infact Research and Consulting Inc.

Alternative Agricultural Market Quantification Study

Report

Ag-Entrepreneurship Division
Alberta Agriculture, Food and Rural Development

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INFORMATION ▪ PLANNING ▪ EVALUATION

Executive Summary

Alberta Agriculture, Food and Rural Development (AAFRD) has for some time been devoting resources to the development of new opportunities for farmers to market their products. This study is intended to provide baseline information that would be useful for strategic business planning and future tracking by Alberta government stakeholders, partners and industry clients. The alternative agricultural markets included were: regional cuisine, farmers' markets, farm direct marketing, on- and off-farm ag-related activities and agtourism that meets the standard tourism definition of involving a trip over 80km one way from home. They were defined to respondents as follows:

- **Regional Cuisine:** Meals sold at a restaurant or food event where Alberta grown and processed ingredients are used. These include grains, fruit and vegetables, dairy and meats like free range, organic or grass-fed beef, elk, bison and other alternative meats, but not regular Alberta beef.[1] These Alberta ingredients are specifically advertised by the restaurant or food event as being locally sourced "Regional Cuisine".
- **Farmers' Markets:** A place or space which is open on a regular scheduled basis, where one can buy fresh fruits and vegetables, flowers, herbs and other farm products, including processed food like jams, pies and sausages, from farmers and growers who sell at stalls or tables there.
- **Farm Direct Purchasing:** Buying products like fresh fruit and vegetables, flowers, bedding plants, herbs, meat and other farm products, including jams, pies and sausages, at a farm or ranch gate, a farm or ranch store or stand, a roadside stall, a greenhouse on a farm, a U-Pick farm, or by Internet or mail from a farm.
- **On-Farm or Ranch Activities** that you pay to participate in. This includes things like staying in a farmhouse or on a guest ranch; attending a horseback riding camp on a ranch; taking a wagon or sleigh ride; going through a maze; a petting farm; or going on a tour of different farms with unusual animals like elk, ostrich, llama or bison, or something similar that you pay to do on a farm or ranch.
- **Off-Farm Country-Style Activities** that you pay to visit or participate in. They include horse and equipment shows; a livestock auction; a rodeo; a tour inside a restored grain elevator or sugar processing facility; an agriculture-related conference or trade show; a heritage farm festival with threshing machines and tractor pulls; a cowboy poetry festival or something similar that takes place off the farm.

A telephone survey of 1,007 randomly selected households located throughout the province of Alberta was undertaken during June/July 2004 and a supplementary sample of 143 households that had taken agtourism trips was added to this (on a weighted basis) to increase the reliability of these results. The survey covered the topics of awareness, market penetration, current expenditures, market potential and the associated market profiles.

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1. Note: "Regular Alberta Beef" was specifically excluded since it represents a well-established commodity, rather than an alternative market.

REGIONAL CUISINE

Regional cuisine was not a widely known or well understood product, with 39% of the population saying they had never heard of it (16%) or had heard of it, but knew nothing about it (21%). 10% knew "a lot", 19% knew "something" and 32% felt they knew "a little". The average familiarity score out 5 (=know a lot) among purchasers was 3.64 and for non-purchasers, 2.27 – both being lower than for any of the other products investigated.

Despite these low levels of understanding, 39% of the households surveyed indicated that they had purchased regional cuisine over the twelve month period May 2003 – April 2004. Based on focus group findings when testing the questionnaire, it was clear that this response included purchases at festivals that involve food as a fundamental event component (e.g. Taste of Edmonton, Heritage Days), country restaurants and tea rooms, in addition to high end restaurants. An estimated 487,000 Alberta households purchased regional cuisine. Taking into account survey variability in reported purchasing behaviour and sample size (assessed through computation of the confidence interval - CI), the number of purchasing households could be as high as 524,000 or as low as 449,000.

Purchasers of regional cuisine reported making an average of 8.2 household visits over the year. Since the median lay between 3 and 4 visits (the point at which half the households made more, and half made fewer visits), there was a small group of very frequent users that pulled up this average. For example, 13% purchased regional cuisine more than once a month.

About 10,000 households are unlikely to remain in the market, while 68,000 expect to enter it in the next twelve months, for a total of 545,000 in 2004/05. This is equivalent to an annual rate of growth of 12%.

Average spending per visit was approximately $55 and annual spending per household, $439 (median at the high end of the interval $101 – $200). The total value of the market for regional cuisine from May 2003 – April 2004 was projected at $214 million (CI, $143 million – $294 million).

New entrants into the market in the next twelve months were estimated to be likely to contribute another $13 million, while current purchasers anticipate spending an additional $4 million by making more visits and spending more per visit, for a total value of $232 million. This represents an 8% growth rate in expenditures.

Awareness and propensity to purchase regional cuisine was found increasingly with increasing levels of education and income and per purchase spending increased in the same way. Regional cuisine was particularly popular among young singles/couples/groups, with single and divorced people reporting higher purchase frequency than married household heads. However, per purchase spending rose with increasing household size and was higher when there were children in the household, suggesting that the number of people in the party may be a more important factor. While awareness of regional cuisine was higher in the Edmonton CMA than in the Calgary CMA, per purchase expenditures were higher in the Calgary area.

FARMERS' MARKETS

Farmers' Markets were the best known of all the alternative agricultural markets reviewed. Three in five households indicated that they knew "a lot" (21%) or "something" (36%) about them and only 13% knew "nothing" (10%) or had never heard of them (3%). While awareness was not quite at saturation point, it is getting close to it, though there clearly remains room to improve understanding of the channel. The average familiarity score out of 5 among purchasers was 3.97(know something) and for non-purchasers, 3.09 (know a little).

59% of the households surveyed indicated they had purchased from farmers' markets over the twelve month period May 2003 – April 2004. This represents 735,000 Alberta households. These households generally made a large number of multiple visits, with an average of 8.7 over the year (median 5 to 6). The confidence interval, which takes into account survey variability in reported purchasing behaviour and sample size, indicates that the number of purchasing households could lie between 697,000 and 772,000.

27% of farmers' market purchasers used this channel year round – the highest of the products examined. The majority, 71%, went only in summer, while few purchased only in winter. Among those who did visit in a season, frequency of purchase was higher in the six-month summer period than the winter (7.1 vs. 5.9) and average spending over the season was slightly higher too. Once the number of purchasers in each season was also taken into account, it was found that 80% of all visits and 81% of expenditures were made in summer. Availability may be a factor, as residents of the City of Edmonton were disproportionately likely to be year-round shoppers. Extending the season could provide new growth opportunities, since the majority of frequent purchasers and the majority of heavy annual spenders, were year round customers.

About 10,000 households are unlikely to continue purchasing from farmers' markets, while 120,000 expect to start in the next twelve months, for a total of 844,000 in 2004/05. This is equivalent to annual rate of growth in market size of 15%. The number of new market entrants was higher for farmers' markets than for any of the other products examined.

Average spending per visit was approximately $35 and annual spending per household, $317 (median midway through the $101 – $200). The total estimated value of farmers' market purchases (excluding crafts) from May 2003 – April 2004 was $233 million (CI, $194 million – $275 million).

New entrants into the market in the next twelve months could contribute another $26 million, while current purchasers anticipated spending an additional $30 million. They were particularly likely to feel that they will visit a farmers' market more often and also (but to a lesser extent) expected to spend more per visit. The total projected value in 2004/05 is $289 million, which represents an anticipated 24% growth rate in market value. Since this was substantially higher than the growth rate in market size, it would appear that the greatest gains will come from additional visits and expenditures.

Household heads in the age group 45-54 years had the highest propensity to shop at farmers' markets, while those under the age of 34 were far less likely to know of the channel or to participate. Per purchase expenditures rose with increase in household size, while high purchase frequency and high total expenditures for the year, along with high awareness, were most likely to be found in the highest income group (over $120K).

FARM DIRECT MARKETING

Over one-third of survey respondents indicated that they knew "a lot" (11%) or "something" (24%) about purchasing directly from a farm, while a similar proportion, 35% knew "nothing" (9%) or had never heard (24%) of this channel. The average familiarity score out of 5 among purchasers was 3.79 (know something) and for non-purchasers, a low 2.66 (between "know a little" and "know nothing").

34% of the households indicated they had purchased directly from a farm over the twelve month period May 2003 – April 2004. This represents 422,000 Alberta households. These households generally made multiple visits, with an average of 5.5 over the year (median 3 to 4). The confidence interval, which takes into account variability in purchasing behaviour and sample size, indicates that the number of purchasing households could lie between 385,000 and 458,000.

22% of farm direct purchasers used the channel year round. As with farmers' markets, more than half the high frequency purchasers and the heavy annual spenders were year round purchasers. The majority of purchasers, 72%, went only in summer, while 8% bought only in winter. Among those who did visit in a season, frequency of purchase was the same in each six-month period, but summer spending was slightly lower. Once the number of purchasers in each season was also taken into account, it was found that 76% of all visits and 73% of all expenditures, were made in summer. This proportion was the lowest among the alternative markets examined, suggesting that winter visits and expenditures (primarily by year round purchasers) had disproportionate strength. Reasons for the pattern need to be established, so that advantage can be taken of the trend.

About 12,000 households are unlikely to continue purchasing directly from a farm, while 99,000 expect to enter the market in the next twelve months, for a total of 508,000 in 2004/05. This is equivalent to an annual rate of growth in market size of 20.5%.

Average spending per visit was approximately $109 and annual spending per household, $453 (median at the low end of the interval $101 – $200). The disparity between the mean and the median reflects the fact that some household spending was extremely high (such as the purchase of meat from a whole animal). The total estimated value of the market for farm direct from May 2003 – April 2004 was $191 million (CI, $118 million – $275m).

New entrants into the market in the next twelve months could contribute another $52 million, while current purchasers anticipated spending an additional $26 million by making more visits and spending more per visit, for a total projected value of $269 million in 2004/05. This represents an anticipated 41% growth rate in market value. Since this was double the growth rate in market size, it would appear that the greatest gains will come from additional visits and higher expenditures.

Farm direct was best known and most frequently used by people living on farms and ranches themselves. Purchasers in the age group 35-54 years, with children of any age, were overrepresented in this market. Furthermore, it was found that with decreasing income, higher purchase frequency was accompanied by lower per purchase expenditure (and vice-versa) suggesting that affordability was an issue at play. The same was true for married respondents, where high purchase frequency was accompanied by low per purchase spending.

ON-FARM AG ACTIVITIES

On-farm ag activities were not a widely known or well understood product, with 38% of the population saying they had never heard of it (10%) or had heard of it, but knew nothing about it (28%). 10% knew "a lot", 20% knew "something" and 33% felt they knew "a little". The average familiarity score out of 5 (=know a lot) among purchasers was 3.71 (know something) and for non-purchasers, 2.80 (know a little).

12% of the households surveyed indicated they had taken paid on-farm trips in the twelve month period May 2003 – April 2004, the lowest market penetration rate obtained for any of the products covered in the study. This represents 154,000 Alberta households. These households generally made only one or a few visits, with an average of 2.5 over the year (median = 1). The confidence interval, which takes into account variability in purchasing behaviour and sample size, indicates that the number of purchasing households could lie between 129,000 and 179,000.

11% of on-farm visitors took trips in both seasons, 76% went in summer only and 13% - the highest among all the products – went in winter only. There was a tendency for year round visitors to take more trips and spend more per year, but this was not as marked as for farmers' markets and farm direct. Among those who did visit in a season, frequency of purchase was the same in each period. Once the number of purchasers in each season was also taken into account, it was found that 77% of all visits and 85% of all expenditures were made in summer, suggesting that winter trips tended to be low value trips. Given the high proportion taking on-farm trips only in winter, this season may actually be offering unique activities (albeit less costly ones) that attract a different customer group than in summer.

About 21,000 current purchasing households are unlikely to continue to participate in on-farm ag activities, while an additional 76,000 expect to try the experience in the next twelve months. These figures point to a high rate of "churn" in the market, which probably bears investigation since it is usually more costly to attract new purchasers than to retain existing customers. In addition, over half the non-purchasers of on-farm activities were not at all interested in the product (providing a rating of 0 out of 10) indicating that the potential market also has a low ceiling.

The expected total market size in 2004/05 is 210,000 households, which is equivalent to an annual rate of growth of 36% - the highest of all alternative agricultural markets.

Average spending per trip was approximately $124 and annual spending per household, $335 (median at the low end of the interval $101 – $200). The total estimated value of the market for on-farm ag activities from May 2003 – April 2004 was $52 million (CI, $23 million – $88 million).

New entrants into the market in the next twelve months could contribute another $25 million, while current purchasers anticipated spending an additional $3 million, primarily by making more frequent trips, for a total projected value of $79 million in 2004/05. This represents an anticipated 53% growth rate in market value. Since the growth in value was substantially higher than the growth rate in the size of the market, it would appear that the greatest gains will come from additional visitation.

Purchasers of on-farm activities were more likely than average to be from young family households with children under the age of 12; those with pre-school children were especially likely to be frequent purchasers. There was disproportionately strong participation by rural non-farm households and more frequent visitation by residents of major urban centres.

OFF-FARM AG ACTIVITIES

Off-farm ag activities were better known than on-farm, with 42% saying they "know a lot" (16%) or "know something" (26%) about it, though one-quarter had never heard of it (7%) or felt they "know nothing" about it (20%). The average familiarity score out 5 among purchasers was 3.97 (know something) and for non-purchasers, 2.87 (know a little).

34% of the households surveyed indicated they had taken an off-farm ag-related trip in the twelve month period May 2003 – April 2004. This represents 419,000 Alberta households. These households generally made only one or a few visits, with an average of 3.4 over the year (median = 2). The confidence interval, which takes into account variability in purchasing behaviour and sample size, indicates that the number of purchasing households could lie between 383,000 and 455,000.

14% of off-farm ag activity travellers took trips in both seasons, 79% went in summer only and 7% went in winter only. Among those who did visit in a season, frequency of purchase was the same in each period. Once the number of purchasers in each season was also taken into account, it was found that 83% of all visits and 81% of all expenditures were made in summer, suggesting that, on average, winter off-farm ag activities may involve higher value trips.

About 39,000 current purchasing households are unlikely to continue to participate in off-farm ag-related travel, while an additional 85,000 expect to try the experience in the next twelve months, for a total of 465,000 in 2004/05. This is equivalent to an annual rate of growth in market size of 11%. Like for on-farm ag activities, these figures point to a high rate of "churn" in the market and, with almost half of non-users indicating 0 chance of purchasing, there is also a substantial constraint to the size to which it could grow.

Average spending per trip was approximately $152, and annual spending per household, $654 (median at the high end of the interval $101 – $200). The much higher mean reflects the effect of extremely high spending by a small group of participants (e.g., 5% spent over $2000 p.a.) The total estimated value of the market for off-farm ag activities from May 2003 – April 2004 was $274 million (CI, $188 million – $372 million).

New entrants into the market in the next twelve months could contribute another $28 million, while current purchasers anticipated spending an additional $16 million, both through more frequent trips and higher spending per trip, for a total projected value of $318 million in 2004/05. This represents an anticipated 16% growth rate in market value, somewhat higher than the expected 11% increase in market size.

Awareness of off-farm ag activities was higher outside Edmonton and Calgary, and especially among farmers/ranchers. It was better known by men than women. Farmers/ranchers were particularly likely to take these types of trips, to do so year round, with a higher than average trip frequency and higher annual expenditure. While residents of the City of Calgary were above average participants, especially in summer (possibly due to the Calgary Stampede), they were low frequency purchasers of the experience, spent less per purchase and less per year. High per trip expenditures were found among purchasers from major urban centres.

AGTOURISM

Market size and value was estimated for a combined subset of on- and off-farm ag activity travellers who had taken an trip over 80km one way from home.

17% of the households surveyed had taken an agtourism trip in the twelve month period May 2003 – April 2004, a figure considerably lower than the total that had taken an on- or off-farm trip at all (40%). This represents 211,000 Alberta households. These households generally made only one or a few visits, with an average of 2.9 over the year (median = 2). The confidence interval, which takes into account variability in purchasing behaviour and sample size, indicates that the number of purchasing households could lie between 182,000 and 240,000.

17% of agtourism visitors took trips in both seasons, 76% went in summer only and 6% went in winter only. There was a tendency for high frequency purchasers and heavy annual spenders to be year round purchasers, but this was not as marked as for farmers' markets or farm direct. Among those who did visit in a season, frequency of purchase was higher in winter than summer (3.3 vs. 2.4). Nevertheless, once the number of purchasers in each season was also taken into account, it was found that 83% of all visits and 84% of all expenditures were made in summer.

About 16,000 current purchasing households are unlikely to continue to participate in agtourism trips, while an additional 39,000 expect to take part in the next twelve months, for a total of 234,000 in 2004/05. This is equivalent to an annual rate of growth in market size of 11%. Like for on- and off-farm activities in general, these figures point to a high rate of "churn" in the market. In addition, the estimated number of new market entrants was lower for agtourism than for any of the other products examined.

Average spending per trip was approximately $243 and annual spending per household was $920 (median at the low end of the interval $201 – $500). The significantly higher mean is attributable to the large proportion that spent over $2000 per year (9%). These figures represent the highest average expenditures of all the products covered in the survey. The total estimated value of the market for agtourism from May 2003 – April 2004 was $194 million (CI, $122 million – $281 million).

New entrants into the market in the next twelve months could contribute another $13 million, while current purchasers anticipated spending an additional $11 million, for a total projected value of $218 million in 2004/05. This represents an anticipated 12% growth rate in market value, about the same as the expected 11% increase in market size.

It was notable that while 40% of participants taking on- or off-farm trips had taken an agtourism trip (i.e., over 80km from home), 60% of the value of the combined on- and off-farm markets was attributable to agtourism.

Agtourism trips were especially likely to be made by farmers and ranchers, who also were more frequent, year round travellers. High per trip expenditures were found among purchasers from major urban centres.

This report also includes a summary of more detailed information on ag-related travel, broken down by distance (up to and over 80km) and duration (day vs. trips lasting one or more nights). It was found that the highest spending impacts came from trips taken to a destination over 80km from home and lasting more than one day.

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Introduction

Alberta Agriculture, Food and Rural Development (AAFRD) has for some time been devoting resources to the development of new opportunities for farmers to market their products. This has included research, distribution channel support and advice on how farmers can access and maximize their returns from these markets, among other activities.

For the purpose of this study, the alternative agricultural markets of interest were:

On-farm Ag Activities: The economic activity that occurs when people link travel with agricultural products, services or experiences. It includes on farm/ranch activities such as overnight stays, wagon/sleigh rides, fishing, hunting, inns, food, ag-tours and any other on-farm for fee recreation activities such as mazes, petting farms, pumpkin picking, haunted houses, horseback riding, and the like.

Off-farm Ag Activities: The economic activity that occurs when people link travel with agricultural products, services or experiences. It includes, off-farm activities such as horse and livestock shows, rodeos, agriculture conferences, trade shows and festivals.

Farmers Markets: Common facilities or areas where several farmers/growers gather on a regular, recurring basis to sell a variety of fresh fruits and vegetables and other farm products directly to consumers.

Farm Direct Marketing: The economic activity that occurs when farmers sell their products directly to end-users. Farm direct activities would include U-pick farms, roadside stands, farm-gate sales, and Internet and direct mail orders. It also includes direct purchase of greenhouses and nurseries products.

Regional Cuisine: Menu offered at restaurants advertised as regional cuisine based on locally grown ingredients. It excludes food at festivals/fairs as well as on-farm food. These latter activities are included in ag activities.

In addition, for the combined ag-related activities market (on-farm and off-farm), it became evident during the course of the study that there was a need to profile the portion of the market that was attributable to trips taken over 80km one-way from home – in effect to separate local travel from travel that meets the accepted definition of a tourism trip. For the purposes of this study, **Agtourism** made up a sixth product.

Purpose And Objectives

AAFRD wished to obtain baseline information on each alternative market that would be useful for strategic business planning and future tracking by Alberta government stakeholders, partners and industry clients.

The Ministry was interested in conducting a study with the general public to investigate, for each type of purchasing opportunity:

- Product or service awareness;
- Market penetration;
- Current expenditures;
- Market potential; and
- The associated market profiles.

Methodology

Survey Method

A telephone survey of randomly selected households located throughout the province of Alberta was undertaken during June/July 2004. Interviews were conducted with male or female household heads who felt they were "in a position to talk about past purchases and expenditures made by your household". As a result, answers reflected the purchasing behaviour of all members of the household. Since this was the overriding criterion for respondent selection, a gender quota was not imposed. As it transpired, the views of both men and women were well represented through the achieved 41:59 split.

Separate samples were prepared for six geographic areas. In urban areas, the sample frame was made up of a computerized list of randomly selected, currently active, residential telephone numbers that were augmented by a constant. This method of random digit dialling ensured that non-listed, non-published numbers, which make up a substantial proportion of large urban centres' residential telephone bases, were captured in the sample. In rural areas, a random sample of currently registered telephone numbers was drawn, since random number generation yields too large a proportion of not in service calls (e.g., only a few hundred numbers of the 9,999 that can theoretically be used are actually operational).

At least 3 and up to 10 calls were made to each valid in-service telephone number. Repeat calls were also made to households where the first call was refused. Appendix II shows the disposition of attempted and successful calls, using the call summary standard endorsed by the Professional Market Research Society.

Sample Size

The initial survey wave included a sample of 1,007 completed interviews, covering both user and non-user households.

Since the proportion of respondents who would qualify as purchasers of each product was unknown at the inception of the project, on completion of the survey the qualification rates were reviewed and it was decided to increase the sample size, with the specific target of obtaining more interviews with households taking agtourism trips of 80km or more one way from their homes. A new "oversample" questionnaire (see appendix to the Tabulations) was prepared and a sample of 1006 households contacted. This yielded a further sample of 143 households taking agtourism trips.

The additional interviews were folded into the original sample by proportionately downweighting the responses of all households (initial sample and oversample) purchasing at least one agtourism trip one way from home. The incidence rates, though not the same in the two samples (17.0% in the initial sample and 14.2% in the second), were not significantly different. However, due to a possible downward bias during the second round, it was decided to weight to the incidence rate measured in the initial round, rather than an average of the two. The reason for this decision was that the second round interviews were conducted mid-summer, when active outdoor people tend to be out doing their outdoor activities (including agtrips), so the oversample may have reached a higher proportion of "stay at homes" than the first round; also, there was an increased chance of trip recall decay as the survey became more remote from the measured activity period, May 2003 to April 2004. Weights were applied separately to respondents taking only on-farm trips over 80km (.5965), off-farm trips over 80km (.5336) and those taking both types (.5263), to restore the full sample to the incidence rates measured in the initial round.

By applying these weights, the reliability of the results was increased, i.e., the margin of sample error and the confidence interval were reduced, without changing the (weighted) base. (Note: only the agtourism products were downweighted as oversample respondents were not surveyed on any of the other products.)

At the 95% level of confidence, the maximum sample margin of error for a random sample of 1,150 is ±2.9%. This means that if the survey were to be repeated 20 times, we would expect to see the total line results within 2.9% of those measured in this sample, on 19 of those occasions.

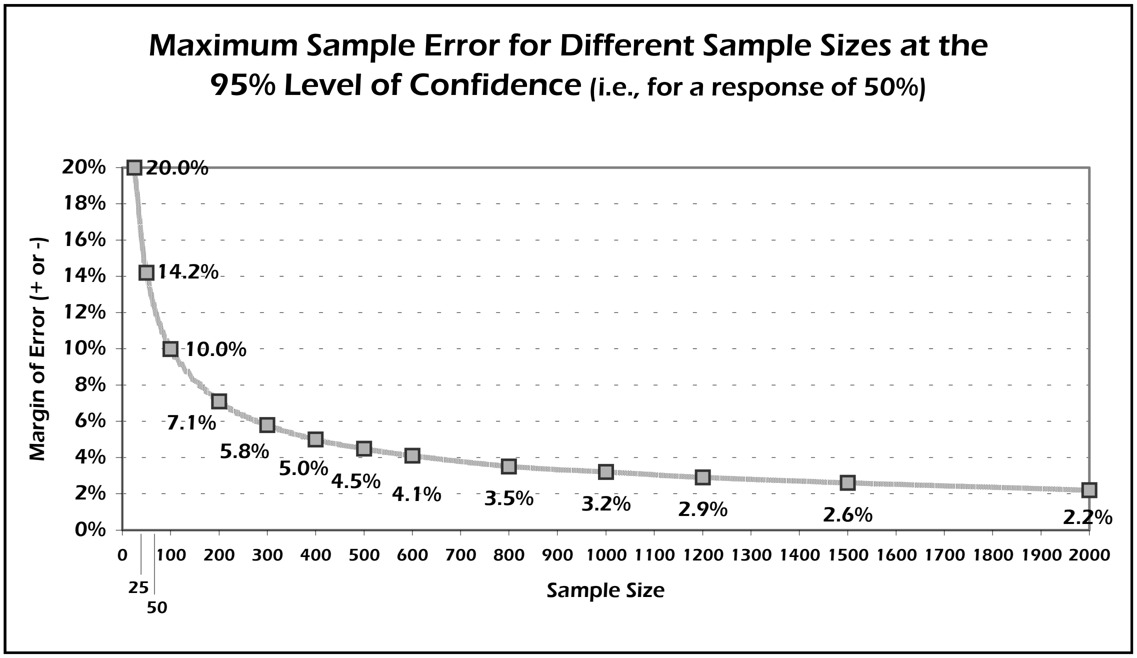
The sample size obtained for each product, and the associated margin of error is shown below.

Table 1: Sample Size And Margin Of Error For Each Product

	Number of Purchasing Households		Margin of Error (95% Level of Confidence)
	Unweighted Sample	Weighted Sample	
Regional Cuisine	395	n/a	± 5.0%
Farmers' Markets	596	n/a	± 4.1%
Farm Direct	342	n/a	± 5.4%
On-Farm Activities	167	125	± 7.7%
Off-Farm Activities	467	340	± 4.6%
Agtourism*	314	171	± 5.6%
Total Sample	**1,150**	**1007**	**± 2.9%**

*Represents a combination of on- and off-farm activities undertaken over 80km from home.
n/a = Not applicable.

Other sub-sample findings, such as those of different geographic, demographic and purchase intensity groups, have larger margins of error associated with their results, since the sample sizes were smaller. The chart overleaf provides a reference to the margin of error associated with various (unweighted) sample sizes.



SAMPLE DISTRIBUTION

The sample was distributed proportionately to the population of households in each of six regions, based on Canada Post statistics for "total residential points of call" during May/June 2004. The distribution, and the obtained sample, was as follows:

Table 2: Population And Sample Size By Sampling Region

	Number of Households	Household Distribution %	Obtained Sample - Unweighted	Obtained Sample - Weighted
City of Edmonton	298,546	24.1	275	245
Edmonton Region	99,887	8.0	88	79
Total Edmonton CMA	398,433	32.1	363	324
City of Calgary	377,414	30.4	333	304
Calgary Region	20,843	1.7	24	19
Total Calgary CMA	398,257	32.1	357	323
Other Major Centres (Fort McMurray, Grande Prairie, Lethbridge, Medicine Hat, Red Deer)	123,778	10.0	124	105
Rural	320,819	25.8	306	256
Total Alberta	**1,241,287**	**100.0**	**1,150**	**1,007**

CMA = Census Metropolitan Area
Note: Rural = All areas other than those listed previously.

Questionnaire Construction

The AAFRD Market Research Team developed a questionnaire for use in the survey, but requested input to ensure that it was a viable instrument that would produce the desired information.

A focus group was held in Edmonton with eleven respondents drawn from the City and large and small communities in the surrounding areas, who all qualified as having purchased products at a farmers' market in the past twelve months, as well as at least one other product category. The group also encompassed a cross-section of the population on several demographic characteristics (age, gender, occupation and income). Two Market Research Team members attended the focus group and assisted in questioning on specific points of interest. The recruiting guide and moderators guide may be found in Appendix I.

During the course of the discussion, the questionnaire introduction and market definitions were reviewed and improved wording or alternative approaches suggested. Each type of question in the survey was asked and answered independently on paper by the participants and subsequently discussed. Through this detailed examination, it was found that improvements could be made that would ensure greater comprehension and more accurate data collection.

Some of the key changes included:

- Reduction in length of the introduction, splitting up and alternative treatment of the required statements relating to FOIP, a new and more motivating explanation of the purpose of the survey.
- Rewording of the descriptions of the five sectors to phrase them from the point of view of the consumer, ensure that they were fully inclusive (or that exclusions were clear), that they were understood and reduced confusion between the alternative agricultural markets or products.
- Splitting of most product categories to collect seasonal information, as purchasing behaviour was reported by participants to vary significantly by season.
- Requesting expenditure information on the last purchase made, rather than the cost of an average purchase. This reduced the high propensity to report a range of costs instead of a single "average" and was considered by participants to be more accurate, since it was easier to recall a single purchasing occasion.
- Offering a range of ways to answer questions on expected future changes in purchase behaviour (i.e. dollars, percent increase/decrease, or multiples), since different people found different methods easier to use.
- A change in the method of asking about future purchasing intentions among non-purchasers to include use of a derivative of the Juster Probablistic Scale. This was expected to be more sensitive to predicting real behaviour change than a simple yes/no "will consider" response.
- Minor additions or revisions made to collection of the demographic profile data.

The questionnaire was rewritten and pilot-tested with a sample of thirty people, twenty in Edmonton and ten in surrounding rural areas. Survey time averaged 15 minutes. Minor modifications were subsequently incorporated. The final questionnaire is included as Appendix V.

While these changes clearly assisted the respondent in providing more accurate data and generated a greater level of detail on market behaviour than in the original design, they did add to the complexity of the survey. The net effect was that the number of questions doubled – though not necessarily for each respondent – and questionnaire administration became significantly more involved. The amount of data analysis increased substantially as well, requiring complex programming to provide combined seasonal results to generate the required information.

The survey was analyzed using SPSS, an advanced statistical analysis program. All questions were extensively cross-tabulated. In addition, special programs were written to prepare case-based per purchase and annual visit/trip and expenditure estimates, as well as confidence intervals for key incidence and expenditure measures. These were then extrapolated to the population of Alberta households using formulae in Excel. The outputs from the SPSS analysis for each of the products are shown in a separate volumes of tables. The outputs from the Excel analyses are included in the written report. Any differences to graphs or tables in this report, are due to rounding of the numbers.

Quality Control And Sample Validation

In addition to the high sampling quality provided by the use of a current base for generating numbers for random digit dialling and multiple callbacks, even to previous refusals, survey quality was enhanced by: thorough briefing of the interview team, monitoring of 20% of each interviewer's work, and careful editing and coding at the data analysis stage. After coding, questionnaires were entered into a computerized database using 100% verification to minimize data transfer errors. Before being tabulated, the electronic database received a final cleaning using various checks for completeness and consistency.

As a final point of validation, it is useful to examine how representative of the population the final sample proved to be. Obviously, not all populations can be reached in a household telephone survey – for example, the homeless, residents of continuing care facilities, prisons and households without a land line.

A comparison of respondent-based information with available Census 2001 profiles is shown in Appendix II. These results suggest that the individuals surveyed represent a reasonable cross-section of the population on most factors.

However, since the sample was based on household heads rather than individuals in the population, the most appropriate comparisons are with household measures. Three were available for this study: household structure, household size and household income. The validating figures are based on the 2001 Census, which had slightly different definitions; also some changes may reasonably be expected to have taken place since then. Furthermore, it should be remembered that since the survey is a sample, there is a margin of error associated with each survey figure (see Table 3).

The obtained distribution suggests that the survey included a higher proportion of households with children and a lower proportion of single-person households than were actually in the population.

Table 3: Comparison Of Survey Distribution With Census Data

Category and Definition	2001 Census %	Survey (n=1007) %
Household Structure Census: Married and common-law families with never-married children under 25 at home Survey: A married/couple respondent in a 2+ person household with children of any age	33	40
Census: Lone parent families Survey: A non-married/couple respondent in a 2+ person household with children of any age	11	8
Census: Married and common-law families without never-married children under 25 at home Survey: A couple without children of any age in the household	28	32
Census: Other Survey: A group (household with 3+ persons, no children)	6	6
Census: One person household Survey: One person household	23	14
Average Household Size	2.69	2.86
Average Household Income *	$64,200	$66,100

* Census data covers the year 2000; survey data refers to 2003.

Report Format

Key findings from the numerous tables and analyses produced for each product are presented and discussed in the remainder of this report. For more detail on answers to each question in the survey and on the many combinations of trip duration and distance for the agtourism products, the reader is referred to the detailed tabulations.

The remainder of the report is split into four sections:

- The first examines awareness of each product. Since awareness must exist for consumers to move through subsequent phases of interest, desire and action, this is a critical foundation for measuring the potential for market change.
- The second section looks at the size of each market, that is, the number of households that purchased each product over the previous twelve months, and the number that plan to enter or exit the market in the next year. Purchaser demographic and geographic profiles are also discussed.

- The third section deals with the estimated value of each market in the previous year and as projected for the next twelve months. It includes a discussion of frequency and value of purchases and addresses expected changes in purchasing behaviour among current purchasers.
- The fourth section is included for completeness and provides summary information on the special questions about agtourism product purchasing behaviour that were not previously covered.

Due to sample and sub-sample sizes that were often too small to yield statistically significant differences, the discussion of inter-group differences should be interpreted as being directional only. Distinctions between sub-group profiles and/or behaviours that are suggested by the data may be useful in understanding each alternative market and in planning future development strategies.

Summary Of Findings

1. Awareness Of Alternative Agricultural Markets

Product Definitions

Consumer orientated definitions used to describe each of the alternative markets to survey respondents formed part of the first question asked, as follows:

- How much do you know about **Regional Cuisine**, that is, meals sold at a restaurant or food event where Alberta grown and processed ingredients are used. These include grains, fruit and vegetables, dairy and meats like free range, organic or grass-fed beef, elk, bison and other alternative meats, but NOT regular Alberta beef.[2] These Alberta ingredients are specifically advertised by the restaurant or food event as being locally sourced "Regional Cuisine".
- How much do you know about **Farmers' Markets**, that is, a place or space which is open on a regular scheduled basis, where one can buy fresh fruits and vegetables, flowers, herbs and other farm products, including processed food like jams, pies and sausages, from farmers and growers who sell at stalls or tables there.
- How much do you know about **Farm Direct Purchasing**, that is, buying products like fresh fruit and vegetables, flowers, bedding plants, herbs, meat and other farm products, including jams, pies and sausages, at a farm or ranch gate, a farm or ranch store or stand, a roadside stall, a greenhouse ON A FARM, a U-Pick farm, or by Internet or mail from a farm.
- How much do you know about **On-Farm or Ranch Activities** that you pay to participate in. This includes things like staying in a farmhouse or on a guest ranch; attending a horseback riding camp on a ranch; taking a wagon or sleigh ride; going through a maze; a petting farm; or going on a tour of different farms with unusual animals like elk, ostrich, llama or bison, or something similar that you PAY to do on a farm or ranch.
- How much do you know about **Off-Farm Country-Style Activities** that you PAY to visit or participate in. They include horse and equipment shows; a livestock auction; a rodeo; a tour inside a restored grain elevator or sugar processing facility; an agriculture-related conference or trade show; a heritage farm festival with threshing machines and tractor pulls; a cowboy poetry festival or something similar that takes place off the farm.

In the remainder of this report, these alternative agricultural markets (a supply-side designation) are also referred to interchangeably as "products", "markets" and "channels".

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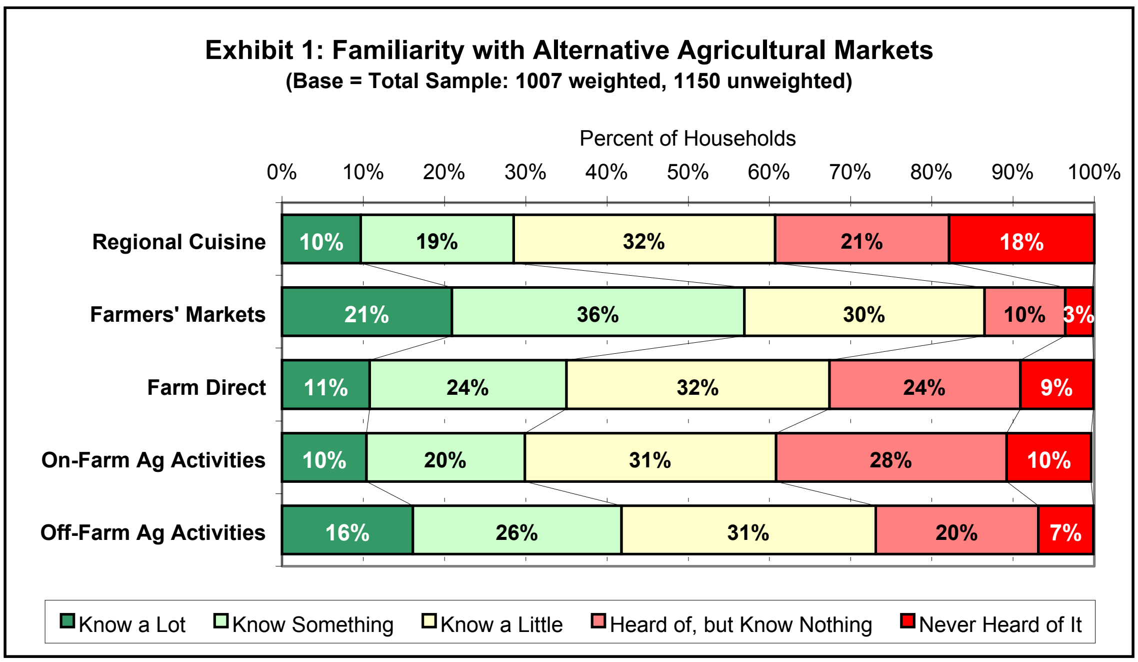
2. Note: "Regular Alberta Beef" was specifically excluded since it represents a well-established commodity, rather than an alternative market.

AWARENESS WAS HIGHEST FOR FARMERS' MARKETS, LOWEST FOR REGIONAL CUISINE

Each of the above descriptions was followed by the question: Overall, would you say you know a lot about it, know something about it, know a little about it, have heard of but know nothing about it or you have never heard of it?

This measure of awareness and familiarity provides a baseline against which future market evaluations can be compared. As these markets become better and more widely known, the proportion of households registering higher levels of knowledge can be expected to grow and the proportion that has never heard of them will decrease. This question also provides information on market segments (i.e., types of households) that are currently more familiar with each product.

The overall results are depicted in Exhibit 1 and show that Albertans are far more familiar with farmers' markets than any of the other products. This is demonstrated by higher levels of knowledgeability; over half knew "a lot" or "something" about farmers' markets, while few said they had only heard of them or had never heard of them.



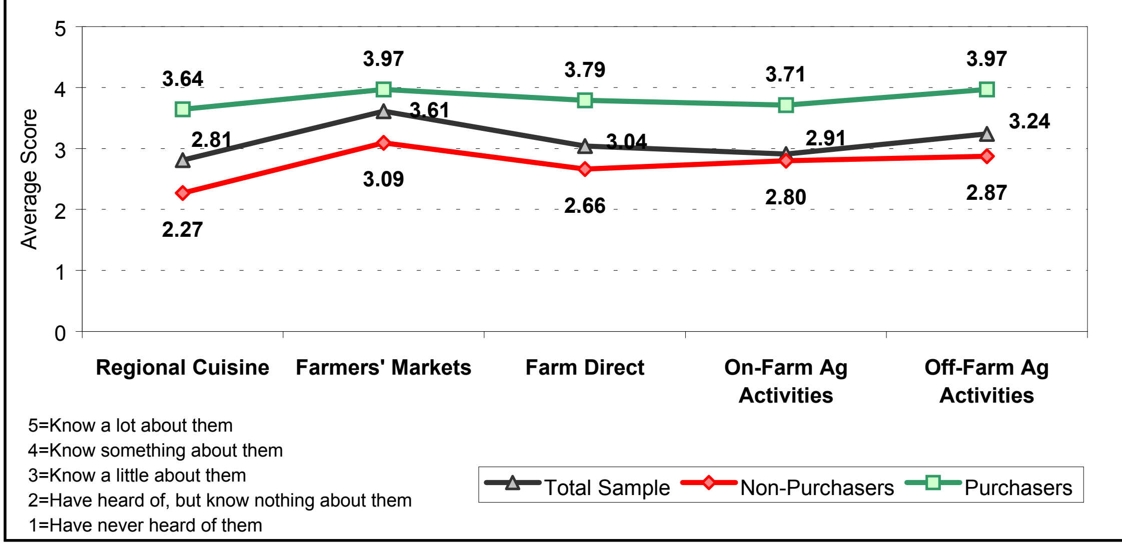
Second best known were off-farm country-style activities. On-farm products, both farm direct and on-farm activities, came next. The least familiar of the alternative markets was regional cuisine, with one in five people not having heard of it previously. However, for all four less well known products, a substantial proportion of the population – ranging from about 25% to 40% - indicated they had no knowledge of them, even if they had heard of them previously.

Clearly, there is potential for market expansion if more people were to learn of their existence and to understand what they have to offer.

FAMILIARITY WAS LINKED TO PURCHASE INTENSITY

Purchasers of all product groups were likely to be more familiar with them than non-purchasers. This may be seen in Exhibit 2. While not an unexpected result, one finding of interest was that purchasers of regional cuisine were somewhat less familiar with the product than purchasers of the other products – and the difference was even greater among non-purchasers.

Exhibit 2: Average Familiarity Score by Whether Purchased the Product or Not (Base = Total Sample: 1007 weighted, 1150 unweighted)



The extent to which a household purchased a product was also associated with reported familiarity. Three measures of "degree of use" were employed: number of purchases in the past year (i.e., visits or trips during which at least one item was purchased); expenditure on the last purchase (using a weighted average where seasonal information was obtained); and total expenditures in the past year (a combination of number of purchases and value of the last purchase).[3]

As may be seen from Table 4, familiarity tended to increase with higher levels of purchase. However, the largest differences between high/heavy users and low/light users were generally measured by the combination of frequency of purchase and expenditures; in other words, those who buy more often <u>and</u> spend more, tend to have the highest familiarity with the product. Of the two, frequency of purchase was by far the more important criterion for all but off-farm activities.

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3. Three levels of intensity were defined for each measure. The exact cut-points varied somewhat for each product, though the "high" or "heavy" category was set to include approximately 20% of purchasers. More information on the categories is provided in Appendix IV.

Table 4: Average Familiarity Score By Degree Of Use

	Regional Cuisine	Farmers' Markets	Farm Direct	On-Farm Activities	Off-Farm-Activities	Agtourism
Number of Purchases in Past Year						
High	4.00	4.32	4.17	3.85	3.48	4.52
Medium	3.75	4.04	3.83	4.14	3.90	4.43
Low	3.40	3.67	3.61	3.42	3.23	3.93
Expenditure on Last Purchase						
Heavy	3.85	4.12	3.94	3.78	3.79	4.33
Medium	3.62	3.96	4.12	2.89	3.93	4.35
Light	3.52	3.95	3.68	3.51	2.99	4.02
Expenditures in Past Year						
Heavy	4.11	4.31	4.44	4.05	4.20	4.53
Medium	3.67	4.11	3.80	3.86	3.56	4.20
Light	3.45	3.82	3.55	3.52	3.22	3.91

Note: Out of a maximum score of 5.00, where 5=Know a lot about them, 4=Know something about them, 3=Know a little about them, 2=Have heard of, but know nothing about them and 1=Have never heard of them.

Bases are shown in Appendix IV.

Higher And Lower Levels Of Familiarity Were Associated With Different Demographic And Geographic Groups For Each Product

In addition to differences in awareness based on use, there were differences in awareness based on geographic and demographic factors.

Regional Cuisine was better known in the Edmonton metropolitan region, and in the City of Edmonton, than in the Calgary CMA. It was also better known among people living on farms and ranches than those living in communities other than Edmonton. Awareness rose with increase in education, with highest awareness being registered among respondents with university level qualifications. The highest average level of awareness registered by any sub-group was found in households in the highest income group (over $120,000 per annum). This latter finding is consistent with the current concentration and positioning of the product in high end restaurants.

Farmers' Markets, the most widely known and most familiar of the alternative markets, were well known in all parts of the province and all community sizes. Farmers' markets were most familiar to the highest income group (over $120,000 p.a.) and increasingly familiar with increase in education levels. They were less well known in the youngest age group (18-34 years) and in the younger household life stages (young bachelors/couples/groups, and households where the youngest child was of pre-school age).

Farm Direct was more or less equally well known in most geographic and demographic groups. However, people living on a farm or ranch were significantly more likely to know of it and awareness was somewhat greater in the two higher income groups (over $80,000 p.a.) than at lower income levels.

On-Farm Activities were best known by people living on a farm or ranch and least well known by household heads who were single (i.e., not married/living as a couple, separated, widowed or divorced).

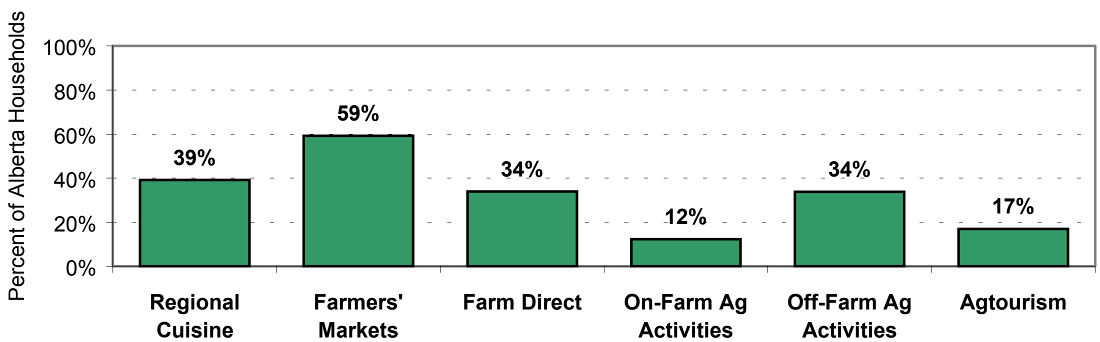
Off-Farm Activities were also best known to people living on a farm or ranch. Unlike the other products, it was more familiar to households outside of Edmonton and Calgary. Consistent with the demographics of these areas, those who were more likely to know about the product tended to be empty nesters in the older age groups (55+ years), while males reported greater familiarity than females.

2. Current and Projected Market Size

FARMERS' MARKETS HAD THE LARGEST, AND ON-FARM ACTIVITIES THE SMALLEST, NUMBER OF PURCHASERS

Consistent with the far higher level of awareness found for farmers' markets, this was also the most widely used alternative agricultural market, with 59% of the population indicating that they had made at least one purchase at a farmers' market in the past year. This may be seen in Exhibit 3.

Exhibit 3: Incidence of Purchase of Alternative Agricultural Markets
(Base = Total Sample: 1007 weighted, 1150 unweighted)



The other products did not follow quite the same pattern, however. Second most widely used at 39% was regional cuisine, which was the least well known product. It was anticipated from the outset that this product, of all those covered, had the greatest chance of being overstated due to the somewhat subtle differences in understanding of the category by agriculture professionals and the general public. The findings would appear to suggest that the category was broadly interpreted by survey respondents. During the focus group testing of the explanation, it was clear that a small restaurant or tea room in a rural area that used local produce (e.g., jams made from local berries), and events like "A Taste of Edmonton" and "Heritage Days", were more widely regarded as offering regional cuisine than high end restaurants. These types of food services were not excluded from the definition and it is likely that they were considered in the responses to the use question.

This graph also shows that while one-third of the population had taken an off-farm ag-related trip, when only trips over 80km one way from home were considered, total agtourism market penetration (i.e., for both on- and off-farm combined) was 17%.[4]

When projected to the total population of 1.24 million households in Alberta, results suggest that 1.0 million households purchased from at least one of the alternative agricultural channels over the period May 2003 to April 2004, the majority from farmers' markets. Estimates for each product are shown in Table 5.

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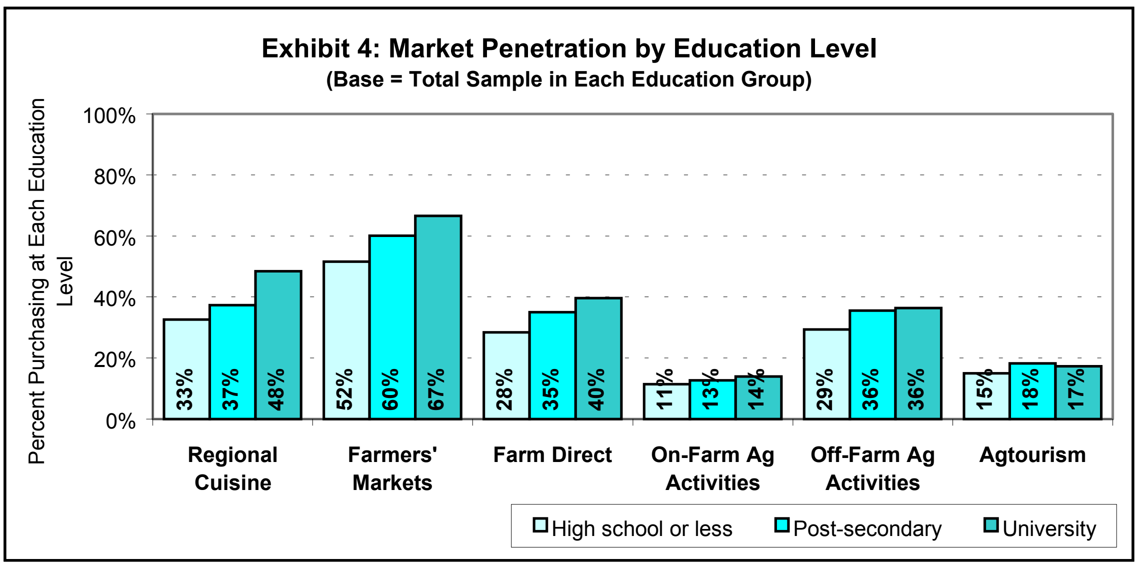
4. Another comparison is that 40% had taken an agtourism trip of any distance from home.

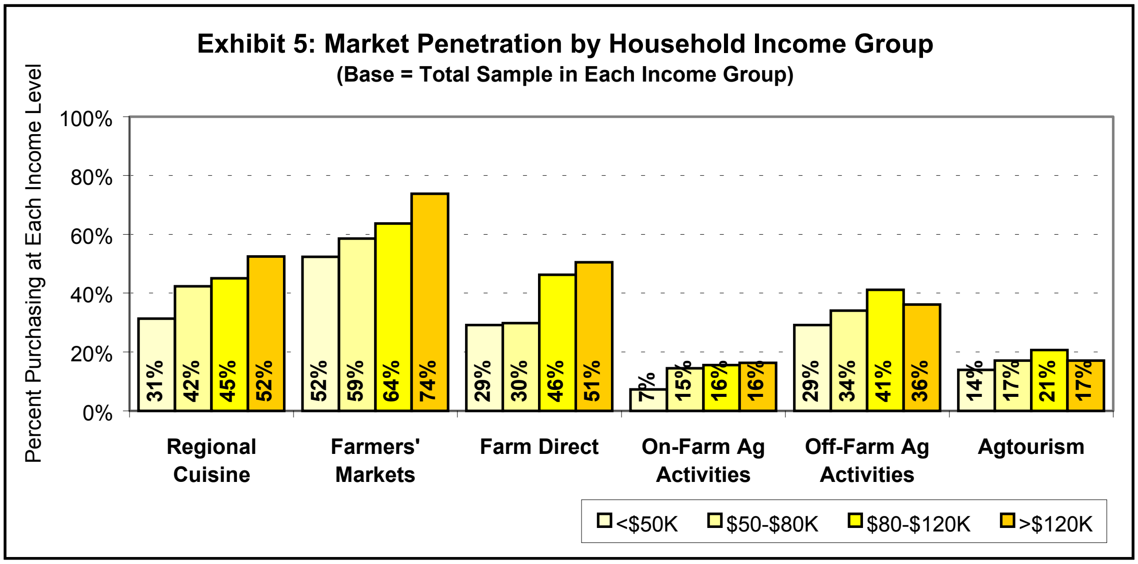
Table 5: Estimated Market Size (In Thousands Of Households)

	Estimate (000)	Confidence Interval	
		Lower Bound (000)	Upper Bound (000)
Regional Cuisine (n=1007)	487	449	524
Farmers' Markets (n=1007)	735	697	772
Farm Direct (n=1007)	422	385	458
On-Farm Activities (wn=1007 unwn=1150)	154	129	179
Off-Farm Activities (wn=1007 unwn=1150)	419	383	455
Agtourism (wn=1007 unwn=1150)	211	182	240

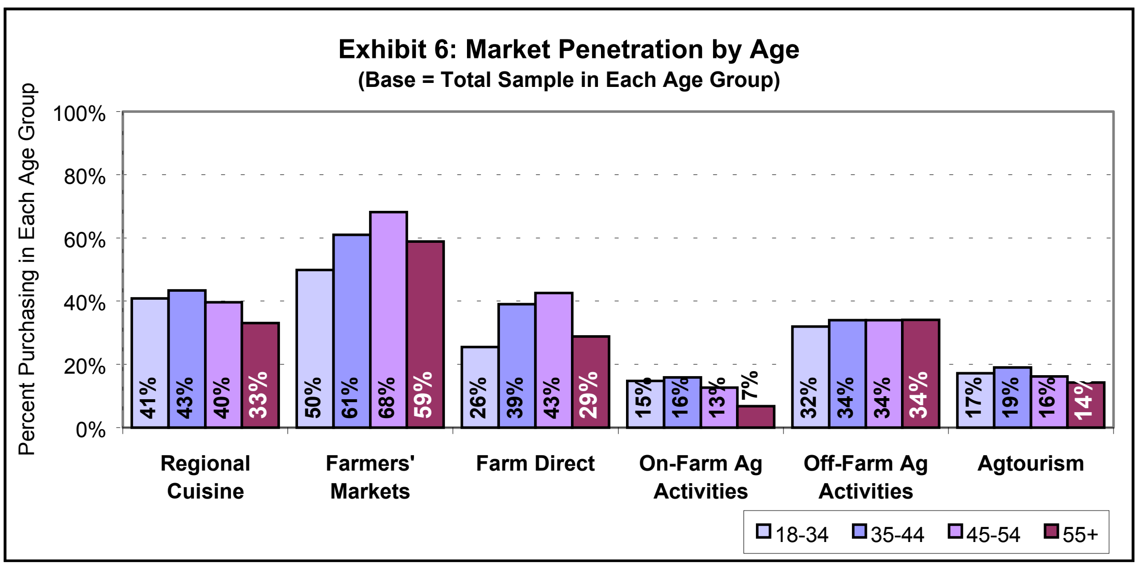
Purchasers Showed Demographic And Geographic Differences Across And Within The Markets

The first three alternative agricultural markets were increasingly likely to be purchased with increasing education and income. The difference was not as marked for the ag activities and agtourism products (where it was mainly the lowest group that participated less) as the others. These trends are depicted in Exhibits 4 and 5.





In some of the product groups, age was a differentiating factor, as may be seen in Exhibit 6 and described below.



Regional Cuisine was less likely to be purchased in the oldest age group (55+ years). High penetration was achieved among households made up of young singles, couples and groups (47%). It was also more often mentioned by males than females (44% vs. 36%).

Farmers' Market purchasers had a particularly high level of penetration in the 45-54 years age group, and was lowest in the youngest age cohort.

Farm Direct was more popular in the 45-54 and 35-44 age groups than among either younger or older households and tended to be used more by households with children than those without (40% vs.

31%). In other respects the profile of farm direct purchasers was quite different, with geographic factors being of importance. Highest purchase incidence was found among people living in rural areas, on farms/ranches (49%) and in rural non-farm settings (44%).

Household participation in **On-Farm Activities** occurred to a greater degree in larger, younger households where the head was under 45 years of age, and especially in homes with pre-school and young children under the age of 12 (20% and 22% respectively). The oldest age group, 55+ years, was least likely to participate (7%). Geographically, on-farm activities were most popular in the rural non-farm group (18%), where proximity likely plays a role.

Off-Farm Activities appears to have achieved penetration throughout the age spectrum, though older singles living alone had a below average incidence of use (24%). People living on farms/ranches were most likely to participate, followed by those living in a rural non-farm setting and residents of the City of Calgary (53%, 44% and 39% respectively). Lowest visitation to off-farm country-style activities was found in the City of Edmonton (22%).

Agtourism had a much higher incidence of participation than average among people living on a farm/ranch (39%) and was slightly underrepresented in the older single life stage (10%) and overrepresented among young families with elementary school age children (22%). There were no other demographic or geographic differences of note.

Table 6 profiles the purchasers of each product. Rather than describing incidence of use, as discussed above, it shows what proportion of all users fell into each demographic or geographic group. Differences were consistent with the more sensitive measure of incidence/market penetration and will not be repeated.

Table 6: Purchaser Demographic and Geographic Profiles

	Total Sample (wn=1007 unwn=1150) %	Regional Cuisine (n=395) %	Farmers' Markets (n=596) %	Farm Direct (n=342) %	On-Farm Activities (wn=125 unwn=167) %	Off-Farm Activities (wn=340 unwn=467) %	Agtourism (wn=171 unwn=314) %
Gender							
Male	41	45	37	39	37	41	40
Female	59	55	63	61	63	59	60
Age							
18 to 24	7	7	6	6	9	7	9
25 to 34	18	19	16	13	22	17	17
35 to 44	25	27	25	28	32	25	28
45 to 54	23	24	27	29	23	23	22
55 to 64	14	13	14	15	8	17	14
65 and over	12	9	12	7	6	9	7
Refused	1	1	1	2	+	2	3

(continued over)

	Total Sample (wn=1007 unwn=1150) %	Regional Cuisine (n=395) %	Farmers' Markets (n=596) %	Farm Direct (n=342) %	On-Farm Activities (wn=125 unwn=167) %	Off-Farm Activities (wn=340 unwn=467) %	Agtourism (wn=171 unwn=314) %
Marital Status							
Single	14	14	12	11	13	15	14
Married/couple	71	71	73	77	75	72	76
Widowed	5	3	4	3	2	3	3
Separated	2	3	2	2	3	2	1
Divorced	7	8	8	6	6	7	5
Refused	1	2	1	1	1	1	1
Education							
Less than high school	9	9	7	7	8	9	10
High school graduation/ some post-secondary	40	35	40	41	40	36	37
College/trade certificate	19	17	18	16	18	20	20
University	31	38	34	36	34	33	31
Refused	1	2	1	1	-	2	2
Average Household Income ($000)	$66.1	$73.3	$70.5	$74.2	$76.3	$70.8	$70.6
Household Life Stage							
Bachelor	5	5	5	3	3	6	3
Young group	2	2	2	3	2	3	5
Young Couple	11	14	9	10	9	11	11
Pre-school family	15	15	16	17	24	15	15
Young family	13	15	13	16	24	13	18
Teen family	11	11	11	14	10	12	10
Grown family	7	8	8	6	5	6	7
Empty nester	22	20	23	21	15	25	22
Older group	3	2	4	3	1	3	2
Solitary survivor	9	7	9	6	6	5	5
Refused	1	1	1	1	1	1	2
Household Size	2.86	2.83	2.86	3.09	3.42	2.84	3.05
Region							
Edmonton CMA	32	36	32	33	38	22	28
Calgary CMA	32	31	33	26	30	37	24
Major Urban Centre	10	9	10	9	8	11	13
Rural Area	25	24	25	31	24	30	35
Community Size							
City of Edmonton	24	28	23	25	26	16	21
City of Calgary	30	30	31	25	26	34	21
Large urban centre	15	14	16	13	15	14	17
Small urban centre	12	11	11	11	9	10	11
Rural non-farm setting	10	11	11	13	15	13	11
On a farm/ranch	8	8	8	12	10	13	19

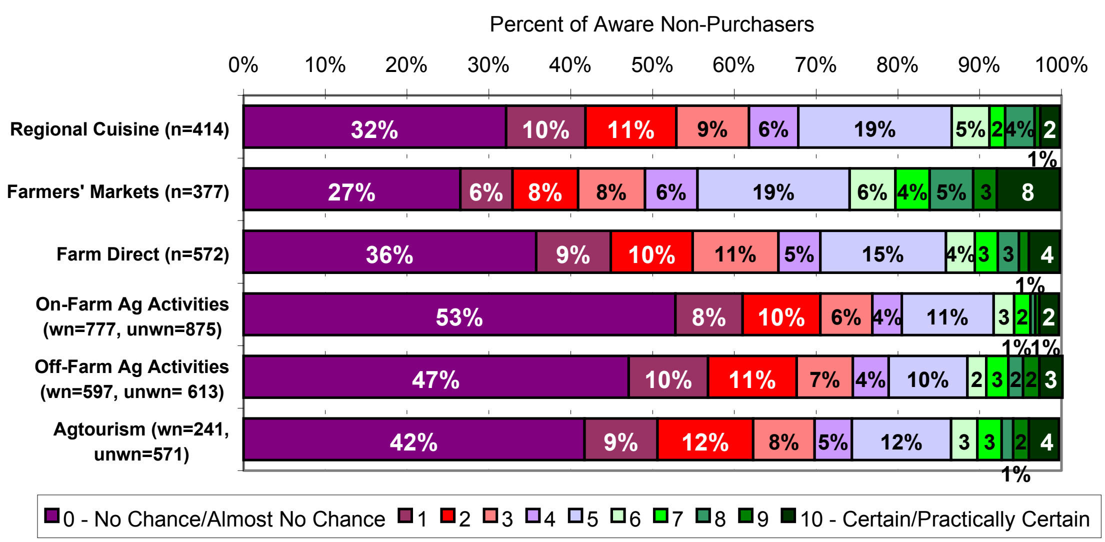
Figures may not add due to rounding. + = Less than 0.5%

EXPECTED GROWTH IN MARKET SIZE WAS HIGHEST FOR FARMERS' MARKETS, WHILE THE HIGHEST RATE OF GROWTH IS ANTICIPATED FOR ON-FARM ACTIVITIES

Respondents who had not purchased a product in the preceding twelve months were asked about their likelihood of doing so in the next year. The question asked was: "If 0 means 'no chance' and 10 means 'certain or almost certain', what number would you choose between 0 and 10 to describe how likely you and members of your household would be to purchase … in Alberta in the next 12 months?"

Households that provided a rating above the mid-point (six or higher – see Exhibit 7 for the distribution of responses) were assumed to be interested in the product. The results indicate that, among non-purchasing household heads who were aware of a product, the highest level of interest was shown in farmers' markets. About half the non-purchasers of agtourism experiences were not at all interested in them, compared to about one-quarter to one-third for the other products, suggesting a comparatively low ceiling on potential market size.

Exhibit 7: Non-Purchaser Chances of Purchasing Each Product in the Next Year (Base=Non-Purchasers Who Were Aware of the Product)

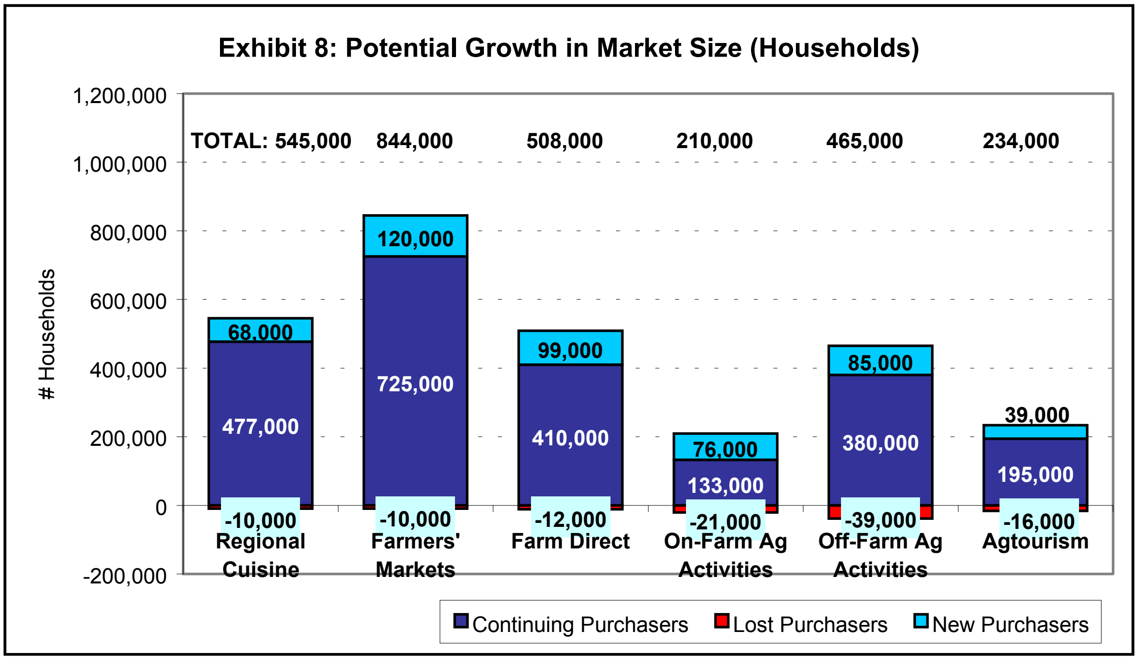


These results are used in Table 7, which converts the proportion of the population likely to become purchasers, to the total number of households likely to enter the market. The table also shows the current market size and the number of households that do not plan to continue to purchase a product next year. Finally, it shows the percentage increase the total change in market size represents over the existing purchasing population. The information is also summarized graphically in Exhibit 8.

Table 7: Projected Growth in Market Size (Number of Purchasing Households) In The Next Year

	Estimate (000)	Confidence Interval Lower Bound (000)	Confidence Interval Upper Bound (000)
Regional Cuisine (n=1007)			
# of households interested in purchasing in next year	68	50	85
# of households that purchased in the past year	487	449	524
# purchasing households that will not continue to do so	10	3	17
Estimated market size next year	545	497	593
Estimated annual rate of growth %	11.9%	10.5%	13.1%
Farmers' Markets (n=1007)			
# of households interested in purchasing in next year	120	97	142
# of households that purchased in the past year	735	697	772
# purchasing households that will not continue to do so	10	3	17
Estimated market size next year	844	791	898
Estimated annual rate of growth %	14.9%	13.5%	16.3%
Farm Direct (n=1007)			
# of households interested in purchasing in next year	99	78	119
# of households that purchased in the past year	422	385	458
# purchasing households that will not continue to do so	12	5	20
Estimated market size next year	508	458	557
Estimated annual rate of growth %	20.5%	19.0%	21.7%
On-Farm Activities (wn=1007 unwn=1150)			
# of households interested in purchasing in next year	76	58	95
# of households that purchased in the past year	154	129	179
# purchasing households that will not continue to do so	21	11	31
Estimated market size next year	210	176	243
Estimated annual rate of growth %	36.0%	36.4%	35.7%
Off-Farm Activities (wn=1007 unwn=1150)			
# of households interested in purchasing in next year	85	66	104
# of households that purchased in the past year	419	383	455
# purchasing households that will not continue to do so	39	26	53
Estimated market size next year	465	423	507
Estimated annual rate of growth %	10.9%	10.4%	11.3%
Agtourism (wn=1007 unwn=1150)			
# of households interested in purchasing in next year	39	26	52
# of households that purchased in the past year	211	182	240
# purchasing households that will not continue to do so	16	7	25
Estimated market size next year	234	200	267
Estimated annual rate of growth %	10.9%	10.0%	11.6%

Note: Figures may not add due to rounding.



Observations that may be made about the data in Table 7 and Exhibit 8 are as follows:

- Interest among non-purchasers was highest for farmers' markets and lowest for agtourism.
- The number of current buyers that were unlikely to continue purchasing the product next year was highest for the two products involving ag-related travel, especially off-farm activities. The fact that these trips are often high value purchases that may only be made intermittently probably contributes to these results. It is also of note that the proportionate "loss" of market was higher for on-farm than off-farm activities and agtourism (-14%, -9% and -8% respectively). The reasons for this difference are open to conjecture (e.g., lower satisfaction, more repeat of mixed business/pleasure trips for off-farm activities, a desire for unique rather than repeat experiences for on-farm trips, etc.) They bear further investigation, since it is usually more costly to attract new purchasers than to retain existing customers.
- The highest rate of annual growth in market size is expected for the smallest product, on-farm activities.
- The numbers also suggest that there is considerable "churn" in the ag activity and agtourism markets, with many new households coming in each year, while many drop out.
- The second highest rate of growth is anticipated for farm direct marketing, followed by farmers' markets.
- None of the alternative agricultural markets have reached a saturation point; all are growing in size.

3. Market Value

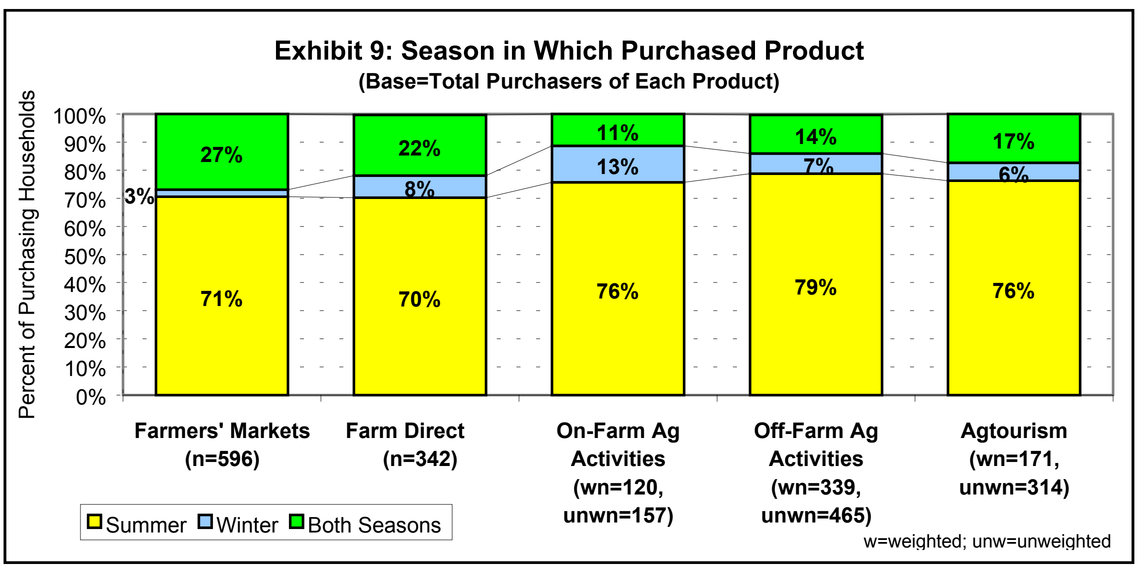
To estimate the value of each alternative agricultural market, the key objective of this study, respondents were asked to provide several pieces of information. These included:

- The season in which each product other than regional cuisine was purchased.[5] Two six-month seasons were defined: summer, from May to October 2003, and winter from November 2003 to April 2004.
- The number of times purchases were made in each season by any member of the household. The question was phrased as "How many times did you or any members of your household purchase…" or "How many trips did you go on where you or members of your household paid to take part in …"
- Expenditure on the last visit/trip in each season. If a respondent could not remember the exact amount, s/he was asked to estimate. Special instructions were added for several products:
  - Purchasers at farmers' markets were asked to exclude spending on crafts.
  - On- and off-farm activity purchasers were asked to include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at their destination.

The findings are first discussed separately for each question and then the estimates generated by their combination are presented.

Summer Was By Far The Most Popular Season For Purchasing From Alternative Agricultural Markets

Seasonal profiles for the products to which this question applied are depicted in Exhibit 9.



[5] Annual data were gathered for regional cuisine as seasonal purchasing behaviour was not thought to occur to the same extent as for the other products.

All markets proved to be predominantly seasonal, with greater access in the summer, particularly for the ag activity and agtourism products. However, on-farm activities also had the largest proportion drawn solely during the winter, suggesting that unique winter activities play a role in attracting different groups of customers. Finally, farmers' markets and farm direct had sizable customer bases who accessed the channels year round.

Frequent Purchasers and Heavy Spenders Were Overrepresented Among Year-Round Customers (And Vice-Versa)

Frequency of purchase and annual expenditures were associated more often with seasonality than other factors. In general – and in particular for farmers' markets and farm direct – households that purchase more frequently and/or spend more on an annual basis, tend to purchase the product year-round. This may be seen in Table 8.

Table 8: Proportion Of Households Purchasing In Each Season By Degree Of Product Use

	Total	Number of Purchases			Annual Expenditures		
		High	Medium	Low	Heavy	Medium	Light
	%	%	%	%	%	%	%
Farmers' Markets							
Summer	71	37 →	71 →	91	46→	59 →	85
Winter	3	0	2	4	0	3	3
Both	27	63	← 27	← 5	54	← 38	←12
Farm Direct							
Summer	70	46 →	68 →	81	39 →	59 →	86
Winter	8	0	2	13	6	13	6
Both	22	54	← 30	← 6	55	← 28	← 8
On-Farm Activities							
Summer	76	48 →	77 →	83	65 →	73 →	83
Winter	13	13	6	17	3	14	15
Both	11	39	← 17	← 0	32	← 13	← 2
Off-Farm Activities							
Summer	79	57 →	72 →	80	83	68	73
Winter	7	16	6	12	4	16	12
Both	14	27	← 22	← 8	13	16	15
Agtourism							
Summer	76	51 →	73 →	91	59 →	84	86
Winter	6	2	6	9	3	6	11
Both	17	47	← 21	← 0	38	← 10	← 3

Bases are shown in Appendix IV.

Note: Arrows indicate that increased frequency of purchase and spending is associated with year round purchasing behaviour, while decreased frequency/spending is associated with a summer-only purchasing pattern.

Geographic Location Was Related To Seasonal Purchasing Behaviour

Geographic location proved to be somewhat more important than demographic factors in profiling differences between visitors in various seasons, as follows:

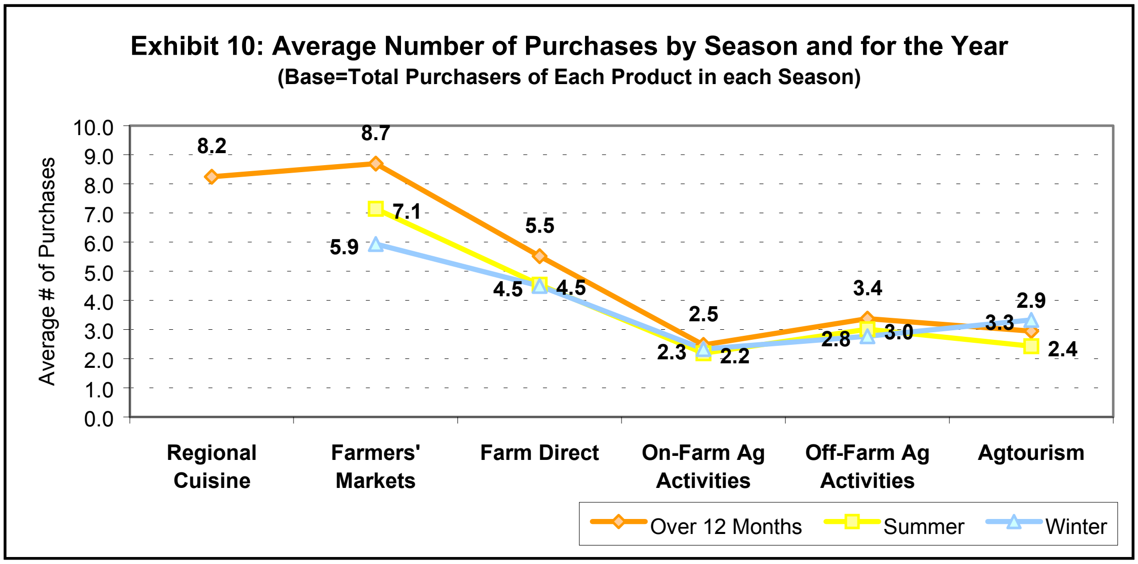
- **Farmers' Markets**: Residents of the City of Edmonton were especially likely to use farmers' markets in both seasons (40% vs. 27% on average) while people living in major urban centres were more likely to be summer-only visitors (83% vs. 71%).
- **Farm Direct**: People living in the City of Calgary were more likely to purchase directly from a farm only in summer (80% vs. 70% overall), and less likely to do so year round (11% vs. 22% in the population as a whole).
- **On-Farm Activities**: Summer-only visitors were more prevalent among older families (i.e., with teen or adult children – 88% vs. 76%) while winter-only visitors were proportionately more likely to be found in the young single/couple/group and empty nester life stages (26% and 19% respectively vs. 13% among all purchasers), both characterized by not having children in the household.
- **Off-Farm Activities**: City of Calgary residents were far more likely than average to take part in off-farm activities only in summer (perhaps because of the Calgary Stampede – 96% vs. 79% of the total purchasing population), while people living on farms/ranches had a high propensity to participate year round (33% vs. 14%). Winter only participants were more likely to come from the Edmonton CMA (17% vs. 7%) and rural non-farm settings (15%).
- **Agtourism**: City of Edmonton and rural non-farm residents were more likely than average to take part in agtourism only in summer (88% and 86% respectively vs. 76%). People living on a farm/ranch, in the older single life stage and those who were widowed/separated/ divorced were more likely to participate in both seasons (30%, 32% and 27% respectively vs. 17% of all participants).

Purchase Frequency Was Highest For Farmers' Markets And Lowest For On-Farm Activities

Exhibit 10 depicts the average number of visits/trips made for each product over the year and during each season by households that purchased in that season. Note that the figure for the annual number of visits/trips is the average number of visits made during the twelve month period by all purchasers (i.e. made in summer, winter or in both seasons), while the figures for summer and winter are based on people making at least one purchase in that season.

From Exhibit 10 it may be seen that:

- purchases were made at farmers' markets more frequently than for other products;
- the lowest average frequency was found for on-farm activities
- the number of visits/trips made in the two six-month seasons – among households purchasing in the season at all – was similar for all products except farmers' markets, which were visited more often during the summer, and for agtourism, where winter frequency was higher than summer.



Note: The summer and winter averages are not additive, as people who bought only in one season are not included in the calculation for the other. They are included in the 12 month average.

The total volume of visits, however, was far greater in summer, when more people were active. Differences in the proportion of purchasing visits/trips made in each season may be seen in Table 9, along with the estimated number of visits/trips made from May 2003 to April 2004.

While the average number of purchases may have been similar in each season among those who bought in that season, overall, because so many more households purchased these products in summer, roughly four out of five purchases occurred then.

Table 9: Estimated Number Of Purchasing Visits/Trips By Season For The Year May 2003 – April 2004 (In Millions Of Visits/Trips)

	Estimate		Confidence Interval	
	(000,000)	% Distribution	Lower Bound (000,000)	Upper Bound (000,000)
Regional Cuisine				
Full Year (n=393)	4.01	100	2.85	5.32
Farmers' Markets				
Summer (n=580)	5.12	80	4.47	5.80
Winter (n=174)	1.29	20	.93	1.69
Full Year (n=594)	6.38	100	5.53	7.30
Farm Direct				
Summer (n=314)	1.76	76	1.40	2.16
Winter (n=101)	.56	24	.33	.86
Full Year (n=341)	2.33	100	1.79	2.93
On-Farm Activities				
Summer (n=139)	.29	77	.19	.42
Winter (n=40)	.09	23	.04	.16
Full Year (n=157)	.38	100	.25	.53
Off-Farm Activities				
Summer (n=434)	1.17	83	.93	1.44
Winter (n=106)	.24	17	.14	.37
Full Year (n=464)	1.41	100	1.11	1.75
Agtourism				
Summer (n=294)	.58	83	.42	.77
Winter (n=75)	.12	17	.07	.20
Full Year (n=314)	.70	100	.51	.93

Note: Seasonal figures may not add to exactly the same number as annual figures, due to occasional missing data (responses of "don't know") for one or other season.

Confidence intervals for annual estimates are smaller than the sum of the seasons would be, since more cases are included.

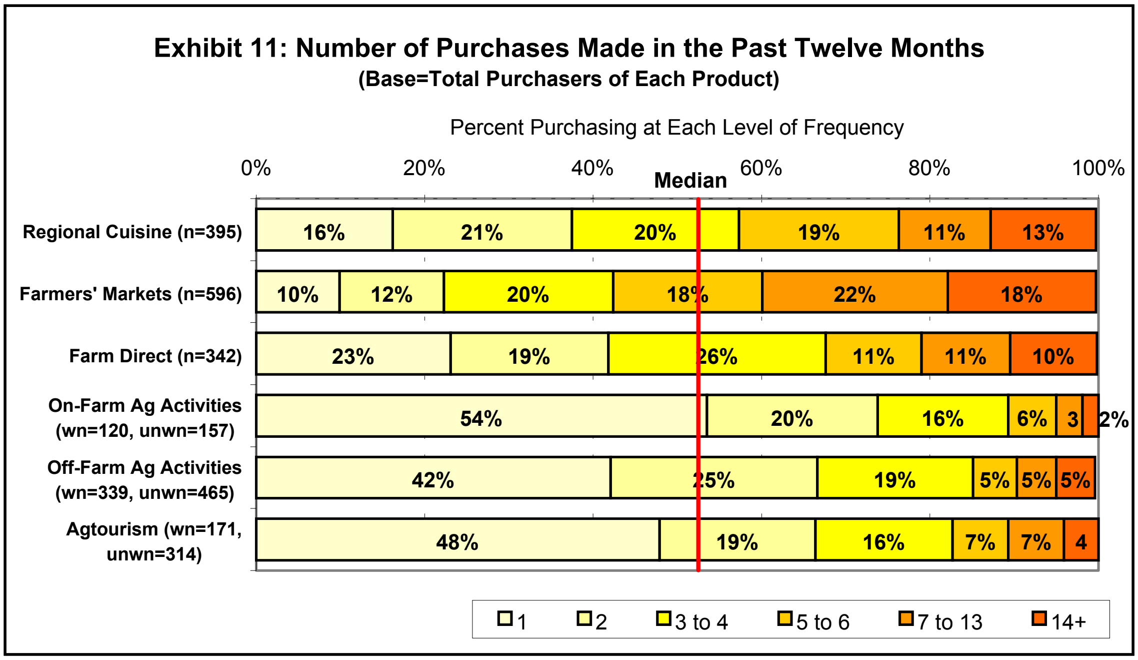
Figures may not add due to rounding.

Averages, such as those shown in Exhibit 10, do not tell the full story. A small number of households that purchase very frequently can result in a mean that is significantly higher than the median (the point at which half the population purchase more, and half purchase less). Exhibit 11 shows the distribution of the number of purchases made over the twelve month period for each product.

From this graph it may be seen that the largest number of ag activity and agtourism purchasers went on one trip during the past year, the majority took two or fewer trips, and very few took more than four trips.

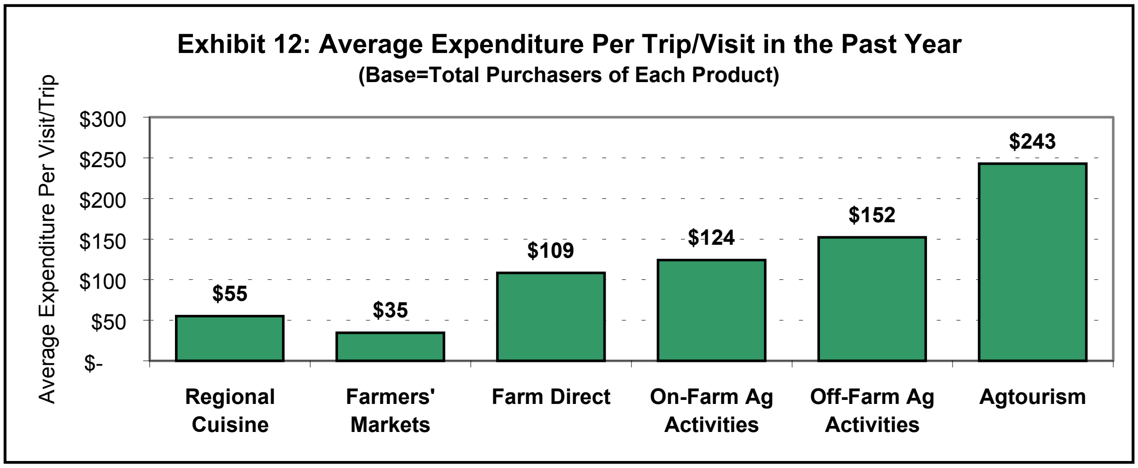
The picture is somewhat different for the other products:

- The majority of farm direct purchasers made between one and four purchases, i.e., quarterly or less often; however, one-third purchased directly from a farm more frequently.
- Most farmers' market purchasers shopped more often than once a quarter, with one in five going more often than once a month; relatively few went only once or twice in the year.
- Most regional cuisine purchasers went between once and six times a year and were fairly evenly distributed across this spectrum.

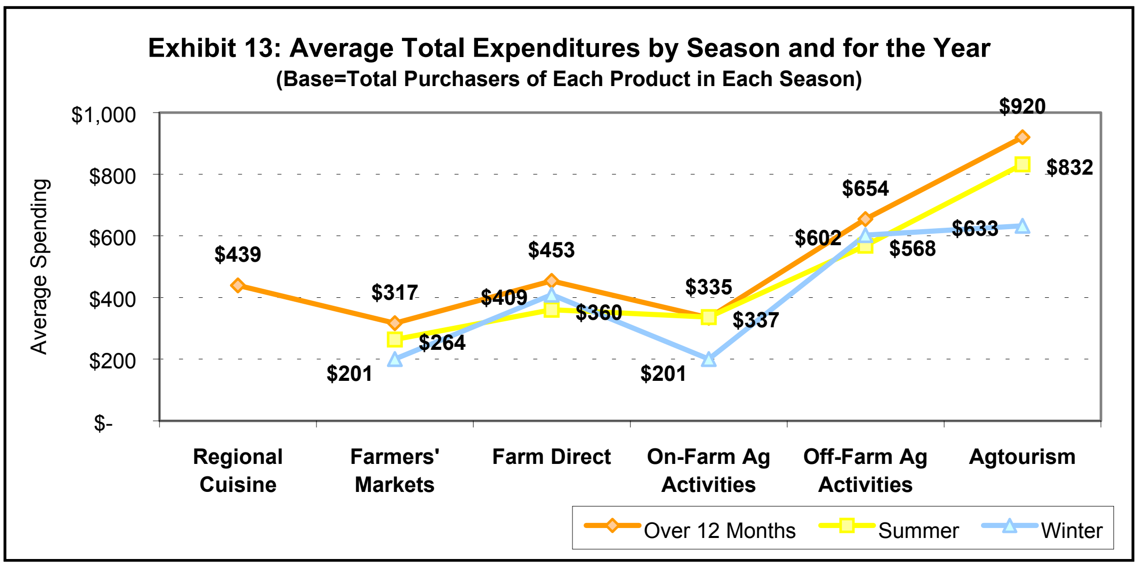


THERE WAS WIDE VARIATION IN SPENDING ON THESE PRODUCTS

The amount that households spent on the average trip/visit during the year May 2003 – April 2004, varied from a low of $35 per purchase at farmers' markets, to a high of $243 on agtourism trips (see Exhibit 12).



Average total expenditures over the past year by purchasing households for alternative agricultural products also varied widely, from $317 at farmers' markets, to $920 for agtourism trips. These results may be seen in Exhibit 13.

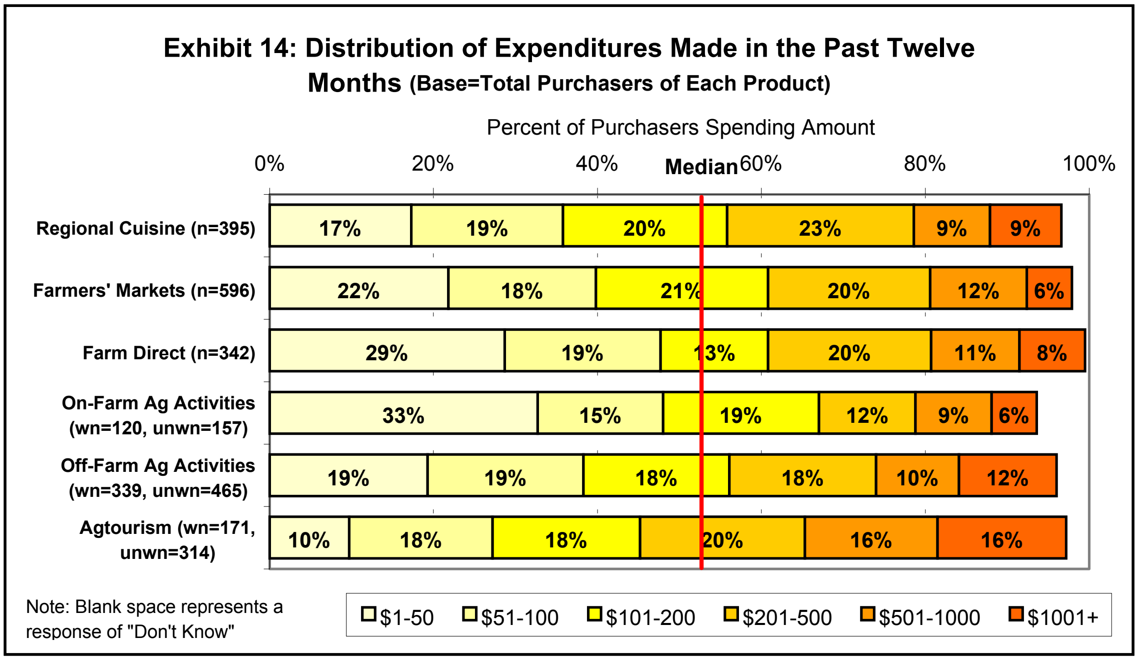


Note: The summer and winter averages are not additive, as people who bought only in one season are not included in the calculation for the other. However, they are included in the 12 month average.

Also of interest is that:

- average household expenditures for on-farm activities were significantly lower than for off-farm activities, suggesting that these are quite different agtourism market sectors;
- spending in winter was much lower than in summer for agtourism and for on-farm activities and somewhat lower for farmers' markets;
- summer spending was slightly lower than winter for farm direct purchasing and off-farm activities.

As with purchase frequency, averages hide wide variation in spending. The distribution of estimated annual expenditures for each product is shown in Exhibit 14.



This graph indicates that:

- a substantial proportion of respondents in each individual market (about one in five) made expenditures at the high end of the scale, over $500;
- the proportion was far higher, at about one in three, for households taking agtourism trips;
- farm direct and on-farm activities had a higher proportion of light spenders than the other products (particularly in the under $50 category), as well as a lower median.

The Number Of Households Purchasing A Product Was Not Indicative Of Total Market Value; Average Expenditures Were More Important

The findings here take into account the combination of the number of purchasers, the number of times they purchased each product each season and how much they spent on the last purchase in each season. Annual expenditures were calculated for each respondent in the survey (i.e., creating a case based estimate of expenditures) and then projected to the population of households in the province. This provides an estimate of the value of each market for the twelve month period, May 2003 to April 2004. The estimates are shown in Table 10, split by season.

Table 10: Estimated Market Value By Season For The Year May 2003 – April 2004 (In Millions Of Dollars)

	Estimate		Confidence Interval	
	($000,000)	% Distribution	Lower Bound ($000,000)	Upper Bound ($000,000)
Regional Cuisine				
Full Year (n=381)	214.0	100	143.0	294.0
Farmers' Markets				
Summer (n=569)	189.2	81	157.2	223.6
Winter (n=173)	43.4	19	29.3	60.2
Full Year (n=583)	232.9	100	193.9	274.8
Farm Direct				
Summer (n=312)	139.4	73	87.5	199.2
Winter (n=101)	50.9	27	21.4	89.6
Full Year (n=339)	191.1	100	118.3	274.6
On-Farm Activities				
Summer (n=132)	45.2	85	18.2	80.5
Winter (n=35)	7.7	15	3.2	14.1
Full Year (n=148)	51.6	100	23.0	88.1
Off-Farm Activities				
Summer (n=422)	220.6	81	150.9	300.3
Winter (n=101)	52.7	19	25.8	88.4
Full Year (n=449)	274.0	100	187.9	371.9
Agtourism				
Summer (n=286)	164.0	84	100.8	240.5
Winter (n=72)	32.0	16	13.7	57.6
Full Year (n=305)	194.0	100	121.5	280.9

Note: Seasonal figures may not add to exactly the same number as annual figures, due to occasional missing data (responses of "don't know") for one or other season.

Confidence intervals for annual estimates are smaller than the sum of the seasons would be, since more cases are included.

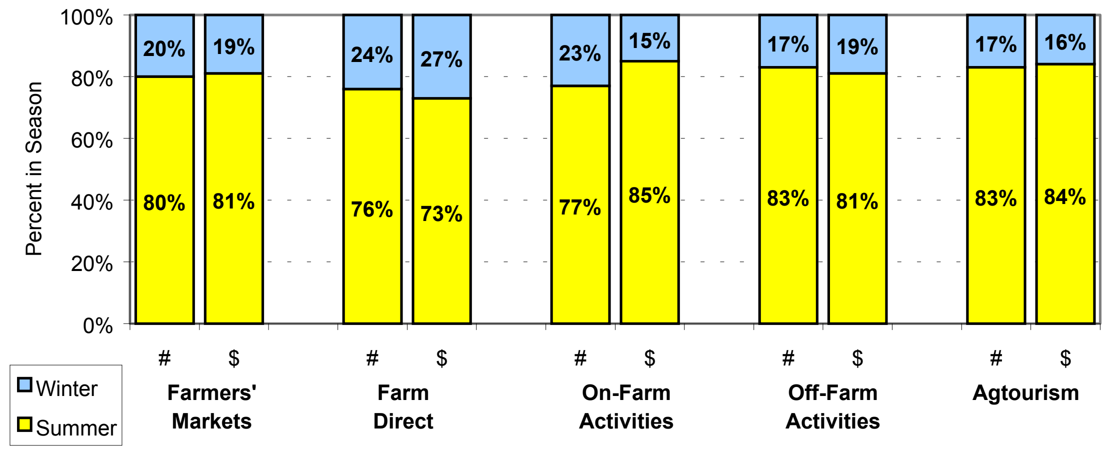
Figures may not add due to rounding.

Because of the comparatively low spending per visit, the high purchase frequency markets, farmers' markets and regional cuisine, were valued similarly to farm direct purchases, at about $200 million, and somewhat lower than the less frequently purchased, but high value, off-farm travel product.

The wide variation in value reflected at the upper and lower bounds of the estimates was in large part due to the size of the samples of purchasers interviewed. For example, for on-farm activities, which included a sample of 148 purchasers (unweighted) who provided the necessary information, the range represented by the confidence interval was greater than ±50% of the point estimate. In contrast, for farmers' markets, which had a sample size of 583, the confidence interval represented a spread of less than ±20% of the point estimate. Another influence on the size of the confidence interval was the wide variation in estimated annual expenditures per household on the products (from less than $10 to over $5,000).

The seasonal distribution of expenditures proved to be similar to the seasonal distribution of purchases, with the vast majority of expenditures also being made in the six month summer period. Exhibit 15 shows a comparison of the two.

Exhibit 15: Comparison of Seasonal Distribution of Number of Purchases (Visits/Trips) and Total Expenditures



These figures suggest that winter purchases directly from a farm and for off-farm activities were worth disproportionately more than summer purchases. In comparison, the market value of on-farm activities in winter was substantially lower than might have been expected from the distribution of trips in that season. These two opposing trends appear to cancel each other out in the overall agtourism distribution, where the expenditures were more proportional to the trip distribution.

THE VALUE OF ALL ALTERNATIVE AGRICULTURAL MARKETS IS EXPECTED TO GROW

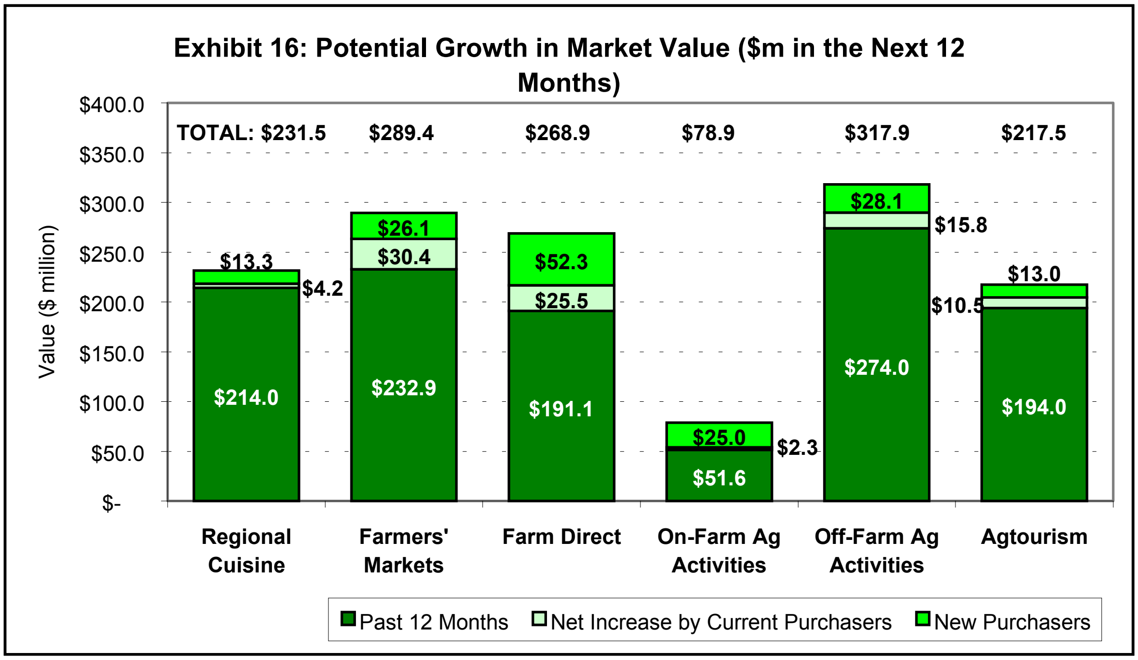
Table 11 presents figures relating to the projected value of the market in the next twelve months. It includes: the value of purchases that may be made by households not currently in the market,[6] the value of purchases made in the past year, the change in the value of purchases anticipated by current purchasers in the next year,[7] the total estimated value in the next year and the percent change this represents over the previous twelve months. Exhibit 16 shows the same information graphically.

6. Computed by multiplying the number of visits/trips respondents whose chance of purchasing was 6/10 or higher expect to make, by the weighted annual average per trip expenditure of current purchasers. For agtourism trips, the proportion attributable to trips over 80km, among those taking trips of this length, was applied.

7. For agtourism, this includes expected changes for agtourism product/s currently purchased and projected trips over 80km for an agtourism product not purchased at present.

Table 11: Estimated Growth In Market Value In The Next Year (In Millions Of Dollars)

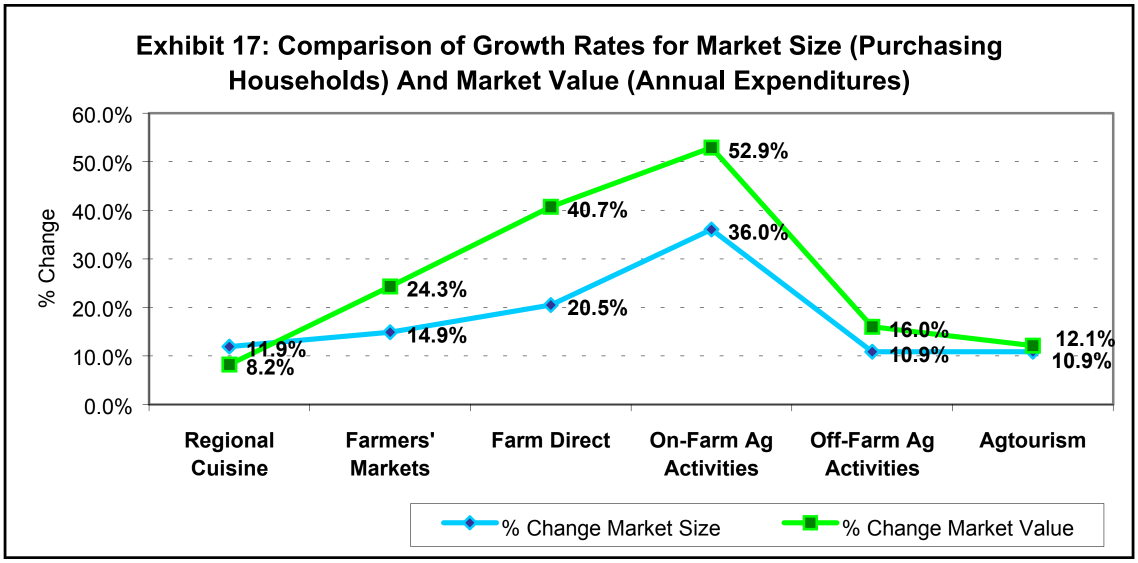
	Estimate ($000,000)	Confidence Interval Lower Bound ($000,000)	Confidence Interval Upper Bound ($000,000)
Regional Cuisine			
Value of purchases by households interested in purchasing in next year (n=54)	13.3	8.0	19.8
Value of purchases in the past year (n=381)	214.0	143.0	294.0
Change in value of purchases by current purchasers in next year (n=390)	4.2	-8.3	18.8
Estimated market value next year (summation)	231.5	142.7	332.6
Estimated annual rate of increase %	8.2%	-0.2%	13.1%
Farmers' Markets			
Value of purchases by households interested in purchasing in next year (n=94)	26.1	15.3	39.9
Value of purchases in the past year (n=583)	232.9	193.9	274.8
Change in value of purchases by current purchasers in next year (n=579)	30.4	14.4	47.9
Estimated market value next year (summation)	289.4	223.5	362.6
Estimated annual rate of increase %	24.3%	15.3%	32.0%
Farm Direct			
Value of purchases by households interested in purchasing in next year (n=78)	52.3	26.9	85.3
Value of purchases in the past year (n=339)	191.1	118.3	274.6
Change in value of purchases by current purchasers in next year (n=333)	25.5	.0	55.4
Estimated market value next year (summation)	268.9	145.2	415.3
Estimated annual rate of increase %	40.7%	22.8%	51.2%
On-Farm Activities			
Value of purchases by households interested in purchasing in next year (n=77)	25.0	15.0	37.6
Value of purchases in the past year (n=148)	51.6	23.0	88.1
Change in value of purchases by current purchasers in next year (n=152)	2.3	-3.9	10.7
Estimated market value next year (summation)	78.9	34.1	136.5
Estimated annual rate of increase %	52.9%	48.3%	54.9%
Off-Farm Activities			
Value of purchases by households interested in purchasing in next year (n=73)	28.1	17.0	42.1
Value of purchases in the past year (n=449)	274.0	187.9	371.9
Change in value of purchases by current purchasers in next year (n=451)	15.8	-12.1	48.6
Estimated market value next year (summation)	317.9	192.9	462.6
Estimated annual rate of increase %	16.0%	2.6%	24.4%
Agtourism			
Value of purchases by households interested in purchasing in next year (n=74)	13.0	6.6	21.5
Value of purchases in the past year (n=305)	194.0	121.5	280.9
Change in value of purchases by current purchasers in next year (n=306, 313)	10.5	-13.3	41.3
Estimated market value next year (summation)	217.5	114.8	343.8
Estimated annual rate of increase %	12.1%	-5.5%	22.4%



Observations which may be made about these figures are that:

- All alternative agricultural markets appear to be set to grow in value in the next year.
- The major change in spending comes from potential new market entrants, except in the case of farmers' markets – which already enjoys high market penetration – and, to some degree, agtourism. New purchase agtourism figures were impacted by the value of trips that might be taken by households currently taking only one type of ag-related trip (on- or off-farm), who were interested in taking the other type. The $10.5m was made up of an estimated $4.6m increase in spending on agtourism products already purchased and $5.9m on the new product.
- Regional cuisine is likely to grow at the slowest rate.
- The two products that usually require a visit to a farm, farm direct and on-farm activities, seem poised to grow most substantially in value, by 40-50%.
- However, the possible range in the estimates of the rate of change suggested by the upper and lower bounds of the confidence interval is extremely large for most products. Taking these figures into consideration, regional cuisine, off-farm ag activities and agtourism may show little change in market value, while farm direct could grow considerably more slowly than noted above.

A comparison of the projected growth for market size and market value in Exhibit 17, shows that more growth is likely to occur from an increase in the value of purchases than from an increase in market size (i.e., the number of purchasing households) for products other than regional cuisine.



These findings imply that purchase frequency and/or per purchase spending is probably on the rise. Two questions asked of current purchasers provide insight into likely changes in purchase behaviour. They were:

- In the next 12 months, do you expect that you and members of your household will spend more, less or the same as last year, on … (product)?
- Will that be because you will go … (more/less) often, or because you'll spend … (more/less) per visit, or both?

The responses are shown in Exhibits 18 and 19. Generally, over 70% of purchasers do not expect to change their purchasing behaviour. Of those who do, a greater proportion expect to increase than reduce spending – except for on-farm ag activities and agtourism where the proportions were similar (the need to investigate this high level of market "churn" was suggested earlier in the report).

Exhibit 18: Expected Changes in Spending by Current Purchasers

(Base=Total Purchasers of Each Product)

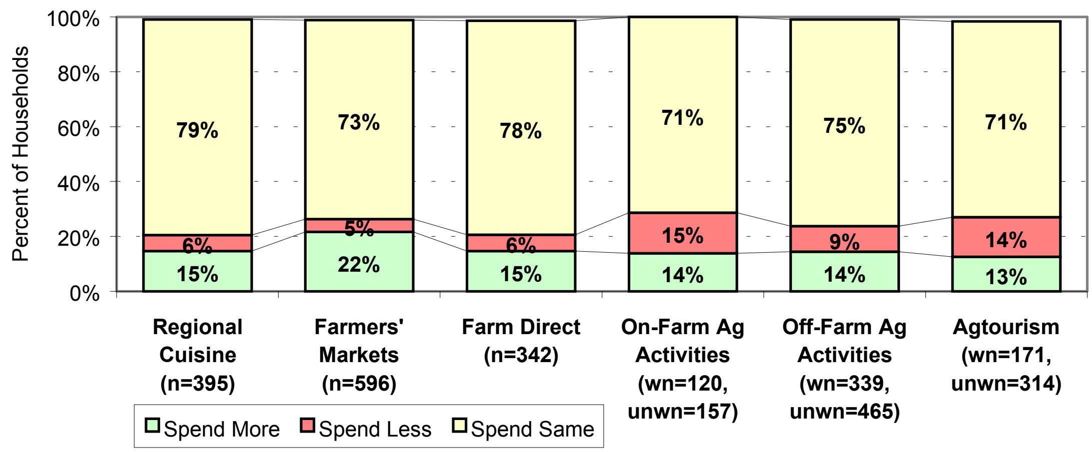
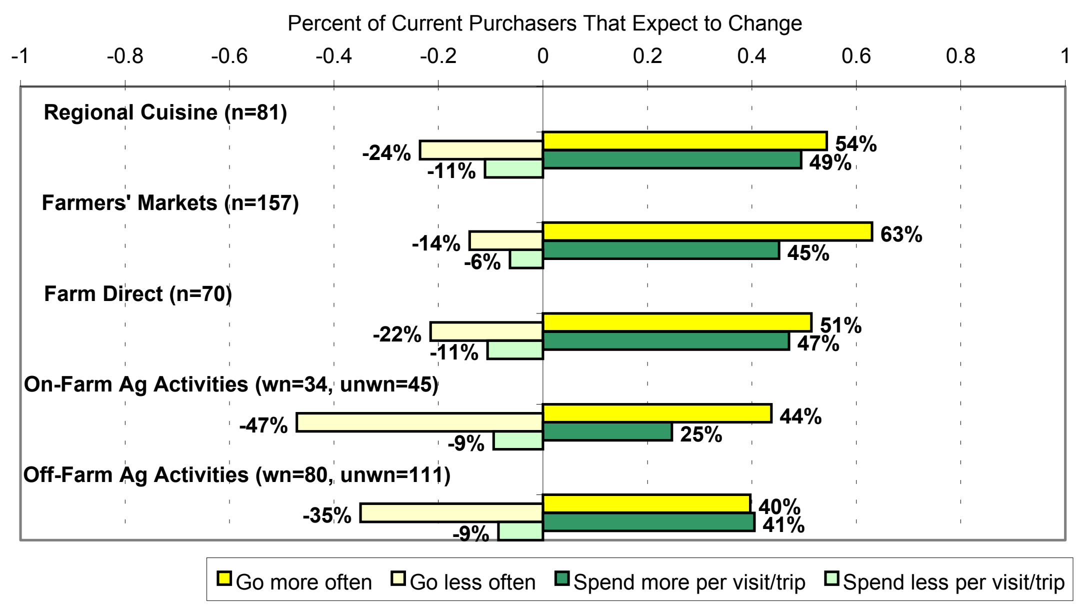


Exhibit 19: Whether Anticipate Changing Number of Visits/Trips or Changing Spending Per Visit/Trip (Base=Current Purchasers Expecting to Change)



Note: Agtourism data could not be derived for Exhibit 19 due to the way the question was asked.

Exhibit 19 shows that the total increase in spending by current purchasers is likely to come both from additional purchases (visits/trips) and from spending more per purchasing occasion, though somewhat more from making additional purchases.

Where purchasers thought they would spend less, this was usually because they expected to use the channel less often – especially for ag activities – rather than to reduce the value of their purchases.

In all, this means that growth in total expenditures among current purchasers will be predicated on a combination of both increased visitation and increased purchase value, except for farmers' markets and on-farm activities, where increased visitation will be the more important factor.

Prevention of loss from existing purchasers, however, will depend much more on luring them back to the market or preventing erosion of purchase frequency, than on addressing lower spending on each purchasing occasion .

Degree Of Use Groups For Different Products Were Distinguished By Different Geographic And Demographic Factors

A comparison of the profiles of households classified into each of the levels of the three degree of use groups yielded a number of differences of note for each product, and especially for regional cuisine. Differences were as follows:

- In the **Regional Cuisine** market, household size appears to have been the prime influencer of per purchase spending – but not total annual expenditures. Those who were heavy per purchase spenders reported an average household size of 3.01 people, medium spenders included 2.85 and light spenders 2.56 people. With increasing per purchase value, there was also an increasing likelihood that the household included children under the age of 18 years. 51% of heavy spenders were in this category, 42% of medium spenders and 27% of light spenders. Consistent with these results, higher spending households tended to have younger household heads (35-54 years) than lower spenders (55+ years). This suggests that the value of a regional cuisine purchase was related to the number of people being served – something that makes intuitive sense.

  In addition, light per purchase spenders included proportionately more less well educated heads and rural residents, while heavy spenders included an above average number of university graduates and Calgary CMA residents. This was allied to income as well, with increasingly heavy per purchase spending being found with higher average income levels (heavy $92,000, medium $72,000 and light $59,000). This set of findings may well reflect the influence of purchases made at high end restaurants.

  Purchase frequency for regional cuisine tended to be higher among single and divorced people and lower among those who were married or living together as a couple.
- Larger household size was also predictive of per purchase spending at **Farmers' Markets** (3.08 people in heavy, 2.87 in medium and 2.61 in light spending households), but life stage was not a factor. There was an above average concentration of light spenders in rural areas and among seniors (65+ years old).

  High income was related both to frequency of purchasing and to total annual expenditures at a farmers' market ($77-78K for high/heavy, $70-$73K for medium and $66/67K for low/light purchasers).
- **Farm Direct** profiles suggested that farm/ranch households were overrepresented in the high purchase frequency group (23% vs. 12% on average), likely reflecting ease of access and traditional practices.

  Married respondents were overrepresented among infrequent purchasers, but tended to spend more for each purchase and made up 92% of the heavy per purchase spender group (vs. comprising 77% of the population). Similarly, frequency of purchase declined, and the average value of the purchase increased, with increasing income (low frequency/heavy spending \$80-82K vs. high frequency/light spending \$61-72K). Thus, while incomes were not significantly different between high, medium and low annual spenders, it would appear that lower income households spread their spending out more, possibly based on what they could afford to pay for at one time.

- In the **On-Farm Activities** market, high purchase frequency appeared to be associated with the presence of pre-school children (35% of the high frequency group vs. 24% of the population), household heads aged 18-24 and 65+ - possibly grandparents – (22% vs. 9% and 17% vs. 6% respectively) and with residency in major urban centres (17% vs. 8%). It should, however, be noted that the base for this group was extremely small and findings may not be reliable.
- The key distinguishing factor for **Off-Farm Activities** was location. Households located in rural areas, and particularly those on farms/ranches, tended to be more frequent visitors and to spend more per year on this product (making up 42% and 29% of frequent visitors and 40% and 27% of heavy spenders respectively, compared to 30% and 13% of the population). In the opposite manner, City of Calgary residents were underrepresented in the high frequency and expenditure categories for all three measures (comprising 16% of high frequency purchasers, 17% of heavy spenders on the last trip, 16% of heavy annual spenders, vs. making up 34% of the population). Finally, people living in large urban centres other than Edmonton and Calgary, tended to be high spenders on their last trip (making up 26% of heavy spenders vs. 15% of the population).

  The oldest age group, 65+ years, showed a tendency to be light spenders on their last off-farm visit, as did divorced respondents and households in the lowest income group (under \$50,000).
- There were few distinguishing factors relating to degree of use among people taking **Agtourism t**rips. Households located on farms and ranches were more frequent travellers (29% vs. 19% of the population), as were people with a high school education (40% vs. 30%), while those living in large urban centres were heavier per purchase spenders (28% vs.17%).

4. Additional Information On Ag Activity and Agtourism Trips

In order to gather useful information on agriculture-related travel, questions for each season had to be split by key definitional criteria particular to the tourism industry. These were:

- Distance travelled from home (up to 80km or over 80km one way from home); and
- Trip duration (day trip or trip lasting one or more nights).

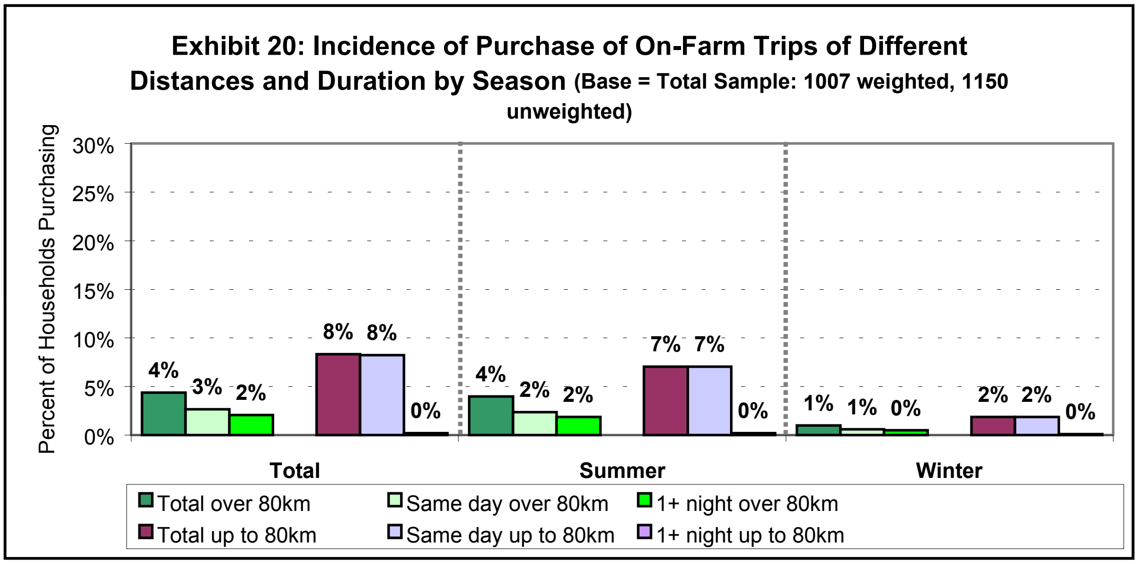
Results for each of the four type of trip combinations in each season are summarized in the charts which follow. It should be noted that bases for some of these trips are quite small, particularly for on-farm trips and findings may not be reliable. Where fewer than 20 interviews (unweighted) were conducted, the data have been suppressed.

Four sets of data are shown:

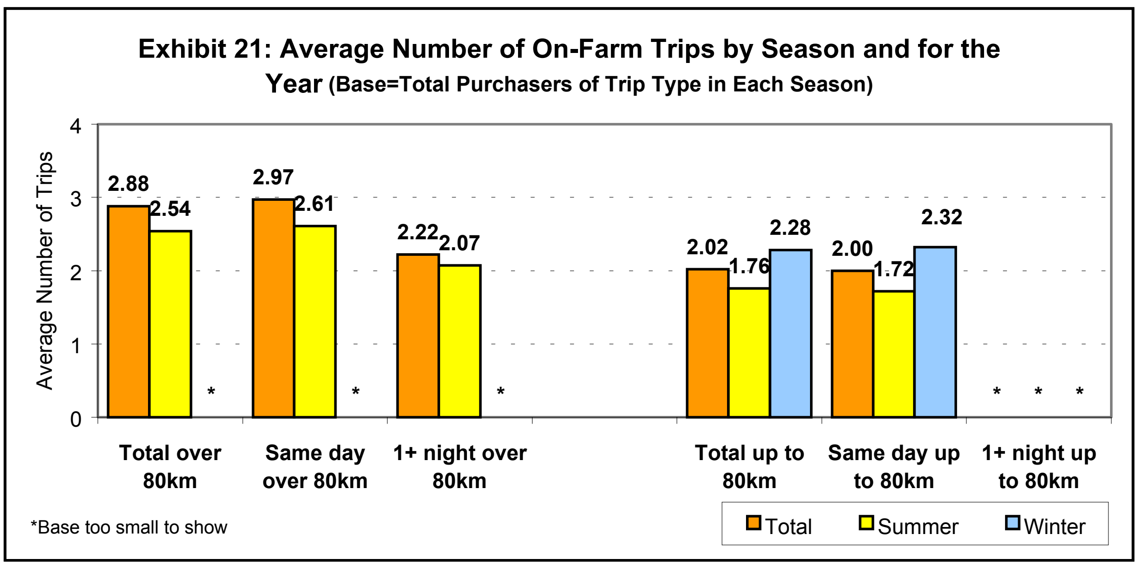
- the incidence of purchase of each trip type by households in the total Alberta population;
- average frequency of taking each type of trip in each season by households that took that type at all;
- average per trip spending in each season by households that took that type of trip at all;
- average expenditures on trips of each type over a twelve month period, by households purchasing each type of trip.

On-Farm Activities Were Mostly Local Day Trips, But Expenditures Were Far Higher For Tourism Trips Over 80km From Home And Of Longer Duration

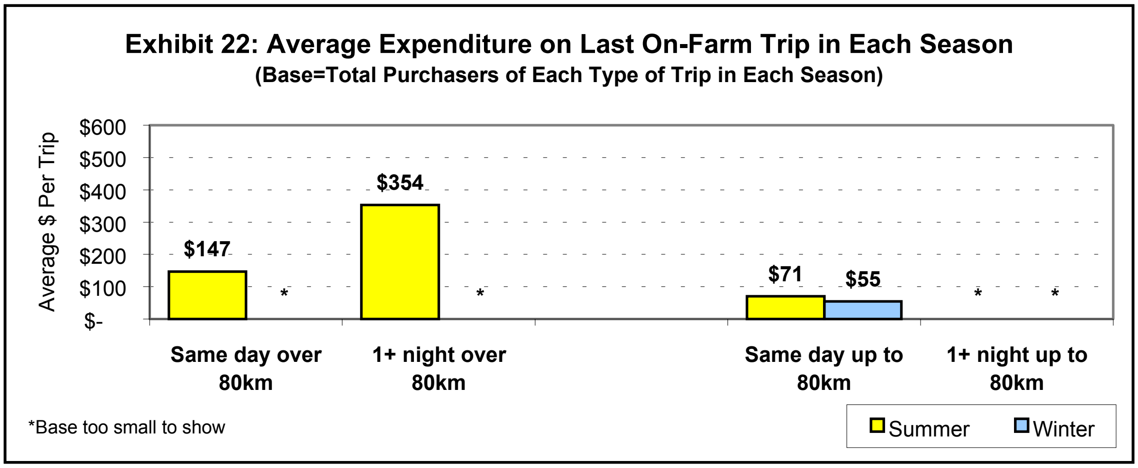
Exhibit 20 shows that a higher proportion of the population prefer same day on-farm trips close to home (up to 80km one way from home), in both seasons, than other trip combinations. In all, 4% of the population took trips over 80km and twice that number took trips in the local area.



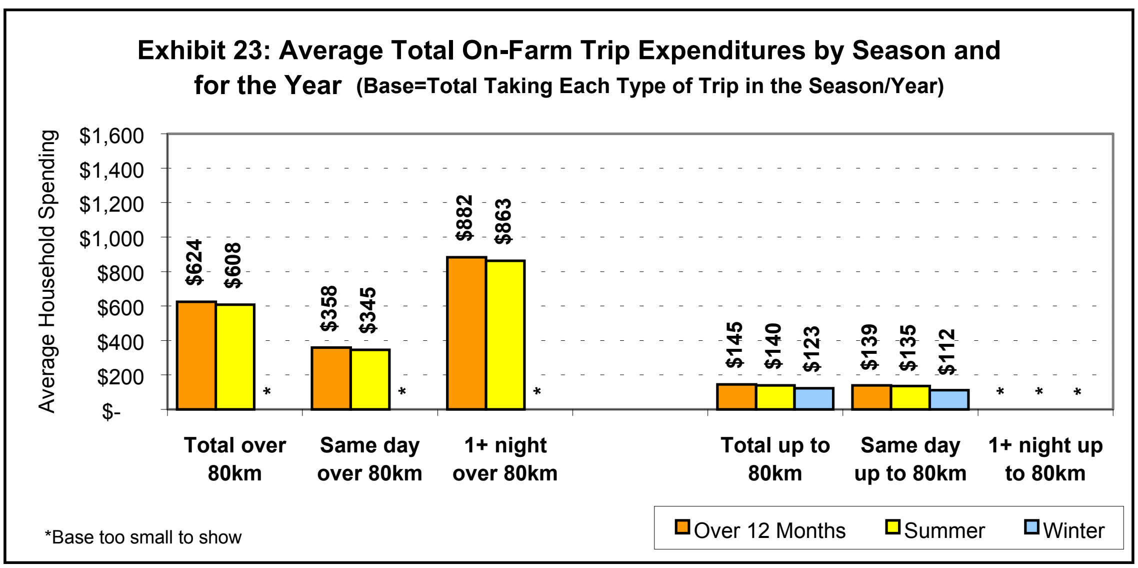
However, Exhibit 21 demonstrates that once a household took a particular trip type combination, they went on more on-farm trips when the distance was greater than 80km from home (2.9 vs. 2.0 over the full year). This graph also shows that local same day trips were more frequent in winter than summer. Due to the low numbers, no similar seasonal comparisons were available for trips over 80km.



Despite the incomplete data, Exhibit 22 suggests that the average cost of an on-farm household trip lasting one or more nights was more than twice the amount paid for a same day trip in summer. It also suggests that winter expenditures were somewhat lower than summer, at least for a local same day trip.



Average per household expenditures on on-farm activities for the year were four times greater when household trips were over 80km from home, than when they were closer to home (see Exhibit 23). They were also more than twice as high when the trip lasted at least one night, than when a day trip was taken. These patterns held true for the summer season as well, but insufficient information was available to draw conclusions about the winter season.



Off-Farm Activities Were Mostly Local Day Trips, But Expenditures Were Again Far Higher For Tourism Trips Over 80km From Home And Of Longer Duration

Exhibit 24 shows that almost twice as many households participating in off-farm activities took local trips as took trips further away, in both seasons. Same day trips in particular, were likely to be located close to home, while many more households travelling over 80km took trips lasting one or more nights.

Exhibit 24: Incidence of Purchase of Off-Farm Trips of Different Distances and Duration by Season (Base = Total Sample: 1007 weighted, 1150 unweighted)

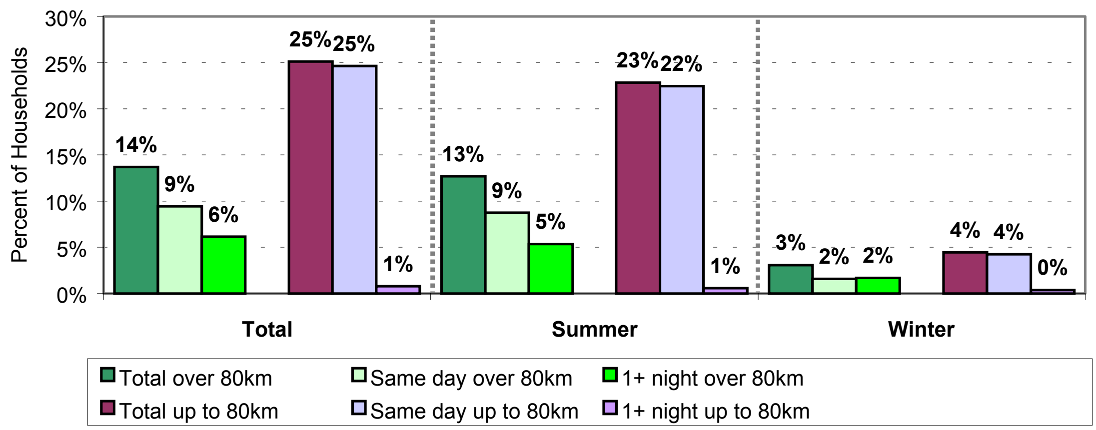
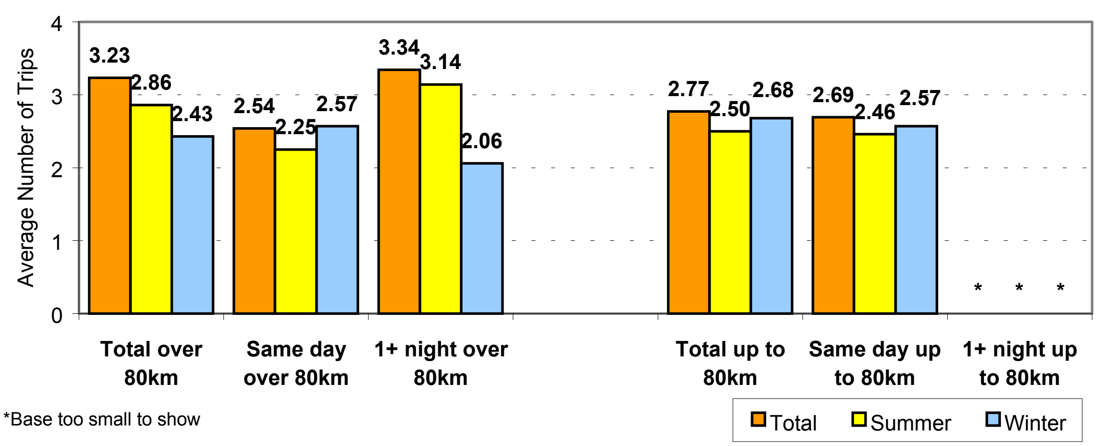


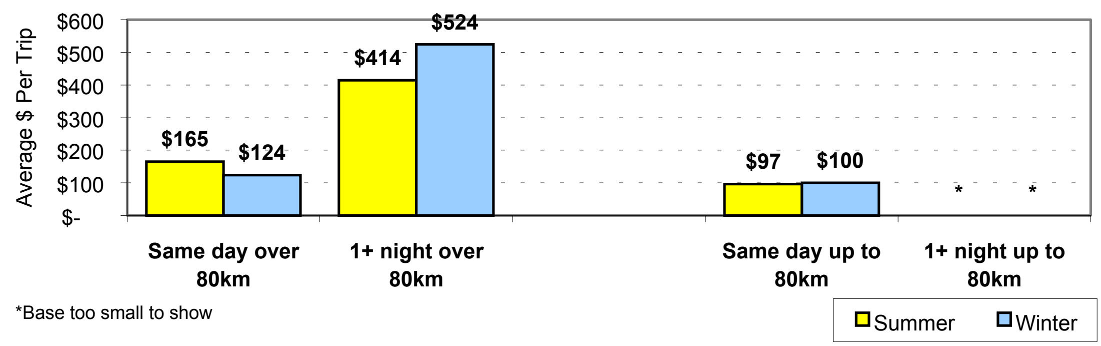
Exhibit 25 indicates that purchase frequency was somewhat higher among households travelling longer distances and staying at least one night on the trip, but not always higher in summer than winter.

Exhibit 25: Average Number of Off-Farm Trips by Season and for the Year (Base=Total Purchasers of Trip Type in Each Season)



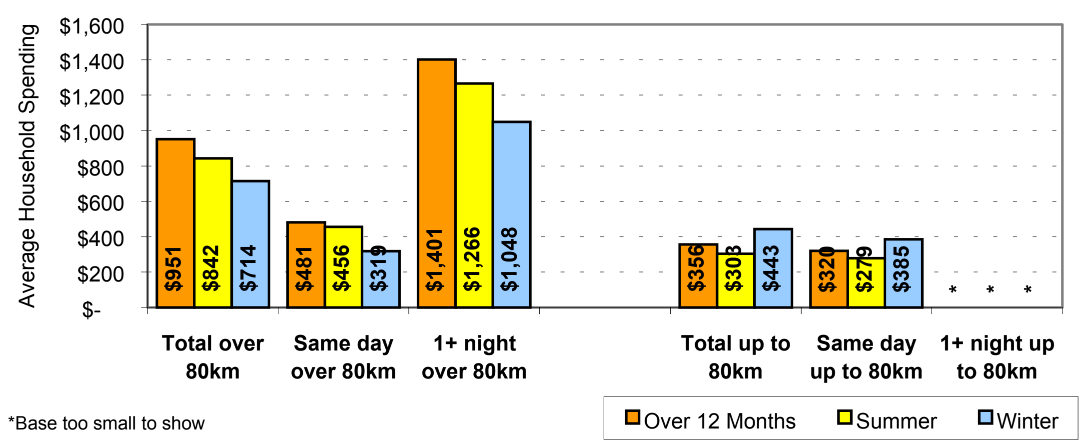
As with on-farm trips, expenditures were considerably greater when the household was away overnight or longer than when a day trip was taken, both in summer and in winter. Local same day trip expenditures were about the same in the two seasons, but somewhat higher for non-local trips in summer. However, average expenditures were higher for winter trips when these lasted one or more nights (refer to Exhibit 26).

Exhibit 26: Average Expenditure on Last Off-Farm Trip in Each Season
(Base=Total Purchasers of Each Type of Trip in Each Season)



Similar patterns may be seen in Exhibit 27, which shows average total household expenditures in each season and for the twelve month period. Spending on trips over 80km from home was higher than on local trips, regardless of trip duration; spending on 1+ night trips was two to three times as high as for same day trips; average summer expenditures exceeded average winter expenditures for trips over 80km from home, but the opposite was true for trips up to 80km.

Exhibit 27: Average Total Off-Farm Trip Expenditures by Season and for the Year (Base=Total Taking Each Type of Trip in the Season/Year)



HIGHER TOTAL AMOUNTS WERE SPENT ON AGTOURISM TRIPS WHEN THEY LASTED ONE OR MORE NIGHTS OR TOOK PLACE IN SUMMER

The majority of households that took agtourism trips over 80km from home involved off-farm country-style activities. This may be seen in Exhibit 28.

From Exhibit 29, which shows purchase incidence, it can be observed that 17% of Alberta households had participated in at least one such trip over the twelve month period May 2003 – April 2004, most in the summer period. The graph also shows that more households took day trips than stayed away overnight, especially in the summer.

Exhibit 28: Type of Agtourism Trips Taken

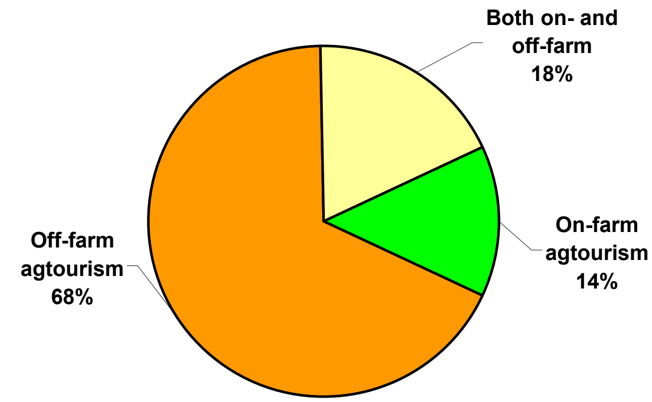
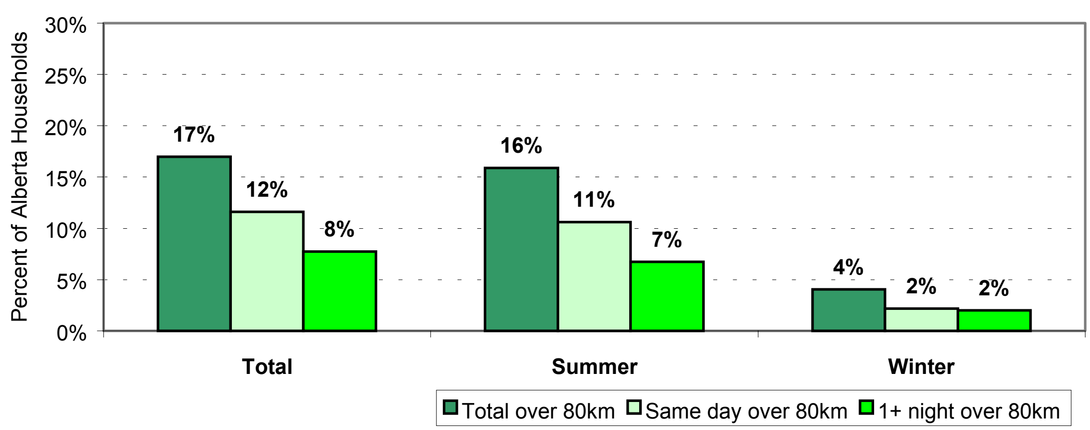
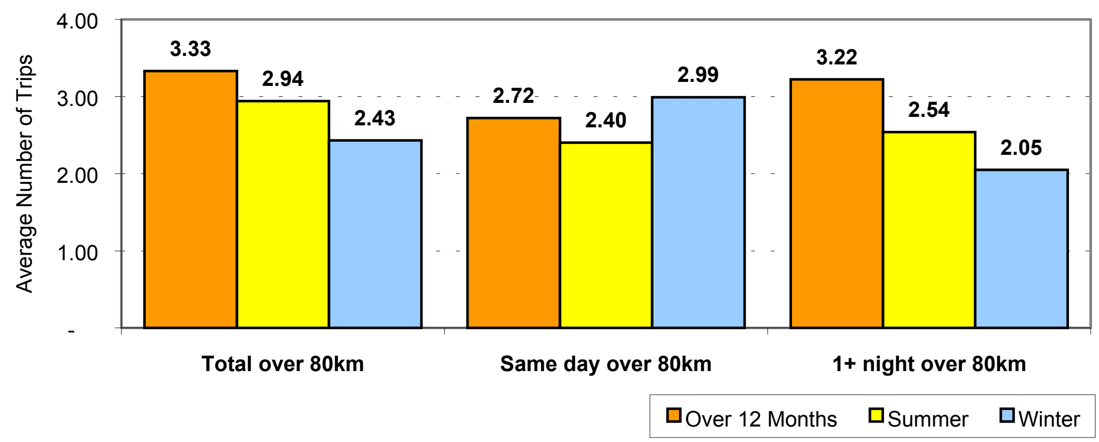


Exhibit 29: Incidence of Purchase of Agtourism Trips by Season and for the Year (Base = Total Sample: 1007 weighted, 1150 unweighted)



The average number of trips taken by summer visitors was higher than the number taken by winter travellers, and the same was true for trips lasting one or more nights. Winter same day visitors, however, took more trips on average than summer day trippers (see Exhibit 30).

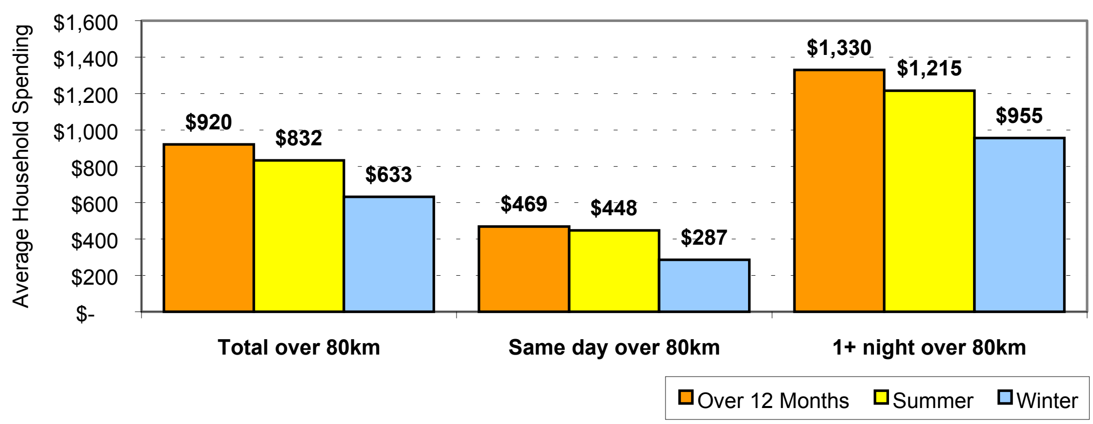
Exhibit 30: Average Number of Agtourism Trips by Season and for the Year
(Base=Total Purchasers of Trip Type in Each Season)



Household spending is shown in Exhibit 31, for each season and for the twelve month period. The results indicate that the average household taking trips of this type spent $920 a year,

Households taking trips that involved overnight stays spent two to three times as much per annum as those taking day trips, while travel in summer resulted in higher expenditures than travel in winter.

Exhibit 31: Average Total Expenditures on Agtourism Trips by Season and for the Year (Base=Total Taking Each Type of Trip in the Season/Year)



Conclusion

Potential Marketing Actions

Although this study was primarily intended to quantify the size and value of the alternative agricultural markets, observations regarding marketing implications derived from the quantitative data were made throughout the report. These are summarized here for each of the products.

Regional Cuisine

More publicity is required to improve basic awareness of the product in the population, as well as greater clarity of understanding of what it is, among people who have heard of it.

The high end nature of many of the restaurants specifically offering and promoting regional cuisine was evident in data showing an association between product purchase and higher income households. However, regional cuisine was also associated with more affordable options, such as festivals and events with a central food component and country restaurants and tea rooms.

The dual image needs to either be resolved (integrated) or clearly developed in two different directions, if greater understanding of the product and a higher growth rate – both of which were lower than for the other alternative markets – are to be achieved. Despite being able to capitalize on a food trend, this recognition may not be realized in the immediate future by small providers or suppliers working individually within a limited geographic market area. A centralized, co-ordinated effort to gain broad population recognition may be necessary.

Farmers' Markets

The longest and best established and most extensively promoted of the alternative markets considered, farmers' markets were well known and widely used. They are also poised for growth from two directions – new market entrants and, in particular, increased frequency of purchase by current buyers.

Marketing opportunities exist to stimulate and take advantage of these trends, promoting to those who have not yet tried them and increasing interest among those who have. The latter group are especially important, since per purchase spending, at $35 on average, is lower than for any of the other products. Other than year round access or seasonal extension, which appears to offer real economic benefits, how this might be achieved needs to be established through research that investigates how and when decisions are made to visit a farmers' market and what motivates purchase once there. The potential in younger households needs investigation of a qualitative nature too.

Farm Direct

Of the less well developed products, farm direct appears to offer the most immediate opportunities for substantial growth. To achieve this, both general awareness of the existence of the channel and knowledge about it, need to be increased. Specific awareness of available outlets also needs to be addressed, since considerable growth will come from new market entrants.

Growth is also anticipated from repeat customers who expect to purchase more frequently and to spend more per visit. Active promotion to the existing customer base could yield real payback. It should be understood that the amount spent per purchase through this channel did not necessarily distinguish high from low spenders. High total annual spending could be achieved through a few large purchases, or through multiple smaller ones. The evidence points to affordability (cash flow) being a determinant of purchasing frequency here.

There also appear to be potential advantages to promote farm direct in the slower winter season, when per purchase spending is slightly higher than in summer. Reasons for this difference need to be understood if they are to be turned to marketing advantage.

On- and Off-Farm Activities and Agtourism

On-farm activities, the smallest of the markets reviewed, would benefit most from increased awareness and understanding of the existence and diversity of the experiences offered, particularly among young families with children up to the age of 12 and in the larger urban centres.

The ultimate potential for market growth may be more constrained than for the other products, as evidenced by the finding that approximately half of the non-purchasing population indicated they would have little or no chance (0 out of 10) of participating in on-farm activities next year.

It was found that there is considerable "churn" in the composition of the purchaser base. Firstly, a high proportion of current customers indicated they would not take such trips in the next year. Secondly, a large proportion of the potential customer base was not made up of previous-year customers (i.e., were new market entrants). This could be a source of concern as customer retention is usually a more cost-efficient strategy than pursuing new customers. The reasons for this churn bear further investigation and potential remedial or mitigating action.

Finally, while there was an unusually high proportion of winter-only visitors, suggesting the attraction of unique winter activities, spending on winter trips appeared to be substantially lower than on summer trips. The reasons for this also need to be examined for opportunities to change the situation.

Off-farm activities, a far larger market than on-farm, had some of the same limitations, notably loss of current customers and a low chance of purchasing the product among non-customers. There also appeared to be relatively low intent to increase spending and trip frequency among current customers, the most frequent and highest spending being farm/ranch households.

In contrast to on-farm trips, off-farm winter trips were slightly higher in value than summer trips, something that might be worth understanding better. Opportunities may also exist to increase awareness and interest in these types of trips in Edmonton and Calgary.

Agtourism, as an amalgam of on- and off-farm activities undertaken over 80 km from home, had a less distinctive profile. Since the two components appeared to serve different market segments and needs (particularly children's entertainment and learning in the case of on-farm and business or combined business and vacation in the case of off-farm ag-related trips), combining them may have blurred useful marketing distinctions. Given the combination, however, it is not surprising that there was also a fairly high rate of loss of existing customers and a high proportion of non-customers with little or no chance of purchasing the product.

The major distinguishing factor for this product was the consistent finding that trips taken more than 80 km from home generated much higher spending than local trips – by an order of magnitude of three to four. When the trip also involved at least one night's stay away from home, there was an even greater impact. This suggests that promotional emphasis should be given to on- and off-farm travel outside the local area, where the yields are greatest.

Conclusion

Five products were addressed in this study of alternative agricultural markets: regional cuisine, farmers' markets, farm direct marketing, on-farm activities and off-farm activities. To meet the definitional needs of the tourism industry, a sixth product was later constructed from the data – agtourism trips over 80km one way from home. This subset combined data relating to non-local trips for both on- and off-farm activities.

Information was collected to provide a baseline demand-side estimate of the value of each alternative agricultural market by surveying households throughout the province of Alberta. The survey investigated purchases over a twelve month period from May 2003 to April 2004, changes in purchasing behaviour expected by current purchasers and the likely spending of new purchasers entering the market in the next twelve months.

Current and future market value was projected from the information provided. In addition, estimates of market size (penetration) were obtained and present levels of awareness/familiarity with each market established. Demographic, geographic and degree of use profiles were prepared as well.

This proved to be a substantive and challenging project at all levels. We hope AAFRD, the industry and your partners, will be able to make use of the information yielded by this study in continuing to successfully develop these emerging and growing markets.

Yours truly,
INFACT RESEARCH AND CONSULTING INC.

Enid Markus

President

Direct line: (780) 487-3682

Appendix I:
Focus Group Screener and Interviewing Guide

AAFRD Screener (Alternative Agricultural Markets, 2004)

Name_______________________

Address_____________________

Home# _____________________ Work#______________________

Hi my name is _____________ and I am calling on behalf of Infact Research and Consulting. We are currently working on a project for Alberta Agriculture, Food and Rural Development and are looking for people to participate in a round table discussion relating to a survey on food and tourism. If you qualify, we would invite you to a 2 hour discussion with 11 other randomly selected individuals and you would receive a $50.00 honorarium to help cover expenses.

This is a market research study. We are not selling anything. Could you spare a couple of minutes to answer some questions?

Am I speaking to a household head?

IF NOT: ASK TO SPEAK TO A HOUSEHOLD HEAD AND REINTRODUCE

Some of the discussion will be around purchasing products and services. Would you be in a position to talk about past purchases and expenditures made by your household?

IF NO: ASK TO SPEAK TO THE HOUSEHOLD HEAD THAT CAN DO THIS

1. Do you or any members of your immediate family work for any of the following types of organizations:

A market research firm	1	**TERMINATE**
A newspaper, radio or TV station	2	**TERMINATE**
An advertising agency	3	**TERMINATE**
None of these	4	**Continue**

2. In the past 12 months, that is, from May 2003 to April 2004, have you <u>purchased</u> any products in Alberta in any of the following categories:

	Yes	**No**	**DK**	
a. At a farmers' market	1	2	3	**Recruit 12 Yes**
b. Directly from a farm or ranch, at the farm or ranch gate, a roadside stall, by picking yourself, or by Internet or mail..............	1	2	3	
c. Directly from a nursery or greenhouse (excluding manufactured items like tools)..	1	2	3	
d. At a restaurant or food event where Alberta ingredients were used that were specifically advertised as "regional cuisine"...................	1	2	3	**If "Alberta Beef" is only mention do not count it as a "Yes"**

3. In the past 12 months, have you <u>paid</u> to take part in activities like an overnight stay in a farmhouse, ranch or inn; taken a wagon or sleigh ride; gone horseback riding; fishing; through a maze; a petting farm; a haunted house or something similar, <u>on</u> a farm or ranch in Alberta?

Yes	1	**Confirm that paid for this/ Need at least 2 Respondents that say yes at Q3**
No	2	

4. In the past 12 months, have you <u>paid</u> to take part in off-farm country-style activities like horse, livestock and equipment shows, a livestock auction, a rodeo, an agriculture-related conference or trade show, a country fair or festival or something similar?

Yes	1	**Need at least 2 Respondents that say yes at Q4**
No	2	

INSTRUCTION: All Respondents MUST have said yes to Q2a Farmers Market. Respondent MUST have purchased at least one other category from Q2, Q3 or Q4 other than Farmers Market. Also need at least 2 respondents that have purchased from Q3 and 2 from Q4

5. Where do you live?

City of Edmonton	1	**Recruit 7**
Large centre outside Edmonton	2	**Recruit 3**
Small town, acreage, farm	3	**Recruit 2 Prefer to have acreage/farmers**

6. RECORD GENDER BY OBSERVATION

Male	1	**Recruit 4-6**
Female	2	**Recruit 6-8**

7. Which of the following age groups can I place you in?

Up to 29	1	**Recruit 3 per Group**
30 – 44	2	**Recruit 4 per Group**
45 – 64	3	**Recruit 2-3 per Group**
65+	4	**Recruit 2-3 per Group**

8. What is your Occupation or Job Title and what type of company you work for?

______________________________/ ______________________________

Job Title Type of Company

INTERVIEWER NOTE: Please get a good mixture of occupations

9. Was your TOTAL household income in 2003, before taxes and other deductions, up to $60,000 or over $60,000?

Up $60,000	1	**Recruit 4-6**
Over $60,000	2	**Recruit 6-8**

10. Would you feel comfortable reading some phrases to yourself, writing down answers and expressing your opinions in a group setting with 12 or so people?

Yes	1	
No	2 ➤	**TERMINATE**

12. Have you ever attended a focus group before, and if so, when did you last attend?

Never	1	
In past 2 years	2 ➤	**TERMINATE**
More than 2 years ago	3	

Thank you. I would definitely like you to attend this important research project which will be held in Boardroom B on the main floor of the **J.G. O'Donaghue Building, 700 - 113 Street** at **6 pm** on **Wednesday April 28th**. This building is the black Gov't building in the Neil Crawford Centre, located on 113 Street and Belgravia Road. We will call you the evening before to give you a reminder, but if for any reason you find that you are unable to attend please give me a call at ____________ and let me know as soon as possible so that I can book someone in your place. We are only inviting 12 people to each session, so we are counting on everyone to show up to make this very important research project a success. You must arrive before 6pm sharp as the doors are locked at 6pm. We have plenty of Visitor Parking.

Note: Carefully check breakdown

Participation	12 visited a Farmers' Market 12 visited at least one other in Q2, Q3 or Q4 2+ purchased farm-direct (Q3) 2+ purchased off-farm (Q4)
Location	7 Edmonton 3 Large centre 2 Small town, acreage, farm
Age	3 aged up to 29 4 aged 30 - 44 2-3 aged 45-64 2-3 aged 65+
Gender	4-6 male 6-8 female
Income	4-6 <$60,000 6-8 >$60,000

NOTE: Participation and location most important.

Contact Person at AAFRD: Hicham Aitelmaalem, Ag-Entrepreneurship Division, Phone: 968-3550

AAFRD: Alternative Agricultural Markets Focus Group Guide

Introduction

1. - Welcome
   - Housekeeping (introductions, time, refreshments, breaks, washrooms, sponsor, recording and speaking)

2. Introductions (name – occupation – family status – where like to go with family members – where live – where lived before)

3. Describe purpose of evening (developing survey – your frank opinions on answering the questions)

I. Introduction to Survey

SET SCENE

4. READ: Hello, this is XXX from YYYY. We are calling on behalf of Alberta Agriculture, Food and Rural Development. We're conducting a survey relating to food and tourism and would really appreciate your input. The questions will take about 10 to 15 minutes, depending on your answers, and the information you provide will be confidential.

   We are not selling anything and any personal information requested is collected under the authority of, and is subject to, the Freedom on Information & Protection of Privacy Act (FOIP). At no time will results be released on an individual basis.

   PROBE:
   - reactions/comments
   - what AAFRD meant (vs. Gov't of Alberta)
   - what expect a survey about food and tourism will be about
   - is it sufficient to interest you – what pulls – what pushes
   - understanding/impact of FOIP statement
   - questions?

SET SCENE

5. READ: Am I speaking to a household head?

   IF NOT: ASK TO SPEAK TO A HOUSEHOLD HEAD AND REINTRODUCE
   Some of the discussion will be around purchasing products and services. Would you be in a position to talk about past purchases and expenditures made by your household?

   PROBE:
   - thoughts/how reacted to this

II. Product Description and Awareness

HAND OUT RECORDING SHEETS
INSTRUCT ON HOW TO COMPLETE FORM 1

READ: How much do you know about … Overall would you say you: know a lot about them, know something about them, know a little about them, have heard of but know nothing about them or, you have never heard of them?

a. … **Farmers' Markets**, that is, a place or space which is open on a regular scheduled basis, where one can buy fresh fruits and vegetables, flowers, herbs and other farm products, including processed food like jams, pies and sausages, from farmers and growers who sell at stalls or tables there.

b. … ***Farm Direct Purchasing,*** that is, buying products like fresh fruits and vegetables, flowers, bedding plants, herbs and other farm products, including jams, pies and sausages, at a farm or ranch gate, a farm or ranch store or stand, a roadside stall, a greenhouse, by picking yourself, or by Internet or mail.

c. … **On-Farm or Ranch Activities** that you pay to participate in. This includes things like staying in a farmhouse, ranch or inn; taking a wagon or sleigh ride; horseback riding; U-fish; going through a maze; a petting farm; a haunted house or going on a tour of different farms, or something similar that you pay to do on a farm or ranch.

- additional examples:
  - Watch a demonstration of stock dogs herding sheep
  - Visit a Hutterite colony and tour the farm to discover their culture
  - Attend a riding camp on a ranch and get instructions in horsemanship, lessons in an arena
  - Learn and taste the ins and outs of honey production and beekeeping while visiting an apiary
  - Elk, ostrich, llama, alpaca, bison farms

d. … **Off-Farm Country-Style Activities** that you pay to visit or participate in. They include horse, livestock and equipment shows; a livestock auction; a rodeo; a tour inside a restored grain elevator, an experimental research farm or sugar processing facility; an agriculture-related conference or trade show; a country fair or festival or something similar.

- additional examples:
  - Attend a heritage farm festival with threshing machines and tractor pulls
  - Learn about how various foods, for example milk, bread, cookies, sugar, pea butter, and sunflower seeds are made by touring processing facilities
  - Tour the inside of a restored grain elevator
  - Tour an experimental research farm to discover the latest methods and technologies in agriculture
  - Barn dance
  - Chuck wagon races, cowboy poetry festival
  - Farm Fair at Edmonton Northlands. Bar U Ranch (**<u>not</u>** Calgary Stampede if you only go to the midway and not the ag-based activities)

e. … ***Regional Cuisine*** that is, food or beverages sold at a restaurant or food event where Alberta grown and processed ingredients are used, including grains, fruit and vegetables, dairy and meats. These Alberta ingredients are specifically advertised by the restaurant or food event as being "Regional Cuisine".

- issues:
  - consistency with own understanding of regional cuisine
  - assumed included all Alberta beef?
  - at restaurant/food event only
  - actually remember that advertised as "regional cuisine" vs. from Alberta

6. DEBRIEF

- Answers to question (A – E)
- Comments on each description
  - ease of understanding/confidence in answering
  - which examples specifically remember – others needed
  - Agtourism - READ additional examples – do any change your answer
  - Regional Cuisine – PROBE on potentially confounding issues
- Comments on rating scale
- Other

III. Farmers' Markets - Purchasers

INSTRUCT ON HOW TO COMPLETE FORM 2

READ:

a. In the past 12 months, did you or any member of your household purchase products from a farmers' market in Alberta?

b. How many times did your household purchase products from a farmers' market in Alberta in the past 12 months?

- check whether considered # visits vs. # items/vendors purchased from
- whether ever visit but don't make purchase

c. On average, how much did your household spend on each visit to an Alberta farmers' market?

d. Thinking back to the last trip to a farmers' market where you or a member of your household made a purchase, how much was spent?

e. In what month did that purchase take place?

- check answer if it were mid-end May

f. And how much was spent on the trip before that?

g. In what month was that?

h. In the next 12 months, do you expect your household will spend more, less or the same as in the last year on purchases from farmers' markets in Alberta?

i. IF MORE/LESS: How much … (more/less) do you expect to spend: 5%, 10%, 15%, 20%, 25%, 30%, 35%, Over 35% (specify)

- check whether from more/less trips or more $
- prefer %, $, number – which easier

j. In the next 12 months, do you expect your household to take more, less or the same number of trips to purchase products at farmers' markets as last year?

k. IF MORE/LESS: How many … (more/fewer) trips do you expect to take?

- check more/fewer vs. in total, how many…

7. DEBRIEF

- Answers to question (A – K)
- Comments on each question
  - ease of answering
  - confidence in accuracy of answer
  - preferences/suggestions
  - PROBE specifics for B, E, I, K
- Other

IV. Regional Cuisine – Non-Purchasers

INSTRUCT ON COMPLETION OF FORM 3 – FOR NON-USERS

READ:

a. In the past 12 months, did you or any member of your household purchase food or beverages at a restaurant or food event in Alberta, where Alberta grown or processed ingredients were used that were specifically advertised by the restaurant or food event as "regional cuisine"?

b. NO: Would you or members of your household consider purchasing food or beverages at a restaurant or food event advertising Regional Cuisine in Alberta in the next 12 months?

- How interpreted "consider"?
- Interest raised by survey/questioning?

c. *IF YES: How likely would your household be to do this: extremely likely, very likely, quite likely, not very likely or not at all likely?*

d. *IF YES: How likely would your household be to do this: very likely, somewhat likely, neither likely nor unlikely, somewhat unlikely or very unlikely?*

e. *IF YES: On a scale where 0 means 'no chance' and 10 means 'certain on almost certain, or 99 chances out of a100' what number would you choose between 0 to 10 to describe how likely your household would be to do this? … now using words, write down a description of what that number means in terms of the chances that you would do this.*

- Different to "consider"?
- Influence of survey/questioning?

f. How much money would you and your household be willing to spend on restaurants or food events specifically advertising Regional Cuisine in Alberta in the next 12 months?

g. *How many times do you think you and members of your household will go to a restaurant or food event advertising Regional Cuisine in the next 12 months?*

h. *And how much do you think your household will spend each time?*

(Note: The option of assuming 1 visit (or asking # visits but not $) at the average per visit expenditure by those who have been, will not be asked but remains on the table)

8. DEBRIEF

- Answers to question (A – H)
- Comments on each question
  - ease of answering
  - confidence in accuracy of answer
  - preferences/suggestions
  - PROBE specifics for B, C/D/E
- Other

V. Agtourism

RE-INTRODUCE AGTOURISM

9. What was the main reason for taking the trip/s in the past 12 months in Alberta where you took part in (on-farm or ranch/ off-farm) activities – what else did on trip
10. How long away (same day/overnight) – how much of that time spent on-farm/ranch or at off-farm activity
11. How far travelled (up to 80 km from home/ over 80 km)
12. Recall of expenditures – whole trip – on/off-farm portion

13. Any comments, questions?

THANK YOU – PLEASE SIGN FOR YOUR INCENTIVES

Appendix II:
Record of Contact

Record of Contact

		Main Sample	Oversample
TOTAL ATTEMPTED	A (1-14)	6000	5582
Not in Service	1	749	653
Fax/modem/blocked	2	368	342
Invalid/wrong # (business)	3	549	417
TOTAL ELIGIBLE	B (4-14)	4334	4170
Busy	4	37	86
No answer	6	1337	1957
Language barrier	7	172	84
Respondent not available	9	264	323
TOTAL ASKED	C (10-14)	2524	1720
Refusal	10	1469	688
Qualified termination	12	15	8
CO-OPERATIVE CONTACT	D (13-14)	1040	1024
Not qualified	13	39	17
Completed interview	14	1007	1006
REFUSAL RATE		**58.8%**	**40.5%**
10+12/C			
RESPONSE RATE		**24.0%**	**24.6%**
D (13-14)/B (4-14) =D/B			

PMRS Call Record Standard

Note: The difference in refusal rates is probably a reaction to the anticipated length of interview (15 minutes for the first sample, 4-5 for the second), since there were no other changes to the introduction.

Appendix III:

Comparison of Respondent and Population Profiles

Comparison Of Respondent (Household Heads Who Could Report On Household Purchasing) And Population Profiles

	Census 2001 %	Survey Distribution: Initial Sample n=1007 %	Survey Distribution: Total Sample – Weighted wn=1007 unwn=1150 %
Gender			
Male	50	41	41
Female	50	59	59
Age			
18 to 24	14*	7	7
25 to 34	19	18	18
35 to 44	23	25	25
45 to 54	19	23	23
55 to 64	11	14	14
65 and over	14	12	12
Refused	-	1	1
Marital Status			
Single (never married)	33**	14	14
Married/living together as a couple	52	71	71
Widowed	5	5	5
Separated	3	2	2
Divorced	8	7	7
Refused	-	1	1
Education			
Less than high school	31	9	9
High school graduation and/or some post-secondary	24	40	40
College or trade certificate	28	19	19
University	17	31	31
Refused	-	1	1

*Alberta Census data are based on individuals while sample data are based on household heads who are less likely to be in the very youngest age group.

**Alberta Census data are based on the population aged 15 and older, which will overstate the number of singles; the married category includes "legally married" only and excludes common-law arrangements.

Appendix IV:
Degree of Use Categories and Bases

Degree of Use Categories

	Regional Cuisine	Farmers' Markets	Farm Direct	On-Farm Activities	Off-farm Agtourism	Agtourism
Number of Purchases in Past Year (Visits/Trips)						
High	8+	13+	7+	4+	4+	4+
Medium	4-7	4-12	4-6	2-3	2-3	2-3
Low	1-3	1-3	1-3	1	1	1
Amount Spent on Last Purchase ($)						
Heavy	76+	50+	151+	201+	201+	301+
Medium	26-75	20-49	51-150	51-200	51-200	101-300
Light	1-25	1-19	1-50	1-50	1-50	1-100
Total Expenditure in Past Year ($)						
Heavy	501+	501+	501+	501+	501+	501+
Medium	151-500	151-500	151-500	151-500	151-500	151-500
Light	1-150	1-150	1-150	1-150	1-150	1-150

Degree Of Use Bases

	Regional Cuisine	Farmers' Markets	Farm Direct	On-Farm Activities		Off-Farm-Activities		Agtourism	
	n	n	n	wn	unwn	wn	unwn	wn	unwn
Total	395	596	342	120	157	339	465	171	314
Number of Purchases in Past Year									
High	88	111	71	20	29	70	110	41	75
Medium	112	291	83	36	50	125	174	48	89
Low	193	192	187	64	78	143	180	82	150
Expenditure on Last Purchase									
Heavy	89	119	65	16	27	49	84	32	58
Medium	197	328	42	46	60	175	244	66	122
Light	95	134	232	53	61	102	121	68	125
Expenditures in Past Year									
Heavy	71	103	64	18	30	75	122	55	101
Medium	127	169	91	29	41	96	141	56	102
Light	183	311	184	77	65	155	186	56	102

Appendix V: Questionnaire

Alternative Agricultural Markets Survey

LIST: Edmonton............1 Calgary....................2 Major Urban.........3 Edmonton Metro..4 Calgary Metro.........5 Rural...........................6

INTRODUCTION: Hello, this is … from Infact. We're conducting a research project on behalf of the Government of Alberta that will help Alberta farmers and the Alberta agricultural industry branch out, by developing new products and new markets, and by supplying products and services directly to the Alberta public. Your opinion as an Alberta resident would be much appreciated.

Your household has been randomly chosen to participate in this survey, which takes about 15 minutes, depending on your answers. Your responses will be kept totally confidential in accordance with the Freedom of Information and Privacy Act. I can assure you that we are not selling or promoting anything.

Contact for verification purposes: Hicham Aitelmaalem, Ag-Entrepreneurship Division, Alberta Agriculture, Food and Rural Development Phone:(780) 968-3550 Fax:(780) 968-3554 e-mail: hicham.aitelmaalem@gov.ab.ca

A. Am I speaking to a household head?

Yes.................. 1 **CONTINUE**
No.................... 2 **ASK TO SPEAK TO A HOUSEHOLD HEAD AND REINTRODUCE. RECORD NAME AND ARRANGE TO CALL BACK IF NECESSARY.**

B. Some of the discussion will be about purchasing products and services. Would you be in a position to talk about PAST purchases and expenditures made by your household?

Yes.................. 1 **CONTINUE**
No.................... 2 **ASK TO SPEAK TO A HOUSEHOLD HEAD <u>WHO CAN DO THIS</u>, AND REINTRODUCE. RECORD NAME AND ARRANGE TO CALL BACK IF NECESSARY.**

C. Do you or any members of your immediate family work for any of the following types of organizations: **READ**

A market research firm .... 1 **TERMINATE**
A newspaper, radio or TV station .... 2 **TERMINATE**
An advertising agency... 3 **TERMINATE**
A restaurant or other food service operation ...... 4 **GO TO Q1**
None of these .... 5 **SKIP TO FARMERS' MARKETS - Q2**

---

1. Do you, or does that person make purchasing decisions for the restaurant or food service operation?

Yes.................. 1 ➔ **READ**: Please would you answer the following questions only for purchases for your household's own use.
No.................... 2

FARMERS' MARKETS

2. **READ**: How much do you know about Farmers' Markets, that is, a place or space which is open on a regular scheduled basis, where one can buy fresh fruits and vegetables, flowers, herbs and other farm products, including processed food like jams, pies and sausages, from farmers and growers who sell at stalls or tables there. Overall would you say you:

Know a lot about them.. 5
Know something about them............................... 4
Know a little about them 3
Have heard of but know nothing about them 2
or, You have never heard of them?.................... 1 **SKIP TO FARM DIRECT (p. 3)**

DO NOT READ: Don't know/refused................. 9

3. Between May of 2003 and April of 2004, that is, during last summer and last winter, did you or any member of your household PURCHASE products other than crafts from a farmers' market in Alberta [for personal consumption]?

Yes 1
No .... 2 **SKIP TO Q11 (p. 3)**

DO NOT READ: Don't know/Refused................ 9 **SKIP TO FARM DIRECT (p. 3)**

4. Was that in summer, from May to October last year, in winter from November to April, or both?

Summer	1	**GO TO Q5a**
Winter	2	**SKIP TO Q6a**
Both	3	**GO TO Q5a**

DO NOT READ:

Don't know/Refused	9	**SKIP TO FARM DIRECT (p. 3)**

5. a. In SUMMER, from May to October last year, how many times did you and members of your household purchase products from a farmers' market in Alberta?

________ # Times last summer ⭘

5. b. Please think back to the LAST visit you made to a farmers' market in Alberta last SUMMER. How much did you and members of your household spend? Please do not include purchases of crafts. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

___________ $ spent on the LAST summer visit

INSTRUCTION - IF Q4 = 1 (summer only), SKIP TO Q7.
- IF Q4 = 3 (both), GO TO Q6a.

6. a. Last WINTER, from November to April, how many times did you and members of your household purchase products from a farmers' market in Alberta?

________ # Times last winter ■

6. b. Please think back to the LAST visit you made to a farmers' market in Alberta last WINTER. How much did you and members of your household spend? Please do not include purchases of crafts. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

___________ $ spent on the LAST winter visit

7. In the next 12 months, do you expect that you and members of your household will spend more, less or the same as last year, on purchases from farmers' markets in Alberta?

More	1	
Less	2	
Same	3	**SKIP TO FARM DIRECT (p. 3)**

DO NOT READ:

Don't know/Refused	9	**SKIP TO FARM DIRECT (p. 3)**

8. Will that be because you will go … (**ANSWER IN Q7** more/less) often, or because you'll spend … (**ANSWER IN Q7** more/less) per visit, or both?

Go MORE often	1	**GO TO Q9a**
Spend MORE per visit	2	**see INSTRUCTION ***
Both MORE	3	**GO TO Q9a, THEN 9b**
Go LESS often	4	**GO TO Q9a**
Spend LESS per visit	5	**see INSTRUCTION ***
Both LESS	6	**GO TO Q9a, THEN 9b**

DO NOT READ:

Don't know/Refused	9	**SKIP TO FARM DIRECT (p. 3)**

*** INSTRUCTION: IF Q8 = 2 OR 5, ASK Q9b and/or Q10b FOR THE SEASON/S VISITED (see Q4).**

9. a. You and members of your household made …(⭘ **ANSWER IN Q5a or "0"**) visits to a farmers' market last SUMMER. How many times do you think you will go this summer, between May and October?

______TOTAL expected visits this summer

INSTRUCTION: - IF "0" IN Q9a, SKIP TO Q10a.
- IF Q8 = 1 OR 4, SKIP TO Q10a.
- IF Q8 = 3 OR 6, GO TO Q9b.

9. b. How much … (MORE/LESS **ANSWER IN Q8**) do you think you and members of your household will spend PER VISIT this SUMMER?
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER VISIT

INSTRUCTION:- IF Q8 = 1,3,4 OR 6, GO TO Q10a.
- IF Q8 = 2 OR 5 AND VISITED IN BOTH SEASONS IN Q4, SKIP TO Q10b.
- IF Q8 = 2 OR 5 AND VISITED IN SUMMER ONLY IN Q4, SKIP TO FARM DIRECT.

10. a. You and members of your household made …(■ **ANSWER IN Q6a, OR "0"**) visits to a farmers' market last WINTER. How many times do you think you will go next winter, between November and April?

______TOTAL expected visits this winter

INSTRUCTION: - IF "0" IN Q10a, SKIP TO FARM DRCT (p. 3)
- IF Q8 = 1 OR 4, SKIP TO FARM DIRCT (p. 3)
- IF Q8 = 2, 3, 5 OR 6, GO TO Q10b.

10. b. How much … (MORE/LESS **ANSWER IN Q8**) do you think you and members of your household will spend PER VISIT next WINTER?
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER VISIT

SKIP TO FARM DIRECT (p. 3)

11. If 0 means 'no chance' and 10 means 'certain or almost certain', what number would you choose between 0 and 10 to describe how likely you and members of your household would be to PURCHASE products other than crafts at a farmers' market in Alberta in the next 12 months?

No Chance/ Almost No Chance | 0 1 2 3 4 5 | 6 7 8 9 10 | Certain/ Practically Certain

IF "0 - 5" SKIP TO FARM DIRECT

12. In the next 12 months, how many times do you think you and members of your household will PURCHASE products at a farmers' market in Alberta?

________ # Times

GO TO FARM DIRECT

FARM DIRECT

13. **READ**: How much do you know about Farm Direct Purchasing, that is, buying products like fresh fruit and vegetables, flowers, bedding plants, herbs, meat and other farm products, including jams, pies and sausages, at a farm or ranch gate, a farm or ranch store or stand, a roadside stall, a greenhouse ON A FARM, a U-Pick farm, or by Internet or mail from a farm. Overall would you say you:

Know a lot about it....5
Know something about it....4
Know a little about it....3
Have heard of but know nothing about it....2
or, You have never heard of it?....1 **SKIP TO ON-FARM AGTOURISM (p. 5)**

DO NOT READ: Don't know/refused....9

14. Between May of 2003 and April of 2004, that is, during last summer and last winter, did you or any member of your household PURCHASE these types of agriculture or food products directly from a farmer in Alberta [for personal consumption]?

Yes....1
No....2 **SKIP TO Q22 (p. 5)**

DO NOT READ: Don't know/Refused....9 **SKIP TO ON-FARM AGTOURISM (p. 5)**

15. Was that in summer, from May to October last year, in winter from November to April, or both?

Summer.................................. 1 **GO TO Q16a**
Winter .... 2 **SKIP TO Q17a**
Both.. 3 **GO TO Q16a**

DO NOT READ: **SKIP TO ON-FARM**
Don't know/Refused .... 9 **AGTOURISM (p. 5)**

16. a. In SUMMER, from May to October last year, how many times did you and members of your household purchase agriculture or food products directly from a farmer in Alberta?

________ # Times last summer ●

16. b. Please think back to the LAST purchase you made directly from a farmer in Alberta last SUMMER. How much did you and members of your household spend? **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

___________ $ spent on the LAST summer visit

INSTRUCTION - IF Q15 = 1 (summer only), SKIP TO Q18.
- IF Q15 = 3 (both), GO TO Q17a.

17. a. Last WINTER, from November to April, how many times did you and members of your household purchase agriculture or food products directly from a farmer in Alberta?

________ # Times last winter ■

17. b. Please think back to the LAST purchase you made directly from a farmer in Alberta last WINTER. How much did you and members of your household spend? **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

___________ $ spent on the LAST winter visit

18. In the next 12 months, do you expect that you and members of your household will spend more, less or the same as last year, on direct purchases from farmers in Alberta?

More 1
Less.. 2
Same .... 3 **SKIP TO ON-FARM AGTOURISM (p. 5)**

DO NOT READ: **SKIP TO ON-FARM**
Don't know/Refused .... 9 **AGTOURISM (p. 5)**

19. Will that be because you will go … (**ANSWER IN Q18** more/less) often, or because you'll spend … (**ANSWER IN Q18** more/less) per visit, or both?

Go MORE often.................... 1 **GO TO Q20a**
Spend MORE per visit .... 2 **see INSTRUCTION ***
Both MORE............................ 3 **GO TO Q20a, THEN 20b**
Go LESS often .... 4 **GO TO Q20a**
Spend LESS per visit........... 5 **see INSTRUCTION ***
Both LESS............................... 6 **GO TO Q20a, THEN 20b**

DO NOT READ: .... **SKIP TO ON-FARM**
Don't know/Refused.............. 9 **AGTOURISM (p. 5)**

*** INSTRUCTION: IF Q19 = 2 OR 5, ASK Q20b and/or Q21b FOR THE SEASON/S VISITED (see Q15).**

20. a. You and members of your household made …(● **ANSWER IN Q5a or "0"**) purchases directly from a farmer last SUMMER. How many times do you think you will go this summer, between May and October?

______TOTAL expected visits this summer

INSTRUCTION: - IF "0" IN Q20a, SKIP TO Q21a.
- IF Q19 = 1 OR 4, SKIP TO Q21a.
- IF Q19 = 3 OR 6, GO TO Q20b.

20. b. How much … (MORE/LESS **ANSWER IN Q19**) do you think you and members of your household will spend PER VISIT this SUMMER?
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER VISIT

INSTRUCTION:- IF Q19 = 1,3,4 OR 6, GO TO Q21a.
- IF Q19 = 2 OR 5 AND VISITED IN BOTH SEASONS IN Q15, SKIP TO Q21b.
- IF Q19 = 2 OR 5 AND VISITED SUMMER ONLY IN Q15, SKIP TO ON-FARM AGTSM.

21. a. You and members of your household made …(■ **ANSWER IN Q6a, OR "0"**) purchases directly from a farmer last WINTER. How many times do you think you will go next winter, between November and April?

______TOTAL expected visits this winter

INSTRUCTION:- IF "0" IN Q21a, SKIP TO ON-FARM AGTSM
- IF Q19 = 1 OR 4, SKIP TO ON-FRM AGTSM
- IF Q19 = 2, 3, 5 OR 6, GO TO Q21b.

21. b. How much … (MORE/LESS **ANSWER IN Q19**) do you think you and members of your household will spend PER VISIT next WINTER?
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER VISIT

SKIP TO ON-FARM AGTOURISM (p. 5)

22. If 0 means 'no chance' and 10 means 'certain or almost certain', what number would you choose between 0 and 10 to describe how likely you and members of your household would be to PURCHASE these types of agriculture or food products directly from a farmer in Alberta in the next 12 months?

No Chance/ Almost No Chance | 0 1 2 3 4 5 | 6 7 8 9 10 Certain/ Practically Certain

IF "0 - 5" SKIP TO ON-FARM AGTOURISM

23. In the next 12 months, how many times do you think you and members of your household will PURCHASE agriculture or food products directly from a farmer in Alberta?

________ # Times

GO TO ON-FARM AGTOURISM

ON-FARM AGTOURISM

24. **READ**: How much do you know about On-Farm or Ranch Activities that you pay to participate in. This includes things like staying in a farmhouse or on a guest ranch; attending a horseback riding camp on a ranch; taking a wagon or sleigh ride; going through a maze; a petting farm; or going on a tour of different farms with unusual animals like elk, ostrich, llama or bison, or something similar that you PAY to do on a farm or ranch. Overall would you say you:

Know a lot about them....5
Know something about them....4
Know a little about them....3
Have heard of but know nothing about them....2
or, You have never heard of them?....1 **SKIP TO OFF-FARM AGTOURISM (p. 8)**

DO NOT READ: Don't know/refused....9

25. Between May of 2003 and April of 2004, that is, during last summer and last winter, did you or any member of your household take a trip to a farm or ranch in Alberta and PAY to take part in these types of activities?

Yes....1
No....2 **SKIP TO Q35 (p. 7)**

DO NOT READ: Don't know/Refused....9 **SKIP TO OFF-FARM AGTOURISM (p. 8)**

26. Was that in summer, from May to October, in winter from November to April, or both?

Summer....1 **GO TO Q27a**
Winter....2 **SKIP TO Q28a**
Both....3 **GO TO Q27a**

DO NOT READ: Don't know/Refused....9 **SKIP TO OFF-FARM AGTOURISM (p. 8)**

27. a. In SUMMER, from May to October last year, how many trips did you go on where you and members of your household paid to take part in activities on a farm or ranch in Alberta?

IF 1 TRIP: ASK Q27b-c.
IF 2+ TRIPS: ASK Q27d-eii.

b. Was the trip a day trip or were you away for one or more nights?

c. Did you travel more than 80 km one way from your home on this trip or less than that?

SKIP TO INSTRUCTION

d. Of the … (number in Q27a), how many were day trips, and how many were you away for one or more nights? **ENSURE THAT ADDS TO ANSWER IN Q27a**

Q27a	________TOTAL # trips last SUMMER ⭘			
Q27b/d	_________ # DAY trips in summer		_________ # 1+ NIGHTS trips in summer	
Q27c/e	______ # MORE than 80km **[Q29a]**	______ # 80- km **[Q29b]**	______ # MORE than 80km **[Q29c]**	______ # 80- km **[Q29d]**
Q29	$_______	$_______	$______	$_______

ei. How many of the DAY trips were more than 80 km one way from your home, and how many were less than that? **ENSURE THAT ADDS TO ANSWER IN Q27d**

eii. How many of the OVERNIGHT trips were more than 80 km one way from your home, and how many were less than that? **ENSURE THAT ADDS TO ANSWER IN Q27d**

<u>INSTRUCTION</u> - IF Q26 = 1 (summer only), SKIP TO Q29.
- IF Q26 = 3 (both), GO TO Q28a.

28. a. From November to April last WINTER, how many trips did you go on where you and members of your household paid to take part in activities on a farm or ranch in Alberta?

IF 1 TRIP: ASK Q28b-c.
IF 2+ TRIPS: ASK Q28d-eii.

b. Was the trip a day trip or were you away for one or more nights?

c. Did you travel more than 80 km one way from your home on this trip or less than that?

SKIP TO Q29/30

Q28a	________TOTAL # trips last WINTER ■			
Q28b/d	_________ # DAY trips in winter		_________ # 1+ NIGHTS trips in winter	
Q28c/e	______ # MORE than 80km **[Q30a]**	______ # 80- km **[Q30b]**	______ # MORE than 80km **[Q30c]**	______ # 80- km **[Q30d]**
Q30	$_______	$______	$________	$______

d. Of the … (number in Q28a), how many were day trips, and how many were you away for one or more nights? **ENSURE THAT ADDS TO ANSWER IN Q28a**

ei. How many of the DAY trips were more than 80 km one way from your home, and how many were less than that? **ENSURE THAT ADDS TO ANSWER IN Q28d**

eii. How many of the OVERNIGHT trips were more than 80 km one way from your home, and how many were less than that? **ENSURE THAT ADDS TO ANSWER IN Q28d**

<u>INSTRUCTION</u>: ASK Q29/30 FOR EACH TYPE OF TRIP TAKEN

29/30. a. Please think back to your <u>LAST</u> … (summer/winter) DAY TRIP MORE THAN 80 KM ONE WAY from your home where you paid to take part in activities on a farm or ranch in Alberta. How much did you and members of your household spend? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

b. Please think back to your <u>LAST</u> … (summer/winter) DAY TRIP UP TO 80 KM ONE WAY from your home where you paid to take part in activities on a farm or ranch in Alberta. How much did you and members of your household spend? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

c. Please think back to your <u>LAST</u> … (summer/winter) ONE OR MORE NIGHT TRIP MORE THAN 80 KM ONE WAY from your home where you paid to take part in activities on a farm or ranch in Alberta. How much did you and members of your household spend? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

d. Please think back to your <u>LAST</u> … (summer/winter) ONE OR MORE NIGHT TRIP UP TO 80 KM ONE WAY from your home where you paid to take part in activities on a farm or ranch in Alberta. How much did you and members of your household spend? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

31. In the next 12 months, do you expect that you and members of your household will spend more, less or the same as last year on participating in activities on a farm or ranch in Alberta?

More 1
Less 2
Same .... 3 **SKIP TO OFF-FARM AGTOURISM (p. 8)**

DO NOT READ: **SKIP TO OFF-FARM**
Don't know/Refused .... 9 **AGTOURISM (p. 8)**

32. Will that be because you will take … (**ANSWER IN Q31** more/less) trips, or because you'll spend … (**ANSWER IN Q31** more/less) per trip, or both?

Take MORE trips	1	**GO TO Q33a**
Spend MORE per trip	2	**see INSTRUCTION** *
Both MORE	3	**GO TO Q33a, THEN 33b**
Take LESS trips	4	**GO TO Q33a**
Spend LESS per trip	5	**see INSTRUCTION** *
Both LESS	6	**GO TO Q33a, THEN 33b**

DO NOT READ: .... **SKIP TO OFF-FARM**
Don't know/Refused .... 9 **AGTOURISM (p. 7)**

*** INSTRUCTION: IF Q32 = 2 OR 5, ASK Q33b and/or Q34b FOR THE SEASON/S VISITED (see Q26).**

33. a. You and members of your household made …(○ **ANSWER IN Q27a or "0"**) trips where you paid to take part in activities on a farm or ranch last SUMMER. How many trips do you think you will take this summer, between May and October?

_________TOTAL expected trips this summer

INSTRUCTION: - IF "0" IN Q33a, SKIP TO Q34a.
- IF Q32 = 1 OR 4, SKIP TO Q34a.
- IF Q32 = 3 OR 6, GO TO Q33b.

33. b. How much … (MORE/LESS **ANSWER IN Q32**) do you think you and members of your household will spend PER TRIP this SUMMER? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination.
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER TRIP

INSTRUCTION:- IF Q32 = 1,3,4 OR 6, GO TO Q34a.
- IF Q32 = 2 OR 5 AND VISITED IN BOTH SEASONS IN Q26, SKIP TO Q34b.
- IF Q32 = 2 OR 5 AND VISITED SUMMER ONLY IN Q26, SKIP TO OFF-FARM AGTSM.

34. a. You and members of your household made …(■ **ANSWER IN Q29a or "0"**) trips where you paid to take part in activities on a farm or ranch last WINTER. How many trips do you think you will take this winter, between November and April?

_________TOTAL expected trips this summer

INSTRUCTION:- IF "0" IN Q34a, SKIP TO OFF-FARM (p. 8)
- IF Q32 = 1 OR 4, SKIP TO OFF-FARM (p. 8)
- IF Q32 = 2,3,5 OR 6, GO TO Q34b.

34. b. How much … (MORE/LESS **ANSWER IN Q32**) do you think you and members of your household will spend PER TRIP this WINTER? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination.
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER TRIP

SKIP TO OFF-FARM AGTOURISM (p. 8)

35. If 0 means 'no chance' and 10 means 'certain or almost certain', what number would you choose between 0 and 10 to describe how likely you and members of your household would be to PAY to take part in these types of on-farm activities in Alberta in the next 12 months?

No Chance/ Almost No Chance	0	1	2	3	4	5	6	7	8	9	10	Certain/ Practically Certain

IF "0 - 5" SKIP TO OFF-FARM AGTOURISM (p. 8)

36. In the next 12 months, how many trips do you think you and members of your household will take to a farm or ranch in Alberta where you will PAY to participate in on-farm activities?

________ # trips

GO TO OFF-FARM AGTOURISM (p. 8)

OFF-FARM AGTOURISM

37. **READ**: How much do you know about Off-Farm Country-Style Activities that you PAY to visit or participate in. They include horse and equipment shows; a livestock auction; a rodeo; a tour inside a restored grain elevator or sugar processing facility; an agriculture-related conference or trade show; a heritage farm festival with threshing machines and tractor pulls; a cowboy poetry festival or something similar that takes place off the farm. Overall would you say you:

Know a lot about them....................5
Know something about them....................4
Know a little about them....................3
Have heard of but know nothing about them.....2
or, You have never heard of them?....................1 **SKIP TO REGIONAL CUISINE (p. 11)**

DO NOT READ: Don't know/refused....................9

38. Between May of 2003 and April of 2004, that is, during last summer and last winter, did you or any member of your household take a trip in Alberta where you PAID to take part in these types of off-farm country-style activities?

Yes....................1
No....................2 **SKIP TO Q48 (p. 10)**

DO NOT READ: Don't know/Refused....................9 **SKIP TO REGIONAL CUISINE (p. 11)**

39. Was that in summer, from May to October, in winter from November to April, or both?

Summer....................1 **GO TO Q40a**
Winter....................2 **SKIP TO Q41a**
Both....................3 **GO TO Q40a**

DO NOT READ: Don't know/Refused....................9 **SKIP TO REGIONAL CUISINE (p. 11)**

40. a. In SUMMER, from May to October last year, how many trips did you go on where you and members of your household paid to take part in off-farm country-style activities in Alberta?

IF 1 TRIP: ASK Q40b-c.
IF 2+ TRIPS: ASK Q40d-eii.

b. Was the trip a day trip or were you away for one or more nights?

c. Did you travel more than 80 km one way from your home on this trip or less than that?

SKIP TO INSTRUCTION

d. Of the … (number in Q40a), how many were day trips, and how many were you away for one or more nights? **ENSURE THAT ADDS TO ANSWER IN Q40a**

Q40a	________TOTAL # trips last SUMMER ⭘			
Q40b/d	________ # DAY trips in summer		________ # 1+ NIGHTS trips in summer	
Q40c/e	______ # MORE than 80km **[Q42a]**	______ # 80- km **[Q42b]**	______ # MORE than 80km **[Q42c]**	______ # 80- km **[Q42d]**
Q42	$_______	$_______	$_______	$_______

ei. How many of the DAY trips were more than 80 km one way from your home, and how many were less than that? **ENSURE THAT ADDS TO ANSWER IN Q40d**

eii. How many of the OVERNIGHT trips were more than 80 km one way from your home, and how many were less than that? **ENSURE THAT ADDS TO ANSWER IN Q40d**

<u>INSTRUCTION</u> - IF Q39 = 1 (summer only), SKIP TO Q42.
- IF Q39 = 3 (both), GO TO Q41a.

41. a. From November to April last WINTER, how many trips did you go on where you and members of your household paid to take part in off-farm country-style activities in Alberta?

IF 1 TRIP: ASK Q41b-c.
IF 2+ TRIPS: ASK Q41d-eii.

b. Was the trip a day trip or were you away for one or more nights?

c. Did you travel more than 80 km one way from your home on this trip or less than that?

SKIP TO Q42/43

Q41a	________TOTAL # trips last WINTER ■			
Q41b/d	________ # DAY trips in winter		________ # 1+ NIGHTS trips in winter	
Q41c/e	______ # MORE than 80km **[Q43a]**	______ # 80- km **[Q43b]**	______ # MORE than 80km **[Q43c]**	______ # 80- km **[Q43d]**
Q43	$_______	$_______	$_______	$_______

d. Of the … (number in Q41a), how many were day trips, and how many were you away for one or more nights? **ENSURE THAT ADDS TO ANSWER IN Q41a**

ei. How many of the DAY trips were more than 80 km one way from your home, and how many were less than that? **ENSURE THAT ADDS TO ANSWER IN Q41d**

eii. How many of the OVERNIGHT trips were more than 80 km one way from your home, and how many were less than that? **ENSURE THAT ADDS TO ANSWER IN Q41d**

<u>INSTRUCTION</u>: ASK Q42/43 FOR EACH TYPE OF TRIP TAKEN

42/43. a. Please think back to your <u>LAST</u> … (summer/winter) DAY TRIP MORE THAN 80 KM ONE WAY from your home where you paid to take part in off-farm country-style activities in Alberta. How much did you and members of your household spend? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

b. Please think back to your <u>LAST</u> … (summer/winter) DAY TRIP UP TO 80 KM ONE WAY from your home where you paid to take part in off-farm country-style activities in Alberta. How much did you and members of your household spend? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

c. Please think back to your <u>LAST</u> … (summer/winter) ONE OR MORE NIGHT TRIP MORE THAN 80 KM ONE WAY from your home where you paid to take part in off-farm country-style activities in Alberta. How much did you and members of your household spend? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

d. Please think back to your <u>LAST</u> … (summer/winter) ONE OR MORE NIGHT TRIP UP TO 80 KM ONE WAY from your home where you paid to take part in off-farm country-style activities in Alberta. How much did you and members of your household spend? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination. **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

44. In the next 12 months, do you expect that you and members of your household will spend more, less or the same as last year, on participating in off-farm country-style activities in Alberta?

More 1
Less 2
Same .... 3 **SKIP TO REGIONAL CUISINE (p. 11)**

DO NOT READ: **SKIP TO REGIONAL CUISINE (p. 11)**
Don't know/Refused 9

45. Will that be because you will take … (**ANSWER IN Q44** more/less) trips, or because you'll spend … (**ANSWER IN Q44** more/less) per trip, or both?

Take MORE trips	1	**GO TO Q46a**
Spend MORE per trip	2	**see INSTRUCTION ***
Both MORE	3	**GO TO Q46a, THEN 46b**
Take LESS trips	4	**GO TO Q46a**
Spend LESS per trip	5	**see INSTRUCTION ***
Both LESS	6	**GO TO Q46a, THEN 46b**

DO NOT READ: .... **SKIP TO REGIONAL CUISINE (p. 11)**
Don't know/Refused 9

*** INSTRUCTION: IF Q45 = 2 OR 5, ASK Q46b and/or Q47b FOR THE SEASON/S VISITED (see Q39).**

46. a. You and members of your household made …(**ANSWER IN Q40a or "0"**) trips where you paid to take part in off-farm country-style activities last SUMMER. How many trips do you think you will take this summer, between May and October?

_________TOTAL expected trips this summer

INSTRUCTION: - IF "0" IN Q46a, SKIP TO Q47a.
- IF Q45 = 1 OR 4, SKIP TO Q47a.
- IF Q45 = 3 OR 6, GO TO Q46b.

46. b. How much … (MORE/LESS **ANSWER IN Q45**) do you think you and members of your household will spend PER TRIP this SUMMER? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination.
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER TRIP

INSTRUCTION: - IF Q45 = 1,3,4 OR 6, GO TO Q47a.
- IF Q45 = 2 OR 5 AND VISITED IN BOTH SEASONS IN Q39, SKIP TO Q47b.
- IF Q45 = 2 OR 5 AND VISITED SUMMER ONLY IN Q39, SKIP TO REGIONL CUISINE.

47. a. You and members of your household made …(■ **ANSWER IN Q42a or "0"**) trips where you paid to take part in off-farm country-style activities last WINTER. How many trips do you think you will take this winter, between November and April?

_________TOTAL expected trips this winter

INSTRUCTION: - IF "0" IN Q47a, SKIP TO REGNL CUISINE
- IF Q45 = 1 OR 4, SKIP TO REGNL CUISINE
- IF Q45 = 2, 3, 5 OR 6, GO TO Q47b.

47. b. How much … (MORE/LESS **ANSWER IN Q45**) do you think you and members of your household will spend PER TRIP this WINTER? Please include expenses for transportation, food and beverages, accommodation, recreation, entertainment and shopping at your destination.
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER TRIP

SKIP TO REGIONAL CUISINE (p. 11)

48. If 0 means 'no chance' and 10 means 'certain or almost certain', what number would you choose between 0 and 10 to describe how likely you and members of your household would be to PAY to take part in these types of off-farm country-style activities in Alberta in the next 12 months?

No Chance/ Almost No Chance | 0 1 2 3 4 5 | 6 7 8 9 10 | Certain/ Practically Certain

IF "0 - 5" SKIP TO REGIONAL CUISINE (p. 11)

49. In the next 12 months, how many trips do you think you and members of your household will take in Alberta where you will PAY to participate in off-farm country-style activities?

________ # trips

GO TO REGIONAL CUISINE (p. 11)

REGIONAL CUISINE

50. **READ**: How much do you know about Regional Cuisine, that is, meals sold at a restaurant or food event where Alberta grown and processed ingredients are used. These include grains, fruit and vegetables, dairy and meats like free range, organic or grass-fed beef, elk, bison and other alternative meats, but NOT regular Alberta beef. These Alberta ingredients are specifically advertised by the restaurant or food event as being locally sourced "Regional Cuisine". Overall would you say you:

Know a lot about it....5
Know something about it....4
Know a little about it....3
Have heard of but know nothing about it....2
or, You have never heard of it?....1 **SKIP TO DEMOG.**

DO NOT READ: Don't know/refused....9

51. Between May of 2003 and April of 2004, that is, during last summer and last winter, did you or any member of your household PURCHASE a meal at a restaurant or food event which advertised locally sourced regional cuisine?

Yes....1
No....2 **SKIP TO Q56**

DO NOT READ: Don't know/Refused....9 **SKIP TO DEMOGRAPHICS (p. 12)**

52. a. Between May of 2003 and April of 2004, how many times did you and members of your household purchase meals from a restaurant or food event advertising locally sourced regional cuisine in Alberta?

________ # Times in past 12 months

52. b. Please think back to the LAST visit you made to an Alberta restaurant or food event advertising locally sourced regional cuisine. How much did you and members of your household spend? **ASK TO ESTIMATE IF CAN'T REMEMBER EXACTLY**

__________ $ spent on the LAST visit

53. In the next 12 months, do you expect that you and members of your household will spend more, less or the same as last year, on meals from an Alberta restaurant or food event advertising locally sourced regional cuisine?

More....1
Less....2
Same....3 **SKIP TO DEMOGRAPHICS (p. 12)**

DO NOT READ: Don't know/Refused....9 **SKIP TO DEMOGRAPHICS (p. 12)**

54. Will that be because you will go … (**ANSWER IN Q53** more/less) often, or because you'll spend … (**ANSWER IN Q53** more/less) per visit, or both?

Go MORE often	1	**GO TO Q55a**
Spend MORE per visit	2	**SKIP TO Q55b**
Both MORE	3	**GO TO Q55a, THEN 55b**
Go LESS often	4	**GO TO Q55a**
Spend LESS per visit	5	**SKIP TO Q55b**
Both LESS	6	**GO TO Q55a, THEN 55b**

DO NOT READ: Don't know/Refused....9 **SKIP TO DEMOGRAPHICS (p. 12)**

55. a. You and members of your household made …(**ANSWER IN Q52a**) visits to a restaurant or food event advertising locally sourced regional cuisine in the last 12 months. How many times do you think you will go in the next 12 months?

______TOTAL expected visits in next 12 months

INSTRUCTION: **- IF "0" IN Q55a, SKIP TO DEMOGRAPHICS**
- IF Q54 = 1 OR 4, SKIP TO DEMOG. (p.12)
- IF Q54 = 3 OR 6, GO TO Q55b.

55. b. How much … (MORE/LESS **ANSWER IN Q54**) do you think you and members of your household will spend PER VISIT in the next 12 months?
WRITE IN $, % OR MULTIPLES (X)

______________________________ more/less PER VISIT

SKIP TO DEMOGRAPHICS (p. 12)

56. If 0 means 'no chance' and 10 means 'certain or almost certain', what number would you choose between 0 and 10 to describe how likely you and members of your household would be to PURCHASE meals from an Alberta restaurant or food event advertising locally sourced regional cuisine in the next 12 months?

No Chance/ Almost No Chance | 0 1 2 3 4 5 | 6 7 8 9 10 | Certain/ Practically Certain

IF "0 - 5" SKIP TO DEMOGRAPHICS (p. 13)

57. In the next 12 months, how many times do you think you and members of your household will PURCHASE meals from an Alberta restaurant or food event advertising locally sourced regional cuisine?

________ # Times

GO TO DEMOGRAPHICS

DEMOGRAPHICS

READ: Finally, I have a few questions about you and your household that will be used for statistical classification purposes only. No results will be released on an individual basis and the information will only be used for this project.

58. How many people, including yourself and any babies, live in your household?

__________ Number in household **IF 1, SKIP TO Q60**

59. **IF MORE THAN 1:** How old is the youngest child living in your household?

Up to 5 years..1
6 to 12 years..2
13 to 17 years..3
18 or older..4
No children in household..5

DO NOT READ: Refused..9

60. **IF EDMONTON METRO, CALGARY METRO OR RURAL LIST:** Do you live in an urban area, a rural setting other than on a farm or ranch or on a farm or ranch?

Urban area [town]..1 ➔ **INSTRUCN**
A rural setting other than on a farm or ranch [village, hamlet]..2 **SKIP TO Q62**
On a farm or a ranch..3 **SKIP TO Q62**

DO NOT READ: Refused..9 **SKIP TO Q62**

INSTRUCTION:
- **IF EDMONTON METRO LIST: GO TO 61a**
- **IF CALGARY METRO LIST: SKIP TO 61b**
- **IF RURAL LIST: SKIP TO Q62**

61. a. Do you live within the city or town limits of Fort Saskatchewan, Leduc, Sherwood Park, Spruce Grove, St. Albert or Stony Plain, or in another town, village or hamlet?

Within city/town limits of Fort Saskatchewan, Leduc, Sherwood Park, Spruce Grove or St. Albert..1
Other town/village/hamlet..2

DO NOT READ: Refused..9

INSTRUCTION: **SKIP TO Q62**

61. b. Do you live within the Airdrie or Cochrane city or town limits, or in another town, village or hamlet?

Within city/town limits of Airdrie or Cochrane..1
Other town/village/hamlet..2

DO NOT READ: Refused..9

62. Please tell me when I read out your age group: **READ**

18-24..1
25-34..2
35-44..3
45-54..4
55-64..5
65 and over..6

DO NOT READ: Refused..9

63. What is the highest level of education you have completed to date: READ

Less than high school..1
Graduated high school..2
Some commercial, technical or vocational college or trade certificate..3
Graduated commercial, technical or vocational college or trade certificate..4
Some university..5
Completed university..6
Post-graduate..7

DO NOT READ: Refused..9

64. Which of the following best describes your marital status? Are you: **READ**

Single, that is, never married..1
Married or living together as a couple..2
Widowed..3
Separated..4
Divorced..5

DO NOT READ: Refused..9

65. a. Was your TOTAL household income, before taxes and other deductions, under or over $80,000 in 2003? **READ**

Under $80,000................X ➔ b. Was it under or over $50,000?

Under $50,000................1
Over $50,000................2
Don't know Q65b................3
Refused Q65b................4

Over $80,000................Y ➔ c. Was it under or over $120,000?

Under $120,000................5
Over $120,000................6
Don't know Q65c................7
Refused Q65c................8

Don't know Q65a................9
Refused Q65a................10

66. **RECORD GENDER BY OBSERVATION**

Male..1
Female..2

READ: This interview may be verified at a later date by my supervisor. May I have your name and phone number so that my supervisor can verify our interview?

NAME: ____

PHONE (   )________________DATE: ____________

Thank you very much for your help.

I hereby verify that this interview was conducted asking questions as phrased on the questionnaire and following the instructions for this study. All answers recorded are those given to me by the respondent.

I understand that a portion of my work will be checked back with the respondent for verification.

INTERVIEWER NAME (print): ______________________________

SIGNATURE:______________________