



# Food Secure Canada

## *Member Survey Analysis*

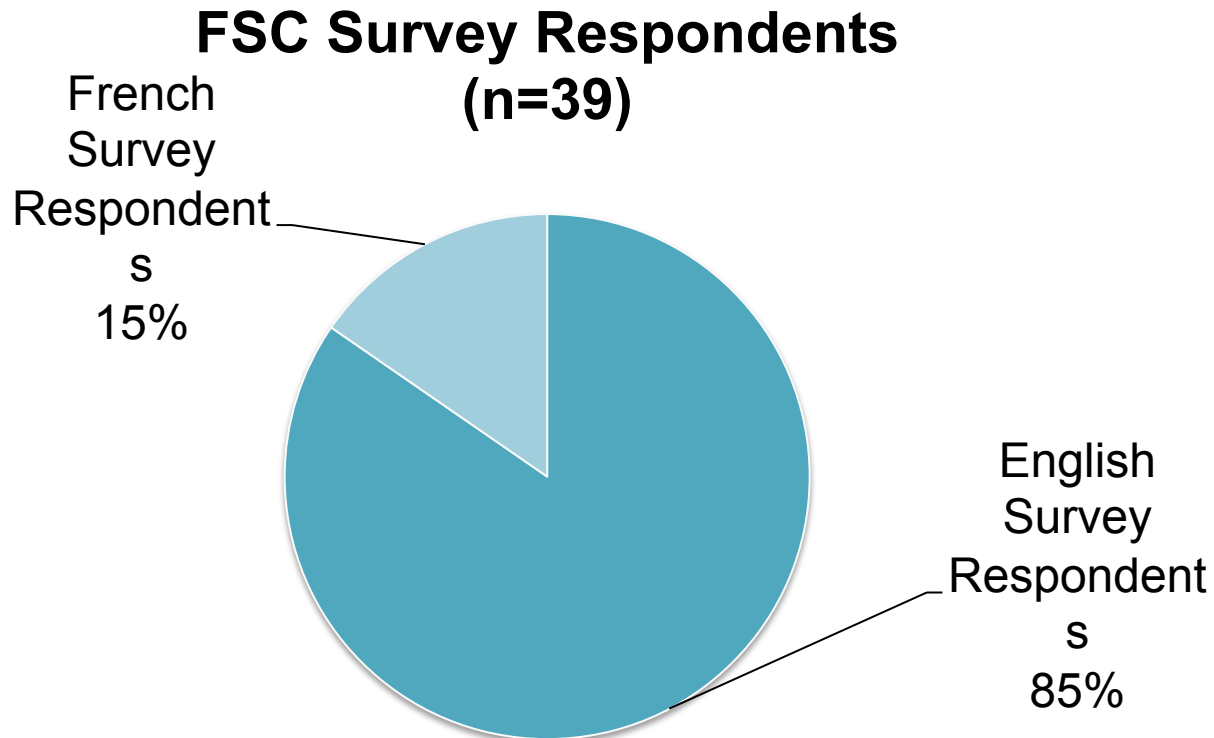
*October 2014*

# Survey Respondent Data

Total Organizational member = 74

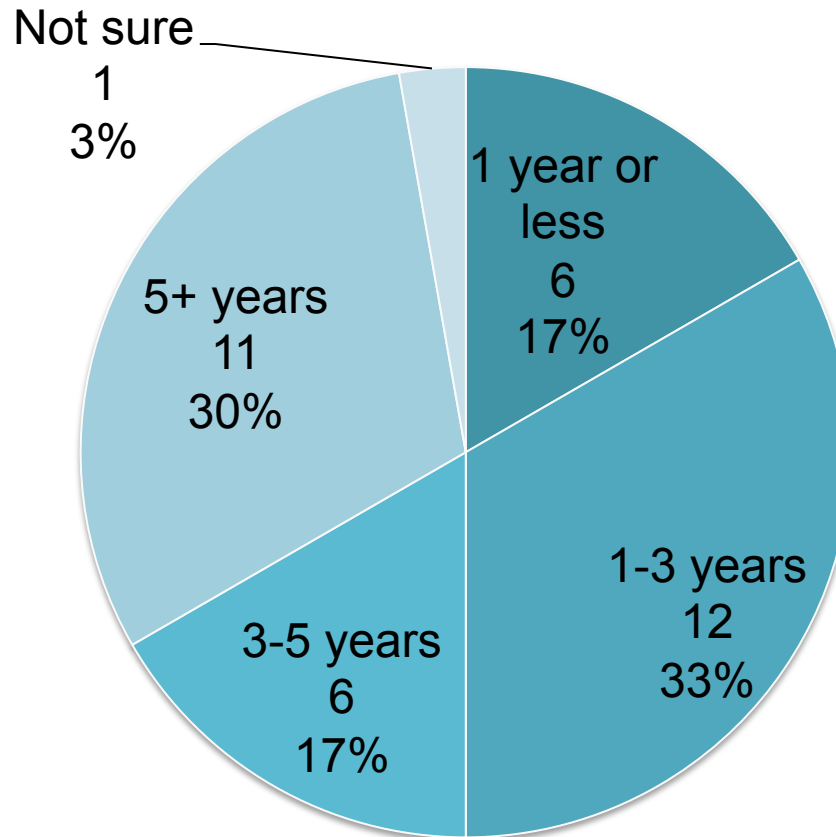
Total survey respondents = 39

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



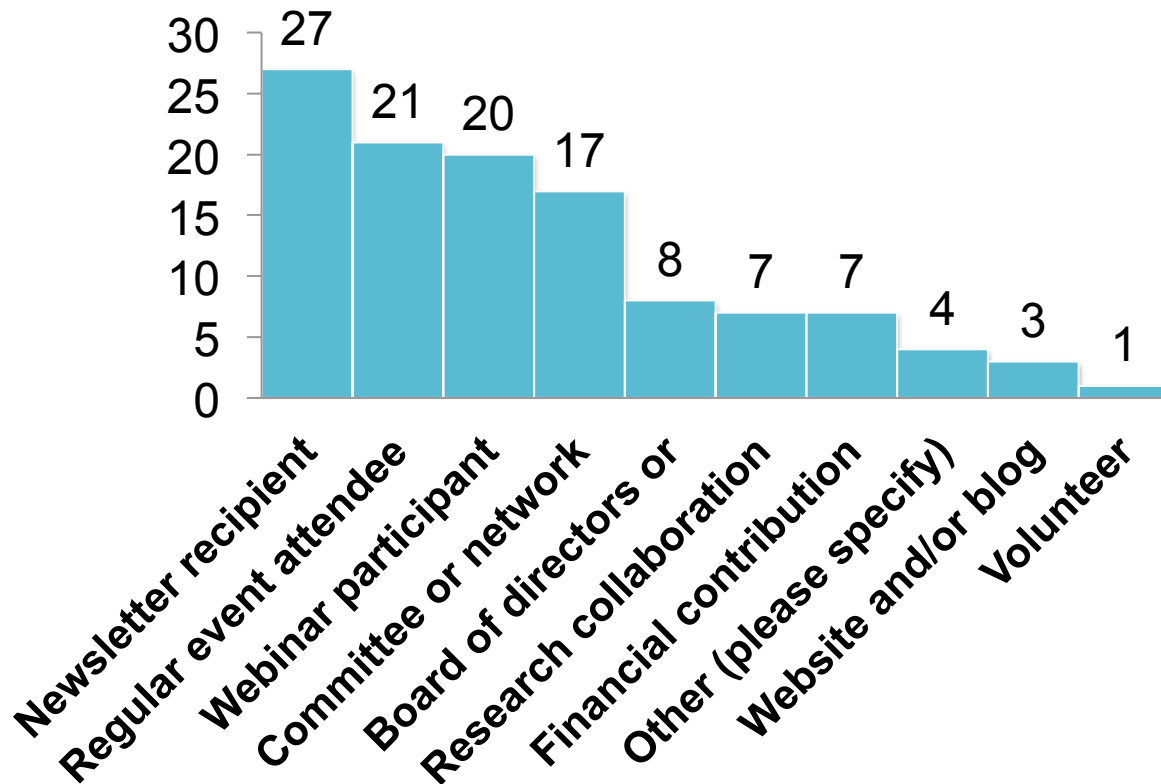
# Duration of Membership

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



# FSC Member Identity

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

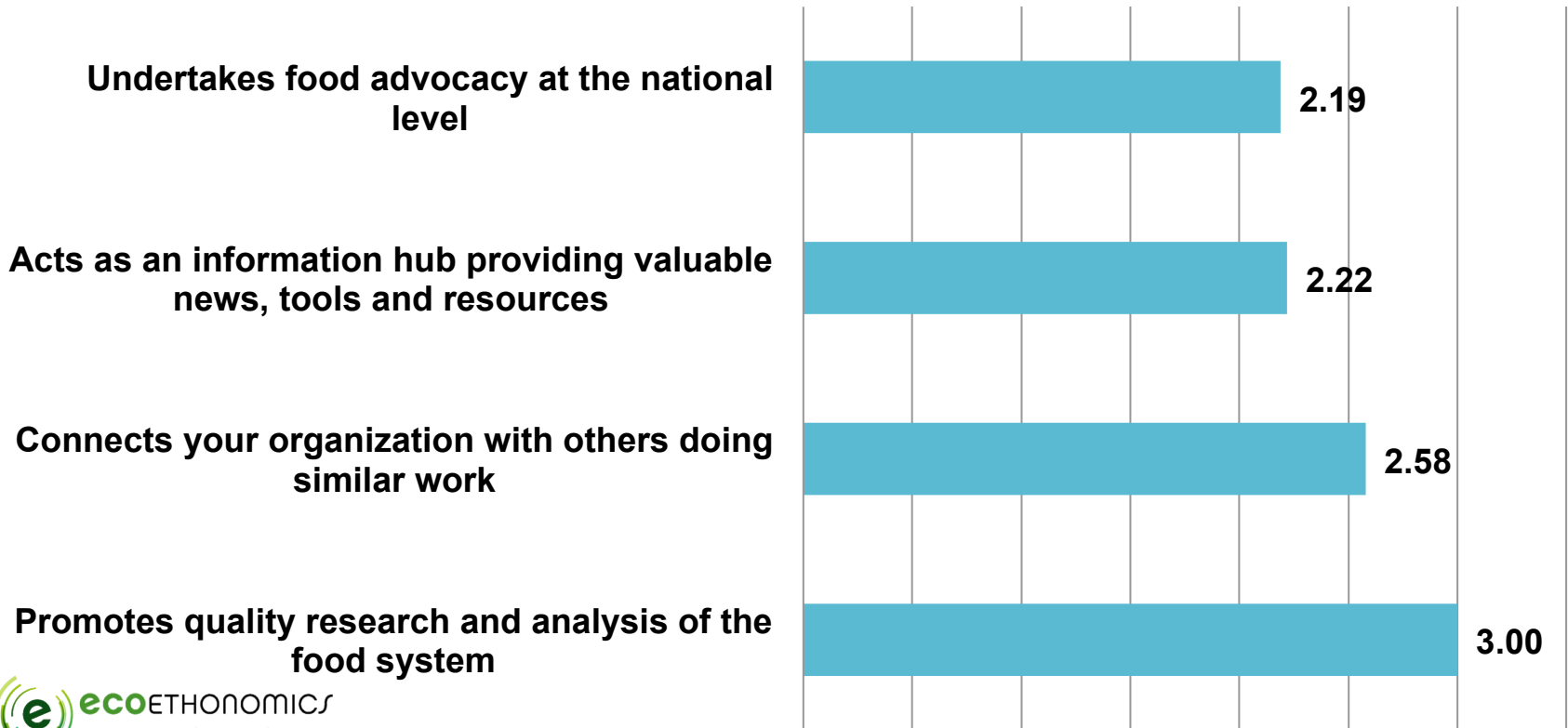


## **Other activities include:**

- 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

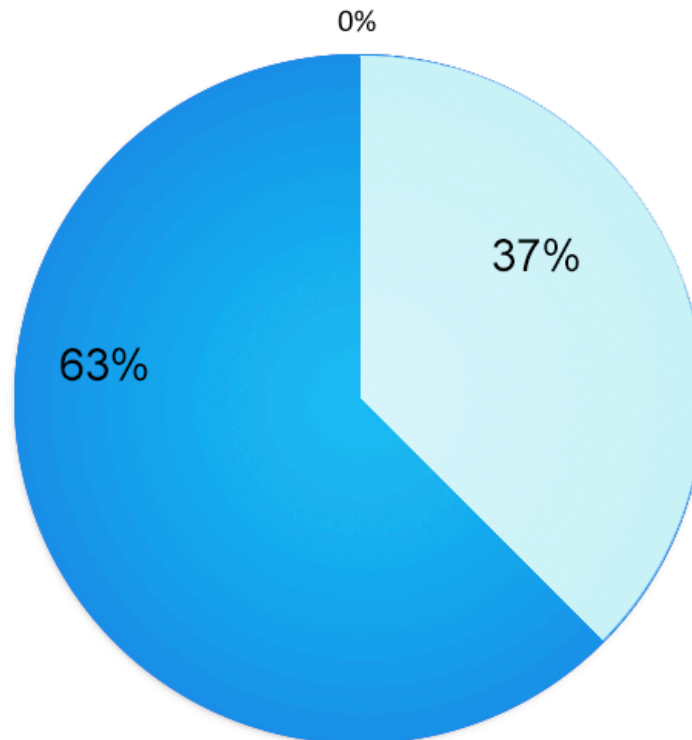
**Average Member Ranking of FSC Activities  
Ordered From Most Beneficial to Least Beneficial  
(n=36)**



# Policy

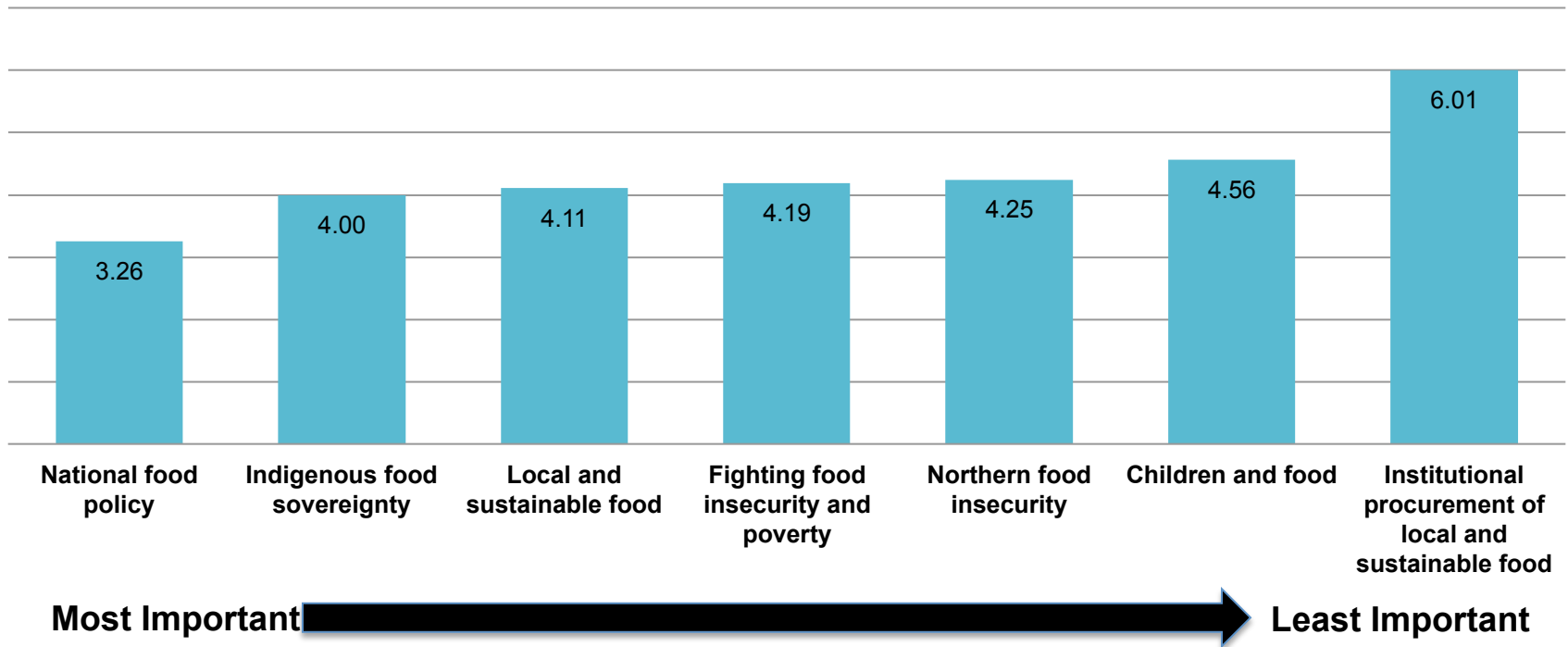
**Do you find the FSC non-profit status helpful in achieving advocacy goals?**

■ 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)

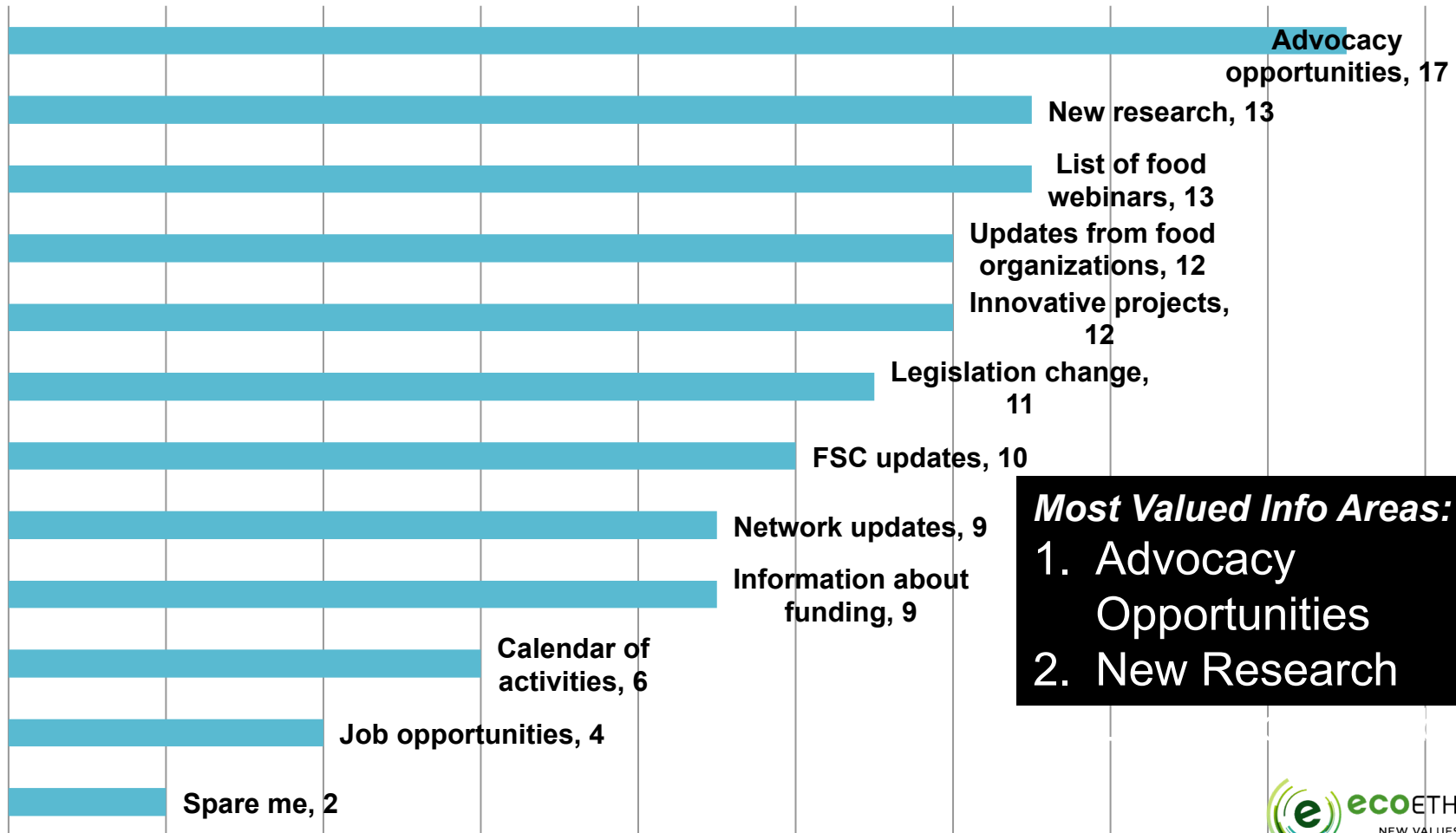


- *All issues raised by members strongly relate to FSC's vision of a food system for Canadians founded on three pillars: health, justice and sustainability*



# Information

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



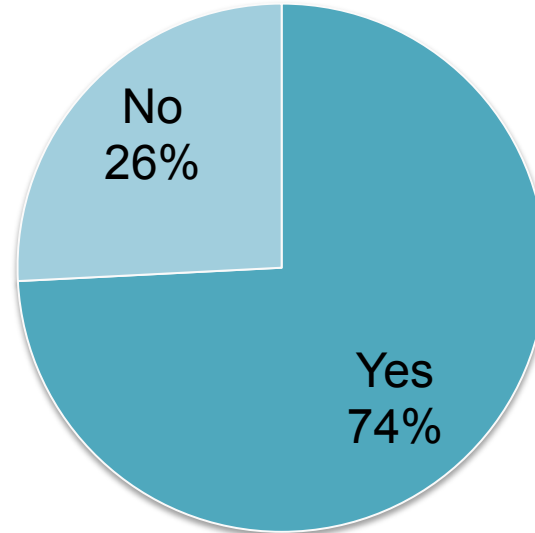
**Most Valued Info Areas:**  
1. Advocacy Opportunities  
2. New Research

# 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!