



Canadian Food
Inspection Agency

Agence canadienne
d'inspection des aliments

Public Opinion Research with Food Businesses to Support Compliance with Food Safety Regulations: 2018-2019

Canadian Food Inspection Agency

Executive Summary
March 2019

Prepared for:

Canadian Food Inspection Agency
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Ce rapport est aussi disponible en français.

Public opinion research with food businesses 2018-2019

Final Report

Prepared for the Canadian Food Inspection Agency
Supplier name: Quorus Consulting Group Inc.
March 2019

This public opinion research report presents the results of two waves of telephone surveys conducted by Quorus Consulting Group Inc. on behalf of the Canadian Food Inspection Agency. A first wave of surveys was conducted with 670 businesses in Canada in October and November 2018 and a follow-up wave was conducted with 700 businesses in Canada in February and March 2019. The questionnaire for the follow-up wave was largely similar to the one used for the initial wave.

Cette publication est aussi disponible en français sous le titre : Recherche sur l'opinion publique auprès du secteur alimentaire 2018-2019.

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Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is written over a light gray, textured rectangular background.

Rick Nadeau, President
Quorus Consulting Group Inc.

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Executive Summary

Research Purpose and Objectives

As part of the modern regulatory tool kit, the Canadian Food Inspection Agency (CFIA) combined 14 food safety regulations into the *New Safe Food for Canadians Regulations* (SFCR). The regulations were published in June of 2018 and came into force January 15, 2019.

CFIA requested public opinion research primarily to obtain insights on the food industry's views towards their food safety and food safety regulations in Canada, with a focus on small food businesses, food importers and exporters. This was done through a survey with businesses before the SFCR came into force (Wave 1), and a survey with businesses after the SFCR came into force (Wave 2). Specifically, CFIA wanted to gain a better understanding of awareness, motivations, perceptions and attitudes towards the following:

- The level of awareness of existing CFIA information products, including advertising,
- Understanding and confidence in the various roles and responsibilities within the food safety system,
- Resource needs and barriers to complying with regulatory requirements, to identify areas where compliance can be assisted with implementation of compliance promotion, communications, and support services,
- Awareness and satisfaction with My CFIA,
- Satisfaction with current services, and
- Expectations on future services and programs.

Summary of Findings

The research results presented in this report are often based on one of two different segments:

- Select questions were asked exclusively to “Retail-only businesses” in the food industry – these are businesses that self-identified as only selling product to consumers and not importing, preparing food for export or to move across provincial boundaries. These businesses do need to meet traceability requirements under SFCR.
- Other study results focus exclusively on food industry businesses that conduct at least more than one activity that has requirements under SFCR other than just retail – these are referred to as “businesses not exclusively in retail” in this report.

Awareness of CFIA and the Safe Food for Canadians Regulations

Over three quarters of businesses are at least somewhat familiar with CFIA. More specifically, 51% would rate their level of familiarity either a 6 or a 7 on a 7-point scale (where 1 meant not at all familiar and 7 meant very familiar). Another 32% would consider themselves somewhat familiar (a rating of 4 or 5) and 16% feel they are not very familiar (a rating of 1 to 3). Familiarity seems slightly lower from Wave 1 to Wave 2 (87% vs. 83% giving a rating from 4 to 7), however the difference is not statistically significant.

Respondents were asked if they had heard, seen or read any advertisements related to CFIA in the three to four weeks prior to participating in the survey. Of all businesses, 50% of respondents recall being exposed to CFIA advertisements. This includes 5% of respondents who remembered SFCR spontaneously (unaided awareness), 39% who remembered SFCR when asked specifically about it, and 6% who remember other CFIA ads but not specific to SFCR.

Among those having heard, seen or read something about SFCR who are in a business not exclusively in retail (59% of respondents), the most common sources were email (27%), colleagues and industry events (25%), the CFIA website (21%), followed by an online general source (18%). In Wave 1, among those having heard, seen or read something about SFCR who are in a business not exclusively in retail (50% of respondents), the most common sources were colleagues and industry events (30%), a CFIA employee or inspector (21%), the CFIA website (20%), followed by an online general source (18%).

Confidence in Meeting Food Safety Regulations

The majority (91%) of businesses felt very confident that they would meet food safety regulations and requirements if they were to be inspected. Among the remaining respondents, 8% felt somewhat confident and only 1% were not very confident. This is a statistically significant increase from 86% of businesses feeling very confident in meeting food safety regulations and requirements in Wave 1.

Commonly Conducted Food Safety Activities

A list of various food safety-related measures and activities was presented to survey respondents in both waves and they were asked to note the ones that apply to their company. The most popular food safety activities include documenting standard operating procedures on food safety, establishing a traceability program and internal training programs on food safety. Each of these was noted by over three-quarters of businesses in both waves. Additionally, 60% of businesses have preventive controls in place, which are outlined in a written plan.

Over two thirds of businesses not exclusively in retail (68%) have a high understanding of the food safety regulations that apply to their foods. This is a lower rating compared to that observed in Wave 1 (78%).

Survey respondents were provided with three potential challenges that food businesses might encounter and then asked to select the one that, from their perspective, would be the biggest challenge. Just over two in five food businesses (45%) selected traceability of food products as the biggest food safety challenge. This was followed by written preventive controls (30%), and 16% selected licencing.

Contact with CFIA

Over 7 in 10 (73%) businesses that are not exclusively in retail have had some sort of contact with CFIA over the past 12 months. The most common interaction with CFIA over the past 12 months was looking for information about food safety regulations or requirements on the CFIA's website (57%) while 42% claim to have been inspected, 34% contacted CFIA directly for information or technical advice on food safety regulations or regulatory interpretation, or requested a permission, licence, registration, or certificate from CFIA, and 33% contacted CFIA for information on (rather than requesting) a permission licence or certificate.

Businesses having contacted CFIA over the past 12 months most often did so through CFIA website (63%), followed by contacting CFIA by phone (48%), or by email (48%). A smaller proportion contacted CFIA in person (21%) and only a few did so via social media (1%). These results suggest that businesses in general are using multiple channels to contact CFIA.

Businesses were asked to rate the extent of helpfulness of the website when contacting CFIA for information. Half find the website very helpful.

Website users were asked to suggest what could be done to CFIA's inspection.gc.ca site to improve it. The main items identified for improvement are to make it easier to navigate and more user-friendly (21%), and to provide clearer information (17%).

Respondents were also asked to rate the helpfulness of email, phone and in-person service received when contacting CFIA for information. Nearly three quarters (75%) of those who contacted CFIA by phone found the support very useful and an additional 20% found it somewhat useful. Nearly two thirds (64%) of those who used email to contact CFIA found it very useful, and 28% somewhat useful. Of those who contacted CFIA in person, 54% found the information very useful and 15% found it somewhat useful. However, 30% did not know how to rate the service received.

Businesses were asked to indicate their preferred method to request and receive regulatory information from CFIA. The preferred method to receive this information is by email, as indicated by 78% of respondents, followed by 47% of respondents indicating to prefer this information by phone. A little over one third of respondents (35%) prefer a live customer service-based chat on the CFIA website, while just over a quarter (27%) prefer using a chatbot (27%). Less than a fifth prefer social media (15%), mail (7%), or in-person service (4%).

When asked the preferred method to receive CFIA services, 74% of businesses prefer to receive them by email, 52% on the CFIA website, 25% prefer to go to a CFIA office and receive them in person, and less than one fifth prefer to receive them by fax (17%), mail (10%), on social media (8%), or by phone (6%).

General Impressions of CFIA

Roughly half of businesses strongly agree that CFIA is fair when inspecting food businesses (54%), that it is easy to understand the information CFIA provides food businesses (52%), and that it provides enough

information to meet regulatory obligations (48%). Agreement drops slightly to 40% when asked if CFIA is efficient in its operations. Between 8% and 15% of businesses did not know enough about CFIA to be able to rate them across these five dimensions and about one in ten seem to disagree with each evaluation criteria.

My CFIA

The survey also examined awareness and likelihood to use the new digital service developed for convenient service delivery My CFIA.

Nearly half of respondents (44%) are aware of the My CFIA portal, from which 32% have used it. Both awareness and usage are significantly higher in Wave 2 than in Wave 1. Awareness increased from 26% to 44%, and usage more than doubled from 14% to 32%.

Among the 32% of businesses that have used My CFIA, 68% did so to request a new licence, 44% to register their business, 32% to renew their licence, 28% to obtain a permit, 15% to obtain an export certificate, and 10% only to enroll without using any other portal features.

Overall, satisfaction with the portal is positive, nearly half of users (46%) are very satisfied and 38% are somewhat satisfied. Satisfaction in Wave 1 was much lower, likely due to the higher number of respondents who had only enrolled and had not had the opportunity to experience the services that are now available.

According to participants who provided a lower satisfaction score for My CFIA, the most common reason was that the design was not user-friendly.

The study explored the likely use of My CFIA in the future. a little over, half (53%) of all businesses, not only in retail, are very likely to use My CFIA in the future and another 26% are somewhat likely.

Compliance Burden

Results reveal that over a quarter (28%) of businesses find the paperwork associated with food regulations very burdensome while one quarter (25%) find it not very burdensome.

Nearly one in three (29%) strongly agree that CFIA takes the needs of businesses into account when developing new information products, and a similar proportion (26%) strongly agrees that over the past 12 months they have spent less time searching for food safety information.

Overall Satisfaction with CFIA

Over two in five respondents (45%) felt very satisfied with the overall service received from CFIA in the past 12 months. Another 33% were somewhat satisfied and roughly one in 10 were not very satisfied. An important proportion (13%) did not provide a rating, probably because they had not interacted with CFIA over the past 12 months or they never interact with CFIA.

Finding Food Safety Information

Roughly one in three respondents (34%) indicated they do not have any challenges when it comes to finding information on food safety regulations or requirements. The main challenges for businesses when it comes to finding food safety information are the lack of clear information (15%), too much information (11%), and the CFIA website not being easy to navigate (11%). Other common challenges included time-consuming researching information, lack of notifications or updates, among others.

When asked specifically to identify the topics about which information was difficult to find, nearly half (48%) of all respondents felt there was no topic in particular that proved challenging. Some topics identified included new regulations or changes to rules (16%), labelling (9%), and food products (6%).

Methodology

All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards, as follows:

- The survey consisted of two national telephone surveys with businesses in the food industry in Canada based on a selected list of North American Industry Classification System (NAICS) codes provided by CFIA. The sample frames were selected from a list of businesses from InfoCanada, a common and reputable list provider in the industry.
- Quorus designed the survey instruments in English in conjunction with CFIA Project Authority. Quorus translated the client-approved English versions of the survey. Respondents had the choice to complete the interview in English or French.
- The survey was conducted following the *Standards for the Conduct of Government of Canada Public Opinion Research – Telephone Surveys*. Quorus informed respondents of their rights under the *Privacy and Access to Information Acts* and ensured that those rights were protected throughout the research process.
- The approved final questionnaires were programmed for computer-based telephone data collection. For Wave 2, a total of 700 businesses participated in the survey, from which 200 were “Retail Only”. As for Wave 1, 670 businesses participated in the survey, from which 300 were “Retail Only”. Most of the results in this report are based on businesses that are not exclusively retailers (Wave 2, n=500; Wave 1, n=370) as the key target audience are food businesses that import or prepare food for export or to be sent across provincial or territorial boundaries.
- Data collection for Wave 2 occurred between February 4, 2019, and March 1, 2019. Wave 1 data collection occurred between October 24 and November 9, 2018.

- The margin of error of this sample size is +/- 3.8%, 19 times out of 20. The data was weighted according to the population counts per industry vertical and province as per InfoCanada information.
- This study saw a response rate of 14% across the entire sample in Wave 1 and of 17% in Wave 2.

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TARGETED INDUSTRIES WITH NAICS CODES			
AGRICULTURE, FORESTRY, FISHING AND HUNTING (11)			
11121101	Potato Farming	11231001	Chicken Egg Production
11121901	Other Vegetable (Except Potato) & Melon Farming	11233001	Turkey Production
11133101	Apple Orchards	11251901	Other Aquaculture
11133103	Apple Orchards	11251903	Other Aquaculture
11133104	Apple Orchards	11251904	Other Aquaculture
11133402	Berry (Except Strawberry) Farming	11292001	Horse & Other Equine Production
11133902	Other Noncitrus Fruit Farming	11293002	Fur-Bearing Animal & Rabbit Production
11141101	Mushroom Production	11293004	Fur-Bearing Animal & Rabbit Production
11141902	Other Food Crops Grown Under Cover	11299001	All Other Animal Production
11199801	All Other Miscellaneous Crop Farming	11299002	All Other Animal Production
11199803	All Other Miscellaneous Crop Farming	11299003	All Other Animal Production
11199804	All Other Miscellaneous Crop Farming	11299007	All Other Animal Production
11199806	All Other Miscellaneous Crop Farming	11299013	All Other Animal Production
11199807	All Other Miscellaneous Crop Farming	11299017	All Other Animal Production
11199808	All Other Miscellaneous Crop Farming	11421001	Hunting & Trapping
11199809	All Other Miscellaneous Crop Farming	11421004	Hunting & Trapping
11199810	All Other Miscellaneous Crop Farming	11421005	Hunting & Trapping
11199811	All Other Miscellaneous Crop Farming	11421006	Hunting & Trapping
11212001	Dairy Cattle & Milk Production	11421009	Hunting & Trapping
11212002	Dairy Cattle & Milk Production		
MANUFACTURING (31)			
31121102	Flour Milling	31161501	Poultry Processing
31121106	Flour Milling	31171001	Seafood Product Preparation & Packaging
31121107	Flour Milling	31171003	Seafood Product Preparation & Packaging
31121301	Malt Manufacturing	31171004	Seafood Product Preparation & Packaging
31122402	Soybean & Other Oilseed Processing	31171007	Seafood Product Preparation & Packaging
31122501	Fats & Oils Refining & Blending	31171008	Seafood Product Preparation & Packaging
31122505	Fats & Oils Refining & Blending	31181101	Retail Bakeries
31122508	Fats & Oils Refining & Blending	31181102	Retail Bakeries
31122511	Fats & Oils Refining & Blending	31181103	Retail Bakeries
31122512	Fats & Oils Refining & Blending	31181104	Retail Bakeries
31122516	Fats & Oils Refining & Blending	31181105	Retail Bakeries
31123001	Breakfast Cereal Manufacturing	31181202	Commercial Bakeries
31131401	Cane Sugar Manufacturing	31182101	Cookie & Cracker Manufacturing
31131403	Cane Sugar Manufacturing	31182403	Dry Pasta Dough/Flour Mixes Mfg-Purchased Flour
31135101	Chocolate/Confectionery Mfg From Cacao Beans	31182404	Dry Pasta Dough/Flour Mixes Mfg-Purchased Flour
31135201	Confectionery Mfg From Purchased Chocolate	31191102	Roasted Nuts & Peanut Butter Manufacturing
31141102	Frozen Fruit Juice & Vegetable Manufacturing	31191901	Other Snack Food Manufacturing
31141202	Frozen Specialty Food Manufacturing	31191905	Other Snack Food Manufacturing
31141203	Frozen Specialty Food Manufacturing	31191906	Other Snack Food Manufacturing
31141204	Frozen Specialty Food Manufacturing	31192001	Coffee & Tea Manufacturing
31142101	Fruit & Vegetable Canning	31192002	Coffee & Tea Manufacturing
31142103	Fruit & Vegetable Canning	31194101	Mayonnaise Dressing & Other Prepared Sauce Mfg
31142104	Fruit & Vegetable Canning	31194103	Mayonnaise Dressing & Other Prepared Sauce Mfg
31142106	Fruit & Vegetable Canning	31194202	Spice & Extract Manufacturing
31142107	Fruit & Vegetable Canning	31194203	Spice & Extract Manufacturing
31142303	Dried & Dehydrated Food Manufacturing	31199901	All Other Miscellaneous Food Manufacturing
31151201	Creamery Butter Manufacturing	31199902	All Other Miscellaneous Food Manufacturing
31151301	Cheese Manufacturing	31199905	All Other Miscellaneous Food Manufacturing
31151402	Dry Condensed & Evaporated Dairy Products Mfg	31199906	All Other Miscellaneous Food Manufacturing
31152001	Ice Cream & Frozen Dessert Manufacturing	31199908	All Other Miscellaneous Food Manufacturing
31161101	Animal (Except Poultry) Slaughtering	31199910	All Other Miscellaneous Food Manufacturing
31161102	Animal (Except Poultry) Slaughtering	31199913	All Other Miscellaneous Food Manufacturing
31161103	Animal (Except Poultry) Slaughtering	31199917	All Other Miscellaneous Food Manufacturing
31161104	Animal (Except Poultry) Slaughtering	31199919	All Other Miscellaneous Food Manufacturing
31161202	Meat Processed From Carcasses	31199920	All Other Miscellaneous Food Manufacturing
31161205	Meat Processed From Carcasses	31211101	Soft Drink Manufacturing
31161207	Meat Processed From Carcasses	31211102	Soft Drink Manufacturing
31161301	Rendering & Meat Byproduct Processing	31211103	Soft Drink Manufacturing
31161302	Rendering & Meat Byproduct Processing		

WHOLESALE TRADE (42)			
42441003	General Line Grocery Merchant Wholesalers	42449010	Other Grocery & Related Products Merchant Whlsrs
42441004	General Line Grocery Merchant Wholesalers	42449011	Other Grocery & Related Products Merchant Whlsrs
42441005	General Line Grocery Merchant Wholesalers	42449013	Other Grocery & Related Products Merchant Whlsrs
42442001	Packaged Frozen Food Merchant Wholesalers	42449015	Other Grocery & Related Products Merchant Whlsrs
42442002	Packaged Frozen Food Merchant Wholesalers	42449017	Other Grocery & Related Products Merchant Whlsrs
42442003	Packaged Frozen Food Merchant Wholesalers	42449018	Other Grocery & Related Products Merchant Whlsrs
42442004	Packaged Frozen Food Merchant Wholesalers	42449019	Other Grocery & Related Products Merchant Whlsrs
42442005	Packaged Frozen Food Merchant Wholesalers	42449022	Other Grocery & Related Products Merchant Whlsrs
42442006	Packaged Frozen Food Merchant Wholesalers	42449024	Other Grocery & Related Products Merchant Whlsrs
42442007	Packaged Frozen Food Merchant Wholesalers	42449026	Other Grocery & Related Products Merchant Whlsrs
42443009	Dairy Product (Exc Dried Or Canned) Mrchnt Whlsrs	42449027	Other Grocery & Related Products Merchant Whlsrs
42443010	Dairy Product (Exc Dried Or Canned) Mrchnt Whlsrs	42449030	Other Grocery & Related Products Merchant Whlsrs
42443012	Dairy Product (Exc Dried Or Canned) Mrchnt Whlsrs	42449032	Other Grocery & Related Products Merchant Whlsrs
42443013	Dairy Product (Exc Dried Or Canned) Mrchnt Whlsrs	42449033	Other Grocery & Related Products Merchant Whlsrs
42444001	Poultry & Poultry Product Merchant Wholesalers	42449034	Other Grocery & Related Products Merchant Whlsrs
42444002	Poultry & Poultry Product Merchant Wholesalers	42449035	Other Grocery & Related Products Merchant Whlsrs
42444003	Poultry & Poultry Product Merchant Wholesalers	42449037	Other Grocery & Related Products Merchant Whlsrs
42445002	Confectionery Merchant Wholesalers	42449042	Other Grocery & Related Products Merchant Whlsrs
42445004	Confectionery Merchant Wholesalers	42449044	Other Grocery & Related Products Merchant Whlsrs
42445008	Confectionery Merchant Wholesalers	42449046	Other Grocery & Related Products Merchant Whlsrs
42445010	Confectionery Merchant Wholesalers	42449047	Other Grocery & Related Products Merchant Whlsrs
42446001	Fish & Seafood Merchant Wholesalers	42449050	Other Grocery & Related Products Merchant Whlsrs
42446002	Fish & Seafood Merchant Wholesalers	42449055	Other Grocery & Related Products Merchant Whlsrs
42447002	Meat & Meat Product Merchant Wholesalers	42449056	Other Grocery & Related Products Merchant Whlsrs
42447005	Meat & Meat Product Merchant Wholesalers	42449057	Other Grocery & Related Products Merchant Whlsrs
42447006	Meat & Meat Product Merchant Wholesalers	42449061	Other Grocery & Related Products Merchant Whlsrs
42448007	Fresh Fruit & Vegetable Merchant Wholesalers	42449064	Other Grocery & Related Products Merchant Whlsrs
42448008	Fresh Fruit & Vegetable Merchant Wholesalers	42451002	Grain & Field Bean Merchant Wholesalers
42448009	Fresh Fruit & Vegetable Merchant Wholesalers	42451005	Grain & Field Bean Merchant Wholesalers
42448010	Fresh Fruit & Vegetable Merchant Wholesalers	42459003	Other Farm Product Raw Material Merchant Whlsrs
42448011	Fresh Fruit & Vegetable Merchant Wholesalers	42459005	Other Farm Product Raw Material Merchant Whlsrs
42449002	Other Grocery & Related Products Merchant Whlsrs	42459007	Other Farm Product Raw Material Merchant Whlsrs
42449003	Other Grocery & Related Products Merchant Whlsrs	42459008	Other Farm Product Raw Material Merchant Whlsrs
42449005	Other Grocery & Related Products Merchant Whlsrs	42459010	Other Farm Product Raw Material Merchant Whlsrs
42449006	Other Grocery & Related Products Merchant Whlsrs	42459017	Other Farm Product Raw Material Merchant Whlsrs
RETAIL TRADE (44)			
44511001	Supermarkets/Other Grocery (Exc Convenience) Strs	44529902	All Other Specialty Food Stores
44511002	Supermarkets/Other Grocery (Exc Convenience) Strs	44529903	All Other Specialty Food Stores
44511003	Supermarkets/Other Grocery (Exc Convenience) Strs	44529905	All Other Specialty Food Stores
44511005	Supermarkets/Other Grocery (Exc Convenience) Strs	44529906	All Other Specialty Food Stores
44511006	Supermarkets/Other Grocery (Exc Convenience) Strs	44529907	All Other Specialty Food Stores
44511007	Supermarkets/Other Grocery (Exc Convenience) Strs	44529909	All Other Specialty Food Stores
44511008	Supermarkets/Other Grocery (Exc Convenience) Strs	44529910	All Other Specialty Food Stores
44512001	Convenience Stores	44529911	All Other Specialty Food Stores
44521001	Meat Markets	44529912	All Other Specialty Food Stores
44521003	Meat Markets	44529914	All Other Specialty Food Stores
44521004	Meat Markets	44529915	All Other Specialty Food Stores
44521006	Meat Markets	44529917	All Other Specialty Food Stores
44521009	Meat Markets	44529918	All Other Specialty Food Stores
44521010	Meat Markets	44529920	All Other Specialty Food Stores
44521012	Meat Markets	44529921	All Other Specialty Food Stores
44522003	Fish & Seafood Markets	44529923	All Other Specialty Food Stores
44522004	Fish & Seafood Markets	44529924	All Other Specialty Food Stores
44523001	Fruit & Vegetable Markets	44529927	All Other Specialty Food Stores
44523003	Fruit & Vegetable Markets	44529929	All Other Specialty Food Stores
44523005	Fruit & Vegetable Markets	44529930	All Other Specialty Food Stores
44523006	Fruit & Vegetable Markets	44529932	All Other Specialty Food Stores
44529202	Confectionery & Nut Stores	44529934	All Other Specialty Food Stores
44529204	Confectionery & Nut Stores	44529936	All Other Specialty Food Stores
44529205	Confectionery & Nut Stores	44529938	All Other Specialty Food Stores
44529206	Confectionery & Nut Stores		

- Quorus designed the survey instruments in English in conjunction with the CFIA Project Authority. Together, Quorus and CFIA ensured the research objectives were addressed, that plain language was used, and that the questionnaires flowed easily for respondents. Quorus collaborated with

CFIA to then finalize the survey instruments for each wave. Quorus translated the client-approved English versions of the survey. Respondents had the choice to complete the interview in English or French.

- Quorus informed respondents of their rights under the *Privacy and Access to Information Acts* and ensured that those rights were protected throughout the research process. This included: informing participants of the purpose of the research; identifying both the sponsoring department or agency and research supplier at the end of the interview; informing participants that the study will be made available to the public in 6 months after field completion through Library and Archives Canada, informing participants that their participation in the study was voluntary, and that the information provided would be administered according to the requirements of the *Privacy Act*.
- The approved final questionnaires were programmed for computer-based telephone data collection.
- For Wave 2, a total of 700 businesses participated in the survey, from which 200 were “Retail Only”. As for Wave 1, 670 businesses participated in the survey, from which 300 were “Retail Only”. Most of the results in this report are based on businesses that are not exclusively retailers (Wave 2, n=500; Wave 1, n=370), as the key target audience are food businesses that import or prepare food for export or to be sent across provincial or territorial boundaries. These are businesses in the food industry that may or may not have a retail function.
- Data collection for Wave 2 occurred between February 4th, 2019 and March 1, 2019. Wave 1 data collection occurred between October 24 and November 9, 2018.
- In Wave 2, “Retail Only” participants completed a 14-minute questionnaire, while all other businesses completed an 18-minute questionnaire. For Wave 1, “Retail Only” participants completed a 5-minute questionnaire, while all other businesses completed an 18 to 20-minute interview.
- The survey was conducted following the *Standards for the Conduct of Government of Canada Public Opinion Research – Telephone Surveys*.
- For this study, a quota for “Retail Only” businesses was established to minimize the dominance of this segment in the overall sample. Data was monitored also to ensure that multiple locations from the same franchises were overrepresented in the sample.
- The margin of error of this sample size is +/- 3.8%, 19 times out of 20. The research findings can be extrapolated to the broader audience considering the margin of error associated with this sample size. The margins of error for the results in this study will vary based on a variety of factors. For instance, results for sub-groups with smaller sample sizes will have a higher margin of error. As well, the margin of error is typically highest for questions where 50% of respondents answered one way and 50% answered another way. The margin of error typically decreases as the percent for a particular response approaches 0% or 100%.

- The data was weighted according to the population counts per industry vertical and province as per InfoCanada information.
- This study saw a response rate of 14% across the entire sample in Wave 1 and of 17% in Wave 2.

WAVE 2 - DIALING DISPOSITION REPORT

Total Numbers Attempted	6872
Out-of-scope - Invalid	647
Unresolved (U)	1955
<i>No answer/Answering machine</i>	1955
In-scope - Non-responding (IS)	1248
<i>Language barrier</i>	92
<i>Incapable of completing (ill/deceased)</i>	167
<i>Callback (Respondent not available)</i>	1382
Total Asked	2096
<i>Refusal</i>	958
<i>Termination</i>	56
In-scope - Responding units (R)	926
<i>Completed Interview</i>	700
<i>NQ - Quota Full</i>	272
<i>NQ - (INT32) BUSINESS IS NOT RELATED TO FOOD BUSINESS</i>	27
Refusal Rate	48.38
Response Rate	17.47
Incidence	75.59

WAVE 1 - DIALING DISPOSITION REPORT

Total Numbers Attempted	7314
Out-of-scope - Invalid	594
Unresolved (U)	3376
<i>No answer/Answering machine</i>	3376
In-scope - Non-responding (IS)	1248
<i>Language barrier</i>	81
<i>Incapable of completing (ill/deceased)</i>	99
<i>Callback (Respondent not available)</i>	1068
Total Asked	2096
<i>Refusal</i>	1127
<i>Termination</i>	43
In-scope - Responding units (R)	926
<i>Completed Interview</i>	670
<i>NQ - Quota Full</i>	191
<i>NQ - (INT32) BUSINESS IS NOT RELATED TO FOOD BUSINESS</i>	65
Refusal Rate	55.82
Response Rate	13.78
Incidence	72.35

Appendices

Wave 2 - Questionnaires 2019 Survey Questionnaire - English

[Programing instructions are in blue font and in square brackets]

[Interviewer instructions are in black font and square brackets and not read]

Introduction

Hello/Bonjour *[pause... In Quebec Bonjour/Hello]*, the Government of Canada is conducting a research survey with businesses in Canada. I am hoping to speak with the person in your company who is most responsible for food safety of the food products that your business sells or produces. Please note this is not a sales call, this important research will help the Government understand Industry's views on food safety practices and regulations

This could be the owner of the company or a manager who oversees the sale of food products, food safety manager or quality assurance manager. Are you the right person to speak with? *[IF NO: Can you please direct me to the correct person?]*

[REPEAT FROM BEGINNING IF TRANSFERRED]

[ONCE CORRECT PERSON IDENTIFIED]

Would you prefer that I continue in English or French? *Préférez-vous continuer en français ou en anglais?*

[Note: if at this point the respondent prefers to respond in French then the interviewer must be able to either proceed with the interview in French or read the following statement: "Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français."]

My name is _____ calling from Quorus Consulting, the company hired to do the survey.

The survey will take approximately 12 minutes to complete. Please note that your participation is voluntary, confidential and anonymous and we can call back at a better time if you prefer.

To begin, I would like to confirm some information about your business...

- S1. **[RECORD from sample - not asked]** Province/territory
- S1A. **[RECORD from sample - not asked]**
Full 8-digit North American Industry Classification System (NAICS) code
- S2. Which of the following categories best describes your business? **[READ LIST]**
- | | |
|-------------------------------|----|
| 11) Agriculture | 1 |
| 31) Processor or Manufacturer | 2 |
| 42) Wholesaler or distributor | 3 |
| 44) Retailer | 4 |
| Other (please specify)_____ | 77 |
- S3. Which of the following activities apply to your business **[READ LIST - SELECT ALL THAT APPLY]**?
- | | |
|--|---|
| Import food products | 1 |
| Export food products or prepare, process, treat, manufacture or preserve food for export | 2 |
| Prepare, process, treat, manufacture or preserve food to be sent across provincial or territorial boundaries | 3 |
| Grade, label or package food for export or to be sent across provincial or territorial boundaries | 4 |
| Grow fruit, vegetables or grains for export or to be sent across provincial or territorial boundaries | 5 |
| Send or convey food products across provincial or territorial boundaries (wholesaler/ distributors) | 6 |
| Sell food products at retail directly to consumers | 7 |
| Produce organic food [interviewer note: includes organic meats, dairy, etc.] | 8 |
| None of the above | 9 |
- S3A. **[IF NONE OF THE ABOVE IN S3: Ask]** What would you say is your company's main business activity?
-

[IF BUSINESS IS RELATED TO FOOD BUSINESS RECODE S3 AND CONTINUE, OTHERWISE THANK AND TERMINATE]

S3B1. **[ASK S3B1 IF S3=1]** Which regions do you currently import from **[READ LIST - SELECT ALL THAT APPLY]**?

United States	1
Central America / Caribbean	2
South America	3
Africa	4
Western Europe	5
Eastern Europe	6
Middle East	7
Asia (Pacific)	8
China	9
India	10
Australia	11

S3B2. **[ASK S3B2 IF S3=2]** Which regions do you currently export from **[READ LIST - SELECT ALL THAT APPLY]**?

United States	1
Central America / Caribbean	2
South America	3
Africa	4
Western Europe	5
Eastern Europe	6
Middle East	7
Asia (Pacific)	8
China	9
India	10
Australia	11

[FLAG AS "RETAIL ONLY" IF ONLY SELECTED "G" AT S3]

S5. Which of the following best represents the number of people including yourself your company employs in Canada? If you are a franchisee, please only consider your location. **[READ LIST] [Just total number of employees is acceptable including part-time and casual]**

1 – [Self-employed]	1
2-4 employees	2
5-10 employees	3
11-99 employees	4
100-499 employees	5
500 employees or more	6
Don't know [DO NOT READ]	8
Refused [DO NOT READ]	9

S6. And which of the following reflects the approximate size of your business by gross annual revenue for your Canadian operations? Again, if you are a franchisee, please only consider your location. **[READ LIST] [IF REFUSE: Just as a reminder, please understand that we use this information for classification purposes only and do not record or share the identity of any company participating in the study.]**

\$30,000 or less per year	1
Between \$30,000 and less than \$100,000 per year	2
Between \$100,000 and less than \$500,000 per year	3
Between \$500,000 and less than \$1 million per year	4
Between \$1 million and less than \$5 million per year	5
\$5 million or more per year	6
Don't know [DO NOT READ]	8
Refused [DO NOT READ]	9

S7. Would you classify your company as Indigenous owned or operated?

Yes	1
No	2
Don't know / Not Sure [DO NOT READ, PROMPT IF NECESSARY]	9

Food Safety Activities

A1. If your business was subject to a CFIA inspection today, how confident are you that you would meet food safety regulations and requirements? Please rate your view on a scale of 1 to 7 where 1 means not at all confident and 7 means very confident.

- 1 – Not at all confident
- 2
- 3
- 4
- 5
- 6
- 7 – Very confident
- 9 – Don't know **[DO NOT READ]**

A2. **[IF PROVIDED A SCORE FROM 1 TO 7]** Please expand on why you provided that answer.

Don't know / Refused 99

A3. Which of the following activities, if any, applies at your company: **[READ LIST - SELECT ALL THAT APPLY] - [RANDOMIZE]**?

[SKIP IF RETAIL-ONLY] Has written/documented standard operating procedures on food safety. 1

[SKIP IF RETAIL-ONLY] Has preventive controls in place, but not written or documented in a plan 2

[SKIP IF RETAIL-ONLY] Has preventive controls in place, which are outlined in a written plan such as a HACCP based plan, QMP or other program **[IF ASKED: HACCP stands for Hazard Analysis and Critical Control Points and QMP = Quality Management Program]** 3

Has a traceability program established **[IF NEEDED: written records that trace all food one step back and one step forward, as applicable]** 4

[SKIP IF RETAIL-ONLY] Uses a food safety or quality control certification system such as GFSI, ISO or QMP **[IF ASKED: GFSI = Global Food Safety Initiative; ISO = International Organization for Standardization and QMP = Quality Management Program]** 5

[SKIP IF RETAIL-ONLY] Has a food licence or registration with CFIA 6

Regularly sends staff on food safety training 7

Has an internal training program on food safety 8

None of the above 9

Awareness of CFIA and the Safe Food for Canadians Regulations

B1. On a scale of 1 to 7, where 1 means not at all familiar and 7 means very familiar, how familiar would you say that you are with the Canadian Food Inspection Agency, also known as the CFIA?

- 1 – Not at all familiar
- 2
- 3
- 4
- 5
- 6
- 7 – Very familiar
- 9 – Don't know **[DO NOT READ]**

B1a. Over the past three to four weeks, have you seen, read or heard any advertising from the Canadian Food Inspection Agency?

- Yes 1
- No 2 - **SKIP TO B2**

B1b. Thinking specifically about the ad or ads that come to mind, what do you remember about the ads? **[DO NOT READ]**

- Safe Food for Canadians Regulations (SFCR) specific mention 1
- Safe food or new regulations /rules general mention 2
- Other CFIA program 3
- Other (Record) _____ 7

B2. **[ASK IF NOT MENTIONED AT B1b]** Have you heard, seen or read anything about the *Safe Food for Canadians* Regulations, which introduces new requirements for food safety and came into force January 15, 2019?

- Yes 1
- No 2
- Don't know / Not Sure **[DO NOT READ, PROMPT IF NECESSARY]** 9

B2a. **[IF B1b=1 OR B2=YES]** Where did you hear, see or read about the regulations?

Don't know / Refused 99

B3. On a scale from 1 to 7, where 1 means "not at all clearly" and 7 means "very clearly", how well do you feel that you understand the food safety regulations that apply to your business?

- 1 – Not at all clearly
- 2
- 3

4

5

6

7 – Very clearly

9 – Don't know **[DO NOT READ]**

B7. **[SKIP IF RETAIL-ONLY]** From your perspective which of the following three key food safety elements would be the biggest challenge for food businesses? Would it be...

[Randomize 1-3] [Read 1-3]

Licencing	1
Written preventive controls	2
Traceability of food products	3
Other – Please specify: _____	77

Contact with CFIA

I'm now going to ask you about any contact you have had with the CFIA in the last year.

C1a. I will read several statements. Please tell me which activities apply to you or your business over the last 12 months. **[SELECT ALL THAT APPLY, REMIND RESPONDENT OF TIME FRAME AS NECESSARY]**

Looked for information about food safety regulations or requirements on the CFIA's website	1
Contacted the CFIA directly for information or technical advice on food safety regulations or regulatory interpretation, not including permissions, licences, registrations or certifications.	2
Contacted the CFIA for information [not requesting] on a permission, licence or certificate	3
Requested a permission, licence, registration, or certificate from the CFIA	4
Have been inspected by the CFIA within the past 12 months	5
Initiated a product recall either voluntary or ordered	6
Searched for operational guidance using the Guidance Finder	7
I have not looked for information from or had any personal contact with the CFIA over the last 12 months	8
Don't know/ Refused [DO NOT READ]	9

[ASK C1 IF ANY INTERACTION WITH CFIA AT C1A (1-4)]

C1. You stated that you contacted the CFIA for information or a service. How did you access or request the service or information from the CFIA? Was it... **[READ LIST - SELECT ALL THAT APPLY]**

In person at a CFIA office	1
Over the phone	2
On the CFIA website	3
Email	4
Social media	5
Webinar	6
Other (please specify)_____	77

C1b. **[ASK IF WEBSITE USED AT C1]** To what extent was the information the CFIA's website useful in helping you find the information you were looking for? Use a scale of 1 to 7, where 1 means "not at all helpful" and 7 means "very helpful".

- 1 – Not at all helpful
- 2

- 3
- 4
- 5
- 6
- 7 – Very helpful
- 9 – Don't know **[DO NOT READ]**

C1c. **[ASK IF WEBSITE USED AT C1]** How could the CFIA improve their website?

C1d. **[ASK IF EMAIL USED AT C1]** To what extent was the information provided by email useful in helping you find the information you were looking for? Use a scale of 1 to 7, where 1 means “not at all helpful” and 7 means “very helpful”.

- 1 – Not at all helpful
- 2
- 3
- 4
- 5
- 6
- 7 – Very helpful
- 9 – Don't know **[DO NOT READ]**

C1e. **[ASK IF PHONE USED AT C1]** To what extent was the information provided by phone useful in helping you find the information you were looking for? Use a scale of 1 to 7, where 1 means “not at all helpful” and 7 means “very helpful”.

- 1 – Not at all helpful
- 2
- 3
- 4
- 5
- 6
- 7 – Very helpful
- 9 – Don’t know **[DO NOT READ]**

C1f. **[ASK IF “IN PERSON” AT C1]** To what extent was the information obtained in person at a CFIA office useful in helping you find the information you were looking for? Use a scale of 1 to 7, where 1 means “not at all helpful” and 7 means “very helpful”.

- 1 – Not at all helpful
- 2
- 3
- 4
- 5
- 6
- 7 – Very helpful
- 9 – Don’t know **[DO NOT READ]**

C1g. How would you prefer to request and receive regulatory information from the CFIA? **[READ LIST - SELECT ALL THAT APPLY]**

- | | |
|---|----|
| Using a chatbot – an interactive chat with computer-activated responses on the CFIA website | 1 |
| A live customer service-based chat on the CFIA website | 2 |
| Over the phone | 3 |
| By Email | 4 |
| On Social media | 5 |
| Other (please specify) _____ | 77 |

C1h. How would you prefer to request and receive CFIA services, such as food licences or export certificates? **[READ LIST - SELECT ALL THAT APPLY]**

- On the CFIA website 1
- By Email 2
- On Social media 3
- By fax 4
- In person at a CFIA office 5
- Other (please specify): _____ 77

C2. On a scale of 1 to 7, where 1 means “do not agree at all” and 7 means “strongly agree”, based on your general impressions of the CFIA, how would you rate the following statements about the CFIA? **[ROTATE STATEMENTS]**

	1 Do not agree at all	2	3	4	5	6	7 Strongly agree	Don't know [DO NOT READ]
a) The CFIA is fair when inspecting food businesses.								
b) It is easy to understand the information the CFIA provides food businesses.								
c) The CFIA provides enough information to meet your regulatory obligations.								
d) Information from the CFIA arrives in a timely manner.								

My CFIA

F1. Have you ever heard, seen or read anything about CFIA’s online portal called “My CFIA?”

- Yes, I used it **[PROMPT FOR USE IF YES]** 1
- Yes, but never used it 2
- No 3
- Don't know/Refused **[DO NOT READ]** 9

[IF F1= 'YES, I USED IT" ASK F1A TO F2A]

F1a. Have you ever used the portal for a... **[READ LIST - SELECT ALL THAT APPLY]**

New licence request	1
Licence renewal	2
Permit	3
Export certificate	4
Registration	5
Only enrolled	6
Other (please specify)_____	77

F2. Please rate your overall level of satisfaction with “My CFIA” on a scale of 1 to 7, where 1 means not at all satisfied and 7 means very satisfied.

- 1 – Not at all satisfied
- 2
- 3
- 4
- 5
- 6
- 7 – Very satisfied
- 9 – Don’t know **[DO NOT READ]**

F2a. Please expand on why you provide that rating?

Don’t know / Refused 99

F3. **[IF F1= YES, DO NOT READ STATEMENT]:** My CFIA is a web portal that provides clients with secure access to a growing number of CFIA services online. It is a convenient and secure way to do business with the CFIA. My CFIA can be used to manage and track service requests online, including permissions such as licences, permits, registrations and export certificates. You can find it at inspection.gc.ca/mycfia (Francais: inspection.gc.ca/monacia)

How likely would you be to use “My CFIA” in the future on a scale of 1-7 where 1 is not at all likely and 7 is very likely?

- 1 – Not at all likely
- 2
- 3
- 4
- 5
- 6

- 7 – Very likely
- 9 – Don't know **[DO NOT READ]**

F4. **[IF PROVIDED A SCORE FROM 1 TO 7]** Please expand on why you provided that score

Don't know / Refused 99

Compliance Burden

G1. On a scale of 1 to 7 where 1 is not at all burdensome and 7 is very burdensome, how burdensome is the paper work associated with the food regulations in Canada? **[IF NEEDED: "Burdensome" is defined as unnecessary and undue compliance burden – that is, the time and resources spent by business to demonstrate compliance with the federal government regulations.]**

- 1 – Not at all burdensome
- 2
- 3
- 4
- 5
- 6
- 7 – Very burdensome
- 9 – Don't know **[DO NOT READ]**

[SKIP IF RETAIL-ONLY] With respect to your business, please indicate the extent to which you agree with the following statements. Please use a scale of 1 to 7, where 1 means "do not agree at all" and 7 means "strongly agree".

G1A. Over the past 12 months, I've needed to spend less time searching for food safety information I require.

- 1 – Do not agree at all
- 2
- 3
- 4
- 5
- 6
- 7 – Strongly agree
- 8 - I do not search for food safety information **[DO NOT READ]**
- 9 – Don't know **[DO NOT READ]**

G1B. **[SKIP IF RETAIL-ONLY]** The CFIA takes the needs of businesses into account when developing new regulatory information products.

- 1 – Do not agree at all
- 2
- 3
- 4
- 5
- 6
- 7 – Strongly agree
- 9 – Don't know **[DO NOT READ]**

G2. Thinking about the overall service received from the CFIA in the last 12 months, rate your overall satisfaction. Use a scale from 1-7 where 1 is not at all satisfied and 7 is very satisfied.

- 1 – Not at all satisfied
- 2
- 3
- 4
- 5
- 6
- 7 – Very satisfied
- 9 – Don't know **[DO NOT READ]**

G3. **[IF PROVIDED A SCORE FROM 1 TO 7]** Please expand on why you provided that score.

Don't know / Refused 99

G4. In your opinion, what is the biggest challenge in finding information on food safety regulations or requirements? **[PROBE FOR HOW THEY GET INFORMATION, - THE TYPE OF INFORMATION IS ASKED NEXT AT G4A. – DO NOT READ, SELECT ONLY ONE]**

- | | |
|--|----|
| Website is not user-friendly / difficult to navigate | 1 |
| Lack of clear information / difficult to understand | 2 |
| Lack of notifications / updates | 3 |
| Too much information / high volume of information | 4 |
| Lack of contact with customer service / not responsive | 5 |
| Research / finding information is too time-consuming | 6 |
| Other (please specify): _____ | 7 |
| None / No challenges | 88 |
| Don't know / Refused | 99 |

G4a. What were some of the food safety topics you felt were difficult to get clear information on?

None in particular	98
Don't know / Refused	99

That concludes the interview. On behalf of the Canadian Food Inspection Agency thank you very much for your participation in this research. If you are interested in learning more about the CFIA and food safety please consult inspection.gc.ca/SafeFood. The CFIA Toolkit for Businesses has informative digital tools that can answer whether or not you need a licence and the required timelines, whether or not you need a written preventive control plan, and also outlines any traceability requirements that may apply to your business.

Wave 1 - Questionnaires 2018-19 Survey Questionnaire - English

[Programming instructions are in blue font and in square brackets]

[Interviewer instructions are in black font and square brackets and not read]

Introduction

Hello/Bonjour *[pause... In Quebec Bonjour/Hello]*, the Government of Canada is conducting a research survey with businesses in Canada. I am hoping to speak with the person in your company who is most responsible for food safety of the food products that your business sells or produces. Please note this is not a sales call, this important research will help the Government understand Industry's views on food safety practices and regulations

This could be the owner of the company or a manager who oversees the sale of food products, food safety manager or quality assurance manager. Are you the right person to speak with? *[IF NO: Can you please direct me to the correct person?]*

[REPEAT FROM BEGINNING IF TRANSFERRED]

[ONCE CORRECT PERSON IDENTIFIED]

Would you prefer that I continue in English or French? *Préférez-vous continuer en français ou en anglais?*

[Note: if at this point the respondent prefers to respond in French then the interviewer must be able to either proceed with the interview in French or read the following statement: "Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français."]

My name is _____ calling from Quorus Consulting, the company hired to do the survey.

The survey will take approximately 12 minutes to complete. Please note that your participation is voluntary, confidential and anonymous and we can call back at a better time if you prefer.

To begin, I would like to confirm some information about your business...

S1. ***[RECORD from sample - not asked]*** Province/territory

S1A. ***[RECORD from sample - not asked]***

Full 8-digit North American Industry Classification System (NAICS) code

S2. Which of the following categories best describes your business? ***[READ LIST]***

11) Agriculture 1

31) Processor or Manufacturer 2

42) Wholesaler or distributor	3
44) Retailer	4
Other (please specify) _____	77

S3. Which of the following activities apply to your business **[READ LIST - SELECT ALL THAT APPLY]**?

Import food products	1
Export food products or prepare food for export	2
Prepare, process, treat, manufacture or preserve food for export or to be sent across provincial or territorial borders	3
Grade, label or package food for export or to be sent across provincial or territorial borders	4
Grow fruit, vegetables or grains for export or to be sent across provincial or territorial borders	5
Send or convey food products across provincial or territorial borders (wholesaler/ distributors)	6
Sell food products at retail directly to consumers	7
Produce organic food [interviewer note: includes organic meats, dairy, etc.]	8
None of the above	9

S3A. **[IF NONE OF THE ABOVE IN S3: Ask]** What would you say is your company's main business activity?

[IF BUSINESS IS RELATED TO FOOD BUSINESS RECODE S3 AND CONTINUE, OTHERWISE THANK AND TERMINATE]

[FLAG AS "RETAIL ONLY" IF ONLY SELECTED "G" AT S3]

[ASK S4 AND S4A AND S4B FOR RETAIL ONLY COMPANY]

S4. Do you have a process in place that will allow you to trace back your food to the company that supplied it?

Yes	1
No	2
Not sure	3

S4A. Have you heard of the Safe Food for Canadians Regulations?

Yes	1
No	2
Not sure	3

S4B. Do you know that the Safe Food for Canadians Regulations that come into force January 15, 2019 require most food companies to be able to trace where their food products were purchased?

Yes	1
-----	---

No

2

S5. Which of the following best represents the number of people including yourself your company employs in Canada? If you are a franchisee, please only consider your location. **[READ LIST] [Just total number of employees is acceptable including part-time and casual]**

1 – [Self-employed]	1
2-4 employees	2
5-10 employees	3
11-99 employees	4
100-499 employees	5
500 employees or more	6
Don't know [DO NOT READ]	8
Refused [DO NOT READ]	9

S6. And which of the following reflects the approximate size of your business by gross annual revenue for your Canadian operations? Again, if you are a franchisee, please only consider your location. **[READ LIST] [IF REFUSE: Just as a reminder, please understand that we use this information for classification purposes only and do not record or share the identity of any company participating in the study.]**

\$30,000 or less per year	1
Between \$30,000 and less than \$100,000 per year	2
Between \$100,000 and less than \$500,000 per year	3
Between \$500,000 and less than \$1 million per year	4
Between \$1 million and less than \$5 million per year	5
\$5 million or more per year	6
Don't know [DO NOT READ]	8
Refused [DO NOT READ]	9

S7. Would you classify your company as Indigenous owned or operated?

Yes	1
No	2
Don't know / Not Sure [DO NOT READ, PROMPT IF NECESSARY]	9

[TERMINATE IF RETAIL ONLY QUOTA TARGET IS REACHED - TARGET QUOTA TBD AFTER FIRST ~200 INTERVIEWS ARE COMPLETED]

A1. Thinking about food safety in general, who do you think has the most responsibility to ensure the food sold in Canada is safe. Is it... **[READ LIST]**

[RANDOMIZE]

The Federal government	1
The food industry	2
The Provincial government	3
Canadian Farmers	4
Consumers	5
Or someone else? (please specify) [DON'T RANDOMIZE] _____	77
DK [DON'T RANDOMIZE]	99

A2. On a scale of 1 to 7, where 1 means not at all and 7 means very clearly, how well do you feel that you understand the food safety regulations that apply to your foods?

- 1 – Not at all
- 2
- 3
- 4
- 5
- 6
- 7 – Very clearly
- 9 – Don't know **[DO NOT READ]**

A3. Which of the following activities, if any, applies at your company: **[READ LIST - SELECT ALL THAT APPLY] - [RANDOMIZE]?**

Has written/documented standard operating procedures on food safety.	1
Has preventive controls in place, but not written or documented in a plan	2
Has preventive controls in place, which are outlined in a written plan such as a HACCP based plan, QMP or other program [IF ASKED: HACCP stands for Hazard Analysis and Critical Control Points and QMP = Quality Management Program]	3
Has a traceability program established [IF NEEDED: written records that trace all food one step back and one step forward, as applicable]	4
Uses a food safety or quality control certification system such as GFSI, ISO or QMP [IF ASKED: GFSI = Global Food Safety Initiative; ISO = International Organization for Standardization and QMP = Quality Management Program]	5
Follows six sigma quality control	6
Regularly sends staff on food safety training	7
Has an internal training program on food safety	8

None of the above

9

Awareness of CFIA and the Safe Food for Canadians Regulations

B1. On a scale of 1 to 7, where 1 means not at all familiar and 7 means very familiar, how familiar would you say that you are with the Canadian Food Inspection Agency, also known as the CFIA?

1 – Not at all familiar

2

3

4

5

6

7 – Very familiar

9 – Don't know **[DO NOT READ]**

B2. Have you heard, seen or read anything about the *Safe Food for Canadians Regulations*, which introduces new requirements for food safety and comes into force January 15, 2019?

Yes 1

No 2

Don't know / Not Sure **[DO NOT READ, PROMPT IF NECESSARY]** 9

B2A **[IF B2=YES]** Where did you hear, see or read about the regulations?

Don't know / Refused 99

B3. As far as you know, do you think the new *Safe Food for Canadians Regulations* will apply to your business?

Yes 1

No 2

Not Sure 9

Were you aware that the proposed *Safe Food for Canadians Regulations* require most businesses regulated by CFIA to:

B4. Have a licence from the CFIA

Yes 1

No 2

Don't know 9

B5. Have a written preventive control plan

Yes 1

No	2
Don't know	9

B6. Have product traceability processes

Yes	1
No	2
Don't know	9

B7. From your perspective which of the following three key food safety elements would be the biggest challenge for food businesses? Would it be...

[Randomize 1-3] [Read 1-3]

Licencing	1
Written preventive controls	2
Traceability of food products	3
None of the above	9

Contact with CFIA

I'm now going to ask you about any contact you have had with the CFIA in the last year.

C1a. I will read several statements. Please tell me which activities apply to you or your business over the last 12 months. **[SELECT ALL THAT APPLY, REMIND RESPONDENT OF TIME FRAME AS NECESSARY]**

Looked for information about food safety regulations or requirements on the CFIA's website	1
Contacted the CFIA directly for information or technical advice on food safety regulations or regulatory interpretation, not including permissions, licences, registrations or certifications.	2
Contacted the CFIA for information [not requesting] on a permission, licence or certificate	3
Requested a permission, licence, registration, or certificate from the CFIA	4
Have been inspected by the CFIA within the past 12 months	5
Initiated a product recall either voluntary or ordered	6
I have not looked for information from or had any personal contact with the CFIA over the last 12 months	7
Don't know/ Refused [DO NOT READ]	9

[ASK C1 IF ANY INTERACTION WITH CFIA AT C1A (1-4)]

C1. You stated that you contacted the CFIA for information or a service. How did you access or request the service or information from the CFIA? Was it... **[READ LIST - SELECT ALL THAT APPLY]**

- In person 1
- Over the phone 2
- On the CFIA website 3
- Email 4
- Social media 5
- Other (please specify)_____ 77

C2. On a scale of 1 to 7, where 1 means “do not agree at all” and 7 means “strongly agree”, based on your general impressions of the CFIA, how would you rate the following statements about the CFIA? **[ROTATE STATEMENTS]**

	1 Do not agree at all	2	3	4	5	6	7 Strongly agree	Don't know [DO NOT READ]
e) The CFIA is fair when inspecting food businesses.								
f) The CFIA is efficient in its operations.								
g) It is easy to understand the information the CFIA provides food businesses.								
h) The CFIA provides enough information to meet your regulatory obligations.								
i) Information from the CFIA arrives in a timely manner.								

My CFIA

F1. Have you ever heard, seen or read anything about CFIA’s online portal called “My CFIA?”

- Yes, I used it **[PROMPT FOR USE IF YES]** 1
- Yes, but never used it 2
- No 3
- Don’t know/Refused **[DO NOT READ]** 9

[IF F1=“YES, I USED IT” ASK F1A TO F2A]

F1A Have you ever used the portal for a... **[READ LIST - SELECT ALL THAT APPLY]**

- New licence request 1
- Licence renewal 2
- Permit 3
- Export certificate 4
- Registration 5
- Only enrolled 6

Other (please specify) _____

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F2. Please rate your overall level of satisfaction with “My CFIA” on a scale of 1 to 7, where 1 means not at all satisfied and 7 means very satisfied.

- 1 – Not at all satisfied
- 2
- 3
- 4
- 5
- 6
- 7 – Very satisfied
- 9 – Don’t know **[DO NOT READ]**

F2a. Please expand on why you provide that rating?

Don’t know / Refused 99

F3. **[IF F1= YES, DO NOT READ STATEMENT]**: My CFIA’ is a web portal that provides clients with secure access to a growing number of CFIA services online. It is a convenient and secure way to do business with the CFIA. My CFIA can be used to manage and track service requests online, including permissions such as licences, permits, registrations and export certificates. You can find it at inspection.gc.ca/mycfia (Francais: inspection.gc.ca/monacia)

How likely would you be to use “My CFIA” in the future on a scale of 1-7 where 1 is not at all likely and 7 is very likely?

- 1 – Not at all likely
- 2
- 3
- 4
- 5
- 6
- 7 – Very likely
- 9 – Don’t know **[DO NOT READ]**

F4. **[IF PROVIDED A SCORE FROM 1 TO 7]** Please expand on why you provided that score

Don't know / Refused 99

Compliance Burden

G1. On a scale of 1 to 7 where 1 is not at all burdensome and 7 is very burdensome, how burdensome is the paper work associated with the food regulations in Canada? **[IF NEEDED: "Burdensome" is defined as unnecessary and undue compliance burden – that is, the time and resources spent by business to demonstrate compliance with the federal government regulations.]**

- 1 – Not at all burdensome
- 2
- 3
- 4
- 5
- 6
- 7 – Very burdensome
- 9 – Don't know **[DO NOT READ]**

With respect to your business, please indicate the extent to which you agree with the following statements. Please use a scale of 1 to 7, where 1 means "do not agree at all" and 7 means "strongly agree".

G1A. Over the past 12 months, I've needed to spend less time searching for food safety information I require.

- 1 – Do not agree at all
- 2
- 3
- 4
- 5
- 6
- 7 – Strongly agree
- 8 - I do not search for food safety information **[DO NOT READ]**
- 9 – Don't know **[DO NOT READ]**

G1B. The CFIA takes the needs of businesses into account when developing new regulatory information products.

- 1 – Do not agree at all
- 2
- 3
- 4

- 5
- 6
- 7 – Strongly agree
- 9 – Don't know **[DO NOT READ]**

G2. Thinking about the overall service received from the CFIA in the last 12 months, rate your overall satisfaction. Use a scale from 1-7 where 1 is not at all satisfied and 7 is very satisfied.

- 1 – Not at all satisfied
- 2
- 3
- 4
- 5
- 6
- 7 – Very satisfied
- 9 – Don't know **[DO NOT READ]**

G3. **[IF PROVIDED A SCORE FROM 1 TO 7]** Please expand on why you provided that score.

Don't know / Refused 99

G4. In your opinion, what is the biggest challenge in finding information on food safety regulations or requirements. **[PROBE FOR HOW THEY GET INFORMATION, - THE TYPE OF INFORMATION IS ASKED NEXT AT G4A.]**

Don't know / Refused 99

G4a. What were some of the food safety **topics** you felt were difficult to get clear information on?

None in particular 98
 Don't know / Refused 99

G5. If your business was subject to a CFIA inspection today, how confident are you that you would meet food safety regulations and requirements? Please rate your view on a scale of 1 to 7 where 1 means not at all confident and 7 means very confident.

- 1 – Not at all confident
- 2
- 3

- 4
- 5
- 6
- 7 – Very confident
- 9 – Don't know **[DO NOT READ]**

G6. **[IF PROVIDED A SCORE FROM 1 TO 7]** Please expand on why you provided that answer.

Don't know / Refused 99

That concludes the interview. On behalf of the Canadian Food Inspection Agency thank you very much for your participation in this research. If you are interested in learning more about the CFIA and food safety please consult inspection.gc.ca/SafeFood. The CFIA toolkit for businesses has informative digital tools that can answer whether or not you need a licence and the required timelines, whether or not you need a written preventive control plan, and it outlines any traceability requirements that may apply to your business.