.
 - J'aimerais également attirer votre attention sur le fait qu'il n'y a pas de mauvaises réponses. Nous voulons uniquement connaître vos opinions et attitudes **franches et honnêtes**. Cette discussion n'est pas un examen pour évaluer vos connaissances.
- Veuillez noter que le modérateur n'est pas un employé du gouvernement du Canada et qu'il ne pourra peut-être pas répondre à certaines de vos questions.

Le modérateur va demander aux participants de se présenter, en mentionnant leur prénom seulement, le nombre d'enfants dans leur foyer et dans quelle section ils se rendent en premier à l'épicerie?

B. Opinions et perceptions spontanées au sujet de l'étiquetage des produits alimentaires – 25 minutes

- Tout d'abord, spontanément, dites-moi quelles informations vous recherchez lorsque vous lisez les étiquettes qui se trouvent sur l'emballage des aliments. Pourquoi regardez-vous ces renseignements en premier?
- Qu'est-ce qui vous aide à décider d'acheter ou de ne pas acheter des produits alimentaires?
- Quels sont les renseignements les plus importants qui se trouvent sur l'emballage des aliments? Et quels sont les renseignements les moins importants?



Je vais maintenant vous montrer quelques étiquettes que l'on retrouve sur les emballages des aliments. Je vous demanderais de leur jeter un coup d'oeil et de les faire circuler. Vous remarquerez une feuille devant vous et j'aimerais que vous y notiez si l'étiquette fournit les renseignements que vous recherchez habituellement sur ce genre d'étiquette, quels sont les renseignements que vous jugez les plus crédibles et quels sont ceux qui sont les moins crédibles.

- Quels sont les renseignements que vous trouvez intéressants? Quels sont les renseignements qui ne vous intéressent pas? Plus précisément, pourquoi pensez-vous que vous les avez remarqués?
- Maintenant que nous avons jeté un coup d'oeil aux emballages, dites-moi quels sont les renseignements les plus importants qui se trouvent sur l'emballage des aliments. Et quels sont les renseignements les moins importants? Qu'est-ce qui vous fait dire ça?
- Quels sont les renseignements que vous jugez les plus crédibles et quels sont ceux que vous trouvez les moins crédibles? Pourquoi manifestez-vous de la confiance/de la méfiance à l'égard de ces renseignements?
- Y a-t-il des renseignements sur l'emballage au sujet desquels vous vous demandez s'ils sont vrais ou non? Quels sont-ils?
- Quels renseignements ont une incidence sur les produits alimentaires que vous achetez?
- Y a-t-il des renseignements qui devraient figurer sur les étiquettes, mais qui n'y sont pas? En d'autres mots, quels renseignements auraient dû s'y trouver?
- Est-ce que le **pays d'origine** est une information que vous souhaitez trouver? Est-ce une information que vous voulez connaître? À quel point cette information est-elle importante – très importante ou peu importante?

FAIRE UNE ROTATION DES ÉTIQUETTES PAR GROUPE DE DISCUSSION – PRODUIT DU CANADA / FABRIQUÉ AU CANADA

Demander des précisions sur le terme : **Produit du Canada**

- Qu'est-ce que ces mots veulent dire pour vous?
- Que disent-ils au sujet du produit selon vous? Qu'est-ce qu'ils ne disent pas?
- Qu'est-ce que ces mots laissent entendre au sujet du produit?
- Est-ce que cette étiquette est crédible? Lui faites-vous confiance? Qu'est-ce qui vous fait dire ça?
- Est-ce que le libellé est clair? Si vous avez répondu non, qu'est-ce qui n'est pas clair?
- Est-ce que cette étiquette a une incidence sur votre prise de décision en matière d'achats? Comment cela se répercute-t-il sur vos achats?
- Est-ce que ces mots font que votre confiance à l'égard du produit augmente ou diminue? De quelle façon?



Demander des précisions sur le terme : **Fabriqué au Canada**

- Qu'est-ce que ces mots veulent dire pour vous?
- Que disent-ils au sujet du produit selon vous? Qu'est-ce qu'ils ne disent pas?
- Qu'est-ce que ces mots laissent entendre au sujet du produit?
- Est-ce que cette étiquette est crédible? Lui faites-vous confiance? Qu'est-ce qui vous fait dire ça?
- Est-ce que le libellé est clair? Si vous avez répondu non, qu'est-ce qui n'est pas clair?
- Est-ce que cette étiquette a une incidence sur votre prise de décision en matière d'achats? Comment cela se répercute-t-il sur vos achats?
- Est-ce que ces mots font que votre confiance à l'égard du produit augmente ou diminue? De quelle façon?
- Qu'est-ce qui est similaire et/ou différent entre les énoncés « Fabriqué au Canada » et « Produit du Canada » si l'on tient compte de ce qu'ils disent aux gens?
- Qu'est-ce qui n'est pas communiqué par ces étiquettes? Qu'est-ce qui manque?
- Si vous pouviez changer un élément sur ces étiquettes, quel serait-il? Pourquoi changeriez-vous cet élément?

FAIRE UNE ROTATION DES ÉTIQUETTES PAR GROUPE DE DISCUSSION - FABRIQUÉ AU CANADA À PARTIR D'INGRÉDIENTS CANADIENS ET IMPORTÉS / FABRIQUÉ AU CANADA À PARTIR D'INGRÉDIENTS IMPORTÉS

DEMANDER DES PRÉCISIONS : Fabriqué au Canada à partir d'ingrédients canadiens et importés

- Qu'est-ce que ces mots veulent dire pour vous?
- Qu'est-ce que ces mots vous disent au sujet du produit? Qu'est-ce qu'ils ne disent pas?
- Qu'est-ce que ces mots laissent entendre au sujet du produit?
- Est-ce que cette étiquette est crédible? Lui faites-vous confiance? Qu'est-ce qui vous fait dire ça?
- Est-ce que le libellé est clair? Si vous avez répondu non, qu'est-ce qui n'est pas clair?
- Est-ce que cette étiquette aurait une incidence sur votre prise de décision en matière d'achats? Comment cela se répercute-t-il sur vos achats?
- Est-ce que ces mots font que votre confiance à l'égard du produit augmente ou diminue? De quelle façon?

DEMANDER DES PRÉCISIONS : Fabriqué au Canada à partir d'ingrédients importés

- Qu'est-ce que ces mots veulent dire pour vous?



- Qu'est-ce que ces mots vous disent au sujet du produit? Qu'est-ce qu'ils ne disent pas?
- Qu'est-ce que ces mots laissent entendre au sujet du produit?
- Est-ce que cette étiquette est crédible? Lui faites-vous confiance? Qu'est-ce qui vous fait dire ça?
- Est-ce que le libellé est clair? Si vous avez répondu non, qu'est-ce qui n'est pas clair?
- Est-ce que cette étiquette aurait une incidence sur votre prise de décision en matière d'achats? Comment cela se répercute-t-il sur vos achats?
- Est-ce que ces mots font que votre confiance à l'égard du produit augmente ou diminue? De quelle façon?

Modérateur : SI BESOIN EST, MONTREZ DES EXEMPLES AVEC ET SANS LA FEUILLE D'ÉRABLE ET MESUREZ LA RÉACTION DES PARTICIPANTS PAR RAPPORT À CEUX-CI.

- Quelles sont vos impressions et réactions quand vous entendez l'énoncé « Fabriqué à partir de fraises canadiennes à 100 % »? Qu'est-ce qui vous fait dire ça?
- Qu'est-ce qui est similaire et/ou différent entre les énoncés « Fabriqué au Canada à partir d'ingrédients canadiens et importés », « Fabriqué au Canada à partir d'ingrédients importés » et « Produit du Canada » si l'on tient compte de ce qu'ils disent aux gens?
- Qu'est-ce que la feuille d'érable sur l'étiquette signifie pour vous?
- Qu'est-ce qui n'est pas communiqué par ces étiquettes? Qu'est-ce qui manque?
- Si vous pouviez changer un élément sur ces étiquettes, quel serait-il? Pourquoi changeriez-vous cet élément?

C. Communications – 20 minutes

10. *Répartir les participants en équipe de deux (s'il y a un nombre impair de participants, former une équipe de trois). (C'est le modérateur qui choisit les partenaires.)*
11. *Le modérateur va remettre aux participants la définition officielle des énoncés « Fabriqué au Canada à partir d'ingrédients importés », « Fabriqué au Canada à partir d'ingrédients canadiens et importés » ou « Produit du Canada ».*

« Fabriqué au Canada à partir d'ingrédients importés » : Lorsqu'un aliment contient des ingrédients provenant d'un pays autre que le Canada, l'étiquette devrait porter l'allégation suivante : « Fabriqué au Canada à partir d'ingrédients importés ».

« Fabriqué au Canada à partir d'ingrédients canadiens et importés » : Lorsqu'un aliment renferme des ingrédients canadiens et importés, l'étiquette doit porter l'allégation suivante : « Fabriqué au Canada à partir d'ingrédients canadiens et importés ».



« Produit du Canada » : Lorsque la totalité ou la quasi-totalité des principaux ingrédients, du processus de transformation et de la main-d'œuvre ayant servi à la fabrication du produit sont d'origine canadienne, l'étiquette doit porter l'allégation suivante : « Produit du Canada ».

12. *Le modérateur va demander aux participants de concevoir un programme de communications destinées à informer les Canadiens de leurs communautés au sujet de ces trois étiquettes.*

Exercice n° 1 : Précisez quels sont les trois canaux ou supports de communications les plus efficaces et les trois qui sont les moins efficaces. Veuillez expliquer en 20 à 30 mots pourquoi vous avez opté pour ces choix.

Canaux et supports de communications

- Radio nationale;
- Radio locale;
- Télévision nationale;
- Télévision locale;
- Journaux quotidiens;
- Journaux hebdomadaires/communautaires;
- Magazines;
- Internet;
- Publicité hors domicile;
- Publicité à l'intérieur des commerces;
- Publipostage, circulaires.

Exercice n° 2 : Déterminez les trois moyens les plus efficaces et les trois moyens les moins efficaces pour communiquer ce que les étiquettes signifient. Veuillez expliquer en 20 à 30 mots pourquoi vous avez opté pour ces choix.

- Messages publicitaires télévisés;
- Messages publicitaires radiophoniques;
- Publicité imprimée — tous les types de journaux et magazines;
- Bannières et boutons sur le Web;
- Panneaux publicitaires, modules d'affichage;
- Publicité ambulante comme celle qui est affichée dans les abribus ainsi qu'à l'intérieur et à l'extérieur des autobus;
- Publicité dans les magasins (décalques sur le plancher, affichage sur les tablettes, informations présentées près des caisses);
- Messagerie texte;
- Expositions, foires et salons commerciaux.

Modérateur : Il va demander aux équipes de discuter de leurs choix et des raisons qui sous-tendent ceux-ci.

Qui devrait être principalement chargé de diffuser cette information?



- Le gouvernement fédéral;
- L'Agence canadienne d'inspection des aliments;
- Les gouvernements provinciaux;
- Le secteur privé – les détaillants en alimentation, les grossistes en alimentation, les fabricants de produits alimentaires, etc.

D. SENSIBILISATION ET COMPRÉHENSION GÉNÉRALES À L'ÉGARD DE LA SALUBRITÉ DES PRODUITS ALIMENTAIRES (25 minutes)

Modérateur : Nous allons tout d'abord tenter de connaître tout ce que vous savez, croyez ou avez entendu concernant la salubrité de l'approvisionnement alimentaire du Canada et toutes les interrogations que vous pouvez avoir à cet égard.

Modérateur : Expliquez le processus au fur et à mesure :

1. Le modérateur va demander encore une fois aux participants de travailler en équipe de deux.
2. *Chaque équipe utilise une grande feuille de papier (ou une feuille de tableau de présentation). Un membre de l'équipe est le secrétaire et s'occupe de prendre les notes.*
3. Je vous demanderais de diviser votre page en deux colonnes, de la façon suivante :
 - Dans la première colonne, inscrivez : « **Ce que je sais, ce que je crois et ce que j'ai entendu** » – c'est à cet endroit que vous allez noter tout ce que vous savez, croyez ou avez entendu concernant la salubrité des aliments offerts au Canada, autant ce qui est positif que négatif ou neutre.
 - Dans l'autre colonne, inscrivez : « **Je m'interroge sur...** » C'est là que vous noterez toutes les interrogations que vous avez concernant la salubrité des aliments offerts au Canada, que celles-ci soient positives, négatives ou neutres.
4. Si un membre de l'équipe n'est pas d'accord (par exemple, une personne veut inscrire un élément sous la colonne « Ce que je sais... » et une autre veut plutôt le noter dans la colonne « Je m'interroge sur... », ce n'est pas grave. Vous n'avez qu'à dessiner une flèche de jonction comme ceci ←----→, pour l'indiquer.
5. D'accord. Maintenant, allez à d'autres endroits dans la salle.
6. (*Une fois rendu*) : (*répétez l'instruction n° 3*)
 - Divisez votre page en deux colonnes.



- Dans la première colonne, inscrivez : « **Ce que je sais, ce que je crois et ce que j'ai entendu** » – vous allez noter tout ce que vous savez, croyez ou avez entendu concernant la salubrité des aliments offerts au Canada, autant ce qui est positif que négatif ou neutre.
- Dans l'autre colonne, inscrivez : « **Je m'interroge sur...** » Vous devez noter toutes les interrogations que vous avez concernant la salubrité des aliments offerts au Canada, que celles-ci soient positives, négatives ou neutres.
 - Maintenant, organisez vos colonnes. . . (etc.)
 - Ne commencez pas tout de suite. Attendez mon signal. Vous avez 5 minutes pour faire cet exercice.
 - Ne parlez pas trop fort, afin d'éviter que les autres équipes puissent entendre vos idées.
 - Ne vous souciez pas de la terminologie ni de l'épellation exacte. Ce qui importe pour moi, c'est l'idée, le sens.

Note à l'intention du modérateur :

- Il est essentiel que vous NE fournissiez AUCUNE autre information. Répondez à toutes les questions en répétant ce que vous avez déjà dit – en général, les éléments qui se trouvent au point 3. Si les gens semblent perplexes, dites-leur de faire de leur mieux, comme dans le cas d'une évaluation qualitative normale.
- Avertissez les gens quand il restera 2 minutes et demie avant la fin de l'exercice, et ensuite quand il leur restera 1 minute et finalement 30 secondes.
-

Modérateur :

- Affichons maintenant toutes nos pages aux murs pour pouvoir bien les voir. (Si vous n'utilisez pas de tableaux à feuilles, servez-vous de ruban adhésif pour fixer les feuilles aux murs de la pièce, où elles resteront pour le reste de la séance, comme « papier peint ».)
- Je demanderais aux personnes qui ne tenaient pas le rôle de secrétaire de nous dire ce qui se trouve dans la première colonne — les choses que votre équipe sait, croit et a entendues au sujet de la salubrité des aliments disponibles au Canada (le modérateur choisit quelle équipe s'exprimera en premier, en deuxième, etc.)
 - Poser des questions supplémentaires pour obtenir des précisions quant aux différents aspects de la sensibilisation, c.-à-d., positive ou négative, etc.)



- Soyez précis au sujet du type d'aliments, si c'est approprié (ex. : biologiques, génétiquement modifiés, produits de viande, etc.)
- (*Une fois que l'ensemble du contenu des premières colonnes aura été présenté.*) C'est maintenant au tour des secrétaires de nous dire quelles sont les interrogations de leurs équipes respectives concernant la salubrité de l'approvisionnement alimentaire du Canada. (Seconde colonne).
 - *Poser des questions supplémentaires pour obtenir des précisions quant aux différents types d'incertitude.*

Note à l'intention du modérateur : *L'objectif global consiste à comprendre les changements de perception. Il est donc important à cette étape de déterminer si le risque perçu a changé.*

3. Dans quelle mesure êtes-vous certain(e) que les aliments importés sont aussi salubres que les aliments cultivés au Canada? Et qu'en est-il, si on les compare aux aliments produits ou fabriqués au Canada? (*Modérateur : veuillez noter que les aliments produits au Canada peuvent être faits à partir d'ingrédients importés.*) Qu'est-ce qui vous fait dire ça?
4. Quelles sont vos principales inquiétudes concernant le système de salubrité des aliments du Canada? FIN DE LA DISCUSSION (5 minutes)

(Modérateur : *Rendez-vous dans l'arrière pièce pour obtenir des questions supplémentaires, des demandes de suivi, etc.)*

Je vais aller vérifier auprès de mes collègues situés derrière le miroir si j'ai oublié d'aborder certains éléments au cours de la rencontre.

Au retour

- Aborder les questions/les demandes de suivis formulées par les observateurs (s'il y a lieu).
2. Avez-vous d'autres éléments ou commentaires à ajouter au sujet de la discussion? (Faire un tour de table.)

Nous vous remercions infiniment de votre participation!



XIV. Appendix C: Questionnaire



Questionnaire

A. English

INTR1

Hello, this is calling from The Strategic Counsel. We're a professional public opinion research company. Today we're talking to a random sample of Canadians about some important issues. I'd like to assure you that we're not trying to sell you anything. This study is sponsored by the Government of Canada, your participation is voluntary and all your answers will remain confidential. I'd like to speak to the person in your household who is 18 years of age or older, and who had their birthday last. Is that you? [IF NOT, ASK TO SPEAK TO THAT PERSON AND START AGAIN] INTERVIEWER NOTE: IF RESPONDENT WISHES TO SPEAK WITH SOMEONE ABOUT THE SURVEY THEY CAN CONTACT NANCY GOTTLIEB AT 1-888-975-4465 IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system toll-free telephone number is 1-800-554-9996. IF ASKED ABOUT THE NATIONAL DO NOT CALL LIST: Calls made for the purpose of market research, polls or surveys are not considered telemarketing calls. Organizations making these types of calls are not required to register with the National Do Not Call List. The National Do Not Call List toll-free telephone number is 1-866-580-3625

Yes.....01
Not a good time (ARRANGE CALLBACK).....02
No, Refusal-ASKED TO BE TAKEN OFF LIST (LOG AS REFUSAL)99

GEND

Record Gender

Male.....01
Female.....02

LANG

Record Lang of Interview (Note to Interviewer: If not sure of language ask, Do you wish to proceed in English or French).

English.....01
French.....02

Q1N

We would like to ask you some questions about food safety and Canada's food safety system. On a 7-point scale where 1 means not at all safe, 7 means very safe and 4 means moderately safe, how would you rate the safety of food from the following countries?

PRESS TO CONTINUE.....1



Q1NB

United States

1: Not at All Safe	1
2	2
3	3
4: Moderately safe	4
5	5
6	6
7: Very Safe	7
DK/NR (DO NOT OFFER!)	9

Q1NC

China

1: Not at All Safe	1
2	2
3	3
4: Moderately safe	4
5	5
6	6
7: Very Safe	7
DK/NR (DO NOT OFFER!)	9

Q1ND

India

1: Not at All Safe	1
2	2
3	3
4: Moderately safe	4
5	5
6	6
7: Very Safe	7
DK/NR (DO NOT OFFER!)	9

Q1NE

European Union

1: Not at All Safe	1
2	2
3	3
4: Moderately safe	4
5	5
6	6
7: Very Safe	7
DK/NR (DO NOT OFFER!)	9



Q1

Q1. Who is responsible for protecting the food supply and keeping food safe in Canada? (Do Not Read, List Mark All That Apply)

Canadian Food Inspection Agency (CFIA)	01
Agriculture and Agri-Food Canada	02
Health Canada	03
None/No government organization is responsible for this	04
Food and Drug Administration (FDA)	05
Federal Government - unspecified	06
Producers	07
Retailers.....	08
Provincial/Territorial Governments.....	09
Other - specify	77
Don't know/Refused	99

Q2

Q2. In the past six months have you read, seen or heard anything about food safety or the recall of food products in Canada?

Yes.....	01
No	02
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99

Q3

Q3. What have you heard?

ENTER RESPONSE HERE.....	77
DON'T KNOW.....	89
REFUSED	99

Q4

Q4. When you hear about certain products being recalled, does that tend to make you feel... ?

INTERVIEWER NOTE: READ LIST

More confident because it shows that the system is working.....	01
Concerned because it shows that products are able to get through the regulatory system in the first place	02
.....	
Don't know (DO NOT OFFER!!).....	89
Refuse (DO NOT OFFER!!)	99

Q5

Q5. Please tell me the extent to which you agree or disagree with the following statements regarding food recalls and Canada's food safety system. Please respond on a 7 point scale where 1 means you totally disagree, 7 means you totally agree and 4 means you neither agree nor disagree.

Press "01" to continue	01
------------------------------	----



Q5A

Q5A. Food recalls happen, even with the best of efforts to avoid them.	
1: Totally disagree.....	01
2.....	02
3.....	03
4: Neither agree nor disagree.....	04
5.....	05
6.....	06
7: Totally agree.....	07
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99

Q5B

Q5B. In Canada food recalls are addressed in a timely manner.	
1: Totally disagree.....	01
2.....	02
3.....	03
4: Neither agree nor disagree.....	04
5.....	05
6.....	06
7: Totally agree.....	07
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99

Q5C

Q5C. The Government of Canada has done a good job of keeping Canadians informed of all relevant food safety issues.	
1: Totally disagree.....	01
2.....	02
3.....	03
4: Neither agree nor disagree.....	04
5.....	05
6.....	06
7: Totally agree.....	07
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99

Q5D

Q5D. I wish I had more information about food safety and how to protect myself and my family from foods that pose a health risk.	
1: Totally disagree.....	01
2.....	02
3.....	03
4: Neither agree nor disagree.....	04
5.....	05
6.....	06
7: Totally agree.....	07
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99



Q5F

Q5F. I believe that Canadians' are at a higher risk of consuming contaminated foods today compared to two years ago.

1: Totally disagree.....	01
2.....	02
3.....	03
4: Neither agree nor disagree.....	04
5.....	05
6.....	06
7: Totally agree.....	07
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99

Q5G

Q5G. I believe that food produced in Canada is safer than food produced in other developed countries.

1: Totally disagree.....	01
2.....	02
3.....	03
4: Neither agree nor disagree.....	04
5.....	05
6.....	06
7: Totally agree.....	07
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99

Q5H

Q5H. I am familiar with Canada's food safety regulatory system.

1: Totally disagree.....	01
2.....	02
3.....	03
4: Neither agree nor disagree.....	04
5.....	05
6.....	06
7: Totally agree.....	07
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99

45:

Q7. How confident are you in each of the following organizations or institutions to contain the spread of food products that may be harmful to Canadians or lead to food recalls. Please rate your response on a 7-point scale where 1 means not at all confident, 7 means completely confident and 4 means moderately confident.

Press "01" to continue01

Q7



Q7A

Q7A. Canadian Farmers

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!)	89
Refuse (DO NOT OFFER!!)	99

Q7B

Q7B.Foreign Farmers

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!)	89
Refuse (DO NOT OFFER!!)	99

Q7C

Q7C. The Government of Canada

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!)	89
Refuse (DO NOT OFFER!!)	99

Q7D

Q7D. Your Provincial/Territorial Government

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!)	89
Refuse (DO NOT OFFER!!)	99



Q7E

Q7E. The Canadian Food Inspection Agency

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!)	89
Refuse (DO NOT OFFER!!)	99

Q7F

Q7F. Health Canada

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!)	89
Refuse (DO NOT OFFER!!)	99

Q7H

Q7H. Foreign Governments

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!)	89
Refuse (DO NOT OFFER!!)	99

Q7I

Q7I. Agriculture and Agri-Food Canada

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!)	89
Refuse (DO NOT OFFER!!)	99



Q7K

Q7K. The food production industry itself

1: Not at all confident	01
2	02
3	03
4: Moderately confident	04
5	05
6	06
7: Completely confident	07
Don't know (DO NOT OFFER!!).....	89
Refuse (DO NOT OFFER!!)	99

Q10

Q10. If you were looking for information on food safety today where would you go?

INTERVIEWER NOTE: Do Not Read, List Mark All That Apply

TV News	01
TV Health Program	02
Radio News	03
Radio Health Program	04
Newspaper article	05
Health magazine	06
Health journal	07
Books/Library	08
Websites/Internet	09
Doctors	10
Pharmacist	11
Other healthcare professional	12
School.....	13
Health Canada	14
Canadian Food Inspection Agency	15
Family or Friends	16
Other specify	77
DK/NA/Refused	99

Q10A

Q10A. And, what kinds of food safety information are you most interested in knowing?

ENTER RESPONSE HERE.....77

Q12

Q12. When you hear the term "Product of Canada" what is the first thing that comes to your mind?

ENTER RESPONSE HERE.....	77
Don't know	89
Refusal.....	99



Q122

Q122. When you hear the term "Made in Canada" what is the first thing that comes to your mind?

ENTER RESPONSE HERE.....	77
Don't know	89
Refusal.....	99

Q12A

Q12A. When you see a Maple Leaf on a food product what is the first thing that comes to your mind?

ENTER RESPONSE HERE.....	77
Don't know	89
Refusal.....	99

Q12A2

Q12A2. When you see a Canadian flag on a food product what is the first thing that comes to your mind?

ENTER RESPONSE HERE.....	77
Don't know	89
Refusal.....	99

Q13

Q13. On December 31st 2008 the Government of Canada enacted new food labelling guidelines for foods that display the labels "Product of Canada" and "Made in Canada". Prior to today, had you seen, heard or read any information on these new food labelling guidelines? INTERVIEWER NOTE: IF YES PROBE-YES CLEARLY OR YES VAGUELY

Yes-Clearly.....	01
Yes-Vaguely	02
No	89
Don't know (DO NOT OFFER!!).....	99
Refused (DO NOT OFFER!!)	05

Q14

Q14. What have you seen, read or heard about these guidelines?

ENTER RESPONSE HERE.....	77
--------------------------	----

Q14A

Q14A. As far as you know, is there a difference between foods or food products that are labeled "Product of Canada" versus those that are labeled "Made in Canada"?

Yes.....	01
No	02



Q14B

Q14B. Can you describe the main difference (s)?
ENTER RESPONSE HERE.....77

Q15

Q15. If you were looking for information on "Product of Canada" and "Made in Canada" food labelling guidelines today where would you go? INTERVIEWER NOTE: DO NOT READ LIST. RECORD ALL MENTIONS

TV News	01
TV Health Program	02
Radio News	03
Radio Health Program	04
Newspaper article	05
Health magazine	06
Health journal	07
Books/Library.....	08
Websites/Internet.....	09
Doctors	10
Pharmacist	11
Other healthcare professional	12
School.....	13
Health Canada	14
Canadian Food Inspection Agency.....	15
Family or Friends	16
Other specify	77
DK/NA/Refused	99

Q16A

Q16A. Imagine you are shopping for a typical household food product and you are choosing between two similar products and one is labeled Product of Canada and the other is not. Are you more likely to purchase the food product which is labeled "Product of Canada" over the other product that is not? INTERVIEWER NOTE: (If Yes, Probe Yes-Certainly or Yes-Maybe)

Yes-Certainly.....	01
Yes-Maybe	02
No.....	03
DK/NA/Refused	99

Q16B

Q16B. Imagine you are shopping for a typical household food product and you are choosing between two similar products and one is labeled Made in Canada from imported ingredients and the other is not. Are you more likely to purchase the food product which is labeled "Made in Canada from imported ingredients" over the other product that is not?

Yes-Certainly.....	01
Yes-Maybe	02
No.....	03
DK/NA/Refused	99



Q16C

16C. Imagine you are shopping for a typical household food product and you are choosing between two similar products and one is labeled Made in Canada from domestic and imported ingredients and the other is not. Are you more likely to purchase the food product which is labeled "Made in Canada from domestic and imported ingredients" over the other product that is not?

Yes-Certainly.....	01
Yes-Maybe	02
No.....	03
DK/NA/Refused	99

Q16A2

16A2. And why would you choose the product that is labeled Product of Canada?

INTERVIEWER NOTE: Probe for up-to three reasons

ENTER RESPONSE HERE.....	77
Don't know (DO NOT OFFER!!).....	89
Refuse (DO NOT OFFER!!)	99

Q16B2

16B2. And why would you choose the product that is labeled Made in Canada from imported ingredients? INTERVIEWER NOTE: Probe for up-to three reasons

ENTER RESPONSE HERE.....	77
Don't know (DO NOT OFFER!!).....	89
Refuse (DO NOT OFFER!!)	99

Q16C2

16C2. And why would you choose the product that is Made in Canada from domestic and imported ingredients? INTERVIEWER NOTE: Probe for up-to three reasons

ENTER RESPONSE HERE.....	77
Don't know (DO NOT OFFER!!).....	89
Refuse (DO NOT OFFER!!)	99

Q17

Q17. What is the first language you learnt as a child and still understand? That is, what is your mother tongue?

English.....	01
French.....	02
Other-Specify	77
Refuse.....	88

D1

Finally, I have some questions for statistical purposes. All of your responses will remain confidential. D1. In what year were you born? [RECORD YEAR - XXXX]

DON'T KNOW/REFUSED



D3

D3. What is the highest level of formal education that you have completed? INTERVIEWER
NOTE: DO NOT READ LIST

High School diploma or less.....	01
Some technical, community college, CEGEP, College Classique.....	02
Completed technical, community college, CEGEP, College Classique	03
Some university (includes obtained certificate but not a degree)	04
Bachelor's Degree.....	05
Master's Degree	06
Other (specify).....	77
Don't know (DO NOT READ).....	89
Refused (DO NOT READ)	99

D4

D4. Which of the following categories describes to your current situation? You can choose more than one. Are you currently INTERVIEWER NOTE: READ LIST

Working for pay, full-time (35 hours or more per week)	01
Working for pay, part-time (less than 35 hours per week)	02
Self employed.....	03
Retired	04
Unemployed/looking for work	05
A homemaker	06
Other (specify).....	77
Refused (DO NOT OFFER!!)	99

D5

D5. Could you tell me the total income, before taxes and deductions, of all family who live with you in your household, including yourself, from all sources for the year ending December 31st, 2008. [READ LIST]

Less than \$20,000.....	01
\$20,000- \$29,999.....	02
\$30,000- \$39,999.....	03
\$40,000- \$49,999.....	04
\$50,000- \$59,999.....	05
\$60,000- \$69,999.....	06
\$70,000- \$79,999.....	07
\$80,000- \$89,999.....	08
\$90,000- \$99,999.....	09
\$100,000 and above.....	10
Don't know (DO NOT OFFER!!).....	89
Refused (DO NOT OFFER!!)	99

INT99

That concludes the survey. Thank you very much for taking part. It is appreciated.
Completion



B. French

INTR1

Bonjour/ bonsoir, je suis _____ de The Strategic Counsel. Nous sommes une entreprise spécialisée en recherche sur l'opinion publique. Aujourd'hui, nous nous entretenons avec un échantillon aléatoire de Canadiens de sujets importants pour tous. Je tiens à vous assurer que nous n'essayerons pas de vous vendre quoi que ce soit. Cette étude est commanditée par le gouvernement du Canada. Votre participation est volontaire et toutes vos réponses demeureront strictement confidentielles. J'aimerais parler au membre du ménage âgé de 18 ans ou plus qui a célébré son anniversaire le plus récemment. Est-ce vous? (SI NON, DEMANDER À PARLER À CETTE PERSONNE ET RECOMMENCER.) REMARQUE À L'INTENTION DE L'INTERVIEWEUR : SI LE RÉPONDANT DÉSIRE DISCUTER DU SONDAGE AVEC QUELQU'UN, LE RÉFÉRER À NANCY GOTTLIEB (1 888 975-4465).

SI DEMANDÉ : Le système national d'enregistrement des sondages a été mis sur pied par l'industrie canadienne du sondage pour permettre au public de vérifier la légitimité d'un sondage, de se renseigner sur l'industrie du sondage ou de déposer une plainte. Le numéro sans frais du système d'enregistrement est le 1 800 554-9996.

SI LE RÉPONDANT S'INFORME À PROPOS DE LA LISTE NATIONALE DE NUMÉROS DE TÉLÉCOMMUNICATION EXCLUS : Les appels effectués dans le cadre d'une étude de marché ou d'un sondage ne sont pas considérés comme des appels de télémarketing. Ainsi, les entreprises qui font ces types d'appels n'ont pas à s'inscrire sur la liste. Le numéro de téléphone sans frais pour obtenir plus d'information au sujet de la liste est le 1 866 580-3625

Oui.....01

Pas un bon moment (FIXER UN RAPPEL).....02

Non, Refuse - A DEMANDÉ D'ENLEVER LE NUMÉRO DE LA LISTE (CONSIGNER COMME REFUS)

99

GEND

Inscrire le sexe

Homme.....01

Femme.....02

LANG

Inscrire la langue de l'interview (Remarque à l'intention de l'intervieweur : Si vous êtes incertain de la langue, demandez : Préférez-vous continuer en français ou en anglais?).

Anglais ..01

Français ..02

Q1N

Nous aimerais vous poser quelques questions au sujet de la salubrité des aliments et du système d'assurance de la salubrité des aliments du Canada. Sur une échelle de 7 points, où 1 signifie Pas du tout salubres, 7 signifie Très salubres et 4 Moyennement salubres, comment évalueriez-vous la salubrité des aliments provenant de ces pays?

APPUYER POUR CONTINUER1



Q1NB

États-Unis

1: Pas du tout salubres	1
2	2
3	3
4: Moyennement salubres.....	4
5	5
6.....	6
7: Très salubres.....	7
NSP/NI (NE PAS PROPOSER!).....	9

Q1NC

Chine

1: Pas du tout salubres	1
2	2
3	3
4: Moyennement salubres.....	4
5	5
6.....	6
7: Très salubres.....	7
NSP/NI (NE PAS PROPOSER!).....	9

Q1ND

Inde

1: Pas du tout salubres	1
2	2
3	3
4: Moyennement salubres.....	4
5	5
6.....	6
7: Très salubres.....	7
NSP/NI (NE PAS PROPOSER!).....	9

Q1NE

Union européenne

1: Pas du tout salubres	1
2	2
3	3
4: Moyennement salubres.....	4
5	5
6.....	6
7: Très salubres.....	7
NSP/NI (NE PAS PROPOSER!).....	9



Q1

Q1. Au Canada, qui est responsable de protéger l'approvisionnement alimentaire et de maintenir les aliments salubres? (Ne pas lire, Indiquer toutes les réponses pertinentes dans la liste)

Agence canadienne d'inspection des aliments (ACIA)	01
Ministère de l'Agriculture et de l'Agroalimentaire	02
Santé Canada	03
Aucun / Aucun organisme gouvernemental n'en est responsable	04
Food and Drug Administration (FDA)	05
Gouvernement fédéral - non précisé	06
Producteurs	07
Détaillants	08
Gouvernements provinciaux / territoriaux	09
Autre - Veuillez préciser	77
Ne sait pas / Refuse	99

Q2

Q2. Au cours des six derniers mois, avez-vous lu, vu ou entendu quelque chose à propos de la salubrité des aliments ou d'un rappel de produits alimentaires au Canada?

Oui	01
Non	02
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!)	99

Q3

Q3. Qu'avez-vous entendu?

INSCRIRE LA RÉPONSE ICI.....	77
NE SAIT PAS	89
REFUSE	99

Q4

Q4. Lorsque vous entendez que certains produits sont rappelés, est-ce que cela a tendance à vous rassurer parce que ça démontre que le système fonctionne OU est-ce que cela a tendance à vous inquiéter parce que cela démontre avant tout que des produits peuvent passer à travers les mailles du système de réglementation?

est-ce que cela a tendance à vous rassurer parce que ça démontre que le système fonctionn 01

.....	
inquiéter parce que cela démontre avant tout que des produits peuvent passer à travers les mailles du système de réglementation	02
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!)	99



Q5

Q5. Veuillez indiquer dans quelle mesure vous êtes d'accord ou en désaccord avec ces énoncés au sujet des rappels d'aliments et du système d'assurance de la salubrité des aliments du Canada. Veuillez utiliser une échelle de 7 points où 1 signifie que vous êtes Complètement en désaccord, 7 que vous êtes Complètement d'accord et 4 que vous n'êtes Ni d'accord, ni en désaccord.

Appuyer sur 01 pour continuer01

Q5A

Q5A. Les rappels d'aliments sont possibles, même si on fait de son mieux pour les éviter.

1: Complètement en désaccord.....	01
2.....	02
3.....	03
4: Ni d'accord ni en désaccord.....	04
5.....	05
6.....	06
7: Complètement d'accord	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q5B

Q5B. Au Canada, les rappels d'aliments sont réglés en temps utile.

1: Complètement en désaccord.....	01
2.....	02
3.....	03
4: Ni d'accord ni en désaccord.....	04
5.....	05
6.....	06
7: Complètement d'accord	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q5C

Q5C. Le gouvernement du Canada a fait un bon travail pour ce qui est de tenir les Canadiens informés au sujet de toutes les questions pertinentes à la salubrité des aliments.

1: Complètement en désaccord.....	01
2.....	02
3.....	03
4: Ni d'accord ni en désaccord.....	04
5.....	05
6.....	06
7: Complètement d'accord	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99



Q5D

Q5D. J'aimerais avoir plus d'information au sujet de la salubrité des aliments et la façon de me protéger et de protéger ma famille contre les aliments qui présentent un risque pour la santé.

1: Complètement en désaccord.....	01
2.....	02
3.....	03
4: Ni d'accord ni en désaccord.....	04
5.....	05
6.....	06
4: Ni d'accord ni en désaccord.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q5F

Q5F. Je crois que les Canadiens sont davantage à risque de consommer des aliments contaminés aujourd'hui qu'il y a deux ans.

1: Complètement en désaccord.....	01
2.....	02
3.....	03
4: Ni d'accord ni en désaccord.....	04
5.....	05
6.....	06
4: Ni d'accord ni en désaccord.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q5G

Q5G. Je crois que les aliments produits au Canada sont plus salubres que ceux produits dans d'autres pays développés.

1: Complètement en désaccord.....	01
2.....	02
3.....	03
4: Ni d'accord ni en désaccord.....	04
5.....	05
6.....	06
7: Complètement d'accord	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99



Q5H

Q5H. Je connais le système d'assurance de la salubrité des aliments du Canada.

1: Complètement en désaccord.....	01
2.....	02
3.....	03
4: Ni d'accord ni en désaccord.....	04
5.....	05
6.....	06
7: Complètement d'accord	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q7

Q7. À quel point faites-vous confiance à chacun de ces groupes, organismes ou institutions pour ce qui est d'empêcher la dissémination de produits alimentaires qui pourraient être dangereux pour les Canadiens ou entraîner des rappels d'aliments. Veuillez utiliser une échelle de 7 points, où 1 signifie que vous ne faites Pas du tout confiance, 7 signifie que vous faites Entièrement confiance et 4 Moyennement confiance.

Appuyer sur 01 pour continuer.....	01
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Q7A

Q7A. Agriculteurs canadiens

1: Pas du tout confiance.....	01
2.....	02
3.....	03
4: Moyennement confiance	04
5.....	05
6.....	06
7: Entièrement confiance	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q7B

Q7B. Agriculteurs étrangers

1: Pas du tout confiance.....	01
2.....	02
3.....	03
4: Moyennement confiance	04
5.....	05
6.....	06
7: Entièrement confiance	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99



Q7C

Q7C. Gouvernement du Canada

1: Pas du tout confiance.....	01
2	02
3	03
4: Moyennement confiance	04
5	05
6.....	06
7: Entièrement confiance.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q7D

Q7D. Gouvernement provincial / territorial

1: Pas du tout confiance.....	01
2	02
3	03
4: Moyennement confiance	04
5	05
6.....	06
7: Entièrement confiance.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q7E

Q7E. Agence canadienne d'inspection des aliments

1: Pas du tout confiance.....	01
2	02
3	03
4: Moyennement confiance	04
5	05
6.....	06
7: Entièrement confiance.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q7F

Q7F. Santé Canada

1: Pas du tout confiance.....	01
2	02
3	03
4: Moyennement confiance	04
5	05
6.....	06
7: Entièrement confiance.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99



Q7H

Q7H. Gouvernements étrangers

1: Pas du tout confiance.....	01
2	02
3	03
4: Moyennement confiance	04
5	05
6.....	06
7: Entièrement confiance.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q7I

Q7I. Ministère de l'Agriculture et de l'Agroalimentaire

1: Pas du tout confiance.....	01
2	02
3	03
4: Moyennement confiance	04
5	05
6.....	06
7: Entièrement confiance.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q7K

Q7K. L'industrie de la production alimentaire elle-même

1: Pas du tout confiance.....	01
2	02
3	03
4: Moyennement confiance	04
5	05
6.....	06
7: Entièrement confiance.....	07
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99



Q10

Q10. Si vous cherchiez aujourd'hui de l'information sur la salubrité des aliments, où chercheriez-vous? REMARQUE À L'INTENTION DE L'INTERVIEWEUR: Ne pas lire, Indiquer toutes les réponses pertinentes dans la liste

Téléjournal.....	01
Émission télévisée portant sur la santé	02
Radiojournal	03
Émission radiodiffusée portant sur la santé	04
Article dans le journal	05
Magazine sur la santé	06
Revue sur la santé.....	07
Livres / Bibliothèque	08
Sites Web / Internet	09
Médecins	10
Pharmacien	11
Autre professionnel de la santé.....	12
École.....	13
Santé Canada	14
Agence canadienne d'inspection des aliments	15
Membres de la famille ou amis.....	16
Autre - Veuillez préciser	77
NSP / NI / Refuse	99

Q10A

Q10A. Et quels genres de renseignements au sujet de la salubrité des aliments êtes-vous le plus intéressé à connaître?

INSCRIRE LA RÉPONSE ICI.....	77
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Q12

Q12. Lorsque vous entendez l'expression Produit du Canada, quelle est la première chose qui vous vient à l'esprit?

INSCRIRE LA RÉPONSE ICI.....	77
Ne sait pas	89
Refuse.....	99

Q122

Q122. Lorsque vous entendez l'expression Fabriqué au Canada, quelle est la première chose qui vous vient à l'esprit?

INSCRIRE LA RÉPONSE ICI.....	77
Ne sait pas	89
Refuse.....	99

Q12A

Q12A. Lorsque vous voyez une feuille d'érable sur un produit alimentaire, quelle est la première chose qui vous vient à l'esprit?

INSCRIRE LA RÉPONSE ICI.....	77
Ne sait pas	89
Refuse.....	99



Q12A2

Q12A2. Lorsque vous voyez un drapeau canadien sur un produit alimentaire, quelle est la première chose qui vous vient à l'esprit?

INSCRIRE LA RÉPONSE ICI.....	77
Ne sait pas	89
Refuse.....	99

Q13

Q13. Le 31 décembre 2008, le gouvernement du Canada a édicté de nouvelles directives pour l'étiquetage des aliments portant les allégations Produit du Canada et Fabriqué au Canada. Avant aujourd'hui, aviez-vous vu, entendu ou lu quelque chose à propos de ces nouvelles directives d'étiquetage des aliments? REMARQUE À L'INTENTION DE L'INTERVIEWEUR : SI OUI, INTERROGER : OUI DÉFINITIVEMENT OU OUI VAGUEMENT

Oui - Définitivement.....	01
Oui -Vaguement	02
Non	89
Ne sait pas (NE PAS PROPOSER!!)	99
Refuse (NE PAS PROPOSER!!).....	05

Q14

Q14. Qu'est-ce que vous avez vu, lu ou entendu au sujet de ces directives?

INSCRIRE LA RÉPONSE ICI.....	77
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Q14A

Q14A. Au meilleur de votre connaissance, y a-t-il une différence entre les aliments ou produits alimentaires portant l'allégation Produit du Canada et ceux portant l'allégation Fabriqué au Canada?

Oui.....	01
Non	02

Q14B

Q14B. Pouvez-vous décrire la principale différence?

INSCRIRE LA RÉPONSE ICI.....	77
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Q15

Q15. Si vous cherchiez aujourd'hui de l'information au sujet des directives pour l'étiquetage des aliments portant les allégations Produit du Canada et Fabriqué au Canada, où chercheriez-vous? REMARQUE À L'INTENTION DE L'INTERVIEWEUR : NE PAS LIRE LA LISTE. INSCRIRE TOUTES LES RÉPONSES.

Téléjournal.....	01
Émission télévisée portant sur la santé	02
Radiojournal	03
Émission radiodiffusée portant sur la santé	04
Article dans le journal	05
Magazine sur la santé	06
Revue sur la santé.....	07
Livres / Bibliothèque	08
Sites Web / Internet	09
Médecins	10
Pharmaciens.....	11
Autres professionnels de la santé.....	12
École.....	13
Santé Canada	14
Agence canadienne d'inspection des aliments	15
Membres de la famille ou amis.....	16
Autre - Veuillez préciser	77
NSP / NI / Refuse	99

Q16A

Q16A. Imaginez que vous magasinez un produit alimentaire type pour la maisonnée et que vous ayez à choisir entre deux produits similaires dont l'un porte l'allégation Produit du Canada et l'autre pas. Est-il plus probable que vous achetez le produit alimentaire portant l'allégation Produit du Canada plutôt que l'autre? REMARQUE À L'INTENTION DE L'INTERVIEWEUR: (Si Oui, interroger : Oui, certainement ou Oui, peut-être)

Oui - Certainement	01
Oui - Peut-être	02
Non	03
NSP / NI / Refuse	99

Q16B

16B. Imaginez que vous magasinez un produit alimentaire type pour la maisonnée et que vous ayez à choisir entre deux produits similaires dont l'un porte l'allégation Fabriqué au Canada à partir d'ingrédients importés et l'autre pas. Est-il plus probable que vous achetez le produit alimentaire portant l'allégation Fabriqué au Canada à partir d'ingrédients importés plutôt que l'autre? REMARQUE À L'INTENTION DE L'INTERVIEWEUR: (Si Oui, interroger : Oui, certainement ou Oui, peut-être)

Oui - Certainement	01
Oui - Peut-être	02
Non	03
NSP / NI / Refuse	99

Q16C

16C. Imaginez que vous magasinez un produit alimentaire type pour la maisonnée et que vous ayez à choisir entre deux produits similaires dont l'un porte l'allégation Fabriqué au Canada à partir d'ingrédients canadiens et importés et l'autre pas. Est-il plus probable que vous achetez



le produit alimentaire portant l'allégation Fabriqué au Canada à partir d'ingrédients canadiens et importés plutôt que l'autre? REMARQUE À L'INTENTION DE L'INTERVIEWEUR: (Si Oui, interroger : Oui, certainement ou Oui, peut-être)

Oui - Certainement	01
Oui - Peut-être	02
Non	03
NSP / NI / Refuse	99

Q16A2

16A2. Et pourquoi choisiriez-vous le produit portant l'allégation Produit du Canada? REMARQUE À L'INTENTION DE L'INTERVIEWEUR : Interroger pour obtenir jusqu'à trois raisons

INSCRIRE LA RÉPONSE ICI.....	77
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q16B2

16B2. Et pourquoi choisiriez-vous le produit portant l'allégation Fabriqué au Canada à partir d'ingrédients importés? REMARQUE À L'INTENTION DE L'INTERVIEWEUR : Interroger pour obtenir jusqu'à trois raisons

INSCRIRE LA RÉPONSE ICI.....	77
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q16C2

16C2. Et pourquoi choisiriez-vous le produit portant l'allégation Fabriqué au Canada à partir d'ingrédients canadiens et importés? REMARQUE À L'INTENTION DE L'INTERVIEWEUR : Interroger pour obtenir jusqu'à trois raisons

INSCRIRE LA RÉPONSE ICI.....	77
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

Q17

Q17. Quelle est la première langue que vous avez apprise enfant et que vous comprenez toujours? En d'autres mots, quelle est votre langue maternelle?

Anglais	01
Français	02
Autre - Veuillez préciser	77
Refuse.....	88

D1

Finalement, il me reste quelques questions à des fins statistiques. Toutes vos réponses demeureront confidentielles. D1. En quelle année êtes-vous né? [INSCRIRE L'ANNÉE - XXXX]

REFUS	9999
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D3

D3. Quel est le plus haut niveau de scolarité officielle que vous avez complété?
REMARQUE À L'INTENTION DE L'INTERVIEWEUR: NE PAS LIRE LA LISTE

Diplôme d'études secondaires ou moins	01
Études techniques, collégiales, CEGEP, collège classique en partie.....	02
Diplôme d'études techniques, collégiales, CEGEP, collège classique...03	
Études universitaires en partie (inclus les certificats mais pas le baccalauréat) 04	
.....	
Baccalauréat	05
Maîtrise.....	06
Autre (Veuillez préciser)	77
Ne sait pas (NE PAS LIRE)	89
Refuse (NE PAS LIRE).....	99

D4

D4. Laquelle de ces catégories décrit votre situation actuelle? Vous pouvez en choisir plus d'une. À l'heure actuelle, êtes-vous... REMARQUE À L'INTENTION DE L'INTERVIEWEUR : LIRE LA LISTE

Travailleur rémunéré à temps plein (35 heures ou plus par semaine) ...01	
Travailleur rémunéré à temps partiel (moins de 35 heures par semaine)02	
Travailleur autonome.....03	
Retraité	04
Sans emploi / À la recherche d'un emploi	05
Homme ou femme au foyer.....06	
Autre (Veuillez préciser)	77
Refuse (NE PAS PROPOSER!!).....	99

D5

D5. Pouvez-vous me dire le revenu total, avant impôts et déductions, de tous les membres de votre ménage, y compris vous-même, en provenance de toutes sources pour l'année se terminant le 31 décembre 2008. [LIRE LA LISTE]

Moins de 20 000 \$.....01	
Entre 20 000 \$ et 29 999 \$.....02	
Entre 30 000 \$ et 39 999 \$.....03	
Entre 40 000 \$ et 49 999 \$.....04	
Entre 50 000 \$ et 59 999 \$.....05	
Entre 60 000 \$ et 69 999 \$.....06	
Entre 70 000 \$ et 79 999 \$.....07	
Entre 80 000 \$ et 89 999 \$.....08	
Entre 90 000 \$ et 99 999 \$.....09	
100 000 \$ et plus10	
Ne sait pas (NE PAS PROPOSER!!)	89
Refuse (NE PAS PROPOSER!!).....	99

INT99

Voilà qui conclut le sondage. Merci beaucoup d'y avoir participé, c'est très apprécié.
Achèvement.....20



XV. Appendix D: Methodology Report



A. Introduction

The Strategic Counsel is pleased to present this methodology report to the Canadian Food Inspection Agency.

The following items illustrate the specific objectives of this research:

- Measure Canadians' confidence in Canada's food safety system, food produced in Canada and in other countries;
- Measure Canadians' awareness of recent high profile food recalls;
- Understand the impact of recent high profile food recalls on Canadians' confidence in Canada's food safety system;
- Probe Canadians' attitudes and behaviours vis-à-vis food labelling;
- Probe Canadians' knowledge, understanding and awareness of the newly enacted "Product of Canada" (PoC) and "Made in Canada" (MIC) food labelling guidelines; and were to
- Measure and examine Canadians' communication preferences related to PoC, MIC and food safety.

In light of the research objectives, a two-pronged research design was employed consisting of qualitative and quantitative components: 1) ten focus groups were conducted with the Canadian general public in Halifax, Montreal, Toronto, Saskatoon and Vancouver between March 16th and 24th 2009 and 2) a telephone survey of 1,000 Canadian adults (employing random digit dialling) was conducted between March 11th and March 23rd 2009.

This report details the sample strategy, source, frame and method, the weighting procedures and call dispositions of the quantitative portion of the research.

B. Methodology

1. Sample Design

In order to examine the views of Canadians, *The Strategic Counsel* conducted telephone interviews with 1,014 Canadians, aged 18 and over, using stratified regional sampling. The sample design used proportional sampling except for Atlantic Canada where an oversample was conducted to ensure a minimum of 120 interviews conducted in that region. In the rest of Canada, the remaining interviews were allocated proportionally by population according to the 2006 census across each of the following regions of the country - Quebec, Ontario, the Prairies (Manitoba, Saskatchewan), Alberta, British Columbia, and The North

By using mostly proportionate sampling methods, TSC was able to ensure weights were low as to not effect the standard error and margin or error calculations.

**Table 1: Sample Distribution**

Region/Center	Provinces/Territories	General Population		
		Sample (n)	Weighted (n)	Margin of Error
North	Nunavut, North West Territory, Yukon	10	-*	N/A
British Columbia	British Columbia	151	132	+/-7.98%
Alberta	Alberta	123	103	+/-8.84%
Prairies	Manitoba/Saskatchewan	101	70	+/-9.75%
Ontario	Ontario	306	392	+/-5.60%
Quebec	Quebec	200	237	+/-6.93%
Atlantic Provinces	Prince Edward Island, Nova Scotia, New Brunswick, and Newfoundland	123	80	+/-8.84%
Canada		1014	1014	+/-3.08%

2. Sample Source

TSC utilized the random digit dialling (RDD) method to draw the national sampling frame. The RDD method has proven to provide the most accurate way to represent all demographic groups within a target area. TSC has access to an electronic database consisting of all listed telephone numbers in Canada. However, to truly obtain a random sample, unlisted numbers or numbers too new to be included in telephone directories were contacted. The same RDD software, in this case, Survey Sampler, that provides the listed numbers also provided a random sample of possible unlisted numbers.

All telephone numbers in Canada consist of an area code, an exchange (the first three digits), and a suffix (the last four digits). The computer recognized gaps in the listed numbers and filled them in with unlisted numbers. These gaps were recognized searching for numbers with the same area code and exchange and not-listed suffixes. For example, the numbers (613) 555-0123 and (613) 555-0228 may be listed. The computer provides the numbers (613) 555-0124 to (613) 555-0127. As such, all numbers with a probability of reactivation of 60% or more were attempted.

RDD samples can include not-in-service and non-residential telephone numbers. For the scope of this project, these numbers were identified the first time an interviewer calls and noted as such on the interviewer disposition page.



3. Weighting

The general population results were weighted by age and gender within region to ensure they were representative of the Canadian population. Furthermore, to ensure an appropriate proportion of surveys were conducted in large and small centres alike, TSC weighted the three largest CMA's in the country, namely Montreal, Toronto, and Vancouver, separately than the remainder of their respective provinces. The Strategic Counsel used 2006 census information. The following table illustrates the sample and population proportions of each region along with associated weights.

Table 2: Weighting

REGION	GENDER	AGE	Sample Population		Weight
			PERCENT	PERCENT	
Atlantic	Male	18-34	0.92%	0.42%	2.2077
	Female	18-34	1.41%	1.88%	0.7515
	Male	35-54	1.19%	2.29%	0.5195
	Female	35-54	0.97%	0.73%	1.3318
	Male	55+	1.49%	2.92%	0.5119
	Female	55+	1.38%	3.65%	0.3793
Montreal	Male	18-34	1.67%	1.15%	1.4542
	Female	18-34	2.26%	1.98%	1.1421
	Male	35-54	1.63%	1.56%	1.0439
	Female	35-54	1.97%	1.15%	1.7173
	Male	55+	2.31%	1.98%	1.1676
	Female	55+	2.05%	1.88%	1.0935
Quebec	Male	18-34	1.62%	0.73%	2.2153
	Female	18-34	2.45%	2.50%	0.9787
	Male	35-54	2.09%	2.29%	0.9129
	Female	35-54	1.37%	0.52%	2.6279
	Male	55+	2.48%	2.09%	1.1887
	Female	55+	2.43%	2.61%	0.9318
Toronto	Male	18-34	2.36%	1.15%	2.0576
	Female	18-34	3.20%	1.77%	1.8064
	Male	35-54	2.08%	2.29%	0.9076
	Female	35-54	2.48%	1.04%	2.3825
	Male	55+	3.38%	2.61%	1.2967
	Female	55+	2.48%	3.34%	0.7430
Ontario	Male	18-34	2.95%	0.83%	3.5311
	Female	18-34	4.26%	3.75%	1.1340
	Male	35-54	3.49%	2.19%	1.5934
	Female	35-54	2.98%	0.63%	4.7575
	Male	55+	4.42%	4.59%	0.9626
	Female	55+	4.09%	5.01%	0.8166
Prairies	Male	18-34	0.93%	0.63%	1.4896
	Female	18-34	1.21%	2.29%	0.5292



	Male	35-54	1.00%	1.67%	0.5977
	Female	35-54	1.20%	0.94%	1.2825
	Male	55+	1.24%	1.88%	0.6596
	Female	55+	1.18%	2.61%	0.4518
Alberta	Male	18-34	1.69%	0.63%	2.6939
	Female	18-34	2.07%	1.36%	1.5251
	Male	35-54	1.30%	1.88%	0.6902
	Female	35-54	1.63%	1.15%	1.4224
	Male	55+	2.04%	3.86%	0.5300
	Female	55+	1.44%	3.34%	0.4303
Vancouver	Male	18-34	0.98%	0.21%	4.6934
	Female	18-34	1.35%	0.83%	1.6137
	Male	35-54	0.95%	1.56%	0.6101
	Female	35-54	1.01%	0.42%	2.4274
	Male	55+	1.42%	2.29%	0.6210
	Female	55+	1.10%	2.40%	0.4596
BC	Male	18-34	0.77%	0.42%	1.8486
	Female	18-34	1.19%	1.04%	1.1367
	Male	35-54	1.15%	1.98%	0.5800
	Female	35-54	0.77%	0.42%	1.8507
	Male	55+	1.25%	1.67%	0.7505
	Female	55+	1.26%	3.02%	0.4153

4. Call Dispositions

Market Research and Intelligence Association (MRIA) guidelines were followed in calculating response rates. MRIA, which is an accepted governing association in the market research industry, considers the empirical method as an optimal way of calculating response rate for surveys.

The response rate for this project was **11.35%**.

The following tables illustrate specifically how the MRIA empirical method was used to calculate response rates:

Table 3: MRIA Response Rates

Empirical Calculation for Data Collection

Total Number attempted	
Invalid NIS,Fax/Modem, Business/No response	3071



Unresolved (U)	
Busy, No answer, Answering machine	6177
6177	
In-scope - non-responding (IS)	
Language problem	
Illness, incapable	323
Selected respondent not available	0
323	
Household refusal	
Respondent refusal	1470
Qualified respondent break-off	9
1479	
(Total IS)	
1802	
In-scope - Responding units (R)	
Language disqualify --	0
No one 18+ --	0
Other disqualify/Quota full	0
Completed interviews (INT99)	1014
1014	
(U+IS+R)	8933
RESPONSE RATE = R/(U+IS+R)	0.11351
	11.35%

Table 4: Final Call Dispositions

<u>LAST DIALING DISPOSITION</u>		Total	Percent
CO	Yes - Completed	1014	5.96
***	Total Completes	1014	5.96
INT	INT disqualified	0	0
***	Total Disqualified	0	0
QF	Quota Full	0	0
***	Total Quota Full	0	0
MR	Refusal Part Way	23	0.14
ND	Not available for duration of survey	0	0
***	Total Terminations	23	0.14
LE	Language Barrier – not English or French	216	1.27
IL	Illness/ Incapable/ Deaf	107	0.63
***	Total Language	323	1.90



SEF	Send to English/French interviewer	0	0
EFI	Interruption in interview	80	0.47
CC	Callback	5048	29.68
***	Total Callbacks	5128	30.15
DI	Does Not Accept Incoming Calls	432	2.54
CN	Cell phone Refusal	0	0
RF	Refusal	1470	8.64
***	Total Refusals	1902	11.18
BU	Busy	371	2.18
NA	No Answer	1955	11.49
AM	Answering Machine	3851	22.64
***	Total No Answers	6177	36.32
NI	Disconnected – Not in service	1873	11.01
FM	Fax modem Number	324	1.90
BN	Business Number	137	0.81
***	Total Not In Service	2334	13.72
***	Total	17008	100.*

Table 5: Calculations

Total Contacts = Callbacks + Refusals + Terminations+ Quota Full+ Language + Comps + Disqualified
8283 = **5128** + **1902** + **23** + **0** + **216** + **1014** + **0**

Incidence Rate = (Comps + Terms + Quota Full) / (Comps + Terms + Quota Full + Disqualified) * 100
100% = (**1014** + **23** + **0**) / (**1014** + **23** + **0** + **0**) * 100

Refusal Rate = based on Total Contacts = (Refusals + Terminations) / Tot Contacts * 100
23.24% = (**1902** + **23**) / **8283** * 100

Response Rate* = In-scope - Responding units (R) /Unresolved (U) + In-scope - non-
 Responding units (IS) + In-scope - Responding units (R)
11.35% = **1014** / (**6177**+**1802** + **1014**) * 100