

# FEBRUARY 12 IS FOOD FREEDOM DAY



## Facts on Food Freedom Day

- Food Freedom Day, February 12, 2009, is the calendar date representing when the average Canadian has earned enough income to pay his or her grocery bill for the entire year.
- In 2008, Canadians are expected to have spent 11.9% of their income on food. (Income per capita is expected to be approximately \$28,600 in 2008; expenditures on food, beverages, and tobacco will be approximately \$3,400). *Source: AAFC, Statistics Canada, CFA*
- In many other parts of the world, the cost of food is significantly higher. See the table below.

### 2008 – Percentage of Actual Individual Consumption spent on food, beverages, and tobacco\*\*

Canada* – 10.81%	France – 13.04%	Germany – 11.79%	Italy – 14.70%
Australia – 12.18%	USA – 8.20%	Netherlands – 10.35%	UK – 9.96%
Sweden – 10.71%	Mexico – 24.51%		

\*The CFA Food Freedom Day calculation utilizes a slightly different Statistics Canada dataset and methodology than the OECD international comparison.

\*\*OECD 2005 PPP Benchmark Results. "Food, Beverages (both non-alcoholic and alcoholic), and Tobacco is used to capture the greatest portion possible of Canadian farm products; using simply food and non-alcoholic beverages results in a significantly lower percentage of expenditures

- In 2008, while prices in some agriculture commodities soared, Canadian farmers continued to take only a very small percentage of the consumers' food dollar at the grocery store. In 2005, a grain farmer received \$0.07 for the corn in a box of Kellogg's Corn Flakes and \$0.11 for the wheat in a loaf of bread. Even with a doubling in the price of commodities, those costs would then become \$0.14 and \$0.22, certainly not justifying the significant retail mark-ups which many consumers complained about.
- Canadian farmers are proud to provide safe, high-quality food at a reasonable cost. Food producers work hard to contribute to an industry that provides jobs and generates billions of dollars in economic activity.

### About the Canadian Federation of Agriculture (CFA)

The Canadian Federation of Agriculture was formed in 1935 to answer the need for a unified voice to speak on behalf of Canadian farmers. It continues today as a farmer-funded, national umbrella organization representing provincial general farm organizations and national commodity groups. Through its members, it represents over 200,000 Canadian farm families from coast to coast.

The CFA's mission is to promote the interests of Canadian agriculture and agri-food producers, including farm families, through leadership at the national level and to ensure the continued development of a viable and vibrant agriculture and agri-food industry in Canada.

