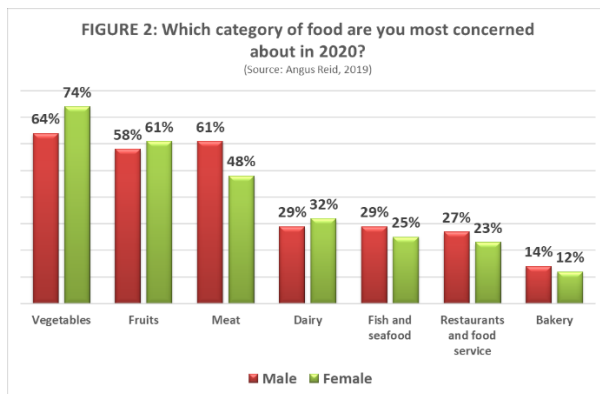
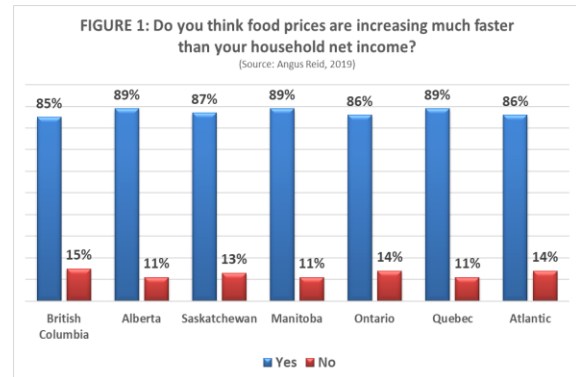


**End-of-year survey suggests 87% of Canadians feel food prices are increasing faster than household income, and 53% intend to change food shopping habits in 2020.**

**HALIFAX, NS. (December 17, 2019)** - As the year 2019 ends, the **Agri-Food Analytics Lab** at **Dalhousie University** is releasing results of a cross-Canada survey on food affordability and food-related resolutions for 2020.<sup>i</sup> In partnership with **Angus Reid**, the survey explores what Canadians intend to do to offset the effects of food inflation in 2020. It also looks at how they expect to change food shopping and consumption habits in the new year.

A total of **87% of Canadians believe food prices are increasing faster than their household income**. This is much more than we expected. People in **Alberta** and **Quebec** are the most concerned about their ability to pay for food in 2020 (see Figure 1). **British Columbians** are the least concerned. **94% of Canadians with a high school diploma** believe they are falling behind in their ability to pay for food; among those with a university degree, 78% are concerned about food affordability. Of those earning less than \$50k per annum, 92% are concerned about food affordability, while 83% of Canadians earning more than \$100k feel food prices are rising faster than their household income. The sentiment of not being able to afford food appears to be widespread across several demographics.

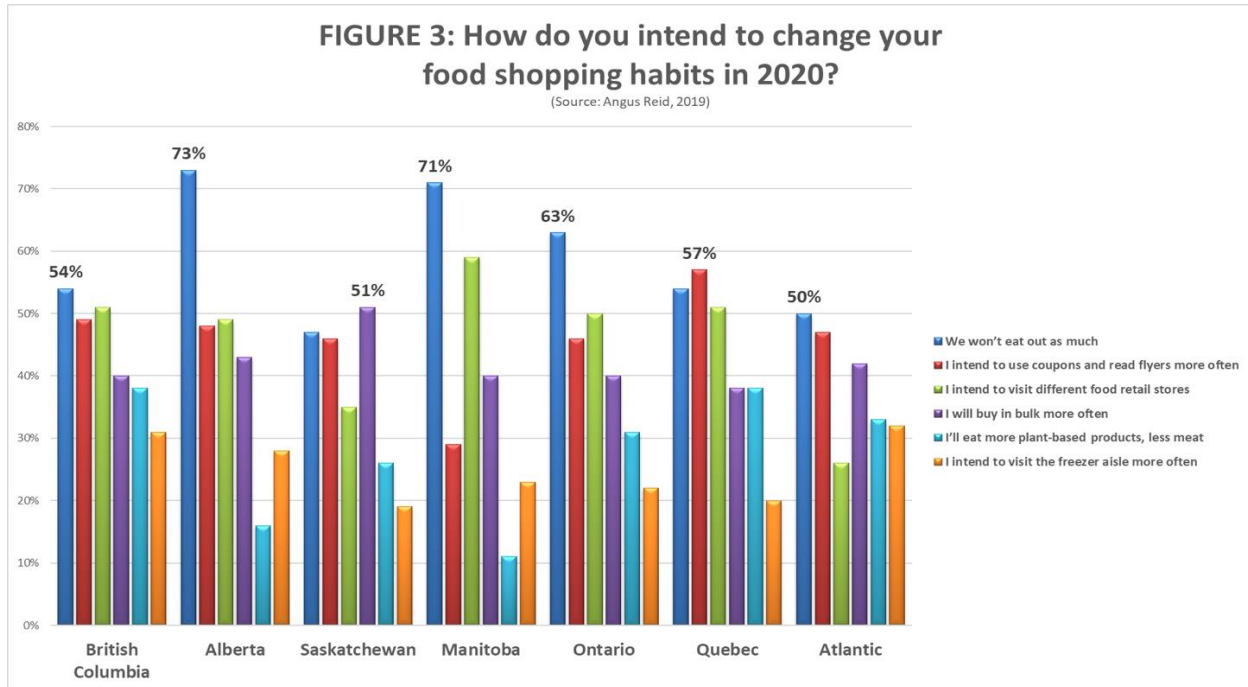


We also asked which food categories Canadians are most concerned about in 2020 when it comes to food inflation. **Canada's Food Price Report 2020**, released by Dalhousie and Guelph Universities, forecasted that food prices could increase by 4% in 2020. **Vegetables are the category Canadians are most concerned about** with 69% expressing concern about vegetable prices. Given that they rose more than 15% in 2019, this concern is not surprising. Women are more likely to be concerned than men (see Figure 2).<sup>ii</sup> Vegetables are the top-ranked

concern for all regions with **Manitobans** most concerned at 75%. Overall, fruits are second at 60%, followed by meat products at 54%. Men are much more concerned about meat prices than women. These are typically the most volatile categories. Dairy came fourth at 30%, fish and seafood at 27% and restaurants at 25%. Bakery products are last at 13%. Canadians under the age of 35 are more concerned about menu prices at restaurants than any other age group.

To pay for groceries in 2020, 53% of Canadians intend to change their habits around purchasing food to save money. People in **Saskatchewan** are more likely to change food shopping habits while **British Columbians** are the least likely to change habits in 2020.

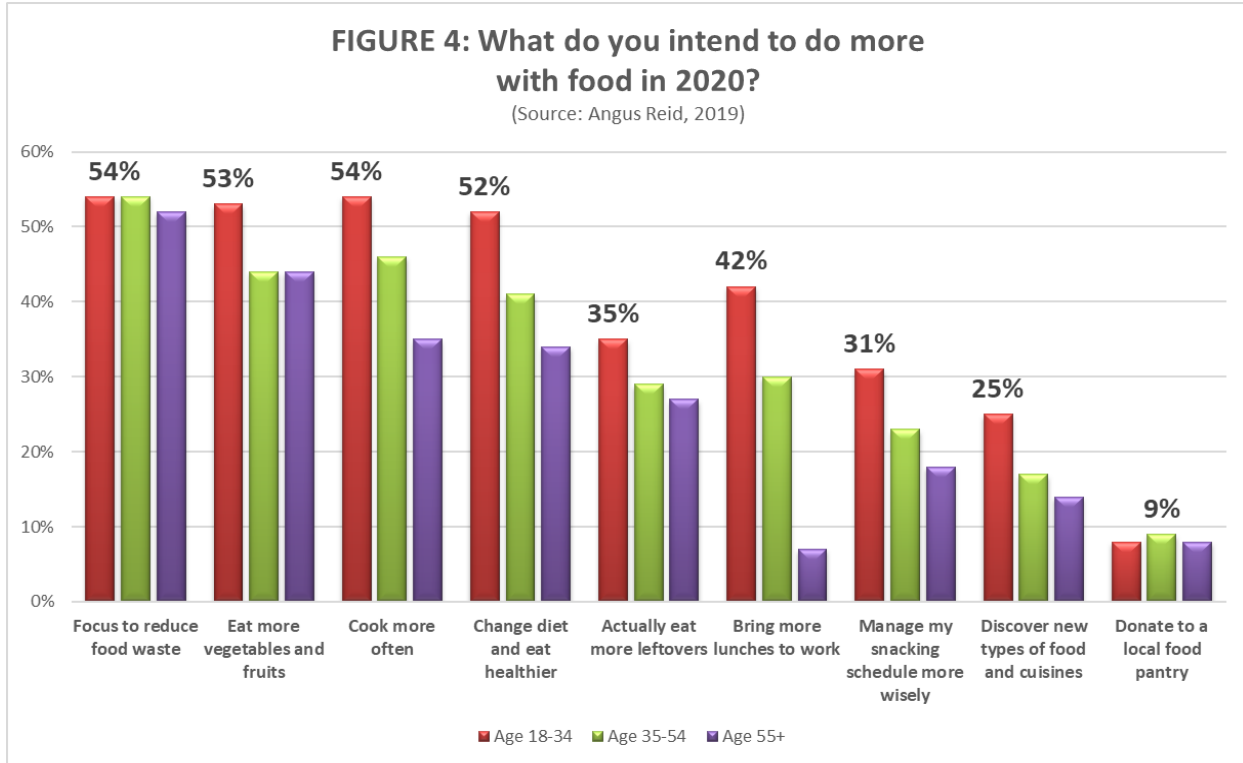
To save money in 2020, 60% of Canadians intend to eat less often at restaurants, 49% intend to use flyers and coupons more often, while 48% plan to look for discounts in grocery stores. Buying in bulk is also a popular choice, with 41% of Canadians intending to buy in bulk more often. While 31% intend



to eat more plant-based products and less meat, 24% are planning to visit the freezer aisle more often to save money. A total of 73% of **Albertans** intend to eat out less often in 2020, while 71% of **Manitobans** intend to do the same (see Figure 3). In Quebec, the option of using coupons and flyers more often was the most popular choice overall.

Canadians were also asked what food-related resolution they intend to make for 2020. Reducing food waste was the most popular choice in all regions, except **Saskatchewan**. A total of 53% of Canadians intend to reduce waste as much as possible in 2020. Eating more vegetables and fruits was the second most popular choice, at 46%. A total of 44% of Canadians intend to cook more in 2020 than in 2019. Changing one's diet (42%), eating more leftovers (30%), bringing lunches to work more often (25%), managing snacking more wisely (23%), and discovering new cuisines (18%) were top choices. Results suggest that Canadians under the age of 35 are more committed to making changes to their food habits than other age groups (see Figure 4).

In **Saskatchewan**, the most popular food-related resolution is changes to diet. For Canadians under age 35, reducing waste and cooking more were the most popular choices for 2020.



A total of 13% of **British Columbians** don't intend to change any food shopping or consumption habits, the highest rate in the country, followed by **Ontario** at 11%, and **Quebec** at 10%. Finally, 8% of Canadians intend to give food to a local food bank. **Alberta** has the highest percentage at 13%, and **Manitoba** the lowest at 6%.

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<sup>i</sup> 1,507 Canadians were surveyed in early December 2019. The margin of error is 2.9%, 19 times out of 20.

<sup>ii</sup> Results for other gender identities were not statistically significant.