



2021 Organic Sector Survey/ Enquête sur le secteur biologique Consumer/ Consommateur Question 41

- **As a consumer of organic products, how have you advocated for organic in Canada?**
- **En tant que consommateur de produits biologiques, comment avez-vous promu le bio au Canada?**

Comments / Commentaires

Note: The comments below were submitted to the survey by individuals, and do not reflect the views of the Organic Federation of Canada, Canadian Organic Trade Association, the Organic Agriculture Centre of Canada, or the Canadian Organic Growers.

Remarque : Les commentaires publiés ci-dessous ont été soumis par les participants au sondage et ne reflètent nécessairement pas le point de vue de la Fédération biologique du Canada, de l'Association canadienne du commerce biologique ou, le Centre d'agriculture biologique du Canada de Cultivons Biologique Canada.

- Permet une garantie minimum de la qualité des aliments (produits exempts de pesticides, hormones ou autres produits de synthèse) et systèmes de production plus durables.
- \$ and conversations with friends and relatives
- Tell family about products I like
- Purchase local
- J'en parle dans mon entourage et je partage des articles sur Facebook
- Constantly asking for it in supermarkets
- support local, organic farmers, ask retailers to stock more, share posts on social media
- I try to follow related news stories
- Supported Nutrinor Coop with dairy and meat
- Read about it
- Purchasing it.
- Recommend to friends. Ask stores for products. Buy even when price is high.
- Encouraged others to purchase.
- Directly with family and friends
- Try to spread the word and lead by example
- involved in organic certification for 13 years (as a VO & CC member) and now sit on COABC's Accreditation Board.

2021 Organic Sector Survey/ Enquête sur le secteur biologique

Consumer/ Consommateur

Question 41

- "Talking with friends, when we discuss food we talk about the difference between organic and main stream food.
- "I founded
- Millions Against Monsanto Toronto
- Toronto Non-GMO Coalition
- Safe Food Matters Inc.
- Handle events, social media and promotion for above, plus
- GMO Free Canada
- Kids Right to Know Org
- Gen-Earth
- GMO Free Windsor
- Also managed social media and the Ontario Organic Roadshow for the Organic Council of Ontario.
- Online regen organic/safe food influencer "
- En achetant bio et en en parlant avec des amis
- "I support COG, OCO, C-BAN
- I tell anyone who is willing to listen."
- I have not
- If it is a reasonable moment, I tell most people that organic is better!
- i have read and clicked LIKE of your posts on LinkedIn, so my connections can see and read your posts as well
- through discussion with people and the importance of growing and consuming organic, encouraging people to buy local and join CSA initiatives to support small local farmers
- shared information with friends
- By purchasing organic whenever possible.
- By organic gardening myself
- Member of COG.
- en parlant à mes proches
- Founded a university club to promote stockfreeorganic/veganic, hosted 7 guest lectures in 2020/2021.
- I grow my own. Sell a little .
- I buy organic when possible in my local store. I have contacted grocery stores in my area regarding keeping newly introduced GMO foods out of the food supply.
- Discussions, purchasing choices.



2021 Organic Sector Survey/ Enquête sur le secteur biologique Consumer/ Consommateur Question 41

- Buying products, serving them to friends and letting them know it is organic and where I got it
- I talk to my friends
- encouraged other people to purchase organic, helped organize csa, bulk food orders for organic farms
- talking talking talking
- serving 100% organic food all the time
- en cultivant des légumes
- En achetant bio
- En encourageant mes amis à acheter bio si possible
- I promote organic products in Canada and overseas in print, online, and in-person at every opportunity encountered
- with family and friends and through my work
- Peu en tant que consommateur, plutôt professionnellement.
- By encouraging where I can.
- I encourage others whenever I am in conversation
- Buying organic produce
- Support by buying
- not much
- encourage friends to buy organic and becoming member and participating in organic growing and purchasing
- Supporting my local organic farmers
- I suppose I haven't advocated for organic in Canada except purchasing locally grown organic whenever possible.
- I was involved with a small consumer retail coop in Saskatoon for many years that sold organic and local products. (Steephill Co-op). I participated in organic standard review in Canada in the late 1990's.
- always the better choice over imports
- Running a series of workshops
- I'm not yet convinced that Organic products are trust-able.
- Supporting COG and ACORN by membership and donations.
- Tell people I buy organic to protect the earth. While engaged in conversation I promote organic .
- I buy organic food, I promote & sell certified organic food at our local farmers market & farm gate, I speak out about the importance of an organic diet.



2021 Organic Sector Survey/ Enquête sur le secteur biologique

Consumer/ Consommateur

Question 41

- Yes, as a consumer of organic products since the 1980's I speak up for them, and advocate for them in my life and work.
- with my wallet
- I can't say I advocate. I am trying to buy more consciously, and take the time to find the alternatives I believe in.
- Promoted a survey once, put on FB page occasionally.
- Best proxy available for humane, environmental, farmer benefits, and sometimes more healthy to eat
- Support of organization
- With friends and family, I follow several Twitter feeds,
- monthly donation to Canadian Organic Growers
- Through purchase of organic products
- no
- Whenever the topic comes up in conversation I speak in favour of supporting organic and local farming.
- Through my influence as an instructor at a nutrition college; through my example to friends, family; through my writing.
- Word of mouth and voting with my wallet
- I tell friends and family that I buy organic to help soil, animals and small farmers
- By growing some of our own food
- Good question! With my wallet, I guess, and by encouraging local small green grocers to stock more organic produce. I have also made modest donations to Canadian Organic Growers Association. I would like to do more but am not sure how to do so.
- word of mouth.
- Inspired family & friends to buy organic and purchase food from local sources. Grow organic produce myself in a community garden. Have written articles for natural medicine and food industry for magazines including an article on GMO labeling in the US. Follow COG, Ontario Organic Growers and Just Food news as email subscriber. Advocated for community garden opening last year during COVID by writing MPP.
- Tell my family to buy organic
- petitions, speaking at a rally for climate change, educating customers at farmers market
- Promote to family and friends
- through purchasing, through recommending to others, through activism when it seems needed
- Buying habits, word of mouth



2021 Organic Sector Survey/ Enquête sur le secteur biologique Consumer/ Consommateur Question 41

- I participated in the Canadian Government reform of the Canadian Dietary Guide. I let the government and grocery stores know that I want more vegan options, affordable, local, and package free organic fruits and veg in our stores.
- Yes, through online groups whose newsletters I subscribe to
- Telling elderly parents why it's important to buy
- Lead by example with my children and grandchildren. Try to educate them around Big Ag
- WITH MY MONEY AND IN MY GARDEN
- Talk to people
- I regularly recommend that my friends and family buy organic. I help people grow their own food. I purchase CSAs from organic farms in BC. I've worked on organic farms in BC. And I am now starting my own farm this year.
- Purchase organic products
- I grow as much of my own food as possible, organically
- I am a chef and restaurant owner and do many public/community events in Vancouver. I promote sustainable agriculture and eating healthy with my customers and the public.
- Memberships
- j'en parle autour de moi
- I have ask if consumers know how processed their food is.
- Or where it came from.
- Par mon discours et mes achats, j'encourage mon entourage.
- Yes
- Very seldom.
- I vote with my dollars
- I'm very loyal to Canadian organic products
- I purchase regularly what I can find. I also share my preferences with others.
- b=y buying oraganic as often as possible
- I have not.
- I always buy organic products when available, and always make the case for organic with friends, family and colleagues
- recommending to others; sit on an organic committee
- By my own example of growing under Eco Cert regulations and standards.
- Through the Green Party as candidate, voter, donor.



2021 Organic Sector Survey/ Enquête sur le secteur biologique

Consumer/ Consommateur

Question 41

- talked to local farmer about herbicide spraying and I am against it and should be stopped for health reasons.
- Verbal promotion of asked.
- Je parle autour de moi du bien meilleur goût de certains légumes comme les tomates, les choux, la coriandre, quand ils sont organiques. Je parler aussi des effets néfastes des pesticides. Par contre, la viande organique j'ai vraiment des réserves car certains producteurs de dindes et poulets que j'ai vus de mes yeux s'approprient le titre "d'organique" (certains producteurs de légumes aussi d'ailleurs) et j'ai vu de la maltraitance d'animaux et de la surpopulation dans les cages dans ces exploitations. Donc, je me méfie de la viande surtout – également j'ai vu des boeufs dits naturels et nourris à l'herbe qui en fait étaient nourris avec un mélange de grains et d'herbe pour qu'ils aient tous les aliments nutritifs nécessaires. Donc, je prends le tout avec un gros grain de sel. Mais je sais que quand c'est certifié bio, d'habitude il y a un vrai inspecteur ou inspectrice qui vient vérifier – mais ils viennent 1 fois ou 2 par an, de ce que je comprends. Ils sont pas là pour tout vérifier.
- Avec l'achat des produits directement des fermes bio
- I recommend organic to people I come in contact with
- talked to others
- assisted Toronto Organic Growers group
- I purchase mostly organic and encourage my sphere of influence to do the same. I support local organic growers. I contribute to organic organizations.
- Former board member of COG. Promoted vegan organic products on social media.
- Surveys
- I wear an "I love Organic" pin.
- Word of mouth – I have transitioned many friends to purchase organic
- Recommended it to family and friends
- Word of mouth, personal website
- recommended to friends
- Occasionally in conversation
- not that I can remember
- Best way I know is to support the local farmer directly. My shopping spend is the best way.
- Joined COG, occasionally have volunteered, shop at organic farmers' markets and stores, organic gardening
- Advised friends about organic products



2021 Organic Sector Survey/ Enquête sur le secteur biologique Consumer/ Consommateur Question 41

- Sure have!
- Lifestyle, occupation , participation in many organizations , speaking with media, lobbying, public education
- Yes every chance
- Lobbying store managers to carry it, writing to the federal government, volunteering for COG and OFC and sending processors and retailers to COTA, buying as much as I can, encouraging friends and family to buy organic.
- As member of COG
- I tell friends, family and acquaintances how important organic and local are.
- Private social media nutrition page
- received training as an Organic Ambassador and love to educate others on the benefits of organic
- I write companies a lot asking for organic and non gmo foods to be produced by their companies
- buy them, and grow them.
- Talk about it as often as possible + supporting Canadian organic producers
- showed what to look for on the lable
- buy locally and support stores in your communitate that make the effort to offer you the best products for health
- Recommandations de produits et cadeaux à des amis
- Focusing my energy in finding a job related to organic farms in Quebec.
- by buying them. Also planting organic vegetables. Supporting Canadian brands when possible.
- Encouraging others (friends, family) to also purchase organic. Typically the items that have high pesticides or GMO.
- By buying mostly Canadian Organic products.
- I raise heritage chickens and only feed them organic. I sell the eggs and advertise to my neighbours this fact. I also raise pastured pork which I feed organically.
- Talked to family, friends, MPs and MLAs
- not sure i have
- Speaking about it and making purchases
- Every chance I get
- I support purchasing organic meat, eggs, and dairy as organic animal farms are inspected and have higher welfare standards than conventional farms
- Every dollar I spend on organic products is like a vote for those choices.



2021 Organic Sector Survey/ Enquête sur le secteur biologique Consumer/ Consommateur Question 41

- Signed petition
- Ask store managers to carry more organic products
- I've told people not to eat anything but organic flour because of glyphosate in regular flour.
- By production, by consumption, by involvement in certification, events, field days, conversations, presentations, Ag in the Classroom, conferences.
- buy organic whenever possible
- Attended events, contacted politicians, encouraged stores to carry more variety, encouraged others to buy organic
- I haven't advocated.
- By shopping
- online petitions, etc. ...support for cog ... support of cban ... letters to industry and government
- By buying as much organic food as I can afford
- sideline interest
- Talk to family and friends about how important it is eating organic food
- en achetant bio
- I make my choices, others have to make theirs.
- Supporting local farmers
- Buying it, growing it.
- I offer only organic food to others, knowing that not everyone can afford, obtain or even trusts its value.
- Letter to newspapers and politicians. Involved with the Saskatchewan Organic Agriculture Protection Fund's lawsuit against Monsanto.
- letters to companies to ask for organic, supporting local organic farmers, teaching children
- I am an organic farmer.
- Sending letters to federal government.
- spoken on radio interviews, completed published research project on availability of organic foods locally, included content in course lectures at university level
- Word of mouth
- spread the word to family and friends
- personal recommendations/word of mouth
- I tell family and friends
- When possible, I always buy organic. As I am a nutritionist, that's what I suggest to my clients, friends and family. Occasionally giving advice to small business (grocery store) owners.



2021 Organic Sector Survey/ Enquête sur le secteur biologique Consumer/ Consommateur Question 41

- I have been working in the organic industry since 1999
- Asked stores if they would consider carrying organic products
- By raising and selling organic products. Educating people on why organic
- I have shared with my friends and family why I value organic produce, attended the COABC Organic Conference and worked at multiple organic farms
- Educating at farmers' markets, attending conferences, workshops, etc, networking
- Recommend FMNS as source; non-GM seed petition; ACORN supporter; stay-abreast of: regenerative agriculture/holistic management; long-life model.
- Talk to everyone about shopping at farmers' markets and buying direct from farmers.
- At farmers' markets and with attending events at local farms (and encouraging my friends to attend and buy from local organic producers. It would be nice to feel more involved with input on organic standards.
- Purchasing organic
- I talk to friends and am a local farmer's market customer.
- not applicable
- I am a producer as well.
- I discuss the benefits of organic with anyone who will listen.
- by buying organic as local as possible
- Buying organic products, promoting by word of mouth and serving organic to guests from the world at my bed and breakfast.
- j'en utilise
- My friends and family all know our preferences and why we buy organic;
- I grow organic garden
- Spoken with friends
- I have not advocated...I am 78 so pick my battles
- Supported small scale local organic farmers
- I talk about it with my friends and post things on Facebook. This year I joined the National Farmers Union to show solidarity for growing & producing food in our own country.
- Yes, always to family and friends.
- Requested in grocery store and local stores
- Through organizations eg. garden club Master Gardener, etc, mail order food / seed companies
- By purchasing, promoting organic farmers, social media shares.



2021 Organic Sector Survey/ Enquête sur le secteur biologique Consumer/ Consommateur Question 41

- i am an inspector and spread the word to those in my personal and public life on organic.
- Had not followed pages mentioned in 17, but I will. As far as "advocating" goes, I frequent stores that carry organic and ask for organic; also I grow my own food without pesticides, chem fertilizers, etc.
- I have not advocated.
- No. Not sure who or how to. And government is all about Big Ag, so I don't see the point. My system of getting what I need is inefficient, but it works. I do wish we had the variety available in the US, though. One option on your survey was cross-border purchases. I get quite a bit of stuff at Whole Foods, Wegmans, Trader Joe's & Costco in the US (when the border is open).
- In my practice as a Registered Holistic Nutritionist I have always empowered my clients about organic foods. Educating them about the benefits of organic products .More energy, better immunity the benefits on overall health are immense. But I have to say, I am super relieved that my most important concern, that of long-term effects of pesticides and chemicals on our health, is now not a worry. I know we're eating fresh and clean.
- Inform my friends and family as to how healthy it is to eat organic food. Some of my family compete with me to find an organic product which I might not have heard of.
- Share good deals from local natural foods store
- I advocate buying local if possible
- I buy organic groceries and try to educate friends and family on why it is important
- Simply by buying more of it, especially from local organic farmers
- I have an organic page and have encouraged people to buy organic for years
- Sur mon compte instagram @theorganicfrenchmom
- I follow and support local farmers/ producers. I share my passion about organic with family/friends.