

# Ministry of Agriculture Public Trust Survey

Inshtrix Research, Omnibus Survey, 2025

# Executive Summary

The Ministry of Agriculture has participated in polling since 2013 to gain insight into the public's perception of the agriculture and agri-food industry, to assess the impact of efforts to build public trust and to establish benchmarks for future initiatives.

The 2025 Public Trust Survey was conducted by Inshgtrix Research in May; 801 Saskatchewan residents responded to 11 questions to gauge their perception of agriculture in the province (Appendix A).

The survey results showed that Saskatchewan residents continue to have a positive perception of Saskatchewan agriculture. Eighty-nine per cent of Saskatchewan residents responded that they have a positive perception of agriculture. This is up four percentage points from the ministry's target of 85 per cent. Since the start of the Public Trust Survey in 2013, positive public perception of agriculture has proven to be very high with a 13-year average of 87.54 per cent.

The survey results showed strong public confidence (83 per cent) in Saskatchewan farmers and ranchers for being good stewards of the land and sustaining the environment for future generations. The survey further shows that 70 per cent of the respondents support the use of crop protection products such as herbicides, fungicides, and insecticides.

The survey also showed that the Saskatchewan residents find that farmers and ranchers are seeking to continually improve and move in the right direction (78%) along with the companies that are involved in value-added agriculture (74%).

For the last several years, Saskatchewan residents have indicated less trust in the effectiveness of government regulations and transparency of industry practices; however, the 2025 survey results indicated a significantly greater positive perception of these indicators, which is encouraging. The results suggest the industry's continued efforts in better informing consumers about Saskatchewan's robust regulatory framework and sharing their stories with the public are helping to build public confidence.

When those who were not confident about agriculture regulations were asked how agriculture regulations could better protect the interests of the public, responses varied from improving sustainability and chemical usage to concerns around food affordability and stakeholder consultations. The majority of responses centered on environmental protection, specifically regarding water, and transparency of information. Respondents were interested in learning more about agriculture regulations and making information about them more accessible.

Demographic analysis showed that males and residents of the southern region of the province are more likely to agree to over half of the questions that were asked. Conversely, females, people aged 18-34 and those living in the Saskatoon region are more likely to be unsure to over 70 per cent of the questions.

Driver analysis showed that Saskatchewan agriculture earns its strongest positive perceptions from environmental stewardship and continuous improvement. The most influential drivers to overall positive perception are the belief that farmers are good stewards of the land and farmers and businesses

are actively working to improve and innovate. The top drivers remain consistent from 2024 to 2025. New in 2025 is the importance of water management in relation to overall positive perception of agriculture.

When compared to national polling conducted by the Canadian Centre for Food Integrity, Saskatchewan residents continued to show more acceptance/agreement on several agricultural practices such as overall perception of the industry, environmental stewardship, and support for use of crop production products. (Appendix B).

# Results

## 1. I have a positive perception of Saskatchewan agriculture.

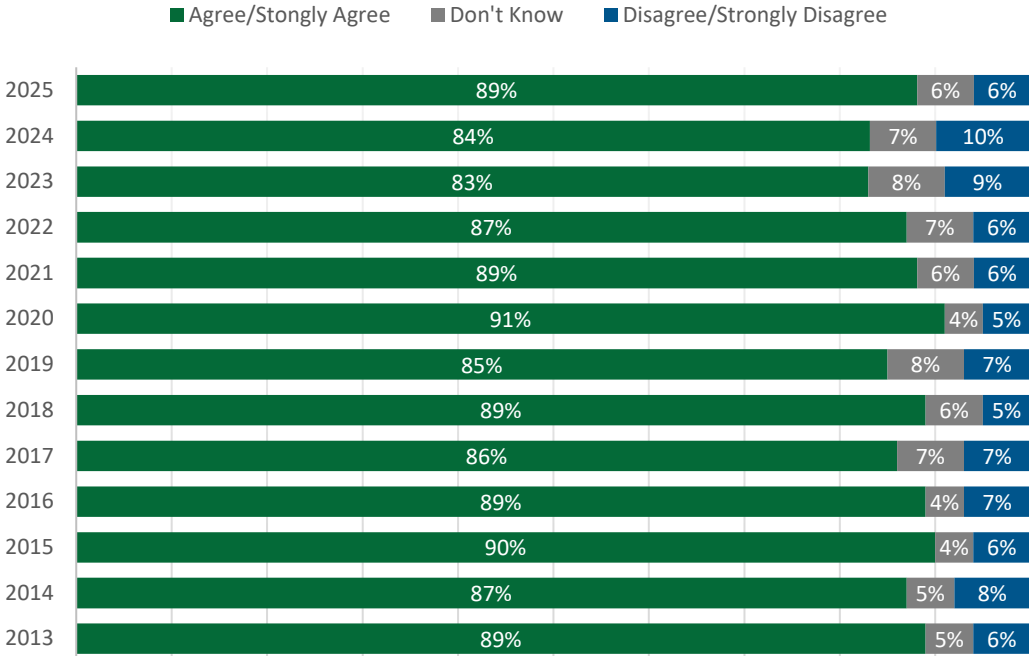
### 2025 Results<sup>1</sup>

Agree/Strongly Agree	89% [+5] <sup>2</sup>
Don't Know	6% [-1]
Disagree/Strongly Disagree	6% [-4]

### Notable

- Residents with non-Indigenous ancestry and people in households that earn over \$150,000 annual income are more likely to agree.
- Residents with Indigenous ancestry, people in households with less than \$30,000 annual income, the 18-34 age group, those living in Saskatoon, and individuals with high school or less education are more likely to be unsure.

### Yearly Comparison



<sup>1</sup> The numbers do not add up to 100 due to rounding.

<sup>2</sup> Number in brackets is the change in percentage from 2024 survey results.

## 2. Saskatchewan farmers and ranchers are good stewards of the land, sustaining the environment for future generations.

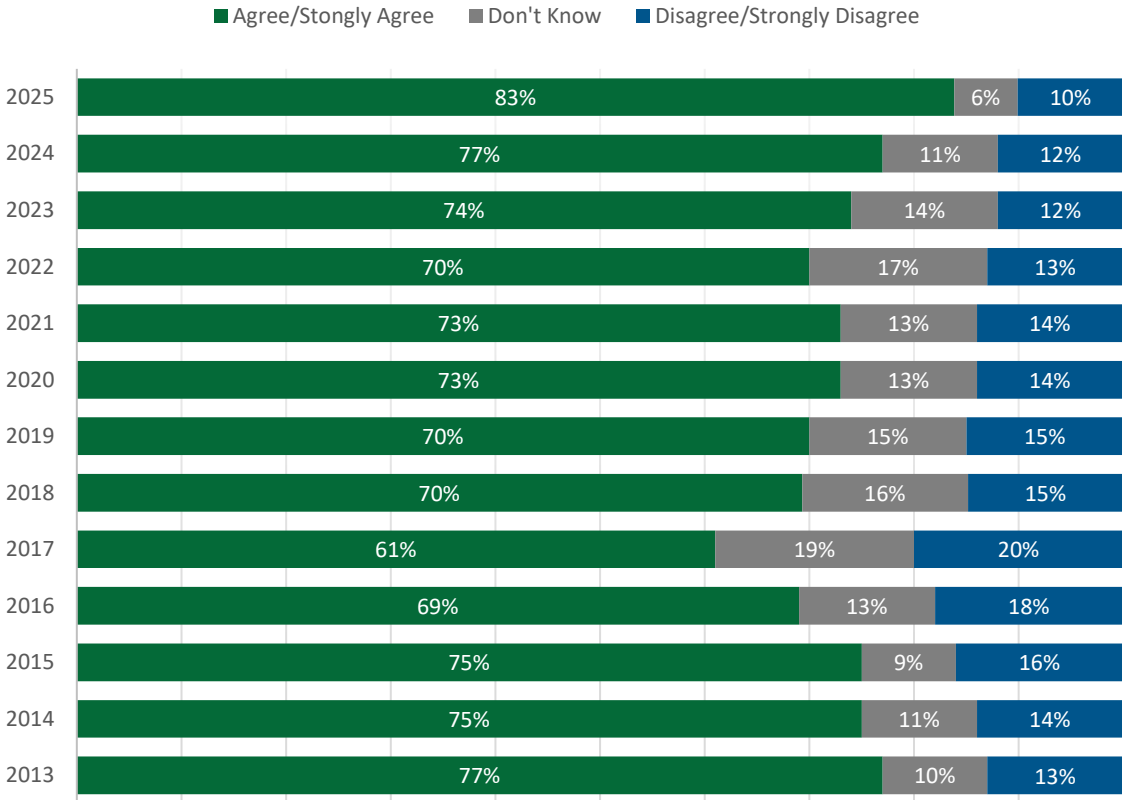
### 2025 Results

Agree/Strongly Agree	83% [+6]
Don't Know	6% [-5]
Disagree/Strongly Disagree	10% [-2]

### Notable

- Respondents over 55 years of age were more likely to agree than the younger respondents.
- The 18-34 age group, respondents from Saskatoon and households with less than \$30,000 annual income were more likely to be unsure.

### Yearly Comparison



### 3. Government’s agriculture regulations protect the interests of the public.

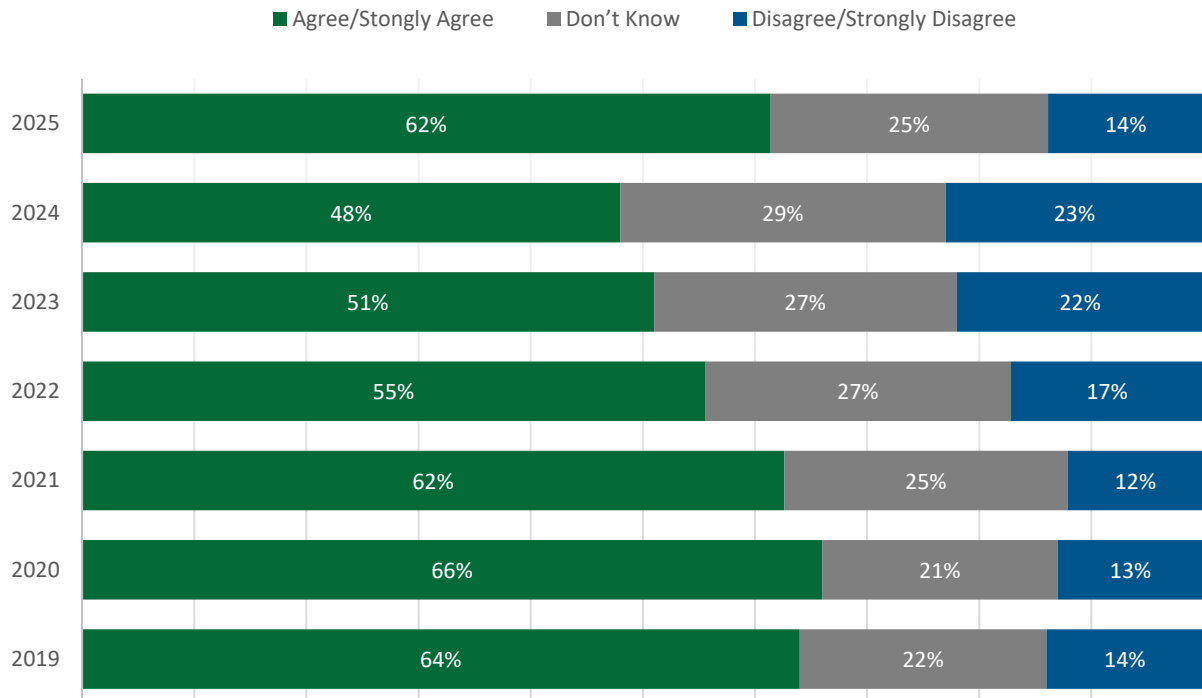
#### 2025 Results<sup>1</sup>

Agree/Strongly Agree	62% [+14]
Don’t Know	25% [-4]
Disagree/Strongly Disagree	14% [-9]

#### Notable

- Male respondents and individuals from the southern region were more likely to agree.
- Female respondents, the 18-34 age group, and people from urban regions were more likely to be unsure.

#### Yearly Comparison



<sup>1</sup> The numbers do not add up to 100 due to rounding.

## 4. The agriculture industry is open and transparent about their practices.

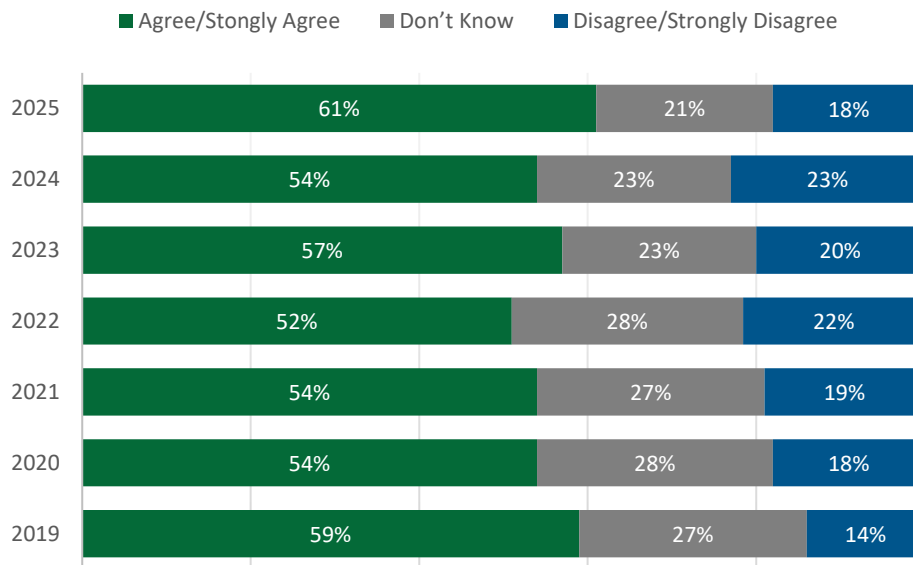
### 2025 Results

Agree/Strongly Agree	61% [+7]
Don't Know	21% [-2]
Disagree/Strongly Disagree	18% [-5]

### Notable

- Male respondents, those in the 35-55+ age group, people from the south region and those in households with one or more children were more likely to agree.
- Female respondents, people from Saskatoon and those in households with no children were more likely to be unsure.
- The 18-34 age group and residents with some or completed post-secondary education were likely to disagree.

### Yearly Comparison



## 5. I support the use of crop protection products (e.g., herbicides, fungicides, insecticides) in Saskatchewan agriculture production.

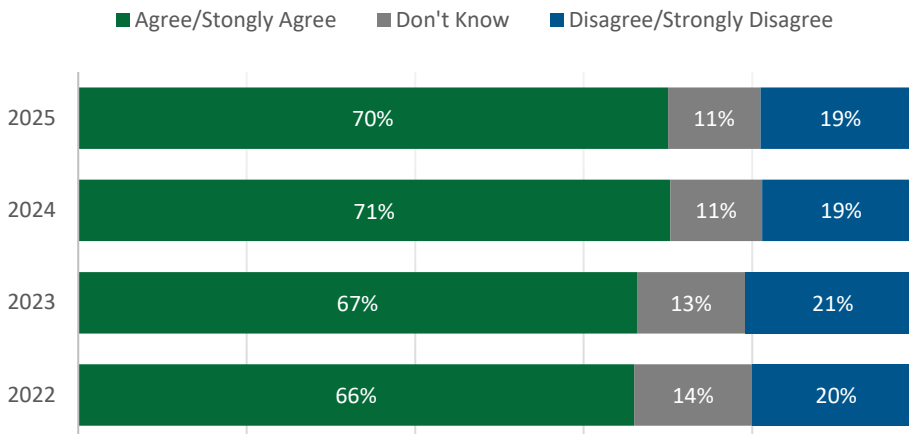
### 2025 Results

Agree/Strongly Agree	70% [-1]
Don't Know	11%
Disagree/Strongly Disagree	19%

### Notable

- Male respondents, people from the south, households with one or more children and households with an annual income of \$60,000-\$120,000 or more than \$150,000 were more likely to agree.
- Female respondents and the 18-34 age group were likely to be unsure.
- Female respondents and households with no children were more likely to disagree.

### Yearly Comparison



## 6. Saskatchewan farmers and ranchers are seeking to continually improve and move in the right direction.

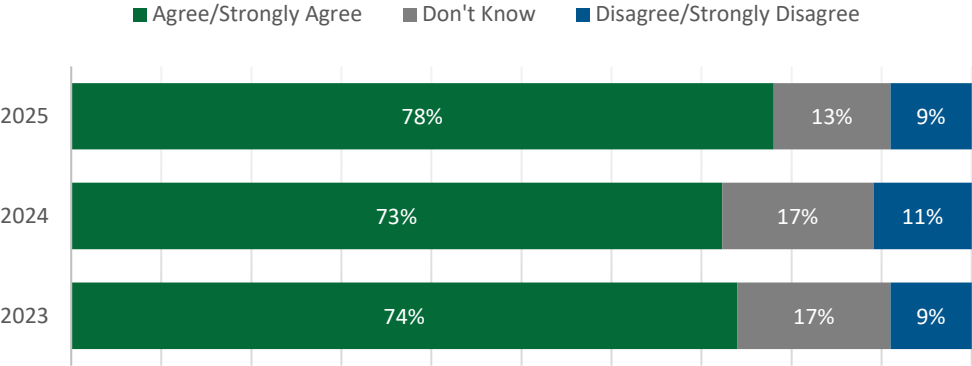
### 2025 Results

Agree/Strongly Agree	78% [+5]
Don't Know	13% [-4]
Disagree/Strongly Disagree	9% [-2]

### Notable

- Male respondents, the 55+ age group and people from the south and Regina regions were more likely to agree.
- Female respondents, the 18-34 age group, people living in Saskatoon and residents with Indigenous ancestry were more likely to be unsure.

### Yearly Comparison



# 7. Companies making products from Saskatchewan-grown agricultural goods are seeking to continually improve and move in the right direction.

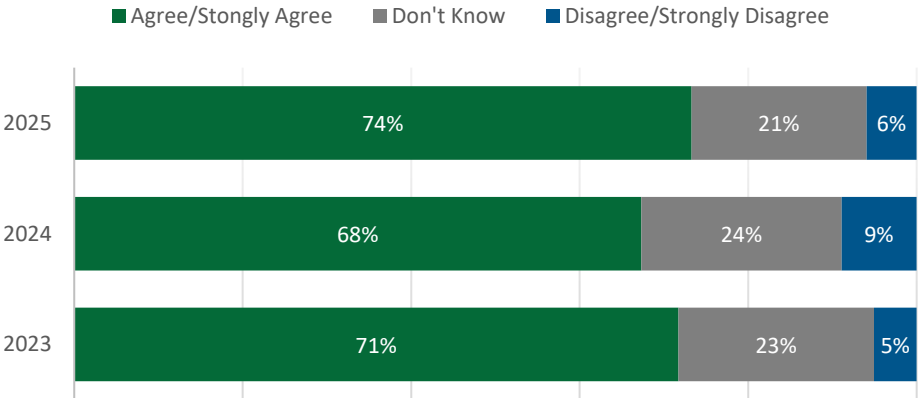
## 2025 Results<sup>3</sup>

Agree/Strongly Agree	74% [+6]
Don't Know	21% [-3]
Disagree/Strongly Disagree	6% [-3]

## Notable

- Male respondents and those living in the southern region were more likely to agree.
- Female respondents, 18-34 age group, people living in Saskatoon and northern regions, and those in household with no children were more likely to be unsure.
- The 35-54 age group was more likely to disagree.

## Yearly Comparison



<sup>3</sup> The numbers do not add up to 100 due to rounding.

## 8. Livestock in Saskatchewan are raised in a sustainable manner.

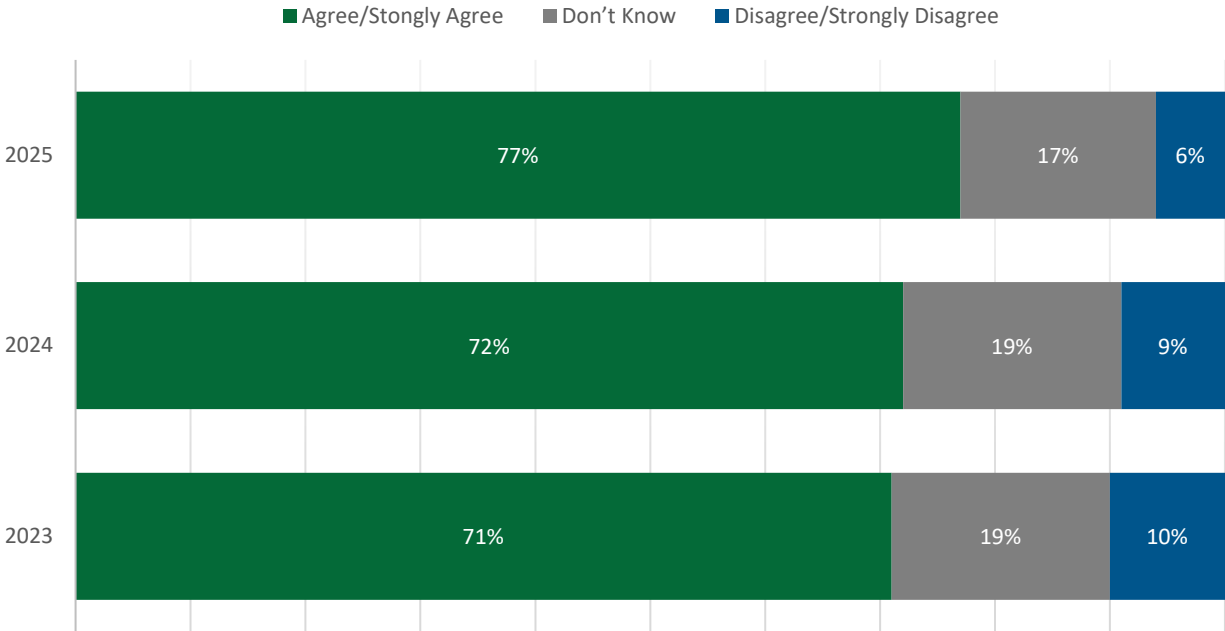
### 2025 Results

Agree/Strongly Agree	77% [+5]
Don't Know	17% [-2]
Disagree/Strongly Disagree	6% [-3]

### Notable

- Male respondents, the 55+ age group, people living in the north, south and Regina regions and residents with high school or less education were more likely to agree.
- Female respondents, the 18-34 age group and people living in Saskatoon were more likely to be unsure.
- The residents with post-secondary education were more likely to disagree.

### Yearly Comparison



# 9. Irrigation expansion brings benefits to the province of Saskatchewan.

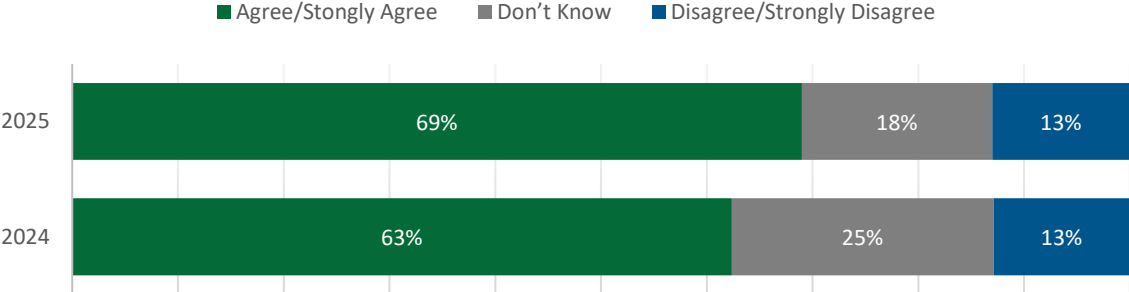
## 2025 Results

Agree/Strongly Agree	69% [+6]
Don't Know	18% [-7]
Disagree/Strongly Disagree	13%

## Notable

- Respondents from the south region were more likely to agree.
- Female respondents, the 18-34 age group and people living in Saskatoon, Regina and the northern regions were more likely to be unsure.
- The 35+ age group and residents who completed post-secondary education were more likely to disagree.

## Yearly Comparison



# 10. I believe Saskatchewan agriculture is making strides to keep food affordable.

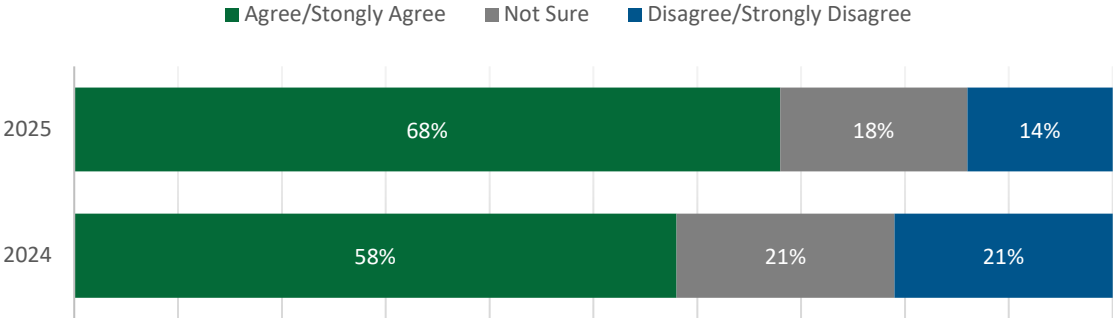
## 2025 Results

Agree/Strongly Agree	68% [+10]
Don't Know	18% [-3]
Disagree/Strongly Disagree	14% [-7]

## Notable

- Respondents earning between \$60,000 - \$90,000 were more likely to agree.
- The 18-34 age group, people living in Saskatoon and households with no children were more likely to be unsure.
- The 35-54 age group was more likely to disagree.

## Yearly Comparison



## 11. I believe Saskatchewan farmers and ranchers work to responsibly manage water on their land.

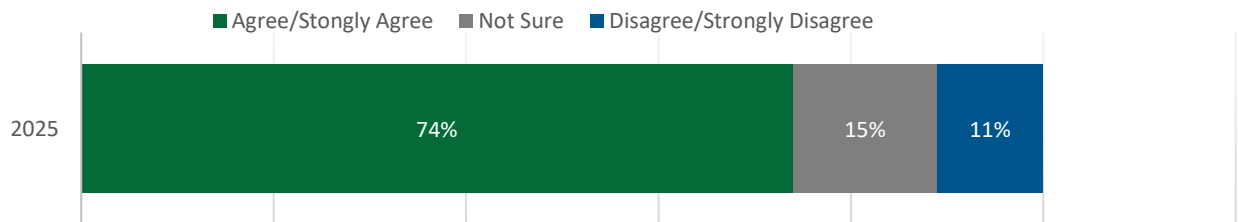
### 2025 Results

Agree/Strongly Agree	74%
Don't Know	15%
Disagree/Strongly Disagree	11%

### Notable

- The 55+ age group, people living in the south region and those in households with one or more children were more likely to agree.
- Female respondents, the 18-34 age group, people living in Saskatoon, those in households with no children and those in households with an income less than \$30,000 were more likely to be unsure.

### Yearly Comparison



# APPENDIX A: 2025 Public Trust Omnibus Results at a Glance

*Note: Number in brackets is the change in percentage from 2024 survey*

<b>Respondents were asked to indicate their level of agreement with the following statements:</b>	<b>Agree &amp; Strongly Agree</b>	<b>Don't Know</b>	<b>Disagree &amp; Strongly Disagree</b>
1. I have a positive perception of Saskatchewan agriculture.	89% [+5]	6% [-1]	6% [-4]
2. Saskatchewan farmers and ranchers are good stewards of the land, sustaining the environment for future generations.	83% [+6]	6% [-5]	10% [-2]
3. Government's agriculture regulations protect the interests of the public.	62% [+14]	25% [-4]	14% [-9]
If respondent selected "don't know", "disagree" or "strongly disagree" an open-ended question followed:  How could agriculture regulations better protect the interests of the public?			
4. The agriculture industry is open and transparent about their practices.	61% [+7]	21% [-2]	18% [-5]
5. I support the use of crop protection products (e.g., herbicides, fungicides, insecticides) in Saskatchewan agriculture production.	70% [-1]	11%	19%
6. Saskatchewan farmers and ranchers are seeking to continually improve and move in the right direction.	78% [+5]	13% [-4]	9% [-2]
7. Companies making products from Saskatchewan grown agricultural goods are seeking to continually improve and move in the right direction.	74% [+6]	21% [-3]	6% [-3]
8. Livestock in Saskatchewan are raised in a sustainable manner.	77% [+5]	17% [-2]	6% [-3]
9. Irrigation expansion brings benefits to the people of Saskatchewan.	69% [+6]	18% [-7]	13%
10. I believe Saskatchewan agriculture is taking strides to keep food affordable.	68% [+10]	18% [-3]	14% [-7]
11. I believe Saskatchewan farmers and ranchers work to responsibly manage water on their land.	74%	15%	11%

# APPENDIX B: Comparison to Canadian Centre for Food Integrity Data

The Canadian Centre for Food Integrity (CCFI) is a non-profit organization with a mandate to help the Canadian food system earn trust through research, resources, dialogue, and training. The CCFI conducts an annual national survey on public perception of agriculture and modern food production. In 2024, they surveyed 2,918 people across the country.

For more information on CCFI's research, visit [www.foodintegrity.ca](http://www.foodintegrity.ca).

2025 Saskatchewan Survey		2024 National (CCFI) Survey	
Saskatchewan residents have a positive perception of Saskatchewan agriculture.	89%	45%	Have a positive impression of Canadian agriculture.
Saskatchewan residents agree farmers and ranchers are good stewards of the land, sustaining the environment for future generations.	83%	53%	Canadian farmers are good stewards of the environment.
The agriculture industry is open and transparent about their practices.	61%	42%	Rank Canadian Agriculture highly on open, transparent, and honest communication.
Saskatchewan residents who don't support the use of crop protection products (e.g., herbicides, fungicides, insecticides).	19%	58%	Concerned about the use of pesticides in crop production.