

Measuring Public Trust in Agriculture

Perception and Performance Indicators

September 2023

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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 perception 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 2022 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 2022, it was 87 per cent, a slight decrease from 89 per cent in 2021; however, at 87 per cent it still exceeds the target of 85 per cent. The overall public perception of agriculture continues to remain strong over the last 11 years, with an average of 88.2 per cent. ([2022 public trust report](#)).

Primary indicators:

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

Overall, trends in the indicators are either good or fair. Four show upward trends and four downward trends. This illustrates there is room for improvement.

These indicators help determine ministry public trust priorities for the upcoming year. While trust may mean different things to all of us, this measurement tool helps us gauge the ministry's progress in our collective public trust efforts.

RESULTS: Public Trust Indicators

Measures	Target	2020	2021	2022	Status/ Trend
Overall Indicator					Good  Fair  Poor  
1. Saskatchewan residents with a positive perception of Saskatchewan agriculture	85%	91%	89%	87%	
<i>Doing the Right Thing</i>					
2. Ag land with a 4R nutrient stewardship plan	25% by 2025	4%	6.3%	11%	
3. Saskatchewan producers who have received VBP+ certification	1,000 by March 2023	276	338	405	
4. Saskatchewan resident's perception that Saskatchewan livestock are treated humanely	80%	74%	72%	71%	
5. Saskatchewan resident's perception that farmers and ranchers take care of the environment	75%	73%	73%	70%	

Measures	Target	2020	2021	2022	Status/ Trend
<i>Effective Assurance</i>					
6. Compliance with the Premises Identification Regulations	80%	74%	74%	80%	
7. Saskatchewan residents' perception that food produced in Saskatchewan is safe	85%	89%	91%	87%	
<i>Awareness and Engagement</i>					
8. Percentage of ag education and awareness efforts funding by industry	75%	74%	59%	65%	
9. Saskatchewan resident's perception that the agriculture sector transparently communicates about their practices	70%	54%	54%	52%	

Source/Remarks (for 2022):

- Ministry of Agriculture Public Trust Survey
- Verified Beef Production Plus