

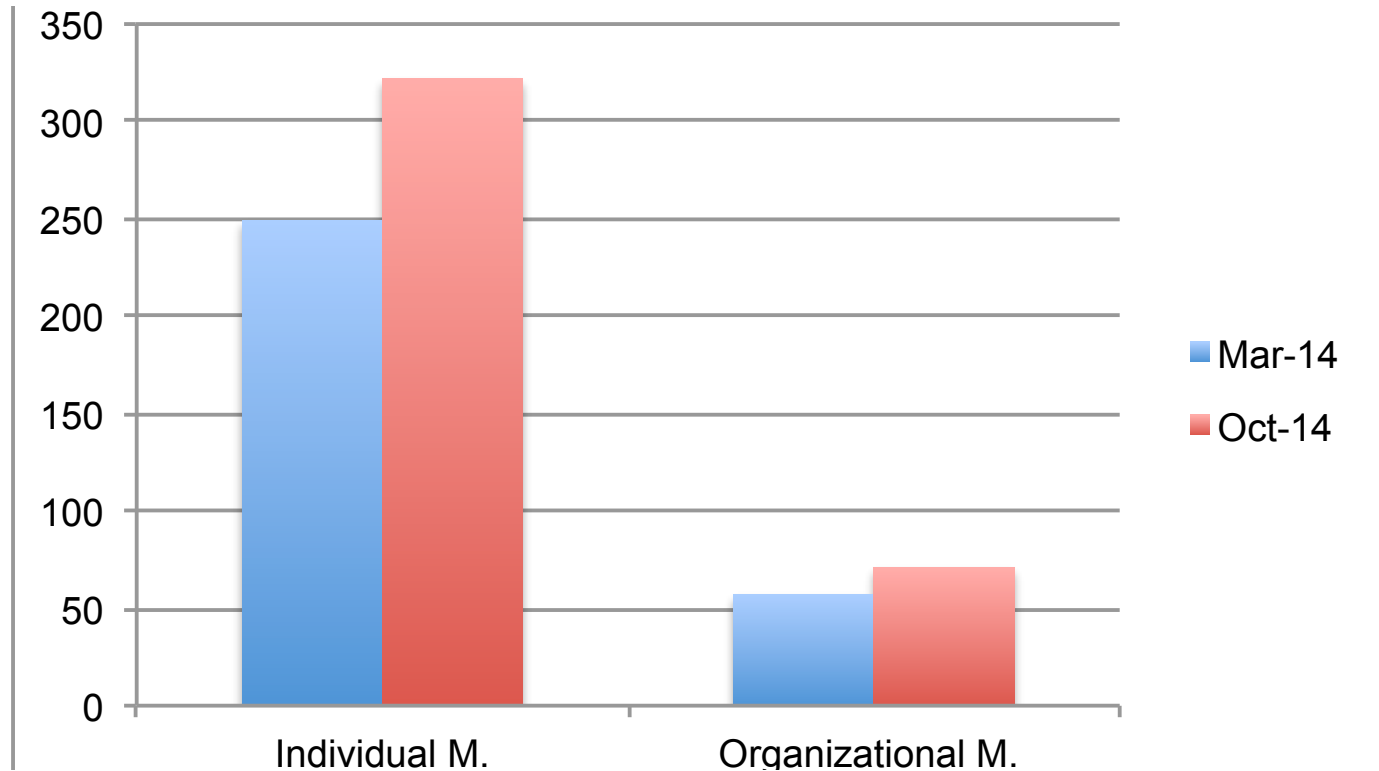


Food Secure Canada

Member Survey Analysis

October 2014

Current membership



FSC MEMBERS

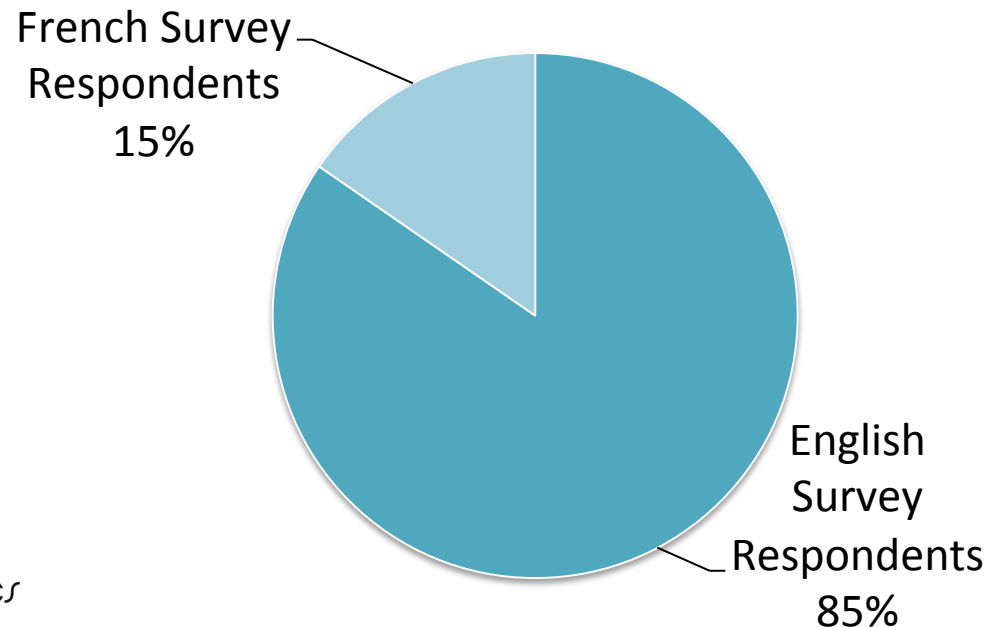
Individual 318
Organizational 69
TOTAL 387

Survey Respondent Data

Total survey respondents = 39

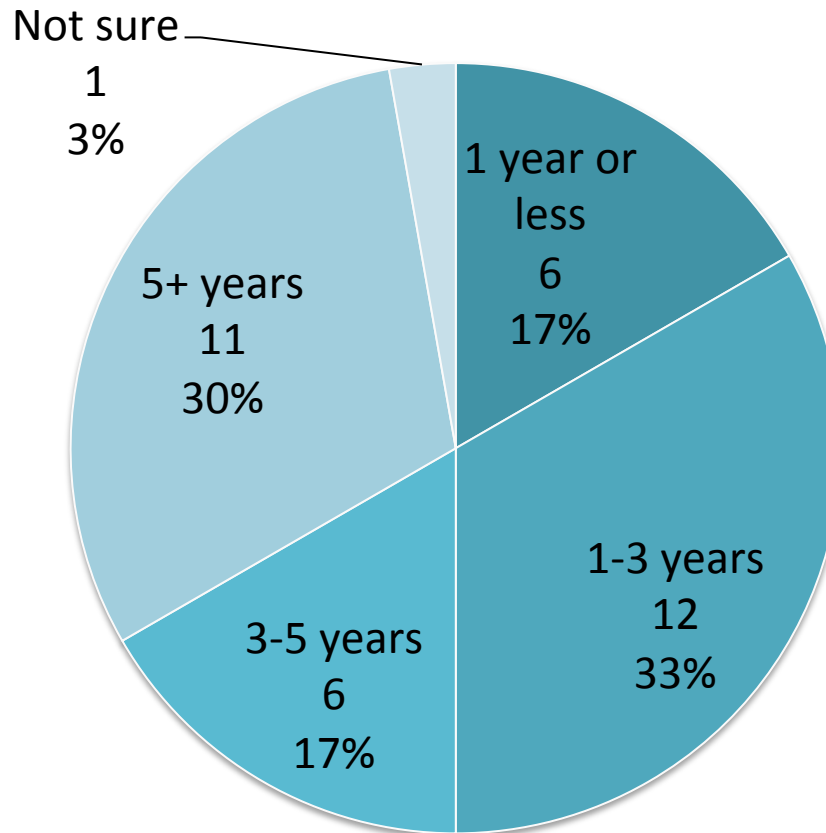
- Respondents to English survey = 33
- Respondents to French survey = 6

FSC Survey Respondents (n=39)



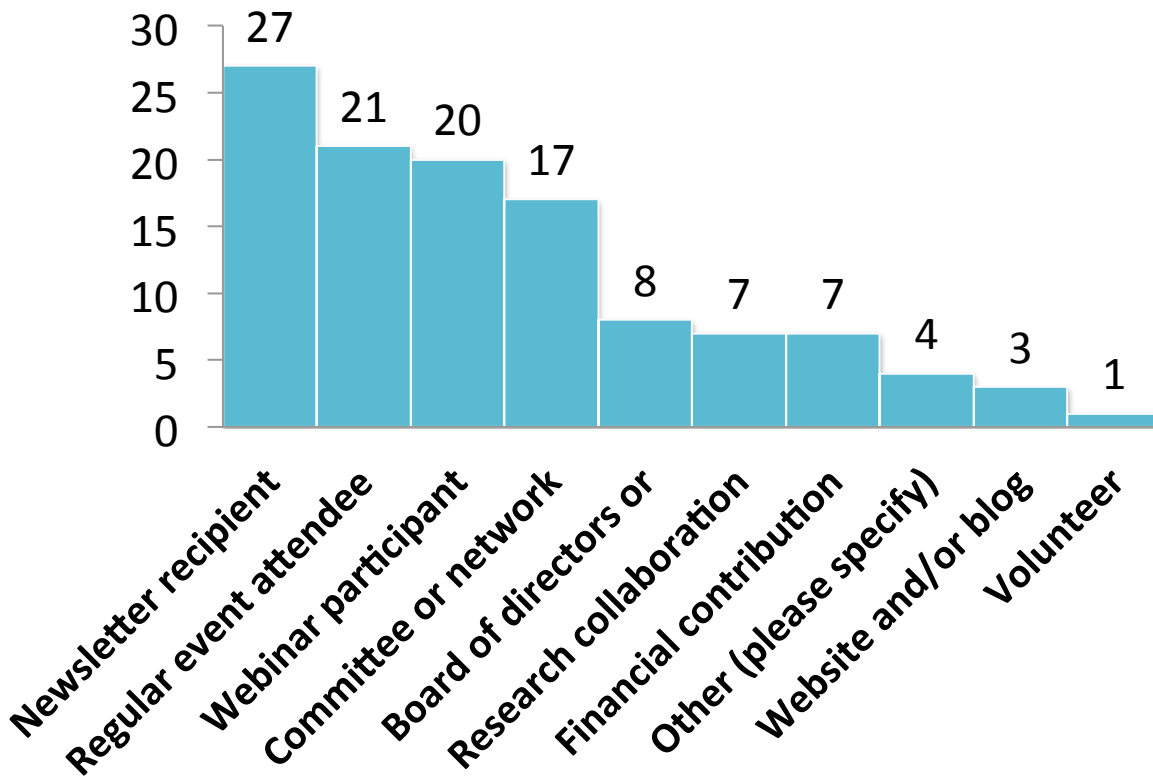
Duration of Membership

Survey Respondents' Length of FSC Membership (n=38)



FSC Member Identity

Respondent Activity in FSC Over Past 3 Years (n=36)

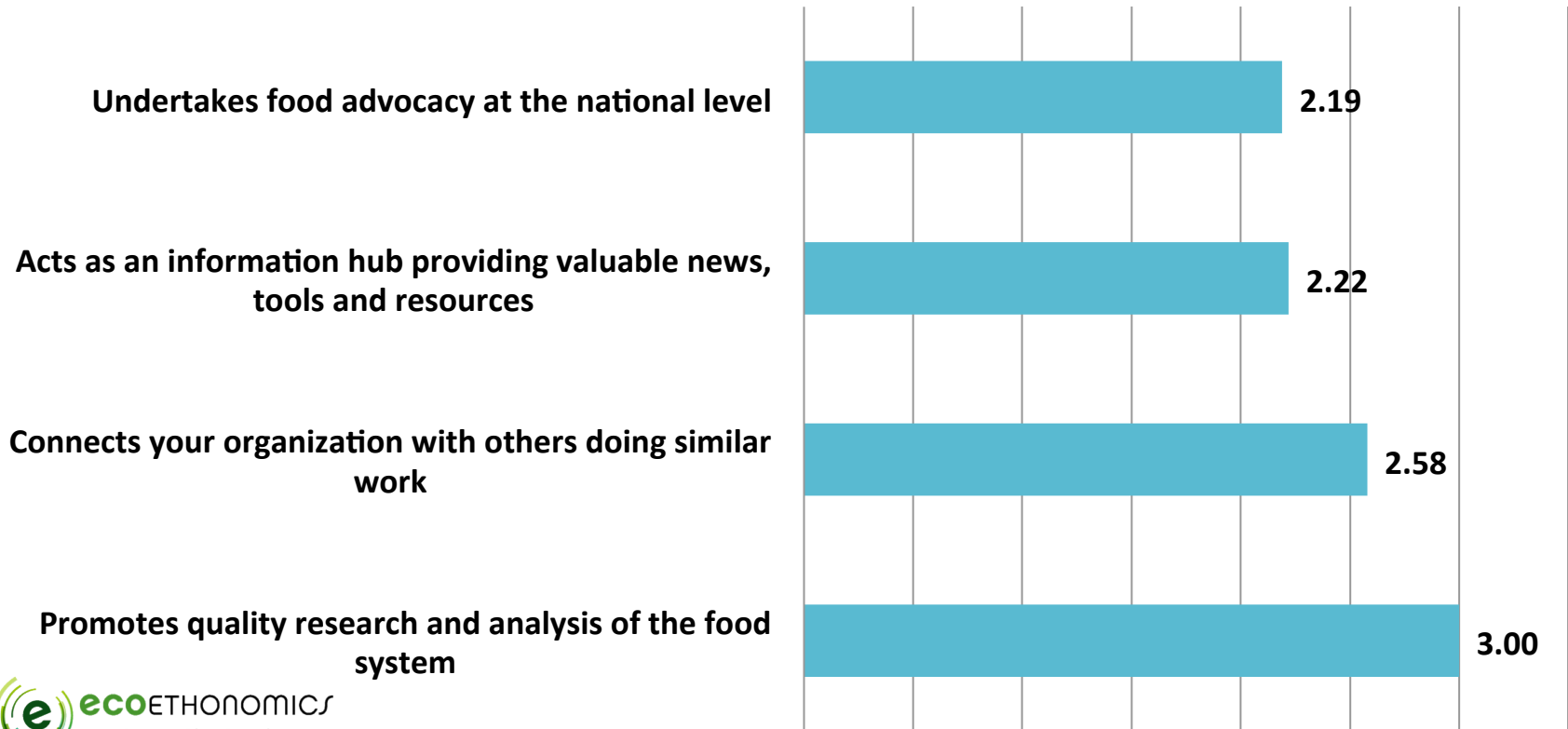


Other activities include:

- Provincial/territorial networks
- Project collaboration
- Hosting site for the De Schutter website
- Collaborating to write letters and editorials regarding food issues of concern
- Participating in the Youth Caucus

Food Secure Canada's Work

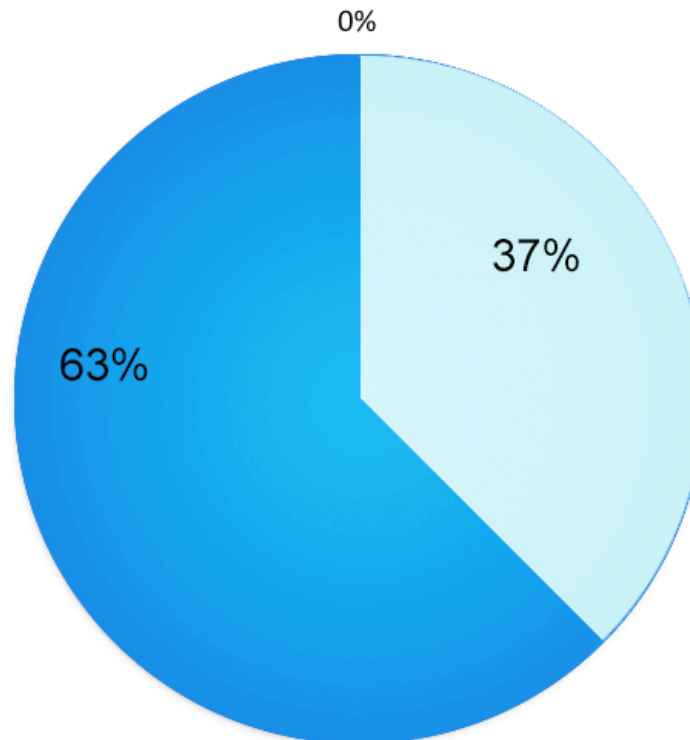
**Average Member Ranking of FSC Activities
Ordered From Most Beneficial to Least Beneficial
(n=36)**



Policy

Do you find the FSC non-profit status helpful in achieving advocacy goals?

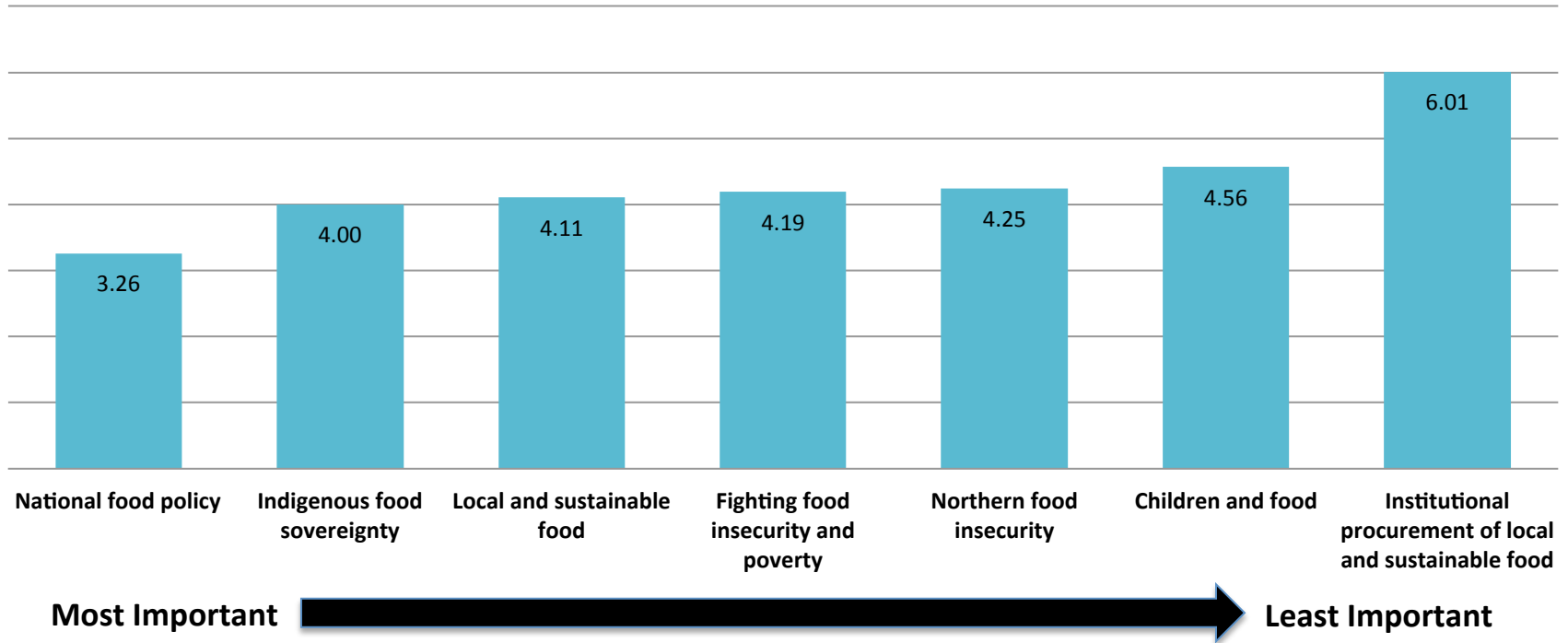
■ No ■ Not Sure ■ YES



Policy

Average Member Ranking for Most Important Areas of FSC's Current Work

**Listed from Most Important (1) to Least Important (7)
(n=32)**

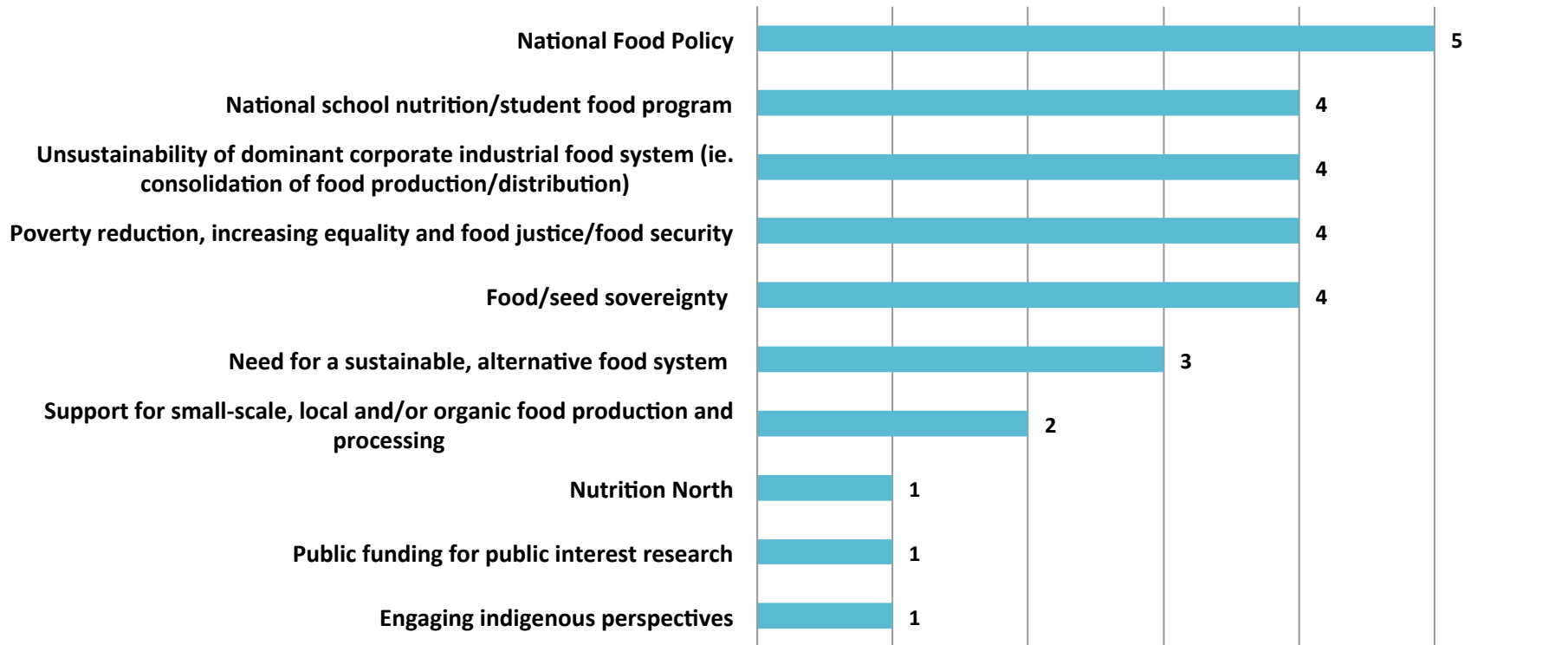


Election Issues

Issues for FSC to Emphasize in Upcoming Federal Election

(rated by respondents out of 5)

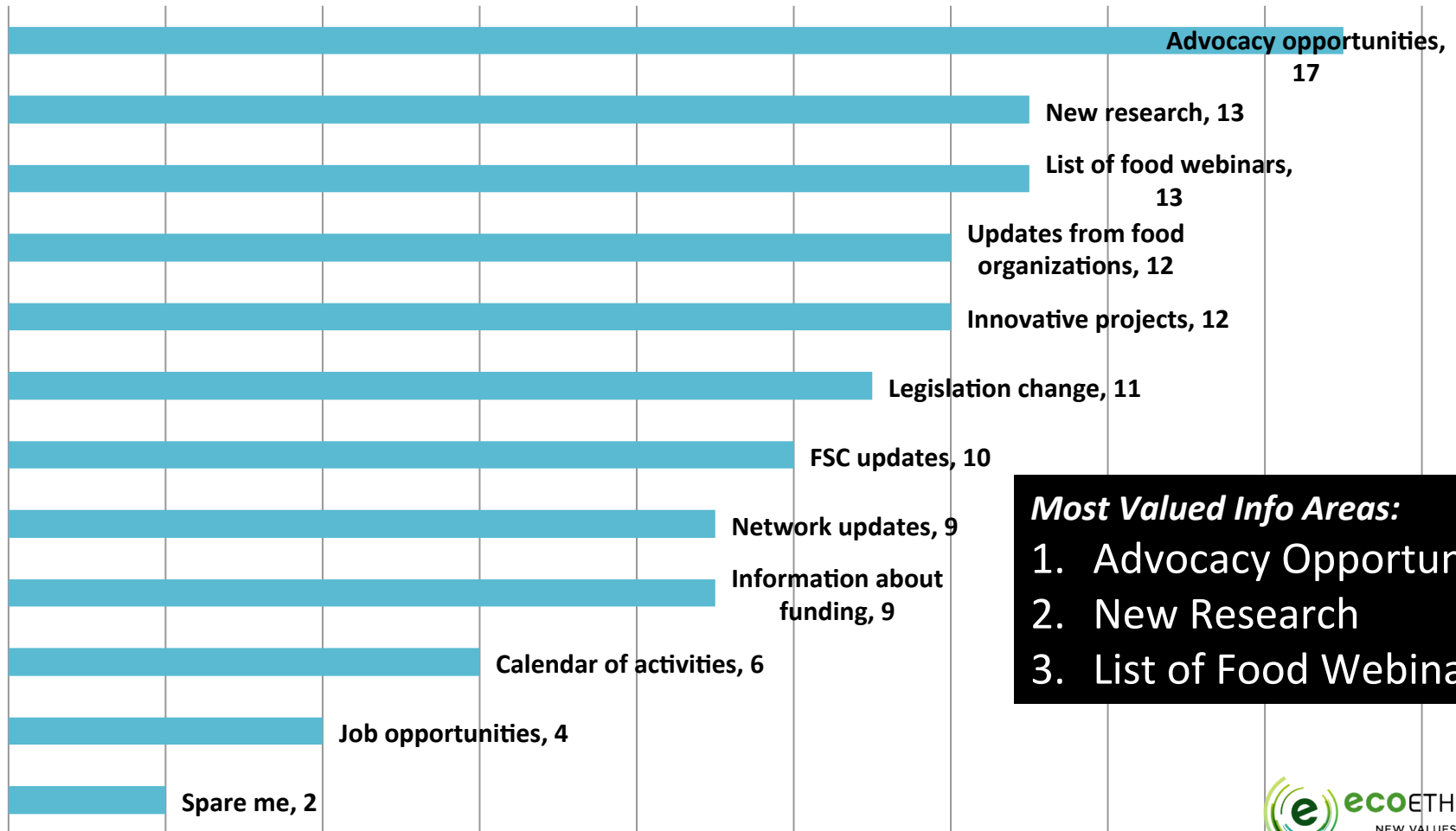
(n=21)



- *All issues raised by members strongly relate to FSC's vision of a food system for Canadians founded on three pillars: health, justice and sustainability*

Information

Survey Respondents Select FSC's Top Three Most Valued Information Areas (n=31)



Most Valued Info Areas:

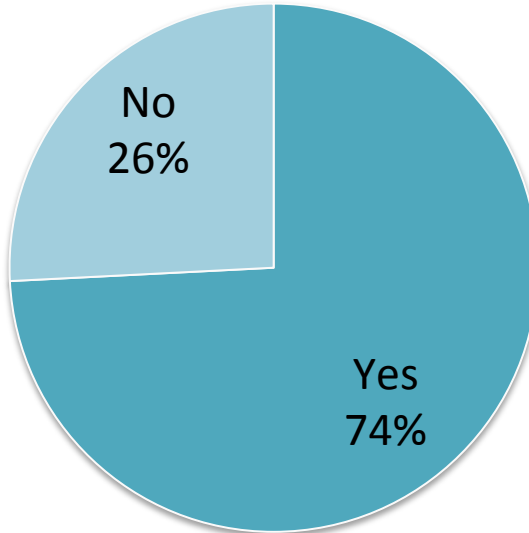
1. Advocacy Opportunities
2. New Research
3. List of Food Webinars

Membership Fees

Are FSC Membership Fees Reasonable? (n=31)

General Conclusions:

- Vast majority of respondents felt that FSC's membership fees are reasonable for their organization
- However, local community organization, professional organization, and farmers/fishers association members predominantly indicated that the fees were not reasonable for their organizations



Next Step:

- FSC could review and revise the current fee structure to remove the affordability barrier for organizations of these types, resulting in a higher number of members

Other Benefits FSC Could Provide

- Increased participation from farmers and indigenous communities
- Organize organizational summit meetings
- Enhanced advocacy training opportunities (beyond the assemblies and webinars)
- More research-based resources (provincial and international comparisons)
- More policy and legislation updates

Top Survey Findings

Top areas that FSC members find important and derive value from:

- national food advocacy
- information hub
- networking
- **=2011 Strategic plan**

Advocacy issues of particular importance to members are:

- Food justice
- National food policy
- The right to food
- A sustainable food system

Next phase

- More research for next wave of membership
- Help us meet our financial and advocacy goals
- Help us recruit new members!