

## NEWS RELEASE

### New Ipsos Reid poll days before World Food Day: Canadians score a 'C' on food security

- *Two thirds of Canadians not familiar with term 'food security'*
- *In an 11-question quiz, Canadians averaged a dismal 66 per cent score*
- *Only 57 per cent of Canadians knew there is enough food to feed everyone in the world*
- *News outlets have been bombarding Canadians with stories about rising food prices and famine in the Horn of Africa for 100 days*

**MISSISSAUGA, Ont. (October 12, 2011)**—Today World Vision released an Ipsos Reid poll measuring Canadians' knowledge of food security and the results were abysmal. Canadians scored a low average "C" on an eleven-question true/false quiz about food-security issues and 66 per cent admitted to being unfamiliar with the term "food security".

"After a summer of non-stop coverage of a devastating drought and famine in the Horn of Africa, it's surprising that Canadians aren't more aware of what food security is—as it plays the most crucial role in this famine that's killing children every day," says Caroline Riseboro, World Vision's vice president of Public Affairs. "As always, Canadians have been incredibly generous in responding to this emergency and it's so important for aid agencies like World Vision to provide information on the root causes of famines and what we can do to prevent future famines."

"In this case, drought is compounded by high global food prices, so not only are farmers struggling to grow food, but livestock is dying and families can't afford to buy food even if it is available—hence, no food security. Drought is cyclical, so people live in hunger or fear of hunger," says Riseboro.

"Canadians know their grocery bill has been steadily climbing, but connecting the dots between what happens on our grocery store shelves and news coverage of starving people a half a world away isn't happening," says Riseboro.

"What this poll does confirm is Canadians are compassionate, understand how critical nutrition is for children, and most importantly, they know what's needed to create long-term solutions for the 925 million people in the world who don't have enough to eat," says Riseboro.

In addition to the quiz, Canadians were polled on the causes and solutions for hunger and food insecurity:

- **Canadians pointed to poor crop yields as the top cause of rising food prices**
- **93 per cent said the best long-term solution is to give small farmers seeds, tools and training so they can have better harvests;**
- **Another long-term solution that scored high was helping people to start a small business so they can earn money to buy food (76 per cent)**
- **Canadians say the number one thing that parents should be able to offer their children is healthy food at every meal**

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