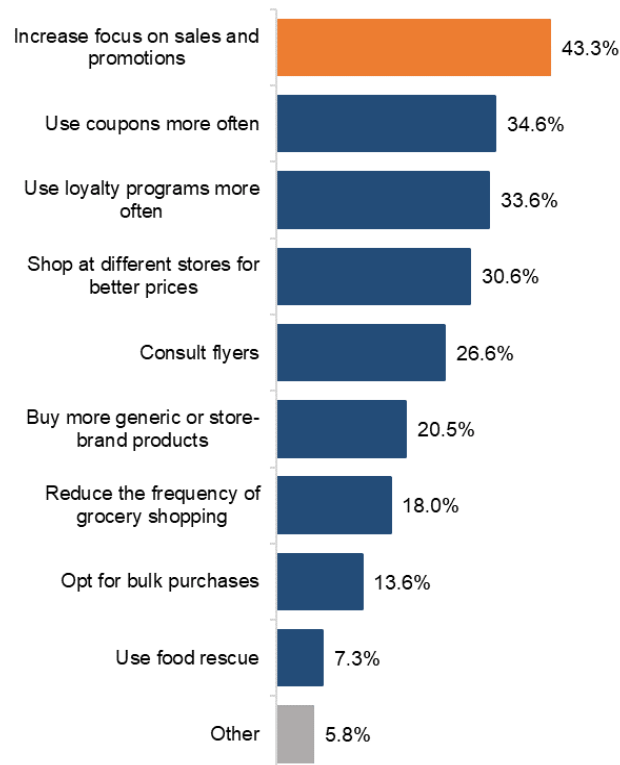


Health Self-Awareness Dominates This Year’s New Year’s Food Resolution Survey

HALIFAX, December 18, 2023 — The year 2024 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 twelve months have been challenging for Canadians both at the grocery store and at restaurants. **Canada’s Food Price Report 2024** was recently released 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 \$701 more on groceries in 2024, 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.

How do you expect your grocery shopping habits to change in 2024 due to potential price fluctuations? (Please select up to 3 options)



A total of 5,000 Canadians were surveyed on what they expect from both food retail and service over the coming twelve months. We also looked at New Year’s resolutions and whether

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 if they feel food prices will increase in 2024.

A total of 80.3% of Canadians expect food prices to continue to rise in the new year. When asked about food categories, 70.4% of Canadians believe meat products will increase significantly in 2024, followed by produce at 62.2%, and finally dairy at 42.1%.

Changing food shopping habits for the new year

Many Canadians are expecting to change how they approach grocery shopping in the new year. A total of 43.3% said they will focus more on promotions in the new year to cope with higher food prices. While a total of 34.6% intend to use more coupons, 33.6% of Canadians intend to use loyalty programs more often. A total of 30.6% of Canadians intend to shop at other stores to get better deals.

When choosing a new store, prices and affordability are the most popular factors amongst Canadians. While a total of 77.9% of Canadians will look for lower prices when scoping out a new store, 50.9% will look for quality, and 42.7% will look for proximity. Online shopping is getting more popular but very few Canadians intend to increase online food purchases in 2024 (a total of 10.4%).

Food product preferences for 2024

The survey also inquired about food product preferences. Few Canadians will be looking for premium-like products. For organics and locally sourced products, 14.9% of Canadians intend to buy more organically grown products. As for fair trade, which is growing in popularity, 12.0% intend to buy more fair trade products in 2024.

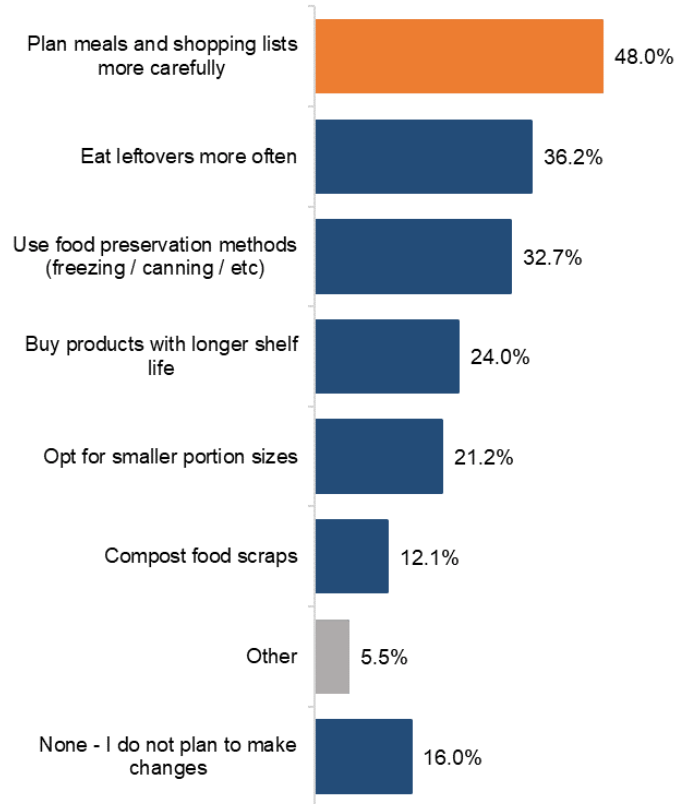
Food waste reduction in 2024

As per data from the National Youth Council, an average Canadian household generates 140 kilograms of food waste annually, resulting in an overall expenditure of \$1,300. When considering all households across Canada, this translates to a staggering 2.3 million tons of food waste, with an associated annual cost of \$20 billion.¹

Many Canadians are seeing the reduction of food waste as a priority for the year. To reduce waste, while a total of 48.0% of Canadians intend to better plan meals and shopping lists to reduce waste, 36.2% intend to eat leftovers more often in 2024. A total of 32.7% of Canadians intend to use food preservation methods like freezers and canning more often. A total of 24.0% intend to buy food products with a longer shelf-life. And finally, 21.0% will aim to serve smaller portion sizes in 2024, to reduce risks of food waste.

¹ <https://seeds.ca/schoolfoodgardens/food-waste-in-canada-3/#:~:text=The%20average%20sized%20family%20in,cost%20of%20%2420%20billion%20yearly.>

**What changes do you, if any, intend to make to your grocery shopping habits in 2024 in order to reduce food waste?
(Please select up to 3 options)**



Many Canadians are also planning to cut back on buying certain products. When asked about what kind of food Canadians will want to reduce their purchases of, snacks and convenience foods are the number one choice, at 43.2%. While 30.5% of Canadians intend to reduce the amount of meat they purchase, 28.2% plan to reduce the number of alcoholic beverages they purchase. Fish and seafood are next on the list at 16.3%, followed by fresh produce at 12.9%, equal to dairy products, which are also at 12.9%.

Dining out less in 2024

Diners have noticed higher menu prices, and many Canadians intend to eat out less often in 2024. While 6.4% of Canadians intend to dine out more often in 2024, a total of 38.3% are planning to eat out less often. A total of 12.2% of Canadians intend not to eat out at all in 2024. For people who intend to go out, 39.4% intend to choose more budget-friendly restaurants. While 24.2% of Canadians will not order side dishes or alcohol, which can add to a bill, 13.7% of Canadians intend to share meals to reduce costs.

ARE THERE SPECIFIC FOOD ITEMS OR PRODUCT CATEGORIES YOU PLAN TO CUT BACK ON IN 2024 BECAUSE OF POTENTIAL PRICE INCREASES?

	<i>Snacks and Convenience Foods</i>	<i>Meat Products</i>	<i>Alcoholic Beverages</i>	<i>Fish and Seafood</i>	<i>Fresh Produce</i>	<i>Dairy Products</i>
NEWFOUNDLAND AND LABRADOR	50.1%	41.7% (1)	23.9%	10.7%	9.9%	10.2%
PRINCE EDWARD ISLAND	51.6%	26.5%	24.2%	28.9% (1)	12.1%	22.3% (1)
NOVA SCOTIA	56.4% (1)	35.5%	29.8%	15.0%	16.3%	11.5%
NEW BRUNSWICK	44.6%	34.2%	28.3%	18.5%	15.7%	11.5%
QUEBEC	37.4%	30.1%	28.7%	18.0%	11.3%	12.7%
ONTARIO	43.7%	29.3%	27.1%	10.7%	13.3%	13.5%
MANITOBA	43.4%	31.6%	40.0% (1)	10.8%	9.4%	13.2%
SASKATCHEWAN	46.1%	35.4%	26.9%	13.7%	19.8% (1)	12.1%
ALBERTA	46.1%	27.9%	29.2%	12.5%	15.9%	9.9%
BRITISH COLUMBIA	46.2%	32.6%	26.6%	16.2%	11.4%	14.6%

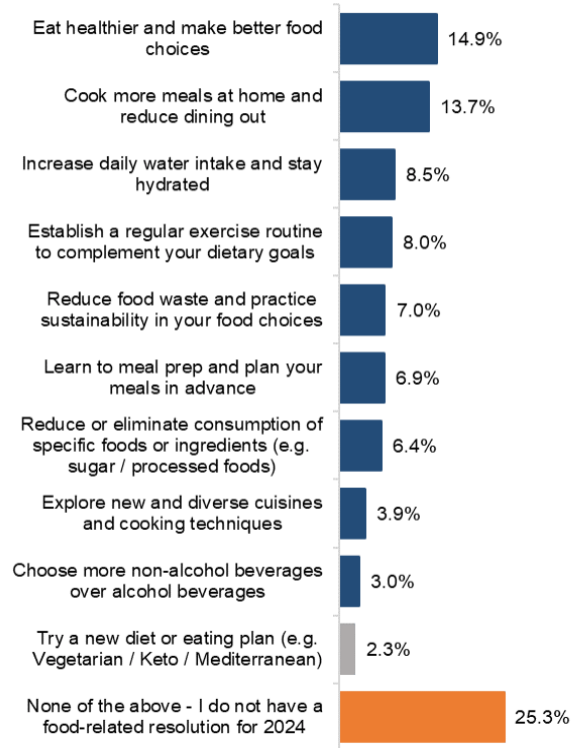
New Year’s Food Resolution for 2024

It is always interesting to ask Canadians what they intend to do for the new year where food is concerned. Health appears to be top of mind for Canadians in 2024. Eating healthier and making better food decisions is the number one choice for 2024, at 14.9%, followed by cooking more at home (13.7%).

Drinking more water and staying hydrated is the third most popular choice, follow by exercising more to complement a balanced diet.

“Our latest research highlights a growing concern among Canadians about rising food prices and their consequent shift in food consumption habits. From increasing reliance on promotions and loyalty programs to a heightened focus on food waste reduction, Canadians are adapting in diverse ways to manage their food expenses. This change is more than just economic; it's a cultural shift in how we approach our food choices and consumption patterns.” —**Dr. Sylvain Charlebois**, Director, Agri-Food Analytics Lab.

What is your PRIMARY New Year's resolution related to food for 2024?



“This year's findings reveal a significant shift in how Canadians are approaching their food choices, with an increased emphasis on sustainability, health, and local sourcing. These trends are not just fleeting preferences but indicative of a deeper transformation in the Canadian food industry, signalling a growing consciousness among consumers about the broader impacts of their food decisions.” —**Janet Music**, Research Manager, Agri-Food Analytics Lab.

For more information and access to the full report, please visit <https://www.dal.ca/sites/agri-food.html>.

About the Agri-Food Analytics Lab

The Agri-Food Analytics Lab at Dalhousie University is a research unit dedicated to providing valuable insights into the food and agriculture sectors. Their interdisciplinary team of experts conducts research on various aspects of the food supply chain, offering data-driven solutions to inform industry stakeholders and policymakers.

Contacts

Dr. Sylvain Charlebois, Director

Agri-Food Analytics Lab, Dalhousie University

sylvain.charlebois@dal.ca

Janet Music, Research Program Coordinator

Agri-Food Analytics Lab, Dalhousie University

jlmusic@dal.ca

Disclosure: Funding for the survey was provided by Dalhousie University and Caddle.