



TO Natural Resources Defense Council

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FM3 Research

RE: Californian Views of Food and Farming Policies

DATE January 27, 2022

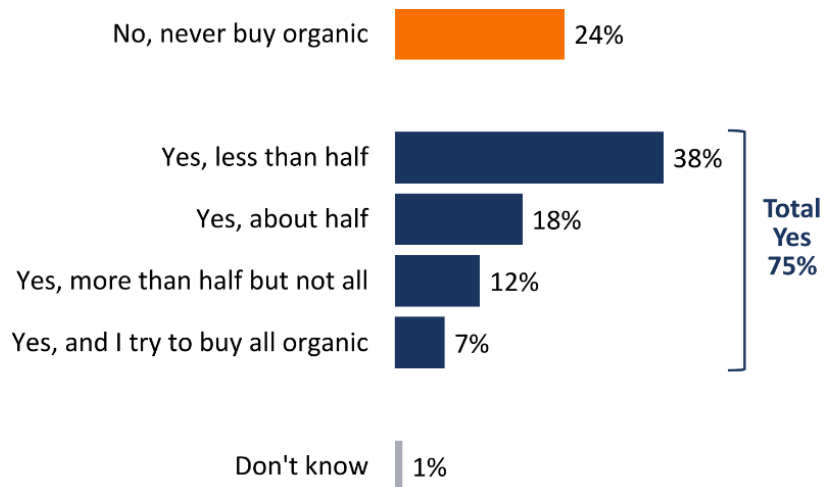
Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 700 California residents to assess views of food and farming policies.¹ The results show that Californians value just and resilient agricultural practices that protect public health: three-quarters buy organic groceries at least some of the time. Californians are also concerned about pesticide overuse in our state. **A majority of Californians support levying a fine on the highest pesticide users and believe that pesticide companies have a “great deal” of responsibility in reducing their use.** At the same time, they overwhelmingly support additional training and incentives for farmers to reduce the use of toxic chemicals.

Detailed findings are as follows:

- **Three-quarters of Californians buy organic groceries at least some of the time.** Those most likely to buy organic are college-educated women, Asian-American and Pacific Islanders, political independents under 50, hybrid and electric vehicle owners, and Californians in their 30s.

Figure 1: Organic Food Consumption

Do you ever buy organic groceries? If so, how much of the fruit, vegetables, dairy, and meat that you purchase is organic when you buy groceries?

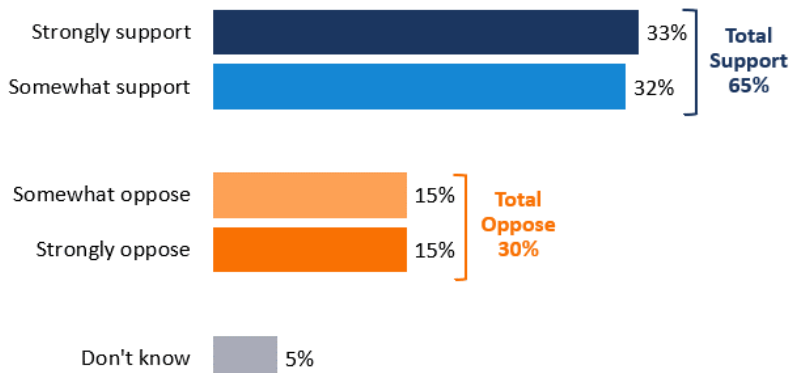


- **Two-thirds of Californians support charging a fine for the highest users of pesticides and fertilizers.** As shown in **Figure 2** on the next page, Californians support fining the highest synthetic pesticide and fertilizer users by a two to one margin, with one-third expressing “strong support.”

Figure 2: Support for Fining the Highest Users of Synthetic Pesticides and Fertilizers

I am going to read you a list of different policies that could help California farmers reduce their use of synthetic pesticides and fertilizers to protect water quality and the health of farmworkers and eaters.

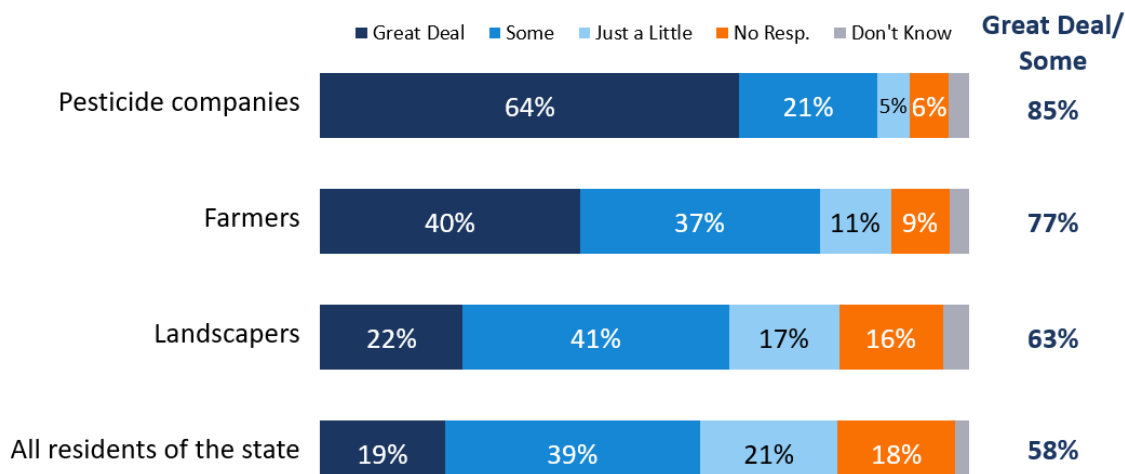
Charge a fine for the highest users of pesticides and fertilizers



- **Californians strongly believe that pesticide companies bear a “great deal” of responsibility for paying to reduce synthetic pesticide and fertilizer use.** As shown in Figure 3 below, more than two-thirds say pesticide companies bear a “great deal” of responsibility, while over four in five believe pesticide companies bear at least “some” responsibility.

Figure 3: Responsibility for Reducing Synthetic Pesticide and Fertilizer Use

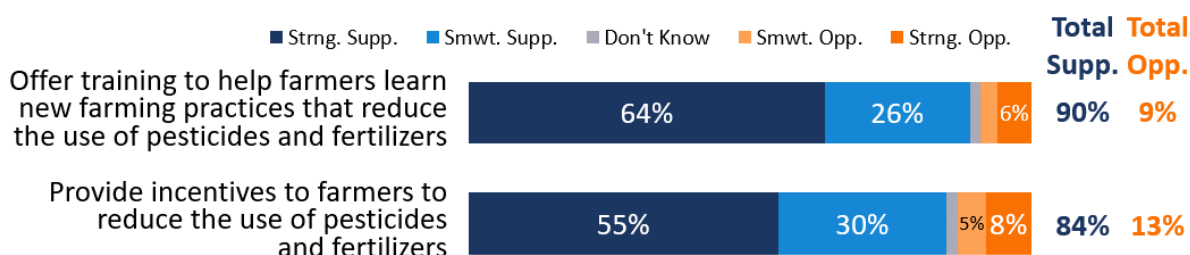
I’m going to read you a list of groups of people who might share some responsibility for reducing the use of synthetic pesticides and fertilizer. Please tell me whether you think they should have a great deal of responsibility, some responsibility, just a little responsibility, or no responsibility for paying for programs to reduce the use of these synthetic pesticides and fertilizer.



- **There is overwhelming support to train and incentivize farmers to reduce pesticide and fertilizer use.** As shown in **Figure 4** on the next page, overwhelming shares support offering training (90%) and providing incentives (84%) to farmers to reduce the use of pesticides and fertilizers; majorities “strongly support” each approach. **Support for these policies cross party lines, with support for training from 79% of Republicans, 89% of independents, and 96% of Democrats;** and support for incentives from 67% of Republicans, 87% of independents, and 92% of Democrats.

Figure 4: Support for Training and Incentives

I am going to read you a list of different policies that could help California farmers reduce their use of synthetic pesticides and fertilizers to protect water quality and the health of farmworkers and eaters. Please tell me whether each sounds like something you would support or oppose.



¹ **Methodology:** From May 22-30, 2021, FM3 completed 700 online and telephone (landline and wireless) interviews with California voters. The margin of sampling error for the study is +/-3.7% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.