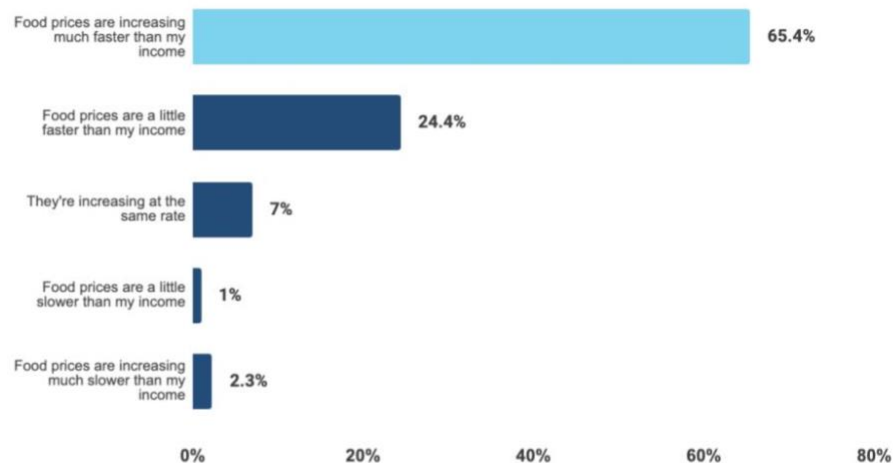


New end-of-year survey suggests vast majority of Canadians believe food prices are rising faster than their income

HALIFAX, N.S. (December 16, 2021) – The year 2022 is almost upon us and it is time to reflect on what has happened this past year and anticipate what lies ahead. Food inflation affected most food categories this year, which is why the last 12 months have been challenging for Canadians both at the grocery store and at restaurants. **Canada’s Food Price Report 2022** was released recently by **Dalhousie University**, the **University of Guelph**, the **University of Saskatchewan**, and the **University of British Columbia**, forecasting that the average Canadian family could spend up to \$966 more on groceries in 2022, compared to this year. The **Agri-Food Analytics Lab at Dalhousie University**, in partnership with **Caddle**, is releasing a new report on what Canadians intend to do in the new year, with food and with other aspects of their lives related to food.

A total of 9,999 Canadians were surveyed on what they expect in both food retail and service over the coming 12 months. We also looked at **New Year’s Resolutions** and how Canadians intend to cope with higher food prices, or if they plan to do different things with food in their lives. We first asked Canadians how they think food prices are increasing compared to their household income. A total of 89.8% of respondents stated that food prices are increasing at a faster pace than their income.

How do you think food prices are increasing compared to your household income?



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 Source: Caddle Custom Survey | November, 2021 | n = 9,999



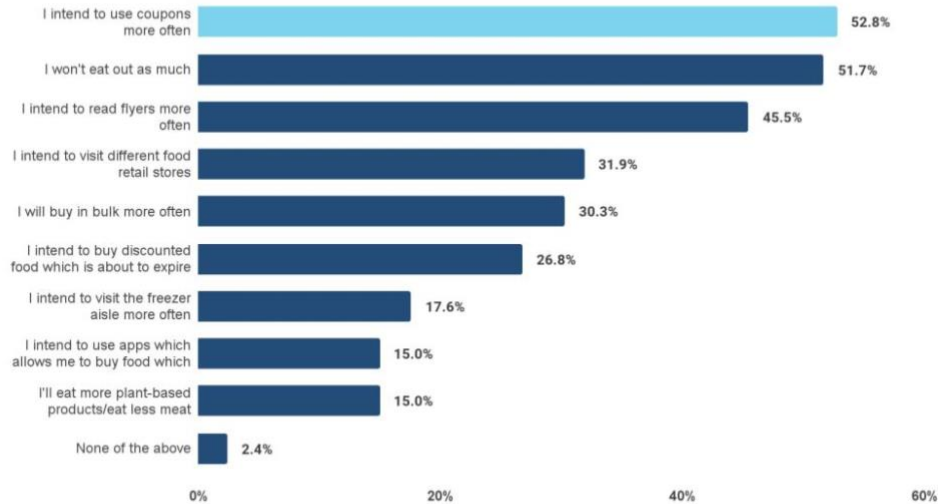
In three years, this is the highest percentage of Canadians believing food prices are rising faster than their income. In Canada’s Food Price Report 2022, regarding the forecast which expects food prices to go up by as much as 7% in the new year, most Canadians believe the forecast is too modest. A total of 60.2% of Canadians expect food prices to go even higher. **Prince Edward Island** recorded the highest rate at 68.2%, while **Quebec** had the lowest, at 51.0%. For the new year, some food categories are more concerning than others for Canadians. Unsurprisingly, **meat prices** are a great source of concern for Canadian shoppers. **Two years ago**, when a similar survey was conducted, **vegetables** were the one category most Canadians were concerned about. For 2022, while a total of 49.3% of Canadians are concerned about meat prices, 22.8% are concerned about vegetables. **Fruits** are at 12.8%, and **dairy** products are at 6.4%. Fish and seafood and bakery products are categories for which Canadians are the least concerned.

| PROVINCE | PERCENTAGE OF CONSUMERS WHO THINK FOOD PRICES WILL INCREASE BY MORE THAN 7% |
|----------------------------------|---|
| ALBERTA | 62.5% |
| MANITOBA | 56.2% |
| NEWFOUNDLAND AND LABRADOR | 65.7% |
| NOVA SCOTIA | 65.5% |
| ONTARIO | 64.0% |
| QUEBEC | 51.0% (Lowest) |
| BRITISH COLUMBIA | 60.9% |
| NEW BRUNSWICK | 61.0% |
| PRINCE EDWARD ISLAND | 68.2% (Highest) |
| SASKATCHEWAN | 66.8% |

These results are interesting since perceptions don’t reflect what is really happening in the grocery stores. **Dr. Sylvain Charlebois**, the lead author of the report, commented on comparing pre-pandemic results in 2020 versus now. “Even if produce prices this year barely moved, Canadians are still concerned about fluctuating prices for vegetables and fruits, as they were two years ago when prices did go up.” He also added, “When consumers are spooked, it makes a mark, mentally. I suspect many still believe a head of cauliflower is \$8, when most cauliflower this year was sold under \$2 a head.”

For the new year, a total of 63% of Canadians intend to change. The most popular decision for 2022 is to use coupons more often. A total of 52.8% of Canadians intend to use **coupons** more often. **Not eating out as much** is the second most popular habit change on the survey. A total of 51.7% of Canadians intend to avoid restaurants in the new year. **Flyers** are likely to become more popular as well, as a total of 45.5% of shoppers intend to consult them more often.

How do you intend to change your food shopping habits in 2022? (Select all)



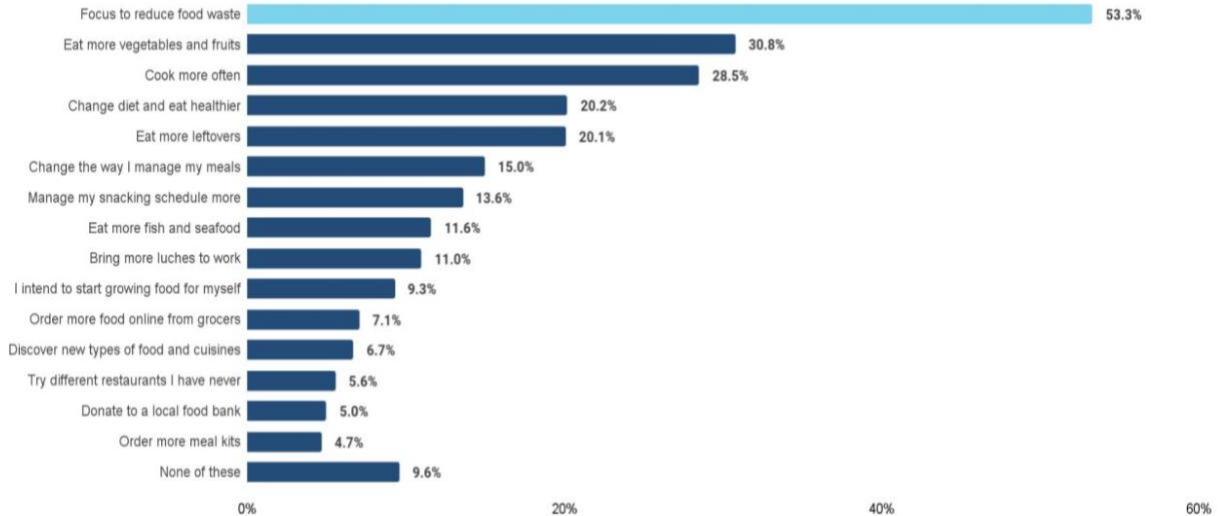
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Since the start of the pandemic, it has been reported several times that shoppers are visiting or even switching primary grocery stores. That trend is likely going to continue in 2022, since 31.9% are thinking of visiting different grocery stores.

And finally, the survey asked what Canadians intend to do more in the new year. The top resolution for 2022 is to reduce food waste and eat more vegetables. **In 2020, the last time we conducted a similar survey which also was pre-pandemic**, results were similar, as reducing food waste and eating more fruit and vegetables were top choices then.

What do you intend to do with more food in 2022? (Select all)



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Cook more often is third on the list of food resolutions for 2022. Changing diets and eating more leftovers also received strong support, as they did in 2020. Items which are new to the list, compared to our last pre-pandemic survey conducted in 2020, are **changing the way meals are managed** (15.0%), **eating more fish and seafood** (11.6%), **gardening** (9.3%), **ordering food online** (7.1%), and **order more meal kits** (4.7%). These new top resolutions do somewhat reflect how the food landscape has changed because of the pandemic.

Since 2022 will be the **International Year of Aquaculture and Artisan Fisheries**, seeing more Canadians wanting to eat more fish and seafood is fitting with the times.

End of report.

Full report here: <https://www.dal.ca/sites/agri-food.html>

Contacts

Sylvain Charlebois, Director

Agri-Food Analytics Lab, Dalhousie University

sylvain.charlebois@dal.ca

Janet Music, Research Program Coordinator

Agri-Food Analytics Lab, Dalhousie University

janet.music@dal.ca

Methodology: Caddle is the largest daily and monthly active panel in the Canadian market. A representative survey of Canadians was conducted in November 2021, in partnership with Caddle. 9,999 Canadians participated in this survey.

Margin of Error: +/- 1.3%, 19 times out of 20. Any discrepancies in or between totals are due to rounding.

Research Ethics Certificate: No. 2020-5215.

Disclosure: Funding for this survey was provided by [Caddle](#) and **Dalhousie University**.