

# A Policy Evaluation of Non-Business Risk Management Programs



## EXECUTIVE SUMMARY

### BACKGROUND

In 2018, the Canadian Agricultural Partnership (CAP) was launched. The CAP is a multilateral cost-shared initiative between Agriculture and Agri-Food Canada (AAFC) and Canadian provinces and territories which outlines policy and program priorities for the agriculture industry across the country. The CAP is a \$3 billion national investment in Canada's agriculture sector and a \$37 million investment in Prince Edward Island's (PEI) agriculture sector over five years (2018-2023).

The Prince Edward Island Department of Agriculture and Land's (DAL) suite of 12 non-business risk management (BRM) CAP programs were designed to align with the six CAP priority areas: Science, Research and Innovation; Value-Added Agriculture and Agri-Food Processing; Environmental Sustainability and Climate Change; Markets and Trade; Risk Management; and Public Trust. In the Multilateral Framework Agreement (MFA) between Canada, the provinces, and the territories, it was agreed by all parties that focusing on these six priority areas would support the overarching outcomes and objectives of the CAP. The programs were designed to work towards four long-term outcomes:

- Increase competitiveness, productivity and profitability;
- Increase environmental sustainability;
- Expand domestic and international markets; and
- Improve the anticipation, mitigation and response to risks.

The Strategic Policy and Evaluation Division (SPED) at the PEI DAL has conducted this evaluation in order to understand:

- I. How non-BRM CAP programs at the DAL have *collectively* contributed to the four long-term outcomes for the CAP;
- II. How non-BRM CAP programs at the DAL have contributed to the immediate and intermediate outcomes as identified in the CAP Global Logic Model<sup>1</sup>; and
- III. The collective performance, relevance and impact of CAP programs.

The evaluation examined the activities of the CAP programs from the launch of the CAP on April 1, 2018 to December 31, 2020. The evaluation began in January 2021 and was finalized with the publication of this report.

### POLICY

The DAL's evaluation of its CAP programs is responsive to The Calgary Statement, the PEI-Canada Bilateral agreement, PEI Treasury Board Policy, Government of PEI Public Policy on Performance Measurement and Financial Oversight, including the Department's Mandate Letter, the DAL's Strategic Plan as well as the Government of PEI Evaluation Standard and Guidelines, and the SPED's Mission, Vision and Values (2020).

### METHODOLOGY

The evaluation methodology included three lines of evidence:

- An online survey of CAP clients (N= 748, n=322);<sup>2</sup>
- An online survey of industry stakeholders (e.g., commodity associations) (N=27, n=22); and
- In-person or telephone key informant interviews with DAL CAP program leads (N=13, n=13).

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<sup>1</sup> See Figure 2 for the Department's CAP Global Logic Model.

<sup>2</sup> Individuals who were in receipt of CAP funding from 2018 to present, with an email address on file, were e-mailed an invitation to complete the online survey. Individuals who were in receipt of CAP funding, without an email address on file, were mailed a letter invitation to complete the survey.

## LIMITATIONS

Limitations point to what may be considered as the potential weaknesses of an evaluation. In some cases, limitations will only emerge once the methodology has been implemented.<sup>3</sup>

### ***Using the perceptions of clients, industry and program leads may introduce bias***

To mitigate these limitations, the evaluation relied on multiple lines of evidence so that results could be triangulated, all lines of evidence were equally weighted, and the evaluation was led by Department staff who do not deliver programs. Furthermore, clients were able to participate anonymously in the CAP Evaluation Survey. A Credentialed Evaluator (CE) external to the Government of PEI has also reviewed and assessed the final report before it was published.

### ***Determining impact did not involve the use of a counterfactual which may decrease the validity of impact-related results***

To mitigate this limitation, the evaluation's methodology included triangulating the survey and interview data with objective performance indicators collected as per the CAP's performance monitoring policy.

### ***A complete and accurate list of total CAP clients could not be confirmed.***

The Evaluator is, therefore, not able to determine whether the individuals who received an invitation to participate in the CAP Evaluation represent the total population, or a sample of the total population.

## KEY FINDINGS

- Overall, CAP clients are satisfied with the administration of CAP programs, the assistance provided by DAL staff and the program documents.
- The preferred method of communication regarding Departmental programming is through DAL staff.
- The DAL's CAP programs remain relevant.
- Overall, CAP programs are making progress to achieving the following outcomes: increasing competitiveness, productivity and profitability, increasing environmental sustainability; and, improving the mitigation, anticipation and response to risks.
- CAP programs are not expanding domestic and international markets.
- With respect to the extent to which CAP programs are achieving their immediate, intermediate and long term outcomes, there exists a discrepancy between responses received from CAP clients and responses received from industry stakeholder groups.
- In addition to the articulated outcomes, CAP programs may be supporting industry to improve the quality of a product or service, improve their production capacity and increase their farms, businesses and organization's annual gross revenue.

## DISCUSSION

### RELEVANCE

CAP programs were found to be relevant to the agriculture industry. The evaluation's results show that CAP programs are responding to the needs of farms, businesses and organizations and are helping the industry to achieve their strategic goals. There were, however, varying opinions from evaluation participants with respect to the adequacy of financial support provided through the CAP programs. While a strong majority of CAP clients indicated that they believed levels of financial support to be adequate, industry stakeholder groups and CAP program leads indicated they did not feel as strongly that the financial support provided was adequate.

### PERFORMANCE

In terms of the degree to which the CAP programs are achieving results in accordance with the stated goals of the Framework, several observations can be made. Overall, the CAP programs are making progress towards achieving three of the four long-term outcomes: increasing competitiveness, productivity and profitability, increasing environmental sustainability and improving the mitigation,

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<sup>3</sup> Bloomberg, L., & Volpe, M. (2012). *Completing your qualitative dissertation: A road map from beginning to end* (2nd ed.). Los Angeles, CA: SAGE Publications., p. 114

anticipation and response to risks. The evaluation shows that CAP programs may be making progress with respect to expanding domestic markets for some CAP clients but are not expanding international markets. There was a higher level of agreement among both CAP clients and industry stakeholder group respondents that CAP programs are resulting in expanded *domestic markets*, this is not the case with respect to expanding *international markets*. Almost half of CAP Evaluation Client Survey respondents indicated that they disagreed that their participation in CAP programs had resulted in the expansion of international markets. There is an opportunity to improve the alignment between eligible project activities and the long-term outcome of expanding domestic and international markets, should that outcome be included in the Next Policy Framework (NPF) for agriculture.

## IMPACT

Overall, CAP programs are achieving many of their stated outcomes<sup>4</sup> and are having a positive impact on the agriculture industry. In addition to stated outcomes, evaluation participants have indicated that CAP programs are resulting in several unanticipated outcomes such as supporting the agriculture industry to improve the quality of their products/services as well as their production capacity. Additionally, participation in CAP programming is likely having a positive impact on the annual gross revenue of some farms, businesses, and organizations.

## RECOMMENDATIONS

- I. In order to address the performance of CAP programs with respect to expanding domestic and international markets, programs aligned with this outcome should be reviewed to determine if eligible project activities can be better aligned with the long-term outcome of increasing domestic and international markets.
- II. The Department should conduct further research with respect to instances where there were divergent responses between industry groups and CAP clients.
- III. The DAL should review CAP program application and claim forms in order to reduce the collection of repetitive information (e.g., contact information).
- IV. The Department should identify and collect performance metrics that are specific to each individual CAP program's immediate and intermediate outcome in order to better understand the programs' performance and impact. This will support a more fulsome understanding of program performance.
- V. The Department should implement a client management system that assigns a unique identifying number to each individual CAP client. This will support the Department in fulfilling its evaluation mandates by ensuring that evaluators are able to accurately determine population and samples sizes which will support increased reliability with respect to evaluative research findings.

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<sup>4</sup> Immediate, intermediate and long-term.

## LIST OF ACRONYMS

Agriculture and Agri-Food Canada	AAFC
Agriculture Research and Innovation Program	ARIP
Agriculture Stewardship Program	ASP
Alternative Land Use Services	ALUS
Assurance Systems Program	ASP
Bilateral Agreement	BA
Business Development Program	BDP
Business Risk Management	BRM
Canadian Agricultural Partnership	CAP
Community Food Security and Agriculture Awareness Program	CFSAAP
PEI Department of Agriculture and Land	DAL
Federal/Provincial/Territorial	FPT
Future Farmer Program	FFP
Multilateral Framework Agreement	MFA
Next Policy Framework	NPF
Organic Industry Development Program	OIDP
Perennial Crop Development Program	PCDP
Prince Edward Island	PEI
Product and Market Development Program	PMDP
Promoting Public Trust Program	PPTP
Strategic Industry Growth Initiative	SIGI
Strategic Policy and Evaluation Division	SPED

## KEY TERMS

**Community Food Security:** Exists when all community residents obtain a safe, personally acceptable, nutritious diet through a sustainable food system that maximizes healthy choices, community self-reliance and equal access for everyone.<sup>5</sup>

**Competitive/Competitiveness** - Ability of a firm to offer products and services that meet the quality standards of the local and world markets at prices that are competitive and provide adequate returns on the resources employed or consumed in producing them.<sup>6</sup>

**Environmental Sustainability** – The maintenance of the factors and practices that contribute to the quality of the environment on a long-term basis.<sup>6</sup>

**Impact** – The long-term effects on identifiable populations or groups produced by a project or program. Impacts may be direct or indirect, intended or unintended, economic, sociocultural, institutional, environmental, technological, or other.<sup>7</sup>

**Performance** – The degree to which a program achieved results in accordance with the stated goals of the program. More specifically, this is sometimes the extent to which economy, efficiency and effectiveness are achieved by a program.<sup>8</sup>

**Productive/Productivity** - A measure of the efficiency of a person, machine, factory, system, etc., in converting inputs to useful outputs. Productivity is computed by dividing average output per period by the total costs incurred or resources (capital, energy, material, personnel) consumed in that period. Productivity is a critical determinant of cost efficiency.<sup>6</sup>

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<sup>5</sup> Hamm, M. & Bellows, A. (2003)

<sup>6</sup> CAP FPT Performance Measurement Task Team, Glossary/Definitions

<sup>7</sup> Bamberger et al. (2006)

<sup>8</sup> Government of Canada (2010)

**Profitable/Profitability** – The state or condition of yielding a financial profit or gain. It is often measured by price to earnings ratio.<sup>9</sup>

**Program Evaluation** – Evaluation is the systematic assessment of the design, implementation or results of an initiative for the purposes of learning or decision-making.<sup>10</sup>

**Public Trust** - Understood to be “a belief that [agriculture] activities are consistent with social expectations and the values of the community and other stakeholders.”<sup>11</sup>

**Relevance** – The extent to which a policy or program addresses a demonstrable need.<sup>12</sup>

**Risk Management** – “The use of policies, practices and resources to analyze, assess and control risks to health, safety, environment and the economy”<sup>9</sup>

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<sup>9</sup> CAP FPT Performance Measurement Task Team, Glossary/Definitions

<sup>10</sup> Canadian Evaluation Society, 2014

<sup>11</sup> Canadian Centre for Food Integrity, 2017

<sup>12</sup> Adapted from Small, Cooney & O'Connor (2009, p. 5); Government of Ontario, Ministry of Finance (2007, p. 13)

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## 1.0 INTRODUCTION

### 1.1 OVERVIEW OF THE CAP

In 2018, the Canadian Agricultural Partnership (CAP) was launched. The CAP is a multilateral, cost-shared initiative between Agriculture and Agri-Food Canada (AAFC) and Canadian provinces and territories which outlines policy and program priorities for the agriculture industry across the country. The CAP is a \$3 billion national investment in Canada's agriculture sector and a \$37 million investment in Prince Edward Island's (PEI) agriculture sector over five years (2018-2023).

The PEI Department of Agriculture and Land's (DAL) suite of 12 non-business risk management (BRM)<sup>13</sup> CAP programs were designed to align with the six CAP priority areas: Science, Research and Innovation; Value-Added Agriculture and Agri-Food Processing; Environmental Sustainability and Climate Change; Markets and Trade; Risk Management; and Public Trust. In the Multilateral Framework Agreement (MFA) between Canada, the provinces, and the territories, it was agreed by all parties that focusing on these six priority areas would support the overarching outcomes and objectives of the CAP. The programs were designed to work towards four long-term outcomes:

- Increase competitiveness, productivity and profitability;
- Increase environmental sustainability;
- Expand domestic and international markets; and
- Improve the anticipation, mitigation and response to risks.

### 1.2 EVALUATION POLICY ALIGNMENT

The DAL's evaluation of its suite of non-BRM CAP programs is responsive to the Calgary Statement, the PEI-Canada Bilateral Agreement, PEI Treasury Board Policy, Government of PEI policy on evaluation, performance and financial oversight, the DAL's Strategic Plan and the SPED's *Mission, Vision and Values*.

#### 1.2.1 THE CALGARY STATEMENT

The Calgary Statement states that FPT Governments are "committed to supporting the sustainable growth, adaptability and prosperity of the sector in a manner that also demonstrates the value of investment to Canadians" and further "emphasiz[es] openness and transparency in communicating performance, information and results that enable governments and industry stakeholders to understand the successes and lessons learned in order to make informed decisions and take action."

#### 1.2.2 PEI-CANADA BILATERAL AGREEMENT

The PEI-Canada BA for implementing the CAP requires that PEI conduct an evaluation of its suite of CAP programming "for the purpose of assessing the continued relevance and performance of the CAP Framework Agreement."<sup>14</sup>

#### 1.2.3 PEI TREASURY BOARD POLICY

*TB Policy 13.08 Conditional Grants and Funding Agreements. Section 5: Financial Management Accountability*

The Deputy Minister of a department is accountable for: "Establishing Performance Criteria: Ensuring that measurable performance indicators and expectations for all conditional grant programs are established, and including such criteria and timing of evaluation work in Treasury Board program submissions or as otherwise requested by Treasury Board" (5.c).

*TB Policy 13.10 Contract Management and Reporting. Section 2: Policy*

"It is the responsibility of departments to establish administrative procedures to ensure efficient and effective contract management and the maintenance of meaningful reporting on contract activities."

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<sup>13</sup> Business Risk Management Programs (AgriInvest, AgriStability and AgriInsurance) are not included in this evaluation.

<sup>14</sup> PEI-Canada Bilateral Agreement, Section 10.3.1

## 1.2.4 GOVERNMENT OF PEI PUBLIC POLICY ON PERFORMANCE MEASUREMENT AND FINANCIAL OVERSIGHT

*DAL Ministerial Mandate Letter (2019)*

Government will “ensur[e] our progress is measurable through transparent decision-making.” As stated in the Premier of PEI’s mandate letter to the Minister of Agriculture, “As the Minister of Agriculture and Land, your overarching goal is to lead our province’s efforts to innovate our agriculture and agri-food sectors for success now and into the future.”

*Government of Prince Edward Island Evaluation Standard and Guidelines (May 2021)*

The purpose of the GPEI Evaluation Standard and Guidelines is “to establish expectations for maintaining various dimensions of quality during the planning and implementation of evaluations conducted by the Government of PEI. The standard and the guidelines support common practices and characteristics for evaluation activities and their results, aimed at the achievement of an optimum level of quality” (p.7). Additionally, the Standard and Guidelines “applies to all evaluations completed by the Government of PEI, including those completed by officials and external contractors/consultants hired to evaluate programs, policies, contracts, funding agreements, conditional grants, services, or other initiatives” (p. 7).

## 1.2.5 DEPARTMENT OF AGRICULTURE AND LAND STRATEGIC PLAN (2021 – 2025)

In the DAL’s Strategic Plan, the improvement of legislation, policies, programs and services through research, performance monitoring and evaluation has been identified as a focus area. The Department states that “evaluation will be used to assess programs based on processes implemented, outcomes of an intervention, and/or cost-benefit ratio of an intervention.”

## 1.2.6 STRATEGIC POLICY AND EVALUATION DIVISION (DEPARTMENT OF AGRICULTURE AND LAND)

*Mission, Vision, Values (2020)*

The Strategic Policy and Evaluation (SPED) mission is to “provide stakeholders with a strong base of evidence to make decisions to support the growth and sustained development of agriculture ...” In order to do this, the Division values the “systematic performance monitoring, measurement and program evaluation ... because they provide opportunities to improve and lead to better public policy outcomes.”

## 1.3 EVALUATION PURPOSE

The SPED at the PEI DAL has conducted this evaluation in order to understand:

- I. How non-BRM CAP programs at the DAL have *collectively* contributed to the four long-term outcomes for the CAP;
- II. How non-BRM CAP programs at the DAL have contributed to the immediate and intermediate outcomes as identified in the CAP Global Logic Model; and
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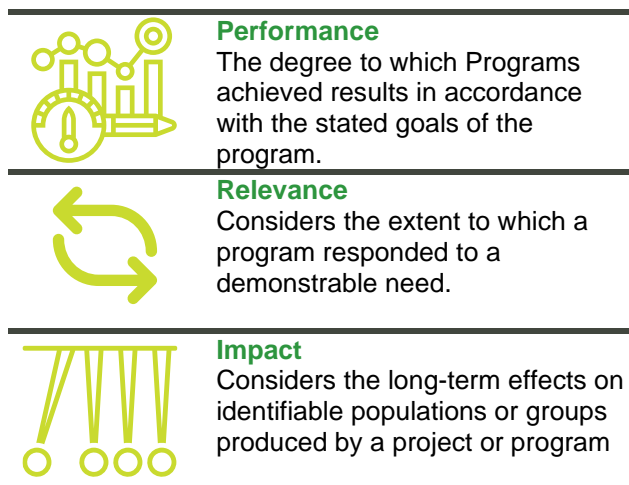


Figure 1. Definitions of performance, relevance and impact used for the purposes of this evaluation.

The programs were evaluated *collectively* to understand their performance, relevance, impact and contributions to the long-term outcomes. It was anticipated that programs may contribute to multiple CAP long-term outcomes. Therefore, the client and industry surveys and key informant interviews with program leads asked questions related to all CAP long-term outcomes, as opposed to an individual program.

The evaluation methodology included three lines of evidence:

- An online survey of CAP clients (N= 748, n=322);<sup>15</sup>
- An online survey of industry stakeholders (e.g., commodity associations) (N=27, n=22); and
- In-person or telephone key informant interviews with DAL CAP program leads (N=13, n=13).

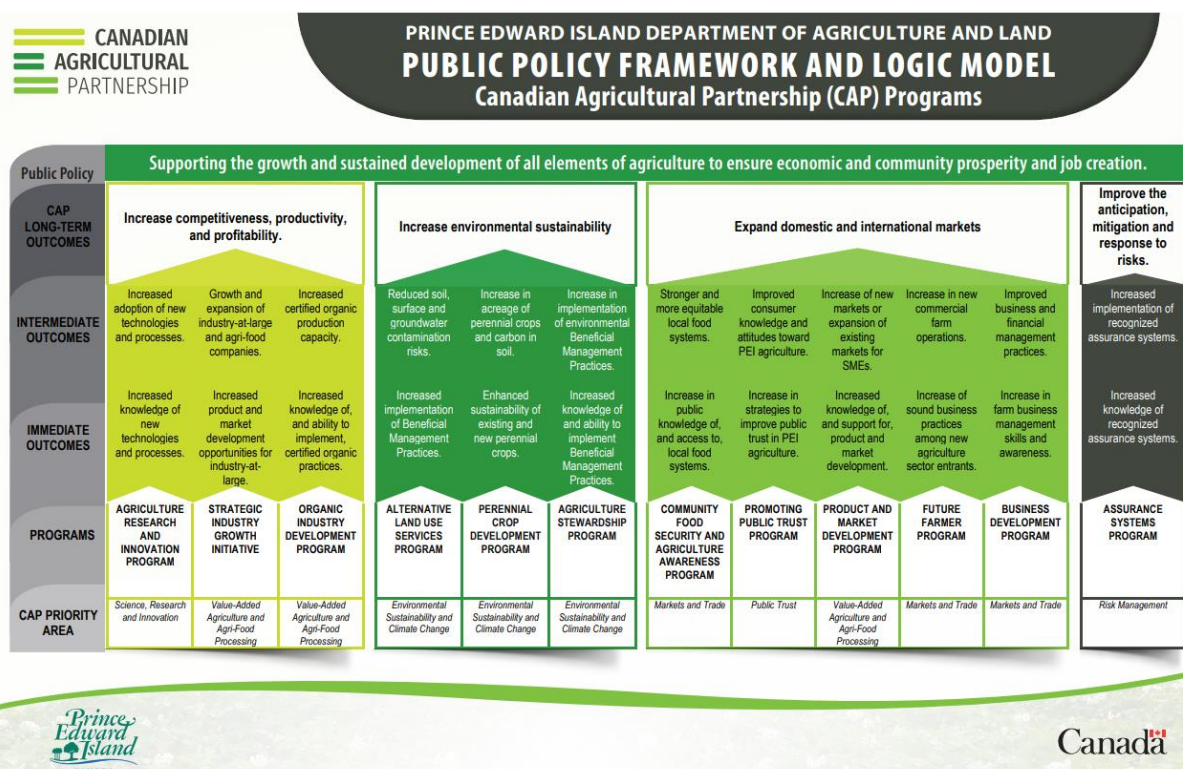


Figure 2. PEIDAL CAP Global Logic Model

## 1.4 OVERVIEW OF CAP NON-BRM PROGRAMS

### 1.4.1 AGRICULTURE RESEARCH AND INNOVATION PROGRAM (ARIP)

The ARIP is comprised of four sub-programs that support farm-level research, innovation and adoption projects that lead to increased competitiveness, productivity and profitability for the agriculture industry in PEI.

<sup>15</sup> Individuals who were in receipt of CAP funding from 2018 to present, with an email address on file, were e-mailed an invitation to complete the online survey. Individuals who were in receipt of CAP funding, without an email address on file, were mailed a letter invitation to complete the survey. Participants were able to complete the survey online, using a hard copy, or over the telephone.

#### **1.4.2 AGRICULTURE STEWARDSHIP PROGRAM (ASP)**

The ASP is a suite of initiatives designed to increase environmental sustainability, climate change mitigation and adaptation by providing technical and financial support to encourage producers to voluntarily implement Beneficial Management Practices (BMPs).

#### **1.4.3 ALTERNATIVE LAND USE SERVICES PROGRAM (ALUS)**

The ALUS Program is designed to increase environmental sustainability by providing financial incentive to agricultural landowners to establish or maintain Beneficial Management Practices (BMPs) on agricultural land and/or for the removal of targeted environmentally sensitive land from agricultural production.

#### **1.4.4 ASSURANCE SYSTEMS PROGRAM**

The Assurance Systems Program is designed to improve the anticipation, mitigation and response to risks by providing assistance to address risks related to humans, animals and plants through project-driven and other outcome-based approaches.

#### **1.4.5 BUSINESS DEVELOPMENT PROGRAM (BDP)**

The BDP supports the agriculture sector by providing funding for skills training, business planning and implementation, organizational development, benchmarking and risk management activities which expand domestic and international markets for PEI producers and small to medium sized agri-businesses.

#### **1.4.6 COMMUNITY FOOD SECURITY AND AGRICULTURE AWARENESS PROGRAM (CFSAAP)**

The CFSAAP is designed to support the expansion of local markets while simultaneously supporting goals related to community food security, particularly increasing access to affordable local food and improving health and food safety. The program focuses on strengthening local food systems through community-led education and outreach activities.

#### **1.4.7 FUTURE FARMER PROGRAM (FFP)**

The FFP supports the expansion of domestic and international competitiveness by supporting new farmers to improve the probability that they establish or continue profitable and sustainable commercial farm businesses. The program helps new entrants identify and prioritize their business goals and will help them identify planning, management and technical skills that are needed to reach their goals.

#### **1.4.8 ORGANIC INDUSTRY DEVELOPMENT PROGRAM (OIDP)**

The OIDP is designed to support the organic agriculture sector in PEI by providing strategic assistance with projects which will increase competitiveness, productivity and profitability of that sector.

#### **1.4.9 PERENNIAL CROP DEVELOPMENT PROGRAM (PCDP)**

The PCDP is designed to increase environmental sustainability in PEI's agriculture sector by supporting high value perennial crop production and production systems. Emphasis is placed on establishment of new and expanding perennial crop enterprises.

#### **1.4.10 PRODUCT AND MARKET DEVELOPMENT PROGRAM (PMDP)**

The PMDP is designed to expand domestic and international competitiveness by supporting small and medium-sized agricultural producers, agri-businesses and agri-processors to expand their product base or markets through value-added and agri-food processing projects; and/or market development activities on PEI and through intra-jurisdictional projects.

#### **1.4.11 PROMOTING PUBLIC TRUST PROGRAM (PPTP)**

The PPTP is designed to improve consumer knowledge and attitude toward PEI's agriculture and agricultural practices by communicating the story and the impact of the agriculture industry to support the continued domestic competitiveness of PEI agriculture.

#### 1.4.12 STRATEGIC INDUSTRY GROWTH INITIATIVE (SIGI)

The SIGI is designed to increase the competitiveness, productivity and profitability of the agriculture industry through a coordinated effort to accelerate the development and successful commercialization of food products from PEI.

### 2.2 LINES OF EVIDENCE

There were three lines of evidence utilized for this evaluation: a survey of CAP clients, a survey of industry stakeholder groups and key informant interviews with CAP program leads.

#### 2.2.1 CLIENT SURVEY

A survey for CAP program clients was developed through January and February 2021 and launched in March 2021. The CAP Evaluation Client Survey was offered in both English and French.<sup>16</sup> The survey asked questions about CAP outcomes<sup>17</sup> as well as program performance, relevance and impact. Before administering the survey, the PEI Federation of Agriculture (PEIFA) and DAL program administration staff were notified that the survey would be circulated to CAP clients. CAP clients received a letter from the DAL advising them that they should expect to receive an email invitation to participate in the CAP Evaluation Client Survey. As an incentive to participate in the survey, respondents were provided an opportunity to enter their name into a draw to win either an Apple iPad or a Bose Soundlink Bluetooth Speaker. The CAP Evaluation Client Survey can be found in Appendix B.

##### 2.2.1.1 CLIENT SURVEY: PRE-TESTING

The CAP Evaluation Client survey was pretested with five members of the Strategic Policy and Evaluation Division in February 2021. Modifications were made to the survey based on this pre-test before it was finalized and distributed via email using SurveyMonkey.

##### 2.2.1.2 CLIENT SURVEY CONTROL AND ADMINISTRATION

In order to ensure clients only received one invitation to complete a survey, duplicate emails were removed if they were associated with more than one program. An invitation to complete the CAP Evaluation Client Survey was emailed to 701 clients who had email addresses on file (see Figure 3). A letter invitation was sent to an additional 113 CAP clients that did not have an email address on file with the Department. This letter invited them to contact the Department (via email or telephone) in order to complete the CAP Evaluation Client Survey. Clients were able to complete the survey online or over

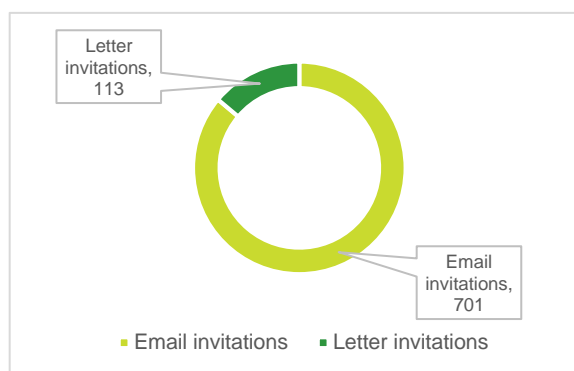


Figure 3. CAP Evaluation Survey invitation, by type of invitation sent.

the telephone. In total there were 59 bounce back emails, meaning 642 clients received the email invitation and seven return-to-sender letters, meaning 106 clients received the letter invitation. There were six reminders to complete the survey which were sent to clients via email.

<sup>16</sup> All participants chose to complete the survey in English.

<sup>17</sup> Immediate, intermediate and long-term outcomes



### 2.2.1.3 CLIENT SURVEY RESPONDENTS

Since April 2018, there have been approximately 814 individual CAP clients.<sup>18</sup> In total, 322 clients attempted the survey and 257 fully completed the survey which represents a **response rate of approximately 40%** (see Figure 4). This represents a 37% response rate for completed surveys and a 46% response rate for attempted<sup>19</sup>. Eighteen per cent of CAP client respondents (56) identified as a new farmer, 64% of respondents (201) identified as an established farmer, and 18% (n=57) of CAP client respondents identified as either a new or established farmer. Twenty-two per cent (n=70) of CAP client respondents indicated that the primary commodity that they are involved in is potatoes (see Figure 6). This was followed by beef cattle ranching and farming at 12% (n=39) and dairy cattle and milk production at 12% (n=39). Seven per cent (n=22) of CAP client respondents indicated that the primary commodity that they are involved with is certified organic.

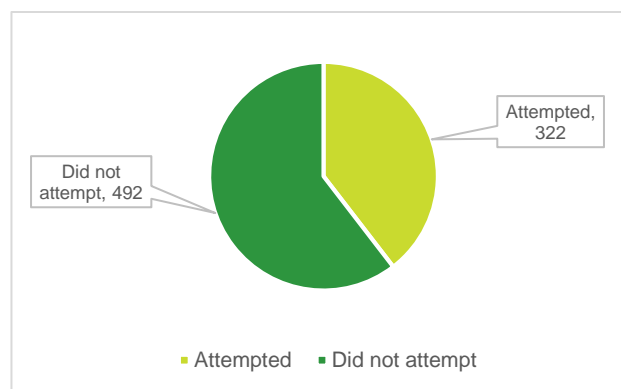


Figure 4. CAP Evaluation Client Survey response rate

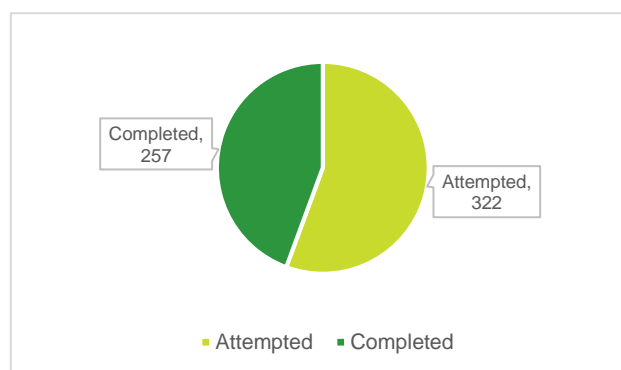


Figure 5. CAP Evaluation Client Survey completion rate

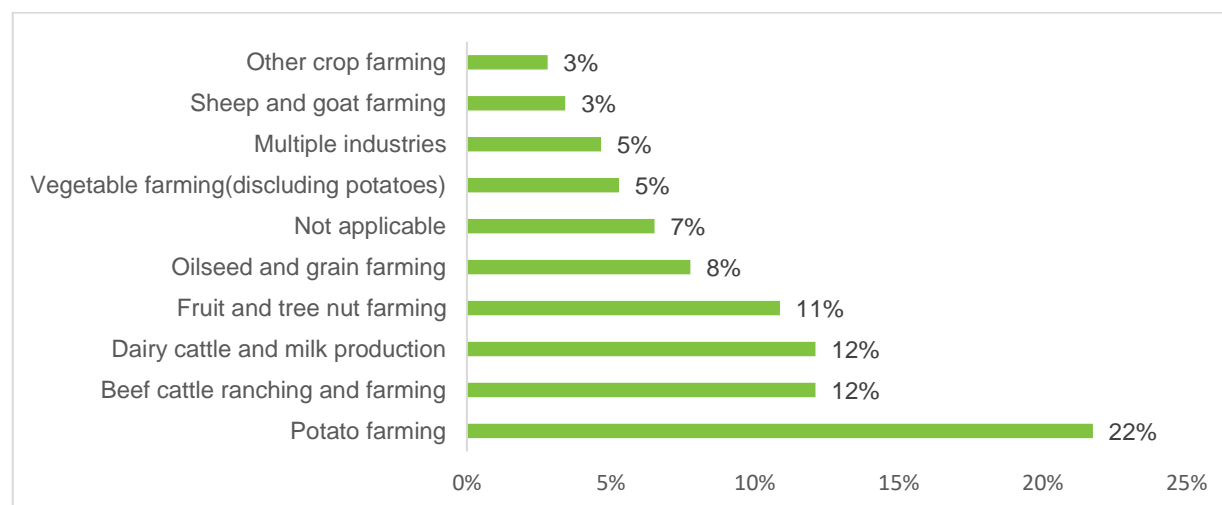


Figure 6. CAP Evaluation Client Survey respondents' primary commodity

<sup>18</sup> A complete CAP client list could not be identified. Please see limitations section.

<sup>19</sup> Data gathered as a result of attempted surveys was included in the evaluation.

#### 2.2.1.4 CLIENT SURVEY DEMOGRAPHIC PROFILE

In order to better understand the profile of CAP Evaluation Client Survey respondents, several voluntary survey questions related to demographic information were included. The average response rate for these demographic questions<sup>20</sup> was 96% for completed surveys and 78% for attempted. As such, information presented in this section pertains only to those people who chose to respond to the demographic questions, and not necessarily to the entire survey respondent population.

**The sample for the client survey can generally be described as male, between the age of 30 and 64 whose first language is English and who are not members of any Indigenous Groups, the Acadian community or any other underrepresented groups.**

Of those respondents that chose to answer the demographic questions, 72% (n=180) indicated that they identified as a man, 26% (n=65) as a woman, 2% (n=5) preferred not to say and less than one per cent (n=1) indicated that their gender was not listed.



72% of respondents identified as a man, 26% as a woman and 2% preferred not to say

Fourteen per cent (n=34) of respondents identified as a senior (age 65 or older) and 4% (n=9) of respondents identified as youth (age 29 or younger). Over 3% (n=8) of respondents identified as a person with a disability while just under 3% (n=7) answering that they preferred not to say.



14% of respondents identified as a senior and 4% of respondents identified as a youth

Ninety-two per cent (n=229) of respondents indicated that their first language was English and about four per cent (n=11) of respondents indicated that their first language was a language other than English or French. Just over two per cent (n=6) of respondents indicated that their first language was French, and the same percentage of respondents identified as being a member of the Island's Acadian community. Slightly under 15% (n=37) of respondents indicated that they are proficient in languages other than English or French.



92% identified English as their first language

One per cent (n=3) of respondents identified as a member of an Indigenous Group, while two per cent (n=4) preferred not to say. Almost four per cent (n=9) of respondents identified as a newcomer to Canada and almost two per cent (n=4) answered that they preferred not to say. Approximately eight per cent (n=21) of respondents identified as part of another underrepresented group.



1% of respondents identified as a member of an Indigenous Group, 4% as a newcomer to Canada and 8% of respondents identified as a member of another underrepresented group.

Figure 7. CAP Evaluation Client Survey demographic information

<sup>20</sup> Responding to demographic questions was voluntary, and as such, there are varying response rates for individual demographic questions.

### 2.2.1.5 CLIENT SURVEY BUSINESS PROFILE

To understand the business profile of CAP Evaluation Client Survey respondents, several business-related questions were included in the CAP Evaluation Client Survey. CAP Evaluation Client Survey respondents were asked what type of business or organization they operated, 46% (n=119) of respondents indicated their business type was an incorporated company while 28% (n=73) of respondents indicated an individual proprietorship. Fourteen per cent (n=35) of respondents indicated that their business type was a partnership, 7% (n=18) of respondents indicated their business type was a registered charitable organization/not-for-profit and 5% (n=13) of respondents indicated other (see Figure 8.).

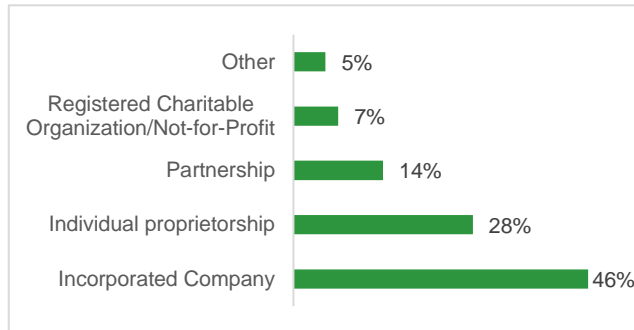


Figure 8. Business types of CAP Evaluation Client Survey respondents

Forty-seven per cent (n=119) of respondents reported that they regularly employ between one and nine full-time employees. Forty-four per cent (n=111) of respondents reported that they did not regularly employ full-time employees. Seven per cent (n=17) of respondents reported that they regularly employ between 10 and 19 full-time employees while two per cent (n=4) of respondents (4) reported regularly employing over 20 full-time employees. Fifty-four per cent (n=134) of respondents reported that they regularly employ between one and nine part-time employees. Thirty-one per cent (n=78) of respondents reported that they do not employee anyone on a part-time basis. Twelve per cent (n=29) of respondents reported regularly employing between 10 and 19 part-time employees and three per cent (n=8) of respondents reported regularly employing over 20 part-time employees.

Thirty-six per cent (n=92) of respondents, and 40% (n=97) of respondents, reported that their business/organization's gross revenue was over \$500,000 in 2018 and 2019, respectively. Twenty per cent (n=50) of respondents and 18% (n=43) of respondents reported that their business/organization's gross revenue was less than \$10,000 in 2018 and 2019, respectively (see Figure 9.).

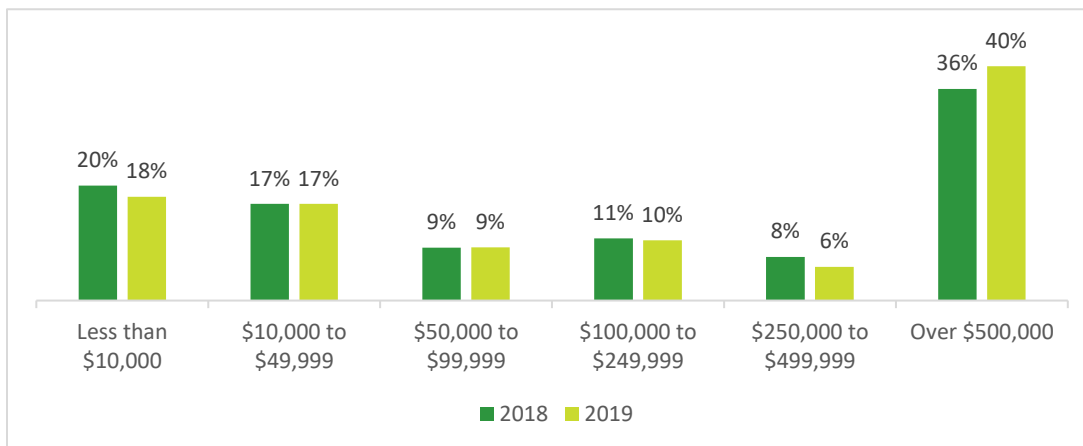


Figure 9. CAP Evaluation Client Survey respondents' responses to the question, "What was your business/organization's Gross revenue in 2018 and 2019?"

## 2.2.2 INDUSTRY STAKEHOLDER SURVEY

A survey for agriculture industry stakeholder groups was developed through January and February 2021 and launched in April 2021. The survey asked questions about CAP outcomes<sup>21</sup> as well as the performance, relevance and impact of CAP programs delivered by the DAL. Before administering the survey, the PEI Federation of Agriculture was notified. A letter from the DAL was sent to agriculture industry stakeholder groups advising them that they should expect to receive an email invitation to participate in the CAP Evaluation Client Survey. The CAP Evaluation Industry Stakeholder Group Survey can be found in Appendix C.

### 2.2.2.1 INDUSTRY STAKEHOLDER SURVEY PRE-TESTING

The CAP Evaluation Industry Stakeholder survey was pretested with five members of the Strategic Policy and Evaluation Division in February 2021. Modifications were made to the survey based on this pre-test before it was finalized and distributed via email.

### 2.2.2.2 INDUSTRY STAKEHOLDER SURVEY ADMINISTRATION

An invitation to complete the CAP Evaluation Agriculture Industry Stakeholder Survey was emailed to 28 agriculture industry stakeholder groups. There was one bounce back email, meaning that 27 clients received the invitation. Four email reminders to complete the survey were e-mailed to groups that had not yet completed the survey. Additionally, each group that had not completed the survey was contacted by telephone the day before the survey closed to remind them to participate.

Industry stakeholder groups who were invited to participate in the CAP Evaluation Industry Stakeholder Group Survey:

<b>Survey Response Was Received</b>	<b>Survey Response Was Not Received</b>
I. Advisory Council on the Status of Women	I. Charlottetown Farmers Market Coop
II. Atlantic Grains Council	II. Egg Farmers of PEI
III. Chicken Farmers of PEI	III. Mi'kmaq Confederacy of PEI
IV. Dairy Farmers of PEI	IV. PEI Agriculture Awareness Committee
V. PEI 4-H Council	V. PEI Federation of Agriculture
VI. PEI Agriculture Sector Council	VI. PEI National Farmers Union
VII. PEI Association for Newcomers to Canada	VII. PEI Strawberry Growers Association
VIII. PEI Cattle Producers	VIII. PEI Women in Agriculture Inc.
IX. PEI Certified Organic Producers Cooperative	IX. PEI Women's Business Association
X. PEI Hog Commodity Marketing Board	X. PEI Young Farmers Association
XI. PEI Horticultural Association	XI. The Farm Centre Association
XII. PEI Institute of Agrologists	XII. UPEI Faculty of Environmental Studies
XIII. PEI Marketing Council	XIII. UPEI Faculty of Sustainable Design Engineering
XIV. PEI Potato Board	
XV. PEI Sheep Breeders	
XVI. PEI Soil and Crop Improvement Association	
XVII. PEI Vegetable Growers Coop	
XVIII. PEI Wild Blueberry Growers Association	
XIX. PEI Women's Institute	
XX. The Cooper Institute	

Table 1. CAP Evaluation Industry Stakeholder Group respondents.

<sup>21</sup> Immediate, intermediate and long-term outcomes

### 2.2.3 KEY INFORMANT INTERVIEWS WITH CAP PROGRAM LEADS

In March 2021, the evaluator worked with Directors of DAL's Divisions responsible for administering CAP programs to identify key informants<sup>22</sup>. Individuals responsible for the administration of one, or more, CAP programs were identified to be interviewed.

#### 2.2.3.1 KEY INFORMANT INTERVIEWS: DEVELOPMENT OF INTERVIEW GUIDE

An interview guide was developed based on the evaluation questions included in the project's evaluation matrix. This guide was used to direct the interviews with program leads. The CAP Evaluation Key Informant Interview Guide can be found in Appendix D.

#### 2.2.3.2 KEY INFORMANT INTERVIEWS: ADMINISTRATION

During March and April of 2021, the evaluator met with 13 program leads to conduct key informant interviews. Program leads were asked open-ended questions and their answers were manually recorded. Responses were then manually thematically analysed using Excel.

## 3.0 TIMELINE

Planning for this evaluation began in the Fall of 2020 and the Evaluation Matrix was approved and authorized by the Deputy Minister of the DAL on January 28, 2021. Through February and March, the Evaluator developed both the CAP client and industry stakeholder groups surveys and key informant interview guide. In March and April of 2021, the CAP client and agriculture stakeholder group surveys were launched, respectively. Throughout the same months, key informant interviews were conducted with program leads.

After the surveys closed at the end of April 2021 data analysis occurred throughout May and June of 2021. A draft version of the CAP Evaluation Report was circulated internally for review in July 2021 and was externally reviewed by AAFC in August 2021. This Evaluation Report was assessed by two external Credentialed Evaluators in August 2021. Edits suggested by both the internal and external reviews, as well as those obtained as a result of the assessment have been incorporated, where possible.

The Evaluation Report, and its findings, were presented to the Deputy Minister of the DAL on September 29, 2021 and the report was approved by the Department on October 20, 2021. As per section 11.7.4 of the CAP Bilateral Agreement between PEI and Canada, AAFC was provided ten days notice that the Department would publicly release the CAP Evaluation Report. The evaluation is considered complete with the publication of this report.

## 4.0 LIMITATIONS

Limitations point to what may be considered as the potential weaknesses of an evaluation. In some cases, limitations will only emerge once the methodology has been implemented.<sup>23</sup>

### ***Using the perceptions of clients, industry and program leads may introduce bias***

Program evaluation literature states that bias may impact program administration staff's ability to remain objective, as in some cases they may maintain social, economic, emotional, or other bonds towards a particular program. This bias can negatively impact the validity of a program administrator's evaluative judgements and the external credibility of the evaluation.<sup>24</sup> Similarly, clients who are asked evaluate a program that they are in receipt of funding may respond favorably due social desirability bias (i.e., fear

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<sup>22</sup> The Agriculture Resources Division and the Animal Health, Regulatory and Analytical Laboratory Division.

<sup>23</sup> Bloomberg, L., & Volpe, M. (2012). *Completing your qualitative dissertation: A road map from beginning to end* (2nd ed.). Los Angeles, CA: SAGE Publications., p. 114

<sup>24</sup> Scriven, M. (2010). Evaluation bias and its control. *Journal of MultiDisciplinary Evaluation*, 7(15), p. 79-98).

that an unfavourable response may result in lack of access to future funding).<sup>25</sup> To mitigate these limitations, the evaluation relied on multiple lines of evidence so that results could be triangulated, all lines of evidence were equally weighted, and the evaluation was led by Department staff who do not deliver programs. Furthermore, clients were able to participate anonymously in the CAP Evaluation Survey. A Credentialed Evaluator (CE) external to the Government of PEI has also reviewed and assessed the final report before it was published.

**Determining impact did not involve the use of a counterfactual which may decrease the validity of impact-related results**

Quality assessments of an intervention’s impacts rely on “a valid counterfactual ... to compare with the group treated by the intervention. ... Validity entails comparability between control and treatments groups, in all relevant dimensions, to ensure that outcome changes for the treatment groups are due solely to program participation.”<sup>26</sup> However, “impact indicators” can be leveraged in lieu of counterfactuals. These indicators may be “indirect”, “tangentially linked with changes in some measure of agricultural performance”.<sup>27</sup> To mitigate this limitation, the evaluation’s methodology included triangulating the survey and interview data with objective performance indicators collected as per the CAP’s performance monitoring policy.

**A complete and accurate list of total CAP clients could not be confirmed.**

The Evaluator was provided client lists for each of the 12 CAP cost-shared programs. After removing duplicate clients, there were 814 individual clients remaining. However, as there does not exist any type of distinct identifying number (i.e., Farm Registration Number) associated with each client there is no way to confirm if the 814 clients represent the total population of CAP clients. As a result, the Evaluator is not able to determine whether the individuals who received an invitation to participate in the CAP Evaluation represent the total population, or a sample of the total population.

## 5.0 EVALUATION FINDINGS

### 5.1 PROGRAM DESIGN AND DELIVERY

**Overall, CAP clients are satisfied with the administration of CAP programs, the assistance provided by DAL staff and the program documents.**

Eighty-two per cent (n=239) of CAP Evaluation Client Survey respondents and 68% (n=13) of Industry Stakeholder Group respondents agreed, or strongly agreed, that CAP programs are administered effectively (see Figure 10.). Almost every CAP program lead indicated that DAL staff have cultivated a strong working relationship with industry and that this supports them to effectively administer CAP programs.

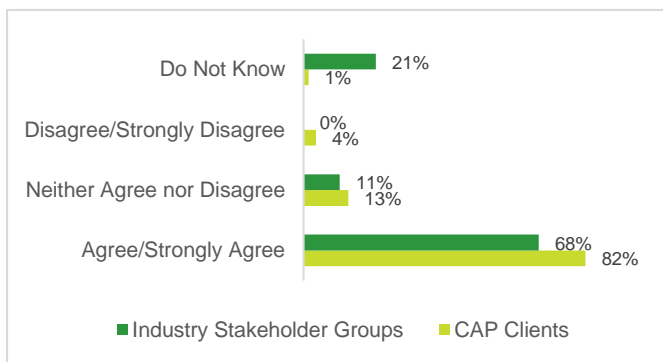


Figure 10. CAP Evaluation Client Survey respondents’ level of agreement with the statement: “CAP programs are administered effectively.”

<sup>25</sup> Clark, C., Scott, E. & Krupa, T. (1993). Involving clients in programme evaluation and research: a new methodology for occupational therapy. *Canadian Journal of Occupational Therapy*, 60 (4), 192-199

<sup>26</sup> World Bank. (2011). *Impact evaluations in agriculture: An assessment of the evidence*. No. 72693. Washington, DC: The World Bank, P. 3

<sup>27</sup> World Bank. (2011). *Impact evaluations in agriculture: An assessment of the evidence*. No. 72693. Washington, DC: The World Bank, P. 3

Eighty-nine per cent (n=242) of CAP Evaluation Client Survey respondents and 58% (n=11) of Industry Stakeholder Group respondents agreed, or strongly agreed, that CAP clients are provided enough assistance with the application process (see Figure 11).

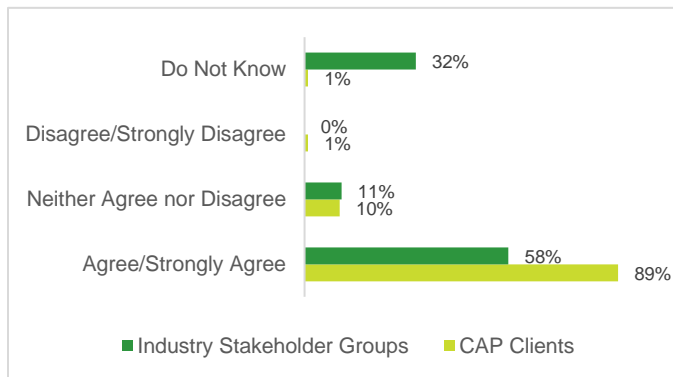


Figure 11. CAP Evaluation Client Survey respondents' level of agreement with the statement: "I was provided enough assistance with the application process" and industry stakeholder respondents' level of agreement with the statement: "CAP clients are provided enough assistance with the application process."

Eighty-seven per cent (n=242) of CAP Evaluation Client Survey respondents and 53% (n=10) of Industry Stakeholder Group respondents indicated that they agreed, or strongly agreed, that CAP clients are provided enough assistance with the claim process (see Figure 12).

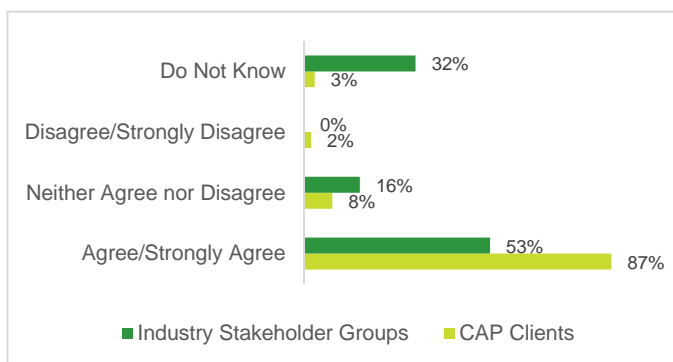


Figure 12. CAP Evaluation Client respondents' level of agreement with the statement: "I was provided enough assistance with the claim process" and industry stakeholder respondents' level of agreement with the statement: "CAP clients are provided enough assistance with the claim process."

Eighty-six per cent (n=228) of CAP Evaluation Client Survey respondents and 63% (n=12) of Industry Stakeholder Group respondents agreed, or strongly agreed, that CAP program documents (e.g., guidelines, application forms, claim forms, etc.) were concise and easy to understand.

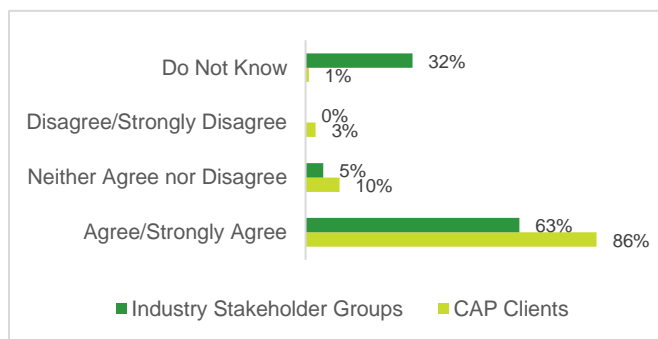


Figure 13. CAP Evaluation Client Survey respondents' and industry stakeholder respondents' level of agreement with the statement: "CAP program documents were concise and easy to understand."

## 5.2 CAP COMMUNICATIONS

***The preferred method of communication regarding Departmental programming is through DAL staff.***

***The Environmental Sustainability and Climate Change CAP Priority Area had the highest level of awareness among CAP clients and industry stakeholder groups.***

***The Future Farmer Program had the highest level of awareness among CAP clients and industry stakeholder groups.***

Fifty per cent (n=139) of CAP Evaluation Client Survey respondents reported that they first became aware that the Department offered CAP programs through DAL staff. Just over 14% (n=40) of CAP client respondents indicated that they became aware of CAP programs through word of mouth from other program clients and 9% (n=25) of CAP client respondents indicated that they became aware of CAP programs through the PEI Government website. Sixty-three per cent (n=178) of CAP Evaluation Client Survey respondents indicated that their preferred method of communication with respect to Departmental programming is through DAL staff. Nine per cent (n=25) of CAP client respondents indicated that their preferred method of communication was through the PEI Government website.

Sixty-five per cent (n=205) of CAP Evaluation Client Survey respondents reported that they were aware of the environmental sustainability and climate change priority area *before* participating in the CAP Evaluation Survey and 55% (n=164) of CAP Evaluation Client Survey respondents indicated that they were aware of the science, research and innovation priority area. Eighty per cent (n=16) of CAP Evaluation Industry Stakeholder Survey respondents reported that they were aware of the environmental sustainability and climate change priority area *before* participating in the CAP Evaluation Survey and 75% (n=15) of industry stakeholder group respondents indicated that they were aware of both the science, research and innovation and the public trust priority areas.

When asked which CAP programs they were aware of before participating in the survey, 68% (n=214) of CAP Evaluation Client Survey respondents reported being aware of the Future Farmer Program, 66% (n=208) of CAP client respondents reported being aware of the ALUS Program, 57% (n=180) of CAP client respondents reported being aware of Agriculture Research and Innovation Program and 55% (n=173) of CAP Evaluation Client Survey respondents reported being aware of the Agriculture Stewardship Program. Eighty-five per cent (n=17) of CAP Evaluation Industry Stakeholder Survey respondents reported being aware of the Future Farmer Program, 75% (n=15) of respondents reported being aware of the Agriculture Research and Innovation Program and 70% (n=14) of industry stakeholder group respondents reported being aware of the Agriculture Stewardship Program, the ALUS program, and the Strategic Industry Growth Initiative (see Figure 14).



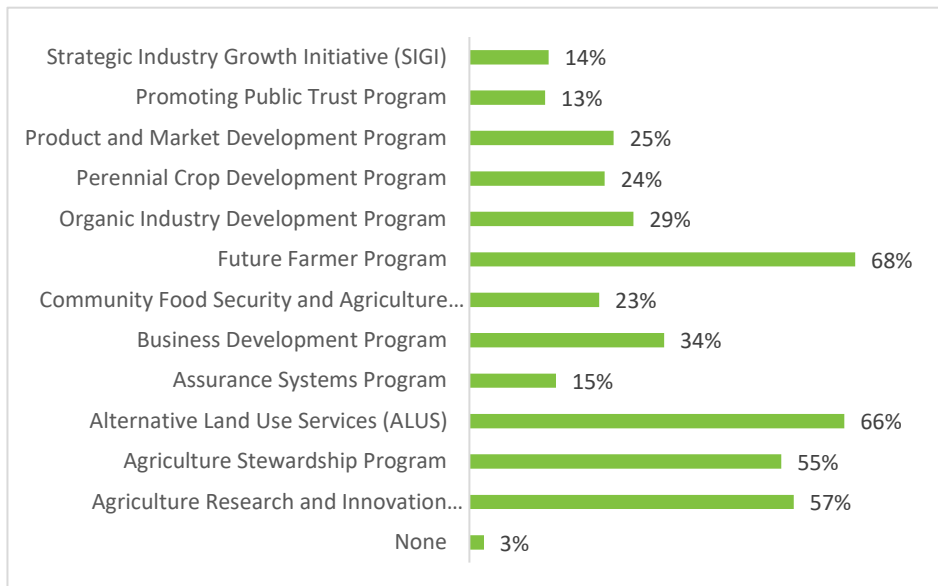


Figure 14. CAP Evaluation Client Survey respondents' levels of awareness of CAP programs.

### 5.3 RELEVANCE

#### **The DAL's CAP programs remain relevant.**

Eighty-four per cent (n=235) of CAP Evaluation Client Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have effectively responded to a need of their farm, business or organization. Sixty-three per cent (n=12) of CAP Evaluation Industry Stakeholder Group Survey respondents (12) indicated that they either agreed, or strongly agreed, that CAP programs have effectively responded to a need of farms/businesses/ organizations (see Figure 15). Program leads indicated that CAP programs have been responsive to the needs of industry as a result of the good working relationship between the DAL and industry as well as the broad variety of CAP programs that are offered.

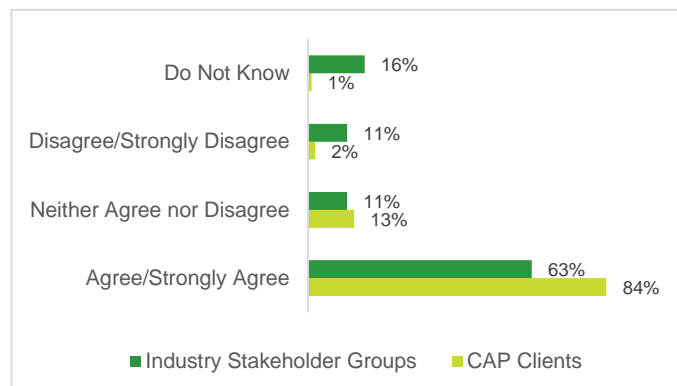


Figure 15. Survey respondents' level of agreement with the statement, the CAP program effectively responded to a need of farms/businesses/organizations.

Seventy-one per cent (n=199) of CAP Evaluation Client Survey respondents and 42% (n=8) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that overall, CAP programs have provided an adequate level of financial support to implement a project, purchase equipment, etc. (see Figure 16).

Almost half of the Program Leads interviewed indicated that the adequacy of financial support provided through the CAP varied from program to program. Leads indicated that for some programs, the financial support was adequate, while for others, it was not. Of the 11% of CAP Evaluation Client Survey respondents that indicated that CAP programs do not provide an adequate level of financial support, the majority indicated that the amount of funding available is not significant relative to the cost of their project.

Seventy-four per cent (n=209) of CAP Evaluation Client Survey respondents and 68% (n=13) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that the CAP programs help farms, businesses or organizations to achieve a strategic goal (see Figure 17). More than half of the Program Leads interviewed indicated that CAP programs have helped farms/businesses/ organizations to achieve a goal specifically by removing some of the financial barriers that may exist with respect to strategic goals.

Forty-nine per cent (n=138) of CAP Evaluation Client Survey respondents and 68% (n=13) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that that CAP programs have helped farms/businesses/organizations to increase the public's trust in agriculture (see Figure 18). Almost half of the Program Leads interviewed indicated that they believed that there was room for improvement with respect to the CAP programming's impact/support of increasing the public's trust in

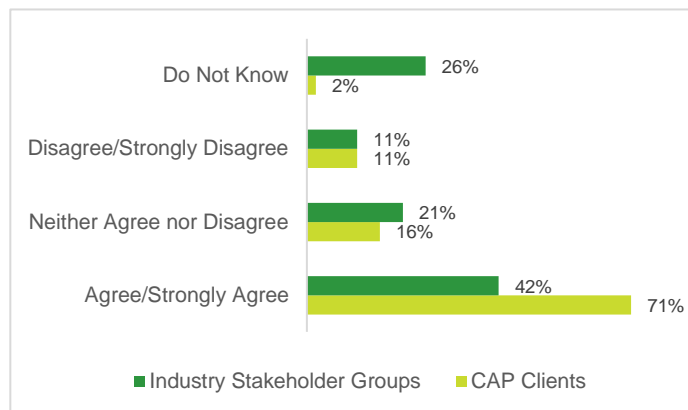


Figure 16. Survey respondents' level of agreement with the statement, CAP programs provide an adequate level of financial support to implement a project, purchase equipment, etc.

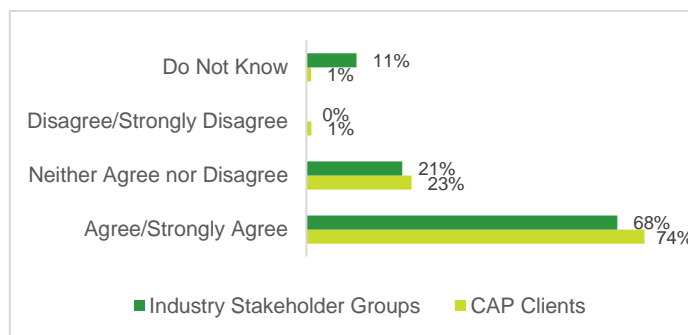


Figure 17. Survey respondents' level of agreement with the statement, the CAP programs helped farms/businesses/organizations to achieve a strategic goal.

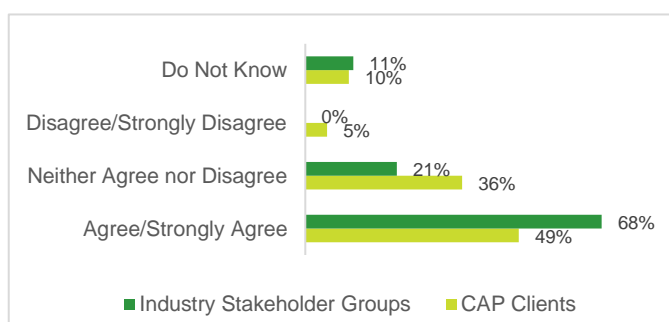


Figure 18. Survey respondents' level of agreement with the statement, the CAP programs helped farms/businesses/organizations increase the public's trust in agriculture.

agriculture. Many indicated that there is room for improvement with respect to communicating information about the CAP programs, specifically their impact, their administration, etc.

## 5.4 PERFORMANCE

**Overall, CAP programs are making progress to achieve the following outcomes: increasing competitiveness, productivity and profitability, increasing environmental sustainability; and, improving the mitigation, anticipation and response to risks.**

**Perceptions of CAP Clients and industry stakeholder groups differ with respect to the performance of CAP long-term outcome of expanding domestic and international markets.**

**CAP programs may be making progress to expand domestic markets for some CAP clients but are not expanding international markets.**

With respect to increasing competitiveness, productivity and profitability<sup>28</sup>, 79% (n=55) of CAP Evaluation Client Survey respondents agreed, or strongly agreed, that their participation in a CAP program has helped them to increase their competitiveness (see Figure 19.). Sixty-five per cent (n=13) of CAP Evaluation Industry Stakeholder respondents indicated that they agreed, or strongly agreed, that CAP programs effectively support the agriculture sector to

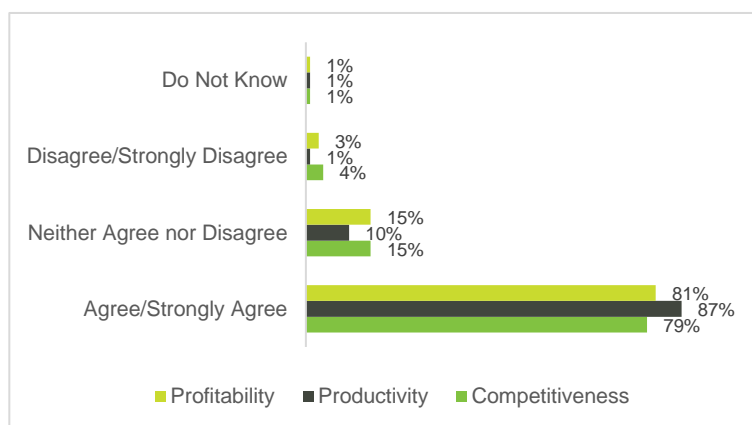


Figure 19. CAP Evaluation Client Survey respondents' level of agreement with the statement, "My participation in a CAP program helped me to increase my competitiveness, productivity and profitability."

increase competitiveness. Eighty-seven per cent (n=59) of CAP Evaluation Client Survey respondents agreed, or strongly agreed, that their participation in a CAP program has helped them to increase their productivity (see Figure 19). Sixty per cent (n=12) of CAP Evaluation Industry Stakeholder respondents agreed, or strongly agreed, that CAP programs effectively support the agriculture sector to increase productivity. Eighty-one per cent (n=54) of CAP Evaluation Client Survey respondents agreed, or strongly agreed, that their participation in a CAP program has helped them to increase their profitability (see Figure 19). Finally, 50% (n=10) of CAP Evaluation Industry Stakeholder respondents agreed or strongly agreed that CAP programs effectively support the agriculture sector to increase their profitability. CAP client respondents indicated that support for the following activities have helped to support their competitiveness, productivity and profitability: support for the demonstration and/or evaluation of new agricultural practices and technologies; and, support for the development or adaptation of new or improved products, processes or practices.

<sup>28</sup> Only clients that participate in CAP programs that contribute to the long-term outcome of increasing competitiveness, productivity and profitability (ARIP, SIGI and OIIP) were asked questions about this outcome.

With respect to increasing environmental sustainability<sup>29</sup>, 88% per cent (n=121) of CAP Evaluation Client Survey respondents indicated that they either agreed, or strongly agreed, that CAP programs have helped them to increase environmental sustainability. Fifty per cent (n=10) of CAP Evaluation Industry Group Survey respondents

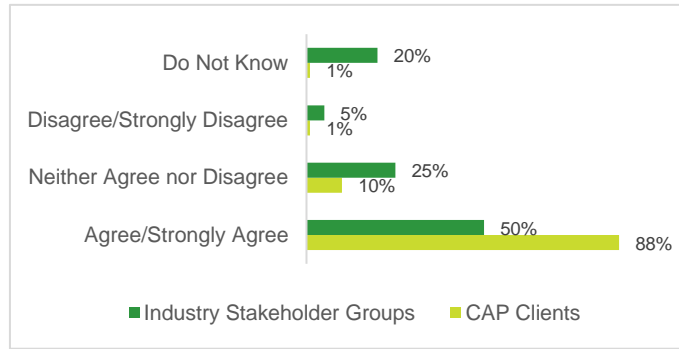


Figure 20. Survey respondents' level of agreement with the statement, CAP programs helped to increase environmental sustainability.

indicated that they either agree, or strongly agree, with the statement (see Figure 20). Fifty per cent (n=59) of CAP Evaluation Client Survey respondents indicated that programs have supported them to adapt to, or prepare for, extreme weather events, 44% (n=52) of CAP Evaluation Client Survey respondents indicated that through CAP programming they improved and/or avoided risks to wildlife habitat and 41% (n=48) of CAP Evaluation Client Survey respondents indicated that they had improved water quality or water use practices as a result of participating in CAP programming.

With respect to expanding domestic and international markets<sup>30</sup>, 38% (n=30) of CAP Evaluation Client Survey respondents indicated that they either agreed, or strongly agreed, that their participation in a CAP program helped them to expand *domestic* markets (see Figure 21).

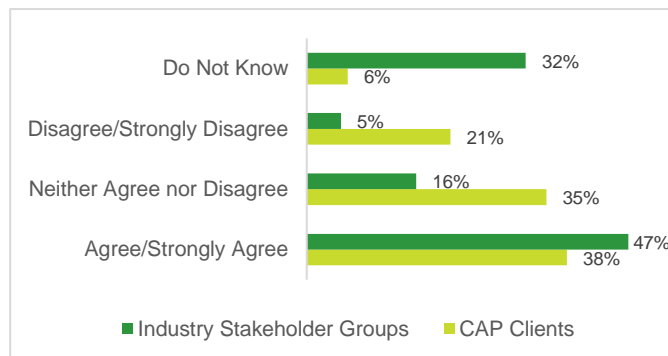


Figure 21. Survey respondents' level of agreement with the statement, CAP programs helped to expand domestic markets.

Those respondents indicated that support for capital investments for plant modernization activities, support for the development of business models and support for improved branding has helped them to expand domestic markets. Forty-seven per cent (n=9) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have effectively supported the agriculture industry to expand domestic markets.

<sup>29</sup> Only clients that participated in CAP programs that contribute to the long-term outcome of increasing environmental sustainability (ALUS, PCDP and ASP) were asked questions about this outcome.

<sup>30</sup> Only clients that participated in CAP programs that contribute to the long-term outcome of expanding domestic and international markets (CFSAA, PPTP, PMDP, FFP and BDP) were asked questions about this outcome.

Three per cent (n=2) of CAP Evaluation Client Survey respondents indicated that they agree, or strongly agreed, that CAP programs have helped them to expand international markets (see Figure 22). Thirty-two per cent (n=6) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they either agreed or strongly agreed that CAP programs have effectively supported the agriculture industry to expand international markets.

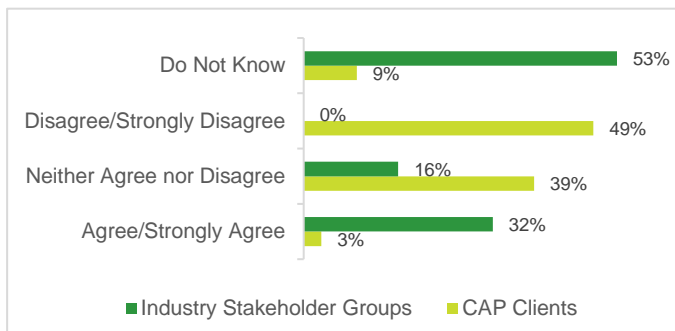


Figure 22. Survey respondents' level of agreement with the statement, CAP programs helped to expand international markets.

With respect to anticipating, mitigating and responding to risks<sup>31</sup>, 100% (n=5) of CAP Evaluation Client Survey respondents indicated that they agreed, or strongly agreed, that their participation in a CAP program improved their ability to anticipate, mitigate, and/or respond to risks (see Figure 23). CAP clients indicated that CAP programs have helped them to improve biosecurity, their assurance systems, their traceability systems, improve their risk assessments and/or improve the use of science or research to anticipate or manage risks. Fifty-three per cent (n=10) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they either agreed or strongly agreed with the statement (see Figure 23).

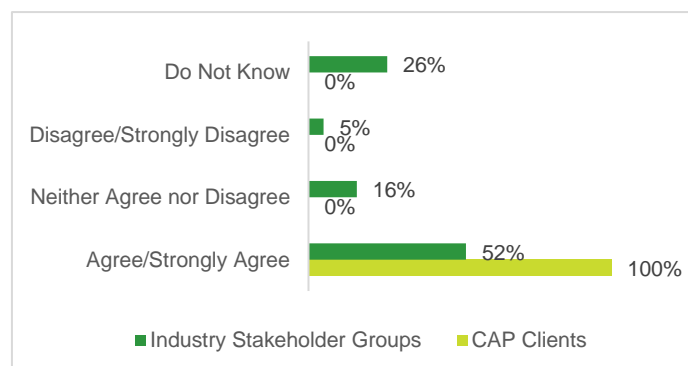


Figure 23. Survey respondents' level of agreement with the statement, "CAP programs improved my ability to anticipate, mitigate and respond to risks."

## 5.5 IMPACT

CAP programs were designed to contribute to four outcomes: increasing competitiveness, productivity and profitability, increasing environmental sustainability, expanding domestic and international markets and improving the anticipation, mitigation and response to risks. **In addition to the stated outcomes, CAP programs may be supporting industry to improve the quality of a product or service, improve their production capacity and increase their farm/business/organization's annual gross revenue.**

<sup>31</sup> Only clients that participated in CAP programs that contribute to the long-term outcome of improving the anticipation, mitigation and response to risks (Assurance Systems Program) were asked questions about this outcome.

Thirty-two per cent (n=90) of CAP Evaluation Client Survey respondents indicated that they were able to sell more products as a result of their participation in a CAP program. Twenty-six per cent (n=5) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they believed that CAP programs have allowed CAP clients to sell more products (see Figure 24).

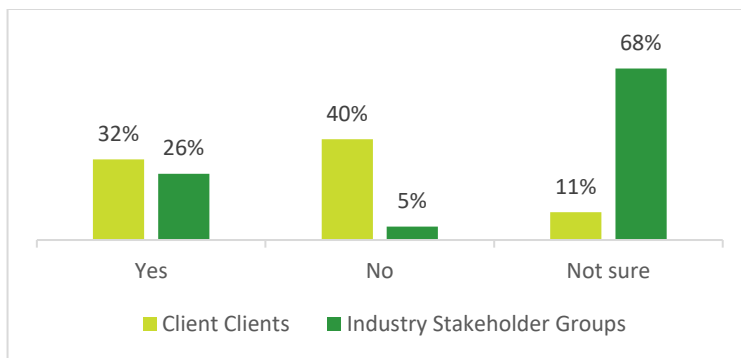


Figure 24. CAP client respondents' responses to the question: "Did your participation in a CAP program allow you to sell more products?" and industry stakeholder group responses to the question "Do you believe that CAP programs have allowed CAP clients to sell more products?"

Fifty-six per cent (n=156) of CAP Evaluation Client Survey respondents indicated that they were able to improve the quality of a product or service as a result of their participation in a CAP program. Sixty-three per cent (n=12) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they believed CAP programs have allowed CAP clients to improve the quality of a product or service (see Figure 25).

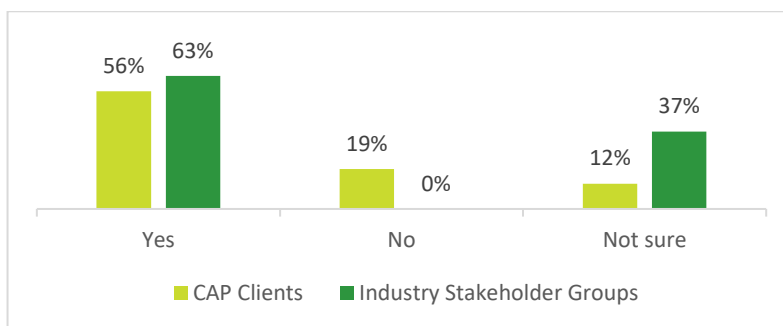


Figure 25. CAP client respondents' responses to the question: "Did your participation in a CAP program allow you to improve the quality of a product or service?" and industry stakeholder group responses to the question "Do you believe that CAP programs have allowed CAP clients to improve the quality of a product or service?"

Fifty-six per cent (n=156) of CAP Evaluation Client Survey respondents indicated that they were able to improve their production capacity as a result of their participation in a CAP program. Fifty-three per cent (n=10) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they believed that CAP programs have allowed CAP clients to improve production capacity (see Figure 26).

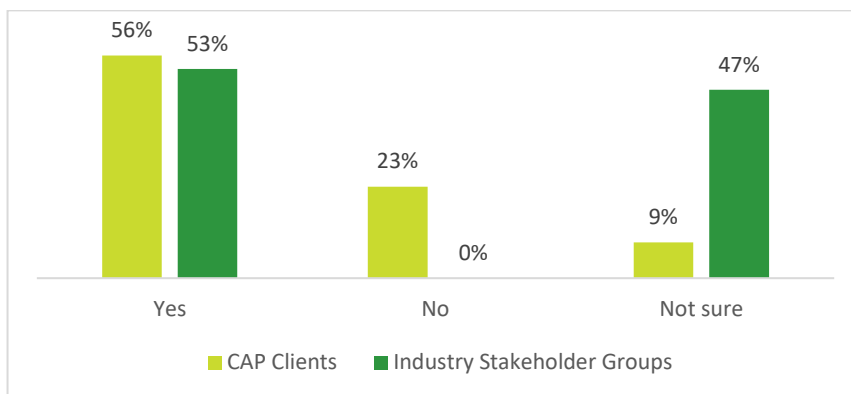


Figure 26. CAP client respondents' responses to the question: "Did your participation in a CAP program allow you improve your production capacity?" and industry stakeholder group responses to the question "Do you believe that CAP programs have allowed CAP clients to improve their production capacity?"

Fifty per cent (n=141) of CAP Evaluation Client Survey respondents indicated that their participation in a CAP program helped to increase their farm/business/organization's annual gross revenue. Fifty-eight per cent (n=11) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they were not sure if CAP programs have helped CAP clients to increase their farm/business/organization's annual gross revenue (see Figure 27).

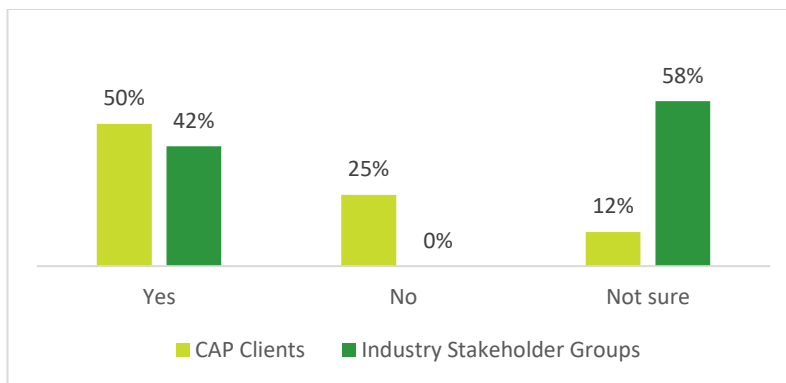


Figure 27. CAP client respondents' responses to the question: "Did your participation in a CAP program help to increase your farm/business/organization's annual gross revenue?" and industry stakeholder group responses to the question "Do you believe that CAP programs have helped CAP clients to increase their farm/business/organization's annual gross revenue?"

## 5.6 LONG-TERM OUTCOMES

### 5.6.1 INCREASE COMPETITIVENESS, PRODUCTIVITY, AND PROFITABILITY<sup>32</sup>

***CAP programs are helping to increase the industry's competitiveness, productivity and profitability.***

With respect to competitiveness, 79% (n=55) of CAP Evaluation Client Survey respondents agreed, or strongly agreed, that their participation in a CAP program has helped them to increase their competitiveness. Sixty-five per cent (n=13) of CAP Evaluation Industry Stakeholder Group Survey respondents agreed that CAP programs have effectively supported the agriculture sector to increase competitiveness (see Figure 28). Some program leads interviewed for the CAP Evaluation indicated that that CAP programs are supporting the agriculture industry to increase its competitiveness by providing funding for larger investments, by providing a broad range of programs that support competitiveness and by supporting research. However, some program leads expressed concerns with respect to the lack of marketing- and processing-specific programming for the agriculture industry and indicated that this may have a negative impact on increasing competitiveness.

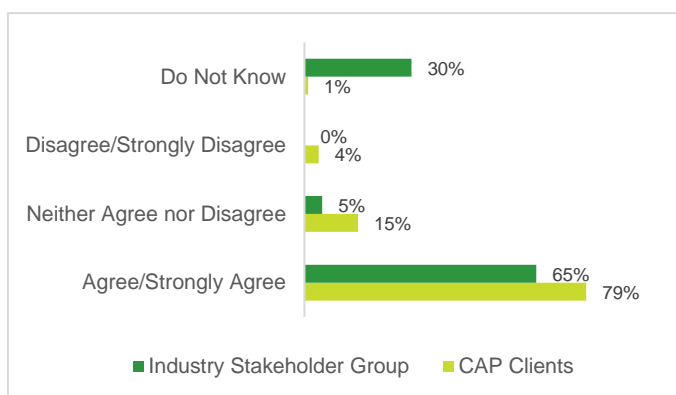


Figure 28. CAP client respondents' level of agreement with the statement: "my participation in a CAP program helped me to increase my competitiveness" and industry stakeholder respondents' level of agreement with the statement: "CAP programs effectively support the agriculture sector to increase competitiveness."

<sup>32</sup> Only clients that participate in CAP programs that contribute to the long-term outcome of increasing competitiveness, productivity and profitability (ARIP, SIGI and OIDP) were asked questions about this outcome.

With respect to productivity, 87% (n=59) of CAP Evaluation Client Survey respondents agreed, or strongly agreed, that their participation in a CAP program has helped them to increase their productivity. Sixty per cent (n=12) of CAP Evaluation Industry Stakeholder Group Survey respondents agreed or strongly agreed that CAP programs effectively support the agriculture sector to increase productivity (see Figure 29). Generally, Program Leads felt that CAP programs were successful in supporting the sector to increase its productivity. Program Leads indicated that by removing some of the financial burden of investing in new technologies and funding expansion activities CAP programs have encouraged an increase in competitiveness.

Eighty-one per cent (n=54) of CAP Evaluation Client Survey respondents agreed, or strongly agreed, that their participation in a CAP program has helped them to increase their profitability. Fifty per cent (n=10) of CAP Evaluation Industry Stakeholder respondents agreed, or strongly agreed, that CAP programs effectively support the agriculture sector to increase their profitability (see Figure 30). Program Leads indicated that CAP programs support increased profitability, to a certain degree. Many Program Leads expressed concerns that there are challenges to increasing profitability that are outside the scope of the CAP (e.g., international trade deals, distance to market, etc.) and that these may be hindering achieving this outcome.

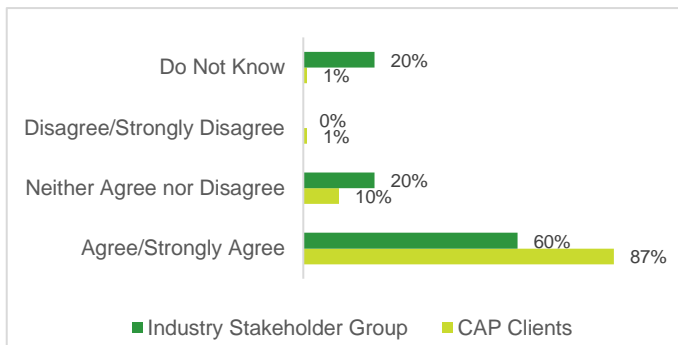


Figure 29. CAP client respondents' level of agreement with the statement: "my participation in a CAP program helped me to increase my productivity" and industry stakeholder respondents' level of agreement with the statement: "CAP programs effectively support the agriculture sector to increase productivity."

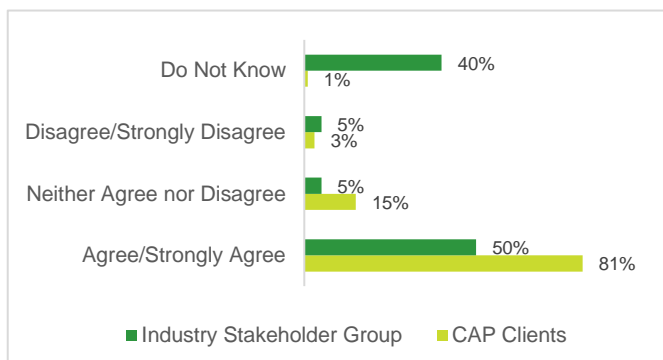


Figure 30. CAP client respondents' level of agreement with the statement: "my participation in a CAP program helped me to increase my profitability" and industry stakeholder respondents' level of agreement with the statement: "CAP programs effectively support the agriculture sector to increase profitability."



### 5.6.2 INCREASE ENVIRONMENTAL SUSTAINABILITY<sup>33</sup>

**Overall, CAP programs are making progress with respect to supporting the industry to increase environmental sustainability.**

Eighty-eight per cent (n=121) of client respondents indicated that they agreed, or strongly agreed, that CAP programs have helped them to increase environmental sustainability. Fifty per cent (n=10) of Agriculture Industry Group Survey respondents indicated that they either agreed, or strongly agreed, with the statement (see Figure 31). Some program leads indicated that they felt that CAP programs were successful in supporting the sector to increase environmental sustainability. However, some leads cautioned that CAP programs are just one component of a much larger picture.

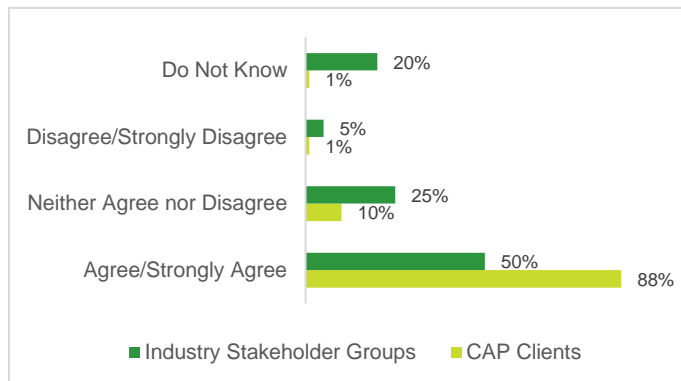


Figure 31. CAP client respondents' level of agreement with the statement: "my participation in a CAP program helped me to increase environmental sustainability" and industry stakeholder respondents' level of agreement with the statement: "CAP programs effectively support the agriculture sector to increase environmental sustainability."

### 5.6.3 INCREASE DOMESTIC AND INTERNATIONAL MARKETS<sup>34</sup>

**Perceptions of CAP Clients and industry stakeholder groups differ with respect to the performance of CAP long-term outcome of expanding domestic and international markets.**

**CAP programs may be making progress to expand domestic markets for some CAP clients but are not expanding international markets.**

Thirty-eight per cent (n=30) of CAP Evaluation Client Survey respondents indicated that they either agreed, or strongly agreed, that their participation in a CAP program helped them to expand their *domestic* markets. Forty-seven per cent (n=9) of industry group respondents indicated that they agreed, or strongly agreed, that CAP programs are effectively supporting the agriculture industry to expand domestic markets (see Figure 32).

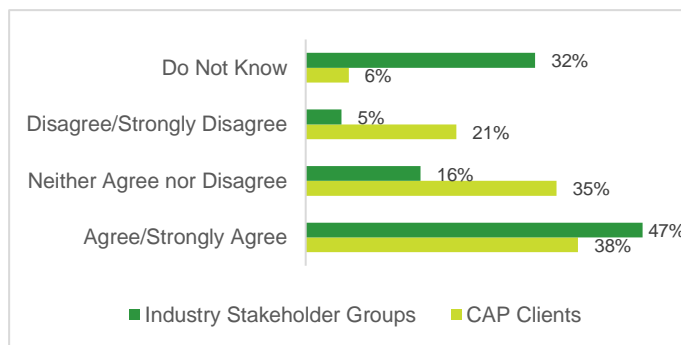


Figure 32. CAP client respondents' level of agreement with the statement: "my participation in a CAP program helped me to expand domestic markets" and industry stakeholder respondents' level of agreement with the statement: "CAP programs effectively support the agriculture sector to expand domestic markets."

<sup>33</sup> Only clients that participated in CAP programs that contribute to the long-term outcome of increasing environmental sustainability (ALUS, PCDP and ASP) were asked questions about this outcome.

<sup>34</sup> Only clients that participated in CAP programs that contribute to the long-term outcome of expanding domestic and international markets (CFSA, PPTP, PMDP, FFP and BDP) were asked questions about this outcome.

With respect to international markets, 3% (n=2) of CAP Evaluation Client Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have helped them to expand *international* markets. Thirty-two per cent (n=6) of agriculture stakeholder group respondents indicated that they either agreed, or strongly agreed, that CAP programs have effectively supported the agriculture industry to expand international markets (see Figure 33).

All program leads interviewed communicated that the CAP programs are having a positive impact on market expansion, but only to a degree. Some respondents believe that the Department has had a measure of better success with respect to expanding domestic markets than with respect to expanding international markets.

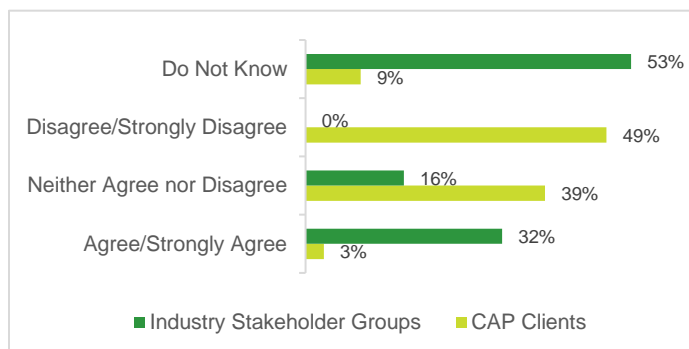


Figure 33. CAP client respondents' level of agreement with the statement: "my participation in a CAP program helped me to expand international markets" and industry stakeholder respondents' level of agreement with the statement: "CAP programs effectively support the agriculture sector to expand international markets."

#### 5.6.4 IMPROVING THE ANTICIPATION, MITIGATION AND RESPONSE TO RISKS<sup>35</sup>

**CAP programs are making progress with respect to improved anticipation, mitigation and response to risks.**

One hundred per cent (n=5) of CAP Evaluation Client Survey respondents indicated that they agreed, or strongly agreed, that their participation in a CAP program improved their ability to anticipate, mitigate, and/or respond to risks. Fifty-two per cent (n=10) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they either agreed, or strongly agreed, that CAP programs are effectively helping the agriculture sector to anticipate, mitigate and/or respond to risks (see Figure 34).

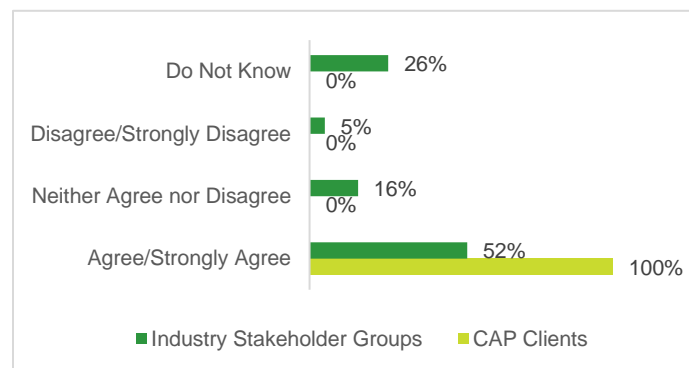


Figure 34. Survey respondents' level of agreement with the statement, "CAP programs improved my ability to anticipate, mitigate and respond to risks."

Overall Program Leads believe that CAP programs are doing an acceptable job with supporting the industry to anticipate, mitigate and respond to risks, however, they indicated that there may exist barriers to industry uptake in the Assurance Systems Program. Barriers identified through program lead interviews included: awareness of assurance systems and the program as well as the industry's capacity to implement assurance-related projects.

<sup>35</sup> Only clients that participated in CAP programs that contribute to the long-term outcome of improving the anticipation, mitigation and response to risks (Assurance Systems Program) were asked questions about this outcome.

## 5.7 IMMEDIATE AND INTERMEDIATE OUTCOMES

### 5.7.1 AGRICULTURE RESEARCH AND INNOVATION PROGRAM<sup>36</sup>

***The Agriculture Research and Innovation Program is increasing the adoption of new technologies and processes and making progress towards increasing knowledge of new technologies and processes.***

Eighty-seven per cent (n=46) of CAP Evaluation Client Survey respondents that participated in ARIP indicated that they either agreed, or strongly agreed, that their participation in ARIP had increased their adoption of new technologies and processes. Seventy per cent (n=14) of CAP Evaluation Industry Stakeholder Group respondents indicated that they agreed, or strongly agreed, that CAP programs have resulted in the adoption of new technologies and processes (see Figure 35). Furthermore, all Program Leads indicated that ARIP has successfully increased the adoption of new technologies and processes.

*“The Agriculture Research and Innovation Program has been a very useful program to help conduct research that benefits all producers” (ARIP Client)*

Seventy-seven per cent (n=41) of CAP Evaluation Client Survey respondents that participated in ARIP indicated that they either agreed, or strongly agreed, that their participation in ARIP has increased their knowledge of new technologies and processes. Sixty-five per cent (n=13) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have increased knowledge of new technologies and processes (see Figure 36).

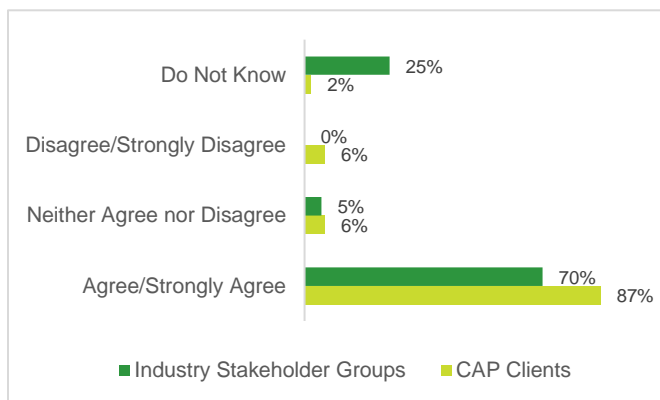


Figure 35. ARIP participants' level of agreement with the statement: "my participation in [ARIP] increased my adoption of new technologies and processes" and industry stakeholder respondents' level of agreement with the statement: "CAP programs resulted in the adoption of new technologies and processes for the agriculture sector."

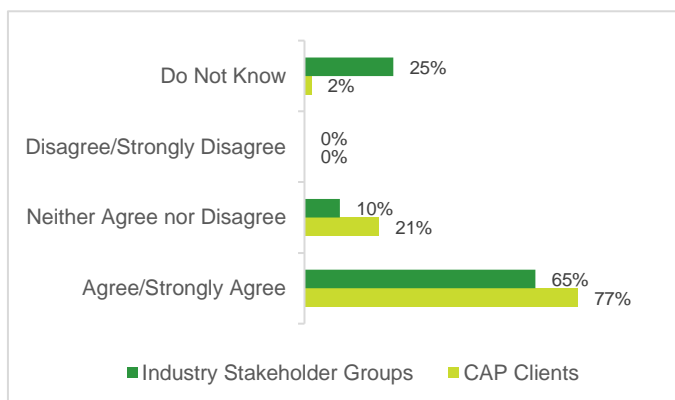


Figure 36. ARIP participants' level of agreement with the statement: "my participation in [ARIP] increased my knowledge of new technologies and processes" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased knowledge new technologies and processes for the agriculture sector."

<sup>36</sup> Only CAP Evaluation Client Survey respondents who had participated in ARIP were asked questions about its immediate and intermediate outcomes.

### 5.7.2 AGRICULTURE STEWARDSHIP PROGRAM<sup>37</sup>

**The Agriculture Stewardship Program is increasing the knowledge and ability of the agriculture industry to implement BMPs and supporting the increased implementation of BMPs.**

Ninety-eight per cent (n=46) of CAP Evaluation Client Survey respondents that participated in ASP indicated that they agreed, or strongly agreed, that ASP has allowed them to implement BMPs. Sixty per cent (n=12) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed that CAP programs have increased the implementation of BMPs (see Figure 37).

All Program Leads interviewed indicated that ASP is having a positive impact on increasing the implementation of BMPs. Eighty-three per cent (n=39) of CAP Evaluation Client Survey respondents that participated in ASP agreed, or strongly agreed, that their participation in the ASP has increased their knowledge of BMPs. Sixty per cent (n=13) of CAP Evaluation Industry Stakeholder Group respondents indicated that they either agreed, or strongly agreed, with the statement (see Figure 38).

*“The Agriculture Stewardship Program should be continued” (ASP Client)*

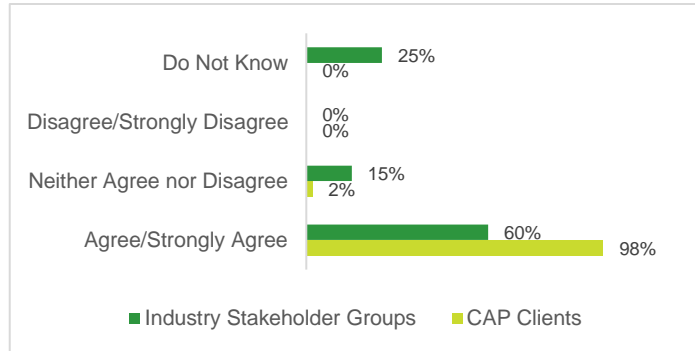


Figure 37. ASP participants’ level of agreement with the statement: “my participation in [ASP] allowed me to implement BMPs” and industry stakeholder respondents’ level of agreement with the statement: “CAP programs increased the agriculture industry’s ability to implement BMPs.”

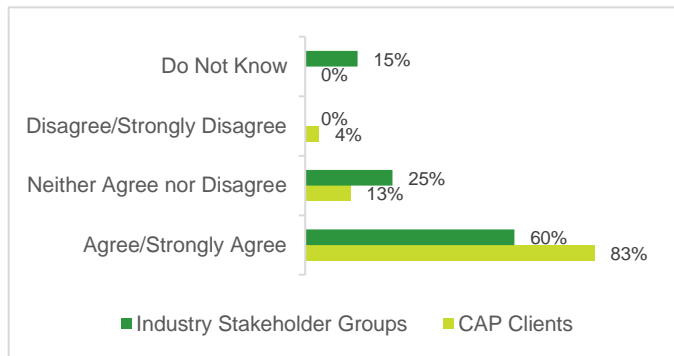


Figure 38. ASP participants’ level of agreement with the statement: “my participation in [ASP] increased my knowledge of BMPs” and industry stakeholder respondents’ level of agreement with the statement: “CAP programs increased knowledge of BMPs.”

<sup>37</sup> Only CAP Evaluation Client Survey respondents who participated in the ASP were asked questions about its immediate and intermediate outcomes.

Ninety-seven per cent (n=46) of CAP Evaluation Client Survey respondents that participated in ASP indicated that they agreed, or strongly agreed, that their participation in ASP had increased their ability to implement BMPs. Sixty per cent (n=12) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs increased the ability to implement BMPs (see Figure 39).

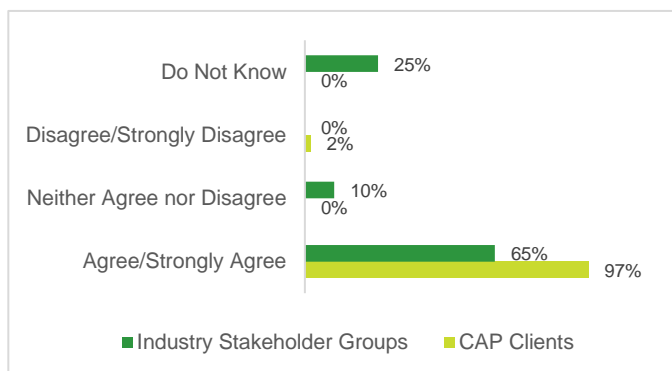


Figure 39. ASP participants' level of agreement with the statement: "my participation in [ASP] increased my ability to implement BMPs" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased the implementation of BMPs."

### 5.7.3 ALTERNATIVE LAND USE SERVICES PROGRAM<sup>38</sup>

**ALUS is making progress towards increasing the implementation of BMPs as well as reducing soil, surface and groundwater contamination risks.**

Eighty-eight per cent (n=67) of CAP Evaluation Client Survey respondents that participated in ALUS indicated that they agreed, or strongly agreed, that their participation in the ALUS program has reduced soil, surface and groundwater contamination risks. Fifty-five per cent (n=11) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have reduced soil, surface and groundwater contamination risks (see Figure 40). Program Leads indicated that they believe that the ALUS program is supporting the agriculture industry to reduce soil, surface and groundwater contamination risks.

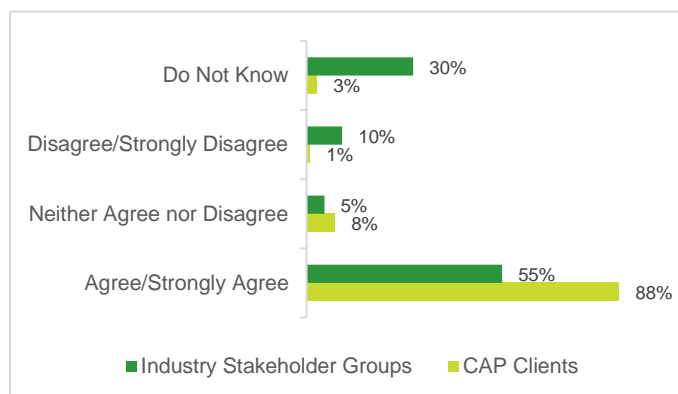


Figure 40. ALUS participants' level of agreement with the statement: "my participation in [ALUS] reduced soil, surface and groundwater contamination risks" and industry stakeholder respondents' level of agreement with the statement: "CAP programs reduced soil, surface and groundwater contamination risks."

<sup>38</sup> Only CAP Evaluation Client Survey respondents who participated in the ALUS program were asked questions about its immediate and intermediate outcomes.

Eighty-four per cent (n=64) of CAP Evaluation Client Survey respondents that participated in ALUS indicated that they agreed, or strongly agreed, that the ALUS Program has increased their implementation of BMPs. Sixty per cent (n=12) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed that CAP programs increased the implementation of BMPs (see Figure 41). Program Leads indicated that the program has been very successful in supporting an increased implementation of BMPs.

*“The ALUS program allowed me to take some high risk sloped land out of potato production and leave it in grass” (ALUS Client)*

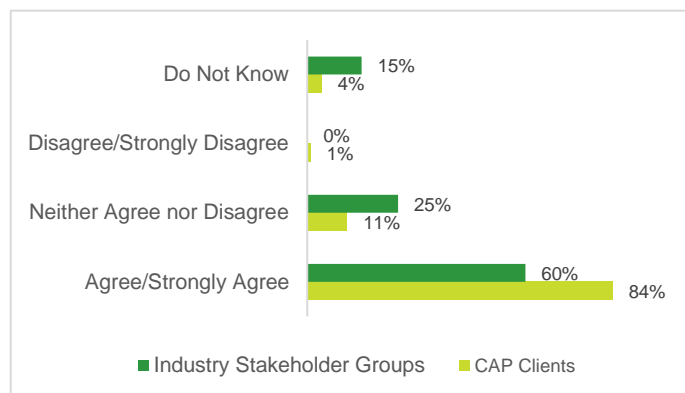


Figure 41. ALUS participants' level of agreement with the statement: "my participation in [ALUS] increased my knowledge of BMPs" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased knowledge of BMPs."

#### 5.7.4 ASSURANCE SYSTEMS PROGRAM<sup>39</sup>

***The Assurance Systems Program is making progress towards increasing knowledge and implementation of recognized assurance systems.***

One hundred per cent (n=3) of CAP Evaluation Client Survey respondents that participated in the Assurance Systems Program indicated that they agreed, or strongly agreed, that their participation in the Program resulted in the implementation of recognized assurance systems. Thirty per cent (n=6) of CAP Evaluation Agriculture Stakeholder Group Survey respondents indicated that they agreed that CAP programs have increased the implementation of recognized assurance systems (see Figure 42). Program leads indicated that this program has more success with respect to implementing recognized assurance systems on-farm although indicated it may be working more towards risk mitigation than assurance systems.

*“The support of the Assurance Systems Program has promoted the adoption of on-farm assurance [systems]” (Assurance Systems Program Client)*

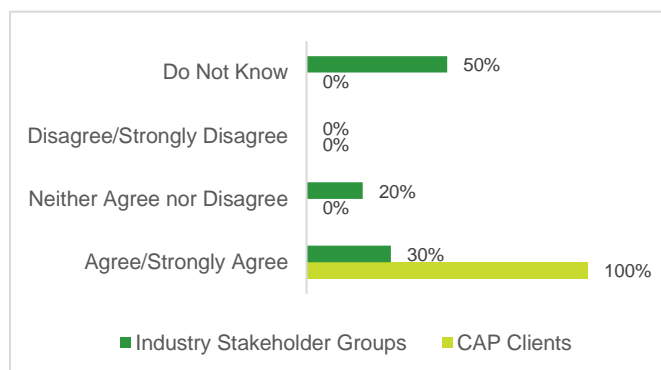


Figure 42. Assurance Systems Program participants' level of agreement with the statement: "my participation in [ the Assurance Systems Program] resulted in the implementation of a recognized assurance systems" and industry stakeholder respondents' level of agreement with the statement: "CAP programs resulted in the implementation of recognized assurance systems."

<sup>39</sup> Only CAP Evaluation Client Survey respondents who participated in the ALUS program were asked questions about its immediate and intermediate outcomes.

One hundred per cent (n=3) of CAP Evaluation Client Survey respondents that participated in ASP agreed, or strongly agreed, that their participation in the Assurance Systems Program has increased their knowledge of recognized assurance systems. Forty per cent (n=8) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed that CAP programs have increased the industry’s knowledge of recognized assurance systems (see Figure 43).

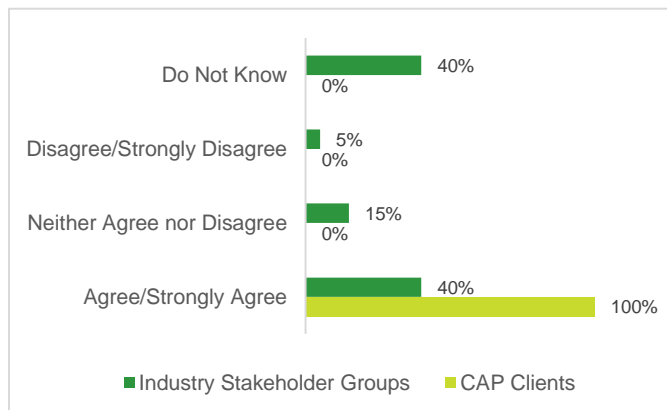


Figure 43. Assurance System Program participants’ level of agreement with the statement: “my participation in [the Assurance Systems Program] increased my knowledge of recognized assurance systems” and industry stakeholder respondents’ level of agreement with the statement: “CAP programs increased the knowledge of recognized assurance systems.”

### 5.7.5 BUSINESS DEVELOPMENT PROGRAM<sup>40</sup>

**The Business Development Program is making progress with respect to increasing farm business management skills and awareness as well as supporting improved business and financial management practices.**

Seventy-three per cent (n=14) of CAP Evaluation Client Survey respondents that participated in BDP indicated that they agreed, or strongly agreed, that their participation in BDP has increased their farm business management skills and awareness. Fifty per cent (n=8) of CAP Evaluation Industry Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have increased farm business management skills and awareness (see Figure 44).

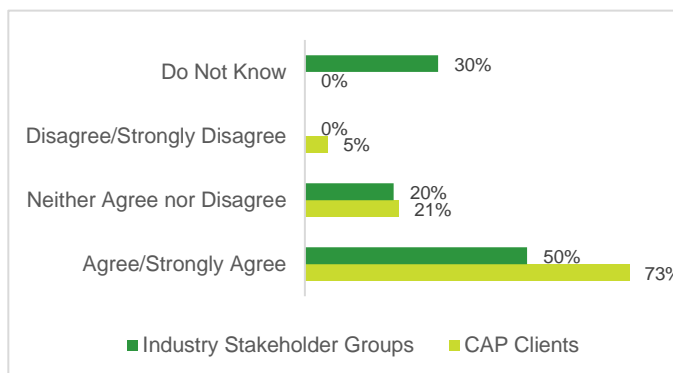


Figure 44. BDP participants’ level of agreement with the statement: “my participation in [BDP] increased my farm business management skills and awareness” and industry stakeholder respondents’ level of agreement with the statement: “CAP programs increased farm management skills and awareness.”

“I found the program important to the success of our projects and the [program] managers helpful” (BDP Client)

<sup>40</sup> Only CAP Evaluation Client Survey respondents who participated in the BDP were asked questions about its immediate and intermediate outcomes.

Eighty-nine per cent (n=17) of CAP Evaluation Client Survey respondents that participated in BDP indicated that they agreed, or strongly agreed, that their participation in BDP has improved their business and financial management practices. Forty per cent of (n=10) CAP Evaluation Industry Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs improved business and financial management practices for the agriculture industry (see Figure 45). Program Leads indicated that the program is having a positive impact on improving business and financial management practices. Leads indicated that they have observed more and more farm business owners specifically participating in accounting and bookkeeping training.

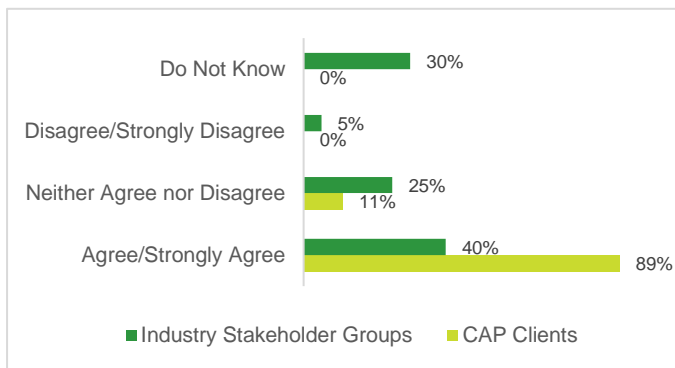


Figure 45. BDP participants' level of agreement with the statement: "my participation in [BDP] increased my use of good business practices" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased the use of good business practices."

#### 5.7.6 COMMUNITY FOOD SECURITY AND AGRICULTURE AWARENESS PROGRAM<sup>41</sup>

***The Community Food Security and Agriculture Awareness Program is making progress towards increasing the public's knowledge of local food systems, respondents also said that the program is supporting the development of stronger and more equitable, local food systems.***

Sixty-seven per cent (n=9) of CAP Evaluation Client Survey respondents that participated in CFSAA indicated that they agreed that their participation in the CFSAA program has supported the development of stronger and more equitable local food systems. Thirty-five per cent (n=7) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed or strongly agreed that CAP programs have supported the development of stronger and more equitable food systems (see Figure 46). Program leads confirmed that the CFSAA program is supporting the development of stronger and more equitable food systems.

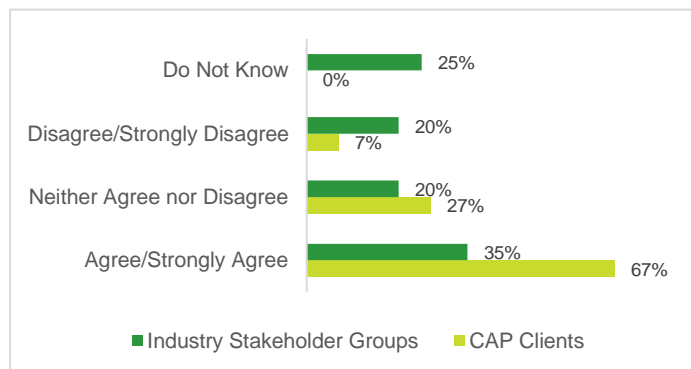


Figure 46. CFSAA participants' level of agreement with the statement: "my participation in [CFSAA] supported the development of equitable food systems" and industry stakeholder respondents' level of agreement with the statement: "CAP programs supported the development of stronger and more equitable food systems."

<sup>41</sup> Only CAP Evaluation Client Survey respondents who participated in the CFSAA program were asked questions about its immediate and intermediate outcomes.



Ninety-three per cent (n=13) of CAP Evaluation Client Survey respondents that participated in CFSAA indicated that they agreed or strongly agreed that the CFSAA program has increased the public's knowledge of local food systems and 65% (n=13) of CAP Evaluation Industry Stakeholder Group survey respondents agreed (see Figure 47).

*“On both occasions that we received funding through this program, we found that there was meaningful impact on our community in regard to access and awareness of healthy, affordable food” (CFSAA Client)*

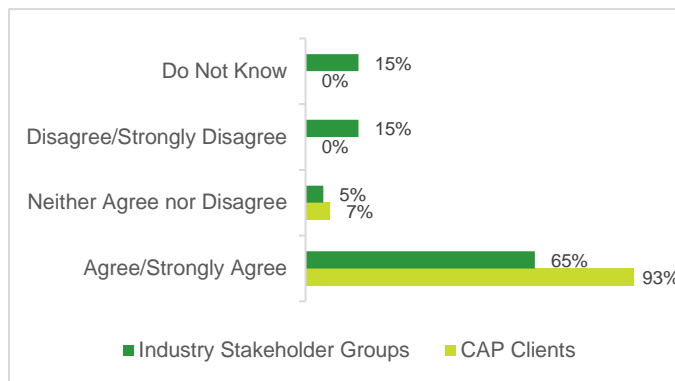


Figure 47. CFSAA participants' level of agreement with the statement: "my participation in [CFSAA] increased the public's knowledge of local food systems" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased the public's knowledge of local food systems."

Sixty-seven per cent (n=9) of CAP Evaluation Client Survey respondents that participated in CFSAA indicated that their participation in a CAP program increased the public's access to local food systems. Thirty-five per cent (n=7) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed that CAP programs have increased the public's access to local food systems (see Figure 48). Program leads interviewed indicated that they believe that this program was increasing public knowledge of, and access to, local food systems. Program leads felt that this program reaches many consumers and provides an opportunity for people to shop at the farmers' market or the farm gate, where they otherwise would perhaps only shop at the grocery store.

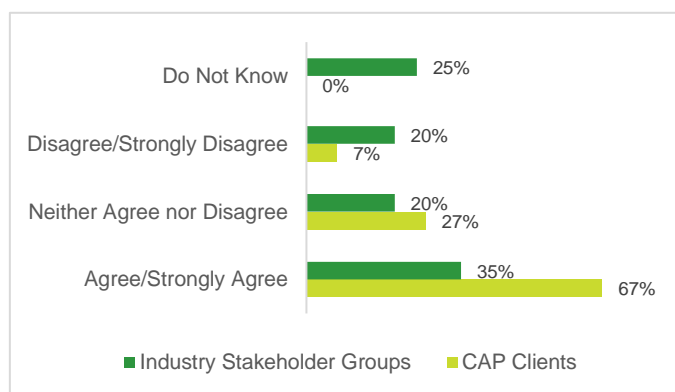


Figure 48. CFSAA participants' level of agreement with the statement: "my participation in [CFSAA] increased the public's access to local food systems" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased the public's access to local food systems."

### 5.7.7 FUTURE FARMER PROGRAM<sup>42</sup>

**Overall, the Future Farmer Program is making progress towards increasing the use of sound business practices among new agriculture sector entrants and may be increasing in new commercial farm operations.**

<sup>42</sup> Only CAP Evaluation Client Survey respondents who participated in the FFP were asked questions about its immediate and intermediate outcomes.

Seventy-five per cent (n=28) of CAP Evaluation Client Survey respondents that participated in FFP indicated that they agreed, or strongly agreed, that their participation in the FFP has increased their use of sound business practices. Twenty per cent (n=4) of CAP Evaluation Industry Stakeholder Group Survey respondents agreed with this statement (see Figure 49). Program Leads indicated that FFP has had some success with respect to this outcome. They indicated that the program entry requirements, such as requiring a business plan, introduces them to these business practices early on.

*"I am very pleased . . . with the mentoring available under the Future Farmer Program, and for the encouragement from the program officers" (FFP Client)*

Forty-six per cent (n=17) of CAP Evaluation Client Survey respondents that participated in FFP indicated that they agreed, or strongly agreed, that their participation in the FFP has resulted in the establishment of a new commercial farm operation. Fifteen per cent (n=3) of CAP Evaluation Industry Stakeholder Group agreed that CAP programs have resulted in the establishment of new commercial farm operations (see Figure 50). Program Leads interviewed indicated that they believed that the FFP may not be achieving this outcome. Leads indicated that there are barriers that are outside the control of the program that may be an impediment to achieving this outcome such as land availability, access to capital, knowledge of markets and market access. Leads indicated that FFP clients that participate in the program and have access to capital for their farm operation are more likely to achieve this outcome.

### 5.7.8 ORGANIC INDUSTRY DEVELOPMENT PROGRAM<sup>43</sup>

***The Organic Industry Development Program is making progress with respect to increasing the knowledge of, and ability to, implement certified organic practices as well as is increasing certified organic production capacity.***

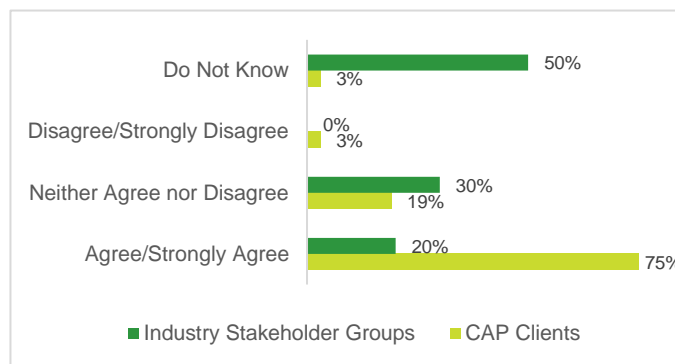


Figure 49. FFP participants' level of agreement with the statement: "my participation in [FFP] increased my use of sound business practices" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased the use of sound business practices among new agriculture sector entrants."

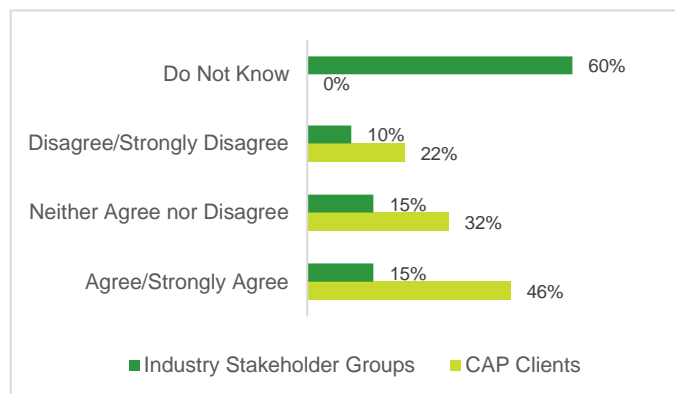


Figure 50. FFP participants' level of agreement with the statement: "my participation in [FFP] resulted in the establishment of a new commercial farm operation" and industry stakeholder respondents' level of agreement with the statement: "CAP programs resulted in the establishment of a new commercial farm operation."

<sup>43</sup> Only CAP Evaluation Client Survey respondents who participated in OIDP were asked questions about its immediate and intermediate outcomes.

Ninety per cent (n=10) of CAP Evaluation Client Survey respondents that participated in OIDP indicated that they agreed, or strongly agreed, that OIDP has increased their knowledge of implementing certified organic practices. Thirty-five per cent (n=7) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have increased knowledge of implementing certified organic practices (see Figure 51).

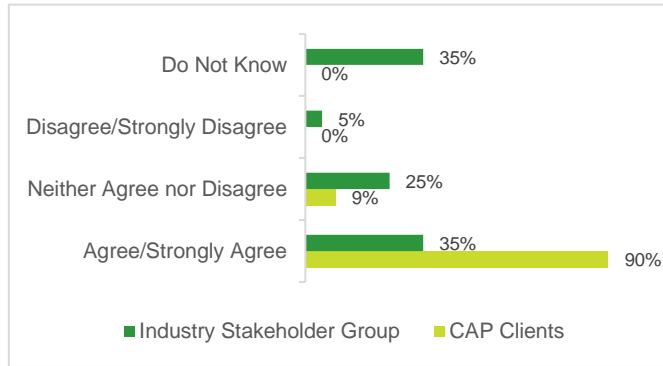


Figure 51. OIDP participants' level of agreement with the statement: "my participation in [OIDP] increased my knowledge of implementing certified organic production practices" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased knowledge of implementing certified organic production practices."

One hundred per cent (n=11) of CAP Evaluation Client Survey respondents that participated in OIDP indicated that they agreed, or strongly agreed, that their participation in OIDP increased their ability to implement certified organic production practices. Twenty-five per cent (n=5) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs increased the ability to implement certified organic production practices. Program Leads indicated that the program had a positive impact on the ability of producers to implement certified organic production practices, specifically with respect to the land transition sub-program.

Eighty-three per cent (n=9) of CAP Evaluation Client Survey respondents that participated in OIDP agreed, or strongly agreed, that CAP programs have increased their certified organic production capacity. Fifteen per cent (n=3) of CAP Evaluation Industry Stakeholder Group Survey respondents agreed that CAP programs increased certified organic production capacity (see Figure 52). Program leads agreed that the program does have a positive impact on increasing certified organic production capacity

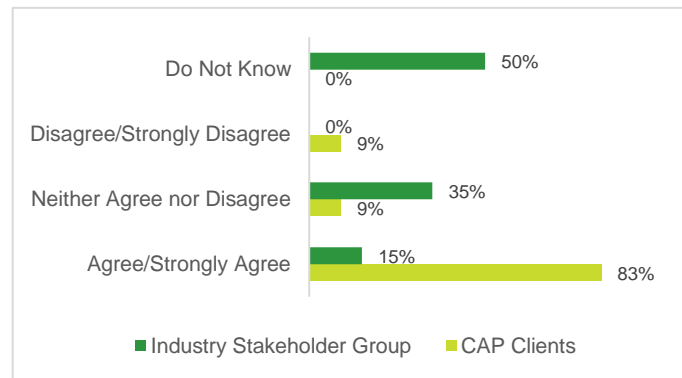


Figure 52. OIDP participants' level of agreement with the statement: "my participation in [OIDP] increased my certified organic production capacity" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased certified organic production capacity."

### 5.7.9 PERENNIAL CROP DEVELOPMENT PROGRAM<sup>44</sup>

***The Perennial Crop Development Program is increasing the acreage of perennial crops in the province and may be making progress towards increasing the amount of carbon in the soil.***

Ninety-four per cent (n=14) of CAP Evaluation Client Survey respondents that participated in PCDP indicated that they agreed, or strongly agreed, that the Perennial Crop Development Program has increased the acreage of perennial crops in the province. Twenty-five per cent (n=5) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have increased the acreage of perennial crops in the province (see Figure 53). Program Leads indicated that the PCDP has supported an increase in the acreage of perennial crops in the province.

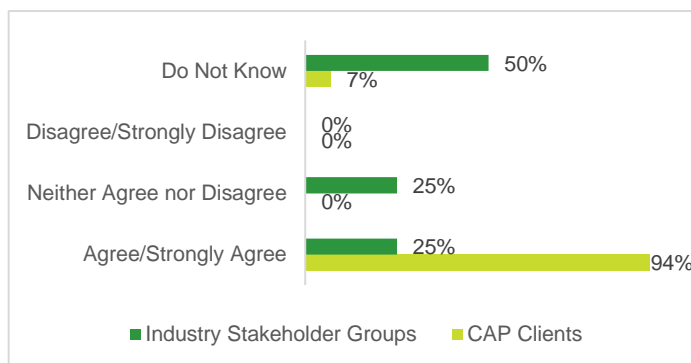


Figure 53. PCDP participants' level of agreement with the statement: "my participation in [PCDP] increased the acreage of perennial crops in the province" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased the acreage of perennial crops in the province."

Sixty per cent (n=9) of CAP Evaluation Client Survey respondents that participated in the PCDP indicated that they agreed, or strongly agreed, that their participation in the PCD program has increased the amount of carbon in the soil.<sup>45</sup> Fifteen per cent (n=3) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have increased the amount of carbon in the soil (see Figure 54). Program Leads indicated that they do not believe that the program is having as big of an impact on carbon sequestration as increasing perennial crops in the province and expressed concerns that this may not be an appropriate metric.

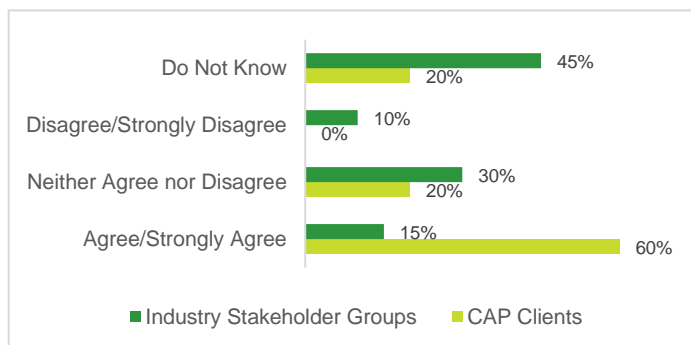


Figure 54. PCDP participants' level of agreement with the statement: "my participation in [PCDP] increased the amount of carbon in the soil" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased the amount of carbon in the soil."

<sup>44</sup> Only CAP Evaluation Client Survey respondents who participated in the PCDP were asked questions about its immediate and intermediate outcomes.

<sup>45</sup> Note: the most appropriate indicator with respect to this outcome would be a pre- and post-measurement of the carbon in the soil.

Seventy-three per cent (n=11) of CAP Evaluation Client Survey respondents that participated in PCDP indicated that they either agreed, or strongly agreed, that their participation in the PCDP enhanced the sustainability of existing perennial crops. Twenty-five per cent (n=5) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed that CAP programs have enhanced the sustainability of perennial crops (see Figure 55).

*“The Perennial Crop Development Program is an excellent program for apple crop development and delivery is very well structured” (PCDP Client)*

Eighty per cent (n=12) of CAP Evaluation Client Survey respondents that participated in PCDP indicated that they either agreed, or strongly agreed, that their participation in the PCDP allowed them to plant new perennial crops. Thirty per cent (n=6) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they either agreed, or strongly agreed, that CAP programs have increased the planting of new perennial crops (see Figure 56). Program Leads indicated that the program has a positive impact on enhancing the sustainability of existing, and new, perennial crops. Program leads all agreed that the program is likely of more benefit to producers that are new to perennial crops, rather than perennial crop producers who existed *prior* to the program.

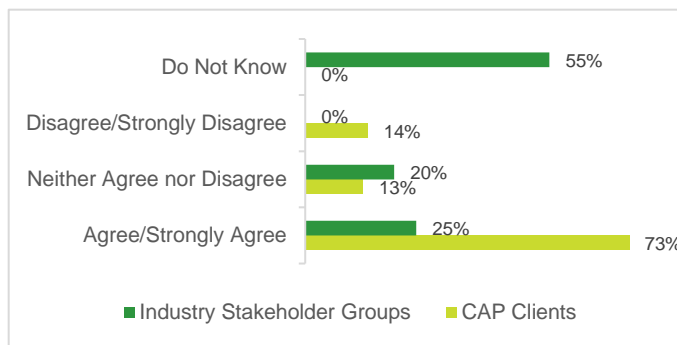


Figure 55. PCDP participants' level of agreement with the statement: "my participation in [PCDP] enhanced the sustainability of existing perennial crops" and industry stakeholder respondents' level of agreement with the statement: "CAP programs enhanced the sustainability of existing perennial crops."

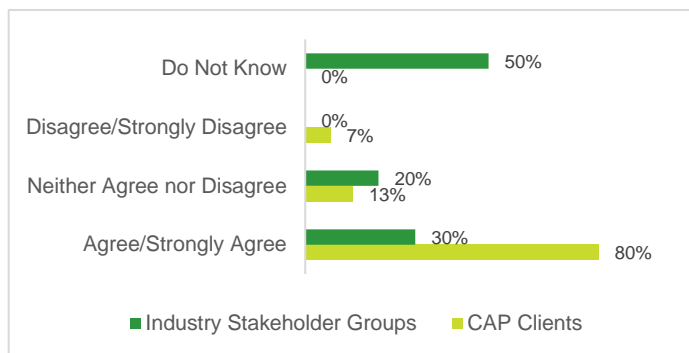


Figure 56. PCDP participants' level of agreement with the statement: "my participation in [PCDP] allowed me to plant new perennial crops" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased the planting of new perennial crops."

### 5.7.10 PRODUCT AND MARKET DEVELOPMENT PROGRAM<sup>46</sup>

***The Product and Market Development Program is increasing knowledge of product and market development and resulting in domestic market development. The Program is not resulting in international market development.***

One hundred per cent (n=8) of CAP Evaluation Client Survey respondents that participated in PMDP indicated that they agreed, or strongly agreed, that their participation in the PMDP has increased their knowledge of product and market development. Fifty per cent (n=10) of CAP Evaluation Industry Stakeholder Group Survey respondents either agreed or strongly agreed that CAP programs have increased knowledge of, and support for, product and market development (see Figure 57). Program leads interviewed for this project indicated that the program has had a positive impact on increasing knowledge of, and support for, product and market development. Program leads indicated that program support for value-added activities and the development of agri-food products has supported them to move into new markets.

*“The Product and Market Development Program was pivotal [for us to add] some new equipment and processes [in order] to bring our operations to a broader market” (PMDP Client)*

Eighty-eight per cent (n=7) of CAP Evaluation Client Survey respondents that participated in PMDP indicated that they either agreed or strongly agree that their participation in PMDP helped them to expand domestic markets. Forty-seven per cent (n=9) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agree or strongly agree that CAP programs effectively supported the agriculture industry to expand domestic markets (see Figure 58).

### 5.7.11 PROMOTING PUBLIC TRUST PROGRAM

There were no Promoting Public Trust Program clients that were invited to participate in the CAP Evaluation responded to Client Survey and therefore there is no client data to report with respect to this program.

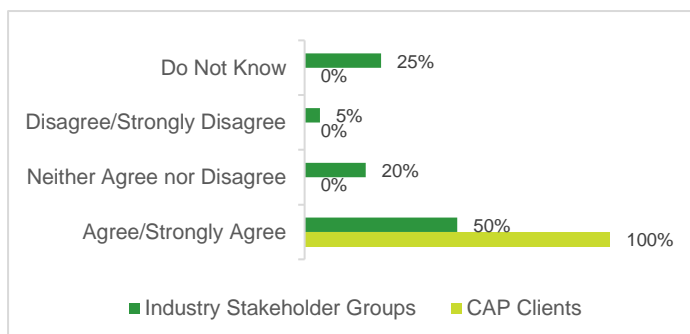


Figure 57. PMDP participants' level of agreement with the statement: "my participation in [PMDP] increased my knowledge of product and market development" and industry stakeholder respondents' level of agreement with the statement: "CAP programs increased knowledge of product and market development."

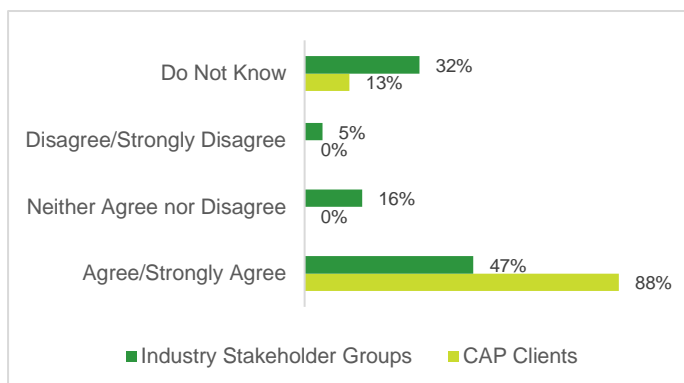


Figure 58. PMDP participants' level of agreement with the statement: "my participation in [PMDP] helped me to expand domestic markets" and industry stakeholder respondents' level of agreement with the statement: "CAP programs effectively support the agriculture sector to expand domestic markets."

<sup>46</sup> Only CAP Evaluation Client Survey respondents who participated in the PMDP were asked questions about its immediate and intermediate outcomes.

Fifty per cent of CAP Evaluation Industry Stakeholder Group Survey respondents (10) indicated that they agreed that CAP programs have improved consumer knowledge and attitudes toward PEI agriculture. Program leads interviewed for this evaluation indicated that program funding may have focused more on raising agriculture awareness than raising public trust. Program leads indicated that allow the program has done a good job at raising awareness, there is a need moving forward to be more strategically focused on public trust.

Sixty-five per cent of CAP Evaluation Industry Stakeholder Survey respondents (13) indicated that they agreed that CAP programs have resulted in more strategies to improve public trust in PEI agriculture. Program leads indicated that the program is increasingly become more strategic with its strategies to increase public trust.

### 5.7.12 STRATEGIC INDUSTRY GROWTH INITIATIVE<sup>47</sup>

***The Strategic Industry Growth Initiative is supporting the growth and expansion of agri-food companies and is making progress towards increasing product and market development opportunities for the agriculture industry-at-large.***

One hundred per cent (n=5) of CAP Evaluation Client Survey respondents that participated in SIGI agreed, or strongly agreed, that their participation in SIGI supported the growth and expansion of the agriculture industry-at-large. Sixty per cent (n=12) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs have supported the growth and expansion of the agriculture industry-at-large (see Figure 59).

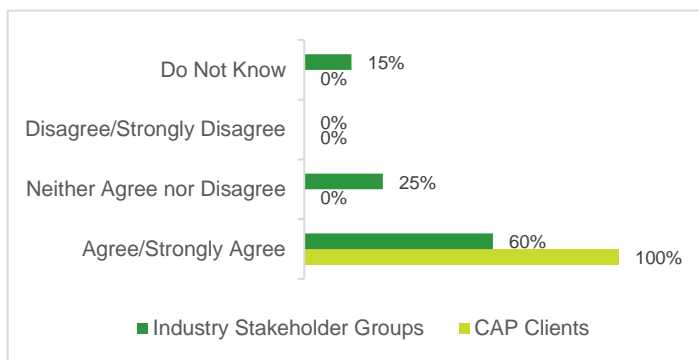


Figure 59. SIGI participants' level of agreement with the statement: "My participation in [SIGI] supported the growth and expansion of the agriculture industry-at-large" and industry stakeholder respondents' level of agreement with the statement: "CAP programs supported the growth and expansion of the agriculture industry-at-large."

One hundred per cent (n=5) of CAP Evaluation Client Survey respondents that participated in SIGI agreed or strongly agreed that their participation in SIGI supported the growth and expansion of agri-food companies. Forty-five per cent (n=9) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs are supporting the growth and expansion of agri-food companies (see Figure 60).

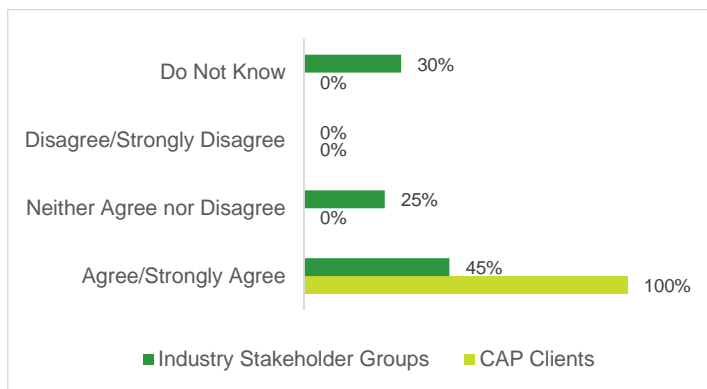


Figure 60. SIGI participants' level of agreement with the statement: "My participation in [SIGI] supported the growth and expansion of agri-food companies"

<sup>47</sup> Only CAP Evaluation Client Survey respondents who participated in SIGI were asked questions about its immediate and intermediate outcomes.

and industry stakeholder respondents' level of agreement with the statement: "CAP programs supported the growth and expansion of agri-food companies."

One hundred per cent (n=5) of CAP Evaluation Client Survey respondents that participated in SIGI agreed, or strongly agreed, that their participation in SIGI increased product and market development opportunities for industry-at-large. Sixty per cent (n=12) of CAP Evaluation Industry Stakeholder Group Survey respondents indicated that they agreed, or strongly agreed, that CAP programs increased product and market development opportunities for industry-at-large (see Figure 56).

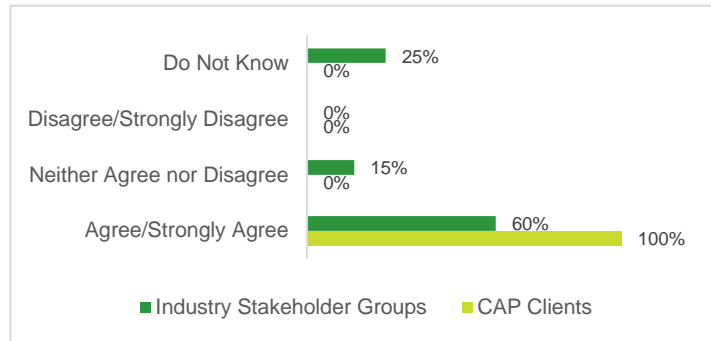


Figure 56. SIGI participants' level of agreement with the statement: "My participation in [SIGI] increased product and market development opportunities for the agriculture industry-at-large" and industry stakeholder respondents' level of agreement with the statement: "CAP programs supported the growth and expansion of the agriculture industry-at-large."

## 6.0 CONCLUSION

This evaluation report presents evidence that there is an ongoing need for programming that supports the growth and sustained development of all elements of the agriculture industry. Evaluation results have shown that CAP programs have made progress with respect to increasing competitiveness, productivity and profitability and increasing environmental sustainability. In addition to the stated outcomes, CAP programs are also supporting the agriculture industry to improve the quality of their products/services as well as their production capacity. Alternatively, participation in CAP programming is likely having a positive impact on the annual gross revenue of some farms/businesses/organizations.



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## APPENDIX A: CAP Evaluation Matrix

### EVALUATION MATRIX 1: LONG-TERM OUTCOMES FOR THE CAP

#### Notes

- See Appendix A for a glossary of key terms used in the evaluation matrices below
- 'Agreement Rating 1 to 5': 1 Strongly Agree, 2 Disagree, 3 Neither agree nor disagree, 4 Agree, 5 Strongly Agree
- 'Y/N/NS/NA' = Yes, No, Not Sure, Not applicable
- 'CATA'= Check all that apply
-  = Route to a new question depending on the answer to the previous question
- The Industry Stakeholder Survey questions are broader in scope, reflecting that these organizations represent industry at-large

Evaluation Question	Client Survey	Industry Stakeholder Survey	Program Lead Interviews
<p>Did CAP programs increase the competitiveness, productivity, and profitability of the agriculture industry<sup>48</sup>?</p> <p><b>Note</b></p> <p>Source for Client Survey CATA: MFA 6.3 and 6.6)</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statements:</p> <p>My participation in a CAP program helped me to increase my <i>competitiveness</i>.</p> <p> If '4' or '5' route to CATA: In what ways did your participation in a CAP program help you to increase your competitiveness? Please check all that apply from the list below:</p> <ul style="list-style-type: none"> <li>- Support for primary research</li> <li>- Support for regional collaboration</li> <li>- Public-private collaboration for research and research priority-setting</li> </ul>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs effectively support the agriculture sector to increase <i>competitiveness</i>.</p>	<p>Open-ended:</p> <p>What are your thoughts on the CAP programs' performance with respect to supporting the sector to increase its competitiveness?</p> <p>What are your thoughts on CAP programs' performance with respect to supporting the sector to increase its productivity?</p>

<sup>48</sup> DAL programs aligned with this outcome include: Agriculture Research and Innovation Program, Strategic Industry Growth Initiative, and Organic Industry Development Program.

	<ul style="list-style-type: none"> <li>- Support for the demonstration and/or evaluation of new agricultural practices and technologies</li> <li>- Training/knowledge transfer events</li> <li>- Adoption of new technologies</li> <li>- Development or adaptation of new or improved products, processes or practices</li> <li>- Support for the use and development of clean and sustainable technology and processes</li> <li>- Developing highly qualified personnel with a direct benefit to the Sector</li> <li>- Public-private partnerships for innovative facilities</li> <li>- Commercialization support</li> <li>- Capital investments for plant modernization activities</li> <li>- Support to carry out pilot projects</li> <li>- Commercialize and adopt new products, technologies, practices or processes</li> <li>- Market development activities that support the food processing sector</li> <li>- Other (please describe)</li> </ul> <p>My participation in a CAP program helped me to increase my <i>productivity</i>.</p> <p>☑ If '4' or '5' route to CATA: In what ways did your participation in a CAP program help you to increase your productivity? Please check all that apply from the list below:</p> <ul style="list-style-type: none"> <li>- Support for primary research</li> <li>- Support for regional collaboration</li> <li>- Public-private collaboration for research and research priority-setting</li> <li>- Support for the demonstration and/or evaluation of new agricultural practices and technologies</li> <li>- Training/knowledge transfer events</li> <li>- Adoption of new technologies</li> </ul>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs effectively support the agriculture sector to increase <i>productivity</i>.</p> <p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs effectively support the agriculture sector to increase <i>profitability</i>.</p>	<p>What are your thoughts on CAP programs' performance with respect to supporting the sector to increase its <i>profitability</i>?</p> <p>-</p>
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	<ul style="list-style-type: none"> <li>- Development or adaptation of new or improved products, processes or practices</li> <li>- Support for the use and development of clean and sustainable technology and processes</li> <li>- Developing highly qualified personnel with a direct benefit to the Sector</li> <li>- Public-private partnerships for innovative facilities</li> <li>- Commercialization support</li> <li>- Capital investments for plant modernization activities</li> <li>- Support to carry out pilot projects</li> <li>- Commercialize and adopt new products, technologies, practices or processes</li> <li>- Market development activities that support the food processing sector</li> <li>- Other (please describe)</li> </ul> <p>My participation in a CAP program helped me to increase my <i>profitability</i>.</p> <p>☑ If '4' or '5' route to CATA: In what ways did your participation in a CAP program help you to increase your profitability? Please check all that apply from the list below:</p> <ul style="list-style-type: none"> <li>- Support for primary research</li> <li>- Support for regional collaboration</li> <li>- Public-private collaboration for research and research priority-setting</li> <li>- Support for the demonstration and/or evaluation of new agricultural practices and technologies</li> <li>- Training/knowledge transfer events</li> <li>- Adoption of new technologies</li> <li>- Development or adaptation of new or improved products, processes or practices</li> <li>- Support for the use and development of clean and sustainable technology and processes</li> </ul>		
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	<ul style="list-style-type: none"> <li>- Developing highly qualified personnel with a direct benefit to the Sector</li> <li>- Public-private partnerships for innovative facilities</li> <li>- Commercialization support</li> <li>- Capital investments for plant modernization activities</li> <li>- Support to carry out pilot projects</li> <li>- Commercialize and adopt new products, technologies, practices or processes</li> <li>- Market development activities that support the food processing sector</li> <li>- Other (please describe)</li> </ul>		
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**EVALUATION MATRIX 2: IMMEDIATE AND INTERMEDIATE OUTCOMES (as identified in the CAP Global Logic Model)**

**Notes**

- See Appendix A for a glossary of key terms used in the evaluation matrices below
- 'Agreement Rating 1 to 5': 1 Strongly Agree, 2 Disagree, 3 Neither agree nor disagree, 4 Agree, 5 Strongly Agree
- 'Y/N/NS/NA' = Yes, No, Not Sure, Not applicable
- 'CATA'= Check all that apply
- **E** = Route to a new question depending on the answer to the previous question

Evaluation Question	Client Survey	Industry Stakeholder Survey	Program Lead Interviews
<b>INCREASE COMPETITIVENESS, PRODUCTIVITY, AND PROFITABILITY INTERMEDIATE OUTCOMES</b>			
Did CAP programs increase the <i>adoption</i> of new technologies and processes?	<p>Agreement Rating (1 to 5):</p> <p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs resulted in the adoption of new technologies and</p>	<p>Open-ended:</p> <p>What are your thoughts on the CAP programs' performance with respect to increasing the adoption of new technologies and processes?</p>

(ARIP)	My participation in a CAP program increased my adoption of new technologies and processes.	processes for the agriculture sector.	
Did CAP programs support the growth and expansion of industry-at-large and agri-food companies?  (SIGI)	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program supported the growth and expansion of the agriculture industry-at-large.  My participation in a CAP program supported the growth and expansion of agri-food companies.	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs supported the growth and expansion of the agriculture industry-at-large.  CAP programs supported the growth and expansion of agri-food companies.	Open-ended:  What are your thoughts on the CAP programs' performance with respect to supporting the growth and expansion of the agriculture industry at large?
Did CAP programs increase certified organic production capacity?  (OIDP)	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs increased certified organic production capacity.	Open-ended:  What are your thoughts on the CAP programs' performance with respect to increasing certified organic production capacity?

	My participation in a CAP program increased my certified organic production capacity?		
<b>INCREASE COMPETITIVENESS, PRODUCTIVITY, AND PROFITABILITY IMMEDIATE OUTCOMES</b>			
Did CAP programs increase <i>knowledge</i> of new technologies and processes?  (ARIP)	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program increased my <i>knowledge</i> of new technologies and processes?	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs increased knowledge of new technologies and processes.	Open-ended:  What are your thoughts on the CAP programs' performance with respect to increasing knowledge of new technologies and processes?
Did CAP programs increase product and market development opportunities for industry-at-large?  (SIGI)	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program increased product and market development opportunities for industry-at-large.	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs increased product and market development opportunities for industry-at-large.	Open-ended:  What are your thoughts on the CAP programs' performance with respect to increasing product and market development opportunities for industry-at-large?
Did CAP programs increase knowledge of,	Agreement Rating (1 to 5):	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate	Open-ended:  What are your thoughts on the CAP programs' performance with

<p>and ability to, implement certified organic practices?</p> <p>(OIDP)</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p> <p>My participation in a CAP program increased my knowledge of, and ability to, implement certified organic production practices.</p>	<p>how much you agree or disagree with the following:</p> <p>CAP programs increased knowledge of, and ability to, implement certified organic production practices.</p>	<p>respect to increasing knowledge of, and ability to, implement certified organic practices?</p>
<p><b>INCREASED ENVIRONMENTAL SUSTAINABILITY INTERMEDIATE OUTCOMES</b></p>			
<p>Did CAP programs reduce soil, surface and groundwater contamination risks?</p> <p>(ALUS)</p>	<p>Agreement Rating (1 to 5):</p> <p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p> <p>My participation in a CAP program reduced soil, surface and groundwater contamination risks.</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs reduced soil, surface and groundwater contamination risks.</p>	<p>Open-ended:</p> <p>What are your thoughts on the CAP programs' performance with respect to reducing soil, surface and groundwater contamination risks?</p>
<p>Did CAP programs increase the acreage of perennial crops and carbon in soil?</p>	<p>Agreement Rating (1 to 5):</p> <p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p>	<p>Open-ended:</p> <p>What are your thoughts on the CAP programs' performance with respect to increasing the acreage of perennial crops and carbon in the soil.</p>



(PCDP)	My participation in a CAP program increased the acreage of perennial crops and carbon in soil.	CAP programs increased the acreage of perennial crops and carbon in soil.	
<p>Did CAP programs increase implementation of Beneficial Management Practices?</p> <p><i>Note: this outcome is both an intermediate and immediate outcome, for the Agriculture Stewardship Program and ALUS, respectively.</i></p> <p>(ASP &amp; ALUS)</p>	<p>Agreement Rating (1 to 5):</p> <p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p> <p>My participation in a CAP program increased my implementation of Beneficial Management Practices.</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs increased the implementation of Beneficial Management Practices.</p>	<p>Open-ended:</p> <p>What are your thoughts on the CAP programs' performance with respect to increasing the implementation of Beneficial Management Practices?</p>
<b>INCREASED ENVIRONMENTAL SUSTAINABILITY INTERMEDIATE OUTCOMES</b>			
Did CAP programs enhance the sustainability of	Agreement Rating (1 to 5):	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate	<p>Open-ended</p> <p>What are your thoughts on the CAP programs' performance with respect to enhancing the</p>

existing and new perennial crops?  (PCDP)	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program enhanced the sustainability of existing and new perennial crops.	how much you agree or disagree with the following:  CAP programs enhanced the sustainability of existing and new perennial crops.	sustainability of existing, and new, perennial crops?
Did CAP programs increase knowledge and ability to implement Beneficial Management Practices?  (ASP)	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program increased my knowledge and ability to implement Beneficial Management Practices.	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs increased the agriculture industry's knowledge and ability to implement Beneficial Management Practices.	Open-ended  What are your thoughts on the CAP programs' performance with respect to increasing knowledge and ability to implement Beneficial Management Practices?
<b>EXPAND DOMESTIC AND INTERNATIONAL MARKETS INTERMEDIATE OUTCOMES</b>			
Did CAP programs support the development of stronger and more equitable local food systems?	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:	Open-ended:  What are your thoughts on the CAP programs' performance with respect to supporting the development of stronger and more equitable food systems?

(CFSAA)	My participation in a CAP program supported the development of stronger and more equitable local food systems.	CAP programs supported the development of stronger and more equitable food systems.	
Did CAP programs improve consumer knowledge and attitudes toward PEI agriculture?  (PPT)	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program improved consumer knowledge and attitudes toward PEI agriculture.	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs improved consumer knowledge and attitudes toward PEI agriculture.	Open-ended:  What are your thoughts on the CAP programs' performance with respect to improving consumer attitudes toward PEI agriculture?
Did CAP programs increase new markets or expand existing markets for small and medium enterprises?  (PMD)	See question Matrix one questions related to expanding domestic and international markets.	See question Matrix one questions related to expanding domestic and international markets.	See question Matrix one questions related to expanding domestic and international markets.
Did CAP programs increase new commercial farm operations?	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:	Open-ended:  What are your thoughts on the CAP programs' performance with

(FFP)	My participation in a CAP program resulted in the establishment of a new commercial farm operation.	CAP programs increased new commercial farm operations.	respect to increasing new commercial farm operations?
Did CAP programs improve business and financial management practices?	Agreement Rating (1 to 5): On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs improved business and financial management practices for the agriculture industry.	Open-ended: What are your thoughts on the CAP programs' performance with respect to improving business and financial management practices?
(BDP)	My participation in a CAP program improved my business and financial management practices.		
<b>EXPAND DOMESTIC AND INTERNATIONAL MARKETS IMMEDIATE OUTCOMES</b>			
Did CAP programs increase public knowledge of, and access to, local food systems?	Agreement Rating (1 to 5): On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program increased the public's knowledge of, and access to, local food systems.	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs increased public knowledge of, and access to, local food systems.	Open-ended: What are your thoughts on the CAP programs' performance with respect to increasing public knowledge of, and access to, local food systems?
(CFSAA)			
Did CAP programs	Agreement Rating (1 to 5):	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5	Open-ended:

<p>increase strategies to improve public trust in PEI agriculture?</p> <p>(PPTP)</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p> <p>My participation in a CAP program resulted in strategies to improve public trust in PEI agriculture.</p>	<p>means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs resulted in increased strategies to improve public trust in PEI agriculture.</p>	<p>What are your thoughts on the CAP programs' performance with respect to increasing strategies to improve public trust in PEI agriculture?</p>
<p>Did CAP programs increase knowledge of, and support for, product and market development?</p> <p>(PMDP)</p>	<p>Agreement Rating (1 to 5):</p> <p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p> <p>My participation in a CAP program increased my knowledge of product and market development.</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs increased knowledge of, and support for, product and market development.</p>	<p>Open-ended:</p> <p>What are your thoughts on the CAP programs' performance with respect to increasing knowledge of, and support for, product and market development?</p>
<p>Did CAP programs increase the use of sound business practices among new agriculture sector entrants?</p>	<p>Agreement Rating (1 to 5):</p> <p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p> <p>As a new entrant, my participation in a CAP program increased the use of sound business practices.</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:</p> <p>CAP programs increased the use of sound business practices</p>	<p>Open-ended:</p> <p>What are your thoughts on the CAP programs' performance with respect to increasing the use of sound business practices among new agriculture sector entrants?</p>

(FFP)		among new agriculture sector entrants.	
Did CAP programs increase farm business management skills and awareness?  (BCP)	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program increased my farm business management skills and awareness.	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs increased farm business management skills and awareness.	Open-ended:  What are your thoughts on the CAP programs' performance with respect to increasing farm business management skills and awareness?
<b>IMPROVE THE ANTICIPATION, MITIGATION AND RESPONSE TO RISKS INTERMEDIATE OUTCOMES</b>			
Did CAP programs increase <i>implementation</i> of recognized assurance systems?  (ASP)	Agreement Rating (1 to 5):  On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:  My participation in a CAP program resulted in the implementation of recognized assurance systems.	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following:  CAP programs increased the implementation of recognized assurance systems.	Open-ended:  What are your thoughts on the CAP programs' performance with respect to increasing the implementation of recognized assurance systems?
<b>IMPROVE THE ANTICIPATION, MITIGATION AND RESPONSE TO RISKS IMMEDIATE OUTCOMES</b>			
Did CAP programs increase <i>knowledge</i> of	Agreement Rating (1 to 5):	On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate	Open-ended:  What are your thoughts on the CAP programs' performance with

<p>recognized assurance systems?</p> <p>(ASP)</p>	<p>On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree,' please rate how much you agree or disagree with the following statement:</p> <p>My participation in a CAP program increased my knowledge of recognized assurance systems.</p>	<p>how much you agree or disagree with the following:</p> <p>CAP programs increased the knowledge of recognized assurance systems.</p>	<p>respect to increasing the knowledge of recognized assurance systems?</p>
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## Appendix B: CAP Evaluation Client Survey

1. Please indicate the primary commodity you are involved with on a regular basis.

Commodity Type	Primary
Oilseed and grain farming	<input type="checkbox"/>
Vegetable and melon farming (not including potatoes)	<input type="checkbox"/>
Potato farming	<input type="checkbox"/>
Fruit and tree nut farming	<input type="checkbox"/>
Greenhouse, nursery and floriculture production	<input type="checkbox"/>
Other crop farming, please specify:	<input type="checkbox"/>
Beef cattle ranching and farming	<input type="checkbox"/>
Dairy cattle and milk production	<input type="checkbox"/>
Hog and pig farming	<input type="checkbox"/>
Poultry and egg production	<input type="checkbox"/>
Sheep and goat farming	<input type="checkbox"/>
Support activities for animal production	<input type="checkbox"/>
Other animal production, please specify:	<input type="checkbox"/>
Support activities for crop production	<input type="checkbox"/>
Dairy product manufacturing/processing	<input type="checkbox"/>
Fruit and vegetable preserving and specialty food	<input type="checkbox"/>
Animal food manufacturing/processing	<input type="checkbox"/>
Grain and oilseed milling	<input type="checkbox"/>
Other food manufacturing/processing, please specify:	<input type="checkbox"/>
Meat product manufacturing/processing	<input type="checkbox"/>
Bakeries	<input type="checkbox"/>
Farm product merchant wholesalers	<input type="checkbox"/>
Beverage manufacturing/processing	<input type="checkbox"/>
Fiber, yard, and thread mills	<input type="checkbox"/>
Agricultural machinery manufacturing	<input type="checkbox"/>
Professional, scientific and technical services	<input type="checkbox"/>
Food, beverage and tobacco merchant wholesalers	<input type="checkbox"/>
Food and beverage stores	<input type="checkbox"/>
Forest nurseries and gathering of forest products	<input type="checkbox"/>
Multiple industries, please specify:	<input type="checkbox"/>
Other, please specify:	<input type="checkbox"/>
Not applicable, please specify:	<input type="checkbox"/>

2. Is the primary commodity that you are involved with on a regular basis certified organic?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure	Not applicable

3. Do you consider yourself a beginning (i.e., “new”) or established farmer? For the purposes of this survey, “new” is defined as a farmer for 6 years or less. You may choose only one (1) option from the list below.

New Farmer	Established Farmer	Not Applicable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Which of the Department of Agriculture and Land’s Canadian Agricultural Partnership programs have you participated in since April 2018? Please check all that apply

<b>Program Name</b>	<b>Participated</b>
Agriculture Research and Innovation Program	<input type="checkbox"/>
Strategic Industry Growth Initiative (SIGI)	<input type="checkbox"/>
Organic Industry Development Program	<input type="checkbox"/>
Alternative Land Use Services Program (ALUS)	<input type="checkbox"/>
Perennial Crop Development Program	<input type="checkbox"/>
Agriculture Stewardship Program	<input type="checkbox"/>
Community Food Security and Agriculture Awareness Program	<input type="checkbox"/>
Promoting Public Trust Program	<input type="checkbox"/>
Product and Market Development Program	<input type="checkbox"/>
Future Farmer Program	<input type="checkbox"/>
Business Development Program	<input type="checkbox"/>
Assurance Systems Program	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Don't know/Not sure	<input type="checkbox"/>
None	<input type="checkbox"/>

5. Before today, which CAP programs were you aware of? Please check all that apply, or select 'none'

<b>Program Name</b>	<b>Participated</b>
Agriculture Research and Innovation Program	<input type="checkbox"/>
Strategic Industry Growth Initiative (SIGI)	<input type="checkbox"/>
Organic Industry Development Program	<input type="checkbox"/>
Alternative Land Use Services Program (ALUS)	<input type="checkbox"/>
Perennial Crop Development Program	<input type="checkbox"/>
Agriculture Stewardship Program	<input type="checkbox"/>
Community Food Security and Agriculture Awareness Program	<input type="checkbox"/>
Promoting Public Trust Program	<input type="checkbox"/>
Product and Market Development Program	<input type="checkbox"/>
Future Farmer Program	<input type="checkbox"/>
Business Development Program	<input type="checkbox"/>
Assurance Systems Program	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Don't know/Not sure	<input type="checkbox"/>
None	<input type="checkbox"/>

6. Before today, which CAP Priority Areas were you aware of? Please check all that apply, or select 'none'

Environmental sustainability and climate change	<input type="checkbox"/>
Science, research and innovation	<input type="checkbox"/>
Value-added agriculture and agri-food processing	<input type="checkbox"/>
Markets and trade	<input type="checkbox"/>
Public trust	<input type="checkbox"/>
Risk Management	<input type="checkbox"/>

7. Which Department of Agriculture and Land CAP program was identified in your invitation email?

<b>Program Name</b>	
Agriculture Research and Innovation Program	<input type="checkbox"/>
Agriculture Stewardship Program	<input type="checkbox"/>
Alternative Land Use Services (ALUS)	<input type="checkbox"/>
Assurance Systems Program	<input type="checkbox"/>
Business Development Program	<input type="checkbox"/>

Community Food Security and Agriculture Awareness Program	<input type="checkbox"/>
Future Farmer Program	<input type="checkbox"/>
Organic Industry Development Program	<input type="checkbox"/>
Perennial Crop Development Program	<input type="checkbox"/>
Product and Market Development Program	<input type="checkbox"/>
Promoting Public Trust Program	<input type="checkbox"/>
Strategic Industry Growth Initiative (SIGI)	<input type="checkbox"/>
I did not receive an email	<input type="checkbox"/>

**Immediate and Intermediate CAP Outcomes**

**Agriculture Research and Innovation Program**

8. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased knowledge of new technologies and processes.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

9. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased my adoption of new technologies and processes.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

**Strategic Industry Growth Initiative**

10. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program supported the growth and expansion of the agriculture industry-at-large.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

11. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program supported the growth and expansion of agri-food companies.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**12.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased product and market development opportunities for industry-at-large.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

**Organic Industry Development Program**

**13.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased my knowledge of implementing certified organic production practices.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**14.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased my ability to implement certified organic production practices.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**15.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP increased my certified organic production capacity.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

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**Alternative Land Use Services Program**

16. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program reduced soil, surface and groundwater contamination risks.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

17. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program allowed me to **implement Beneficial Management Practices (BMP)**.*

**Note:** For the purposes of this Evaluation, beneficial management practices can be understood to be methods, measures, or practices designed to sustain production while minimizing or preventing environmental risks and negative effects on the environment.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

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**Agriculture Research and Innovation Program**

18. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased my knowledge of beneficial management practices (BMPs).*

**Note:** For the purposes of this Evaluation, beneficial management practices can be understood to be methods, measures, or practices designed to sustain production while minimizing or preventing environmental risks and negative effects on the environment.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

19. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program **increased my ability to implement beneficial management practices (BMPs)**.*

**Note:** For the purposes of this Evaluation, beneficial management practices can be understood to be methods, measures, or practices designed to sustain production while minimizing or preventing environmental risks and negative effects on the environment.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**20.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program allowed me to implement beneficial management practices (BMPs).*

**Note:** For the purposes of this Evaluation, beneficial management practices can be understood to be methods, measures, or practices designed to sustain production while minimizing or preventing environmental risks and negative effects on the environment.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

**Perennial Crop Development Program**

**21.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program enhanced the sustainability of existing perennial crops.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**22.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program allowed me to plant new perennial crops.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**23.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased the acreage of perennial crops in the province.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

24. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased the amount of carbon in soil.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

**Community Food Security and Agriculture Awareness**

25. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased the public's knowledge of local food systems.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

26. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased the public's access to local food systems.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

27. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program supported the development of equitable food systems.*

**Note:** An equitable food system is one in which everyone can fully participate, prosper, and benefit. It is a system that, from farm to table, from processing to disposal, ensures economic opportunity; high-quality jobs with living wages; safe working conditions; access to healthy, affordable, and culturally appropriate food; and environmental sustainability.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

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**Promoting Public Trust Program**

28. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program resulted in strategies to improve public trust in PEI agriculture.*

**Note:** For the purposes of this evaluation, public trust can be understood to be a belief that agricultural activities are consistent with social expectations and the values of the community and other stakeholders.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

29. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program improved consumer knowledge and attitudes toward PEI agriculture.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

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**Product and Market Development Program**

30. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased my **knowledge of product and market development best practices**.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

31. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program resulted in a new market for my farm/business/organization.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>



32. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program resulted in the expansion of an existing market for my farm/business/organizations.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**Future Farmer Program**

33. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*As a new entrant, my participation in this CAP program increased my use of good business practices.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

34. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program resulted in the establishment of a new commercial farm operation.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

**Business Development Program**

35. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased my farm business management skills and awareness.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

36. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program improved my business and financial management practices.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

1. Strongly disagree	2. Disagree	3. Neither agree nor disagree	4. Agree	5. Strongly agree	Don't know
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If you have any comments or additional information you would like to provide, please use the space below.

**Assurance Systems Program**

37. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program increased my knowledge of recognized assurance systems.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. Strongly disagree	2. Disagree	3. Neither agree nor disagree	4. Agree	5. Strongly agree	Don't know

38. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in this CAP program resulted in the implementation of assurance systems.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. Strongly disagree	2. Disagree	3. Neither agree nor disagree	4. Agree	5. Strongly agree	Don't know

If you have any comments or additional information you would like to provide, please use the space below.

**CAP Long-term Outcomes**

39. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in a CAP program helped me to increase my **competitiveness**.*

**Note:** For the purposes of this survey, competitiveness can be understood to be the ability of a business to offer products and services that meet the quality standards of the local and world markets at prices that are competitive and provide adequate returns on the resources employed or consumed in producing them.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1. Strongly disagree	2. Disagree	3. Neither agree nor disagree	4. Agree	5. Strongly agree	Don't know

↳ If '4' or '5'

a. In what ways did your participation in a CAP program help you to increase your competitiveness? Please check all that apply from the list below:

- Supported primary research
- Supported regional collaboration
- Supported commercialization

- Supported public-private collaboration for research and research priority-setting
- Supported for the demonstration and/or evaluation of new agricultural practices and technologies
- Supported training/knowledge transfer events
- Development or adaptation of new or improved products, processes or practices
- Supported for the use and development of clean and sustainable technology and processes
- Developed highly qualified personnel with a direct benefit to the Sector
- Supported public-private partnerships for innovative facilities
- Supported capital investments for plant modernization activities
- Provided support to carry out pilot projects
- Supported the commercialization and adoption of new products, technologies, practices or processes
- Supported market development activities for the food processing sector
- Other (please describe)
- Do not know/do not remember

If you have any comments or additional information you would like to provide, please use the space below.

**40.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in a CAP program helped me to increase my **productivity**.*

**Note:** For the purposes of this survey, productivity can be understood to be a measure of the efficiency of a person, machine, factory, system, etc., in converting inputs to useful outputs. Productivity is a critical determinant of cost efficiency.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '4' or '5'

a. In what ways did your participation in a CAP program help you to increase your **productivity**? Please check all that apply from the list below:

- Supported primary research
- Supported regional collaboration
- Supported public-private collaboration for research and research priority-setting
- Supported for the demonstration and/or evaluation of new agricultural practices and technologies
- Supported training/knowledge transfer events
- Development or adaptation of new or improved products, processes or practices
- Supported for the use and development of clean and sustainable technology and processes
- Developed highly qualified personnel with a direct benefit to the Sector
- Supported public-private partnerships for innovative facilities
- Supported commercialization
- Supported capital investments for plant modernization activities
- Provided support to carry out pilot projects
- Supported the commercialization and adoption of new products, technologies, practices or processes
- Supported market development activities for the food processing sector
- Other (please describe)
- Do not know/do not remember

If you have any comments or additional information you would like to provide, please use the space below.

**41.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in a CAP program helped me to increase my **profitability**.*

**Note:** For the purposes of this survey, profitability can be understood to be the state or condition of yielding a financial profit or gain. It is often measured by price to earnings ratio.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '4' or '5'

a. In what ways did your participation in a CAP program help you to *increase your profitability*? Please check all that apply from the list below:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Supported primary research</li> <li><input type="checkbox"/> Supported regional collaboration</li> <li><input type="checkbox"/> Supported public-private collaboration for research and research priority-setting</li> <li><input type="checkbox"/> Supported for the demonstration and/or evaluation of new agricultural practices and technologies</li> <li><input type="checkbox"/> Supported training/knowledge transfer events</li> <li><input type="checkbox"/> Development or adaptation of new or improved products, processes or practices</li> <li><input type="checkbox"/> Supported for the use and development of clean and sustainable technology and processes</li> <li><input type="checkbox"/> Developed highly qualified personnel with a direct benefit to the Sector</li> <li><input type="checkbox"/> Supported public-private partnerships for innovative facilities</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Supported commercialization</li> <li><input type="checkbox"/> Supported capital investments for plant modernization activities</li> <li><input type="checkbox"/> Provided support to carry out pilot projects</li> <li><input type="checkbox"/> Supported the commercialization and adoption of new products, technologies, practices or processes</li> <li><input type="checkbox"/> Supported market development activities for the food processing sector</li> <li><input type="checkbox"/> Other (please describe)</li> </ul> <div style="border: 1px solid black; height: 25px; margin: 5px 0;"></div> <ul style="list-style-type: none"> <li><input type="checkbox"/> Do not know/do not remember</li> </ul> |
|---|---|

If you have any comments or additional information you would like to provide, please use the space below.

**42.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in a CAP program helped me to increase **environmental sustainability**.*

**Note:** For the purposes of this evaluation, environmental sustainability can be understood to be the maintenance of the factors and practices that contribute to the quality of the environment on a long-term basis.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '4' or '5'

- a. In what ways did your participation in a CAP program help you to *increase environmental sustainability*? Please check all that apply from the list below:
- Adapted to or prepare for changing growing conditions
  - Adapted to or prepared for extreme weather events
  - Improved water quality or water use practices
  - Improved and/or avoided risks to soil quality
  - Improved and/or avoided risks to air quality
  - Improved and/or avoided risks to biodiversity
  - Improved and/or avoided risks to wildlife habitat
  - I delivered/received education, training, and/or knowledge transfer on a topic related to the environment
  - Other (please describe)
- 
- Do not know/do not remember

If you have any comments or additional information you would like to provide, please use the space below.

**43.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in a CAP program helped me to **expand domestic markets**.*

**Note:** For the purposes of this survey, expanding domestic markets, can be understood to be selling your products to new groups of potential customers within Canada.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

↳ If '4' or '5'

- a. Please list which domestic markets the program helped you to access (e.g., community and province)

- b. In what ways did your participation in a CAP program help you to *expand domestic markets*? Please check all that apply from the list below:
- Supported the development of business models
  - Improved branding
  - Increased access to market information
  - Supported analysis of new and emerging market trends and changes in cycles
  - Provided networking and partnership building opportunities
  - Supported my ability to respond rapidly to emerging new market opportunities in Canada or abroad
  - Supported the development, completion and implementation of business assessments and plans
  - Supported business and/or entrepreneur mentoring
  - Support for carrying out pilot projects
  - Supported commercialization and adoption of new products, technologies, practices or processes
  - Supported market development activities that supported the food processing sector
  - Supported the implementation of systems, standards or equipment related to attributes that meet evolving consumer and market requirements (e.g., animal welfare, environmental sustainability, etc.)
  - Supported for the implementation and improvement of on-farm and/or post-farm food safety, biosecurity and traceability systems
  - Provided support for improving, establishing or supporting provincial approaches for

- Supported the identification and ability to respond to new and emerging market opportunities (including training, skills development and business management services)
- Supported action that foster more inclusive economic growth (taking into account the needs of under-represented groups such as women, youth, persons with disabilities and Indigenous Peoples)
- Supported capital investments for plant modernization activities
- surveillance, antibiotic resistance reduction, diagnostic testing, and reporting/sharing of surveillance data and information
- Supported research activities that support public trust (e.g., codes of practice, standards, etc.)
- Supported sectoral awareness and communication building activities
- Other (please describe)
- Do not know/do not remember

If you have any comments or additional information you would like to provide, please use the space below.

**44.** On a scale of 1 to 5 where 1 means ‘strongly disagree’ and 5 means ‘strongly agree’, please rate how much you agree or disagree with the following statement:

*My participation in a CAP program helped me to **expand international markets**.*

**Note:** For the purposes of this survey, expanding international markets, can be understood to be selling your products to new groups of potential customers outside of Canada.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

↳ If ‘4’ or ‘5’

a. Please list which domestic markets the program helped you to access (e.g., country)

b. In what ways did your participation in a CAP program help you to *expand international markets*? Please check all that apply from the list below:

- Supported the development of business models
- Improved branding
- Increased access to market information
- Supported analysis of new and emerging market trends and changes in cycles
- Provided networking and partnership building opportunities
- Supported my ability to respond rapidly to emerging new market opportunities in Canada or abroad
- Support for carrying out pilot projects
- Supported commercialization and adoption of new products, technologies, practices or processes
- Supported market development activities that supported the food processing sector
- Supported the implementation of systems, standards or equipment related to attributes that meet evolving consumer and market requirements (e.g., animal welfare, environmental sustainability, etc.)

- Supported the development, completion and implementation of business assessments and plans
- Supported business and/or entrepreneur mentoring
- Supported the identification and ability to respond to new and emerging market opportunities (including training, skills development and business management services)
- Supported action that foster more inclusive economic growth (taking into account the needs of under-represented groups such as women, youth, persons with disabilities and Indigenous Peoples)
- Supported capital investments for plant modernization activities
- Supported for the implementation and improvement of on-farm and/or post-farm food safety, biosecurity and traceability systems
- Provided support for improving, establishing or supporting provincial approaches for surveillance, antibiotic resistance reduction, diagnostic testing, and reporting/sharing of surveillance data and information
- Supported research activities that support public trust (e.g., codes of practice, standards, etc.)
- Supported sectoral awareness and communication building activities
- Other (please describe)
- Do not know/do not remember

If you have any comments or additional information you would like to provide, please use the space below.

**45.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*My participation in a CAP program improved my ability to anticipate, mitigate, and/or respond to risks.*

**Note:** For the purposes of this evaluation, risks can be understood as the chances of something happening that will impact the achievement of the objectives of business/organizational objectives (for example, extreme weather events, pests, market volatility, supply chain interruption, etc.).

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '4' or '5'

a. In what ways did your participation in a CAP program help you to *improve your ability to anticipate, mitigate, and respond to risks*? Please check all that apply from the list below:

- Improved assurance systems
- Improved biosecurity
- Improved traceability systems
- Improved emergency management
- Improved risk assessments
- Improved use of risk management tools
- Improved use of science or research to anticipate or manage risks
- Improved ability to prepare for or manage extreme weather events
- Improved ability to prepare for or manage diseases and pests
- Improved ability to prepare for or manage market volatility
- Other (please describe)

If you have any comments or additional information you would like to provide, please use the space below.

**Performance, Relevance and Impact**

Please answer the following questions based on your most recent experience participating in a CAP program.

**46.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*The CAP program effectively **responded to a need** of my farm/business/organization.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '1' or '2'

a. Please describe how the program did not effectively respond to a need of your farm/business/organization.

If you have any comments or additional information you would like to provide, please use the space below.

**47.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*Overall, the CAP program provided an adequate level of financial support for me to implement a project, purchase equipment, etc.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '1' or '2'

a. Please describe how the program did not provide an adequate level of financial support for you to implement a project, purchase equipment, etc.

If you have any comments or additional information you would like to provide, please use the space below.

**48.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*The CAP Program helped my farm/business/organization to achieve a strategic goal.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>
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If '1' or '2'

a. Please describe how the program did not help your farm/business/organization to achieve a goal.

If you have any comments or additional information you would like to provide, please use the space below.

**49.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*The program helped my farm/business/organization to increase the public's trust in agriculture.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

**50.** Did your participation in a CAP program allow you to **hire an employee or employees** on a full-time or part-time basis?

**Note:** For the purposes of this survey, employees can be understood to be persons who worked for you in the context of an employer-employee relationship. This includes persons who worked for wages, salaries, commissions, tips, piece-rates, or payments 'in kind' (payments in goods or services rather than money). This does not include working owners of incorporated businesses even though they may receive wages, salaries, commissions, tips, piece-rates or payments 'in kind'.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure	Not applicable

If 'yes'

- i. How many part-time employees were you able to hire? (drop down)
- ii. How many full-time employees were you able to hire? (drop down)

If you have any comments or additional information you would like to provide, please use the space below.

**51.** Did your participation in a CAP program allow you to sell more products?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Yes	No	Not sure	Not applicable
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If you have any comments or additional information you would like to provide, please use the space below.

**52.** Did your participation in a CAP program help you to improve the quality of a product or service?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure	Not applicable

If you have any comments or additional information you would like to provide, please use the space below.

**53.** Did your participation in a CAP program help you to improve production capacity?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure	Not applicable

If you have any comments or additional information you would like to provide, please use the space below.

**54.** Did your participation in a CAP program help to increase your farm/business/organization's annual gross revenue?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure	Not applicable

If you have any comments or additional information you would like to provide, please use the space below.

**CAP Administration**

Please answer the following questions based on your most recent experience participating in a CAP program.

**55.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*The program was administered effectively.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

56. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*I was provided enough assistance with the application process.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

57. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*I was provided enough assistance with the claim process.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

58. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*The program's documents (e.g., Guidelines, Application Form, Claim Form, etc.) were concise and easy to understand.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

59. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs require too much paperwork.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

60. If you have recommendations for how the administration of the program could be improved, please describe below (e.g., application process, claim process, etc.).

### Communication Efforts

61. How did you first become aware that the Department offered CAP programs? You may choose only one (1) option from the list below.

Department of Agriculture and Land staff	<input type="checkbox"/>
Other Government of PEI staff	<input type="checkbox"/>
Agriculture and Agri-Food Canada staff	<input type="checkbox"/>
Department of Agriculture and Land e-newsletter	<input type="checkbox"/>
Department of Agriculture and Land Twitter	<input type="checkbox"/>
Radio	<input type="checkbox"/>

Television	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>
Industry association newsletter or other communication from association	<input type="checkbox"/>
A company selling products or services	<input type="checkbox"/>
PEI Government website	<input type="checkbox"/>
Word of mouth from other program clients	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Do not remember	<input type="checkbox"/>

**62.** What is your preferred method of communication with respect to Department of Agriculture and Land programming? You may choose only one (1) from the list below.

Department of Agriculture and Land staff	<input type="checkbox"/>
Other Government of PEI staff	<input type="checkbox"/>
Agriculture and Agri-Food Canada staff	<input type="checkbox"/>
Department of Agriculture and Land e-newsletter	<input type="checkbox"/>
Department of Agriculture and Land Twitter	<input type="checkbox"/>
Radio	<input type="checkbox"/>
Television	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>
Industry association newsletter or other communication from association	<input type="checkbox"/>
A company selling products or services	<input type="checkbox"/>
PEI Government website	<input type="checkbox"/>
Word of mouth from other program clients	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>

**Business Profile**

The following questions will allow the Department to understand the business profile of survey respondents.

**63.** What is your type of business or organization? You may choose only one (1) option from the list below

<b>Business/Organization Type</b>	
Individual Proprietorship	<input type="checkbox"/>
Incorporated Company	<input type="checkbox"/>
Partnership	<input type="checkbox"/>
Registered Charitable Organization/Not-for-profit	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>

**64.** How many employees do you regularly employ on a full-time basis throughout the year (excluding yourself)?

**Note:** for the purposes of this survey, employees can be understood to be persons who worked for you in the context of an employer-employee relationship. This includes persons who worked for wages, salaries, commissions, tips, piece-rates, or payments ‘in kind’ (payments in goods or services rather than money). This does not include working owners of incorporated businesses even though they may receive wages, salaries, commissions, tips, piece-rates or payments ‘in kind’.

**65.** How many employees do you regularly employ on a part-time basis throughout the year (excluding yourself)?

**Note:** for the purposes of this survey, employees can be understood to be persons who worked for you in the context of an employer-employee relationship. This includes persons who worked

for wages, salaries, commissions, tips, piece-rates, or payments 'in kind' (payments in goods or services rather than money). This does not include working owners of incorporated businesses even though they may receive wages, salaries, commissions, tips, piece-rates or payments 'in kind'.

**66. What was your business/organization's gross revenue in 2018 and 2019?**

	2018	2019
Less than \$10,000	<input type="checkbox"/>	<input type="checkbox"/>
\$10,000 to \$49,999	<input type="checkbox"/>	<input type="checkbox"/>
\$50,000 to \$99,999	<input type="checkbox"/>	<input type="checkbox"/>
\$100,000 to \$249,999	<input type="checkbox"/>	<input type="checkbox"/>
\$250,000 to \$499,999	<input type="checkbox"/>	<input type="checkbox"/>
Over \$500,000	<input type="checkbox"/>	<input type="checkbox"/>

**Demographic Profile**

Your voluntary response to the following questions will assist the Department in understanding the demographic profile of survey respondents.

Do you identify as	<input type="checkbox"/> Man	<input type="checkbox"/> Woman	<input type="checkbox"/> Gender not listed	<input type="checkbox"/> Prefer not to say
Are you a senior (age 65 or older)?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Are you a youth (age 29 or under)?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a person with a disability?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
What is your first language?	<input type="checkbox"/> English	<input type="checkbox"/> French	<input type="checkbox"/> Other	<input type="checkbox"/> Prefer not to say
Are you proficient in languages other than English or French?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a member of the Island's Acadian community?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a member of an Indigenous group?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a newcomer to Canada?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as part of another under-represented group?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say

## Appendix C: CAP Evaluation Stakeholder Group Survey

1. What is the name of your organization?
2. Which of the Department of Agriculture and Land's Canadian Agricultural Partnership programs have you participated in since April 2018? Please check all that apply

Program Name	Participated
Agriculture Research and Innovation Program	<input type="checkbox"/>
Strategic Industry Growth Initiative (SIGI)	<input type="checkbox"/>
Organic Industry Development Program	<input type="checkbox"/>
Alternative Land Use Services Program (ALUS)	<input type="checkbox"/>
Perennial Crop Development Program	<input type="checkbox"/>
Agriculture Stewardship Program	<input type="checkbox"/>
Community Food Security and Agriculture Awareness Program	<input type="checkbox"/>
Promoting Public Trust Program	<input type="checkbox"/>
Product and Market Development Program	<input type="checkbox"/>
Future Farmer Program	<input type="checkbox"/>
Business Development Program	<input type="checkbox"/>
Assurance Systems Program	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Don't know/Not sure	<input type="checkbox"/>
None	<input type="checkbox"/>

3. Before today, which CAP programs were you aware of? Please check all that apply, or select 'none'

Program Name	
Agriculture Research and Innovation Program	<input type="checkbox"/>
Strategic Industry Growth Initiative (SIGI)	<input type="checkbox"/>
Organic Industry Development Program	<input type="checkbox"/>
Alternative Land Use Services Program (ALUS)	<input type="checkbox"/>
Perennial Crop Development Program	<input type="checkbox"/>
Agriculture Stewardship Program	<input type="checkbox"/>
Community Food Security and Agriculture Awareness Program	<input type="checkbox"/>
Promoting Public Trust Program	<input type="checkbox"/>
Product and Market Development Program	<input type="checkbox"/>
Future Farmer Program	<input type="checkbox"/>
Business Development Program	<input type="checkbox"/>
Assurance Systems Program	<input type="checkbox"/>
None	<input type="checkbox"/>

4. Before today, which CAP Priority Areas were you aware of? Please check all that apply, or select 'none'

Environmental sustainability and climate change	<input type="checkbox"/>
Science, research and innovation	<input type="checkbox"/>
Value-added agriculture and agri-food processing	<input type="checkbox"/>
Markets and trade	<input type="checkbox"/>
Public trust	<input type="checkbox"/>
Risk Management	<input type="checkbox"/>
None	<input type="checkbox"/>

### Immediate and Intermediate CAP Outcomes

5. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased knowledge of new technologies and processes for the agriculture sector.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

6. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs resulted in the adoption of new technologies and processes for the agriculture sector.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

7. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs supported the growth and expansion of the agriculture industry-at-large.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

8. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs supported the growth and expansion of agri-food companies.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

9. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased product and market development opportunities for the agriculture industry-at-large.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

10. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased knowledge of, and ability to, implement certified organic production practices.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

11. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased certified organic production capacity.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

12. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs reduced soil, surface and groundwater contamination risks.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

13. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the agriculture industry's knowledge of Beneficial Management Practices (BMPs).*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

14. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the agriculture industry's ability to implement Beneficial Management Practices (BMP).*

**Note:** For the purposes of this Evaluation, beneficial management practices can be understood to be methods, measures, or practices designed to sustain production while minimizing or preventing environmental risks and negative effects on the environment.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>



15. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs enhanced the sustainability of existing perennial crops.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

16. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the planting of new perennial crops.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6. Strongly disagree</b>	<b>7. Disagree</b>	<b>8. Neither agree nor disagree</b>	<b>9. Agree</b>	<b>10. Strongly agree</b>	<b>Don't know</b>

17. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the acreage of perennial crops in PEI.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

18. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the amount of carbon in the soil.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>6. Strongly disagree</b>	<b>7. Disagree</b>	<b>8. Neither agree nor disagree</b>	<b>9. Agree</b>	<b>10. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

19. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased public knowledge of local food systems.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

20. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the public's access to local food systems.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

21. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs supported the development of more equitable food systems.*

**Note:** An equitable food system is one in which everyone can fully participate, prosper, and benefit. It is a system that, from farm to table, from processing to disposal, ensures economic opportunity; high-quality jobs with living wages; safe working conditions; access to healthy, affordable, and culturally appropriate food; and environmental sustainability.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

22. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs resulted in increased strategies to improve public trust in PEI agriculture.*

**Note:** For the purposes of this evaluation, public trust can be understood to be a belief that agricultural activities are consistent with social expectations and the values of the community and other stakeholders.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

23. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs improved consumer knowledge and attitudes toward PEI agriculture.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

24. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased knowledge of, and support for, product and market development.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>
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25. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the use of sound business practices among new agriculture sector entrants.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

26. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased new commercial farm operations.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

27. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased farm business management skills and awareness.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

28. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs improved business and financial management practices for the agriculture industry.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

29. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the knowledge of recognized assurance systems.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

30. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs increased the implementation of recognized assurance systems.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

31. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs effectively support the agriculture sector to increase competitiveness.*

**Note:** For the purposes of this survey, competitiveness can be understood to be the ability of a business to offer products and services that meet the quality standards of the local and world markets at prices that are competitive and provide adequate returns on the resources employed or consumed in producing them.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

32. On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs effectively support the agriculture sector to increase productivity.*

**Note:** For the purposes of this survey, productivity can be understood to be a measure of the efficiency of a person, machine, factory, system, etc., in converting inputs to useful outputs. Productivity is a critical determinant of cost efficiency.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

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**33.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs effectively support the agriculture sector to increase profitability.*

**Note:** For the purposes of this survey, profitability can be understood to be the state or condition of yielding a financial profit or gain. It is often measured by price to earnings ratio.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

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**34.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs effectively support the agriculture sector to increase environmental sustainability.*

**Note:** For the purposes of this evaluation, environmental sustainability can be understood to be the maintenance of the factors and practices that contribute to the quality of the environment on a long-term basis.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

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**35.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs effectively help to expand domestic markets for the agriculture sector.*

**Note:** For the purposes of this survey, expanding domestic markets is understood to be . . .

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**36.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs effectively help to expand international markets for the agriculture sector.*

**Note:** For the purposes of this survey, expanding international markets is understood to be selling your products to new groups of potential customers outside of Canada.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to, please use the space below.

**37.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs effectively help the agriculture sector to anticipate, mitigate, and/or respond to risks.*

**Note:** For the purposes of this evaluation, risks can be understood as the chances of something happening that will impact the achievement of the objectives of business/organizational objectives (for example, extreme weather events, pests, market volatility, supply chain interruption, etc.).

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

**38.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs effectively responded to a need of farms/businesses/organizations.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '1' or '2'

a. Please describe how the programs do not effectively respond to a need of farms/businesses/organizations.

If you have any comments or additional information you would like to provide, please use the space below.

**39.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*Overall, CAP programs provided an adequate level of financial support to implement a project, purchase equipment, etc.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '1' or '2'

a. Please describe how programs do not provide an adequate level of financial support to implement a project, purchase equipment, etc.

If you have any comments or additional information you would like to provide, please use the space below.

**40.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs help farms/businesses/organizations to achieve a strategic goal.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If '1' or '2'

a. Please describe how programs do not help farms/businesses/organizations to achieve a strategic goal.

If you have any comments or additional information you would like to provide, please use the space below.

**41.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means strongly agree, please rate how much you agree or disagree with the following statement:

*CAP programs help farms/businesses/organizations to increase the public's trust in agriculture.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have any comments or additional information you would like to provide, please use the space below.

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**42.** Do you believe that CAP programs have allowed CAP clients to hire an employee(s) on a full-time basis?

**Note:** For the purposes of this survey, employees can be understood to be persons who worked for you in the context of an employer-employee relationship. This includes persons who worked for wages, salaries, commissions, tips, piece-rates, or payments 'in kind' (payments in goods or services rather than money). This does not include working owners of incorporated businesses even though they may receive wages, salaries, commissions, tips, piece-rates or payments 'in kind'.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure

**43.** Do you believe that CAP programs have allowed CAP clients to hire an employee(s) on a part-time basis?

**Note:** For the purposes of this survey, employees can be understood to be persons who worked for you in the context of an employer-employee relationship. This includes persons who worked for wages, salaries, commissions, tips, piece-rates, or payments 'in kind' (payments in goods or services rather than money). This does not include working owners of incorporated businesses even though they may receive wages, salaries, commissions, tips, piece-rates or payments 'in kind'.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure

If you have any comments or additional information you would like to provide, please use the space below.

--

**44.** Do you believe that CAP programs have allowed CAP clients to sell more products?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure

If you have any comments or additional information you would like to provide, please use the space below.

--

**45.** Do you believe that CAP programs helped CAP Clients to improve the quality of a product or service?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure



If you have any comments or additional information you would like to provide, please use the space below.

--

**46.** Do you believe that CAP programs helped CAP clients to improve production capacity?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure

If you have any comments or additional information you would like to provide, please use the space below.

--

**47.** Do you believe that CAP programs helped CAP clients to increase their farm/business/organization's annual gross revenue?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes	No	Not sure

If you have any comments or additional information you would like to provide, please use the space below.

--

Please answer the following questions based on your most recent experience participating in a CAP program.

**48.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs are administered effectively.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**49.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP clients are provided enough assistance with the application process.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**50.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP clients are provided enough assistance with the claim process.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>
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**51.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP program documents (e.g., Guidelines, Application Form, Claim Form, etc.) are concise and easy to understand.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

**52.** On a scale of 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree', please rate how much you agree or disagree with the following statement:

*CAP programs require too much paperwork.*

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>1. Strongly disagree</b>	<b>2. Disagree</b>	<b>3. Neither agree nor disagree</b>	<b>4. Agree</b>	<b>5. Strongly agree</b>	<b>Don't know</b>

If you have recommendations for how the administration of the program could be improved, please describe below (e.g., application process, claim process, etc.).

**53.** How did your organization first become aware that the Department offered CAP programs? You may choose only one (1) option from the list below.

Department of Agriculture and Land staff	<input type="checkbox"/>
Other Government of PEI staff	<input type="checkbox"/>
Agriculture and Agri-Food Canada staff	<input type="checkbox"/>
Department of Agriculture and Land e-newsletter	<input type="checkbox"/>
Department of Agriculture and Land Twitter	<input type="checkbox"/>
Radio	<input type="checkbox"/>
Television	<input type="checkbox"/>
Industry association newsletter or other communication from association	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>
A company selling products or services	<input type="checkbox"/>
PEI Government website	<input type="checkbox"/>
Word of mouth from other program clients	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>
Do not remember	<input type="checkbox"/>

**54.** What is your organization's preferred method of communication with respect to Department of Agriculture and Land programming? You may choose only one (1) from the list below.

Department of Agriculture and Land staff	<input type="checkbox"/>
Other Government of PEI staff	<input type="checkbox"/>
Agriculture and Agri-Food Canada staff	<input type="checkbox"/>
Department of Agriculture and Land e-newsletter	<input type="checkbox"/>

Department of Agriculture and Land Twitter	<input type="checkbox"/>
Radio	<input type="checkbox"/>
Television	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>
Industry association newsletter or other communication from association	<input type="checkbox"/>
A company selling products or services	<input type="checkbox"/>
PEI Government website	<input type="checkbox"/>
Word of mouth from other program clients	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>

The following questions will allow the Department to understand the business profile of survey respondents.

1. What is your type of business or organization? You may choose only one (1) option from the list below

<b>Business/Organization Type</b>	
Individual Proprietorship	<input type="checkbox"/>
Incorporated Company	<input type="checkbox"/>
Partnership	<input type="checkbox"/>
Registered Charitable Organization/Not-for-profit	<input type="checkbox"/>
Other, please specify: _____	<input type="checkbox"/>

2. How many people does your organization regularly employ on a full-time basis throughout the year?
3. How many people does your organization regularly employ on a part-time basis throughout the year?

Your voluntary response to the following questions will assist the Department in understanding the demographic profile of survey respondents.

Do you identify as	<input type="checkbox"/> Man	<input type="checkbox"/> Woman	<input type="checkbox"/> Gender not listed	<input type="checkbox"/> Prefer not to say
Are you a senior (age 65 or older)?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Are you a youth (age 29 or under)?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a person with a disability?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
What is your first language?	<input type="checkbox"/> English	<input type="checkbox"/> French	<input type="checkbox"/> Other	<input type="checkbox"/> Prefer not to say
Are you proficient in languages other than English or French?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a member of the Island's Acadian community?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a member of an Indigenous group?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a newcomer to Canada?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as part of another under-represented group?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say

## Appendix D: Key Informant Interview Questions

1. What CAP programs are you involved with? In what capacity? (i.e., program administration, adjudication committee, etc.)

Program Name	Program Lead	Adjudication Committee	Other
Agriculture Research and Innovation Program Applied Research Sub-Program Innovative Technologies Sub-Program Industry Research Coordination Sub-Program Technology and Science Adoption Sub-Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategic Industry Growth Initiative (SIGI) Pollination Expansion Project COVID-19 Mitigation: Strategic Fund for Agriculture Project Dairy Beef Cross Calf Pilot Project Soil Health Analysis Project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic Industry Development Program Certified Land Development Sub-Program Implementation of Strategic Initiatives Sub-Program Increasing Market Development Sub-Program Specialized Equipment Sub-Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alternative Land Use Services Program (ALUS)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Perennial Crop Development Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agriculture Stewardship Program Beneficial Management Practices Sub-Program PEI Clean Technology Innovation Sub-Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Food Security and Agriculture Awareness Program Agriculture Awareness Sub-Program Community Food Security Sub-Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting Public Trust Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product and Market Development Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future Farmer Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Development Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assurance Systems Program On-Farm Assurance Sub-Program Post-Farm Assurance Sub-Program Surveillance and Emergency Management Sub-Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## CAP LONGTERM OUTCOMES

1. What are your thoughts on the CAP programs' performance with respect to supporting the sector in increase its competitiveness?
2. What are your thoughts on the CAP programs' performance with respect to supporting the sector in increase its productivity?
3. What are your thoughts on the CAP programs' performance with respect to supporting the sector in increase its profitability?

4. What are your thoughts on the CAP programs' performance with respect to supporting the sector to increase environmental sustainability?
5. What are your thoughts on CAP programs' performance with respect to supporting the sector to expand domestic and international markets?
6. What are your thoughts on CAP programs' performance with respect to supporting the industry to anticipate, mitigate, and respond to risks?

## **CAP IMMEDIATE/INTERMEDIATE OUTCOMES**

### **Agriculture Research and Innovation Program**

1. What are your thoughts on the CAP programs' performance with respect to increasing the adoption of new technologies and processes?
2. What are your thoughts on the CAP programs' performance with respect to increasing knowledge of new technologies and processes?

### **Strategic Industry Growth Initiative (SIGI)**

1. What are your thoughts on the CAP programs' performance with respect to supporting the growth and expansion of the agriculture industry at large?
2. What are your thoughts on the CAP programs' performance with respect to increasing product and market development opportunities for industry-at-large?

### **Organic Industry Development Program**

1. What are your thoughts on the CAP programs' performance with respect to increasing certified organic production capacity?
2. What are your thoughts on the CAP programs' performance with respect to increasing knowledge of, and ability to, implement certified organic practices?

### **Alternative Land Use Services (ALUS)**

1. What are your thoughts on the CAP programs' performance with respect to reducing soil, surface and groundwater contamination risks?
2. What are your thoughts on the CAP programs' performance with respect to increasing the implementation of Beneficial Management Practices?

### **Perennial Crop Development Program**

1. What are your thoughts on the CAP programs' performance with respect to increasing the acreage of perennial crops and carbon in the soil?
2. What are your thoughts on the CAP programs' performance with respect to enhancing the sustainability of existing, and new, perennial crops?

### **Agriculture Stewardship Program**

1. What are your thoughts on the CAP programs' performance with respect to increasing the implementation of Beneficial Management Practices?
2. What are your thoughts on the CAP programs' performance with respect to increasing knowledge and ability to implement Beneficial Management Practices?

### **Community Food Security and Agriculture Awareness Program**

1. What are your thoughts on the CAP programs' performance with respect to supporting the development of stronger and more equitable food systems?
2. What are your thoughts on the CAP programs' performance with respect to increasing public knowledge of, and access to, local food systems?

### **Promoting Public Trust Program**

1. What are your thoughts on the CAP programs' performance with respect to improving consumer attitudes toward PEI agriculture?
2. What are your thoughts on the CAP programs' performance with respect to increasing strategies to improve public trust in PEI agriculture?

### **Product and Market Development Program**

1. What are your thoughts on the CAP programs' performance with respect to increasing knowledge of, and support for, product and market development?

### **Future Farmer Program**

1. What are your thoughts on the CAP programs' performance with respect to increasing new commercial farm operations?
2. What are your thoughts on the CAP programs' performance with respect to increasing the use of sound business practices among new agriculture sector entrants?

### **Business Development Program**

1. What are your thoughts on the CAP programs' performance with respect to increasing farm business management skills and awareness?
2. What are your thoughts on the CAP programs' performance with respect to improving business and financial management practices?

### **Assurance Systems Program**

1. What are your thoughts on the CAP programs' performance with respect to increasing the implementation of recognized assurance systems?
2. What are your thoughts on the CAP programs' performance with respect to increasing the knowledge of recognized assurance systems?

### **PERFORMANCE, RELEVANCE AND IMPACT**

1. How effectively do you think CAP programs respond to the need of farms/businesses/organizations?
2. How adequate do you think the levels of financial support provided through the CAP are with respect to implementing a project, purchasing equipment, etc.?
3. How do CAP programs help farms/businesses/organizations to achieve a goal?
4. What are your thoughts on CAP programming's impact/support of increasing the public's trust in agriculture?
5. What, if any, unintended outcomes were produced as a result of CAP programs?

### **CAP ADMINISTRATION**

1. With respect to delivering CAP programs, what does the Department do well?
2. With respect to delivering CAP programs, what does the Department not do well?

**Annex A Schedule 1: Canada - Prince Edward Island Activities and Expenditures Plan  
Part B: Planned Expenditures for Designated Programs**

Program #	Program Name	CANADA'S CONTRIBUTION TO PROGRAMS						PRINCE EDWARD ISLAND'S CONTRIBUTION TO PROGRAMS						Program Name
		2018-19	2019-20	2020-21	2021-22	2022-23	Total	Total	2018-19	2019-20	2020-21	2021-22	2022-23	
<b>MARKETS AND TRADE</b>														
1.1	Community Food Security and Agriculture Awareness Program	150,000	150,000	150,000	150,000	150,000	750,000	1,923,500	384,700	384,700	384,700	384,700	384,700	Community Food Security and Agriculture Awareness Program
1.2	Future Farmer Program	0	0	0	0	0	0	502,000	100,400	100,400	100,400	100,400	100,400	Future Farmer Program
1.3	Business Development Program	350,000	350,000	350,000	350,000	350,000	1,750,000	528,000	105,600	105,600	105,600	105,600	105,600	Business Development Program
	<b>Sub-Total</b>	500,000	500,000	500,000	500,000	500,000	2,500,000	2,953,500	590,700	590,700	590,700	590,700	590,700	<b>Sub-Total</b>
<b>SCIENCE, RESEARCH AND INNOVATION</b>														
2.1	Agriculture Research and Innovation Program	975,000	975,000	975,000	975,000	975,000	4,875,000	959,000	191,800	191,800	191,800	191,800	191,800	Agriculture Research and Innovation Program
	<b>Sub-Total</b>	975,000	975,000	975,000	975,000	975,000	4,875,000	959,000	191,800	191,800	191,800	191,800	191,800	<b>Sub-Total</b>
<b>RISK MANAGEMENT</b>														
3.1	Assurance Systems Program	300,000	300,000	300,000	300,000	300,000	1,500,000	250,000	50,000	50,000	50,000	50,000	50,000	Assurance Systems Program
	<b>Sub Total</b>	300,000	300,000	300,000	300,000	300,000	1,500,000	250,000	50,000	50,000	50,000	50,000	50,000	<b>Sub-Total</b>
<b>ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE</b>														
4.1	Alternative Land Use Services Program	0	0	0	0	0	0	4,145,000	829,000	829,000	829,000	829,000	829,000	Alternative Land Use Services Program
4.2	Agriculture Stewardship Program	1,075,000	1,075,000	1,075,000	1,075,000	1,075,000	5,375,000	2,913,500	582,700	582,700	582,700	582,700	582,700	Agriculture Stewardship Program
4.3	Perennial Crop Development Program	125,000	125,000	125,000	125,000	125,000	625,000	250,000	50,000	50,000	50,000	50,000	50,000	Perennial Crop Development Program
	<b>Sub Total</b>	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	6,000,000	7,308,500	1,461,700	1,461,700	1,461,700	1,461,700	1,461,700	<b>Sub-Total</b>
<b>VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING</b>														
5.1	Organic Industry Development Program	0	0	0	0	0	0	1,050,000	210,000	210,000	210,000	210,000	210,000	Organic Industry Development Program
5.2	Product and Market Development Program	125,000	125,000	125,000	125,000	125,000	625,000	286,500	57,300	57,300	57,300	57,300	57,300	Product and Market Development Program
5.3	Strategic Industry Growth Initiative	579,500	579,500	579,500	579,500	579,500	2,807,500	1,867,500	373,500	373,500	373,500	373,500	373,500	Strategic Industry Growth Initiative
	<b>Sub Total</b>	704,500	704,500	704,500	704,500	704,500	3,522,500	3,204,000	640,800	640,800	640,800	640,800	640,800	<b>Sub Total</b>
<b>PUBLIC TRUST</b>														
6.1	Promoting Public Trust Program	150,000	150,000	150,000	150,000	150,000	750,000	125,000	25,000	25,000	25,000	25,000	25,000	Promoting Public Trust Program
	<b>Sub Total</b>	150,000	150,000	150,000	150,000	150,000	750,000	125,000	25,000	25,000	25,000	25,000	25,000	<b>Sub Total</b>
	Federal Attributed Programs	610,500	610,500	610,500	610,500	610,500	3,052,500							Federal Attributed Programs
	<b>GRAND TOTAL</b>	4,440,000	4,440,000	4,440,000	4,440,000	4,440,000	22,200,000	14,800,000	2,960,000	2,960,000	2,960,000	2,960,000	2,960,000	<b>GRAND TOTAL</b>

\*Designated Program allocations are estimates. Annual totals of Designated Program allocations are to be regarded as maximums except as amended or as adjusted pursuant to clause 6.1.1 of this Bilateral Agreement.

