

Measuring Public Trust in Agriculture

Perception and Performance Indicators

2024 Results

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Executive Summary

Introduction:

Public trust in agriculture is a strategic priority for the Ministry of Agriculture. As such, it is important to measure and assess both public perceptions, as well as industry performance, to gain a broader understanding of how we are earning or lacking public trust across all sectors.

In 2020, the ministry created a measurement model and proposed a list of indicators for measuring public trust based on the [Public Trust Strategy](#). The objective was to gather and assess progress in building public trust in agriculture.

This report includes the 2024 results on nine indicators: an overall indicator and eight primary indicators.

Overall Indicator:

The overall indicator, gauging if Saskatchewan residents have a positive perception of agriculture, has been a guiding metric. In [2024](#), it was 84 per cent. This is an increase from 83 per cent in 2023 and a bit less than the target of 85 per cent. However, the overall public perception of agriculture continues to remain strong over the last 11 years, with an average of 87.4 per cent.

Primary Indicators:










The primary indicators offer further insight into how public trust in agriculture is shifting. It is notable that these indicators are grouped based on the three pillars of the [Public Trust Strategy](#); Doing the Right Thing, Effective Assurance and Awareness and Engagement.



Overall, trends in the primary indicators are generally good or fair. Six indicators show an upward trend, one downward trend, and one new indicator does not yet have a trend. A previous indicator, 'Ag land with a 4R nutrient stewardship plan', has been replaced this year by the indicator, 'Resilient Agricultural Landscapes Program (RALP) projects completed'. The new indicator allows for more accurate reporting and a truer representation of producers using beneficial management practices on-farm.

While trust may mean different things to all of us, these measurement tools help us gauge the ministry's progress in our collective public trust efforts.

Results

Public Trust Indicators

Measures	Target	2020	2021	2022	2023	2024	Status Trend	Source/Remarks
Overall Indicator							Good  Fair  Poor  	
1. Saskatchewan residents with a positive perception of Saskatchewan agriculture.	85%	91%	89%	87%	83%	84%		Ministry of Agriculture Public Trust Survey
Primary Indicators								
<i>Doing the Right Thing</i>								
2. Resilient Agricultural Landscapes Program (RALP) projects completed.	1,350 during S-CAP	N/A	N/A	N/A	218	470		Ministry of Agriculture
3. Saskatchewan producers who have received VBP+ certification.	550 during S-CAP	393 (April 2018 – March 2023)			50	91		Ministry of Agriculture
4. Saskatchewan resident perception that farmers and ranchers take care of the environment.	75%	73%	73%	70%	74%	77%		Ministry of Agriculture Public Trust Survey
5. Saskatchewan resident perception that livestock in Saskatchewan are raised in a sustainable manner.	80%	N/A	N/A	N/A	71%	72%		Ministry of Agriculture Public Trust Survey

Effective Assurance								
6. Percentage of intensive livestock operations audited that were found to be in compliance with the <i>Agricultural Operations Act</i> and regulations.	80%	N/A	N/A	N/A	N/A	74.8%		Ministry of Agriculture
7. Saskatchewan resident support of the use of crop protection products in Saskatchewan agriculture production.	75%	N/A	N/A	66%	67%	71%		Ministry of Agriculture Public Trust Survey
Awareness & Engagement								
8. Percentage of ag education and awareness efforts funding by industry.	75%	74%	59%	65%	78%	80.3%		Ministry of Agriculture
9. Saskatchewan resident perception that the agriculture sector is open and transparent.	70%	54%	54%	52%	57%	54%		Ministry of Agriculture Public Trust Survey