

METHODOLOGY

The SRC carried out the following steps in conducting this project:

1. SRC acquired and assembled SCIC organic grower customer list, the former OPIS membership list, and the membership information provided by a number of organic grower certifying bodies (OCIA, SOD, Pro-Cert, SOCO, etc.) and separated Saskatchewan growers into four categories:
 - a) Growers that are both SCIC customers and former OPIS members
 - b) Growers that are SCIC customers only
 - c) Growers that are former OPIS members only
 - d) Growers that have had no involvement with SCIC or OPIS.

A list of Manitoba and Alberta organic growers was also acquired and assembled.

2. SRC contacted and surveyed growers from the six categories until information was collected from **at least 225 growers** in the following approximate proportions:
 - a) 45 growers - 25% of 175 growers (SCIC and OPIS)
 - b) 45 growers - 25% of 175 growers (SCIC only)
 - c) 45 growers - 25% of 175 growers (OPIS only)
 - d) 45 growers - 25% of 175 growers (neither)
 - e) 25 growers from Manitoba
 - f) 25 growers from Alberta

The goal was to provide feedback from growers that were customers of SCIC (50%) and those that were not (50%), as well as from growers that had experience with providing information to OPIS (50%) and from those that had not been involved in the OPIS surveys (50%). In order to get a better understanding of the organic market in Western Canada, organic growers from Manitoba and Alberta were included in the survey. The goal was to obtain organic sale/on the farm use information for at least 25 growers in Manitoba and 25 growers in Alberta.

3. SRC designed a survey questionnaire and information package that was sent to 1300 selected growers. This explained the reasons for the survey, described the information required, and described the benefits to the grower for participating. This information package resembled the one used the past two years. SCIC approved the letter and attached information prior to it being sent out to potential participants.
4. SRC phoned the 1300 selected growers in order to determine their willingness to participate in the study. The required survey responses/data were collected over the phone by SRC from 269 growers who were willing and able to participate. The data collected for the survey was based on sales made between October 1, 2002 and October 31, 2003. Individual grower information will be kept in confidence from all three clients and other participants.

5. The results of the survey are summarized in Appendix A. SRC recorded any problems or concerns that arose from performing the study and tracked the participation breakdown between SCIC customers, non-customers, OPIS participants and non-OPIS participants.

6. SRC distributed the survey results to the participating producers in return for their participation.