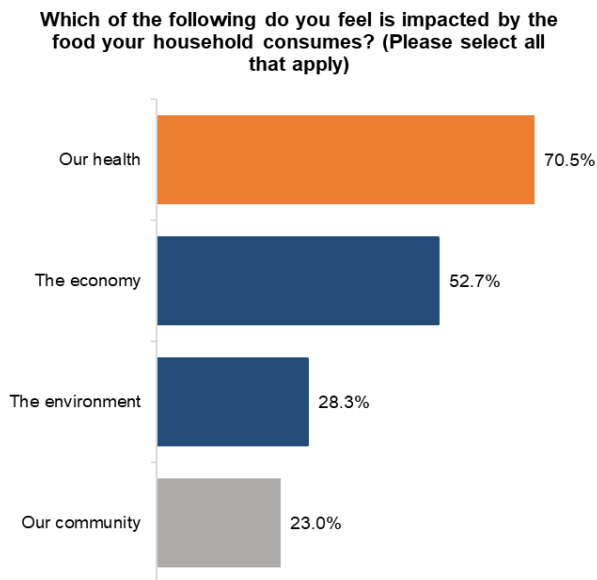


## New report suggests 35.5% of Canadians have learned at least one recipe since the start of the pandemic

**HALIFAX, NS. (February 3, 2021)** – The **Agri-Food Analytics Lab at Dalhousie University**, in partnership with **Caddle**, is releasing a new report on food literacy. This survey’s intent is to measure if Canadians are now more food literate than before the pandemic. Food literacy is understanding the impact of one’s food choices on one’s health, the environment, and our economy. It is very much about trust in food systems, and how much knowledge one will have about food in general. Food literacy is a set of interconnected attributes organized into the categories of food and nutrition knowledge, skills, self-efficacy/confidence, and food decisions. It can be measured in many ways. This report looks at how food-related habits have changed since the start of the pandemic.

A total of 10,004 Canadians were surveyed on food literacy, in January 2021. When asked about awareness of how food choices can impact aspects of our lives, 70.5% of Canadians believe health is most important, followed by the economy at 52.7%. The environment is third at 28.3%, and community is last at 23.0%.



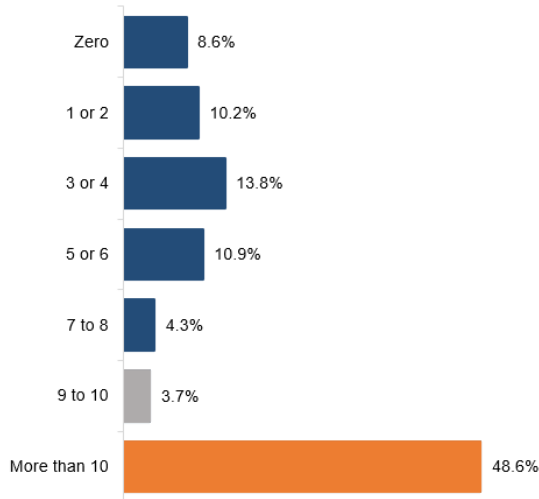
The survey suggests that 86.7% have heard about the concept of food literacy at some point, but only 39.5% of respondents claimed to know it well enough to explain it. As far as teaching food literacy in schools, 91% of Canadians support it, which is not very surprising.

We also looked at cooking which is a significant part of how food literate someone can be. A total of 24.3% of Canadians claim that they have prepared all the meals consumed, since the beginning of the pandemic. A total of 55.9% of Canadians feel that they have prepared most meals themselves. As we were cooking more, a total

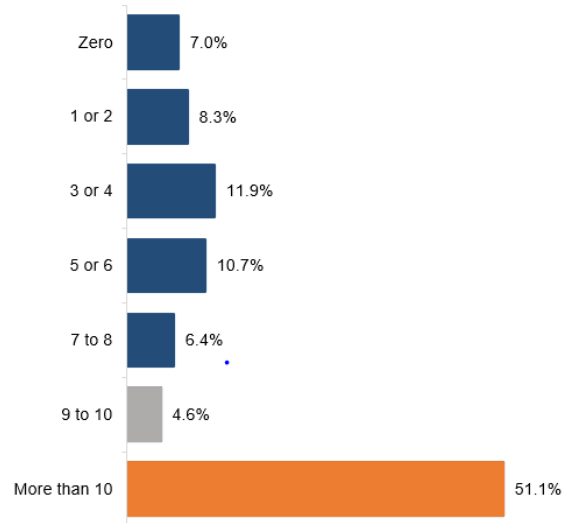
of 35.5% of Canadians have learned a new recipe<sup>1</sup> since the start of the pandemic. Given the amount of time many Canadians have spent at home, that figure was lower than expected. The province of Quebec is where most people learned a new recipe since the start of the pandemic. In that province, 37.2% learned a new recipe since March 2020. Lowest rates were in both Manitoba and Nova Scotia, where only 30.8% learned a new recipe.

<sup>1</sup> At least 3 ingredients, three steps, self-taught, or directed.

**How many recipes (for baking or cooking) did you know BEFORE the pandemic started ?**



**How many recipes (for baking or cooking) do you know NOW ?**



But when asked about the number of known recipes, the numbers are telling us that Canadians' knowledge about new recipes has barely changed since the start of the pandemic. Before the pandemic, 8.6% of Canadians did not know one recipe. That percentage dropped to 7.0% in January 2021. Most Canadians now claim to know at least 10 recipes. Before the pandemic, 56.6% of Canadians knew 7 or more recipes. Now, 62.1% of Canadians know 7 recipes or more, which means that the number of Canadians who know 7 recipes or more has increased by 9.7%. Based on these results, the average Canadian knew 6.2 recipes before the pandemic. That ratio slightly increased to 6.7 recipes. Given how more domesticated Canadians have become, we were expecting that ratio to be much higher.

GENERATIONS	AVERAGE NUMBER OF RECIPES KNOWN BEFORE COVID-19	AVERAGE NUMBER OF RECIPES KNOWN NOW
GEN Z	4.7	5.6 (+0.9)
MILLENNIALS	4.9	6.0 (+1.1)
GEN X	6.2	6.7 (+0.5)
BOOMERS	7.4	7.6 (+0.2)
CANADA	6.2	6.7 (+0.5)

PROVINCES	AVERAGE NUMBER OF RECIPES KNOWN BEFORE COVID-19	AVERAGE NUMBER OF RECIPES KNOWN NOW
ALBERTA	6.4	7.0 (+0.6)
MANITOBA	7.4	7.7 (+0.3)
NEWFOUNDLAND AND LABRADOR	6.5	7.1 (+0.6)
NOVA SCOTIA	7.7	7.5 (-0.2)
ONTARIO	6.0	6.5 (+0.5)
QUEBEC	6.1	6.6 (+0.5)
BRITISH COLUMBIA	5.7	6.3 (+0.6)
NEW BRUNSWICK	6.5	7.3 (+0.8)
PRINCE EDWARD ISLAND	5.7	5.8 (+0.1)
SASKATCHEWAN	7.3	7.5 (+0.2)
CANADA	6.2	6.7 (+0.5)

It appears the Boomers<sup>2</sup> is the one generation which knows the most recipes on average. The average Boomer knows 7.6 recipes now, versus 7.4 before the pandemic. That is the lowest increase of all generations. Canadians which are part of the Generation Z group<sup>3</sup> know the least number of recipes. Before the pandemic, a Gen Z knew on average 4.7 recipes and now would know 5.6 recipes.

The Generation X<sup>4</sup> followed the Canadian average in terms of the number of known recipes, before the pandemic and now. It is worth noting that Millennials<sup>5</sup> have learned to cook the most during the pandemic. Before the pandemic, the average Millennial knew 4.9 recipes. That number has jumped to 6.0, the highest increase of all generations. Essentially, the pandemic has enticed younger generations to learn more recipes, more so than older generations. The correlation between age and the number of recipes known remains strong.

Unsurprisingly, salaries are also a determinant when looking at cooking. All income brackets were impacted by the pandemic and all groups know more recipes than before the pandemic. Canadians earning more than \$75,000 a year tend to know more recipes than people with a lower income. Canadians with an annual income of below \$75,000 now know 5.6 recipes on average, versus 7.1 recipes for Canadians earning more.

People tend to teach themselves new recipes. Since the start of the pandemic, 38% of Canadians have taught a new recipe to someone they live with, and 37% of Canadians have designed a new recipe for themselves.

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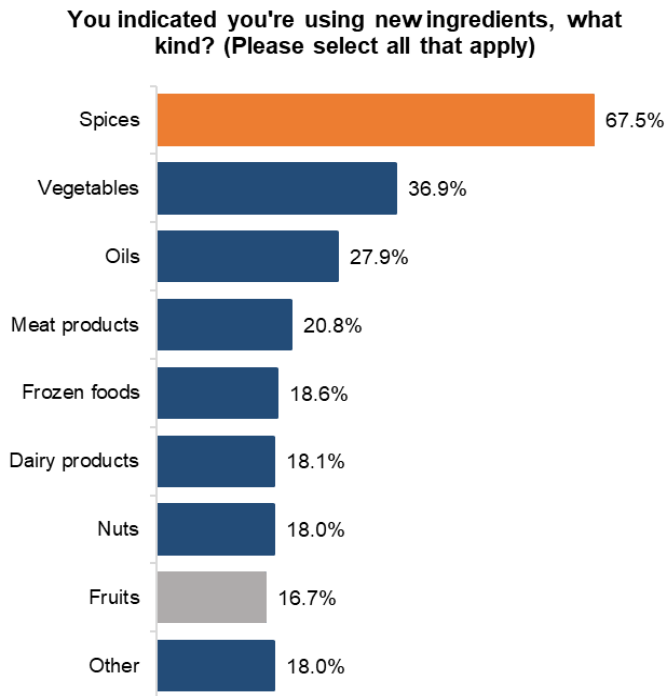
<sup>2</sup> Born 1946-1964.

<sup>3</sup> Born 1997-2005.

<sup>4</sup> Born 1965-1980.

<sup>5</sup> Born 1981-1996.

A total of 48% of Canadians have used a new ingredient they never used before the start of the pandemic. Spices were the most popular choice for new ingredients by Canadians. A total of 67.5% of Canadians have tried new spices, followed by vegetables at 36.9%, and oils at 27.9%.



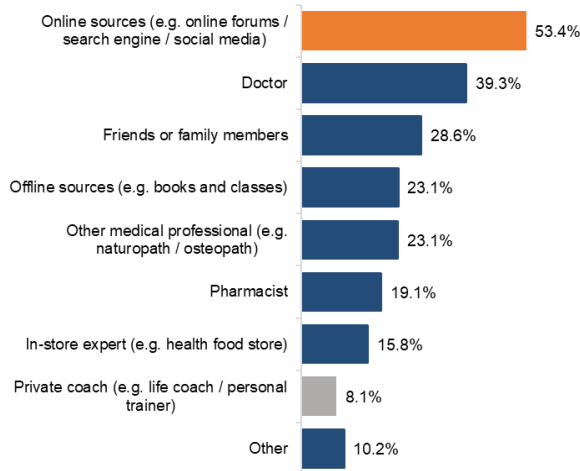
Many Canadians appear to still be struggling with meal and menu management for themselves and their households. Only 37.5% of Canadians believe that their ability to manage meals throughout the day has improved during the pandemic. Same for snacks. Only 31.5% of Canadians believe their ability to manage their snacks throughout the day has improved during the pandemic.

We also looked at sources of information looking at two determinants, trust, and influence. The most trusted source of information for Canadians when it comes to nutrition are online sources. Doctors come second at

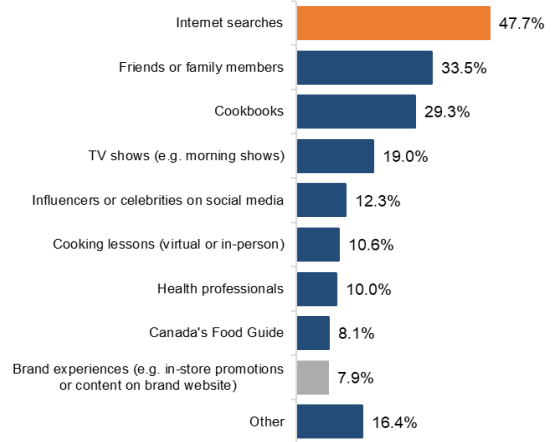
39.3%, followed friends or family members at 28.6%.

On influence of food decisions, results are somewhat similar. The top choices were internet searches, followed by friends and family. Interestingly, health professionals like nutritionists and dieticians ranked 7<sup>th</sup> and Canada's Food Guide only ranked 8<sup>th</sup> overall. The survey also looked at gardening, which is another aspect of food literacy. Canadians are clearly embracing their time at home to vertically integrate and produce more food at home. A total of 51% of Canadians claim to have grown fruits or vegetables at home in 2020, and a total of 58% of Canadians intend to do the same in 2021, and 16% are not sure at this point.

**What sources do you trust to answer your questions on nutrition? (Please select all that apply)**



**What sources of information have influenced your food decisions since the start of the pandemic? (Please select all that apply)**



**End of report.**

Full report here: <https://www.dal.ca/sites/agri-food.html>

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**Methodology:** A representative survey of Canadians was conducted in January 2021, in partnership with Caddle. 10,004 Canadians participated in this survey.

**Margin of Error:** +/- 1.3%, 19 times out of 20. Any discrepancies in or between totals are due to rounding.

**Research Ethics Certificate:** No. 2020-5215.

**Disclosure:** Funding for this survey was provided by **Caddle** and **Dalhousie University**.