

Saskatchewan Pulse Growers Survey Results

March 2008

The logo for Insightrix Research, Inc. features the word "insightrix" in a blue, lowercase, sans-serif font. The "i" and "s" are in a darker blue, while "ightrix" is in a lighter blue. A registered trademark symbol (®) is located to the upper right of the "x". The text is contained within a white oval with a grey border.

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Executive Summary

The Saskatchewan Pulse Growers, representing over 20,000 pulse growers in Saskatchewan, invests in research and development to continuously build and improve the pulse industry. They offer a variety of support services to members, including publishing a magazine, organizing conferences and an annual festival. In November 2007, Saskatchewan Pulse Growers contracted Insightrix Research Inc. to conduct a member survey to measure awareness of their services, determine which areas are perceived to be most valuable and what areas have room for improvement.

Study Results

Knowledge of Saskatchewan Pulse Growers is high, with almost all respondents having heard of the organization (98.2%). Of these respondents, a total of 61.8% replied that they are somewhat (49.0%) or very (12.8%) familiar with Saskatchewan Pulse Growers and its activities. When asked to describe what they believe to be the main purpose of the organization, 38.4% said it is to find and develop markets for pulse crops, 34.7% believe it is to do research into developing new and better crop varieties and 29.7% believe it is to promote the use of pulse crops to the public. One in five (19.8%) were unable to describe what they think SPG does.

Overall, respondents have a favourable opinion of the Saskatchewan Pulse Growers, with 74.2% replying that they have a somewhat (56.8%) or very (17.4%) positive opinion of them. As well, those who have a higher gross value (\$50 000 or more) are more likely to have a very positive opinion of the Saskatchewan Pulse Growers.

Respondents were asked to rate their agreement with a list of statements about the Saskatchewan Pulse Growers. Almost nine in ten (88.8%) somewhat or strongly agree that SPG is helping to build a prosperous pulse industry in Saskatchewan, that it expands markets and promotes consumption of Saskatchewan grown pulse crops (87.8%) and that it has information on producing and marketing pulse crops available for growers (87.0%). Three quarters somewhat or strongly agree that Saskatchewan Pulse Growers co-operates with organizations such as Pulse Canada to increase individuals' profitability (74.7%).

More than one half (57.1%) believe they receive a good (44.2%) or excellent (12.9%) value for their check-off contribution to the Saskatchewan Pulse Growers. Fewer than one in ten believes it is a poor value (8.2%). The most common suggestion for how to improve the value of this investment is to improve access to advice or information (18.3%), to improve research and development of crop varieties (12.8%) and to reduce the fees (12.8%).

PulsePoint magazine (89.3%) and Pulse Days annual conference (86.1%) were the two services that respondents were most likely to be aware of. Areas with relatively low awareness include Research funding (50.1% aware) and the Saskatchewan Pulse Growers website (52.7%).

SPG Program or Service	% who are aware
PulsePoint magazine	89.3%
Pulse Days annual conference	86.1%
The Crop Development Centres pulse breeding program	78.0%
The Regional winter meetings	74.6%
International and domestic market development	58.5%
The Saskatchewan Pulse Growers website	52.7%
Research funding	50.1%
Aware of all	19.7%
Aware of at least one	97.5%

Respondents were then asked to rate how valuable each of these initiatives are to them as a grower of pulse crops. Crop Development Centres pulse breeding program received the highest rating, with six-in-ten rating it as very valuable (59.0%). One half (49.5%) of respondents rated international and domestic market development as very valuable. The SPG website was only rated as very valuable by 22.3% of respondents.

SPG Program or Service	% very valuable
The Crop Development Centres pulse breeding program	59.0%
International and domestic market development	49.5%
PulsePoint magazine	37.9%
Pulse Days annual conference	37.4%
Research funding	37.3%
The Regional winter meetings	29.8%
The Saskatchewan Pulse Growers website	22.3%

Respondents from Southwest Saskatchewan are more likely to consider regional winter meetings and PulsePoint magazine to be very valuable than are those from other areas of the province.

Of those who have heard of PulsePoint magazine, nineteen in twenty have read it (95.0%) which equates to 83.4% of all respondents. One half of those who are aware of the SPG website have visited it (47.1%), however since the awareness of it is low, just 24.4% of the total population have visited it. One third (32.6%) of all respondents have attended the Pulse Days conference within the past five years and one quarter (23.9%) have attended any of the Regional Pulse Development workshops. Respondents who have a higher gross value and respondents in Southwest Saskatchewan are more likely to have attended the Pulse Days conference, attended a workshop and visited the Saskatchewan Pulse Growers website.

Those who had attended these events were asked to rate their satisfaction with them. The Pulse Days conference received the highest rating, with 44.8% replying they are very satisfied with it, followed by the regional pulse development workshop (40.8%) and PulsePoint magazine (40.5%). The Saskatchewan Pulse Growers website (27.7% very satisfied) received the lowest satisfaction rating.

Respondents were asked to provide suggestions for how the Saskatchewan Pulse Growers could help them as a grower. The most common suggestions included improvement with research and development of new varieties (24.9%), improved performance in finding and developing new markets for pulse crops (24.4%) and better access to advice or consultations (19.8%).

Areas of focus that Saskatchewan Pulse Growers could research were presented to respondents and they were asked to rate the importance of each area. Disease management (77.3% very important), higher yields (73.4%) and weed control (72.3%) were rated as very important by the largest percentage of respondents. Harvesting and handling (45.0% rated very important), fertility (51.9%) and rotation and cropping systems (52.9%) received the lowest rating.

Six-in-ten believe it is very important to receive information on marketing pulses from the processor or buyer (59.9%). About one third consider it very important to receive information on marketing from Saskatchewan Pulse Growers (37.1%), other farmers (35.3%) and market analysts (32.9%). Just one in ten (10.4%) believe it is very important to received information from the government.

More than eight in ten believe it is very important that the buyers they sell their pulses to are licensed by the Canadian Grain Commission (81.9%). Just 4.5% consider this not very or not at all important. Nearly nine in ten (88.0%) believe it is very important to have a third party security to pay producers if a company defaults and eight in ten (80.2%) believe this third party security should be mandatory.

PulsePoint Magazine is the most preferred method of receiving information from the Saskatchewan Pulse Growers (72.6%) followed by direct mail (47.9%).

About one half have high speed internet (49.2%) and one third have dial-up (35.1%) for a total of 84.2% with internet access. A total of 51.3% of those with internet access have visited the SPG website.

One quarter (27.2%) have increased their pulse production over the past two years and 23.0% plan to increase their production in the future. Six-in-ten have maintained their production in the past (59.2%) and two thirds plan to maintain it (66.8%). A total of 12.9% have decreased their production and 7.4% plan to decrease or stop their production. Of those who plan to decrease their pulse production, the most common reason is a poor price (39.0%).

Introduction and Methodology

Introduction

With a legislated mandate to build a prosperous pulse industry in Saskatchewan, Saskatchewan Pulse Growers (SPG) invests in research and market development and promotes sustainable innovation, growth and success through leadership, collaboration and support. SPG represents over 20,000 pulse crop producers in Saskatchewan. The purpose of this report is to measure Saskatchewan Pulse Growers' members' awareness levels, and satisfaction with various services provided by SPG.

Scope of Work

In October, 2007 Saskatchewan Pulse Growers contracted Insightrix Research Services to conduct a telephone survey directed toward the pulse growers of Saskatchewan. The survey process included the following stages:

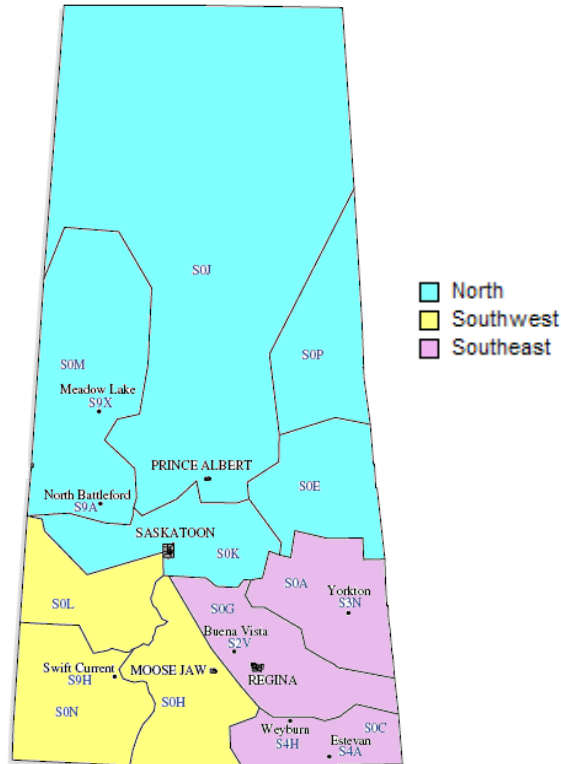
- Review the surveys: Insightrix worked closely with Saskatchewan Pulse Growers to develop the questionnaire to meet all of the project objectives ensuring proper wording and flow of survey questions and suggesting survey improvements for data collection.
- Survey programming and testing: Insightrix programmed the survey online which allowed telephone researchers to enter the responses to the survey as it was conducted. The survey was pre-tested to ensure the quality of the survey instrument.
- Quantitative data collection: Insightrix obtained a sample of members from the Saskatchewan Pulse Growers. Trained telephone interviewers contacts potential respondents and asked them to participate in the study.
- Survey monitoring: Saskatchewan Pulse Growers and Insightrix monitored the real time results of the survey during the data collection process. Access was provided to Saskatchewan Pulse Growers to monitor the completed surveys by day, the overall response rate, and the results for each question in the survey.
- Survey Analysis and Reporting: Insightrix provided this summary report, which includes frequencies, cross-tabulations, key findings, and additional analysis.

Response Rate

Data was collected from the general population between January 23rd and February 15th, 2008 inclusive. During this time, a total of 800 respondents completed the survey. The margin of error at 95% confidence is ± 3.46 percentage points. This means that we can be sure that the results for the sample are within 3.46% of the population figures 19 times out of 20.

Analysis Note

Respondents were divided into regions based on postal codes:



Any significant differences are reported. For this report, an alpha value of less than 0.05 is considered statistically significant. This means that there is less than a 5% chance that the results would have occurred by chance.

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2008 Study Results

Familiarity with Saskatchewan Pulse Growers

Before now, had you heard of the Saskatchewan Pulse Growers?

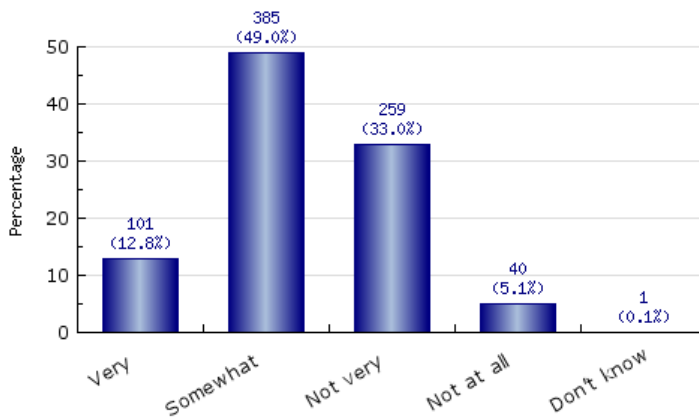
Nearly all respondents have heard of Saskatchewan Pulse Growers (98.2%).



800 responses

How familiar would you say you are with the Saskatchewan Pulse Growers and its activities?

Of those who have heard of Saskatchewan Pulse Growers, six-in-ten are very or somewhat familiar with the organization (61.8%). Only 12.8% are very familiar while 38.1% are not very or not at all familiar. This indicates that there is an opportunity to inform members more about SPG.



786 responses

What do you believe is the main purpose of the Saskatchewan Pulse Growers? What are some of their activities? (Open ended)

Of those who were able to name some of SPG's activities, respondents commonly believe that the main purpose of Saskatchewan Pulse Growers is to find and develop new markets for pulse crops (38.3%), R&D into new and better crop varieties (34.7%) and promoting the use of pulse crops to the public (29.7%). A total of 19.8% of respondents were unsure of the SPG's purpose.

	Total #	% of Respondents
Finding/ Developing new markets for pulse crops	246	38.3%
Development/ Research into better/ New crop varieties for better yields, disease resistance, etc.	223	34.7%
Promoting the use of pulse crops to public	189	29.4%
Participating in general research	161	25.1%
Provide information/ Updates on current SK Pulse Grower's activities/ Research	119	18.5%
Represent/ Advocate/ Lobby/ Protect the farmers	31	4.8%
Pricing/ Increase prices on pulse crops	27	4.2%
Publish print materials (I.e. Newsletters, magazines)	26	4.0%
Hold meetings/ Pulse Days/ Shows for informational purposes	22	3.4%
Research into producing more disease resistant crops/ Chemicals for disease control	22	3.4%
Money making organization/ Collect money/ Check offs from farmers	17	2.6%
Research/ Information/ Development on chemicals/ Herbicides to fight diseases/ Reduce prices, etc.	16	2.5%
Research into producing crops with better yields	13	2.0%
Research into producing better weed resistant crops/ Chemicals for more weed control	6	0.9%
Other	20	3.1%
Total respondents	642	

“They find and develop new markets.”

“Look for markets for our products, and give us information as to what types of pulses we can grow to meet market needs.”

“They participate in the research and development of new varieties.”

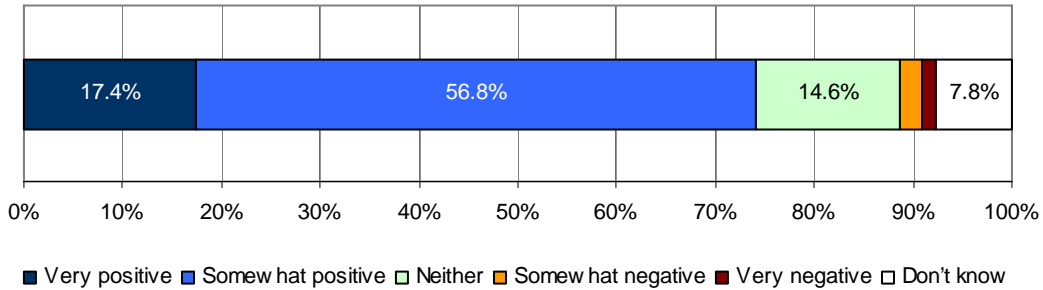
“They develop new varieties, or supply funding for developing new varieties.”

“Put in place to get more information out to Pulse producers, new varieties and a head's up on diseases.”

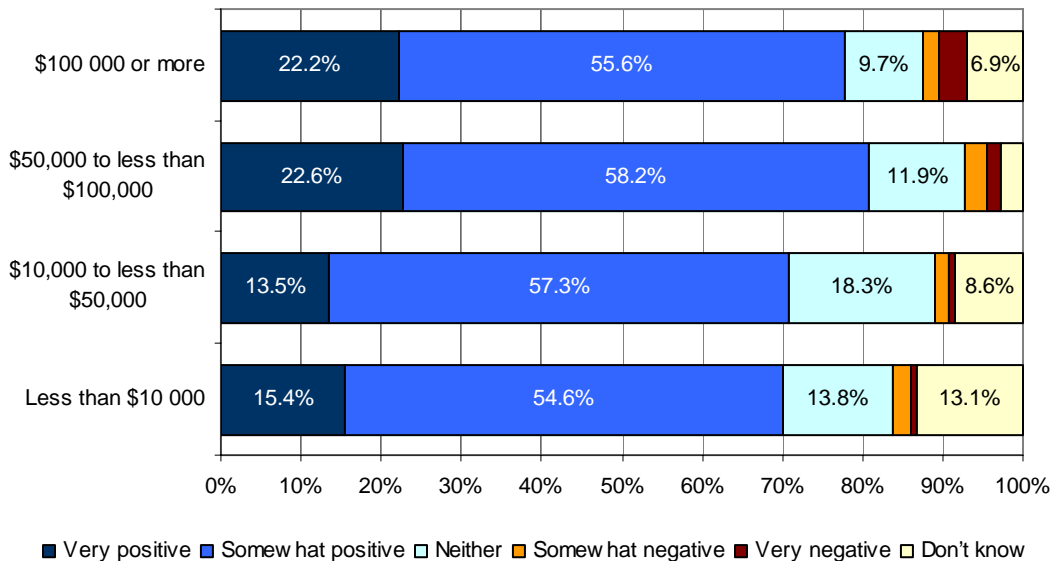
Impressions of Saskatchewan Pulse Growers

How would you describe your overall impression of the Saskatchewan Pulse Growers? Is it...

Three quarters of respondents describe their overall impression of Saskatchewan Pulse Growers as somewhat or very positive (74.2%). Just 3.5% described their impression as somewhat or very negative. The remaining 22.4% don't know or have no opinion.



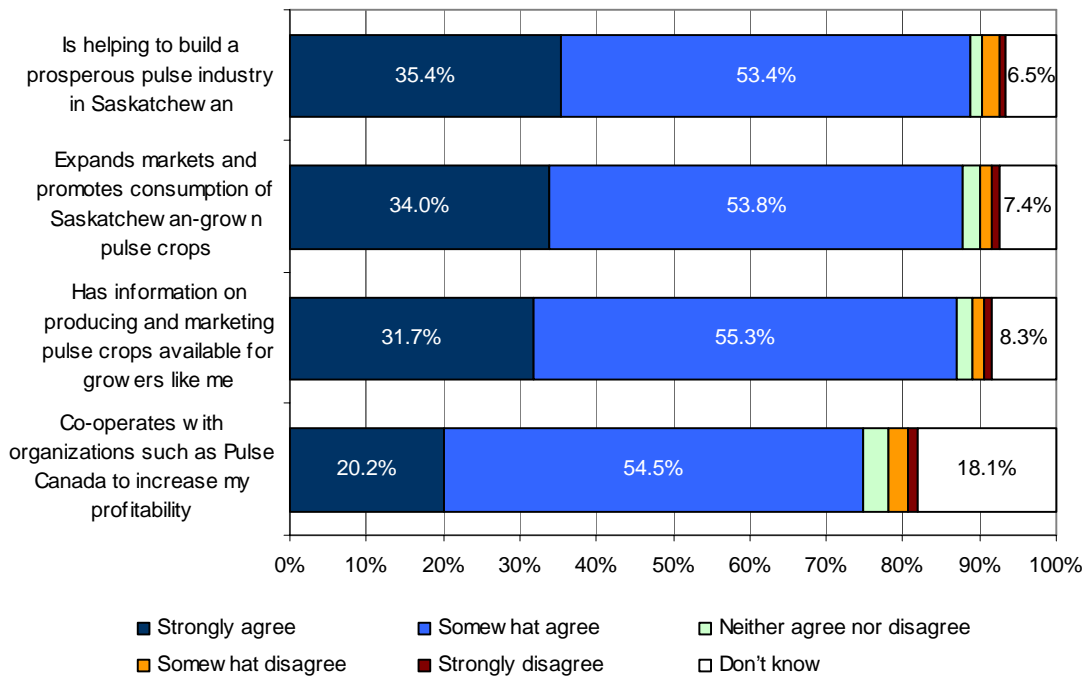
Respondents with a higher gross value of pulse crops are more likely to have a very positive opinion of the Saskatchewan Pulse Growers.



Please tell me if you agree or disagree with each of the following statements. The first one is... Is that strongly [agree/disagree] or somewhat?

Nearly nine in ten somewhat or strongly agree with the statement that Saskatchewan Pulse Growers is helping to build a prosperous pulse industry in Saskatchewan (88.8%), that it expands markets and promotes consumption of Saskatchewan-grown pulse crops (87.8%) and that it has information on producing and marketing pulse crops available to growers (87.0%). The lowest rated category, although still with a very high agreement rating, is that Saskatchewan Pulse growers co-operates with organizations such as Pulse Canada to increase individuals' profitability (74.7%). A high proportion of respondents (from 9.7% to 18.3% were unsure of their agreement with these statements).

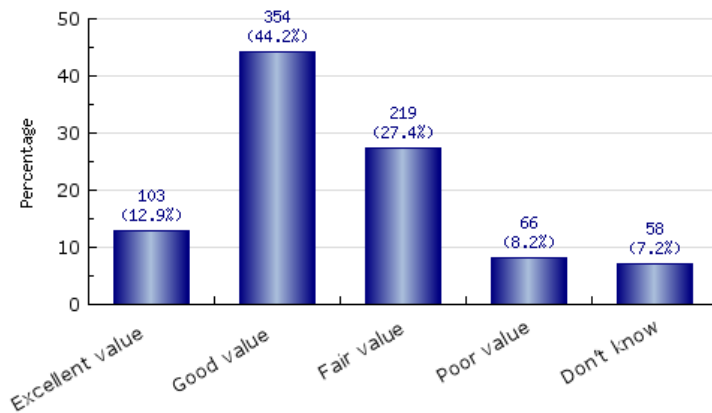
Statements: Saskatchewan Pulse Growers....	% Somewhat/ Strongly Agree	% Somewhat/ Strongly Disagree
Is helping to build a prosperous pulse industry in Saskatchewan	88.8%	3.2%
Expands markets and promotes consumption of Saskatchewan-grown pulse crops	87.8%	2.6%
Has information on producing and marketing pulse crops available for growers like me	87.0%	2.6%
Co-operates with organizations such as Pulse Canada to increase my profitability	74.7%	3.8%



As you may be aware, 1% of your pulse crop sales, commonly referred to as a “check off”, goes to the Saskatchewan Pulse Growers to invest in Research, Market Development and Communications.

Overall, how would you rate the value you receive for the check-off you contribute to the Saskatchewan Pulse Growers?

More than one half believe they receive a good or excellent value for the check-off their contribution to the Saskatchewan Pulse Growers (57.1%). Fewer than one in ten believe it is a poor value (8.2%).



How could the Saskatchewan Pulse Growers provide you with better value for the money contributed?

Respondents who did not rate the value of the Saskatchewan Pulse Growers' check off as excellent were asked to provide suggestions for improvement. Of these, 46.9% provided a comment. The most commonly suggested areas for improvement include more or better access to advice or information (18.3%), improved research into new and better varieties (12.8%) and reduced fees (12.2%).

	Total (n=327)	% of Respondents
More/ Better access to advice/ Consultation/ Forecasts (I.e. Marketing/ Pricing/ Agronomic information, etc.)	60	18.3%
Improve development/ Research into better/ New crop varieties for better yields, disease resistance, etc.	42	12.8%
Reduce fees/ Percentage of fees/ Make check-offs voluntary	40	12.2%
Improve provision of information/ Updates on current SK Pulse Grower's activities/ Research by e-mails, newsletters, etc.	35	10.7%
Improve performance of finding/ Developing new markets for pulse crops	34	10.4%
Better pricing/ Increase/ Stabilize prices on pulse crops	30	9.2%
Satisfied with current value	23	7.0%
Better promote the use of pulse crops to public	19	5.8%
Better represent/ Advocate/ Lobby/ Protect the farmers	17	5.2%
Continue participating in/ Funding general research	16	4.9%
General dissatisfaction with SK Pulse Grower's performance	15	4.6%
More/ Better research into producing more disease resistant crops/ Chemicals for disease control	15	4.6%
More research/ Information/ Development on chemicals/ Herbicides to fight	8	2.4%

diseases/ Reduce prices, etc.		
More/ Better research into producing crops with better yields	7	2.1%
More/ Better research into producing better weed resistant crops/ Chemicals for more weed control	3	0.9%
Other	11	3.4%

“Give us better information about agronomics, marketing and growing, disease control. Keep us aware of what they are doing.”

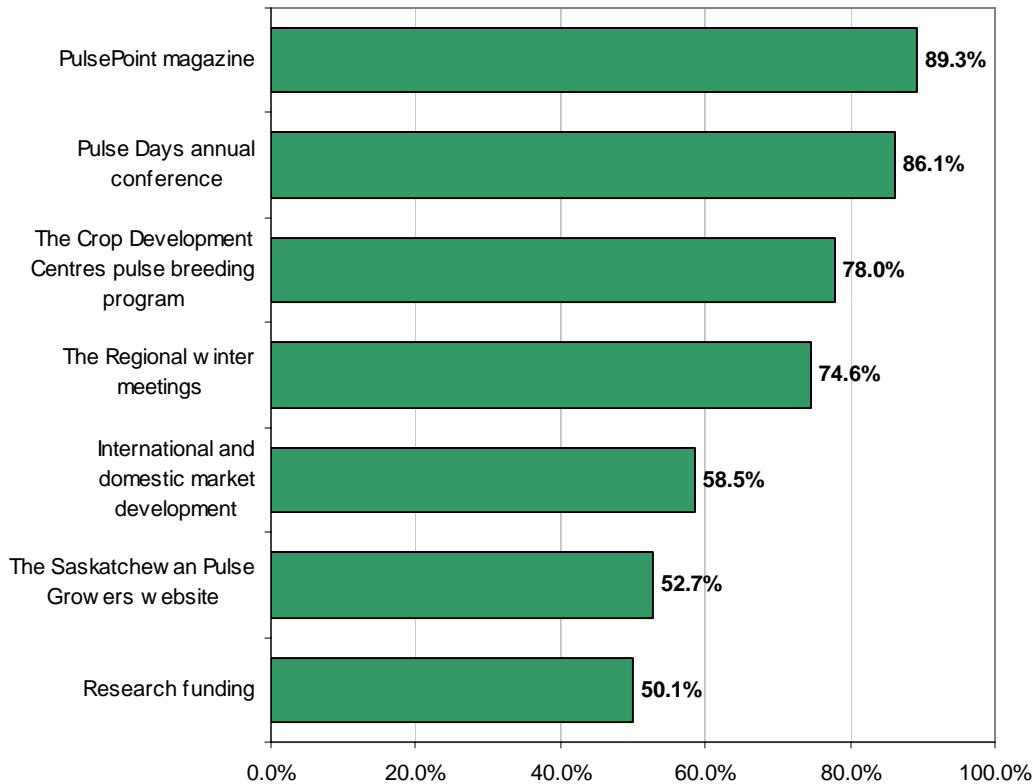
“My own opinion is that there are so many varieties out there and it is hard to find the right variety for my area. I would like some advising on which variety would be good for my area.”

“They could provide more substantial research for pulse crops. I would like to see crops that could withstand various types of weather. I would like to see crops that could produce more than is currently available. In addition, I would like to see crops that are disease resistant.”

Awareness and Importance of SPG Initiatives

Saskatchewan Pulse Growers offers a variety of different programs and services. Please indicate whether or not you are aware of each of the following initiatives?

Awareness of PulsePoint magazine is highest (89.3%), followed by Pulse Days annual conference (86.1%). Research funding (50.1%) and the Saskatchewan Pulse Growers website have the lowest awareness (52.7%). Nearly all respondents are aware of at least one initiative (97.5%).

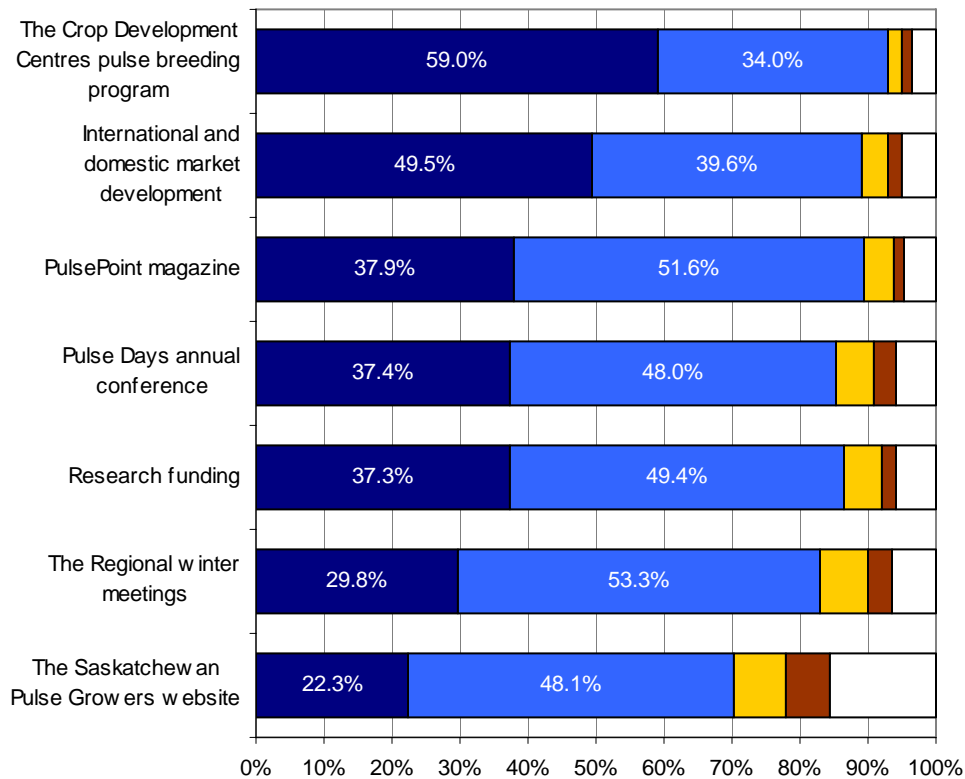


Awareness of nearly all initiatives is higher among those with a higher gross value of pulse crops.

	Less than \$10 000	\$10 000 to less than \$50 000	\$50 000 to less than \$100 000	\$100 000 or more
PulsePoint magazine	82.4%	87.7%	93.2%	94.4%
The Crop Development Centres pulse breeding program	69.6%	74.9%	87.5%	81.1%
The Saskatchewan Pulse Growers website	48.8%	49.1%	64.2%	50.3%
Pulse Days annual conference	76.0%	83.0%	94.3%	92.3%
The Regional winter meetings	70.4%	70.8%	82.4%	77.6%

How valuable is it for Saskatchewan Pulse Growers to offer each of these initiatives to you as a grower of pulse crops?

Crop Development Centres pulse breeding program was rated as very valuable by six-in-ten and (59.0%) and one half rated international and domestic market development as highly (49.5%). Fewer than 15% said that any one initiative is not very or not at all valuable.



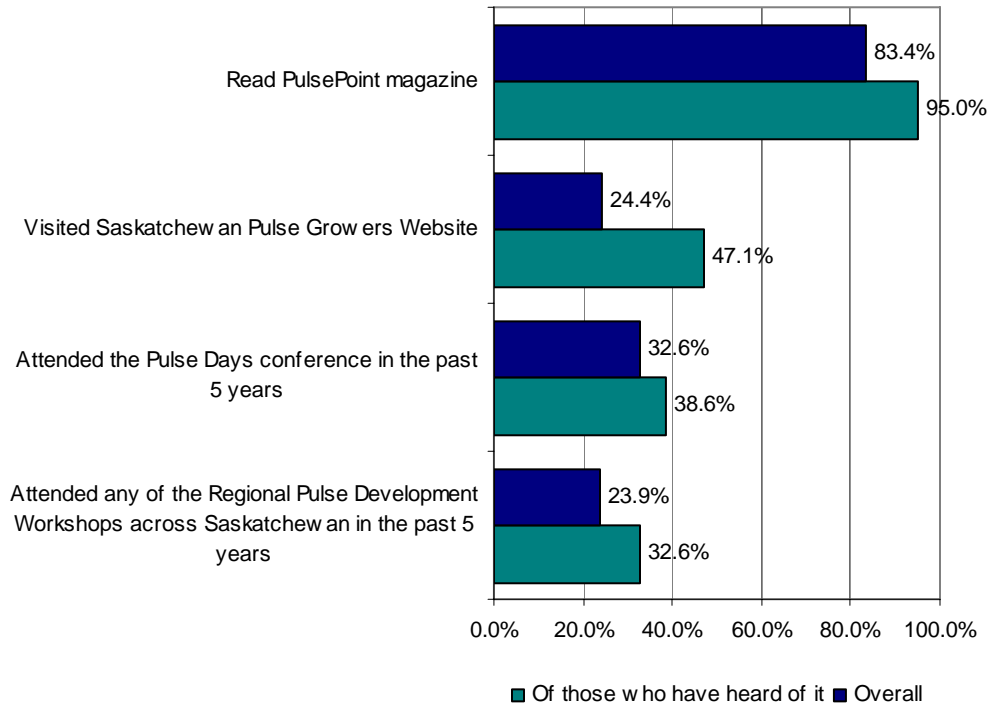
■ Very valuable ■ Somewhat valuable ■ Not very valuable ■ Not at all valuable □ Don't know / Refuse

Respondents from Southwest Saskatchewan are more likely to consider regional winter meetings and PulsePoint magazine very valuable than are those from other areas of the province.

% who consider very valuable	Region		
	South East	South West	North
Regional Meetings	26.6%	35.6%	23.8%
Pulse Point Magazine	31.7%	43.6%	37.2%

Have you...

Overall, more than four in five have read Pulse Point magazine (83.4%). One third have attended the Pulse Days conference at least once in the past five years (32.6%), one quarter have both attended any of the Pulse Regional development workshops within the past five years (23.9%) or visited the SPG website (24.4%).



Respondents with a higher Gross Value are more likely to have attended the Pulse Days conference, attended a workshop and visited the Saskatchewan Pulse Growers website than those with a lower Gross Value.

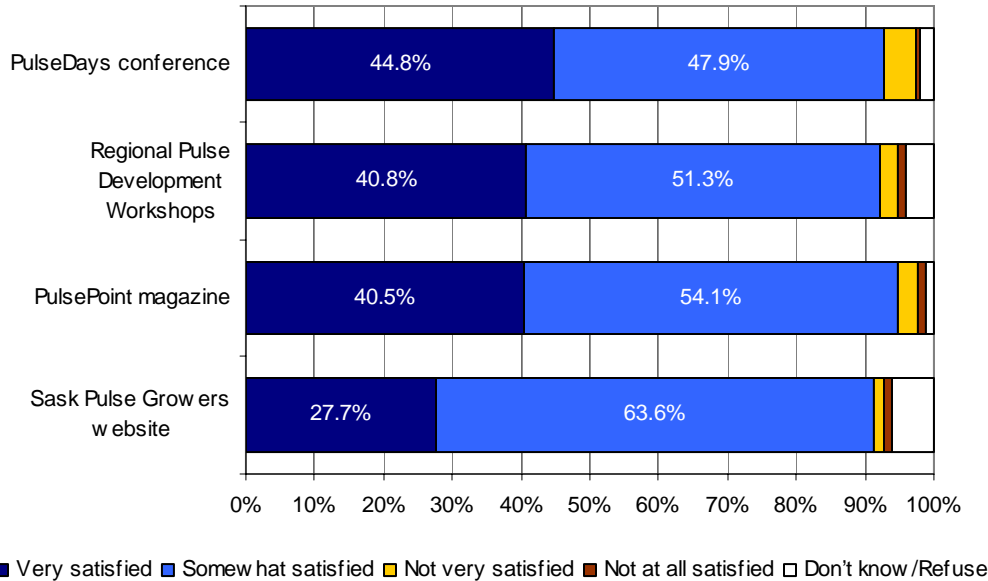
Have you...	Less than \$10 000	\$10 000 to less than \$50 000	\$50 000 to less than \$100 000	\$100 000 or more
Attended the Pulse Days conference during Crop Production Week in the past 5 years	28.4%	31.0%	41.6%	58.3%
Attended any of the Regional Pulse Development Workshops across Saskatchewan in the past 5 years	25.0%	27.3%	35.9%	45.9%
Visited the Saskatchewan Pulse Growers website	36.1%	47.0%	45.1%	59.7%

Respondents in Southwest Saskatchewan are most likely to have attended the Pulse Days conference, a regional development workshop and visited the Saskatchewan Pulse Growers website.

	South East	South West	North
Attended the Pulse Days conference	30.7%	46.8%	34.9%
Attended any of the Regional Pulse Development Workshops across Saskatchewan in the past 5 years	30.7%	41.2%	17.6%
Visited the Saskatchewan Pulse Growers website	45.5%	53.1%	37.1%

How satisfied are you with...

Of those who have experienced each service, about four in ten were very satisfied with the Pulse Days conference (44.8%), the Regional Pulse Development Workshops (40.8%) and PulsePoint Magazine (40.5%). The Sask Pulse Growers website is the area of least satisfaction with 27.7% replying they are very satisfied. Fewer than one in ten are not very or not at all satisfied with any one service.



What is the number one thing Saskatchewan Pulse Growers could do to help you as a pulse grower?

Research into better or new crop varieties (24.9%) and finding or developing new markets are most commonly mentioned as things Saskatchewan Pulse Growers could do to help growers.

	Total #	% of Respondents
Improve development/ Research into better/ New crop varieties for better yields, disease resistance, etc.	141	24.9
Improve performance of finding/ Developing new markets for pulse crops	138	24.4
More/ Better access to advice/ Consultation/ Forecasts (i.e. Marketing/ Pricing/ Agronomic information, etc.)	112	19.8
Better pricing/ Increase/ Stabilize prices on pulse crops	79	14.0
Continue participating in/ Funding general research	47	8.3
Satisfied with current value	34	6.0
More research/ Information/ Development on chemicals/ Herbicides to fight diseases/ Reduce prices, etc.	27	4.8
More/ Better research into producing more disease resistant crops/ Chemicals for disease control	27	4.8
Better promote the use of pulse crops to public	26	4.6
Reduce fees/ Percentage of fees/ Make check-offs voluntary	20	3.5
More/ Better research into producing better weed resistant crops/ Chemicals for more weed control	18	3.2
More/ Better research into producing crops with better yields	17	3.0

“Improve and continue the development of new and better varieties.”

“Keep the prices where they are. Working on new varieties all the time is good.”

“Again, spend more time on finding new markets and more promotion.”

“Market information is critical. We need it more often than once a year at the conference. Monthly updates are good. Also provide information on production practices, marketing development, weed control.”

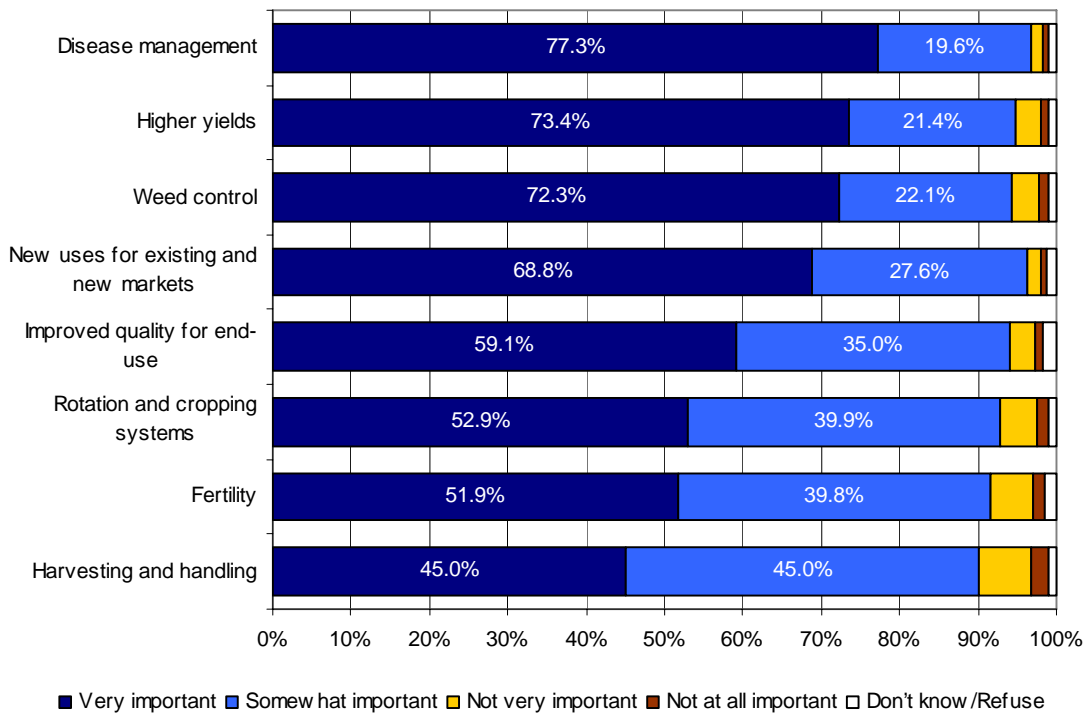
The SPG could provide better forecasting for the prices of the varieties of commodities. In addition, the SPG could focus on disease control and use of inoculants. Finally, the SPG could focus on the development of more economic chemicals for weed controls.”

Improve provision of information/ Updates on current SK Pulse Grower's activities/ Research by e-mails, newsletters, etc.	17	3.0
Resolve issues with freight/ Rail transportation (I.e. Cost, storage problems, timeliness, availability etc.)	14	2.5
Better represent/ Advocate/ Lobby/ Protect the farmers	14	2.5
Other	13	2.3
General dissatisfaction with SK Pulse Grower's performance	6	1.1
Total Respondents	566	

Important Research and Information

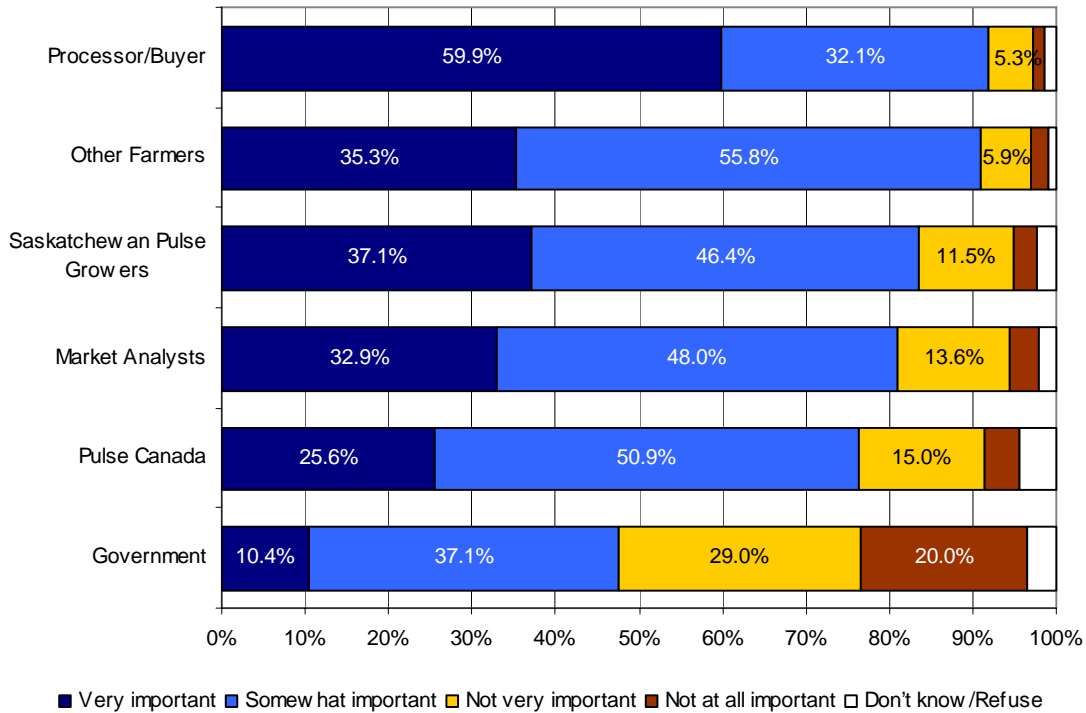
Saskatchewan Pulse Growers funds pulse research in a number of different areas. Please tell me if you think it is very important, somewhat important, not very important or not at all important for the organization to focus on each of the following areas of research? The first one is...

More than seven-in-ten believe that it is very important for the Saskatchewan Pulse Growers to focus on disease management (77.3%), higher yields (73.4%) and weed control (72.3%). Fewer than one half of respondents consider harvesting and handling very important (45.0%).



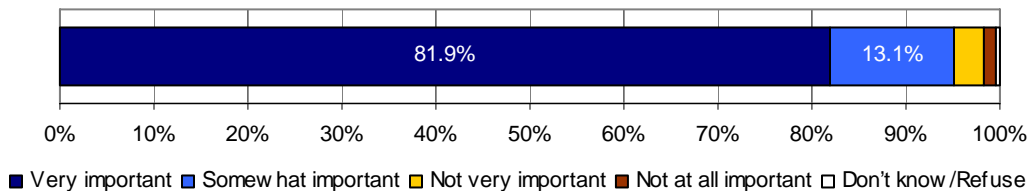
How important is it for you to receive information on marketing your pulses from each of the following sources?

Six-in-ten believe it is very important to receive information on marketing pulses from the processor or buyer (59.9%). About one third consider it very important to receive information on marketing from Saskatchewan Pulse Growers (37.1%), other farmers (35.3%) and market analysts (32.9%).



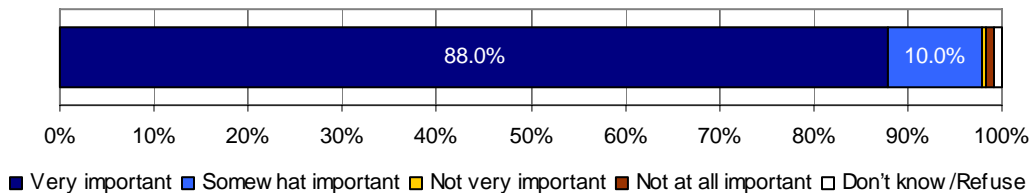
How important is it to you that the buyers you sell your pulses to are licensed by the Canadian Grain Commission?

More than eight in ten believe it is very important that the buyers they sell their pulses to buyers who are licensed by the Canadian Grain Commission (81.9%). Just 4.5% consider this not very or not at all important.



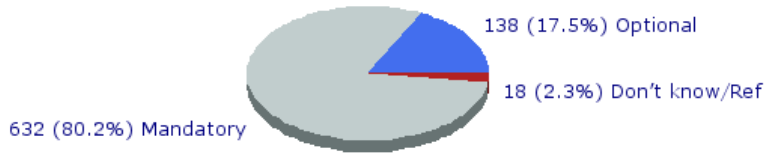
How important is it to have third party security (for example, insurance or bonding) to pay producers if a company defaults on payments to producers?

Nearly nine in ten believe it is very important to have a third party security to pay producers if a company defaults (88.0%).



Do you believe this third party security should be optional or mandatory for the purchasing company?

Eight in ten believe this third party security should be mandatory (80.2%) and 17.5% believe it should be optional.



788 responses

What are your preferred ways of receiving information from the Saskatchewan Pulse Growers?

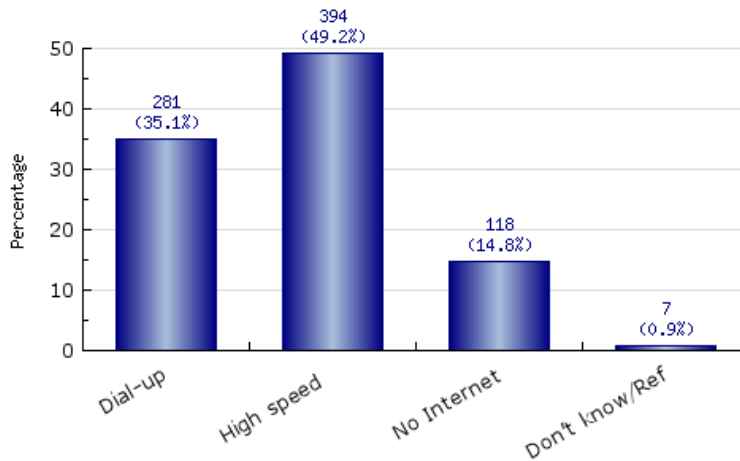
Nearly three quarters prefer to receive information from PulsePoint magazine (72.6%) and almost one half would like information mailed directly to them (47.9%).

	Total #	% of Respondents
PulsePoint magazine	581	72.6%
Letter / information mailed directly to you	383	47.9%
Email	219	27.4%
Saskatchewan Pulse Growers' website	204	25.5%
Meetings	146	18.2%
Fax	93	11.6%
None of these methods / do not want any information from SPG	13	1.6%
Total respondents	800	

Respondent Information

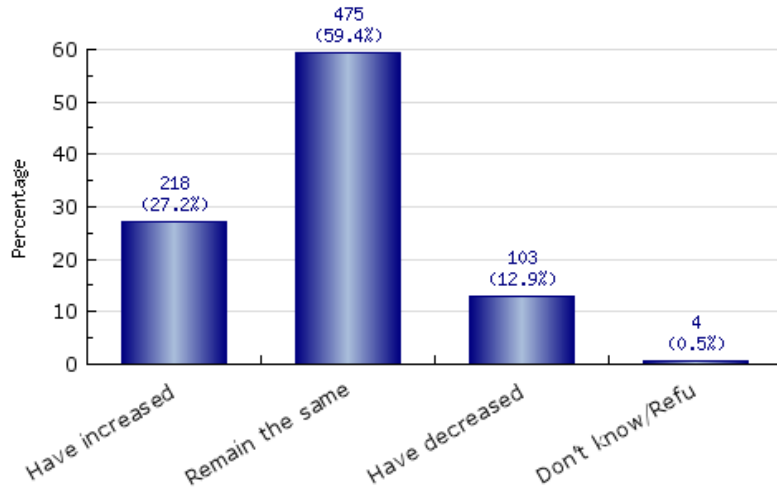
Which of the following best describes the type of Internet connection you have in your household?

About one half have high speed internet (49.2%) and one third have dial-up (35.1%) for a total of 84.2% with internet access.



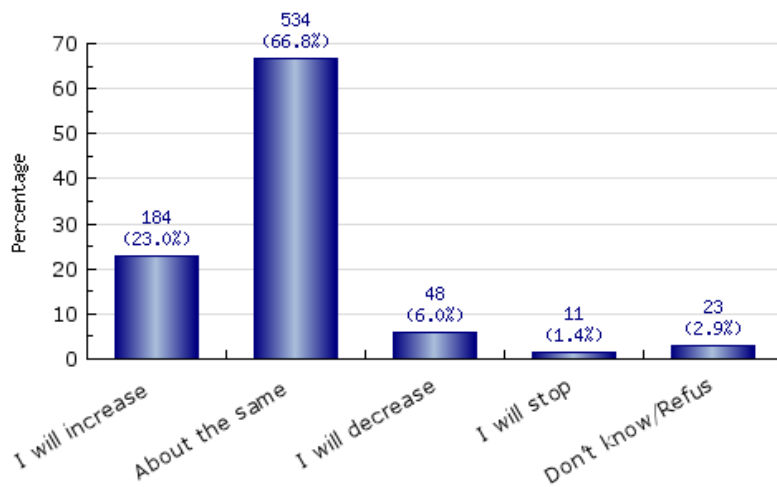
Which of the following best describes your history of growing pulse crops over the past two years?

One quarter (27.2%) have increased their pulse production over the past two years, and 59.2% have maintained their production at about the same level. A total of 12.9% have decreased their production.



Which of the following best describes your plans for growing pulse crops in the next two to three years?

Within the next two to three years, one quarter plan to increase their pulse production (23.0%) and two thirds plan to keep it the same (66.8%). Just 6.0% plan to decrease their production.



Why do you plan to decrease your pulse crop production over the next two to three years?

The most common reason that respondents are decreasing their pulse crop production is that there is not enough profit in it (39.0%).

	Total #	% of Responses
Not enough profit in it / poor price	23	39.0%
Getting out of farming / selling farm / retiring	12	20.3%
High demand & high commodity prices for other crops	10	16.9%
Too much work growing pulse crops	8	13.6%
Part of rotation	7	11.9%
Can't find buyers for pulse crops / no demand	1	1.7%
Other issue:	9	15.3%
Total	59	100

And finally, what are the first three digits of the postal code where your farm land is located, or the nearest town?

Respondents are spread across Saskatchewan, with Regina area (21.3%) and Moose Jaw area (20.4%) the most common.

And finally, what are the first three digits of the postal code where your farm land is located, or the nearest town?	Count	Column N %
S0A: Yorkton Area	68	8.5%
S0C: Estevan Area	52	6.5%
S0G: Regina Area	170	21.3%
<i>Southeast</i>	290	36.3%
S0H: Moose Jaw Area	163	20.4%
S0N: Swift Current Area	82	10.1%
S0L: Rosetown Area	93	11.6%
<i>Southwest</i>	338	42.2%
S0K: Saskatoon Area	91	11.4%
S0M: North Battleford and Northern Area	39	4.9%
S0J: Prince Albert and Northern Area	21	2.6%
S0E: Melfort Area	21	2.6%
<i>North</i>	172	21.5%

Gross Value:

The average gross value is \$69 000 with a median of \$37 000. Respondents have been divided into four categories for analysis.

Value	Count	Column N %
Less than \$10 000	130	16.3%
\$10 000 to less than \$50 000	349	43.6%
\$50 000 to less than \$100 000	177	22.1%
\$100 000 or more	144	18.0%