**Almost a quarter of Canadians say they will be making some menu changes for Thanksgiving due to higher food prices.**

HALIFAX, NS. (October 4, 2022) – Thanksgiving is this weekend. This investigation looks at what consumers intend to prepare and cook for the holiday. The **Agri-Food Analytics Lab**, in partnership with **Angus Reid**, investigated what Canadian consumers are planning to do with their menu planning. In total, 1,244 Canadians were consulted on September 30, 2022, for this cross-national survey. Here are some key findings:

1. **Nearly half** (45%) of **Québécois** say they do not celebrate Thanksgiving, whereas **roughly nine-in-ten** in every other region of the country do celebrate it.
2. Among those who celebrate Thanksgiving, more than two-thirds (68%) say they will be **eating the same meal/foods they normally do**, although almost a quarter (22%) say they will be **making some changes because of higher food prices**. This is especially likely in BC (29%) and Alberta (25%), as well as lower-income households (30%).
3. **Turkey** is widely considered essential for Thanksgiving dinner, with three-in-five (62%) ranking it as the #1 most important food, and three-in-four (77%) ranking it among the top three. **Stuffing and potatoes** come in at a distant second and third, respectively, with a little less than half ranking each among their essential Thanksgiving foods. **Pumkin pie** remains the most popular dessert.
4. Eating homemade food and local products are popular at Thanksgiving. While 82% of Canadians prefer **homemade** food for Thanksgiving, 51% enjoy **eating local foods** for the holiday.
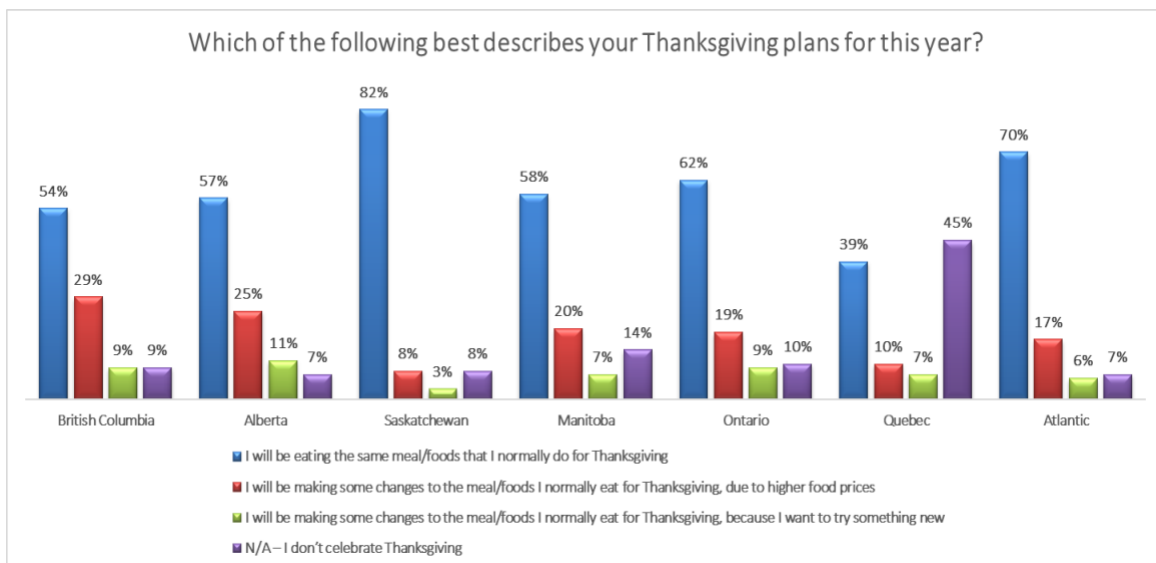
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Higher prices this year

Many families will eat a variety of meats for Thanksgiving, such as ham, beef, chicken, and other great animal protein sources. But this investigation only looked at mainstays and assessed how popular they still are in Canada. Based on our estimates, **turkey**, a traditional dish for Thanksgiving dinners in Canada, has increased in per-kilogram price by an average of 15 to 16% compared to last year. **Potatoes** are 22% more expensive compared to last year. While frozen **corn** is up 6% from last year, the price of **bread** in general has increased by 13% compared to last year. The cost of **bacon and ham**, which is popular in some homes, is up about 10% compared to 2021. **Chicken** has increased by about 10% as well. **Cranberries** are 12% more expensive. In dairy, **butter** has increased significantly, up 13% compared to last year.

These are only estimates as some prices will vary based on location, size of packages, and point of purchase.

Thanksgiving 2022

Nearly half (45%) of **Québécois** say they do not celebrate Thanksgiving, whereas roughly nine-in-ten in every other region of the country do celebrate it. That difference is substantial. Among those who celebrate Thanksgiving, more than two-thirds (68%) say they will be eating the same meal/foods they normally do. Both **Saskatchewan** and **Manitoba** have the highest percentage at 70%. Almost a quarter (22%) say they will be making some changes because of higher food prices. This is especially likely in **British Columbia** (29%) and **Alberta** (25%). **Lower-income households**, who earn below $50k a year and comprise 30% of this group, are almost certainly making changes due to higher food prices. About 10% of Canadians plan to make some changes just because they want to **try something new**.

"Higher food prices are clearly changing plans for many people this year," said **Dr. Sylvain Charlebois**, Director of the Agri-Food Analytics Lab at Dalhousie University. "This is our first time measuring intent of Canadians for Thanksgiving, but your can sense that food inflation is putting some pressure on dinner tables these days."
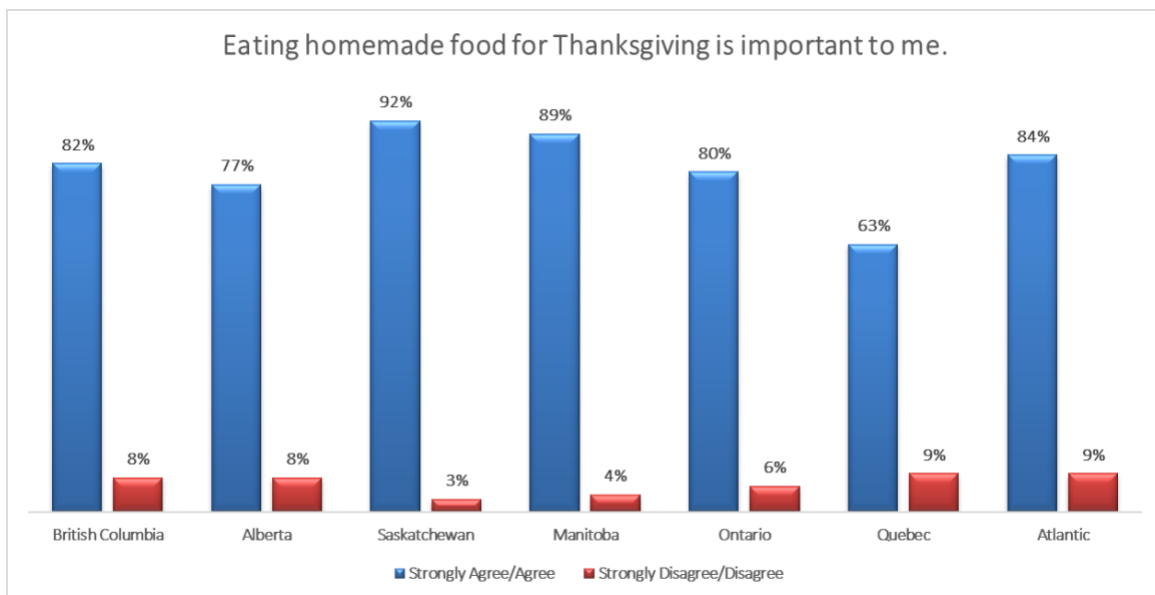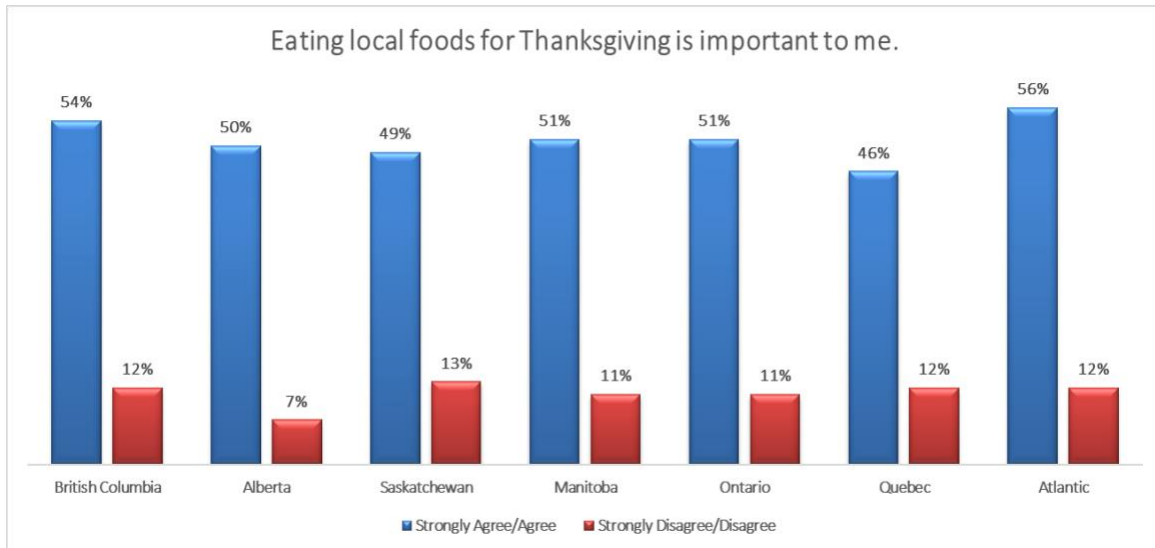
Turkey still widely popular

Turkey is widely considered essential for Thanksgiving dinner, with three-in-five (62%) ranking it as the number one most important food, and three-in-four (77%) ranking it among the top three. **Stuffing and potatoes** come in at a distant second and third, respectively, with a little less than half ranking each among their essential Thanksgiving foods. Still, results appear to indicate that many households do enjoy other foods for Thanksgiving, even if turkey remains a dominant choice. The survey did not include other types of meats. **Pumpkin pie** remains the most favourite dessert for Thanksgiving (7%). Interestingly, younger Canadians (18–34) are nearly twice as likely as those 35 and over to rank pumpkin pie among their top three Thanksgiving

foods (38% vs. 22%, respectively). Regionally, apple crisp appears to be much more popular in **Quebec** than the rest of Canada.

"Turkey clearly remains the food of choice in Canada, but a more fragmented, diverse food market is making things more interesting," commented **Janet Music**, Research Associate at the Agri-Food Analytics Lab at Dalhousie University. "Even though turkey is popular, we were expecting higher numbers."

Eating local foods for Thanksgiving is important to me.

	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic
Strongly Agree/Agree	54%	50%	49%	51%	51%	46%	56%
Strongly Disagree/Disagree	12%	7%	13%	11%	11%	12%	12%

Eating homemade food for Thanksgiving is important to me.

	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	Atlantic
Strongly Agree/Agree	82%	77%	92%	89%	80%	63%	84%
Strongly Disagree/Disagree	8%	8%	3%	4%	6%	9%	9%

Eating homemade and local

Eating homemade food and local food products are popular at Thanksgiving. While 82% of Canadians prefer to eat homemade for Thanksgiving, 51% prefer to eat local foods.

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In **Saskatchewan**, **Manitoba**, **British Columbia**, **and the Atlantic provinces**, support for homemade food is over 80%. For eating local, both **British Columbia** (54%) and the **Atlantic region** (56%) scored very well.

Download the preliminary results of the survey in English and French at
https://www.dal.ca/sites/agrifood.html.

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Methodology for survey: Angus Reid is one of the most credible active panels in the Canadian market. A representative survey of Canadians was conducted in September 2022. A total of 1,244 Canadians participated in this survey. Margin of Error: +/- 3.1%, 19 times out of 20. Any discrepancies in or between totals are due to rounding.

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

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