

The Farmers' Share Media Event

September 23, 2010

Keystone Agricultural Producers
Agricultural Producers Association of Saskatchewan
Wild Rose Agricultural Producers



Menu

Canada's Food Guide is the basis for the menu. We've focused on a family of four (one adult male, one adult female, one teenage female, and one child) for one week. Where possible, a preference was given to foods that were labeled as being produced in Canada.



Calculations

The Farmers' Share required extensive calculations. We had to consider how many cranberries or apples would be in a litre of juice. Similarly, the ratio of wheat to bread, and milk to cheese had to be established. The meat yield and other processes had to be considered in determining the farmers' share of these purchases.



Prices

Farm prices were sourced once between April and June in all three years.

Groceries were priced in Winnipeg on May 10, 2008, June 2, 2009, May 22, 2010 and on four additional occasions in 2010.

The total grocery bill was \$198.95 which is up from \$194.23 in 2009. Grocery prices rose \$6.87 and \$4.69 over the past two years, respectively.

FARMER'S SHARE

Groceries cost \$4.69 more than last year and almost all (\$4.12) of this increase was passed on to the farmer in contrast to what happened last year where the "MIDDLE MAN" got all of the increase in the cost of food.



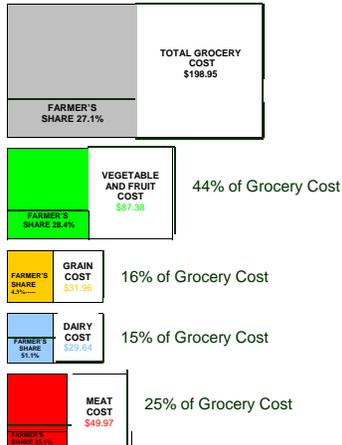
FARMER'S SHARE

TABLE 1. Change (up or down) from May 2008 to May 2009 and May 2009 to May 2010

	May 2008 to May 2009			May 2009 to May 2010		
	CONSUMER GROCERY COSTS	MIDDLE MAN SHARE	FARMER'S SHARE	CONSUMER GROCERY COSTS	MIDDLE MAN SHARE	FARMER'S SHARE
VEGETABLES AND FRUIT	\$ 4.61↑	\$ 6.23↑	\$ 1.62↓	\$ 6.68↑	\$ 2.44↑	\$ 4.24↑
GRAIN PRODUCTS	7.58↓	7.59↓	0.01↑	3.95↑	4	0.05↓
MILK AND ALTERNATIVES	0.90↓	2.15↓	1.25↑	1.23↑	1.01↑	0.22↑
MEAT AND ALTERNATIVES	9.88↑	10.38↑	0.50↓	7.17↓	6.85↓	0.29↓
TOTAL	\$6.01↑	\$6.87↑	\$0.86↓	\$4.69↑	.57↑	4.12↑



The Farmer's Share



Where the Farmer's Share Goes

The Farmer's Share was \$4.12 more this year.

The Fruit and Vegetable farmers got \$4.24 more this year.

Who are these Fruit and Vegetable farmers?



Where the Farmer's Share Goes

PRICE	PRAIRIE VEGETABLE FARMERS			
	TOTAL	FARMER'S SHARE		
1.52/kg	1.52	0.33	1.0Kg or 4.5c cabbage	USA
0.88/150ml	0.59	0.51	100 ml or 0.33c tomato paste	CDN
1.87/796ml	2.36	1.47	1L diced tomatoes(incl. salsa)	CDN
1.69/lb	7.61	2.53	7c tomatoes or 4.5 lb	CDN
3.31/kg	2.49	0.10	750g or 3c frozen peas	CDN
4.99/l	2.50	0.20	500ml Tetrapac Soup	CDN
3.49/kg	1.05	0.93	1.5kg or 5.5c carrots	USA
1.00/lb(USA)	0.74	0.87	2.5c or 1.5lb onion	CDN
0.59/lb(USA)	0.89	0.24	10 green onions or 1.5 bunches	CDN
3.31/kg	0.83	0.31	1c or 0.25kg frozen corn	CDN
1.99/lb	1.99	0.36	2c or 1lb sweet potatoes	USA
2.99/5lb	2.99	0.43	8c or 5lbs potatoes	CDN
TOTAL	\$25.56	\$8.28		
FARMER'S SHARE		32.4%		

PRICE	CANADIAN FRUIT FARMERS			
	TOTAL	FARMER'S SHARE		
3.78/L	2.00	0.14	1L Cranberry Cocktail	CDN
0.99/L	2.23	1.18	2.25 L or 9c apple juice	CDN
1.49/lb	10.39	4.10	17 apples or 7lb	CDN
7.99/lb	6.00	2.09	750 ml or 3c frz. blueberries	CDN
5.99/kg	10.00	0.66	1L or 4c frz. peaches	CDN
4.99/0.6kg	9.98	1.38	1.2kg or 4c frz. strawberries	CDN
TOTAL	\$40.60	\$9.55		
FARMER'S SHARE		23.5%		



Where the Farmer's Share Goes

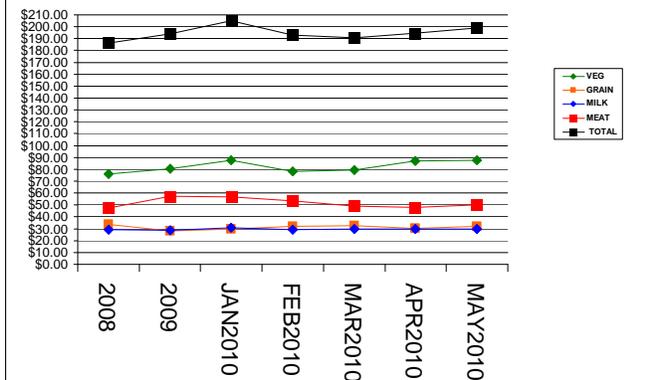
USA				
PRICE	VEGETABLE FARMERS			
	TOTAL	FARMER'S SHARE		
1.49/kg	7.45	4.20	5head of lettuce	USA
1.29/bunch	1.29	0.48	3.75c or 1 bunch celery	USA
TOTAL	\$8.74	\$4.68		
FARMER'S SHARE		53.5%		

NON-PRAIRIE VEGETABLE FARMERS				
PRICE	VEGETABLE FARMERS			
	TOTAL	FARMER'S SHARE		
4.99/lb	4.99	0.92	2c or 1lb red pepper	CDN
4.99/lb	7.49	1.38	3c orange pepper	CDN
TOTAL	\$12.48	\$2.30		
FARMER'S SHARE		18.4%		



RELIABILITY OF OUR SURVEY

FIGURE 1. TOTAL COST OF FOOD



RELIABILITY OF OUR SURVEY

- Should we continue to price monthly?
- Are there some commodity values that should be tracked more than once per year?
- Should we price only prairie grown groceries?
- Should we track more than one grocery store?



SUGGESTIONS (from me!)

- Track prices at Safeway and Superstore and calculate the average.
- Price only prairie grown vegetable, grain, meat and dairy foods.
- Price food once per year.
- Price some commodities more than once yearly.



Photos from the 2009 Event



Photos



Photos



Photos



Questions