New Entrants Needs Assessment

Final Report 2018/19

PREPARED FOR MINISTRY OF AGRICULTURE

BY BC STATS – April 2019

CONTACT

BC.Stats@gov.bc.ca

ACKNOWLEDGEMENTS

R.A. Malatest & Associates Ltd.

Ministry of Jobs, Trade and Technology

PUBLISH DATE

April 2019

Table of Contents

1. Executive Summary

The Ministry of Agriculture worked with BC Stats to engage prospective and new entrants to agriculture in B.C. to better understand:

- Demographic profile of new entrants to agriculture
- Main barriers facing new entrants;
- Programs and services currently accessed by new entrants;
- Programs and services most important to the success of new entrants

The assessment included data from 697 survey responses, 3 online forums, and 7 targeted interviews. Overall, there was an even split between male and female respondents. The largest age group among survey respondents was between the ages of 35 and 44 (31%).

The distribution of Aboriginal respondents closely resembled the general population. Almost one-tenth (8%) of the total sample reported being a visible minority, while 5% identified as being a person with a disability. Almost half of the total sample had children under the age of 18 who resided at home and less than one-third (29%) had no children at all.

In general, the new entrants to agriculture were educated, with the largest group having completed a college diploma or certificate.

Overall, half (49%) of all respondents were not raised on a farm but are now farming (first generation) and farming is their second career (40%). Moreover, over one-third (37%) were raised predominantly in an urban environment.

Farming as a Second Career

Participants in the online forums indicated that the personal and family lifestyle of farming was appealing. The idea of being self-sufficient and having access to organic local food that could be provided to friends and the overall community was viewed as desirable. A few forum participants who grew up in urban environments indicated their pursuit of farming as a career had grown from a hobby (e.g. community gardens or beekeeping). Prospective entrants valued food security, working with their hands and the lifestyle associated with farming as primary reasons for choosing farming as a second career.

Primary Farming Business

There was a variety in terms of fame type, with most common being vegetable and melon farming, followed by poultry and egg production, fruit and tree nut farming and lastly, cattle ranching and farming – beef.

Over half the farms were a sole proprietorship (55%). Across all survey respondents, the majority were landowners. Of these survey respondents, most used a mortgage to purchase their farm land and over one-third (39%) purchased land that was advertised for sale. Among those who did not own their land, 76% had lease agreements, while the remaining 24% who did not own or lease their property indicated that they managed land for family or other land owners, utilized shared land or had free access to land. Among respondents who leased land, over half did so from an acquaintance or family member and 39% had signed a written lease agreement.

Overall, revenue from respondents' farming businesses or enterprises was an average of $59,149.62. Over half of all survey respondents reported farm revenues of between $5,000 and $50,000 per year.

Barriers

Across all survey respondents, the most common barriers faced by new entrants with regards to their farm business or enterprise was affordability of land ownership (64%). Other common barriers included:

- Lack of access to capital, credit or other sources of financing (51%);
- Lack of access to an abattoir or processing facilities (49%);
- Lack of appropriate farm land in their region (size, quality, location, infrastructure, etc.) (41%); and
- Lack of reliable or skilled workers (40%).

These barriers were common to various subgroup demographics (e.g. those under 35, those 35 and older, respondents who were raised on a farm or were not raised on a farm and respondents who considered farming their primary or secondary career). Survey results also indicate that the barriers new entrants face were the same regardless of their years of experience in managing a farm business.

Additional Barriers

Online forum participants with one or less years of experience managing a farm business noted the lack of regional specific information and resources for small scale farming.

Participants indicated that in order to have a viable farm business, there needs to be better access to markets. Due to the transportation costs to access different markets, small scale farmers have difficulty maintaining a livable income due to competition with larger businesses. As a result, many of the participants in the online forums had additional sources of income in order for them to continue their farm business.

The majority of prospective entrants involved in group interviews believed that there was substantial social stigma when they decided to pursue farming as a career option. Many of these entrants grew up in urban environments and had limited or no exposure to farming when growing up.

Supports

The most common support or resource accessed was informal mentorship by another farmer, followed by online education resources (e.g. webinars, blogs, etc.), farm workshops, field days or farm tours, direct marketing support and promotion and new farmer networking forums (online and in-person

Many online forum participants discussed the difficulty in accessing information, as well as ensuring its reliability. New entrants who were not raised on a farm or farming communities, lack access to networks which can provide sources of information or confirm the reliability of information.

Informal mentorship was the most common type of support accessed; and most important support. Prospective entrants noted that, because farming was not considered a viable career option, intergenerational farming was declining. As a result, the transfer of knowledge to younger generations and new entrants was not occurring. With regards to formal education courses or programs, most prospective entrants noted that the time commitment and seasonal availability of formal programs limited their ability to participate. Due to the high cost of land and equipment, the most common type of support discussed by online forum participants in all groups, as well as unrealized entrants, was grants or access to affordable financing options, particularly for small scale farms.

2. Introduction

The agriculture sector in British Columbia depends on a steady influx of new farming entrants for succession planning and sector growth amid an aging population. In addition, as in many sectors, new entrants to agriculture are known drivers of innovation, providing operational efficiencies and new lines of business. As such, governments in many jurisdictions worldwide are focusing on new entrants to agriculture as a key segment for resource and policy investment within the sector.

2.1. Purpose

The Ministry of Agriculture worked with BC Stats to engage with new entrants, prospective entrants and those who recently aspired to begin farming but decided against it (unrealized entrants) to better understand:

- The challenges and barriers facing new entrants;
- The level of awareness of programs and services to support new entrants;
- The different pathways individuals take to become farmers or manage a farm business; and
- The needs of new farmers in British Columbia and the agricultural industry in order to develop appropriate programs.

3. Methodology

3.1. Survey

3.1.1. Survey Design

The New Entrants Needs Assessment Survey was designed to collect information on new entrants responsible for the management decisions of a new farm business or enterprise. All respondents had started their farm business or enterprise within the last ten years. The survey collected specific details on the demographics of new entrants, their background in farming, primary farming business, barriers faced and supports accessed. The survey was administered by telephone and online between January 17 and February 22, 2019. For the New Entrants Needs Assessment Survey, please see Appendix A.

3.1.2. Survey Samples

The New Entrants Needs Assessment Survey utilized two sample populations: 1) the registry of farms in British Columbia established between January 2013 to October 2018 from Statistics Canada; and 2) a convenience sample (e.g. snowball sample). The convenience sample was obtained from survey respondents through the New Entrants Needs Assessment Survey, wherein respondents were asked if they knew individuals who would qualify for the survey. Furthermore, a generic link to the online survey was distributed to various stakeholders and organizations inviting them to take part in the survey.

The responses from the two samples were separated at the time of analysis and reviewed for any significant differences. The report combines the responses from the two samples; however, it was determined that differences were present in some areas and those will be highlighted throughout the report. In total, 697 surveys were completed.

Table 1 below provides the number of survey completions by the number of years respondents have been an owner or manager of a farm business or enterprise at the time of the survey by the two samples.

Table 1: Survey Completions by Number of Years as Owner/Manager of Farm

Years	Regular Sample		Convenience Sample	
	Count	%	Count	%
One year or less	20	5%	58	22%
Two to three years	167	39%	97	36%
Four to five years	174	41%	68	25%
Six to nine years	66	16%	47	17%
Total	**427**	**100%**	**270**	**100%**

3.2. Online Forums

In order to supplement survey findings, three online forums were conducted with new entrants. Forum participants were categorized into three groups based on the number of years they managed or owned their current farm business or enterprise. The categories included:

1. One year or less;
2. Two to five years; and
3. Six to nine years.

The online forums were administered using the online platform Slido and were held from March 19 to March 21, 2019. Participants had the option of accessing the forums at any time between the aforementioned dates and completed polls as well as an open-ended discussion on specific topics related to:

- Initial experience managing a farm business;
- Farm ownership;
- Succession planning;
- Education;
- Barriers and challenges; and
- Available supports.

The forum moderator was available between the hours of 9:00 am and 4:30 pm throughout the duration of the forums. The moderator asked follow-up questions, updated discussion topics and answered participant questions.

3.2.1. Online Forums Recruitment

Participants for the online forums were recruited through the New Entrants Needs Assessment Survey. Respondents who indicated they were interested in participating were sent an email invitation outlining the dates and instructions on how to access the forum. The invitation emails were followed up with additional confirmation emails or telephone calls to ensure participants received the instructions and were reminded of the forum dates.

In total, 38 participants were recruited to participate in the online forums and 28 participated. To facilitate recruitment, a $75 gift card was provided to those who participated in the forum over the three days.

Table 2 below presents the specific characteristics of the online forum participants.

Table 2: Online Forum Participant Characteristics

Group 1 (One year or less)	Group 2 (Two to five years)	Group 3 (Six to nine years)
n=10	n=9	n=9
Newcomers (n=1)	Newcomers (n=2)	Newcomers (n=1)
Gross revenue range: $1,200 to $175,000	Gross revenue range: $0 to $223,000	Gross revenue range: $3,000 to $215,000
Commodities included: • Cattle ranching and farming - Beef • Fruit and tree nut farming • Hay • Hog and pig farming • Honey production • Medicinal herbs • Poultry and egg production • Vegetable and melon farming	Commodities included: • Cattle ranching and farming - Beef • Fruit and tree nut • Garlic • Hay • Hog and pig farming • Market vegetables • Micro-greens • Oilseed and grain • Poultry and egg production • Vegetable and melon farming	Commodities included: • Garlic • Greenhouse, nursery and floriculture production • Hog and pig farming • Market garden or nursery • Micro-greens • Poultry and egg production • Sheep and goat farming • Vegetable and melon farming • Vegetables and small fruit

3.3. Interviews

To ascertain information on prospective and unrealized entrants, one group interview of prospective entrants (5) and two individual interviews with unrealized entrants were conducted. Prospective entrants constituted individuals who were expected to enter the agricultural sector within the next five years and unrealized entrants were defined as individuals who started or considered starting a career in farming or ranching but then decided not to continue.

Interviews with prospective entrants focused on why participants chose to start a career in farming, barriers to employment in the agricultural sector and barriers to establishing a farm business. The discussions with unrealized entrants centered on why participants left farming, the challenges and barriers they faced and if they would consider re-entering agriculture.

3.3.1. Interviews Recruitment

Both prospective and unrealized entrants identified themselves to the research team. Informational letters were provided to stakeholders inviting them to call in and register for participation, and a $75 honorarium was provided to facilitate participation.

Telephone interviews were held between March 27 and April 1, 2019. A total of nine participants were recruited (five prospective entrants, four unrealized entrants) and seven participated (five prospective entrants, two unrealized entrants).

3.4. Data Analysis

3.4.1. Data Cleaning and Coding

Following the completion of survey administration, survey data were cleaned to ensure that responses were logically consistent, as well as to identify data entry errors, response errors, inconsistent information, illogical information and outliers. No outliers were identified during the cleaning of survey data.

For close-ended questions, including all ‘other, please specify’ response options, a review of written responses was conducted to develop a coding list. Using the coding list, written responses were upcoded (aggregated) into existing response options where appropriate. Idiosyncratic and/or uncodeable responses were left in the ‘other, please specify’ category.

3.4.2. Quantitative Analysis

Once the survey data were cleaned and coded, closed-ended and coded responses were summarized using descriptive statistics (e.g. frequencies and percentages). For multiple response questions, respondents had the option of providing more than one answer; therefore, the percentages reported in the frequencies for multiple response questions may sum up to more than 100% because respondents may have selected more than one response.

In addition to descriptive statistics, cross-tabulations were conducted to compare findings among sub-groups.

3.4.3. Qualitative Analysis

Content analysis was employed to analyze open-ended online forum data. Transcripts were reviewed to identify common and unique themes, which were then coded. This approach used inductive reasoning, whereby themes and categories emerged directly from the participants' raw responses through rigorous examination and comparison, ensuring that the findings were not unduly skewed to fit a pre-formed framework based on expectation of what the research would find, while also developing enough structure to allow for the clear reporting of results by major theme.

The qualitative research was gathered through online forums and interviews and these were conducted with new, prospective and unrealized entrants.

3.5. Overview of Report

The report has been designed to both reflect the overall (combined sample) data as well as to provide the data broken out into the two different sample types or other subgroups. Each section of the report therefore begins with a discussion of the overall survey findings based on the combined (total) survey sample, and this may then be followed by a discussion of the same data broken out by sample type or other demographic characteristics.

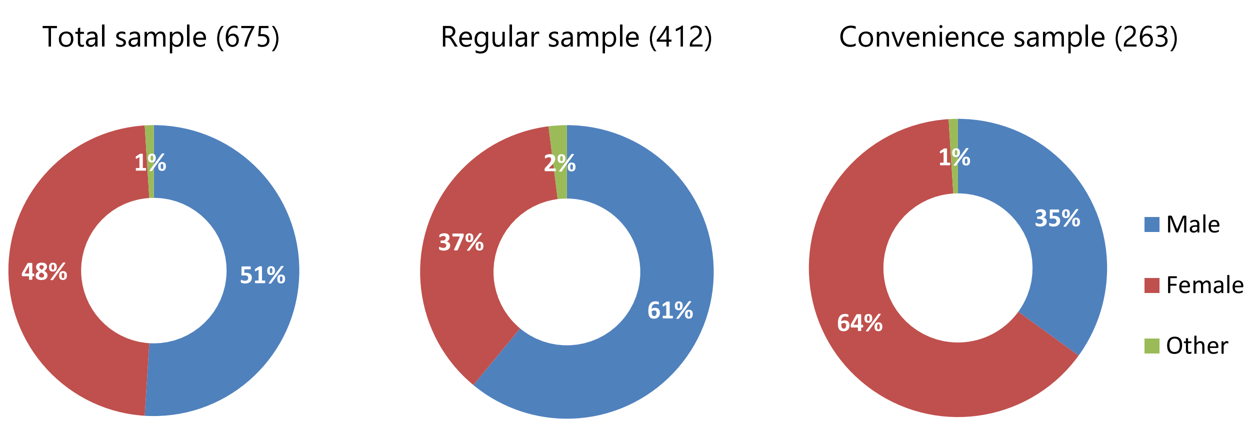
Only significant differences between subgroups are discussed in the report. Moreover, respondents who selected 'prefer not to answer' were removed from the analysis.

4. Demographics

4.1. Gender & Age

Overall, 51% of survey respondents identified as male, 48% identified as female and 1% identified as other. Most respondents who reported 'other' specified that it was a husband and wife that were completing the survey as a couple.

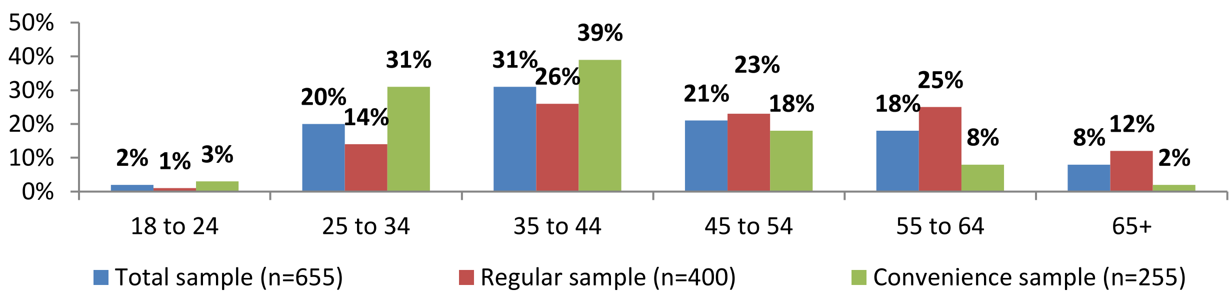
Figure 1: Gender of Respondents



QE2.

Survey respondents were most commonly between the ages of 35 and 44 (31%), followed by those between 45 and 54 (21%), 25 to 34 (20%), 55 to 64 (18%), 65 and over (8%) and 18 to 24 (2%).

Figure 2: Age of Respondents



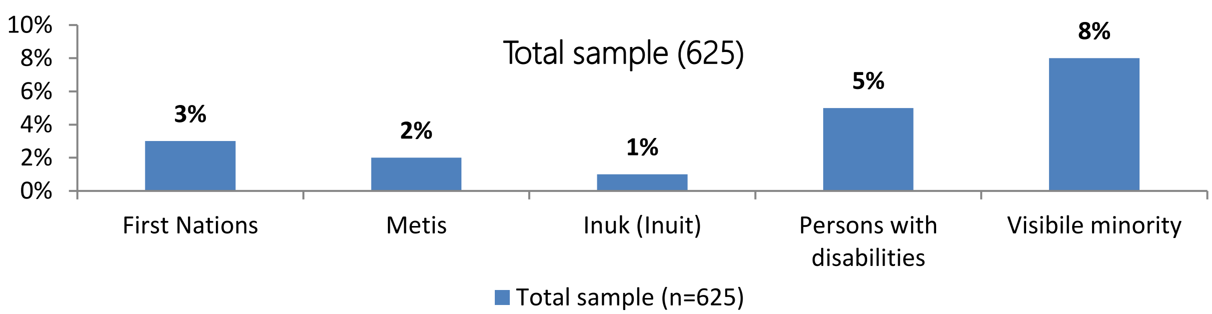
QE1.

As shown in Figure 2 above, the respondents in the convenience sample were notably younger than the regular sample respondents. Convenience sample respondents were more likely to be under the age of 35 (33%) compared to 15% of regular sample respondents, while regular sample respondents were more likely to be 35 years of age or older (85% compared to 67% of convenience sample respondents).

4.2. Aboriginal Status, Persons with Disabilities, and Visible Minorities

Respondents were asked to select the options which applied to them as it relates to diversity. 86% of total respondents indicated that they were 'none of the above' where the options included First Nations, Metis, Inuk, persons with disabilities or visible minority. A total of 72 survey respondents preferred not to answer this question, and responses for all other options were below 8%. A small portion (6%) of respondents identified as First Nations, Métis or Inuit, 5% identified as a person with a disability and 8% identified as a visible minority. Overall, the distribution of survey respondents identifying as First Nations, Métis or Inuk (Inuit), closely resembles the general provincial population.

Figure 3: 'Other' Demographic Characteristics

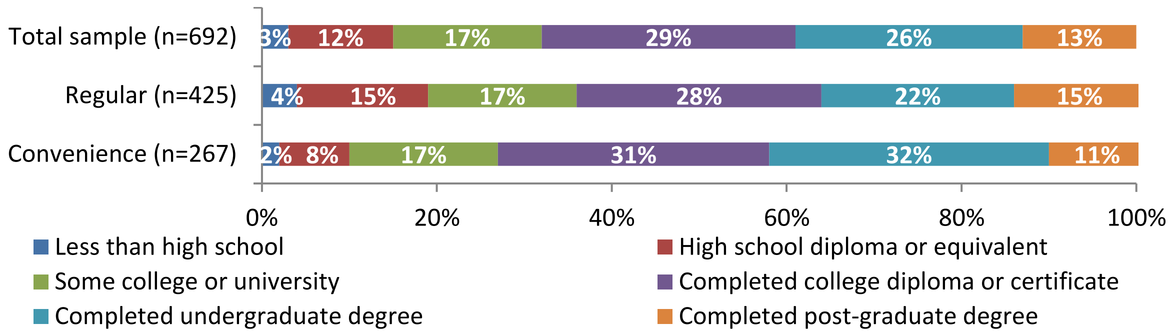


QE4.

4.3. Education

Almost one-third (29%) of all survey respondents had completed a college diploma or certificate (including trade apprenticeship) and one-quarter (26%) completed an undergraduate degree (i.e. Bachelors). 17% of respondents had some college or university education, 13% had a post-graduate degree and 15% had a high school diploma or less. The figure below presents educational attainment for both samples.

Figure 4: Educational Attainment



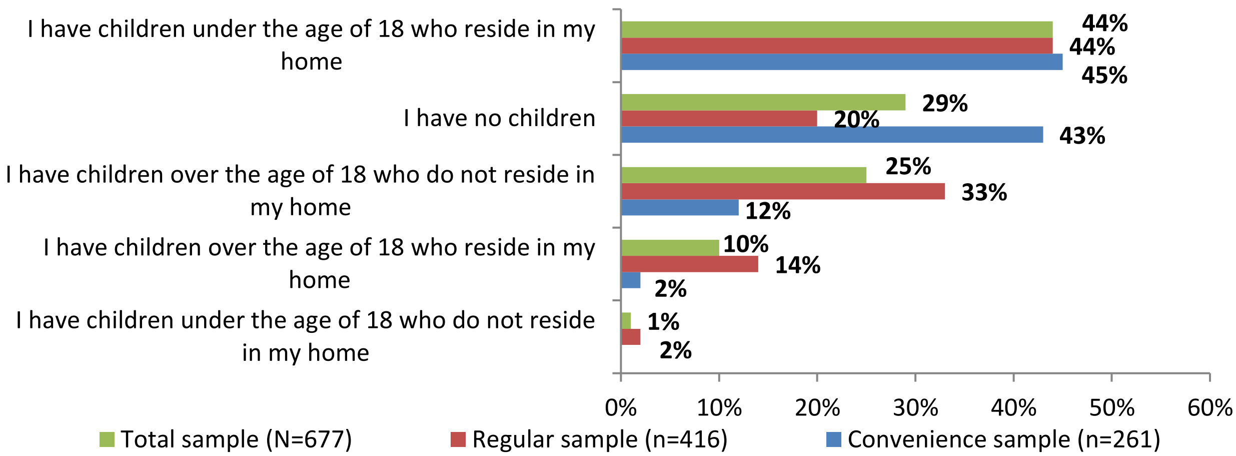
QE3.

Between the two samples, respondents from the convenience sample were more likely to have completed some type of post-secondary education (either college diploma, certificate or university degree). The two most significant differences in educational attainment at the time of the New Entrants Needs Assessment Survey were between the regular and convenience samples in relation to high school diploma and undergraduate degree. Regular sample respondents (15%) were more likely than convenience sample respondents (8%) to have their high school diploma and convenience sample respondents (32%) were more likely than regular sample respondents (22%) to have completed an undergraduate degree.

4.4. Household Composition

Nearly half (44%) of survey respondents had at least one child under the age of 18 who resided at home and less than one third (29%) had no children at all. When comparing household composition by sample type, convenience sample respondents were more likely to have no children (43% compared to 20% of regular sample respondents). Regular sample respondents were more likely to have children over the age of 18 who either live in their home (14%) or outside their home (33%) compared to convenience sample respondents (2% and 12% respectively).

Figure 5: Household Composition

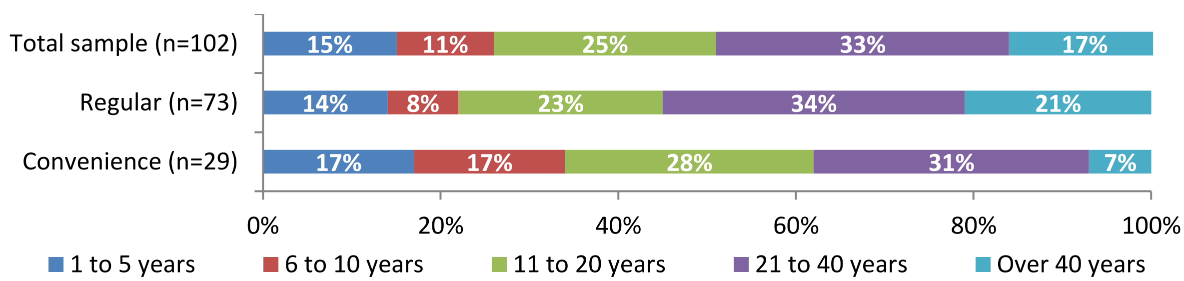


QE5. Note: Totals do not add to 100% due to respondents selecting multiple options.

4.5. Immigration Status

Among all survey respondents (694), the majority were born in Canada (85%), while 15% of respondents were born outside. Across sample types, regular sample respondents (425) were more likely to be born outside of Canada at 18%, compared to 11% for convenience sample respondents (269). The figure below is specific to respondents born outside of Canada and the years they have been living in the country, broken down by sample type.

Figure 6: Born Outside of Canada - Length of Time in Canada

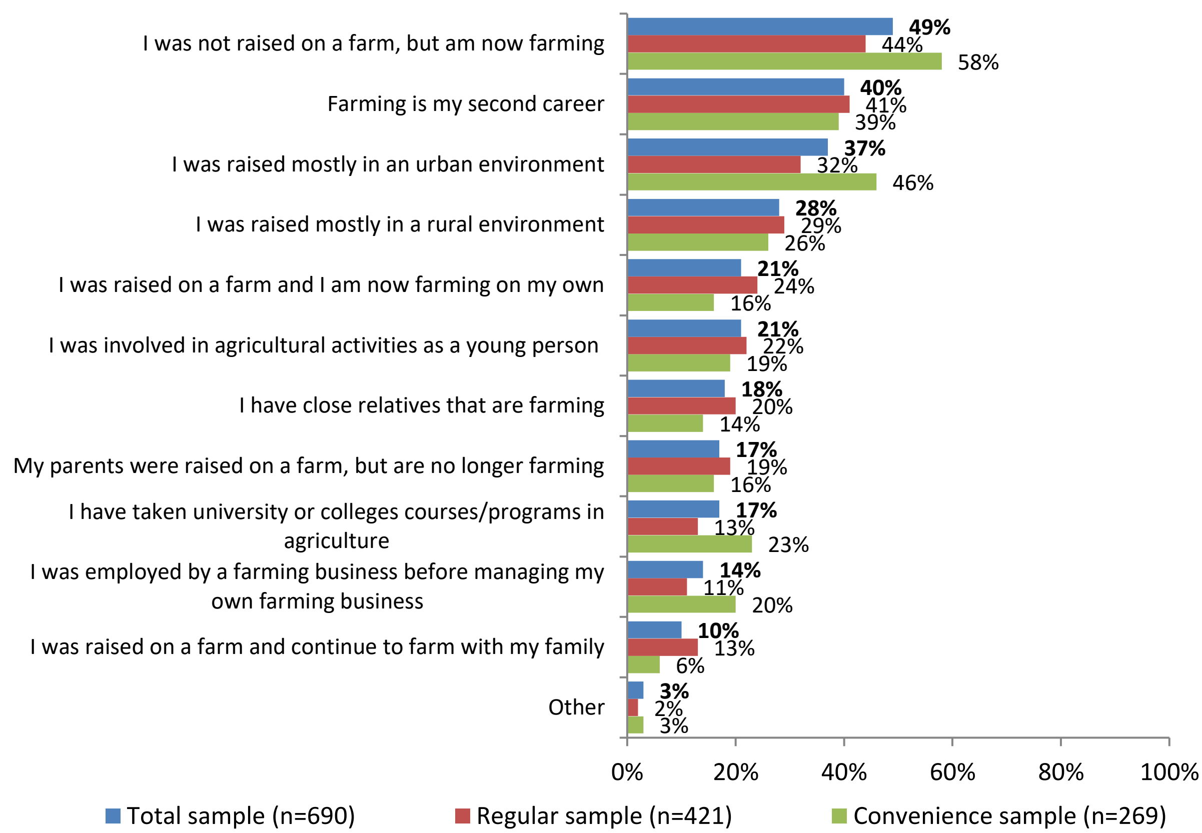


QA3.

4.6. Background in Farming

Just under half of total respondents (49%), were not raised on a farm but are now farming as first generation farmers. 40% of overall respondents indicated that farming was their second career. 37% of respondents indicated having been raised mostly in urban environments while 28% indicated having been raised mostly in rural environments. It is important to note that respondents were able to select all statements which applied to them from the list provided and as such, totals may not add up to 100% in the figure below.

Figure 7: Farming Background



QA1.

Regular sample respondents were more likely to be raised on a farm and continue to farm with their parents (13% compared to 6% of convenience sample respondents) or raised on a farm and now faming on their own (24% compared to 16% of convenience sample respondents). Furthermore, regular sample respondents were more likely to have close relatives who were farmers (20% compared to 14% of convenience sample respondents). Convenience sample respondents were more likely to be:

- First generation farmer (58% compared to 44% of regular sample respondents);
- Raised mostly in an urban environment (46% compared to 32% of regular sample respondents);
- Taken university courses/programs in agriculture (23% compared to 13% of regular sample respondents); and
- Employed by farm business before managing their own farm (20% compared to 11% of regular sample respondents).

4.6.1. Farming as a Second Career

Participants in the online forums indicated that the personal and family lifestyle of farming was appealing. Participants across all three groups reported that being outside and raising or producing their own food was very rewarding compared to their primary careers. The idea of being self-sufficient and having access to organic local food that could be provided to friends and the overall community was also discussed by participants in all three groups. A few participants who had been farming for one year or less noted that farming started as a hobby which then grew into a second career choice. Some of these participants grew up in urban environments and were involved in community gardens or beekeeping.

The majority of prospective entrants who participated in the group interview indicated that farming would be their second career; indeed, all participants were employed in other fields or pursuing education unrelated to agriculture. Most prospective entrants noted the lifestyle and importance of food security as primary reasons for choosing farming as a second career. Moreover, several participants indicated that their interest gradually grew from a hobby to a legitimate career option. While all prospective entrants had a strong interest in pursuing farming as a career option, all noted that it was unlikely that farming would be their primary source of income, noting that their farming business would likely be supplemented by other employment options in order for them to earn a sufficient income.

4.7. Region

Methodological limitations did not allow control for the regional distribution. As such, the results do not specify the distribution of new entrants by region. Regional breakdown based on sample type was assessed and the percentage difference was minimal. Based on the combined sample results, the majority of respondents resided in and farmed on Vancouver Island (67%). The following table is an overall breakdown of survey completions from all respondents by region:

Table 3: Total Survey Completions by Region

Region	Completions	% of Valid Sample
Vancouver Island	464	67%
Lower Mainland-Southwest	111	16%
Kootenay	72	10%
Thompson-Okanagan	30	4%
Caribou	7	1%
Nechako	5	< 1%
North Coast	< 5	< 1%
Peace River	< 5	< 1%
Prefer not to answer	5	-
Total	**697**	**100%**

5. Findings

5.1. Primary Farming Business

5.1.1. Farm Type

The most common type of farm business among all survey respondents was vegetable and melon farming (20%), followed by poultry and egg production (18%), fruit and tree nut farming (14%) and cattle ranching and farming – specifically in beef production (11%).

The only significant differences between the two samples for farm type are outlined in the table below, which indicates the percentage of respondents from each sample in relation to farm type.

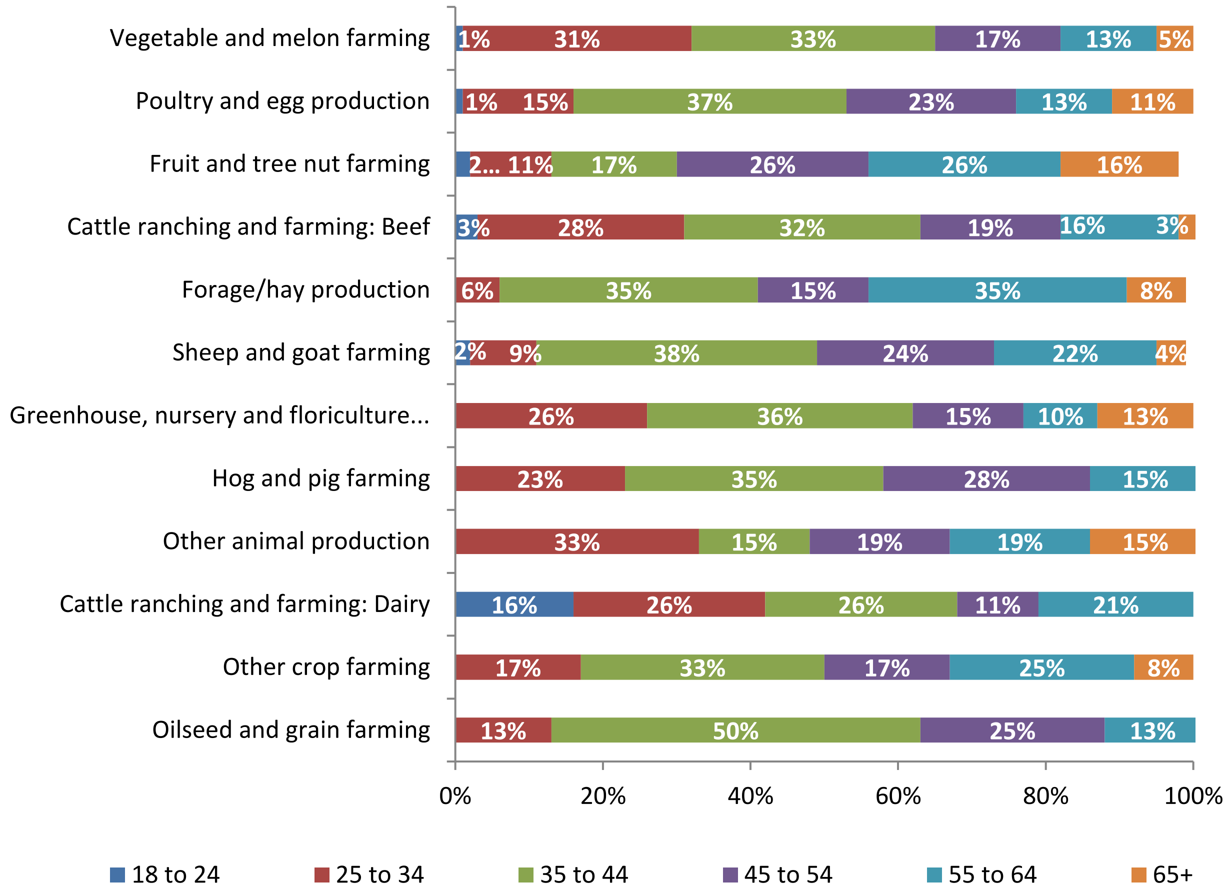
Table 4: Farm Type by Sample Type (Significant Differences)

Farm Type	% Regular Sample	% Convenience Sample
Vegetable and melon farming	12%	34%
Fruit and tree nut farming	18%	7%
Forage/hay production	11%	1%

Figure 8 below presents the various farm types operated by survey respondents broken down by age group.

Overall, respondents under the age of 35 were more likely to be cattle ranching and farmers (dairy), other animal producers and vegetable and melon farmers. Those over the age of 35 were more likely to be forage/hay producers, sheep and goat farmers and oilseed and grain farmers.

Figure 8: Farm Type by Age



QS2.

Among all survey respondents, it was most common that farms were a) not certified organic or in transition to certified organic or b) not ecological or regenerative (47%). Certified organic or in transition to certified organic comprised 19% of survey respondents, while ecological or regenerative accounted for 34% of respondents. A large proportion (98 survey respondents) indicated they did not know their type of farming. There was also very minimal difference as it relates to the identified gender of the farmer whether their farm was organic, ecological or regenerative. Generally, fewer respondents from the regular sample had organic, ecological or regenerative businesses. Differences among sample types were as follows:

- Convenience sample respondents were more likely to be certified organic or in transition to certified organic (29% compared to 11% of regular sample respondents); and
- Convenience sample respondents were more likely to be ecological or regenerative (40% compared to 29% of regular sample respondents).

Over half of the farm businesses were a sole proprietorship (55%), while less than one-third (29%) were a partnership and only 12% of farms were a corporation. One percent of respondents indicated their farm was another type of association of persons and less than 1% were cooperatives. Three percent of respondents reported 'other' with regard to the structure of their business and reported that their farm was a family run farm, a hobby farm or a non-profit farm.

5.1.2. Farm Revenue and Expenses

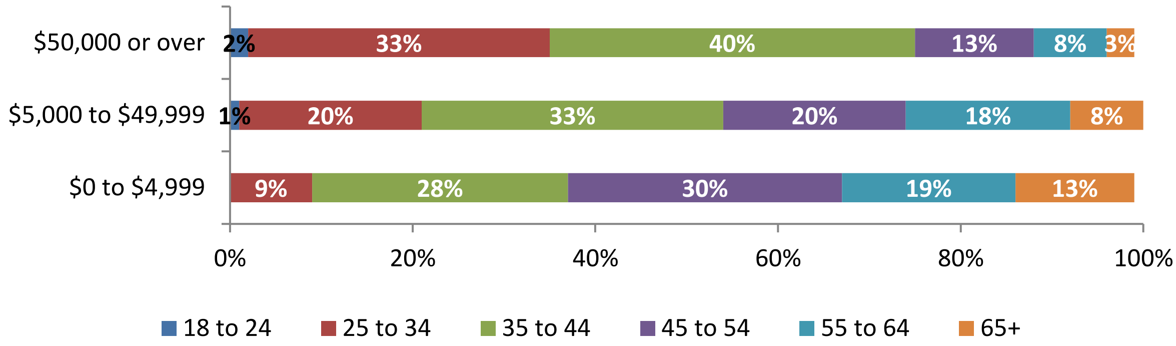
Survey findings presented in this section reflect a smaller proportion of survey respondents due to lower responses rates for questions related to farm revenues and expenses. Approximately 208 to 258 survey respondents did not disclose their estimated farm revenue, expenses or share of total household income.

Revenue from respondents' farming businesses or enterprises (480) ranged from $0 to $2,300,000, with an average of $59,149.62[1]. Over half (52%) of all survey respondents reported farm revenues of between $5,000 and $50,000 per year. Figure 9 presents the distribution of revenue from respondent farm businesses or enterprises by age group.

---

[1] 217 survey respondents did not provide a value for estimated total gross farm revenue and selected 'prefer not to answer'.

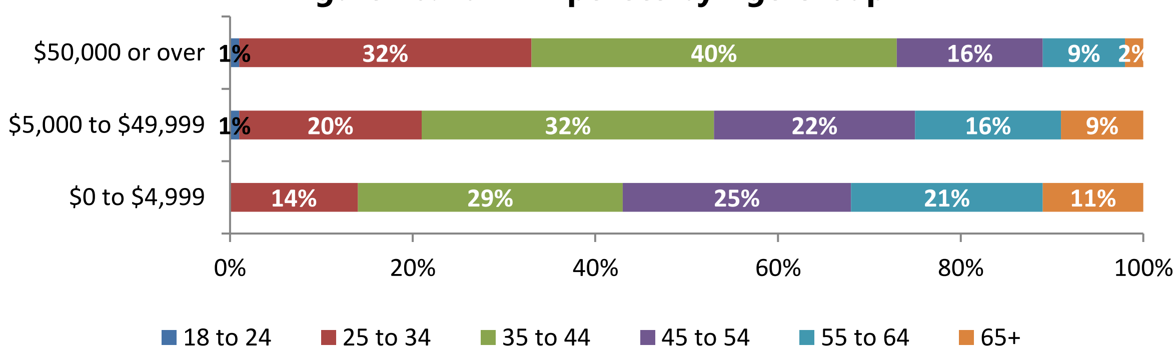
Figure 9: Farm Revenue by Age Group



When comparing age groups, respondents with gross revenues of less than $5,000 were more likely to be over the age of 35 (91% compared to 9% of those under the age of 35), and respondents with revenues of over $50,000 were also more likely to be over the age of 35 (65% compared to 35% of those under the age of 35).

Across all survey respondents (439), estimated total farm operating expenses ranged from $0 to 2,045,000. The average was $52,820.75[2] and over half (52%) of all survey respondents reported total operating expenses between $5,000 and $50,000.

Figure 10: Farm Expenses by Age Group



Respondents aged 35 or over were more likely to have expenses of less than $5,000 (86% compared to 14% of those under the age of 35), and those aged 35 or over were more likely to have expenses of $50,000 or more (67% compared to 33% of those under the age of 35).

[2] 258 survey respondents did not provide a value for estimated total expenses and selected 'prefer not to answer'.

Across all respondents (489), one quarter (24%) of respondents indicated their farm business accounted for zero percent of their annual household income, while 46% indicated that it accounted for less than one quarter[3]. Sixteen percent of respondents reported their farm business accounted for 25% to 75% of their household income and 14% reported it accounted for 75% or more. Only 7% of respondents reported their income was entirely from their farm business or enterprise.

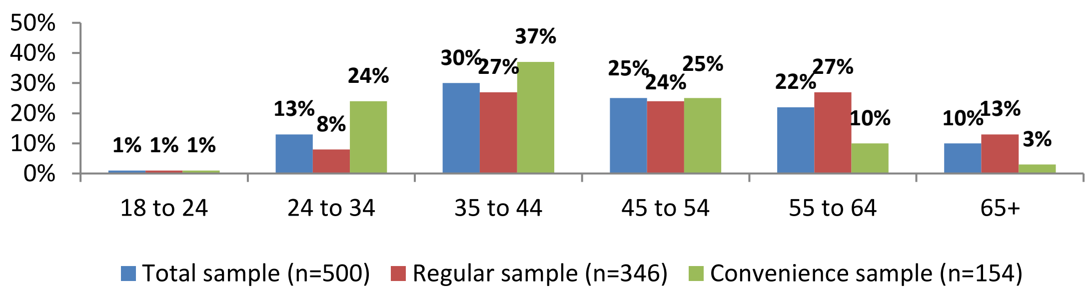
When comparing the share of income derived from farming by respondent age, those under 35 were more likely to have the majority of their income come from farming. Among all respondents under the age of 35, 29% indicated that 75% or more of their household income came from their farm business. In comparison, only 9% of respondents aged 35 or older reported that the majority of their income came from their farm business.

5.1.3. Farm Ownership and Leasing

Over three quarters (77%) of all respondents owned the farmland they were managing at the time of the survey, while 17% leased the land. A small proportion of respondents (5%) indicated they managed the land for family or other land owners, utilized shared land or had free access to land.

Those aged 35 to 44 were most commonly owners of their farm land (30%). Across all sample respondents, those 35 or over were more likely to be farm owners (86%) compared to those under the age of 35 (14%). Farm ownership rates by age group and sample type are provided in Figure 11.

Figure 11: Farm Ownership by Age Group



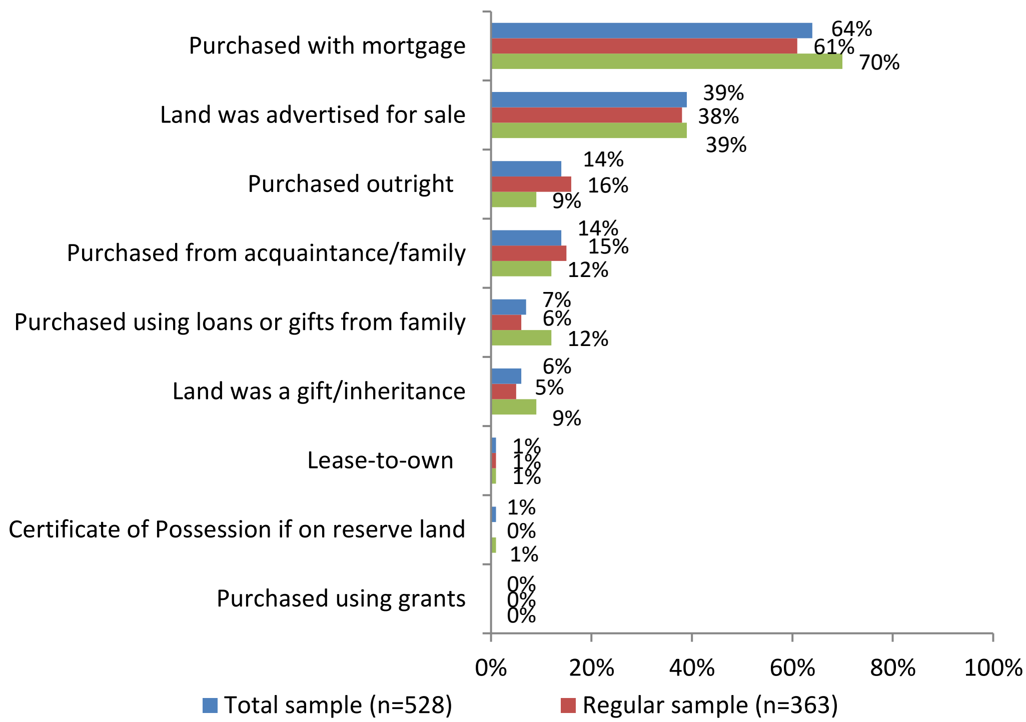
QB6A, QE1.

---

3 208 survey respondents did not provide a share of total household income and selected 'prefer not to answer'.

The majority of respondents who owned the land they managed (534) indicated that they came to own the land by either purchasing it with a mortgage (64%), found the land while it was advertised for sale (39%), or purchased the land outright (14%). Another fourteen percent of survey respondents indicated that they purchased the land from an acquaintance or family member. The figure below presents the variety of paths survey respondents took to purchase the farmland they currently own:

Figure 12: Land Purchase Options



QB6B.

When comparing sample types, regular sample respondents were more likely to purchase the land outright (16% compared to 9% of convenience sample respondents). Moreover, convenience sample respondents were more likely to use loans or gifts from family to purchase land (12% compared to 6% of regular sample respondents), and convenience sample respondents were more likely to purchase land with a mortgage (70% compared to 61% of regular sample respondents).

Among the number of respondents who did not own their land (157), 76% had lease agreements, while the remaining 24% who did not own or lease their property indicated that they managed land for family or other land owners, utilized shared land or had free access to land. Moreover, among respondents who leased land (115), over half (55%) did so from an acquaintance or family member and 39% had signed a written lease agreement. A few respondents (17%) utilized a land matching program or accessed land that was advertised for lease (16%).

Among respondents who did not own their land (157), 16% indicated they plan to purchase the land they manage, 33% plan to purchase other farmland and 51% did not plan to purchase farmland. Among respondents who planned to purchase other farmland that they did not currently manage (49), 54% planned to purchase land within their current region, 44% plan to purchase land outside their region, but within B.C. and 2% plan to purchase land outside of B.C.

Online forum participants, as well as prospective and unrealized entrants, indicated that cost was the most significant reason why farmers/ranchers chose not to own the land they manage. Participants explained that financing options were limited due to the uncertainty of production/revenue with farm businesses and the high cost of land for areas with desirable conditions (e.g. weather, soil, proximity to urban centers). A few prospective entrants noted leasing options were available; however, these options were outside of their current region and required significant travel to get to suitable markets. Moreover, housing regulations limit the ability for new and prospective entrants to consider leasing options. A few prospective entrants noted that the number of residential units that can be built on farm land prevented those who were considering leasing and managing the land from owners who lived on the land. These regulations result in individuals who lease having to find suitable housing close to the farm land, which may be limited, and lead to increased transportation time and costs.

5.2. Main Barriers

Across all survey respondents, the most common barrier faced by new entrants with regards to their farm business or enterprise was the affordability of land ownership. 64 percent of all respondents selected this as a main barrier. Other common barriers included:

- Lack of access to capital, credit or other sources of financing (51%);
- Lack of access to an abattoir or processing facilities (49%);
- Lack of appropriate farm land in their region (size, quality, location, infrastructure, etc.) (41%); and
- Lack of reliable or skilled workers (40%).

Table 5 presents the most common barriers for respondents by age, whether they were raised on a farm and whether they considered farming their primary or secondary career.

Table 5: Barriers by Demographic Characteristics

Barrier	<35 Years	≥35 Years	Raised on a farm	Not raised on a farm	Secondary career	Primary career	TOTAL
Affordability of land ownership	72%	63%	67%	62%	66%	62%	64%
Lack of access to capital/financing	55%	50%	52%	50%	50%	52%	51%
Lack of access to abattoir or processing facilities	39%	53%	45%	52%	55%	45%	49%
Lack of appropriate farmland	42%	42%	45%	39%	-	43%	41%
Lack of reliable, skilled labour	39%	40%	40%	40%	40%	40%	40%
Lack of on-farm storage facilities	-	-	-	-	40%	-	38%

Aside from lack of on-farm storage facilities for respondents who consider farming their second career, the top barriers were the same for all subgroups presented above.

Survey results also indicated that years of experience managing a farm business had little impact on the challenges faced. Table 6 presents the top six barriers faced by respondents based on years of experience managing a farm business or enterprise.

Table 6: Barriers by Years of Experience

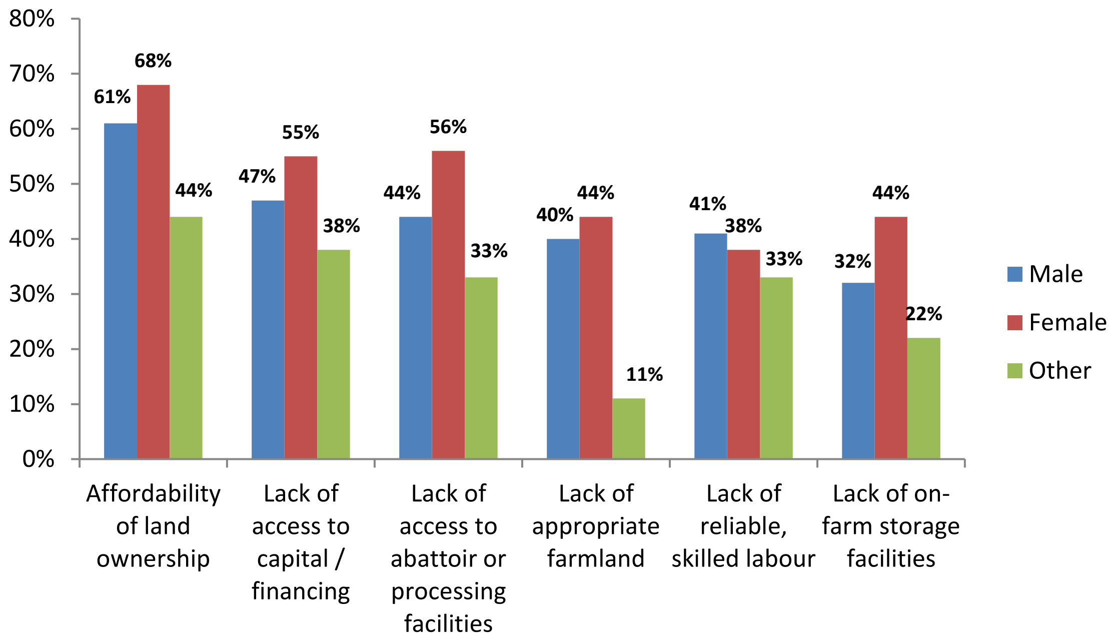
Barrier	One year or less	Two to three years	Four to five years	Six to nine years	TOTAL
Affordability of land ownership	70%	65%	61%	64%	64%
Lack of access to capital/financing	60%	50%	52%	43%	51%
Lack of access to abattoir or processing facilities	48%	42%	57%	49%	49%
Lack of appropriate farmland	47%	39%	43%	40%	41%
Lack of reliable, skilled labour	-	39%	45%	-	40%
Lack of on-farm storage facilities	39%	-	-	42%	38%

Again, affordability of land ownership was the top barrier for all categories of years of experience, and the remaining barriers are generally the same across all categories.

Main Barriers by Gender

Of the respondents who identified as female, affordability of land ownership was the top barrier (68%) compared to males for the same barrier (61%). Other differences between males and females regarding the most common barriers faced by new entrants are highlighted below:

Figure 13: Top Barriers by Gender



Cost of Land/Lack of Financing Options

Feedback from online forum participants and unrealized entrants indicated that the high cost of land, equipment and lack of financing options were significant barriers to starting or maintaining a farm business or enterprise. Online forum participants in all three groups, as well as unrealized entrants, noted the significant financial contributions required to own and operate a farm. Without large amounts of start-up capital, new and unrealized entrants were unable to purchase land, expand operations or access new markets. Unrealized entrants noted that the wage for agriculture related occupations were not sufficient for them to afford to purchase farmland. Instead, these entrants accessed educational programs to improve employment options so that they may afford land in the future.

Access to Processing Services

Among online forum participants with two to five years of experience, lack of abattoirs or processing services was a significant barrier. Participants noted that abattoirs were routinely too busy to provide services for them and there were significant transportation costs associated with accessing abattoirs outside their community. These participants noted that the agriculture sector was not designed to support small scale farms or processing services.

5.3. Other Barriers

5.3.1. Lack of Region Specific Information

In addition to the costs associated with land purchase, online forum participants with one year or less of experience managing a farm business noted the lack of region specific information and resources for small scale farming. Several participants noted that the resources they were able to access, mainly online, were geared towards large scale farms or production techniques. Moreover, participants noted the limited availability of region specific information. Region specific information was considered essential as crop production techniques, soil types and climate vary across regions.

5.3.2. Access to Markets

Online forum participants indicated that in order to have a viable farm business, they require better access to markets. Due to transportation costs to access different markets, small scale farmers reported having difficulty maintaining a livable income as a result of competition with larger businesses. Therefore, many participants in the online forums had additional sources of income in order for them to continue their farm business.

5.3.3. Social Stigma

The majority of prospective entrants involved in the group interview believed that there was substantial social stigma when they decided to pursue farming as a career option and this was especially highlighted among women. The overall view that was expressed toward the prospective entrants was that farming is not a credible or viable type of work in terms of career. Some shared that the stigma also related to a lack of education and that those who pursue faming are generally not smart. There was consensus that the stigma had a stronger presence in urban communities and that this stemmed from a lack of understanding about the work. Many of these prospective entrants grew up in urban environments and had limited to no exposure to farming themselves when growing up.

5.4. Reasons for Exiting Farming

Online forum participants were asked about the particular barriers they faced or anticipated they might face in the future, which may have already or might later lead them to leave farming. Challenges that would cause forum participants with one year or less of farm management experience to exit agriculture included:

- Land owners decided to sell the farm land;
- Natural disasters (e.g. flood, fires);
- Poor health;
- Over regulation, specifically for small scale farmers; and
- Financial viability of their farm business.

Challenges that would cause more experienced farmers (i.e. those with two to five years' experience) to exit agriculture included increased regulation on small scale farms or processing services. Examples provided included registration requirements outlined by the Water Sustainability Act, requiring legal sign-off from neighbours, re-zoning regulations and production requirements for small scale producers.

For farmers with six to nine years' experience, challenges that would cause them to leave farming included:

- Financial issues;
- Lack of support for small scale farmers;
- Labour issues (difficulty to find or maintain labour);
- Personal or partner injury/health issues; and
- Natural disasters.

Some experienced farmers indicated that in order to mitigate the challenges and barriers facing farmers they needed to develop networks in areas such as land use, labour and access to/dissemination of knowledge. These online forum participants noted that established farmers were willing to share knowledge and, in some cases, shared their equipment and other resources. Moreover, agriculture associations or board members were considered sources of valuable information on available programs, grants and insurance options. The importance of networks was re-iterated as online forum participants became aware of their regional associations from other farmers.

5.5. Supports

5.5.1. Supports Accessed

Across all respondents, the most common support or resource accessed was informal mentorship by another farmer (68%), followed by online education resources (e.g. webinars, blogs, etc.) (64%), farm workshops, field days or farm tours (53%), direct marketing support and promotion (38%) and new farmer networking forums (online and in-person) (37%). The remaining supports outlined in the New Entrants Needs Assessment Survey were accessed by 36% or fewer respondents.

Online forum participants identified the following programs or resources they had accessed, or of which they were aware:

- BC Tree Fruit Production Guide
- Pacific Agricultural Certification Society
- BC Agricultural Council
- Certified Organic Associations of BC
- Breeders Association
- Purchase Programs
- Environmental Farm Plan
- AgriStability
- Farm Credit Canada
- AgriInvest
- Canadian Pesticides
- Columbia Basin Trust
- BC Food Processors
- BC Association of Abattoirs
- Farm Management Canada Industry
- AgSafe
- Online American university extension information available to farmers

Many online forum participants discussed the difficulty in accessing information, as well as ensuring its reliability. Because many new entrants were not raised on a farm or in farming communities, they lacked access to networks which could provide sources of information or confirm the reliability of the information. Moreover, when accessing government resources, a few participants noted difficulty in getting timely responses or useful information. Centralized and region-specific information online was considered the most effective method through which online forum participants could learn about the agricultural sector.

Table 7 below presents the most common supports accessed by respondents by demographic characteristics.

Table 7: Supports Accessed by Demographic Characteristics

Support	<35 Years	≥35 Years	Raised on a farm	Not raised on a farm	Secondary career	Primary career	TOTAL
Informal mentorship by another farmer	79%	65%	74%	64%	70%	66%	68%
Online educational resources	74%	63%	64%	63%	69%	60%	64%
Farm workshops, field days, farm tours	72%	49%	60%	49%	51%	54%	53%
Direct marketing support and promotion	57%	-	48%	37%	35%	40%	38%
New farmer networking forums (online and in-person)	50%	34%	-	37%	40%	-	37%
Agricultural infrastructures (abattoirs, machinery coops, other)	-	35%	-	-	-	36%	36%
On-farm training	-		40%				27%

When comparing supports accessed by respondent demographic characteristics, the most common supports remained informal mentorship by another farmer, online education resources and farm workshops, field days and farm tours. Direct market support and promotion was more common for respondents under the age of 35, respondents raised on a farm and respondents who considered farming their primary career. New farmer networking forums were more common for respondents under 35 years of age and respondents who considered agriculture their second career. Supports unique to respondents raised on a farm was on-farm training, while agricultural infrastructures was unique to respondents whose primary career was farming and 35 years of age or older.

While informal mentorship by another farmer (68%) was the most common support or resource accessed across all respondents, formal farmer-to-farmer mentorship programs were one of the supports less accessed (14%).

When analyzed by the number of years respondents have been an owner or manager of a farm business or enterprise, some differences in the use of supports are present. The table below outlines where respondents with one year or less experience as an owner or manager utilized the following supports more than those with more years of experience.

Table 8: Select Supports Accessed by Years of Experience

Support	1 year or less	2 to 3 years	4 to 5 years	6 to 9 years	TOTAL
Farm workshops, field days, farm tours	65%	48%	51%	60%	53%
New farmer networking forums (online and in-person)	51%	41%	32%	29%	37%
On-farm training (paid/unpaid apprenticeships and internships)	40%	25%	26%	26%	27%
Workshops and/or Conferences from NGOs	38%	28%	25%	37%	30%
Shared initiatives (equipment sharing, collaborative marketing or distribution, shared sourcing, etc.)	35%	27%	30%	24%	28%
Land access resources (land access guides, how to lease agreement templates, etc.)	30%	21%	17%	16%	20%
Land-linking programs (connecting landowners to farmers seeking land)	24%	14%	12%	11%	14%
Incubator farms or farmer schools	17%	9%	7%	10%	9%

There were also some differences when reviewing the use of supports based on identified gender. The following outlines these differences:

- Direct marketing support and promotion (females used 18% more than males)
- New farmer networking forums (females used 18% more than males)
- Online educational resources (females used 17% more than males)
- Scale appropriate food safety regulations (females used 14% more than males)
- Farm workshops, field days and farm tours (females used 11% more than males)

5.5.2. Importance of Supports

Informal mentorship by another farmer was the most common type of support accessed and was also considered the most important among all survey respondents. The majority of survey respondents (80%) stated that informal mentorship by another farmer was important when pursuing a farm business. Table 9 below presents the most important supports for pursuing a farm business reported by demographic characteristics.

Table 9: Importance of Supports by Demographic Characteristics

Support	<35 Years	≥35 Years	Raised on a farm	Not raised on a farm	Secondary career	Primary career	TOTAL
Informal mentorship by another farmer	86%	79%	79%	81%	86%	76%	80%
Government loan and grant programs	83%	72%	71%	76%	44%	72%	74%
Incentives for landowners to sell or rent land to new farmers	83%	72%	77%	72%	-	73%	74%
Farm workshops, field days, farm tours	77%	-	72%	-	-	70%	70%
On-farm training (paid/unpaid apprenticeships and internships)	77%	-	75%	-	-	-	70%
Online educational resources (webinars, blogs, etc.)	-	72%	-	75%	78%	71%	71%
Agricultural infrastructures (abattoirs, machinery coops, other)	-	74%	-	-	80%	-	73%
Farmland protection programs (land reserves, banks, trusts)	-	-	-	75%	75%	-	69%

As shown in Table 9, informal mentorship by another farmer was considered the most important support by all demographic groups. Furthermore, prospective entrants routinely noted that they preferred mentorship from established farmers as it provide hands on experience and could be accessed when issues arose and support was needed.

Prospective entrants noted that, because farming was not considered a viable career option, intergenerational farming was declining. As a result, the transfer of knowledge to younger generations and to new entrants was not occurring. Prospective entrants felt it was imperative that the intergenerational knowledge be collected and available to new entrants. With regards to formal education courses or programs, most prospective entrants noted that the time commitment and seasonal availability of formal programs limited their ability to participate. Moreover, a few prospective entrants were concerned with the practicality of classroom-based education. These participants noted that, based on their experiences, some information provided in classroom settings were not practical for farming.

Due to the high cost of land and equipment, the most common type of support discussed by online forum participants in all groups and unrealized entrants was grants or access to affordable financing options, particularly for small scale farms. Many participants noted that the agricultural sector, including available resources and information, was geared towards large producers or agricultural businesses. As a result, they believed that they were unable to compete to access markets, develop infrastructure or earn a livable income from farming or managing a farm business.

Differences based on the identified gender of respondents and their importance of supports is also noted, and these differences are outlined below:

- Local food procurement legislation (21% more importance for females)
- Online educational resources (20% more importance for females)
- Shared initiatives (18% more importance for females)
- Development support for co-operatives (15% more importance for females)
- Farmland protection programs (15% more importance for females)
- Direct marketing support and promotion (15% more importance for females)
- Micro-loans and micro-grant government programs (15% more importance for females)

6. Conclusion

The findings presented in this report demonstrate that new entrants are typically first generation farmers who consider farming to be their second career. Many new entrants chose a career in farming because they valued environmental sustainability, organic and healthy food options or because they wanted to make farming more than a hobby. While the pursuit of farming as a career was met with social stigma, particularly in urban environments, new entrants preferred the lifestyle of farming for themselves and their families.

Over three-quarters of the new entrants surveyed owned the land they currently managed and almost one-fifth leased their land. Those who owned their land typically purchased land advertised for sale with a mortgage, while those who leased their land did so from an acquaintance or family member. Less than one-fifth of new entrants surveyed accessed land-matching programs.

Over half of all survey respondents reported farm revenues between $5,000 and $50,000 per year. Those aged under 35 were less likely to own the land they managed; however, were more likely to report revenues of $50,000 or more.

The financial cost of land ownership and operating a farm business was the most significant barrier impacting new entrants. While leasing was seen as an alternative option, challenges associated with the limited number of residential housing units on leased land limited new entrants' ability to access leasing options. Moreover, affordable leasing options are typically situated in regions with less access to desirable markets (i.e. urban centres). In addition to the significant costs of owning and operating a farm, limited region specific information and limited access to abattoirs and food processers were viewed as significant barriers as well.

Informal mentorship by another farmer was the most common type of support accessed by new entrants; further, it was also considered the most important. Informal mentorship allows new entrants to access support based on their own schedules and provided more hands-on experience as compared to more formal educational courses or programs. While informal mentorship was the preferred method of support, prospective and new entrants both understood that online resources, such as courses and workshops would allow for increased access to resources. Prospective entrants typically noted a lack of awareness with regards to supports and indicated the need for a centralized center for the dissemination of accurate and region specific information.

As it relates to supports, many those listed were rarely used by respondents however a much greater proportion attributed importance to these resources. There were also differences in these results based on the identified gender of respondents.

7. Appendix A: Survey Instrument

Hello, my name is _________ and I am calling on behalf of BC Stats and the BC Ministry of Agriculture. You may have received a package from BC Stats regarding a survey for new farmers or ranchers.

Are you aware of the survey? [**Yes/No**]

Yes – Great! I am calling to ask if you are willing to complete the survey. You could complete it with me now or online.

Would you like to complete the survey now?

1. Yes, complete now by telephone [Go to INTRO]
2. Yes, complete now online [Request email]
3. Will complete later online [Request email, thank and end call]
4. No – Well, BC Stats has contracted Malatest, a private research company, to collect information on the experiences of individuals who have recently started managing and operating a farm business. The survey takes approximately 15 to 20 minutes to complete and asks questions related to your experiences with your farm business or enterprise.

Now that you know more about the survey, would you like to complete the survey now?

1. Yes by telephone
2. Yes, online (Request email)
3. No

No – Intro:
The BC Ministry of Agriculture is interested in understanding the needs of new farmers in BC. To gather this information, Malatest, an independent research firm, has been contracted to conduct a survey of new entrants to the agriculture sector within BC. The survey is meant for individuals who are responsible for the management decisions for a farm, agricultural business or new farming enterprise, and who have entered farming in the last 5 years.

S1. Are you responsible for the management decisions for a farm business or enterprise?

1. Yes
2. No – request the person who is

An agricultural business or new farming enterprise may have more than one manager but only one survey is to be completed for each business. Your participation in this interview is completely voluntary and much appreciated. Before we continue, I would like you to know that all the information in this survey is collected and kept confidential in accordance with the BC Statistics Act, for statistical and research purposes. Your responses will be combined with the responses of others so that you cannot be identified.

S2. In 2018, which of the following was this farm business's major source of gross revenue?
Major source of gross revenue usually accounts for more than 50% of total revenues. [Read list, select one]

1. Cattle ranching and farming – Beef
2. Cattle ranching and farming – Dairy
3. Hog and pig farming
4. Poultry and egg production
5. Sheep and goat farming
6. Other animal production, please specify:________
7. Oilseed and grain farming
8. Vegetable and melon farming
9. Fruit and tree nut farming
10. Greenhouse, nursery and floriculture production
11. Other crop farming, please specify:_________
99. Prefer not to answer

S3. For how many years have you been an owner/manager of a [Recall S2 selection] farm/ business/enterprise? [Do not read list, select one] *(Mouse-over: manager refers to controlling the decisions to produce and invest in a farm business)*

1. One year or less
2. Two to three years
3. Four to five years
4. Six to nine years [Text: The survey is meant for individuals who have started their farming business within the last 5 years, however, you may still complete the survey online][request email and send online survey]
5. Ten years or more [end survey for all respondents]
99. Prefer not to answer [end survey for all respondents]

S4. Is your primary business/enterprise?

1. Certified organic / In transition to certified organic
2. Ecological or regenerative
3. None of the above
98. Don't know
99. Prefer not to answer

S5. What is the structure of your primary business? (read all)

1. A sole proprietorship
2. A partnership
3. A corporation
4. A cooperative
5. Other association of persons
6. Other, please specify:_________
99. Prefer not to answer

Section A: Personal Background

A1. Which of the following statements applies to you? [Read list, select all that apply]

1. I was raised on a farm and continue to farm with my family
2. I was raised on a farm and I am now farming on my own
3. I was employed by a farming business before managing my own farming business
4. I was not raised on a farm, but am now farming (first generation)
5. Farming is my second career
6. My parents were raised on a farm, but are no longer farming
7. I have close relatives that are farming
8. I was involved in agricultural extra-curricular activities as a young person (e.g., 4H, horseback riding, young farmers)
9. I was raised mostly in an urban environment
10. I was raised mostly in a rural environment
11. I have taken university or colleges courses/programs in agriculture
12. Other, please specify:__________

99. Prefer not to answer

A2. How many years of experience did you have in [Recall S2 Selection] prior to owning or managing your current [Recall S2 Selection] business/enterprise? Formal/informal *experience could includes employment, education or family/life experience.* [Do not read list, select one]

1. Less than one year
2. ________years
3. No previous experience

99. Prefer not to answer

A3a. Were you born in Canada?

1. Yes [Go to B1a]
2. No

99. Prefer not to answer

A3b. [Ask if A3a=2] How long have you lived in Canada?

1. Less than one year
2. _______

99. Prefer not to answer

A3c. [Ask if A3a=2] What is your residency status? [Read list, select one]

1. Canadian citizen
2. Permanent resident
3. Temporary work permit

99. Prefer not to answer

Section B: Primary Farming Business

The following questions relate to your current **primary** farm business.

B1a. What is the postal code of the [Recall S2 Selection] farm business/enterprise you own or manage?

1. ________________________
99. Prefer not to answer

B1b. [Ask if B1a=99] Within which region of BC is the farm business/enterprise you own or manage? [Read list, select one]

1. Vancouver Island
2. Lower Mainland-Southwest
3. Thompson-Okanagan
4. Kootenay
5. Cariboo
6. North Coast
7. Nechako
8. Peace River
99. Prefer not to answer

B2. Is your farmland or [Recall S2 Selection] farm business multi-generational? That is, the farm/farmland has been owned and/or operated by your family for more than one generation.

1. Yes
2. No
99. Prefer not to answer

B3. How many acres are you actively using for your farm operation?

1. __________
99. Prefer not to answer

B4. In which markets do you sell your products? [Read list, select all that apply]

1. Domestic markets
2. Export markets
3. Supply managed markets
4. Other markets, such as through contracts, brokers, elevators or auctions. Please specify:________
99. Prefer not to answer

B5. [Ask if B4=1] Which sales channels do you use to sell your products? [Read list, select all that apply]

1. Wholesale distribution
2. Retail distribution
3. Direct sales to consumer
4. Other markets specify:________
99. Prefer not to answer

B6a. Do you currently own the farmland you manage?

1. Yes
2. No
99. Prefer not to answer

B6b. [Ask if B6a=1] How did you come to own this farmland? [Read list, select all that apply]

1. Land was advertised for sale
2. Purchased from acquaintance/family
3. Purchased with mortgage
4. Purchased outright
5. Purchased using grants
6. Purchased using loans or gifts from family
7. Lease-to-own
8. Land was a gift/inheritance
9. Certificate of Possession if on reserve land
10. Other, please specify:_____
99. Prefer not to answer

B7a. [Ask if B6a=2] Do you currently lease the farmland you manage?

1. Yes
2. No
99. Prefer not to answer

B7b. [Ask if B7a=1] How did you come to lease this farmland? [Read list, select all that apply]

1. Land was advertised for lease
2. Leased from acquaintance/family
3. Land matching program (e.g. B.C. Land Matching Program delivered by Young Agrarians)
4. Signed a written lease agreement
5. Other, please specify:______
99. Prefer not to answer

B7c. [Ask if B7b = 4] How long is your current lease agreement [Do not read list, select one]

1. _________ [number of months/years]
99. Prefer not to answer

B7d. [Ask if B6a=2] You indicated that you do not currently own or lease any farmland. On what land do you currently operate your [Recall S2 Selection] business?

1. _________________
99. Prefer not to answer

B8a. [Ask if B6a=2] Do you plan to purchase the farmland you currently manage, or other farmland, at some point in the next 5 years? [Select all that apply]

1. Yes, I plan to purchase **the farmland I currently manage**
2. Yes, I plan to purchase **farmland that I do not currently manage**
3. No
99. Prefer not to answer

B8b. [Ask if B8a = 2] Where do you plan to purchase the farmland
[Read list, select one]

1. In your current region
2. Outside your current region (in province)
3. Outside of British Columbia

99. Prefer not to answer

Section C: Barriers

The next set of questions relates to barriers that you currently face with regards to your farm business or new enterprise.

C1. On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree that the following were barriers to your farming/ranching business?

Barrier/Challenge	**1**	**2**	**3**	**4**	**5**	**99. prefer not to answer**
a. Affordability of land ownership						
b. Affordability of land leasing						
c. Lack of appropriate farmland in your region (size, quality, location, infrastructure, etc.)						
d. Land use and zoning regulations						
e. Difficulty negotiating adequate tenure agreement with landowners						
f. Lack of access to capital/credit/other sources of financing						
g. Lack of on-farm housing						
h. Lack of access to abattoir or processing facilities						
i. Lack of on-farm storage facilities						
j. Lack of access to farmers market(s), wholesale markets or distribution						
k. Distance to market						
l. Food safety regulations						
m. Difficulty in entering supply managed markets (i.e., access to quota)						
n. Marketing board regulations / policies						
o. Lack of access to farm production related training						
p. Lack of mentors						
q. Lack of access to farm business related training (marketing, accounting, etc.)						
r. Lack of community or social support in your area						
s. Lack of reliable, skilled labour						

Section D: Supports

The following set of questions relate to programs, services or sources of information you have accessed.

D1. Please indicate how often you have accessed the following supports or sources of information:

Support/Source of information	Used	Never Used	Prefer not to answer
a. Incentives for landowners to sell or rent land to new farmers			
b. Land access resources (land access guides, how to lease agreement templates, etc.)			
c. More flexible land use/zoning regulations			
d. Farm transfer/succession planning programs			
e. Farmland protection programs (land reserves, banks, trusts)			
f. Land-linking programs (connecting landowners to farmers seeking land)			
g. Shared initiatives (equipment sharing, collaborative marketing or distribution, shared sourcing, etc.)			
h. Insurance programs for various scales and models			
i. Income stabilization for farmers in start-up phase			
j. Agricultural infrastructures (abattoirs, machinery coops, other)			
k. Direct marketing support and promotion (CSA networks, farmers markets, networking with chefs/wholesale purchasers, etc.)			
l. Scale appropriate food safety regulations			
m. Local food procurement legislation			
n. Micro-loans and micro-grant government programs			
o. Development support for co-operatives			
p. Alternative financing (crowd-funding, microloans, community economic development investment, etc.)			
q. Government loan and grant programs			
r. Farmer-to-farmer mentorship programs			
s. Informal mentorship by another farmer			
t. Curriculum in primary and secondary schools to promote farming as a career			
u. On-farm training (paid/unpaid apprenticeships and internships)			
v. Farm workshops, field days, farm tours			
w. New farmer networking forums (online and in-person)			
x. Workshops and/or Conferences from NGOs			
y. Incubator farms or farmer schools			
z. Online educational resources (webinars, blogs, etc.)			
aa. Government extension services			
bb. Workshops and/or Conferences from governments			
cc. College and/or University agricultural programs or courses			

Now I would like to ask your opinion about the importance of the supports I just mentioned.

D2. On a scale of 1 to 5, where 1 is not important at all and 5 is very important, how important are each of the following supports to pursuing farm business?

Support/Source of information	**1**	**2**	**3**	**4**	**5**	**99. prefer not to answer**
a. Incentives for landowners to sell or rent land to new farmers						
b. Land access resources (land access guides, how to lease agreement templates, etc.)						
c. More flexible land use/zoning regulations						
d. Farm transfer/succession planning programs						
e. Farmland protection programs (land reserves, banks, trusts)						
f. Land-linking programs (connecting landowners to farmers seeking land)						
g. Shared initiatives (equipment sharing, collaborative marketing or distribution, shared sourcing, etc.)						
h. Insurance programs for various scales and models						
i. Income stabilization for farmers in start-up phase						
j. Agricultural infrastructures (abattoirs, machinery coops, other)						
k. Direct marketing support and promotion (CSA networks, farmers markets, networking with chefs/wholesale purchasers, etc.)						
l. Scale appropriate food safety regulations						
m. Local food procurement legislation						
n. Micro-loans and micro-grant government programs						
o. Development support for co-operatives						
p. Alternative financing (crowd-funding, microloans, community economic development investment, etc.)						
q. Government loan and grant programs						
r. Farmer-to-farmer mentorship programs						
s. Informal mentorship by another farmer						
t. Curriculum in primary and secondary schools to promote farming as a career						
u. On-farm training (paid/unpaid apprenticeships and internships)						
v. Farm workshops, field days, farm tours						
w. New farmer networking forums (online and in-person)						
x. Workshops and/or Conferences from NGOs						
y. Incubator farms or farmer schools						
z. Online educational resources (webinars, blogs, etc.)						
aa. Government extension services						
bb. Workshops and/or Conferences from governments						
cc. College and/or University agricultural programs or courses						

D3. Thinking about your experience entering farming, what was the most significant barrier you faced, and what supports could have helped you overcome it?

1.___________
2. Did not face any barriers
99. Prefer not to answer

Section E: Demographics

The last set of questions is about you, and will allow us to group your responses with others in order to get a good picture of what entering farming is like for people from various backgrounds.

E1. In which year were you born?

1._________
99. Prefer not to answer

E2. With which gender do you identify? [select one]

1. Man
2. Woman
3. Other (option to self-identify): _______________
99. Prefer not to answer

E3. What is the highest level of formal education that you have attained? [select one]

1. Less than high school
2. High school diploma or equivalent
3. Some college or university
4. Completed college diploma or certificate (including trade apprenticeship)
5. Completed undergraduate degree (Bachelors)
6. Completed post-graduate degree (Masters, PhD)
99. Prefer not to answer

E4. The BC Ministry of Agriculture supports inclusiveness and increased representation of target and underrepresented groups such as new entrants, youth, women, persons with disabilities and Indigenous Peoples. By providing the information below, you are helping to improve the delivery of targeted programming: [select all that apply]

1. First Nations
2. Metis
3. Inuk (Inuit)
4. Persons with disabilities
5. Visible minority
6. None of the above
99. Prefer not to answer

E5. Do you have any children? [Read list, select all that apply]

1. Yes, I have children under the age of 18 who reside in my home
2. Yes, I have children over the age of 18 who reside in my home
3. Yes, I have children under the age of 18 who do not reside in my home
4. Yes, I have children over the age of 18 who do not reside in my home
5. No
99. Prefer not to answer

E6. In 2018, what was the estimated total gross farm revenue (before expenses) of this operation?

1.____________
2. Prefer not to answer

E7. In 2018, what was the estimated total farm operating expenses?

1. ______________
2. Prefer not to answer

E8. In 2018, what percentage of your household annual income would you estimate the comes from your farm business?

1. __________
99. Prefer not to answer

Section F: Focus Group Recruitment

As part of this study, we will be conducting an online focus group to explore in further detail some of the feedback received through the survey.

The focus group will take place in early 2019, and will last about two hours. The focus groups will take place over three days, where participants will log in at their convenience to participate in a moderated discussion about starting out as a farmer in BC. Focus group participants will be compensated for their participation.

F1a. Would you be interested in taking part in this focus group?

1. Yes [Go to F1b]
2. No [Go to EXIT]

F1b. Please provide your name and contact information, so that we can contact you to participate in the focus group. *Please be assured that your personal information will be used solely for the purposes of contacting you to participate in the focus group, and will not be linked to your survey responses in any way.*

1. First Name __________________________________
2. Last Name __________________________________
3. Email address __________________________________
4. Telephone number: __________________________________

Thank you. We will contact you shortly to provide further information about the focus group, to confirm and arrange your participation.

[EXIT]

Thank you for taking the time to complete this survey. We truly value the information you have provided. Would you know of anyone else who would be willing to complete this survey?

1. Yes
2. No

If yes, could you provide their email address or telephone number?

1. Email address __________________________________
2. Telephone number: __________________________________

BRITISH COLUMBIA | BCStats

BC Stats is the provincial government's leader in statistical and economic research, information and analysis essential for evidence-based decision-making. BC Stats, the central statistics agency of government, is excited to be taking a lead role in the strategic understanding of data sources and analysis across government. The goal is to increase overall business intelligence—information decision makers can use. For more information, please contact Elizabeth Vickery.

Box 9410 Stn Prov Govt
Victoria, B.C.
V8V 0C5

Web: www.bcstats.gov.bc.ca
Twitter: @BCStats
Email: BC.Stats@gov.bc.ca