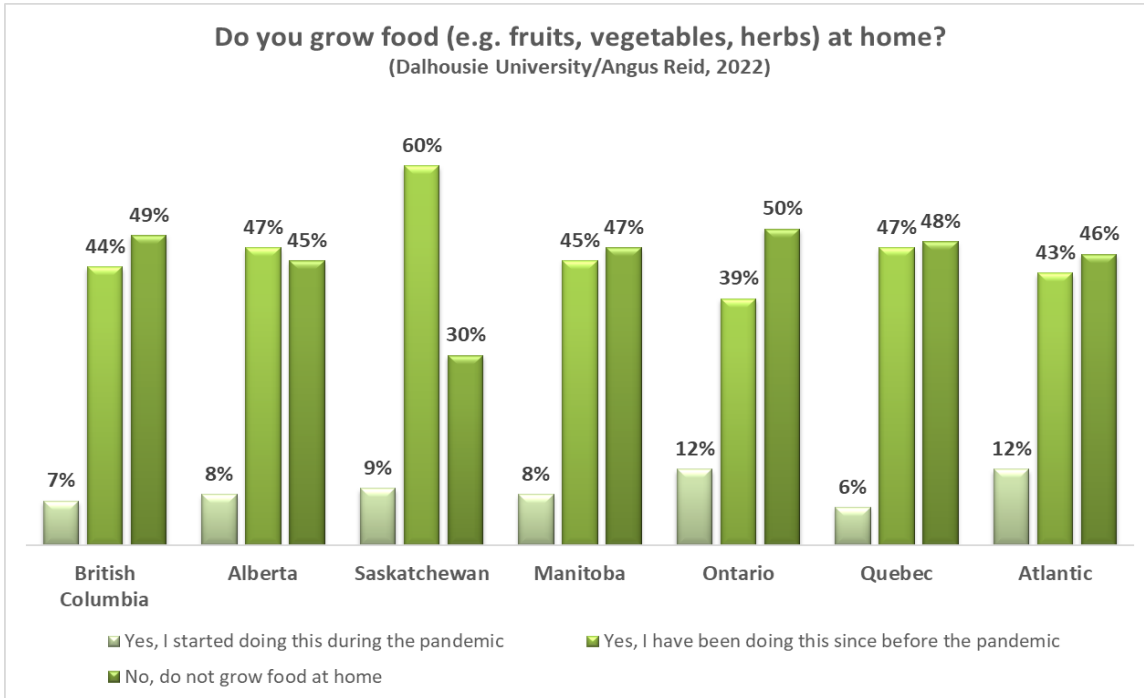


New report suggests more than a million households in Canada intend to garden for the first time in 2022

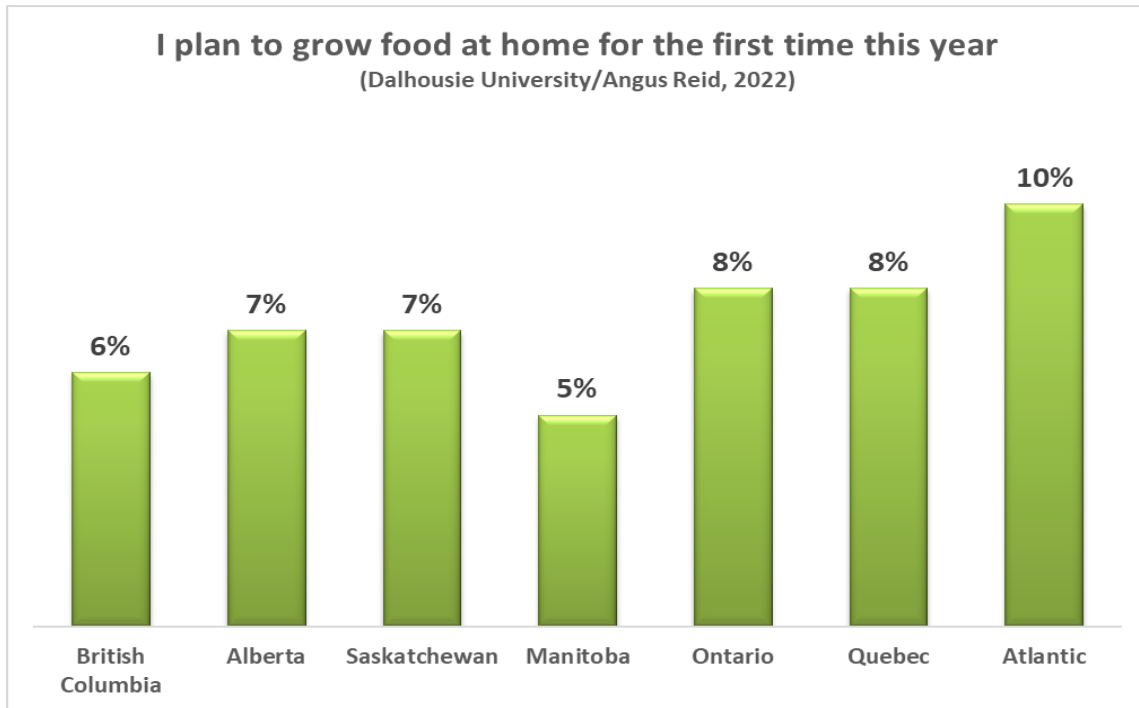
HALIFAX, N.S. (April 26, 2022) – Gardening appears to be more popular than ever in Canada. Two years ago, the Agri-Food Analytics Lab released its first report on gardening in Canada, assessing our nation’s gardening rate at the beginning of the pandemic when many were home-bound. Two years later, when food prices are increasing significantly, our Lab wanted to revisit the topic and see how Canadians are embracing gardening, and for what reasons.



In partnership with Angus Reid, Dalhousie University’s Agri-Food Analytics Lab surveyed Canadians on their intentions to garden this year, in 2022.¹ We first asked Canadians if they grow food at home. A total of 52% of respondents stated that they do grow food at home versus 51% in 2020. A total of 9% stated that they started gardening since the start of the pandemic. While 17% of respondents use to grow food but don’t do it anymore, 8% of Canadians intend to start growing food at home for the first time this year. With almost 14 million households in Canada, more than one million households are planning to grow food at home for this first time this year. While a total of 85% of new gardeners this year live in cities, 46% of those planning to start gardening for the first time are 34 years old or younger.

At 10%, it is in the Atlantic where we expect the largest proportion of new gardeners in the country, followed by Quebec and Ontario at 8%. The lowest will be Manitoba.

¹ Survey excluded livestock and cannabis.

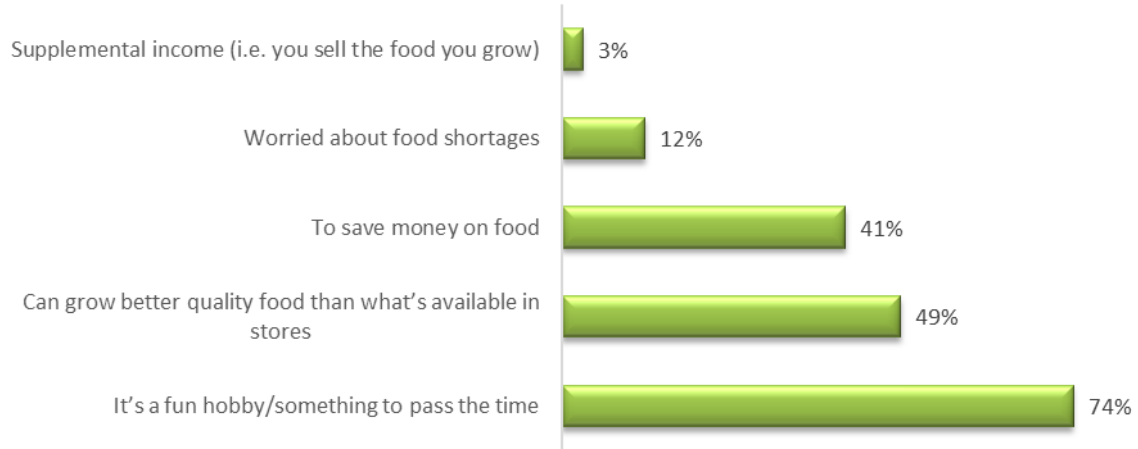


The highest gardening rate in Canada is in Saskatchewan, the lowest in Ontario. But Ontario has seen the highest increase of people gardening since the start of the pandemic along with the Atlantic. “Gardening is clearly getting a second wind in Canada due to COVID. Results clearly show that gardening remains a popular activity in Canada, even two years into the pandemic.”, said Sylvain Charlebois, Director of the Agri-Food Analytics Lab.

We also investigated reasons why Canadians grow food at home. A total of 74% of Canadians enjoy gardening or believe to be a great hobby. While 49% believe the food they grow is of better quality than the food they buy at the store, 41% do it to save money. A total 12% do it because they are worried of food shortages and 3% garden for extra income.

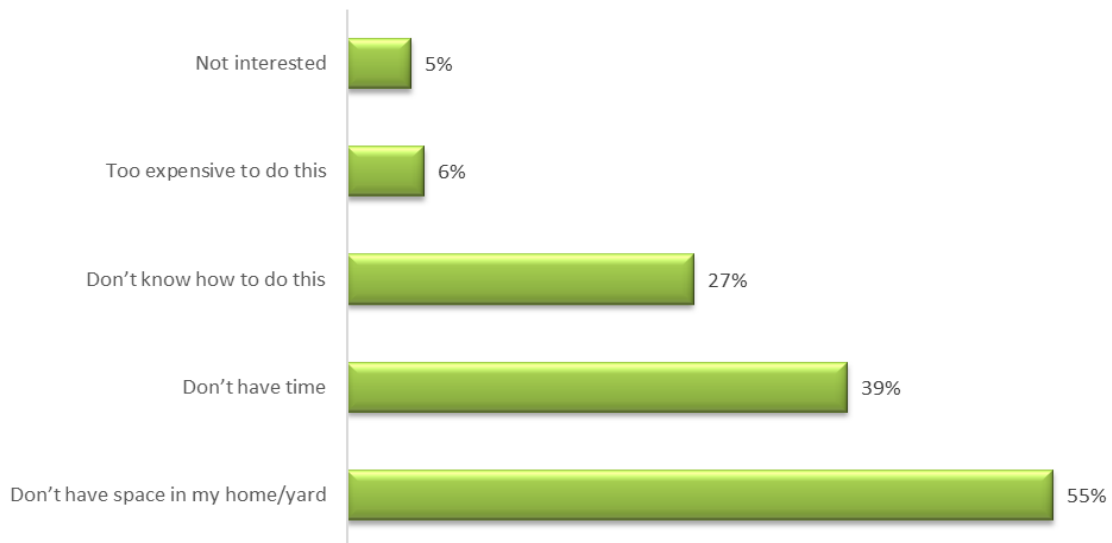
What are some of the reasons why you grow food at home?

(Dalhousie University/Angus Reid, 2022)



What are some of the reasons why you [do not grow] food at home?

(Dalhousie University/Angus Reid, 2022)



Many Canadians still do not garden, so we investigated reasons why some don't garden at all. A total of 55% of Canadian feel they don't have the space or setup to garden at all. While 39% feel they don't have time to garden, 27% of respondents feel they don't know enough about gardening to start. Costs are a concern for 6% of Canadians.

In comparison, in 2020, the Lab reported that 51% of Canadians gardened, and 17.4% stated that they started to garden during the start of the pandemic. The percentage of people stating that they started to garden due to the pandemic has gone down in 2022. Based on these results, although the gardening rate in Canada may not have changed since some have abandoned the practice for a variety of reasons, numbers in 2022 suggest that gardening is at least as intensive and more committed in Canada than in 2020.

"While some Canadians perceive gardening as an activity beyond their reach, more Canadians are firmly committed to it.", said Janet Music, Research Associate at the Agri-Food Analytics Lab. "Some Canadians are abandoning gardening, but many who are continuing to garden seem more committed.", said Music.

Over the last few years, Dalhousie University's Agri-Food Analytics Lab is involved in a home gardening project using spatial analytics. The goal is to better understand what is being gardened in different regions of the country. Anyone can register online at using this link: <https://dalspatial.maps.arcgis.com/apps/webappviewer/index.html?id=db7eef46455d4680a1ca117600c82680>. Respondents can input information about what they are growing at home. Privacy issues are addressed in the consent form.

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: A representative survey of Canadians was conducted in April 2022, in partnership with Angus Reid. The survey was conducted online. 1,501 valid responses were collected.

Margin of Error: +/- 3.1%, 19 times out of 20. Any discrepancies in or between totals are due to rounding.

Disclosure: Funding for this survey was provided by **Angus Reid** and **Dalhousie University**.