



# CANADIAN AG SAFETY STUDY Highlights

Prepared by FCC Market Insights  
March 2020

## Executive Summary

Producers see a number of health and safety risks on their operation, but the majority feel their work is done safely most of the time. Unfortunately, a quarter of producers still report having had an incident (injury or close call) on their operation within the last year. Unsurprisingly, these producers are more likely to see health and safety risks on their operation and are less likely to think the work on their operation is done safely all of the time.

Producers report being motivated to continuously improve safety on their operation and most say it is the safety of people, themselves and others, that is the biggest influence on their motivation. However, for many producers this motivation is not resulting in action. Few producers are actively seeking safety information or training related to agriculture and many indicate old habits as the primary barrier to the consistent implementation of safe practices on their operation. Interestingly, producers that have had an incident on their operation report being less motivated to improve safety on their operation and their behaviour reflects this. These producers are not any more likely to have accessed safety information or training, or to have a safety plan in place on their operation.

Written safety plans are still rare. Very few producers say they have a written safety plan for their operation and although more than half do have unwritten practices and procedures in place, these unwritten 'safety plans' cover limited measures. Despite this, the majority of producers believe their safety plan, written or unwritten, is effective in preventing injury on their operation.

## Key Findings

### 1 Most producers feel work is done safely on their operation

Over half of producers identify almost all common health and safety risks on their operation, but most (78%) producers still feel work on their operation is done safely most of the time. However, less than 2 in 10 (16%) producers feel work is done safely all of the time, which is a decrease from the quarter (22%) of producers that indicated they felt that way in 2016.

### 2 Producers say they are motivated to improve safety on their operation, but it is not reflected in their safety behaviours

7 in 10 (74%) producers indicate they are highly\* motivated to continuously improve safety on their operation. Despite this motivation, producers are not actively searching out safety information or training related to agriculture, with only a third (30%) of producers having accessed safety information or training within the last year. Additionally, less than 2 in 10 (14%) producers have a written safety plan in place.

### 3 Few producers have comprehensive safety plans, but most still feel their plan is effective in preventing injury

Only 1 in 10 (14%) producers have a written safety plan, but over half (60%) of producers do have unwritten practices and procedures in place. However, these unwritten 'plans' cover limited safety measures. Despite this, 7 in 10 (70%) producers agree\*\* their safety plan is effective in preventing injury on their operation.

### 4 Incidents increase producers' awareness, but do not change behaviours

7 in 10 (72%) producers have had an incident (injury or close call) on their operation at some point in their lifetime and a quarter (24%) of producers report having had one within the last year. These producers are more likely to see health and safety risks and less likely to think the work on their operation is done safely. Despite this, they are less motivated to improve safety on their operation than producers who have not had an incident, and not any more likely to have accessed safety information or to have a safety plan in place.

\* Highly motivated references the combined rating of the top 2 box scores 'extremely & very motivated'

\*\* Agreement references the combined rating of the top 2 box scores 'agree & strongly agree'

# STATE OF SAFETY

## Producers see a range of health and safety risks on their operation

The majority of producers indicate identifying Mechanical (80%) and Impact (72%) risk on their operation. Additionally, over half identify Chemical (65%), Falls (64%), Ergonomic (53%), Work Environment (52%) and Psychosocial (49%) risk. On the other hand, very few producers indicate identifying Biological (27%) risk on their operation.

### What types of health and safety risks have you identified on your operation? n = 1239

\*Icons represent instances where the shown province or sector type (livestock or crop) is more likely to have identified that risk.



## POINTS OF INTEREST

### Younger producers identify more risks

Millennials are more likely than Baby Boomers to identify a number of health and safety risks on their operation. Gen X is also more likely than Baby Boomers to identify some health and safety risks.\*

	Millennials	Gen X	Baby Boomer
Mechanical	85%	81%	78%
Impact	77%	71%	70%
Chemicals	70%	70%	60%
Falls	67%	66%	62%
Ergonomics	59%	53%	50%
Work Environment	60%	55%	47%
Psychosocial	55%	50%	45%
Biological	27%	32%	24%



### Livestock and crop producers see different top risk

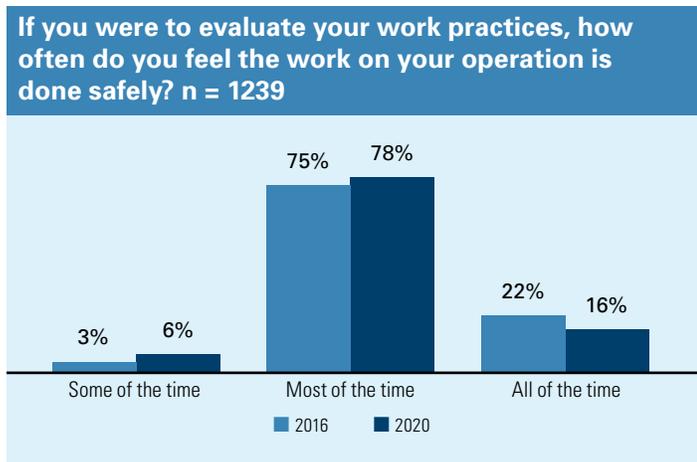
While crop producers identify mechanical risk (82%) as their top risk, producers who work primarily with livestock identify impact risk (81%) as their top risk.

\* Millennials are more likely to have had an incident on their operation within the last year, which may explain the heightened awareness of risk.

STATE OF SAFETY *continued*

**Producers feel work is done safely on their operation most of the time**

8 in 10 producers (78%) indicate that they feel work is done safely on their operation most of the time. However, less than 2 in 10 (16%) producers feel work is done safely all of the time. This is a significant decrease from the almost quarter (22%) of producers that indicated they felt work was done safely all of the time when asked the same question in 2016.



POINTS OF INTEREST



**Producers in Alberta feel work is done safely more often**

Producers in Alberta (23%) are more likely than producers in the rest of Canada (14%) to feel the work on their operation is done safely all of the time.

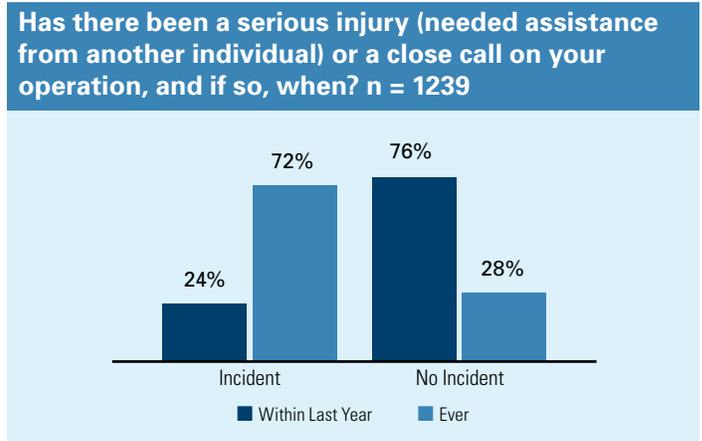


**Producers with livestock feel work is done safely less often**

Livestock producers (13%) are less likely than crop producers (19%) to feel the work on their operation is done safely all of the time.

**Most producers have had an incident in their lifetime and a quarter have had an incident within the last year**

7 in 10 producers (72%) indicate they have had an incident (injury or close call) on their operation at some point in their lifetime, while only 3 in 10 (28%) indicate they have never had an incident. A quarter of producers (24%) indicate they have had an incident on their operation within the last year.



POINTS OF INTEREST

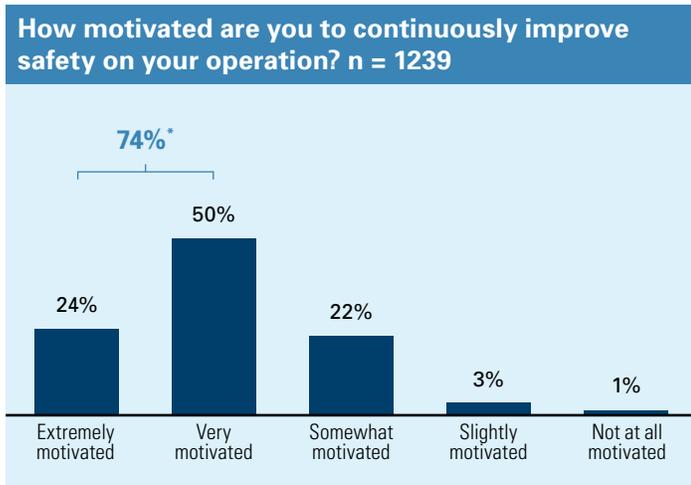
Millennials are more likely to have had incidents on their operation within the last year

33%	Millennials
24%	Gen X
20%	Baby Boomers

## MOTIVATION VS. ACTION

### Producers are strongly motivated to continuously improve safety

7 in 10 (74%) producers are highly\* motivated to continuously improve safety on their operation. 2 in 10 are only somewhat (22%) motivated to continuously improve safety and less than 1 in 10 are slightly (3%) or not at all motivated (1%) to continuously improve safety. This is consistent with responses received when producers were asked a similar question in 2016.



### POINTS OF INTEREST

#### Producers most likely to be highly\* motivated to continuously improve safety on their operation

- Baby Boomers..... 80%
- vs. Gen X.....72%
- vs. Millennials .....64%

- Fruit, veg and horticulture producers ..... 83%
- vs. supply managed.....70%
- livestock .....72%
- grains, oilseeds & other crop ..... 75%

- Producers in Quebec..... 83%
- vs. rest of Canada .....72%

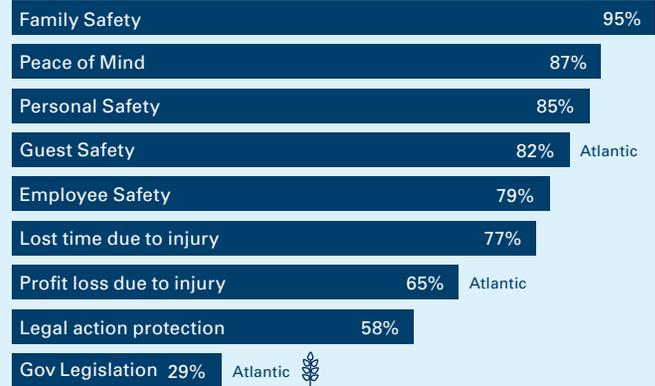
\* Highly motivated references the combined rating of the top 2 box scores 'extremely & very motivated'

### Producers are motivated by their own safety and the safety of others

Producers indicate their motivation to continuously improve safety on their operations is strongly influenced by the safety of people. Almost all producers indicate that family safety (95%) motivates them and almost 9 in 10 producers indicate they are motivated by their own peace of mind (87%) and their personal safety (85%).

#### How influential is each factor in motivating you to continuously improve safety on your operation? n = 1230

\*Icons represent instances where the shown province or sector type (livestock or crop) is more likely to indicate that factor as influential in motivating them to continuously improve safety on their operation.



### POINTS OF INTEREST

#### Millennials rank guest safety above their own

Gen X and Baby Boomers indicate family safety (96% & 94%), peace of mind (87% & 91%) and personal safety (83% & 88%) as being most influential in motivating them to continuously improve safety on their operation. Whereas, millennials indicate family safety (97%), guest safety (81%) and peace of mind (79%) as being most influential.

	Millennials	Gen X	Baby Boomer
1	Family safety	Family safety	Family safety
2	Guest safety	Peace of mind	Peace of mind
3	Peace of mind	Personal safety	Personal safety

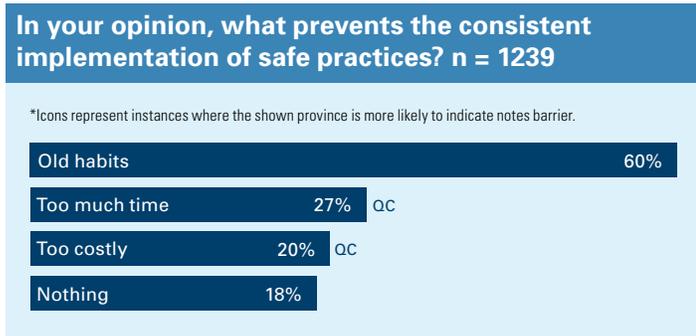
#### Producers in the Atlantic rank the safety of employees above their own

Producers in the Atlantic rank family safety (98%), employee safety (92%), personal safety (87%) and peace of mind (87%) as being most influential in motivating them to continuously improve safety on their operation.

MOTIVATION VS. ACTION *continued*

**Old habits continue to be the primary barrier to safe practices**

When asked what prevents the consistent implementation of safe practices, 6 in 10 producers (60%) indicate old habits. When asked a similar question in 2016, old habits was also the primary barrier identified.



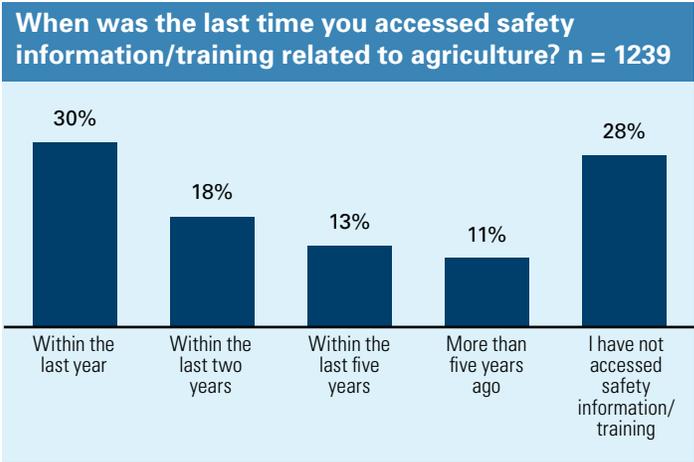
POINTS OF INTEREST

**Younger producers see more barriers**  
Millennials are more likely than Baby Boomers to think almost all factors prevent the consistent implementation of safe practices.

	Millennials	Gen X	Baby Boomer
Old habits	67%	60%	57%
Takes too much time	35%	31%	21%
Too costly	31%	23%	14%
Nothing prevents it	8%	16%	23%

**Few producers access safety information/training regularly**

Only 1 in 3 (30%) producers have accessed safety information/training related to agriculture within the last year and equally as many producers (28%) have never accessed safety information/training. Producers that have not accessed safety information/training to date most commonly cited not knowing where to find this information (35%) and having all the knowledge they need to run their operation safely (30%) as reasons.\*



POINTS OF INTEREST

**Producers most likely to have accessed safety information within the last year**

Crop producers ..... 34%  
**vs.** Livestock producers ..... 27%

**Producers most likely to have never accessed safety information.**

Millennials ..... 35%  
**vs.** Baby Boomers ..... 25%

Livestock producers ..... 31%  
**vs.** Crop producers ..... 25%

Producers in Alberta ..... 38%  
**vs.** rest of Canada ..... 27%

Producers in Saskatchewan ..... 38%  
**vs.** rest of Canada ..... 27%

\* Asked only of those respondents that indicated they had not accessed safety information/training. Question: What are the main reasons you have not accessed safety information/training to date? (n = 353)

## SOURCES OF INFORMATION

### Producers do not have one common source of safety information

Producers do not have a common source of safety information, but 4 in 10 (41%) say they have gone to suppliers in the agriculture industry for safety information in the past. Another 3 in 10 say they have gone to farm/commodity associations (34%) and provincial agriculture safety associations (27%).

#### Where have you gone in the past for safety information? n = 888

\*Icons represent instances where the shown province or sector type (livestock or crop) is more likely to have gone to the indicated source.

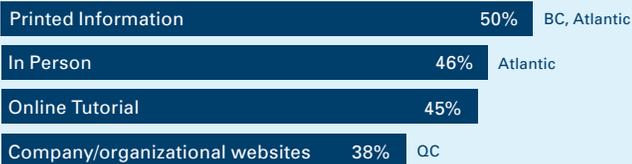


### Producers are open to accessing safety information in a variety of ways

Producers also do not have a preferred method of accessing safety information, but of those that say they access safety information, approximately half would prefer to access it printed (50%), online (45%) or in person (46%). Another 4 in 10 (38%) would like to access safety information by looking at company/organization websites.

#### How would you like to access safety information? n = 887

\*Icons represent instances where the shown province is more likely to have identified that information source.



## POINTS OF INTEREST



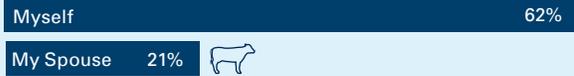
Preferred methods of accessing safety information are consistent with generational norms.

### Producers keep safety top of mind for those that work on their operation

When asked who is the most likely to keep safety top of mind for those that work on the operation, 6 in 10 producers (62%) indicate they are the one to keep safety top of mind. Another 2 in 10 (21%) say their spouse/partner is the one that keeps safety top of mind.

#### When it comes to safety, who is the most likely to keep it top of mind for those that work on the operation? n = 1239

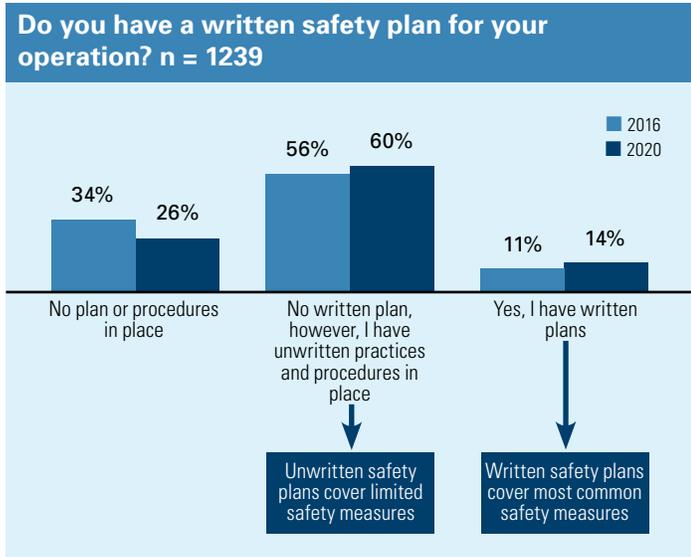
\*\*Icons represent instances where the shown province or sector type (livestock or crop) is more likely to indicate that person.



# SAFETY PLANS

## Producers still rely on unwritten practices and procedures

6 in 10 (60%) producers have no written safety plan, but have unwritten practices and procedures in place. Only 1 in 10 (14%) have a written plan and a quarter (26%) of producers have no safety plan or procedures in place. This is a slight improvement from 2016 when more than a third (34%) of producers had no safety plan or procedures.



## POINTS OF INTEREST



### Producers in Quebec are more likely to have no plan or procedures in place

Producers in Quebec (39%) are more likely than producers in the rest of Canada (23%) to have no plans procedures in place. On the other hand, these producers (48%) are less likely than the producers in the rest of Canada (63%) to have unwritten practices and procedures in place.



### Producers in Alberta are more likely to have safety measures in place

Producers in Alberta (69%) are more likely than producers in the rest of Canada (59%) to have unwritten practices and procedures in place. These producers (20%) are also less likely than producers in the rest of Canada (27%) to have no plan or procedures in place.



### Producers in British Columbia are more likely to have safety measures in place

Producers in the rest of Canada (27%) are more likely than producers in British Columbia (15%) to have no plans or procedures in place.



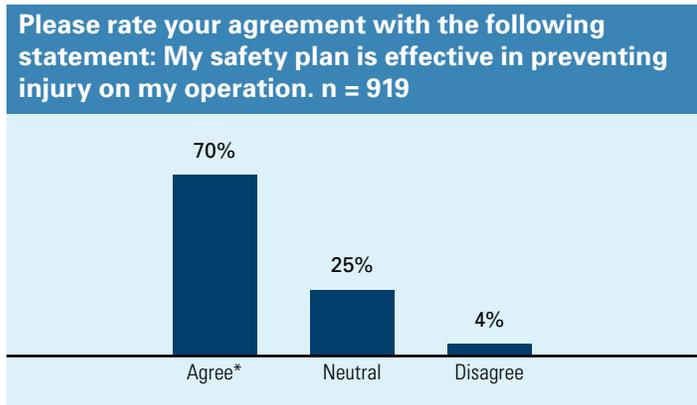
### Producers in Saskatchewan are less likely to have a written safety plan in place

Producers in Saskatchewan (6%) are less likely than producers in the rest of Canada (15%) to have a written safety plan in place.

SAFETY PLANS *continued*

**Producers believe their safety plans are effective in preventing injury**

7 in 10 (70%) producers who have either a written safety plan or have unwritten practices and procedures in place believe that their safety plan is effective in preventing injury on their operation.



POINTS OF INTEREST

Producers most likely to agree\* that their safety plan is effective in preventing injury on their operation.

Baby Boomers..... 77%

vs. Millennials .....67%

vs. Gen X..... 64%

Crop producers..... 75%

vs. Livestock producers.....66%

Producers in Alberta..... 78%

vs. rest of Canada ..... 70%

Producers in Canada..... 72%

vs. Producers in Quebec .....63%

\* Agreement references the combined rating of the top 2 box scores 'agree & strongly agree'

**SURVEY DETAILS**

**Response rate**

This survey was sent to a sample of 1,596 Vision panelists involved in ag production from across Canada. A total of 1,239 panelists participated in the study, representing a 78% response rate. The margin of error for this survey is +/- 3% at the standard 95% confidence level.

**Incentive details**

Vision panelists who completed the survey were compensated with 100 Vision Reward points, equivalent to a \$10 gift card.

**Survey timing**

February 10 to February 21, 2020.

**Analysis of subgroups**

When reference to subgroups of panelists (i.e. graphical location, age, etc.) is made throughout the text, only those differences that are both statistically significant and relevant will be highlighted.

**Project objectives**

This study was conducted to gain insights into the attitudes and behaviours of Canadian producers with regards to agricultural safety. Specifically, looking to understand:

1. the types of risks producers see on their operations;
2. what drives safety awareness and behaviours on their operations;
3. any gaps in knowledge or training and how to best address them;
4. links between safety practices and injury prevention; and
5. any improvements in awareness and practices since the 2016 study.

Be heard

Get involved

Influence change

Share your vision for ag and food

[fccvision.ca](http://fccvision.ca)