

# AgSafe Safety Association

## Market Penetration Survey

2022

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# Background

WorkSafeBC funds several Health and Safety Associations (HSA) in the province, each covering a different industry sector. It is therefore important for WorkSafeBC to measure the performance of HSAs to ensure the funding it provides is achieving its target outcomes.

The objectives of the survey in 2022 are to fulfill the requirements of the Funding Framework for Health and Safety Associations (HSAs). The survey was designed to meet the requirements of the service evaluation by:



Measuring employer awareness of their HSAs



Assessing employer satisfaction with the HSA services they have used



Identifying employer needs and preferences for health and safety support

# Methodology



The survey was conducted by emailing employers a unique link to participate in the survey.

It covered the following topics:

- General perceptions around safety
- Awareness
- Satisfaction
- Usage of and satisfaction with the services, resources and information
- Desired services and communication channels

The survey sample was weighted by company size<sup>1</sup> to match the actual employer composition for the sector.

Survey Timeframe	Survey Responses	Margin of Error
February 1 – March 3, 2022	232	±6%

<sup>1</sup>**Very Small:** employers with a calculated 2022 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

**Small:** employers with a calculated 2022 assessable payroll amount greater than or equal to \$150K, but less than \$600K, and/or a base WorkSafeBC assessment rate greater than or equal to \$3K, but less than \$12K.

**Medium:** employers with a calculated 2022 assessable payroll amount greater than or equal to \$600K, but less than \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$12K, but less than \$40K.

**Large:** employers with a calculated 2022 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.

Key Findings

# Key Findings

1

**Employers in agriculture are confident workplace safety is improving (1-in-2) or at least staying the same (1-in-3).** Their main concern is the risk associated with the use or misuse of tools, equipment and machinery.

2

**Awareness of and satisfaction with AgSafe is strong.** 7-in-10 employers know of the association, typically first becoming aware via AgSafe's participation at or sponsorship of events. Word-of-mouth and publication distribution also contribute to the strong awareness. Awareness of AgSafe's existence contributes to employers' confidence about health and safety in agriculture. Among employers aware of AgSafe, almost two-thirds think workplace safety is improving, compared to only one-third among those who have not heard of AgSafe. Close to half of employers have used one of AgSafe's services, resources or information, most commonly its health & safety updates and updates and notifications. Satisfaction with these resources is high.

3

**Just over 1-in-2 employers in agriculture are interested in receiving services, resources or information to improve health and safety in their workplace.** When selecting from a list, employers would most like to see AgSafe provide health & safety resources and updates and notifications. Online training, conferences, seminars and events and mental health and safety resources are also popular. To engage with employers, AgSafe should use personal/direct or group emails whenever possible, as these are most preferred by employers. Keeping the website up-to-date should also be a top priority, as nearly 1-in-2 would prefer to access information this way. Use of mail should also be considered; while less popular, 4-in-10 are open to this channel.

# Key Findings

4

**The strong majority of employers (8-in-10) are positive that their workplaces are psychologically healthy, safe and inclusive.** However, only 1-in-2 are confident they have enough resources to prevent mental health injuries in the workplace.

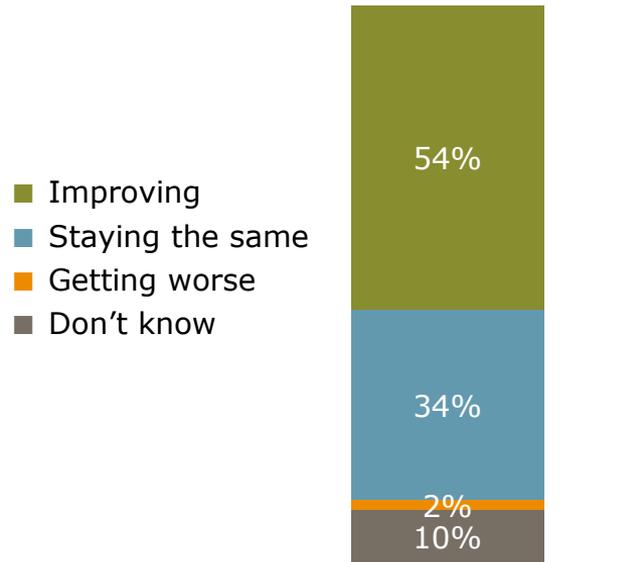
5

**There is room to improve employer confidence that mental health is taken seriously throughout the agriculture industry.** Currently 2-in-5 feel it is taken seriously, another 2-in-5 are neutral or unsure, while 1-in-5 feel it is not taken seriously in the industry. There is also room to increase awareness of what AgSafe is doing to support workers' mental health as over 4-in-10 employers don't know what the association is doing in this area.

Detailed findings

Just over half of employers in agriculture think workplace safety in their industry is improving.

### Perceptions of Workplace Health & Safety

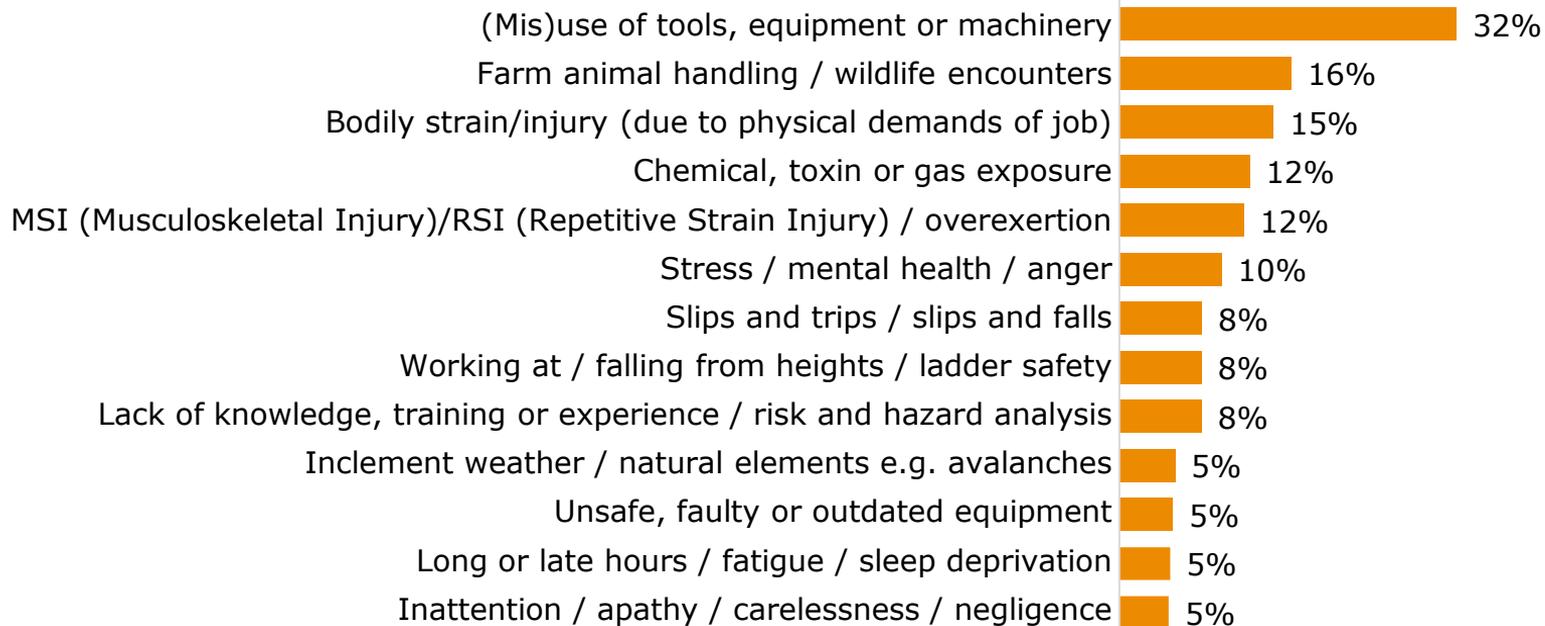


Awareness tends to bolster confidence. Among employers aware of AgSafe, 63% think workplace safety is improving, compared with 35% among those who don't know about AgSafe.

Very small employers are less likely to think health and safety is improving (46%) compared to small, medium and large employers (broadly 77%).

The use or misuse of tools, equipment and machinery is the most common health and safety concern among employers in agriculture.

### Employer Health and Safety Concerns

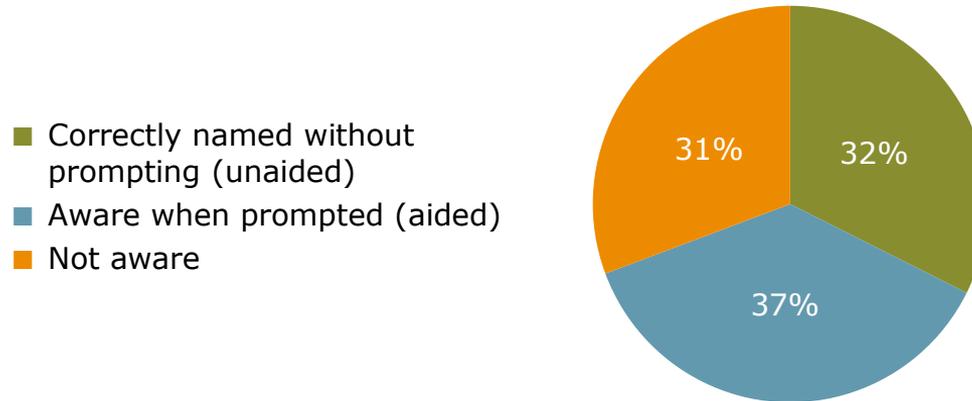


Base: Total 2022 (232). Note: only mentions of 5% or more are shown.

Q10. In every industry there is some degree of health and safety risk to workers. What do you think are the main health and safety risks in your industry? Please list up to three.

7-in-10 employers are aware of AgSafe. Very small employers are less aware than small, medium and large employers.

### Awareness



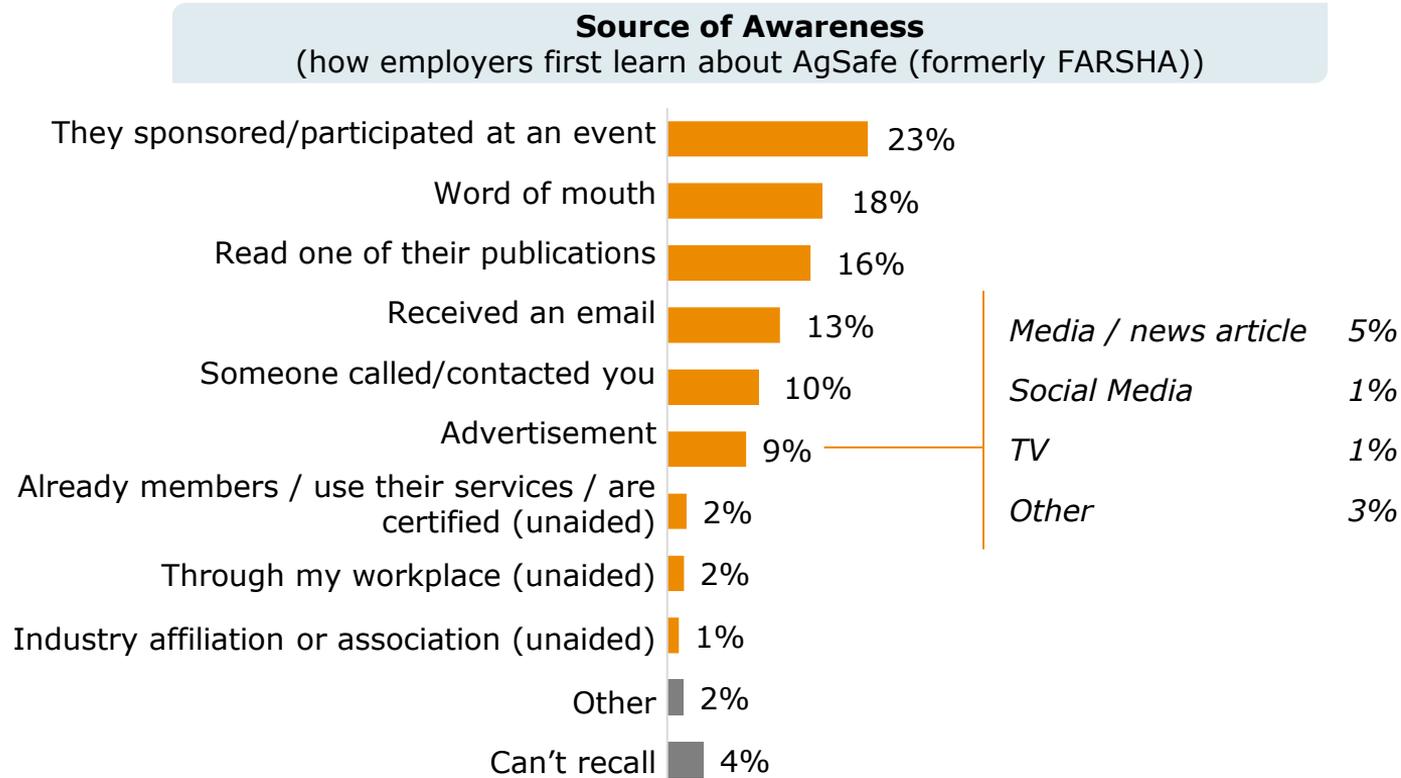
- Correctly named without prompting (unaided)
- Aware when prompted (aided)
- Not aware

Base: Total 2022 (232)

Q2. Can you think of any organizations in BC that support or promote workplace health and safety in agriculture? Please list up to three.

Q3. Have you heard of AgSafe (formerly FARSHA)?

Event participation & sponsorship is the main driver of awareness for AgSafe. Word of mouth and publications also drive awareness.



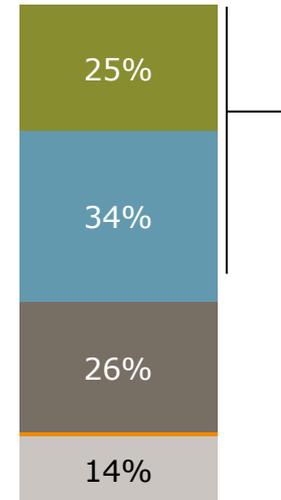
Base: Those aware of AgSafe (formerly FARSHA)? (160)

Q3b. How did you first hear about AgSafe (formerly FARSHA)? / What kind of advertising first made you aware? Note: unaided mentioned of <1% are not shown.

6-in-10 employers who are aware of AgSafe are satisfied with what it is doing to promote health and safety.

### Satisfaction

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Very dissatisfied
- Don't know

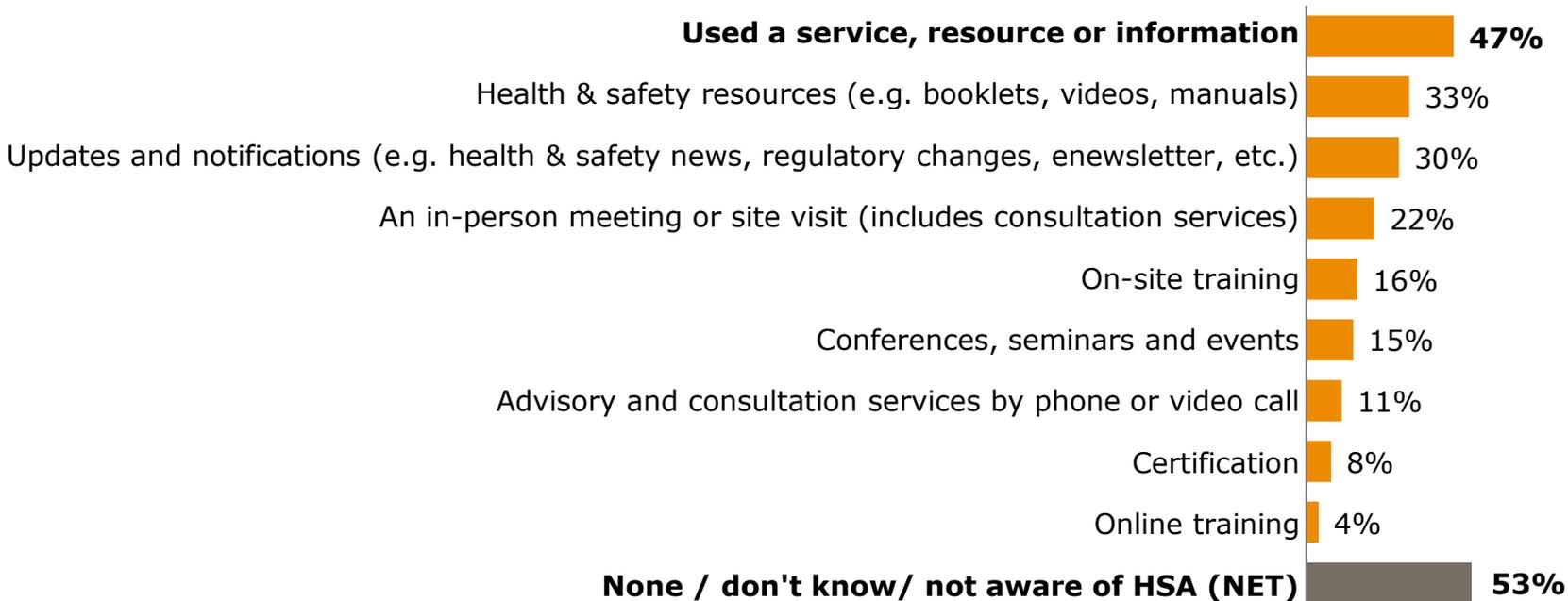


60% are very satisfied or satisfied

Very small employers are less likely to be satisfied than their larger counterparts.

Half of employers have used an AgSafe service, resource or information. H&S resources and updates and notifications are most popular.

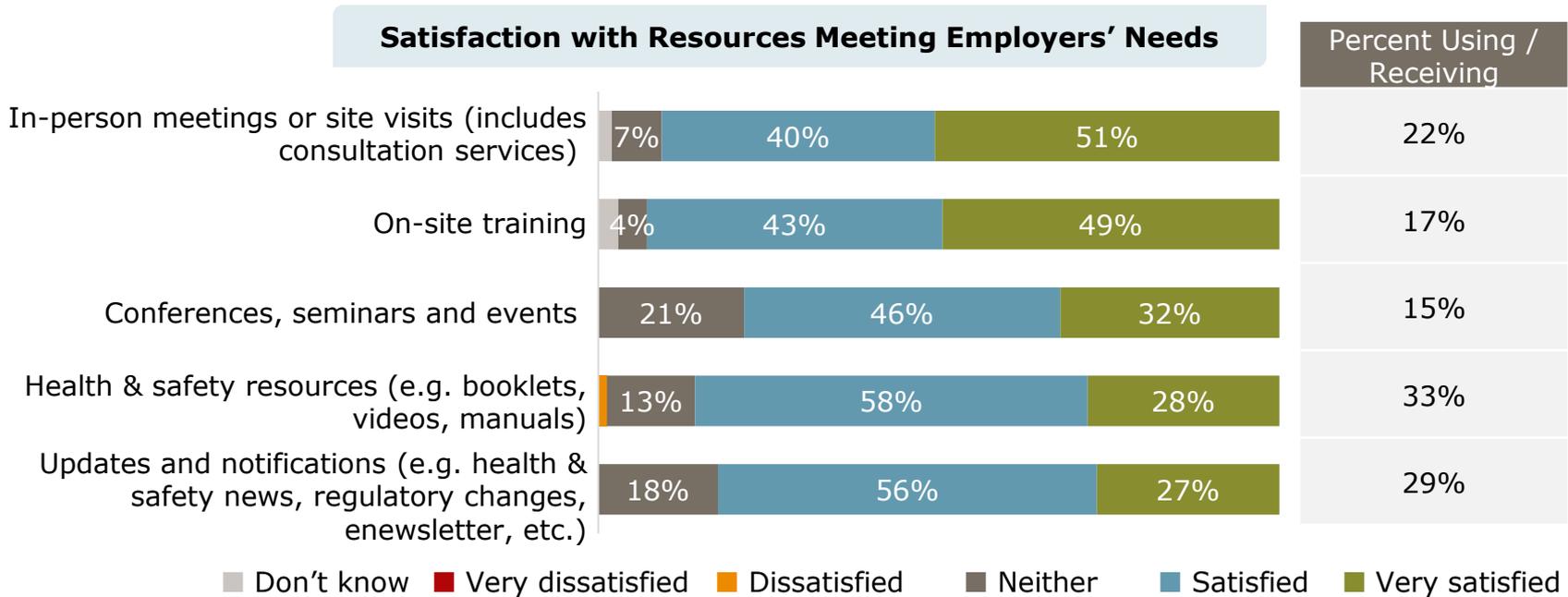
### Access and Usage of Health & Safety Resources



Base: Total 2022 (232). Note: unaided and other mentions of 1% or less are not shown in the chart.

Q5. AgSafe (formerly FARSHA) offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from AgSafe (formerly FARSHA)? Please check all that apply.

Employers are highly satisfied with AgSafe’s services, resources and information.



Base: Among those using each service, resource or information (34-77). Note: Only services/resources with 30+ responses are shown. Q6a-f. How would you rate [SERVICE / RESOURCE / INFORMATION] on meeting your needs?

Employer suggestions for how AgSafe could support H&S are varied, with all themes mentioned by less than 1-in-10.

**How AgSafe (formerly FARSHA) Could Better Service or Support Employers to Improve their Workplace Safety**  
(unaided comments)



Base: Total 2022 (232). Note: only mentions of 5% or more are shown.

Q7. In what ways could AgSafe (formerly FARSHA) better serve or support your company to improve health and safety in your workplace? / AgSafe (formerly FARSHA) is the health and safety association for Agriculture in BC. With this in mind, in what ways could AgSafe (formerly FARSHA) serve or support your company to improve health and safety in your workplace? Please provide up to three suggestions.

## Examples of Employer Comments on How AgSafe (formerly FARSHA) Could Serve or Support

Provide some sort of first-aid training for workers with English as a second language

Create detailed template safety plans tailored for different scales & types of farms e.g. COVID plan for small scale vegetable operations, content includes sections for farms with seasonal staff, as well as other labour models, separate version for organic growers, or a way for organic growers to filter out anything to do with non-organic practices/hazards

More online and in-person training topics

By offering some group safety programs in the smaller farming communities

Advertise in Dairy magazines and Agriculture magazines

Just not visible enough to the industry, especially as it relates to local, small farm operations

I think that more emphasis should be put on the employees taking more responsibility for their actions. Employers seem to bear the brunt of responsibility but sometimes the employees will not work according to the rules laid out by the employers

More workshops explaining work safe standards and requirements

When choosing from a list, employers prioritize health & safety resources and updates and notifications.

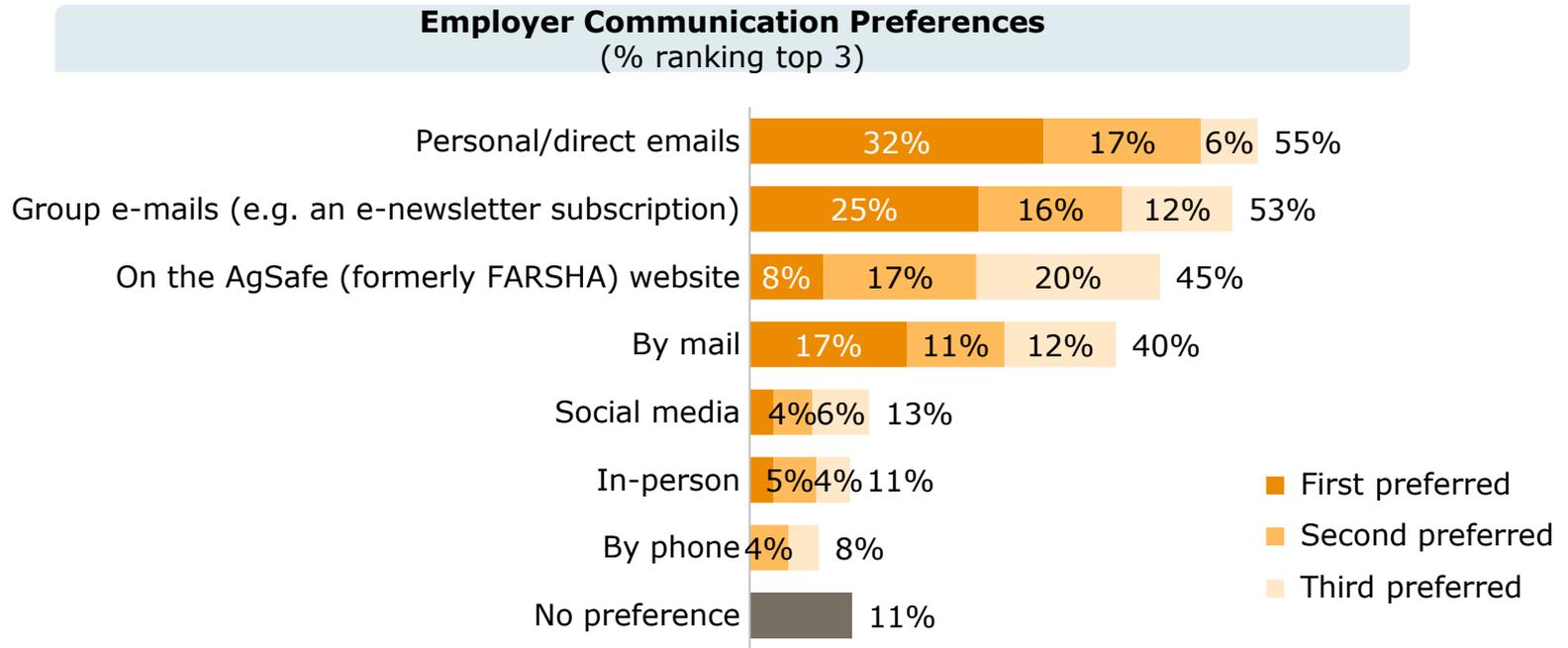
**Demand for Services, Resources, or Information to Help Improve Workplace Safety**  
(% selecting from aided list)



Base: Total 2022 (232)

Q8. Looking ahead, what kinds of services, resources, or information from AgSafe (formerly FARSHA) would most help you improve health and safety in your workplace? Please rank up to three items by dragging them over to the right.

Employers prefer to receive emails from AgSafe, either personalized or in a group format. Nearly 1-in-2 would also like to access information on the website.



Base: Total 2022 (232). Note: unaided mention of 'meeting, seminars, workshops' (1%) is not shown in the chart.

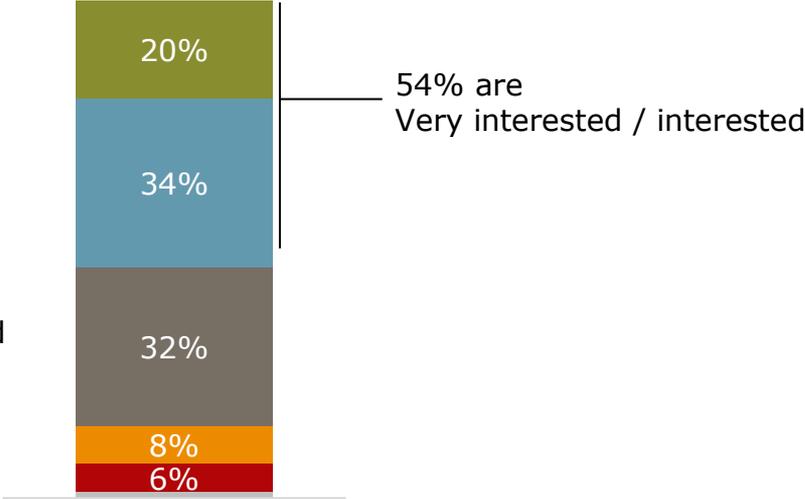
Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, health & safety news, regulatory changes) from AgSafe (formerly FARSHA)? Please rank up to three items by dragging them over to the right.

Just over 1-in-2 employers are interested in receiving resources to improve health and safety in their workplace.

**Interest in Receiving Health and Safety Resources**

Very small employers are less interested than their larger peers.

- Very interested
- Interested
- Neutral
- Not interested
- Not at all interested
- Don't know



Base: Total 2022 (232)  
Q9b. Generally speaking, how interested are you in receiving services, resources, or information to improve health and safety in your workplace?

About 8-in-10 employers agree their company is inclusive and a psychologically healthy and safe place to work.

**Psychological Safety Opinions**



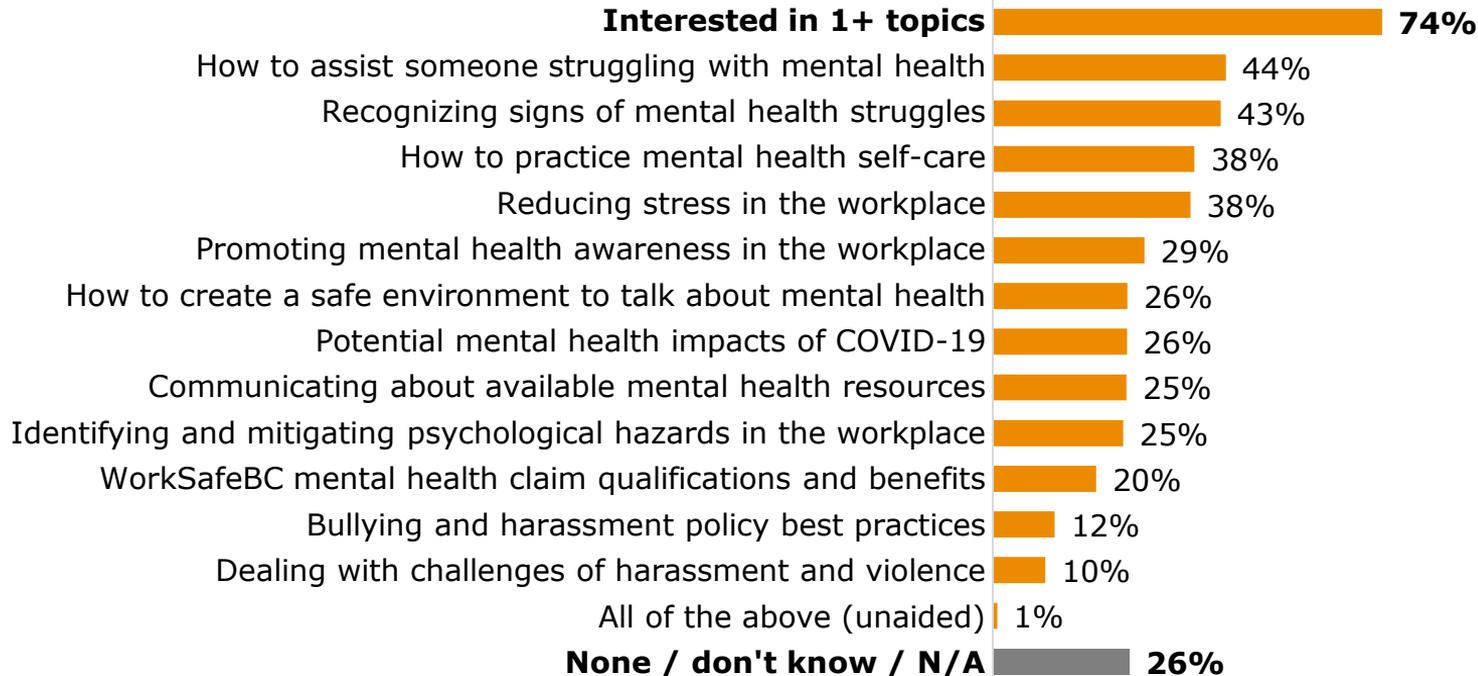
■ Don't know / Unable to rate
■ Strongly disagree
■ Disagree
■ Neither / neutral
■ Agree
■ Strongly agree

Base: Total 2022 (232)  
 Q13. To what extent do you agree or disagree with the following statements:

# Employers are most interested in learning how to recognize and support mental health struggles.

## Mental Health Information

(% of employers who would be interested in receiving more information)



Recommendations

# Recommendations

1

## **Drive Usage of AgSafe's Resources**

AgSafe already benefits from a relatively high level of awareness. The focus for the association now should be on increasing usage of its H&S services, resources and information. Providing health & safety resources and updates and notifications by email, on the website and by mail are the logical next steps, based on employers' interest and preferred communication channels. Some employers also comment in the open-ended suggestion boxes that there is a need for more tailored content to specific or niche areas of agriculture.

2

## **Build Awareness of Psychological Safety & Relevant Resources**

While employers feel positive about the psychological safety in their own workplaces, there is room to build confidence that mental health is taken seriously in agriculture and that AgSafe is doing a good job of helping employers support workers' mental health. AgSafe should therefore prioritize messaging that clearly communicates how seriously AgSafe takes psychological safety, as well as the resources available to employers around mental health and psychological safety.

3

## **Keep Very Small Employers in Mind**

6-in-10 agriculture employers are very small. These employers tend to have lower awareness of AgSafe and are less satisfied with what it is doing to promote health and safety in the industry. Less than half say they are interested in receiving resources related to H&S. AgSafe should therefore focus on building awareness of the association among very small employers, and ensuring they know the full range of services, resources and information it offers.

# Appendix

Note: Q13d and Q13e not shown due to small base size (<30)

# Employer Profile

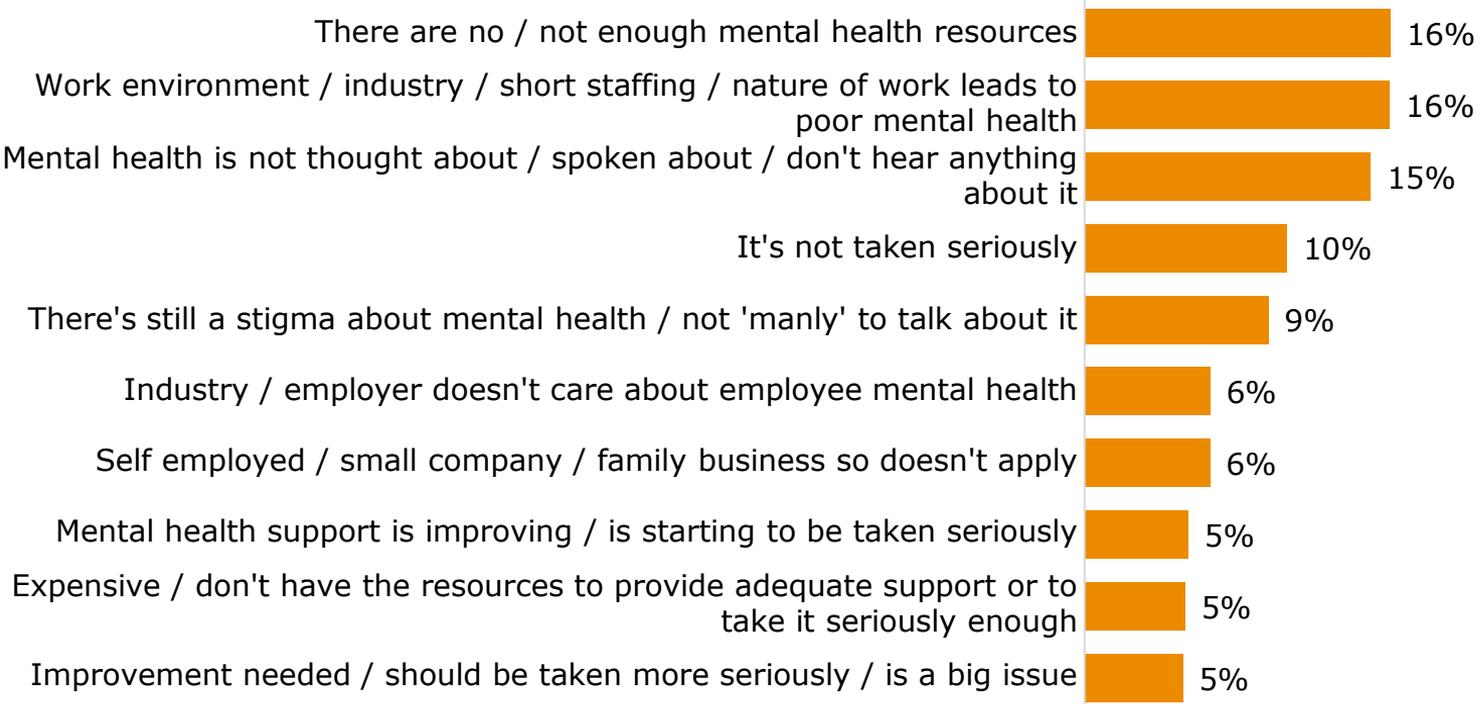
	Total	Very Small	Small	Medium	Large
(Base)	(232)	(137)	(46)	(9)	(5)
<b>Role in Organization</b>					
Business Owner	72%	77%	65%	67%	0%
Manager	9%	6%	15%	11%	40%
Bookkeeper / accountant	9%	8%	9%	11%	0%
Senior Executive	2%	2%	2%	0%	0%
Staff Member	2%	1%	7%	0%	0%
Supervisor	1%	1%	0%	0%	0%
Dedicated health and safety position	1%	1%	0%	11%	20%
All of the above (unaided)	1%	1%	0%	0%	0%
Director (unaided)	1%	0%	0%	0%	40%
Office Manager/Admin (unaided)	0%	1%	0%	0%	0%
HR (unaided)	0%	0%	2%	0%	0%
Other	2%	2%	0%	0%	0%
<b>Employer Payroll Size</b>					
Very Small	58%	N/A			
Small	22%				
Medium	4%				
Large	1%				
Unknown	15%				

Note: All data has been weighted by the estimated employer payroll size to match the target population.

# Employer Profile

	Total	Very Small	Small	Medium	Large
(Base)	(232)	(137)	(46)	(9)	(5)
<b>Number of Employees in BC</b>					
None/No employees	6%	3%	0%	0%	0%
1-3 employees	50%	66%	22%	0%	0%
4-19 employees	35%	28%	65%	11%	20%
20-99 employees	7%	1%	11%	89%	20%
100+ employees	2%	1%	2%	0%	60%
<b>Industry Subsector</b>					
7010 - Agriculture	100%	100%	100%	100%	100%

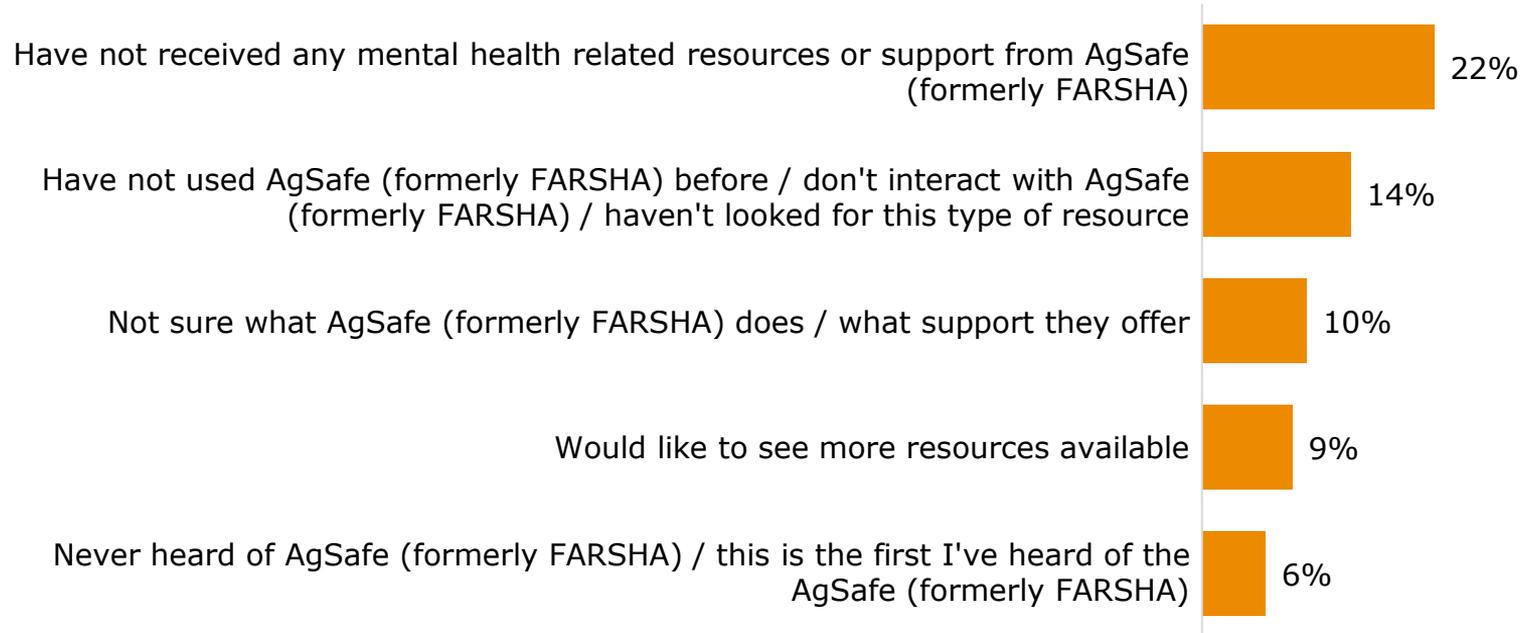
**Employer Comments about “Mental health is taken seriously in our industry”**  
(among those rating neutral, disagree or strongly disagree)



Base: Rated neutral, disagree or strongly disagree to “Mental health is taken seriously in our industry.” and left a comment (77)  
Q13a. Please provide more details here. Note: only comments of 5% or more are shown.

**Employer Comments about "AgSafe (formerly FASHA) is doing a good job of helping employers support workers' mental health"**

(among those rating neutral, disagree or strongly disagree)



**Employer Comments about “My company has enough resources to prevent mental health injuries in the workplace”**

(among those rating neutral, disagree or strongly disagree)

