

**2021 HURON COUNTY BUSINESS RETENTION &
EXPANSION PROJECT**

**AGRICULTURE SURVEY
DATA SUMMARY REPORT**



Data Summary

The following is based on the responses from 278 agriculture businesses in Huron County.

Which of the following best describes your agricultural business?

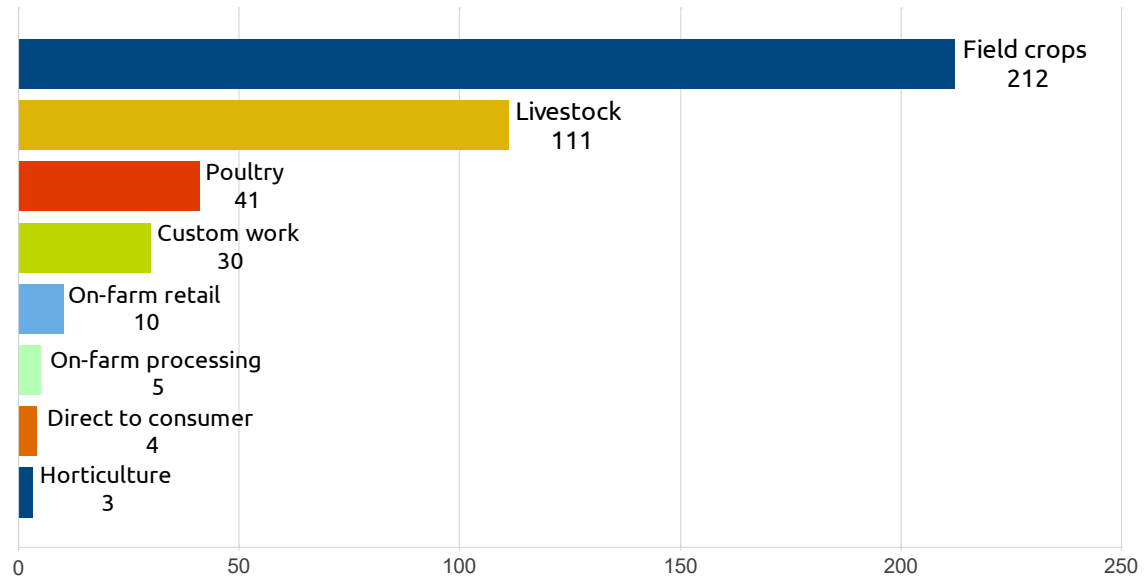


Figure 1

The Huron County agriculture business community is dominated by field crop farming, making up over 76% of respondents (see figure 1). Some field crop farmers take part in other farming as well.

Livestock

Livestock type:

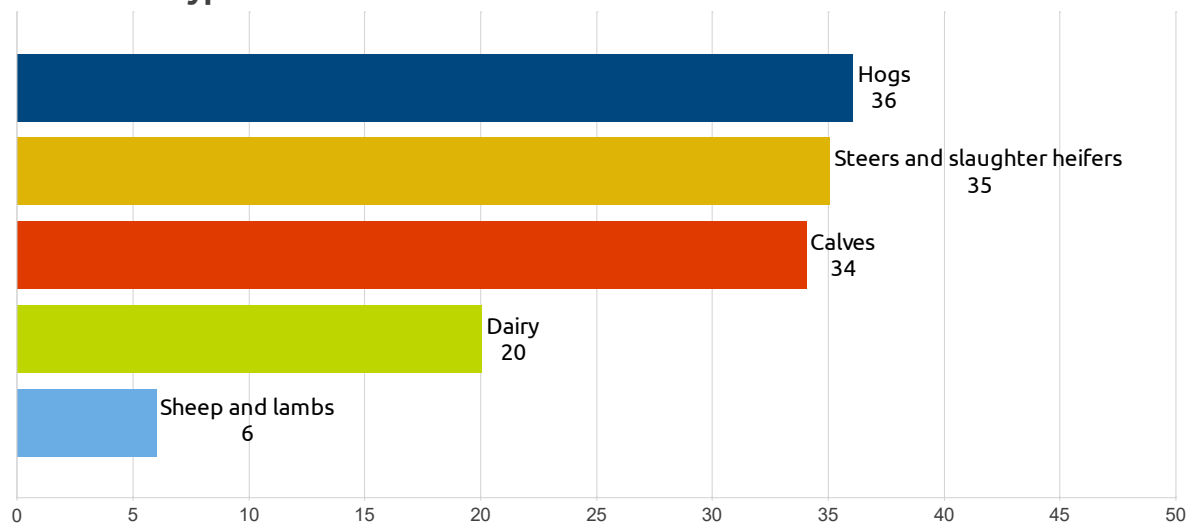


Figure 2

If Livestock, please specify herd size:

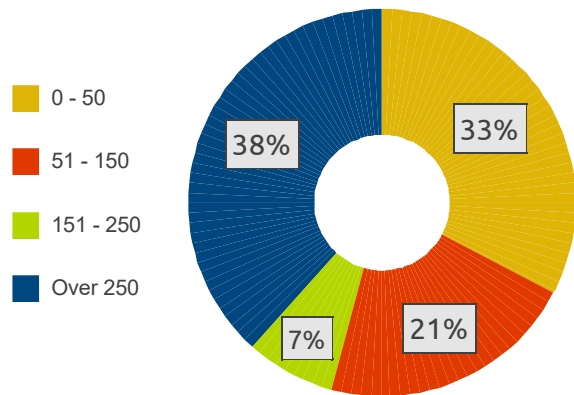


Figure 3

Poultry

Poultry type:

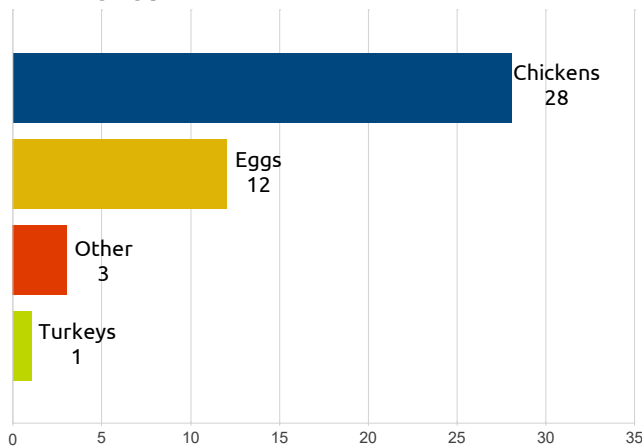


Figure 4

If Poultry, please specify flock size:

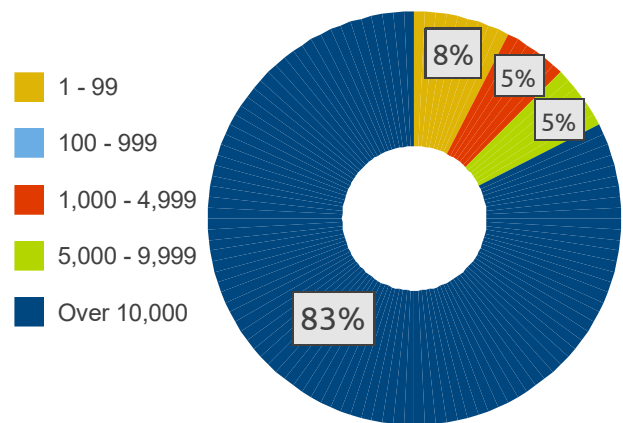


Figure 5

Among the 41 poultry farmers surveyed, a vast majority (93%) have large flocks of 1,000 or more poultry.

Size of farm by workable acreage

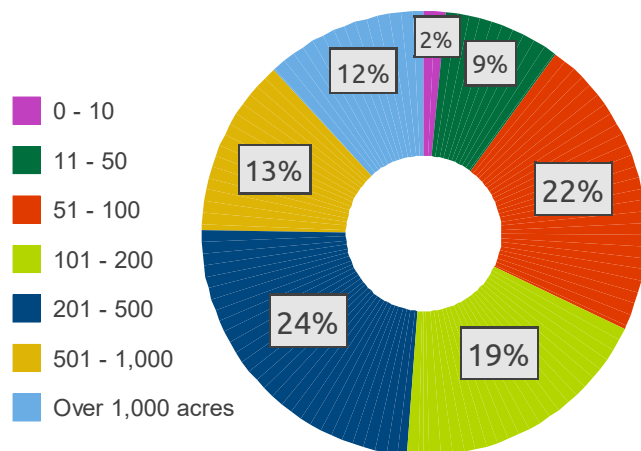


Figure 6

Categories of Gross Sales

124 surveyed agriculture businesses generate 75% or more over their gross sales from agriculture related businesses such as elevators and processors (see appendix 1 for full data table).

Farming Activities

Which of the following adjectives could be used to describe your farming activities?

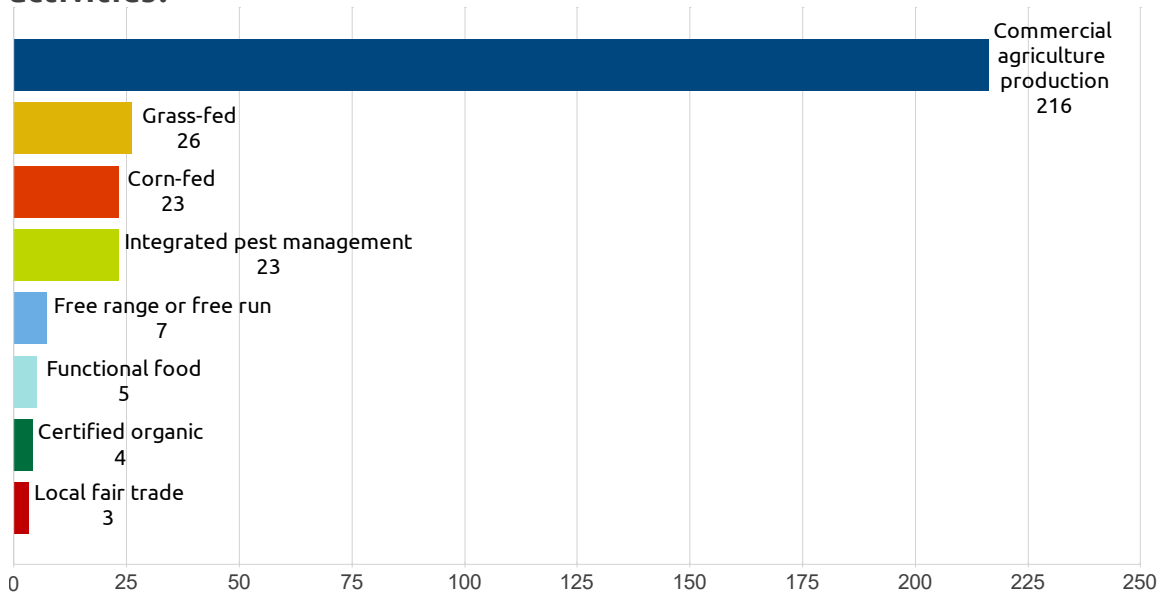


Figure 7

Attitude Towards Doing Business in Huron County

Advantages to doing business in Huron County

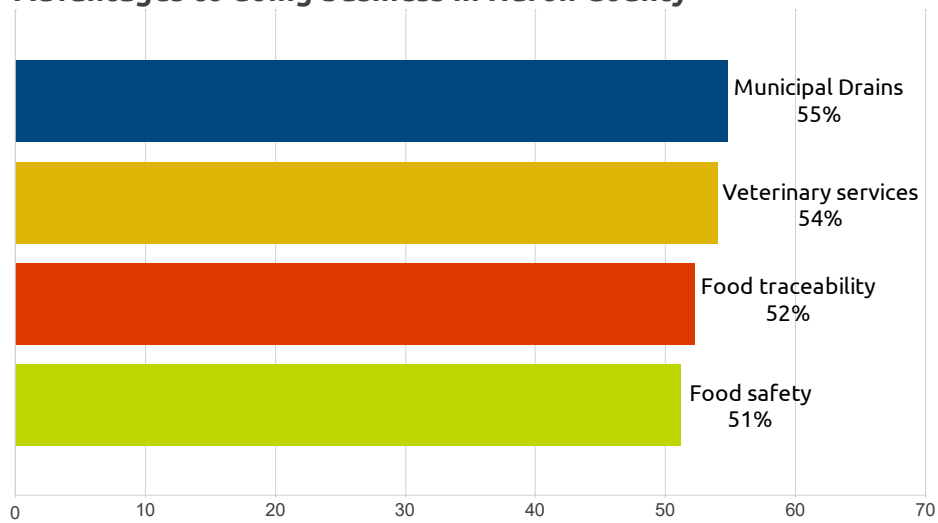


Figure 8

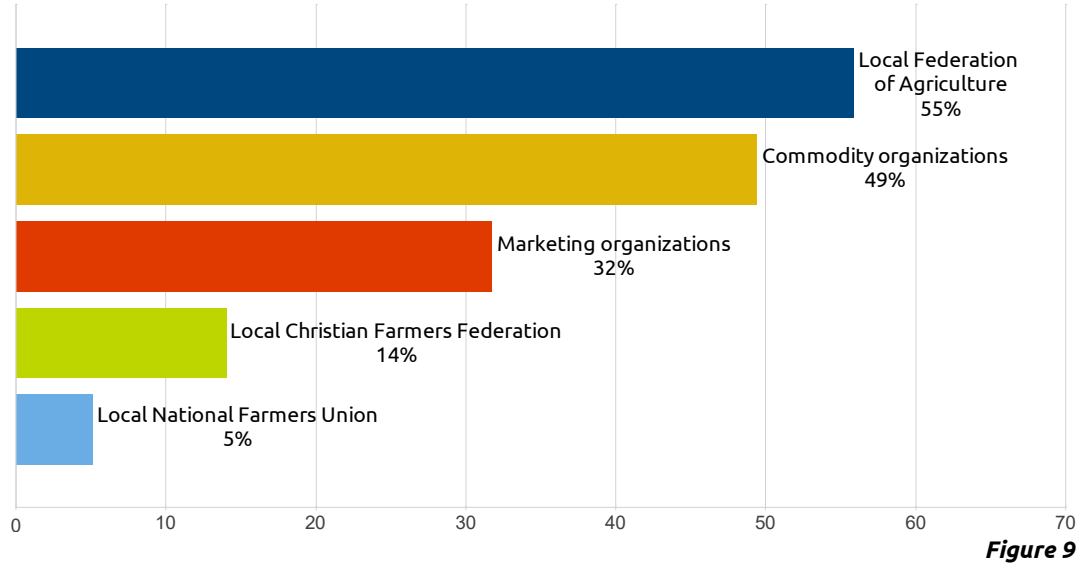
Respondents saw advantages (rated good or excellent) of operating their agriculture business in Huron County as the excellent municipal drains, the provision of veterinary services and food traceability and safety (see figure 8) (see appendix 2 for full data chart).

Agriculture Business Factors

In terms of importance of factors over the next 18 months, the overall cost of doing business, national and international competition and land use issues were all seen as the most important factors (see appendix 3 for full data table).

Sector Organizations

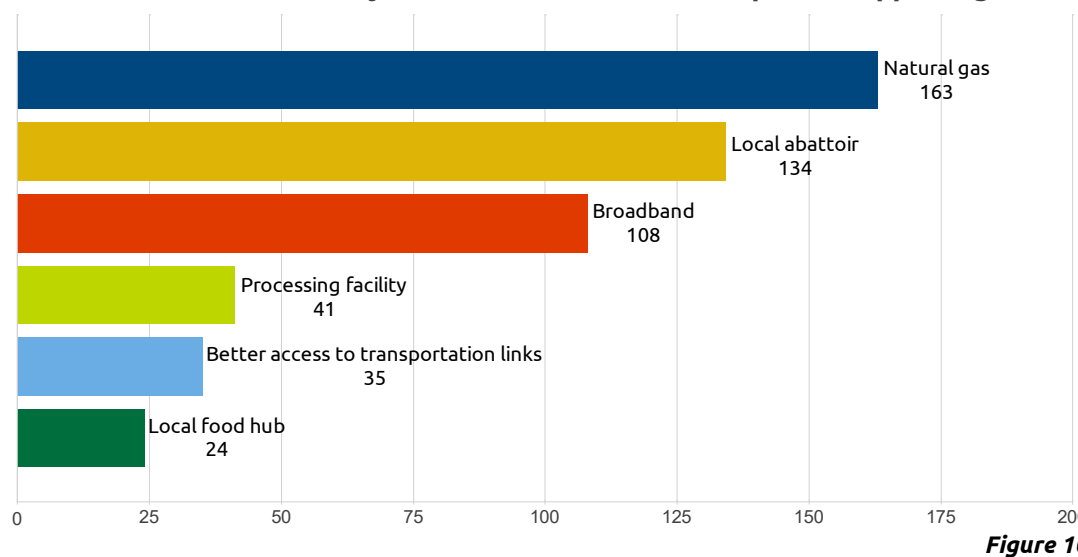
Positive ratings of Agriculture Organizations



There is room to explore the strategic involvement of economic development in the agriculture sector. For example, only 38% of surveyed agriculture businesses have had contact with Huron County Economic Development. Otherwise, the Huron County Federation of Agriculture saw the most positive ratings (rated good or excellent; see figure 9), while the Local Christian Farmers Federation and Local National Farmers Union saw little to no contact.

Agricultural Assets & Infrastructure

Assets and infrastructure you would like to see developed to support agriculture:



Of those respondents who selected processing facility (see figure 10), a number of industry wide processing opportunities were specified, including meat, dairy and grain processing.

Niche Market Opportunities

85% of respondents have not considered pursuing niche/specialty market opportunities, but of the 15% that did, organics, hemp and fibers were among the most commonly identified opportunities.

Changes to production practices in response to climate change

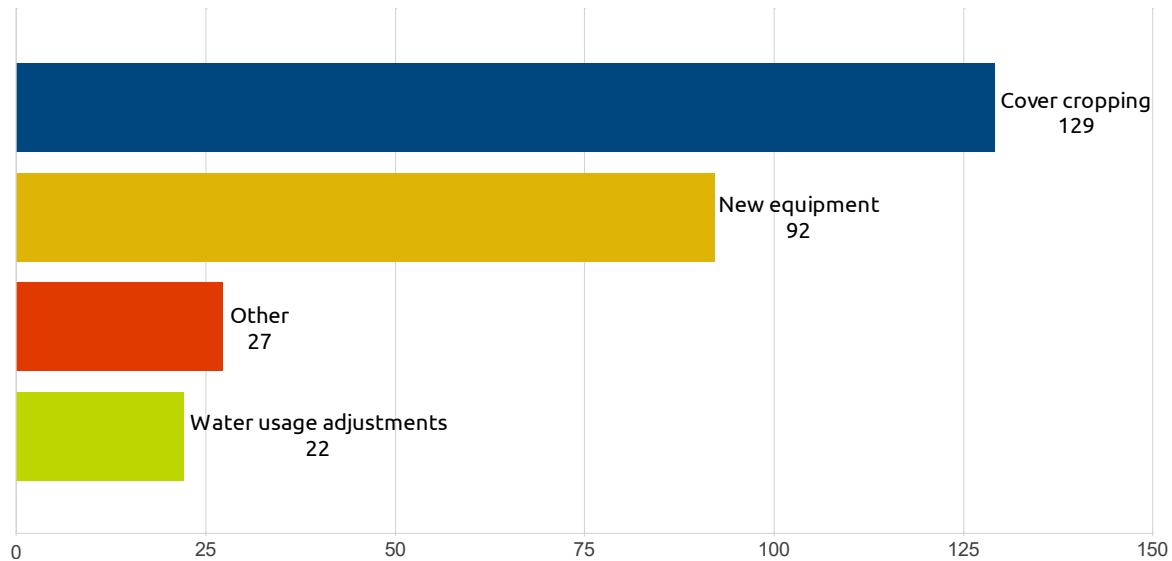


Figure 11

57% of respondents claim to have changed their production practices in response to climate and environmental changes.

Other common changes to production practices include the use of no-till farming and solar energy.

Anticipated changes to production practices in response to climate change

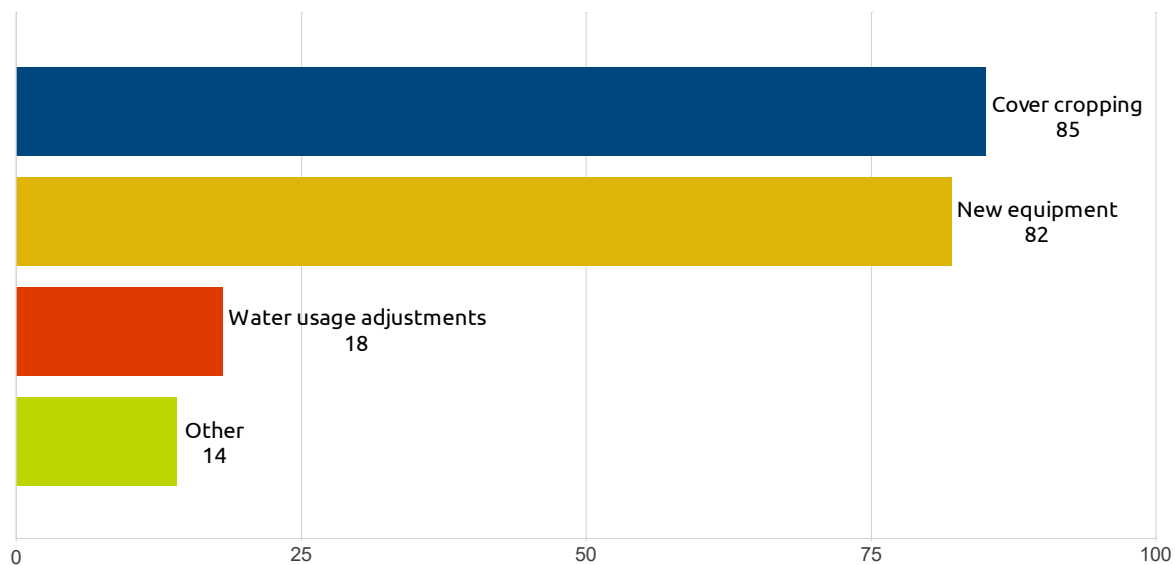


Figure 12

48% of respondents anticipate changing their production practices in response to climate and environmental changes.

On Farm Retail & Farm Gate

While only 8% of surveyed agriculture businesses take part in on farm retail or farm gate sales, 22% identified barriers to on farm retail and farm gate sales in Huron County (see figure 13).

Barriers to on farm retail and farm gate sales

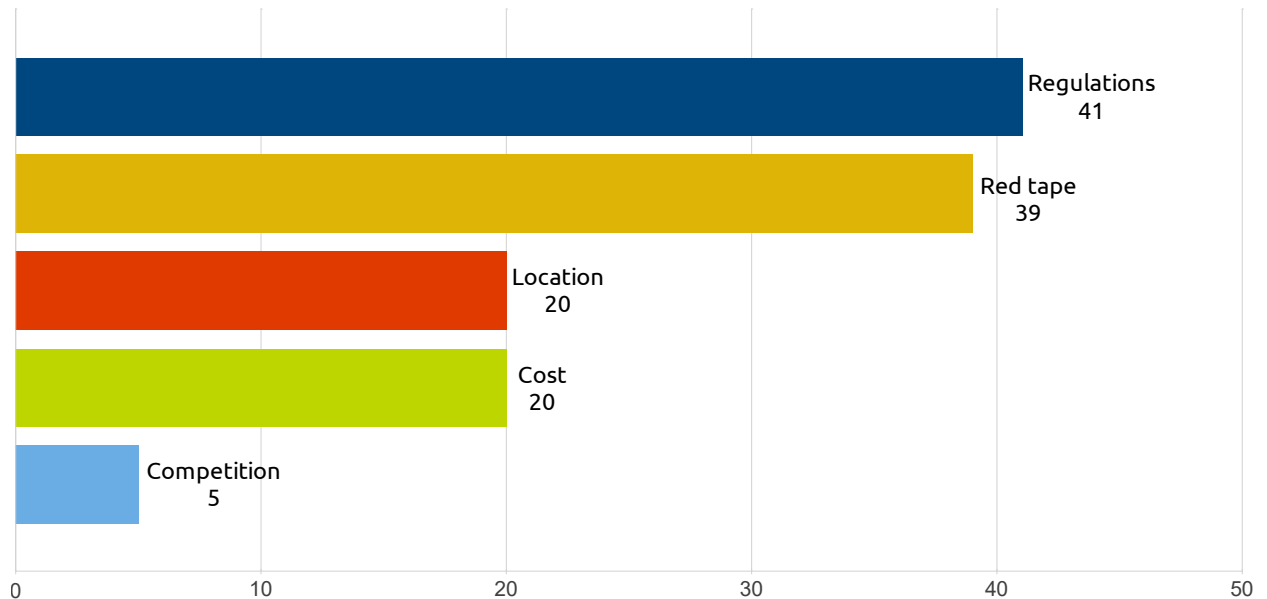


Figure 13

Appendices

Appendix 1: Estimated breakdown of gross sales

	Not Applicable	<25%	25 - 50%	50 - 75%	>75%
Other farmers / primary producers	43 (35%)	29 (24%)	10 (8%)	6 (5%)	34 (28%)
Agriculture related business (e.g. elevators, processor)	21 (12%)	8 (4%)	12 (7%)	17 (9%)	124 (68%)
Wholesale / retail	48 (54%)	7 (8%)	5 (6%)	6 (7%)	23 (26%)
Direct to consumer	54 (66%)	12 (15%)	3 (4%)	6 (7%)	7 (9%)

Appendix 2: Ratings of factors of doing business in Huron County

	Not Applicable	Poor	Fair	Good	Excellent
Minimum distance separation for expanding your operation	35%	12%	23%	26%	4%
Nutrient Management Regulations	24%	6%	31%	33%	6%
Wildlife Damage Compensation Program	39%	24%	20%	14%	3%
Line Fences Act	44%	13%	24%	16%	3%
Weed Control Act	26%	14%	27%	30%	3%
Veterinary Services	28%	5%	8%	37%	23%
Local Health Unit inspections	46%	7%	19%	24%	4%
Provincial inspections	44%	9%	21%	23%	3%
Water taking permits	66%	6%	12%	14%	2%
Agri-business advisory services	27%	7%	23%	36%	7%
Access to value chain opportunities	53%	8%	14%	21%	3%
Food safety	31%	2%	10%	42%	16%
Food traceability	26%	2%	12%	44%	15%
Municipal drains	12%	8%	21%	50%	9%

Appendix 3: Ratings of importance of agriculture business factors

	No response	Not at all important	Somewhat important	Very important
Land use issues	14%	11%	34%	41%
Overall cost of doing business	9%	2%	21%	68%
Securing financing for operations	16%	24%	27%	33%
Securing financing for expansions	20%	29%	24%	28%
Public concern/awareness of industry	14%	8%	40%	38%
International/national competition	18%	14%	27%	41%
Technological changes	13%	13%	43%	32%