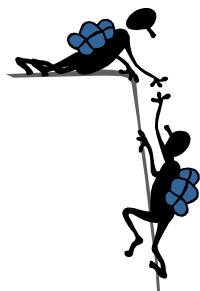


Farmers and Ranchers are Prepared to Seek Help and Information Needed to Manage a Crisis

There is a common perception that farmers/ranchers are too independent to seek help when they have problems. The results of this survey suggest that the modern farmer/rancher is ready to access assistance when it is available.



A section of the survey asked the participant where their family or household had sought help or got information to cope with the effects of BSE, listing 45 sources grouped under different headings.

Most people (91%) sought help from at least 2 sources; 47% from 1 to 7 sources, and 39% from 8 to 24 sources. Only 14% of people indicated that they had not sought help or information.

Table 1: Percentage of Participants that Sought Help from Selected Sources

<i>Sought Help From</i>			
<i>Apply to one or more programs</i>	56%	<i>Internet</i>	30%
<i>Newspapers</i>	51%	<i>Close personal friend</i>	29%
<i>Newsletter</i>	37%	<i>Elected representative</i>	29%
<i>Spouse</i>	37%	<i>Neighbours</i>	24%
<i>Financial advisor</i>	37%	<i>Specific government employees</i>	19%
<i>Accountant</i>	34%	<i>Doctor or health professional</i>	17%
<i>TV</i>	34%	<i>Business friends</i>	14%
<i>Magazines</i>	33%	<i>Parents</i>	13%
<i>Radio</i>	32%	<i>Lawyer/legal</i>	12%
<i>One or more government departments</i>	32%	<i>Books</i>	12%

10% or less sought help from the following sources: children (10%), work-mates (9%), economic development offices (7%), mayor or council (6%), employment and economic community organizations (5%), religious organizations (5%), a business (4%), a health organization (4%), a counsellor or other social service professional (3%), staff of local government (3%), a law or justice community organization (3%), or an education/youth development group (3%).

55% sought help from 1 to 4 sources in the Family, Friends or Neighbours category, and 13% from 5 to 10 of these sources. When professionals (e.g., doctor, lawyer, social service, teacher, accountant) and community or voluntary organizations were combined, 26% contacted 1, and 23% contacted 2 to 8 sources of these categories of help.

Most people sought information from one or more media sources: 1 to 3 sources (33%) and 4 to 7 sources (33%). One to 3 local and other government resources were sought by 51% of participants and 4 to 6 sources by 15%; thus, government resources were *not* a source of help sought by 34%.

