



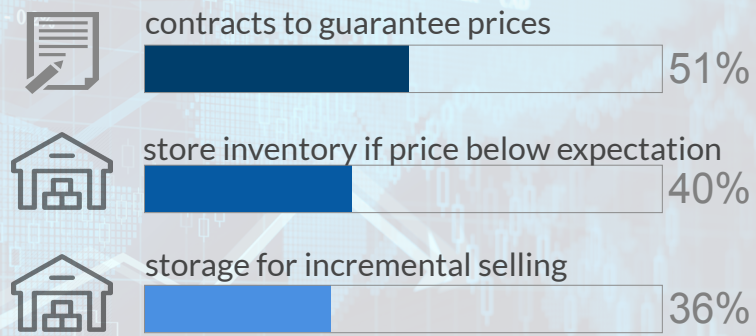
## MARKETING RISK

**67%** concerned\* with marketing risk overall

### Top concerns



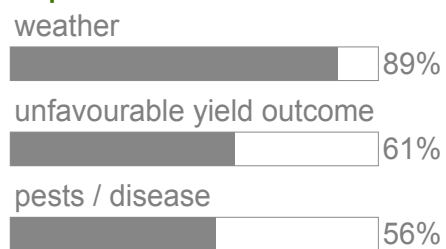
### Top strategies



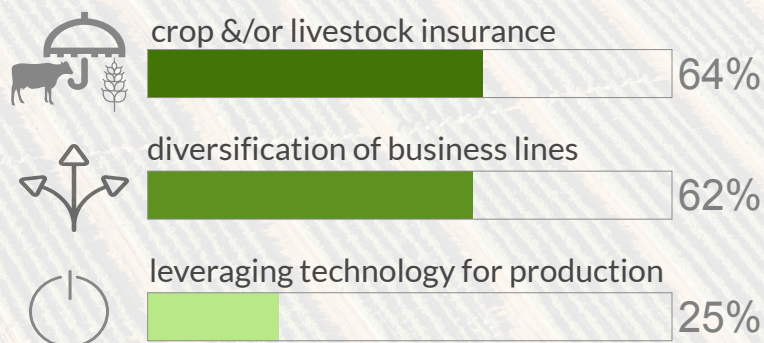
## PRODUCTION RISK

**60%** concerned\* with production risk overall

### Top concerns



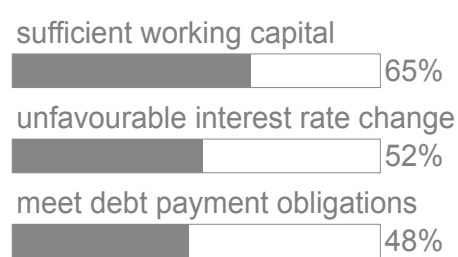
### Top strategies



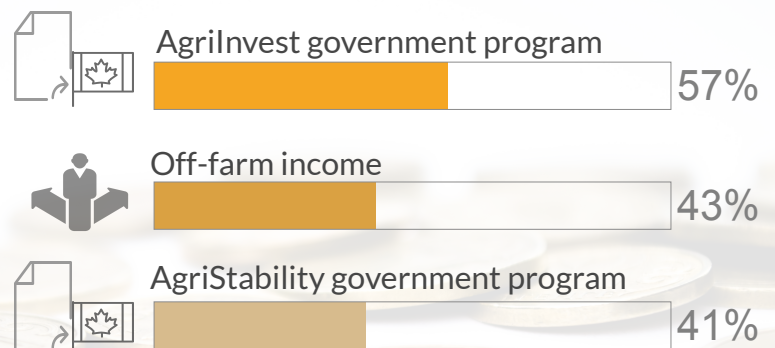
## FINANCIAL RISK

**53%** concerned\* with financial risk overall

### Top concerns



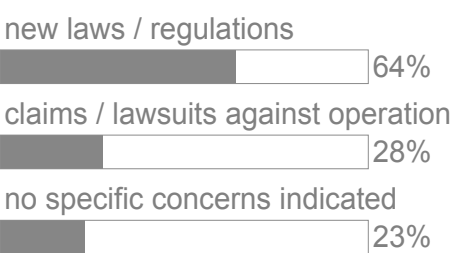
### Top strategies



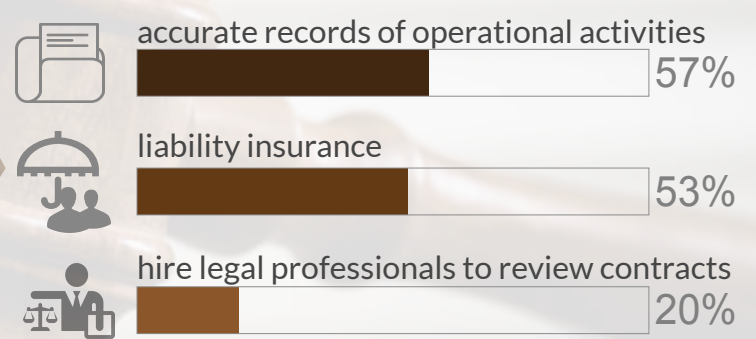
## LEGAL RISK

**31%** concerned\* with legal risk overall

### Top concerns



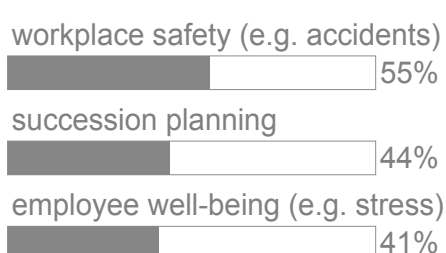
### Top strategies



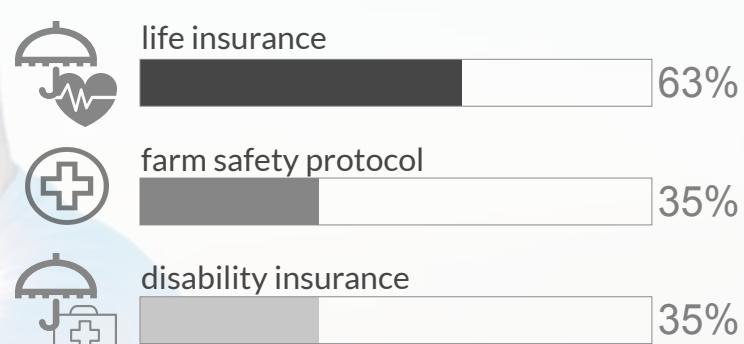
## HUMAN RISK

**23%** concerned\* with human risk overall

### Top concerns



### Top strategies



2019 (July) Vision study - Risk Management: Ag production concerns & strategies  
Sample size (n): 1363 Canadian ag producers

\*Overall risk concern percentages reflective of top two box ratings (4&5) on a five point scale where '5' equals 'highly concerned' in response to the question: "Overall, how concerned are you with the following type of risk as it relates to your operation today?"