2021 Census of Agriculture Content Consultation Report

Census of Agriculture, 2021

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Executive summary

The purpose of the Census of Agriculture (CEAG) is to provide a comprehensive and integrated profile of the physical, economic, social and environmental aspects of Canada's agriculture industry. The Census of Agriculture is mandated under the *Statistics Act* to be conducted every five years. The CEAG collects data on Canada's primary agriculture industry, with content on topics such as land practices, agricultural commodities, farm revenues and expenses, and operator information. The data are needed to make informed decisions about business management strategies and agricultural policies, programs and services that directly affect farmers and rural communities.

Before each CEAG, Statistics Canada conducts an extensive consultation and qualitative testing process to ensure that it reflects changes in Canada's agriculture industry. For the 2021 CEAG, Statistics Canada's priorities are keeping the CEAG data that are relevant to the agriculture industry while improving the overall cost-effectiveness of the CEAG and reducing response burden.

In the fall of 2017, Statistics Canada conducted a national consultation process with data users, including federal government departments, provincial focal points, agricultural associations and educational institutions. The purpose of this consultation process was to obtain input and justifications for new and existing content. Data users were asked to prepare their submissions based on a series of key considerations, including program and policy needs, response burden, data quality, costs, research, historical comparability, privacy, operational considerations, and alternative data sources. This report provides a detailed overview of the consultation and submission analysis processes.

A total of 487 organizations and 665 individuals were invited to participate in the consultation process. Data users were encouraged to forward the invitation to any individuals or organizations that would be interested in participating. Data users had the opportunity to submit their feedback either by attending one of the 12 consultation workshops held across the country or by completing the 2021 Census of Agriculture submission form. In total, 132 organizations attended a consultation workshop and 91 submission forms were received.

All submissions were examined as part of a rigorous analysis and testing process. Throughout this process, 1,454 comments were identified. The majority of these comments were identified as justifications of the importance and relevance of keeping specific CEAG content for data users. Approximately one-third of the comments suggested changes or new questions. These comments were further analyzed by topic to determine their suitability for further testing. This analysis was done to inform content changes ahead of the qualitative testing processes in 2018 and 2019.

Background

Statistics Canada conducts the CEAG to provide a comprehensive profile of the physical, economic, social and environmental aspects of Canada's agriculture industry. It is mandated under the *Statistics Act* and is instrumental in supporting public and private decision making, research and analysis in areas of concern to farmers and the Canadian agricultural sector.

Before each CEAG, Statistics Canada conducts an extensive consultation process that allows data users and interested parties across Canada to share their views on how they use census data and the type of information they believe should be available from the census.

For the 2021 CEAG, the main priorities are to improve cost-effectiveness and reduce response burden while remaining relevant and responding to the information needs of governments, agricultural operators, farm organizations, data users and Canadians. As part of this process, extensive efforts were made to reduce the number of questions on the final version of the electronic questionnaire (EQ). The addition of filter questions and other time-saving aspects to the EQ is another example of the efforts made to reduce response burden.

Another example of efforts made to reduce response burden for the 2021 CEAG is the full or partial replacement of CEAG data using high-quality administrative data sources. Steps that could be fully replaced include organization type, gender, cannabis, and detailed revenues and expenses. Steps that could be partially replaced include sales and expenses, maple (Quebec), mushrooms, and greenhouses.

Through the 2021 CEAG consultation process, data users were asked to provide input on the 2016 CEAG, while keeping a series of key considerations in mind, including program and policy needs, response burden, data quality, costs, research, historical comparability, privacy, operational considerations and alternative data sources. All resulting submissions were examined as part of a rigorous analysis and testing process.

Overall, in making decisions about whether to keep, remove or add any content for the 2021 CEAG, Statistics Canada aimed to maintain its data quality standards while reducing response burden.

Census of Agriculture mandate and objectives

Statistics Canada is responsible—under section 20 of the *Statistics Act*—for conducting a CEAG every 10 years in years ending in 1 and every 10 years in years ending in 6, unless the Governor in Council otherwise directs in respect of any such year.

The objectives of the CEAG are to:

a. Provide statistical information and analysis about Canada's economic and social structure to help develop and evaluate public policies and programs, and to improve public and private evidence-based decision making for the benefit of all Canadians.

b. Promote sound statistical standards and practices by:

 ▶ using common concepts and classifications to provide better-quality data;

 ▶ working with federal government departments and the provinces and territories to improve data collection efficiency and reduce duplication;

 ▶ using administrative data to validate information or replace survey data;

 ▶ improving statistical methods and systems through research studies and projects.

c. Produce critical information to manage federal and provincial government expenditures in support of the agricultural sector.

d. Improve Statistics Canada's Business Register—the common frame for the surveys and censuses that produce economic statistics.

e. Produce small-area data that are critical to industry structural analysis, crisis management, environmental programs, etc.

f. Produce data that can be used as benchmarking data and to reconcile common statistics and indicators in the Agriculture Statistics Program.

2021 Census of Agriculture content determination method

Feedback from data users was requested to inform content development for the 2021 CEAG. There were two ways for data users to provide feedback throughout the 2021 CEAG consultation process: (1) by attending a 2021 Census of Agriculture consultation workshop (in person or online) and (2) by submitting a 2021 Census of Agriculture submission form.

2021 Census of Agriculture consultation workshops

In 2017, the CEAG content determination team conducted workshops across the country to obtain feedback from data users. In total, 12 workshops (8 in-person and 4 WebEx) were held across Canada (see Appendix A for the consultation workshop agenda). The purpose of these workshops was to:

1. engage with data users;

2. obtain feedback on 2016 CEAG content;

3. gain a better understanding of the needs of data users and receive justification for keeping non-essential questions in the 2021 CEAG.

Workshop invitations

Two waves of emails were sent to data users. The first wave of invitations was a general invitation to participate in the consultation process and was sent at the end of June 2017 to 487 organizations and 665 individuals. Invitees included provincial and federal government departments, agricultural organizations and producer groups, and educational institutions. The second wave of invitations was sent at the beginning of August 2017 to those who registered after the first invitation. This second invitation provided an opportunity for data users to register for specific workshops and webinars and also included a copy of the 2021 CEAG submission form.

Workshop evaluation

At the end of each workshop, attendees were invited to provide feedback on the workshops through a workshop evaluation form. This evaluation (Appendix B) asked questions about the effectiveness of the workshops and their appropriateness as a forum for providing feedback on the CEAG. Of the 134 workshop attendees, 88 completed a workshop evaluation. All 88 respondents felt that the workshop was a good way to inform them about the CEAG consultation process. Furthermore, 96.6% of respondents felt that the workshop was a good forum for them to express their data needs. See Appendix C for full evaluation results.

2021 Census of Agriculture submission form

The submission form was created to allow data users to provide written feedback for the 2021 CEAG and justify their needs. The form was provided to any data user who registered to participate in the consultation process. Statistics Canada also asked users to forward the submission form to any other users or organizations they thought might be interested in participating.

For the purposes of the submission form, the steps in the CEAG were divided into two categories: core content and secondary content. **Core content** is the minimum content required to sustain Statistics Canada's agriculture program and is expected to remain. **Secondary content** makes up the remainder of the questionnaire. All secondary content was under consideration for removal. Secondary content is always evolving based on data users' changing needs while respecting CEAG constraints. Here is the list of steps by content category:

Core content

- Business and contact information
- Operator information
- Main farm location
- Unit of measure
- Land area and land use
- Commodities and organic
- Market value of land and buildings
- Farm machinery and equipment (total)
- Gross farm receipts and operating expenses
  - ▶ Totals on questionnaire
  - ▶ Detailed expenses from tax data

Secondary content

- Operating arrangement
- Summerfallow and tillage
- Land practices and crop residue
- Inputs and manure
- Irrigation
- Technology

- Farm machinery and equipment (details)
- Number of paid employees
- Direct sales
- Renewable energy
- Succession plan.

The submission form (Appendix D) was delivered to data users as a writeable PDF and contained both multiple-choice and open-ended questions on:

- the importance of each step in the CEAG—users were asked to report whether they found the data to be essential, of some need or of no need;
- data uses;
- whether data users combine CEAG data with other data sources;
- justifications for the core and secondary content;
- data gaps;
- administrative data sources.

The deadline for submissions was October 13, 2017, although the deadline was extended for some data users upon request. Overall, 91 submission forms were received from distinct data users. Organizations were encouraged to combine all of their data needs and requests into one submission form to reduce the number of duplicate submissions from each organization. Table 1.1 provides a breakdown of workshop attendees and submissions by organization type.

Table 1.1
Attendees and submissions by organization type

Organization	Workshop attendees	Submissions
	number	
Agriculture and Agri-Food Canada (including PFRA, CFIA and FCC)	21	19
Agricultural organizations and producer groups (including NFU and CFA)	31	29
Educational institutions	2	3
Federal government departments and agencies (excluding Statistics Canada and AAFC)	3	2
Provincial government departments and agencies (excluding Statistics Canada and AAFC)	56	21
Statistics Canada	11	5
Other (consultants, regional associations, intermediaries, processors, suppliers, individuals, etc.)	8	12
Total	**132**	**91**

Note: AAFC stands for Agriculture and Agri-Food Canada; PFRA stands for Prairie Farm Rehabilitation Administration; CFIA stands for Canadian Food Inspection Agency; FCC stands for Farm Credit Canada; NFU stands for National Farmers Union of Canada; and CFA stands for Canadian Federation of Agriculture.
Source: 2021 Census of Agriculture content consultations.

Submission form analysis

Data needs and uses

As mentioned earlier, the first section of the submission form explored data users' needs and CEAG data uses. To determine data needs, users were asked to report whether each step was essential, of some need or of no need. The following definitions were provided to data users:

- **Essential** means that it is required to fulfill a legislative requirement or the needs of a regulation, policy or program.
- **Some need** means that it could be used to fulfill the needs of a regulation, policy, program or other application.
- **No need** means that it is not used.

Chart 1.1 illustrates the data needs provided based on the grouped categories of steps. The findings suggest that, in general, the data provided by the CEAG are either essential or of some need to data users. It is important to note

that organizations reported their specific needs, which depend on their priorities. For example, specific data may be considered essential for one organization, but of no need for an organization with different priorities.

Chart 1.1
Data users' level of need by 2021 Census of Agriculture topic

percent

Essential need ■   Some need □   No need ■
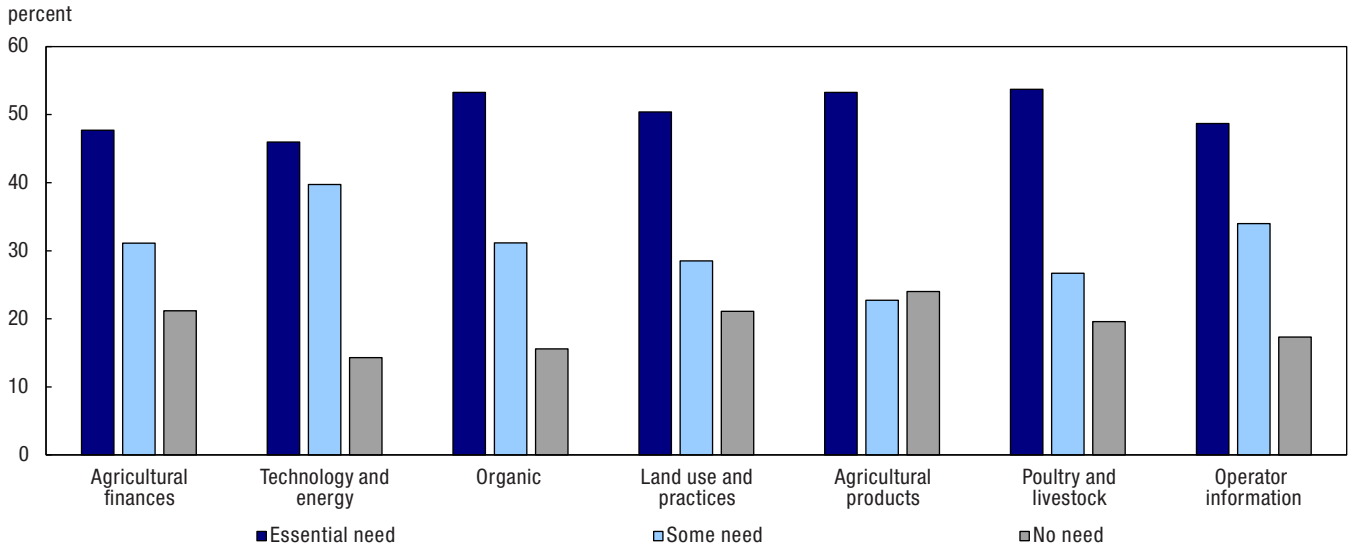
Source: 2021 Census of Agriculture content consultations.

In addition to providing information on data needs, individuals and organizations that completed a submission form (n = 91) were asked to select all applicable data uses. As illustrated in Chart 1.2, the most commonly reported data uses were (1) analysis of trends in agriculture or research; (2) policy, regulation or program development; and (3) program or policy evaluation.

Chart 1.2
Purpose of Census of Agriculture data for organizations

number
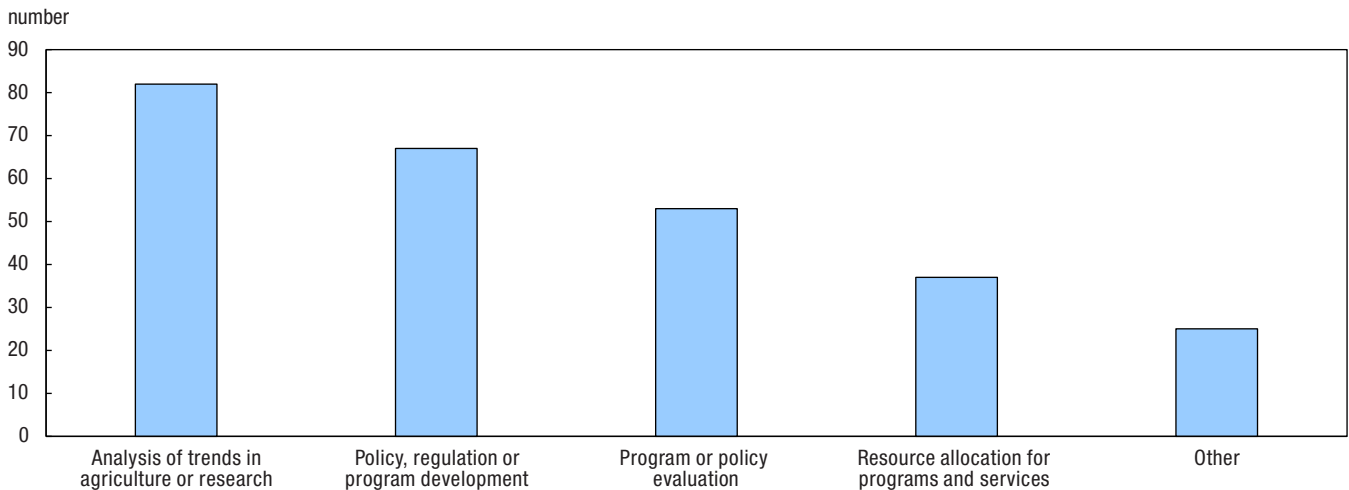
Source: 2021 Census of Agriculture content consultations.

Content submissions

The next section of the submission form asked data users to provide:

1. justifications for maintaining core content;
2. rationales for keeping secondary content under consideration for removal from the CEAG;
3. data gaps in the CEAG;
4. alternative data sources.

As part of the submission form analysis process, the user content submissions related to core content justifications, rationales for keeping secondary content and data gaps were broken down by step, while the alternative data sources were kept for future reference. Once the submissions had been divided into the various CEAG questionnaire steps, they were reviewed by CEAG analysts and grouped into categories based on submission type. Table 1.2 shows the number of comments by step.

Table 1.2
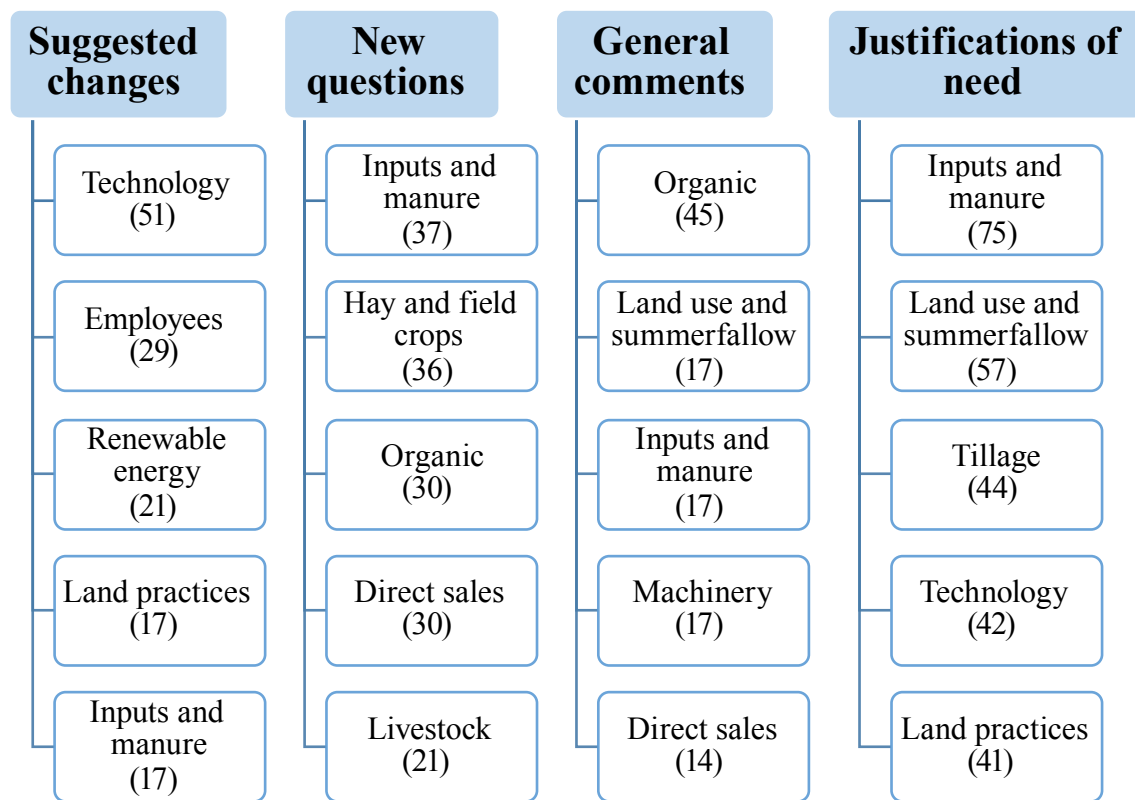**Number of comments by 2016 Census of Agriculture questionnaire step**

Topic	Step number in 2016 Census of Agriculture	Suggested changes	New questions	General comments	Justifications of need	Total
		number				
All (general support)	Not applicable	0	0	0	22	22
Business information	1	1	0	0	1	2
Operator information	2	9	0	3	9	21
Main farm location	3	2	0	2	21	25
Unit of measure	4	1	0	1	0	2
Land area	5	0	2	0	28	30
Hay and field crops	6	1	36	1	31	69
Vegetables	7	10	0	1	20	31
Fruits, berries and nuts	8	15	0	4	23	42
Sod, nursery products and Christmas trees	9	3	1	1	22	27
Land use and summerfallow	10 to 11	9	4	17	57	87
Tillage	12	4	0	4	44	52
Land practices	13	17	18	4	41	80
Crop residue	14	10	0	2	23	35
Inputs and manure	15 to 16	17	37	17	75	146
Irrigation	17	9	0	3	39	51
Organic	18	2	30	45	4	81
Greenhouse products	19	6	4	3	4	17
Mushrooms	20	2	0	0	2	4
Maple tree taps	21	1	0	0	2	3
Bees	22	0	1	0	2	3
Technology	23	51	15	6	42	114
Poultry	24 to 27	5	6	6	5	22
Livestock	28	10	21	10	4	45
Market value	29	5	1	10	9	25
Farm machinery and equipment	30	7	6	17	34	64
Sales and expenses	31	4	0	8	26	38
Employees	32	29	0	5	32	66
Direct sales	33	10	30	14	36	90
Operating arrangement	34	0	4	9	29	42
Succession plan	35	10	2	0	25	37
Renewable energy	36	21	21	7	32	81
Total		**271**	**239**	**200**	**744**	**1,454**

Source: 2021 Census of Agriculture content consultations.

As illustrated in Table 1.2, there were 1,454 user content submissions. Of these, the majority (51.2%) were justifications for keeping specific content. The remaining submissions suggested either changes (18.6%) or new questions (16.4%) or contained general comments (13.8%).

Figure 1.1 provides a list of the top five topics for each type of content submission. Inputs and manure was the topic with the highest number of comments categorized as justifications of need and new questions. Inputs and manure was in the top five for each type of content submission and had the most comments of any topic overall.

Figure 1.1
Top five topics by content submission type

Suggested changes	New questions	General comments	Justifications of need
Technology (51)	Inputs and manure (37)	Organic (45)	Inputs and manure (75)
Employees (29)	Hay and field crops (36)	Land use and summerfallow (17)	Land use and summerfallow (57)
Renewable energy (21)	Organic (30)	Inputs and manure (17)	Tillage (44)
Land practices (17)	Direct sales (30)	Machinery (17)	Technology (42)
Inputs and manure (17)	Livestock (21)	Direct sales (14)	Land practices (41)

Source: 2021 Census of Agriculture content consultations.

The content submissions identified as justifications of need or general comments were retained for use by the CEAG content determination team. These were used to determine whether secondary content would be kept or modified.

The user content submissions that were identified as suggesting changes or proposing new questions were subsequently analyzed based on the key criteria developed by the 2021 CEAG content determination team. The key criteria were developed to ensure that each suggested change to the questionnaire or new question was analyzed according to the same criteria and that this analysis was as objective as possible. This provided a robust and structured way of analyzing users' comments and suggestions. The key criteria included the following questions:

- Is this suggestion critical to existing agriculture-related programs and policies?
- Do other countries ask this question?
- How many data users need these data?
- Are there any quality alternative sources available?
- Will this suggestion affect historical comparability?
- Is the collection of these data every five years sufficient?
- Can farmers easily answer this question?
- Will farmers be willing to answer this question?
- Has this question tested negatively before and is it likely to do so again?
- Did multiple organizations request this change?
- Is it within Statistics Canada's mandate?

The key criteria were assigned a score[1] based on the relative importance of each criterion in determining the content for the 2021 CEAG. The content determination team calculated the score for select criteria using a methodology that considered several factors, including whether:

- The requested data were relevant to agricultural policies;
- The topic was of national interest;
- The requested data fell within the mandate of the CEAG;
- There was a demand for the requested data;
- The requested data were sensitive;
- The data were disseminated frequently enough;
- The data were needed at the sub-provincial level.

Each data user's suggestion either for change or for a new question was analyzed using the key criteria, resulting in a score of up to 22. These scores were then used to decide whether this suggestion should be incorporated into the 2021 CEAG. CEAG analysts then used the scores to determine whether each suggested change or new question was:

1. **suitable for the CEAG and qualified for Questionnaire Design Resource Centre (QDRC) testing**—this would be chosen if the suggestion or new question met most of the key criteria (for example, if a suggestion is relevant, of national scope, easy for farmers to answer and was requested by multiple organizations, then it would be deemed worthy of further testing);

2. **not suitable for the CEAG, but may be suitable for other Statistics Canada agriculture surveys**—this type of suggestion or new question may represent an important data need; however, the CEAG is not the preferable collection method for it (this category could include data gaps where the data are needed more frequently than every five years, or data gaps that are too specific to be asked on the CEAG);

3. **not suitable for the CEAG or other Statistics Canada agriculture surveys**—suggestions or new questions within this category do not meet a sufficient number of key criteria to qualify for further testing (for example, content submissions that are too detailed, not relevant to the CEAG, or not within the mandate of the CEAG or Statistics Canada).

After the initial scoring of the content submission, a second review was conducted by a separate CEAG analyst to ensure that the initial analyst's final decision was accurate and appropriate.

Chart 1.3 provides a breakdown of the suitability of data users' comments and suggested new questions. Of the 237[2] new questions provided by data users for analysis, 72.6% were deemed to be suitable for the CEAG or other Statistics Canada agriculture surveys, while 27.4% were determined to be unsuitable for both the CEAG and other Statistics Canada agriculture surveys, based on the key criteria. Of the 252[3] suggested changes provided by data users for analysis, 69.4% were identified as suitable for the CEAG or other Statistics Canada agriculture surveys, while 30.6% were identified as unsuitable for both the CEAG and other Statistics Canada agriculture surveys.

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1. See Appendix E for key criteria scores.
2. Excludes two new questions suggested by data users that were considered not applicable after analysis. See tables 1.3 and 1.4 for examples.
3. Excludes 19 suggested changes that were considered not applicable after analysis. See tables 1.3 and 1.4 for examples.

Chart 1.3
Suitability of data user suggestions and new questions for the 2021 Census of Agriculture questionnaire

■ Suitable for testing
□ Unsuitable for the Census of Agriculture but suitable for other Statistics Canada agriculture surveys
■ Unsuitable for the Census of Agriculture and other Statistics Canada agriculture surveys
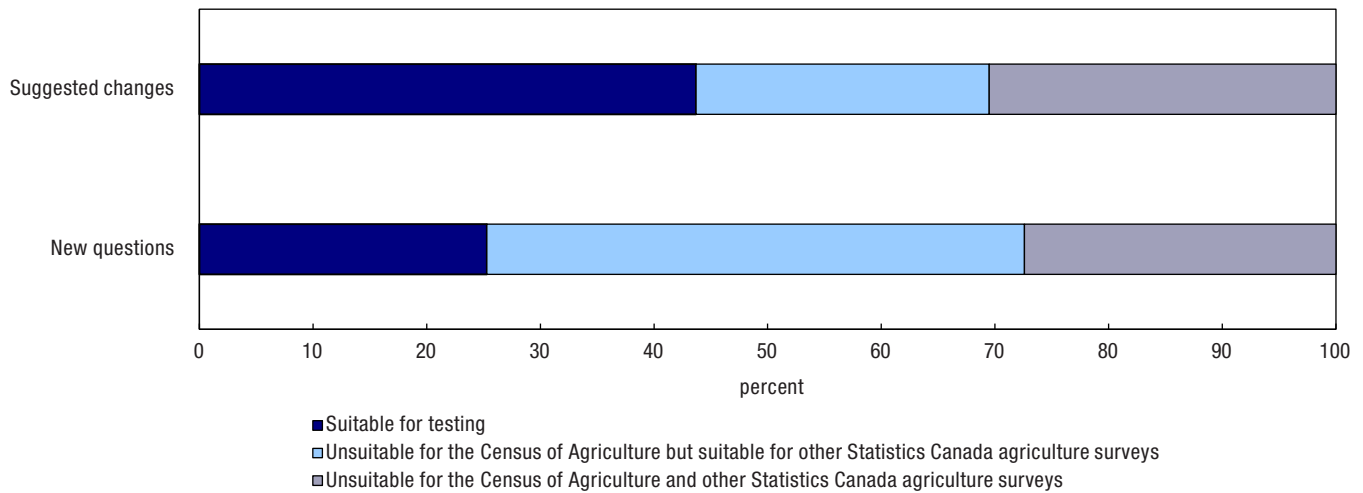
Source: 2021 Census of Agriculture content consultations.

Consultation submissions summary

In total, 510 suggested changes and new questions were analyzed by CEAG analysts. Tables 1.3 and 1.4 provide a full breakdown of suggestions by topic—grouped by core and secondary content—and the decisions made as to their suitability for testing.

Table 1.3
Summary of content consultation submissions for core content

Topic	2016 Census of Agriculture questionnaire step number	Summary of submissions received	Number of comments	Topic assessment
Business and operator information	Steps 1 and 2	Make simple changes to question wording.	2	Determined to be suitable for testing because • it improves question accessibility • it does not increase response burden.
		Add content about multiple business numbers.	1	Determined to be suitable for testing because • it is relevant to existing policies and programs • other countries have adopted similar suggestions • it has national scope • there are no alternative data sources.
		Add more detailed operator information.	5	Determined to be unsuitable for testing due because • alternative data sources are available • it is not within the CEAG mandate.
		Add content about off-farm income re-investments and new entrants.	2	Determined to be unsuitable for testing because • this question has not tested well historically • it increases response burden • alternative data sources are available • there is low prevalence or demand.
Main farm location	Step 3	Add content about geo-mapping and location.	2	Determined to be suitable for testing because • it improves question accessibility • it is within the CEAG mandate.
Unit of measure	Step 4	Add additional units of measure.	1	Determined to be suitable for testing because • other countries have adopted similar suggestions • there are no alternative data sources • it improves question accessibility • it is within the CEAG mandate.

Table 1.3
Summary of content consultation submissions for core content

Topic	2016 Census of Agriculture questionnaire step number	Summary of submissions received	Number of comments	Topic assessment
Land area	Step 5	Include further breakdown of land area categories.	1	Determined to be unsuitable for testing because • it increases response burden • it is difficult for respondents to answer • there is low prevalence or demand.
		Add content about land expansion.	1	Determined to be unsuitable for testing because • it increases response burden • it is difficult for respondents to answer • there is low prevalence or demand.
Hay and field crops	Step 6	Add categories for faba beans and hemp.	2	Determined to be suitable for testing because • the size of the target population is adequate • it improves question accessibility • it is within the CEAG mandate.
		Add content about areas of crop grown (specifically for bio-products and bioenergy, crop rotation and frequency, and price of hay and crops that are organic or genetically modified organisms [GMOs]).	10	Determined to be unsuitable for testing because • it increases response burden • the target population is too small • there is low prevalence or demand • it is too specific for the CEAG.
		Add categories for camelina, hops, quinoa, kamut, straw, grazing corn, carinata, miscanthus, switchgrass and wild hay.	25	Determined to be unsuitable for testing because • it increases response burden • the target population is too small • there is low prevalence or demand for each individual commodity • the data for these commodities are collected under "other hay and field crops."
Vegetables	Step 7	Add categories for sweet potatoes, okra, eggplant, jerusalem artichokes, herbs, potatoes (in hay and field crops) and other specialty crops.	7	Determined to be unsuitable for testing because • there is low prevalence or demand • it is not of national interest • it has an impact on historical comparability • the data for these commodities are already collected under "other vegetables."
		Include further breakdown of categories.	1	Determined to be unsuitable for testing because • there is low prevalence or demand • it is not of national interest • it has an impact on historical comparability.
		Change terminology.	1	Determined to be unsuitable for testing because • there is low prevalence or demand • it is not of national interest • it has an impact on historical comparability.
		Remove the question or specific categories.	1	Determined to be unsuitable for testing because • there is low prevalence or demand • it has an impact on historical comparability.
Fruit, berries and nuts	Step 8	Include further breakdown of categories for blueberries and currants.	5	Determined to be suitable for testing because • it is relevant to existing policies and programs • it harmonizes with other Statistics Canada surveys • it is within the CEAG mandate.
		Include further breakdown of categories for grapes and strawberries.	7	Determined to be unsuitable for testing because • the target population is too small • alternative data sources are available.
		Add additional categories for specialty crops, hazelnuts, sea buckthorn and crab apples.	3	Determined to be suitable for testing (within other fruits, berries and nuts) because • it improves question accessibility • it does not increase response burden.

Table 1.3
Summary of content consultation submissions for core content

Topic	2016 Census of Agriculture questionnaire step number	Summary of submissions received	Number of comments	Topic assessment
Sod, nursery products and Christmas trees	Step 9	Clarify terminology.	1	Determined to be suitable for testing (help text) because • it improves question accessibility • it does not increase response burden.
		Include further breakdown of categories.	3	Determined to be unsuitable for testing because • there is low prevalence or demand • alternative data sources are available.
Land use	Step 10	Include further breakdown of categories for woodlands and wetlands and land use by primary, secondary and related agricultural uses.	3	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • it has an impact on historical comparability.
		Add new categories for plow down green crops, bioenergy and grazing.	5	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • it has an impact on historical comparability.
Organic products	Step 18	Add content about organic acreage, seeded acreage versus acreage intended to be seeded, breakdown by commodities (livestock, maple, eggs, etc.), percentage of organic versus non-organic, revenue from organic agriculture, GMO acreage, labour and employment, demographics, and national sustainability and certification systems. Il y avait des préoccupations au sujet du remplacement par des données administratives.	23	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • alternative data sources are available • it increases response burden.
		There were concerns over administrative data replacement.	9	Not applicable: Comments were reviewed and taken into consideration.
Greenhouse products	Step 19	Change wording and content order.	2	Determined to be suitable for testing because • it improves question accessibility • it does not increase response burden.
		Add content about cannabis.	1	Determined to be suitable for testing (separate question) because • is is relevant to existing policies and programs • it has national scope.
		Add content about incorporation of controlled environments.	3	Determined to be suitable for testing because • it improves question accessibility • there is high prevalence or demand • it is within the CEAG mandate.
		Add categories for cuttings and propagative flowers, herbs, eggplant and fruits (strawberries, raspberries, other).	4	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • it has an impact on historical comparability • the target population is too small • quality alternative data sources are available.
Mushrooms	Step 20	Add content about chemicals used to control pests or disease, type of manure or compost used, and wildcrafting.	2	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • the population is too small.
Maple tree taps	Step 21	Add categories for other trees tapped.	1	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • the target population is too small.
Bees	Step 22	Add content about value-added products.	1	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG.

Table 1.3
Summary of content consultation submissions for core content

Topic	2016 Census of Agriculture questionnaire step number	Summary of submissions received	Number of comments	Topic assessment
Poultry	Step 27	Add content about poultry housing, biosecurity, regulated versus unregulated poultry, poultry multipliers and marketing boards.	6	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • it increases response burden.
		Include further breakdown of categories.	2	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • it increases response burden • the target population is too small.
		Change wording of content and help text.	3	Determined to be suitable for testing because • it improves question accessibility • it does not increase response burden.
Livestock	Step 28	Include further breakdown of categories for veal, bison, rabbits, horses, working dogs, mealworms, fox and chinchillas.	9	Determined to be unsuitable for testing because • it is too specific for the CEAG • it increases response burden • the target population is too small • some categories have not tested well historically.
		Add content about antibiotic use, retained ownership, biosecurity, traceability, animal welfare and contract pig farming.	13	Determined to be unsuitable for testing because • it is too specific for the CEAG • it increases response burden • the population is too small • alternative data sources are available • it is difficult for respondents to answer.
		Include further breakdown of categories for goats, sheep and lambs.	8	Determined to be suitable for testing because • it is relevant to existing policies and programs • there is high prevalence or demand • it has national scope • no alternative data sources are available • it is within the CEAG mandate.
		Remove the question or specific categories.	1	Not applicable: Comments were reviewed and taken into consideration.
Market value of land and buildings	Step 29	Split land value and building value.	5	Determined to be suitable for testing because • there is high prevalence or demand • it has national scope • it is within the CEAG mandate.
		Clarify content and data availability.	1	Not applicable: Comments were reviewed and taken into consideration.
Farm machinery and equipment (total)	Step 30	There were no suggestions.		
Gross farm receipts and operating expenses	Step 31	Add content about renewable energy income, income from other commercial activities on the operation, and research.		Determined to be unsuitable for testing because • there is low prevalence or demand • it is difficult for respondents to answer • it is too specific for the CEAG • the target population is too small.

Source: 2021 Census of Agriculture content consultations.

Table 1.4
Summary of content consultation submissions for secondary content

Topic	2016 Census of Agriculture questionnaire step number	Summary of submissions received	Number of comments	Topic assessment
Operating arrangement	Step 34	Include further breakdown of categories.	2	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • it has an impact on historical comparability.
		Change question wording.	1	Determined to be suitable for testing because • it improves question accessibility • it does not increase the response burden.
		Promote administrative data use.	1	Not applicable: Comments were reviewed and taken into consideration.
Summerfallow	Step 11	Explain distinction between summerfallow and idle cropland.	5	Determined to be suitable for testing because • it is relevant to existing policies and programs • other countries have adopted similar suggestions • it has national scope • no alternative data sources are available • there is high prevalence or demand • it is within the CEAG mandate.
Tillage	Step 12	Group all land practices content together.	3	Determined to be unsuitable for testing because • there is low prevalence or demand • it has an impact on historical comparability.
		Include further breakdown of categories.	1	Determined to be unsuitable for testing because • there is low prevalence or demand • it has an impact on historical comparability • it is too specific for the CEAG.
Land practices and crop residue	Steps 13 and 14	Add content about area for land practices, operations with tile or surface drainage, grazing, odour control methods, presence of riparian buffers, water sources, genetically modified organism (GMO) crop growth, area of cropland for integrated pest management scouting, area of industrial hemp plowed down, presence of two annuals growing together on the same field, crop rotation, biofuel and bio-crop production, crop residue management, and crops subject to land practice and crop residue use.	42	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • it has an impact on historical comparability • alternative data sources are available • it increases the response burden.
		Group all land management content together.	3	Determined to be unsuitable for testing because • there is low prevalence or demand • it has an impact on historical comparability.

Table 1.4
Summary of content consultation submissions for secondary content

Topic	2016 Census of Agriculture questionnaire step number	Summary of submissions received	Number of comments	Topic assessment
Inputs and manure	Steps 15 and 16	Add separate category for treated seed.	5	Determined to be suitable for testing because • it is relevant to existing policies and programs • it has national scope • no alternative data sources are available • there is high prevalence or demand • it is within the CEAG mandate.
		Make simple changes to question wording.	2	Determined to be suitable for testing because • it improves question accessibility • it does not increase the response burden.
		Add categories for organic input and manure, crop types, and other types of inputs and manures.	5	Determined to be unsuitable for testing because • the target population is too small • alternative data sources are available • it is difficult for farmers to respond • it increases the response burden.
		Add content about concentrations and nutrient components of fertilizers and manures, concentrations and source species of manure contents, timing of manure application, whether manure was purchased or produced, and application method.	40	Determined to be unsuitable for testing because • there is low prevalence or demand • it is too specific for the CEAG • alternative data sources are available.
		Group all land management content together.	2	Determined to be unsuitable for testing because • there is low prevalence or demand • it has an impact on historical comparability.
Irrigation	Step 17	Provide more detailed irrigation information (e.g., types of crops irrigated and types of irrigation systems).	8	Determined to be unsuitable for testing because • there is low prevalence or demand • alternative data sources are available.
		Group all land management content together.	1	Determined to be unsuitable for testing because • there is low prevalence or demand • it has an impact on historical comparability.
Technology	Step 23	Add additional content on advisory services, use of technologically produced data, high-speed Internet, technology spending and technology by farm type.	17	Determined to be unsuitable for testing because • there is low prevalence or demand • it increases the response burden • alternative data sources are available.
		Add various categories.	34	Determined to be suitable for testing because • other countries have adopted similar suggestions • it has national scope • no alternative data sources are available • there is high prevalence or demand.
		Make simple changes to question wording.	3	Determined to be suitable for testing because • it improves question accessibility • it does not increase the response burden.
		Remove the question or specific categories.	12	There was industry support for keeping this topic on the CEAG.
Farm machinery and equipment (details)	Step 30	Add categories about off-road vehicles, technology, and manure spreaders and injectors, as well as write-in categories.	6	Determined to be unsuitable for testing because • it increases the response burden • it is too specific for the CEAG • it is difficult for respondents to answer.
		Add content about fuel type, owned versus leased, age of equipment and grain storage.	7	Determined to be unsuitable for testing because • it increases the response burden • it is too specific for the CEAG • it is difficult for respondents to answer.

Table 1.4
Summary of content consultation submissions for secondary content

Topic	2016 Census of Agriculture questionnaire step number	Summary of submissions received	Number of comments	Topic assessment
Number of paid employees	Step 32	Add content about temporary foreign workers.	13	Determined to be suitable for testing because • it is relevant to existing policies and programs • other countries have adopted similar suggestions • it has national scope • no alternative data sources are available[1] • there is high prevalence or demand • it is within the CEAG mandate.
		Add content about labour shortages and unpaid workers. Include further breakdown of temporary and seasonal workers, contract workers and job types of workers.	16	Determined to be unsuitable for testing because • there is low prevalence or demand • it increases the response burden • it is too specific for the CEAG • alternative data sources are available • some of these topics have not tested well historically.
Direct sales	Step 33	Add content about percentage of farm receipts from direct sales.	15	Determined to be suitable for testing because • other countries have adopted similar suggestions • it has national scope • no alternative data sources are available • there is high prevalence or demand.
		Expand categories to include sales to commercial kitchens, restaurants, food services, the processing industry, wholesalers and resellers, livestock, and new methods of direct sales. Distinguish between food and non-food products.	15	Determined to be unsuitable for testing because • there is low prevalence or demand • it increases the response burden • it is too specific for the CEAG • some of these topics have not tested well historically.
		Add new content on organic products and the percentage of organic products sold, as well as on agri-tourism and products sold directly for export.	7	Determined to be unsuitable for testing because • there is low prevalence or demand • it increases the response burden • it is too specific for the CEAG • some of these topics have not tested well historically.
		Clarify and add context.	3	Determined to be suitable for testing because • it improves question accessibility • it does not increase the response burden.
Renewable energy	Step 36	Add specific categories for co-generation. Include further breakdown of biogas and heat pumps.	4	Determined to be unsuitable for testing because • there is low prevalence or demand • it increases the response burden • it is too specific for the CEAG.
		Add content for types of farms using alternative energy, energy efficient technology, number of acres, crops used in bioenergy production, expenditure and revenue amounts, precise system locations, energy diagnostics, efforts to reduce energy use, owned versus leased systems.	14	Determined to be unsuitable for testing because • there is low prevalence or demand • it increases the response burden • it is too specific for the CEAG • alternative data sources are available (for some).
		Add additional categories for solar energy and bioenergy.	11	Determined to be suitable for testing because • it has national scope • no alternative data sources are available • there is high prevalence or demand • it is within the CEAG mandate.
		Add content about energy produced for personal use versus energy produced for sale.	7	Determined to be suitable for testing because • other countries have adopted similar suggestions • it has national scope • no alternative data sources are available • there is high prevalence or demand • it is within the CEAG mandate.
		Remove the question or specific categories.	6	There was industry support for keeping this topic on the CEAG.

Table 1.4
Summary of content consultation submissions for secondary content

Topic	2016 Census of Agriculture questionnaire step number	Summary of submissions received	Number of comments	Topic assessment
Succession plan	Step 35	Add content about different levels of succession planning (e.g., wills, unwritten succession plans) and successors.	5	Determined to be suitable for testing because • it is relevant to existing policies and programs • it has national scope • it is within the CEAG mandate.
		Add content about farm management tools and best practices, as well as timing of change in current status of operation.	7	Determined to be unsuitable for testing because • there is low prevalence or demand • it increases the response burden • it is too specific for the CEAG • alternative data sources are available.

1. Methodology was developed to analyze administrative data on temporary foreign workers after assessment of content consultation submissions was completed.
Source: 2021 Census of Agriculture content consultations.

Testing submissions

Modular testing

In accordance with the Policy on the Development of Questionnaires, Statistics Canada's QDRC conducted qualitative testing (also called modular testing) with farm operators in two phases in 2018 on several proposed questions for the 2021 CEAG. Regional offices also conducted qualitative testing with farm operators.

The purpose of this testing was to:

- Test the cognitive process of respondents when answering questions (e.g., their understanding of concepts, terminology and response categories).
- Test respondents' ability and willingness to answer the questions.
- Test the functionality and usability of some questions on the EQ.
- Test the flow of questions with respondents.
- Obtain feedback from respondents on their overall experience of responding using an electronic version of the questionnaire.

The qualitative testing was conducted on a one-to-one basis with farmers. Participants were recruited from a list of agricultural operators in proximity to the selected test locations. Locations that were selected for recent survey testing were avoided, but test locations with a sufficient number of diversified farms were selected. A Statistics Canada employee recruited operators of farms of various sizes, types and operating arrangements, and with specific attributes that needed to be tested (e.g., farms with a succession plan or renewable energy). Both French and English versions of the questionnaire were tested.

Modular test—Phase 1

The first phase of testing took place in January 2018. A total of 57 in-depth interviews were conducted in Ontario, Manitoba and British Columbia. In the first phase of testing, only the English version of the EQ was tested. New questions were tested on paper. Table 1.5 outlines the testing priorities for the first phase of modular testing.

Table 1.5
Questionnaire Design Resource Centre Phase 1 testing priorities for 2021 Census of Agriculture content

Priority	2016 Census of Agriculture questionnaire steps
High	Greenhouse and other controlled environment
	Livestock
	Business number
	Paid labour
	Land use and cropland where no crops are grown
	Ownership
	Technology
	Renewable energy
	Direct sales
Medium	Agricultural operators
	Poultry
	Succession plan
	Market value
	Inputs
Low	Cannabis
	Hay and field crops
	Fruits, berries and nuts
	Vegetables
	Farm machinery and equipment
	Other livestock
	Changes or events

Source: 2021 Census of Agriculture content consultations.

The results from this phase of testing were used to determine whether the new content was suitable for further testing (Phase 2) or whether it was unsuitable for the CEAG (e.g., the question was difficult for farmers to understand or unduly increased response burden). Changes to new content were made as required before the second phase of testing.

Modular test—Phase 2

The second phase of testing took place in June 2018, with interviews being conducted by Statistics Canada employees from the regional offices and QDRC. A total of 54 interviews were conducted during the second phase of testing in Ontario, Quebec and Alberta. In this phase of testing, both the English and French versions of the EQ were tested. By Phase two, the majority of the new content had been integrated into the EQ. Table 1.6 outlines the testing priorities for the second phase of modular testing.

Table 1.6
Questionnaire Design Resource Centre Phase 2 testing priorities for 2021 Census of Agriculture content

Priority	2016 Census of Agriculture questionnaire steps
High	Canada Revenue Agency business number and other business numbers
	Paid labour
	Cannabis
	Greenhouse and other controlled environment
	Maple tree taps
	Livestock (specifically dairy)
	Farm machinery and equipment
Medium	Inputs and manure
	Technology
	Renewable energy
	Direct sales
	Succession plan
Low	Agricultural operators
	Hay and field crops
	Vegetables
	Fruits, berries and nuts

Source: 2021 Census of Agriculture content consultations.

Response burden reduction

An important objective of this second phase of testing was determining whether it took less time for respondents to complete the EQ. Results from a timed test in December 2017 suggest that the Census of Agriculture was relatively successful in reducing the amount of time it takes to complete the EQ. In this test, employees from Statistics Canada's Agriculture Division were provided with mock data to enter into the questionnaire. These mock data were developed specifically to simulate potential real-life responses from CEAG respondents and reflected a variety of farm types and sizes.

Interpretation of the modular test results

If new content tested well in the second phase, it was integrated into the EQ in preparation for the 2019 Census of Agriculture Test. For the remaining content, the modular testing results were used to determine appropriate solutions to any issues that were identified, including:

- Reverting to yes or no questions from tick boxes (e.g., technology content).
- Making question titles more specific (e.g., greenhouse content).
- Providing additional information to clarify instructions for the yes or no filter questions (e.g., agricultural production).

All of the content issues identified during modular testing were outlined in the QDRC and regional staff reports, which were written after each phase. In addition to identifying content issues, these reports provided a step-by-step breakdown of the results of the probing questions developed by CEAG analysts. In cases where more than one version of the question was being tested, the versions preferred by respondents were also included in the report.

After reviewing these reports, CEAG analysts met with QDRC interviewers to discuss and address the identified issues. For example, if a step had content that was difficult for respondents to understand, QDRC would provide suggestions for how this issue could be resolved based on its experience with questionnaire design and testing. This feedback informed the content change decisions made by CEAG analysts in preparation for the 2019 Census of Agriculture Test.

2019 Census of Agriculture Test

The final stage of testing for the 2021 CEAG was the 2019 Census of Agriculture Test, which began on May 6, 2019, and ended on June 28, 2019. The 2019 Census of Agriculture Test date was May 14, 2019, which was selected to be close to the census date of May 11, 2021. The purpose of the 2019 Census of Agriculture Test was to test content changes as well as all EQ systems and processes, imputation processes and validation tools. Testing priorities were determined based on the extent of content changes made from the previous census questionnaire. One change to content included in the test focused on data replacement. Select steps on the CEAG questionnaire were replaced with administrative data, with the goal of reducing response burden by making the questionnaire shorter. Administrative data includes information that respondents provided for another purpose to other Statistics Canada surveys, Federal, Provincial or Municipal departments, or farm associations.

Methodology

A sample of 10,000 agricultural operations was selected from across Canada. The sample was targeted to include specific language profiles and farm characteristics. This was done to ensure that the new and modified EQ functionalities and content were adequately tested. The sample was also chosen based on the testing priorities outlined in Table 1.7. For example, the greenhouse step was rated as a high testing priority for the census test. As a result, part of the sampling strategy focused on making sure that an adequate number of greenhouse operations were included in the sample to ensure that the question was properly tested.

Table 1.7
Testing priorities for the 2019 Census of Agriculture Test

Priority	Steps from the 2019 Census of Agriculture Test questionnaire
High	Greenhouse
	Dairy operations
	Out-of-scope operations
	Maple tree taps
	Multiple business numbers
	Machinery
	Mushrooms
	Hog operations
Medium to high	Energy
	Technology
	Direct marketing
	Succession planning
	Employees
	Inputs
	Tillage
Medium to low	Fruit, berries and nuts
	Vegetables
	Livestock (sheep, beef)
	Poultry
	Main farm location
	Mapping tool

Source: 2021 Census of Agriculture content consultations.

Once the sample was selected, each agricultural operation was sent an invitation to participate at the beginning of April. Participation in the census test was voluntary; therefore, some level of non-response was expected. Of the potential 10,000 respondents, 3,864 responded, representing a response rate of 38.6%. More information on the census test sampling strategy is provided in Figure 1.2.

Figure 1.2
2019 Census of Agriculture Test sampling strategy

Includes	**Excludes**
• standard farms • farms with testing priority • respondents that used the electronic questionnaire in 2016	• non-standard farms • Northern operations • farms with revenues under $10,000 • respondents that used the paper questionnaire in 2016 • modular test respondents • imputed records from 2016

10,000 invitations sent to agricultural operations across Canada

| **English: 5,973**
59.7% | **French: 4,027**
40.3% |

2019 Census of Agriculture Test
May 6, 2019, to June 28, 2019

38.6%
response rate

English: 36.1%   French: 42.4%

Total: 3,864

Note: These values contain respondents that were out of scope in 2016.
Source: 2019 Census of Agriculture Test.

Content validation

After data collection was complete, the content was validated by CEAG analysts to ensure that it was properly understood and reported and that the EQ functionality was operating as expected. Each step within the EQ underwent vigorous analysis by CEAG analysts to confirm that the data collected through the EQ were valid. Based on these analyses and the results from prior testing, decisions were made on whether content should be kept on the EQ in its current state, modified or removed.

Testing summary

The testing process for the 2021 CEAG included two phases of modular testing and a national census test. After each of these tests, the prospective 2021 content underwent vigorous analysis processes to determine its suitability for subsequent testing. The findings from these analyses enabled CEAG analysts to make informed decisions regarding the final content of the 2021 CEAG.

Appendix A: 2021 Census of Agriculture workshop agenda

Topics:

- Registration (duration: 15 minutes)
- Overview of the 2021 Census of Agriculture Content Consultation Process (presentation) (duration: 30 minutes)
- Review of the 2016 discussion questionnaire and emerging data needs continued (duration: 60 minutes)
- Final words (duration: 15 minutes)
- Workshop evaluation (duration: 15 minutes)

Location and audience:

- Quebec, QC, Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) on September 11, 2017 at 8:30am to 12:00pm
- Quebec, QC, general audience on September 11, 2017 at 1:00pm to 4:30pm
- Winnipeg, MB, general audience on September 13, 2017 at 8:30am to 12:00pm
- Guelph, ON, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) and general audience on September 14, 2017 at 1:00pm to 4:30pm
- Regina, SK, general audience on September 18, 2017 at 8:30am to 12:00pm
- Edmonton, AB, Alberta Agriculture and Forestry and general audience on September 19, 2017 at 8:30am to 12:00pm (discussions as needed in the afternoon)
- Ottawa, ON, Federal government and general audience on September 20, 2017 at 8:30am to 12:00pm
- Abbotsford, BC, British Columbia Agriculture and general audience on September 21, 2017 at 8:30am to 12:00pm

*All time information was reported for the respective local time zone.

WebEx sessions:

- English webinar on September 18, 2017 at 1:00pm to 4:30pm
- French webinar on September 19, 2017 at 1:00pm to 4:30pm
- English webinar for Atlantic Canada region on September 21, 2017 at 9:00am to 12:30pm
- French webinar for Atlantic Canada region on September 22, 2017 at 9:00am to 12:30pm

Appendix B: Consultation workshop evaluation form

CENSUS OF AGRICULTURE / RECENSEMENT DE L'AGRICULTURE

2021 Content determination workshop evaluation /

Évaluation de l'atelier consultatif sur la détermination du contenu pour 2021

We would appreciate if you could take a few minutes to answer the following questions.

Name and organization:

Email:

Telephone:

1. Do you feel that the workshop is a good way to inform you about the Census of Agriculture content determination process?
   - No
   - Yes

   Comments:

2. Were the location, date and timing adequate?
   - No
   - Yes

   Comments:

3. Were the presentation and materials provided useful?
   - Not useful
   - Somewhat useful
   - Very useful

   Comments:

4. Do you feel that workshop is a good forum to express your data needs?

   Comments:

5. A- How did you find out about the workshop?
   - By email
   - On the Statistics Canada website
   - Through someone else
   - Other (specify)

   B- Was this the best approach?
   - No
   - Yes

   Comments:

Thank you for your participation.

Appendix C: Workshop evaluation findings

Total participation:

- 88 individual attendees
- 35 organizations represented

Q1: Do you feel that the workshop is a good way to inform you about the Census of Agriculture content determination process?

- Yes- 88
- No- 0

Q2: Were the location, date and timing adequate?

- Yes- 84
- No- 4

Q3: Were the presentation and materials provided useful?

- Very useful- 79
- Somewhat useful- 9
- Not useful- 0

Q4: Do you feel that the workshop is a good forum to express your data needs?

- Yes- 85
- No- 3

Q5A: How did you find out about the workshop?

- By email- 48
- On the Statistics Canada website- 0
- From someone else- 33
- Other- 6

Q5B: Was this the best approach?

- Yes- 54
- No- 1

Appendix D: 2021 Census of Agriculture submission form

Statistics Canada conducts the Census of Agriculture to provide a comprehensive profile of the physical, economic, social, and environmental aspects of Canada's agriculture industry. It is mandated by the *Statistics Act* and is instrumental to support public and private decision-making, research, and analysis in areas of concern to farmers and the Canadian agricultural sector.

Before each census, Statistics Canada initiates an extensive consultation program that allows data users and interested parties across Canada to share their views on how they use census data and the type of information they believe should be available from the census.

Statistics Canada ensures that Census of Agriculture information remains relevant for the agricultural sector and organizations that use it. Therefore, Statistics Canada is seeking ideas for new or modified Census of Agriculture content, as well as data sources that could be used to supplement or replace current content and reduce respondent burden.

For the 2021 Census of Agriculture, the main priorities are to improve cost-effectiveness, as well as to reduce respondent burden while remaining relevant and responding to the information needs of governments, agricultural operators, farm organizations, data users, and Canadians.

In order to meet these priorities, Statistics Canada is seeking your input to:

- Identify and confirm data needs.
- Identify emerging data needs.
- Maintain the relevancy of the data.
- Identify alternative data sources that could be used to supplement or replace current content.

Please use this form to submit your proposals regarding content changes and to provide a clear rationale and justification of your requirements. **The deadline for submission is October 13, 2017**.

Discussion Questionnaire

The questions on the Census of Agriculture are divided into two categories:

- **Core content** represents the minimum content needed to sustain Statistics Canada's agriculture program and is expected to remain.
- **Secondary content** represents the remainder of the questionnaire. All secondary content is under consideration for removal.

Core content:

- Business/ contact information
- Operators
- Main farm location
- Land area and land use
- Commodities and organic
- Market value of land and buildings
- Farm machinery and equipment (total)
- Gross farm receipts and operating expenses
    - ▶ Total on questionnaire
    - ▶ Detailed expenses from tax data

Secondary content:

- Operating arrangement
- Summerfallow
- Tillage
- Land practices
- Crop residue
- Inputs
- Manure
- Irrigation
- Technology
- Farm machinery and equipment (details)
- Number of paid employees
- Direct sales
- Renewable energy
- Succession plan

The attached discussion questionnaire proposes some changes to core content. If you would like to suggest different wording or options, please inform us by completing this submission form and justifying your needs.

The discussion questionnaire also identifies questions that are classified as secondary content and are under consideration for removal. If these topics are of interest to your organization, please provide justifications of your needs in this submission form.

Key Considerations for Content Determination

The decision to change a Census of Agriculture question is based on a number of factors, such as program and policy needs, respondent burden, data quality, costs, research, historical comparability, privacy, operational considerations and alternative data sources. When completing the submission form, please keep in mind these key considerations:

- Is the information still relevant to the agricultural sector and policy makers?
- Does the information need to be comparable over time?
- Is the information of national interest?
- Is it necessary to collect the data at sub-provincial levels?
- Will farmers easily understand the question?

- Do farmers have the information to answer the question?
- Will farmers be willing to answer it?
- Will there be a broad demand for the data that the question will generate?
- Can the question be answered by either a "Yes," "No," or a quantitative response?
- Are there other data sources that address this need in whole or in part?
- Does this data need to be collected every 5 years?

With these questions in mind, please complete this submission form thoroughly. Your input is essential in helping Statistics Canada assess and substantiate the value of the census questions in meeting the needs and priorities of the agricultural sector.

Results

The information you provide will be carefully reviewed and will assist in determining content for the 2021 Census of Agriculture.

Statistics Canada is committed to respecting the privacy of consultation participants. All personal information created, held or collected by the Agency is protected by the *Privacy Act*.

Anonymized comments collected during the consultation may be published in the 2021 Census of Agriculture Content Consultation Report available on the Statistics Canada website in fall 2019.

1. **Please provide your contact information.**
   - Name:
   - Organization (if applicable):
   - E-mail address:
   - Phone number:

2. **Select the category that describes you or the organization that you represent.**
   - Federal government
   - Provincial or territorial government
   - Municipal government
   - Agricultural organization or producer group
   - Academia (professors, researchers, students, etc.)
   - Agricultural business
   - Other (please specify):

3. **For what purpose(s) do you or your organization use Census of Agriculture data? (select all that apply)**
   - Analysis of trends in agriculture or research
   - Policy, regulation or program development
   - Resource allocation for programs and services
   - Program or policy evaluation
   - Other (please specify):

4. **The Census of Agriculture questionnaire steps are listed below. Considering the following definitions, please rate your organization's need for each step.**

- **Essential** means that it is required to fulfil a legislative requirement or the needs of a regulation, policy or program.

- **Some need** means that it could be used to fulfil the needs of a regulation, policy, program or other application.

- **No need** means that it is not used.

Steps based on the 2016 Census of Agriculture questionnaire:

Operator information (step 2):

- Essential
- Some need
- No need

Land area (step 5):

- Essential
- Some need
- No need

Hay and field crops (step 6):

- Essential
- Some need
- No need

Vegetables (step 7):

- Essential
- Some need
- No need

Fruits, berries and nuts (step 8):

- Essential
- Some need
- No need

Sod, nursery products and Christmas trees (step 9):

- Essential
- Some need
- No need

Land use (step 10):

- Essential
- Some need
- No need

Summerfallow (step 11):

- Essential
- Some need
- No need

Tillage and seeding practices (step 12):

- Essential
- Some need
- No need

Land practices (step 13):

- Essential
- Some need
- No need

Crop residue (step 14):

- Essential
- Some need
- No need

Inputs (step 15):

- Essential
- Some need
- No need

Manure (step 16):

- Essential
- Some need
- No need

Irrigation (step 17):

- Essential
- Some need
- No need

Organic (step 18):

- Essential
- Some need
- No need

Greenhouse products (step 19):

- Essential
- Some need
- No need

Mushrooms (step 20):

- Essential
- Some need
- No need

Maple tree taps (step 21):

- Essential
- Some need
- No need

Honey bees (step 22):

- Essential
- Some need
- No need

Other pollinating bees e.g., leafcutter, blue orchard, bumble, etc. (step 22):

- Essential
- Some need
- No need

Technology (step 23):

- Essential
- Some need
- No need

Poultry (step 24):

- Essential
- Some need
- No need

Chicken or turkey production (step 25):

- Essential
- Some need
- No need

Egg production (step 26):

- Essential
- Some need
- No need

Commercial poultry hatcheries (step 27):

- Essential
- Some need
- No need

Livestock- cattle or calves (step 28):

- Essential
- Some need
- No need

Livestock- pigs (step 28):

- Essential
- Some need
- No need

Livestock- sheer or lambs (step 28):

- Essential
- Some need
- No need

Livestock- other livestock (step 28):

- Essential
- Some need
- No need

Market value of land and buildings (step 29):

- Essential
- Some need
- No need

Farm machinery and equipment- total only (step 30):

- Essential
- Some need
- No need

Gross farm receipts and operating expenses (step 31):

- Essential
- Some need
- No need

Number of paid employees (step 32):

- Essential
- Some need
- No need

Direct sales (step 33):

- Essential
- Some need
- No need

Operating arrangement (step 34):

- Essential
- Some need
- No need

Succession plan (step 35):

- Essential
- Some need
- No need

Renewable energy (step 36):

- Essential
- Some need
- No need

5. **The following steps are part of the secondary component and are under consideration for removal for the 2021 Census of Agriculture. Please justify your needs.**

   If the step is important to you or your organization, please provide your rationale for keeping the question in the 2021 Census of Agriculture. Include a description of your needs and how you use this data (e.g., for policy requirements, research, etc.), as well as the level of geography required.

   The step numbers refer to the 2016 Census of Agriculture questionnaire.

   - Summerfallow (step 11) – Max. 2,000 characters:
   - Tillage and seeding practices (step 12) – Max. 2,000 characters:
   - Land practices (step 13) – Max. 2,000 characters:
   - Crop residue (step 14) – Max. 2,000 characters:
   - Inputs (step 15) – Max. 2,000 characters:
   - Manure (step 16) – Max. 2,000 characters:
   - Irrigation (step 17) – Max. 2,000 characters:
   - Technology (step 23) – Max. 2,000 characters:
   - Farm machinery and equipment – details (step 30) – Max. 2,000 characters:
   - Number of paid employees (step 32) – Max. 2,000 characters:
   - Direct sales (step 33) – Max. 2,000 characters:
   - Operating arrangement (step 34) – Max. 2,000 characters:
   - Succession plan (step 35) – Max. 2,000 characters:
   - Renewable energy (step 36) – Max. 2,000 characters:

6. **Do you or your organization combine Census of Agriculture data with other data sources?**

   • Yes

   • No

   If yes, please provide the name of the other data source (e.g., Farm Financial Survey, membership list, etc.), the organization that produces the data (e.g., Statistics Canada, provincial organizations, etc.), and the names and definitions of the variables.

   • Data source 1 – Max. 2,000 characters:

   • Data source 2 – Max. 2,000 characters:

   • Data source 3 – Max. 2,000 characters:

7. **In your opinion, are there data gaps that the 2021 Census of Agriculture should fill? Data gaps may include topics, population groups, etc. that are not currently covered by the census.**

   • Yes

   • No

   If yes, please list these data gaps below in order of priority. Include descriptions of how this data would be used by your organization, existing data sources for this information, and suggested wording for any questions that you propose to cover these data gaps.

   • Data gap 1 – Max. 2,000 characters:

   • Data gap 2 – Max. 2,000 characters:

   • Data gap 3 – Max. 2,000 characters:

We invite you to provide any additional comments, questions or concerns you would like to share
(Max. 2,000 characters):

Thank you very much for your input. We will carefully consider each of your comments during the consultation process.

Please note that the deadline for written submissions is October 13, 2017.

Addendum to the Submission Form of the 2021 Census of Agriculture

Please return with the submission form.

8. **The following steps of the Census of Agriculture questionnaire are considered core content:**
   - Business/Contact information (step 1)
   - Operator information (step 2)
   - Main farm location (step 3)
   - Unit of measure (step 4)
   - Land area and land use (steps 5 and 10)
   - Hay and field crops (step 6)
   - Vegetables (step 7)
   - Fruits, berries and nuts (step 8)
   - Sod, nursery products, and Christmas trees (step 9)
   - Organic (step 18)
   - Market value of land and buildings (step 29)
   - Farm machinery and equipment (total) (step 30)
   - Gross farm receipts and operating expenses (totals) (step 31)
     - ▶ Totals on questionnaire
     - ▶ Detailed expenses from tax data

   Please indicate which steps are used by you or your organization and provide a brief description of how you use the data (e.g., for policy requirements, research etc.).

   Max. 2,000 characters:

9. **Do you know of alternative data sources that can provide similar information as the Census of Agriculture data?** (For example, an administrative list or a registration list.)
   - Yes
   - No

   If yes, please provide the names of the alternative data sources and the organizations that produce it.

   Max. 2,000 characters:

Thank you very much for your input. We will carefully consider each of your comments during the consultation process.

Please note that the deadline for written submissions is October 13, 2017.

Appendix E: Key criteria and score

Relevance

- Definition: Is this critical to ongoing programs/ policies related to agriculture?
- Score: 3

International

- Definition: Do other countries ask for this?
- Score: 1

Size of population

- Definition: Is the size of the data set suggested in terms of farm count and/ or total farm area small?
- Score: -1

National scope

- Definition: Is this topic of national interest?
- Score: 2

Cross-tabulations

- Definition: Is the information required to be cross-classified with other questions from the questionnaire?
- Score: 1

Alternative source

- Definition: Is there no quality alternative source available?
- Score: 3

Continuity over time

- Definition: Will the change affect historical comparability?
- Score: -2

Frequency

- Definition: Is the collection of this data every 5 years sufficient?
- Score: 2

Difficulty

- Definition: Can farmers easily provide the information?
- Score: 2

Willingness

- Definition: Is it likely that farmers will be willing to answer (sensitivity)?
- Score: 2

Past testing

- Definition: Does past testing show negative results and are these negative results likely to be consistent over time?
- Score: -2

Geography

- Definition: Is the data needed at sub-provincial levels?
- Score: 2

Prevalence/ demand

- Definition: Did multiple organizations request this change?
- Score: 1

Mandate

- Definition: Is it within our mandate (CEAG, Agriculture Division or STATCAN)?
- Score: 3

The maximum score possible was 22.