

Agriculture and Rural Conflict – Canada's Lessons for Direct Marketers

Wayne J. Caldwell

www.waynecaldwell.ca

**School of Environmental Design and Rural
Development (Rural Planning)**

University of Guelph

New York State Direct Marketing Association

January, 2007

Agenda

- **Direct Farm Marketing in Ontario**
- **Municipalities and Direct Marketing**
- **Estate Wineries and Conflict**
- **Dealing with Conflict**
 - **Prevention and Resolution**
- **Strategies for Dealing with Conflict**



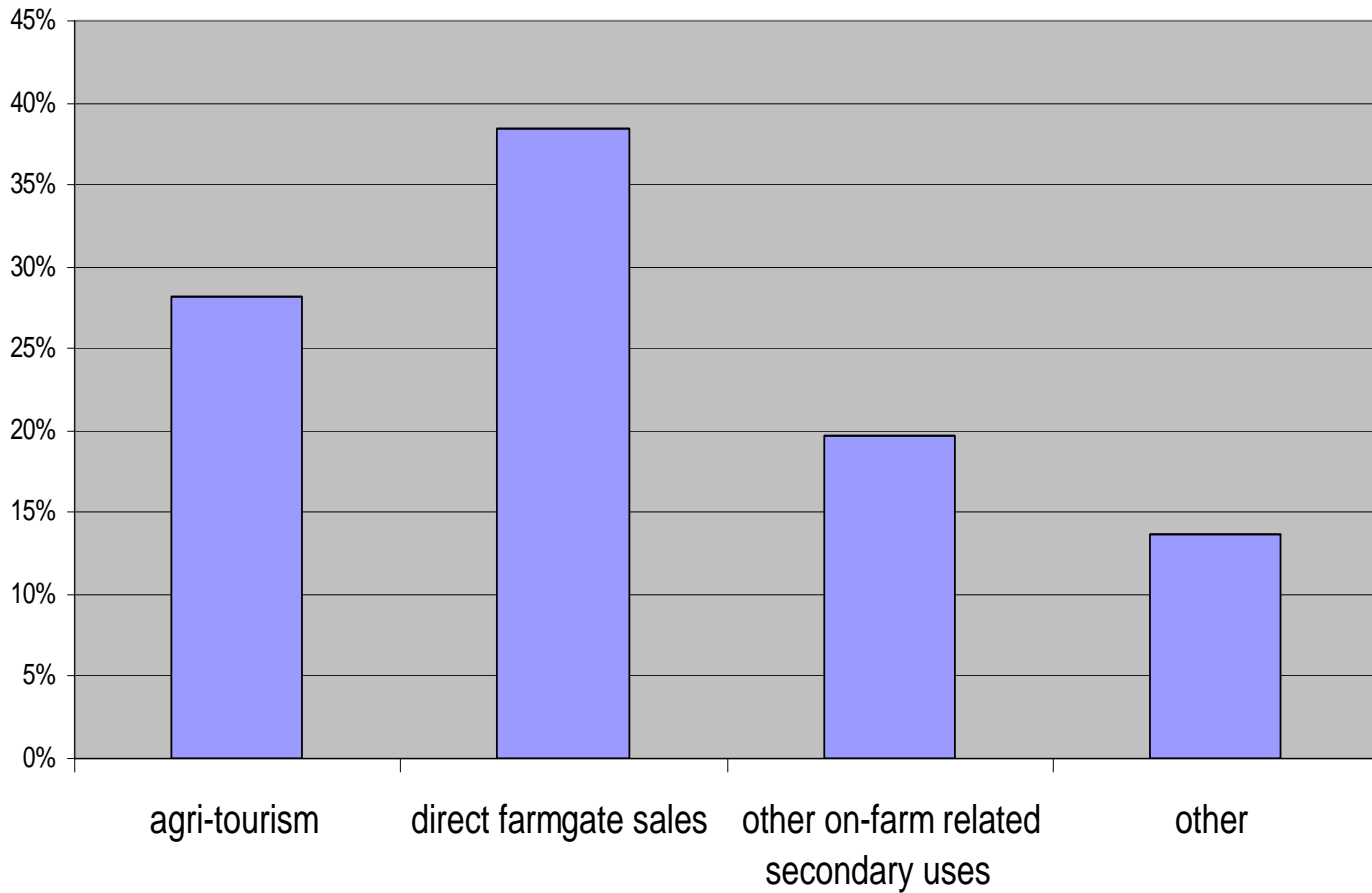
Direct Farm Marketing in Ontario



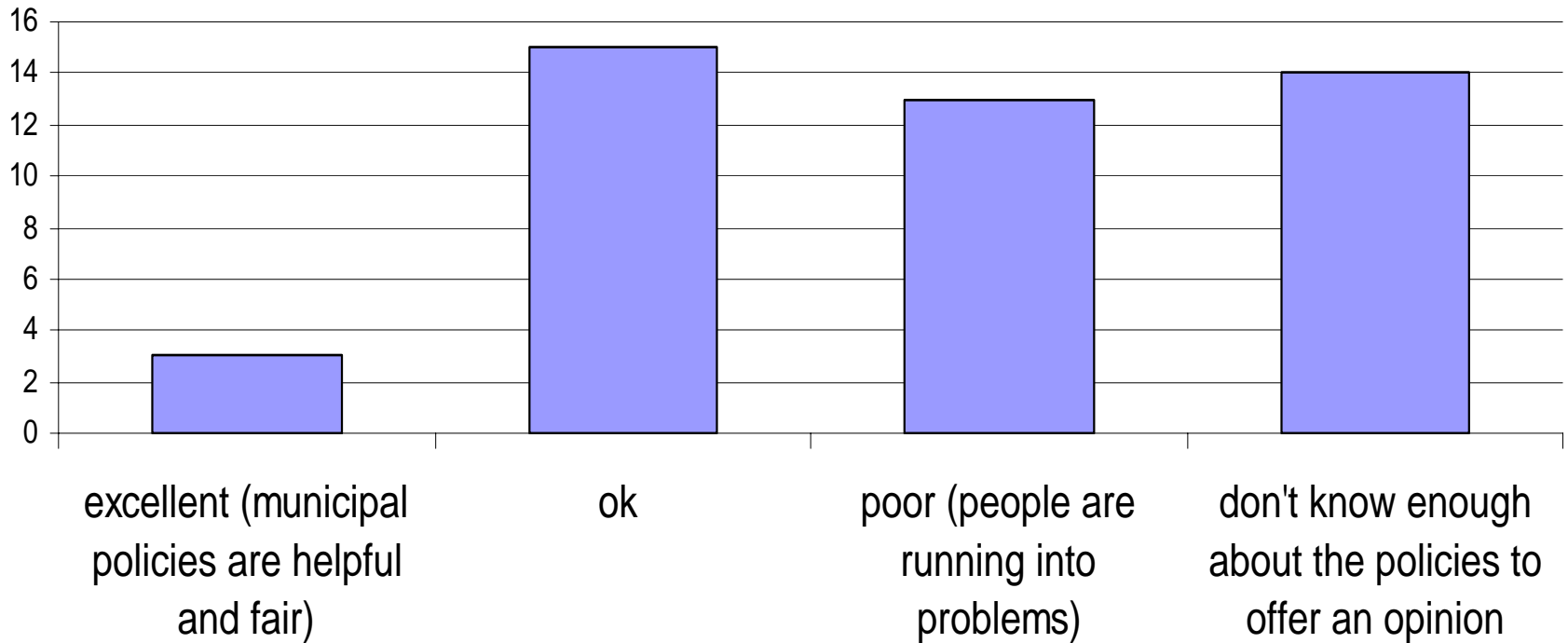
Survey of 170 members:

On-Farm Characteristics	%
On-Farm Market	85
Group Tours	79
Pick Your Own	77
Entertainment Activities	55
Food Service	49
Special Events	43
Sales of Arts and Crafts	32
Sales of Natural Non-Edibles	26
Winery	8
Cut Your Own	6
Other	4
Hospitality (i.e. Farm Stays)	2

Focus of OFFMA Members

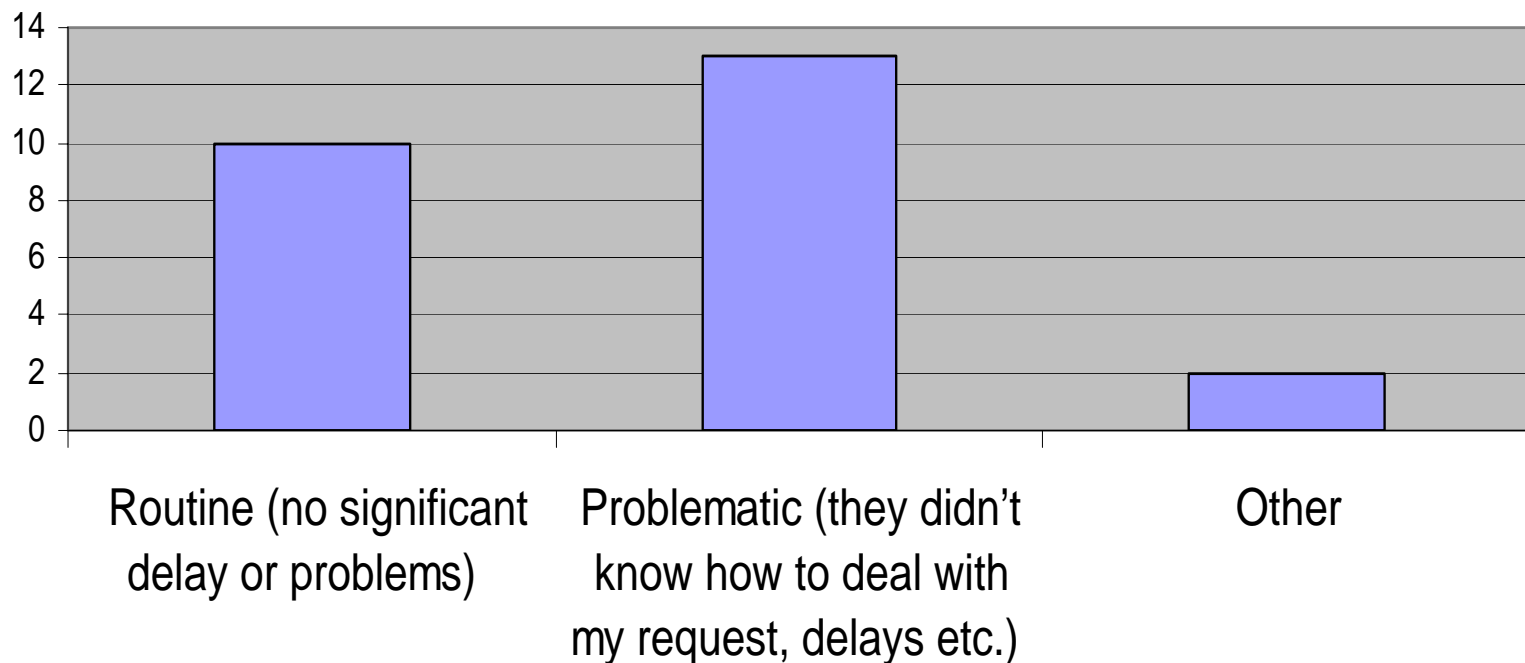


Rating your Municipality's Policy on Direct Farm Marketing and Agri-Tourism



Outcomes of the study (2006): Key Principles and Best Practices for Land Use Planning Affecting Direct Marketing & Agri-tourism

For those requiring municipal approvals how would you categorize your dealings with the municipality?



Outcomes of the study (2006): Key Principles and Best Practices for Land Use Planning Affecting Direct Marketing & Agri-tourism

Estate Wineries and Activities that Potentially Conflict With Neighbours

Compatible	Somewhat Compatible	Least Compatible
<ul style="list-style-type: none"> • Tours and Tastings • Wine Sales • Gift Boutique • Sale of Local Products • Outdoor Barbecue • B & B (max. 3 rooms) 	<ul style="list-style-type: none"> • Bus Tours • Outdoor Events • Indoor Events • Small Restaurant • Restaurant • Fine Dining • Weddings & Reception • Banquet Facilities • Conference Rooms • B & B (max. 6 rooms) • Guest Cottage • Inn 	<ul style="list-style-type: none"> • Sale of Non-local Products • Helicopter Tours • Large Gourmet • Large Overnight

Agriculture and Conflict in the Countryside



If we think of rural conflict more directly:

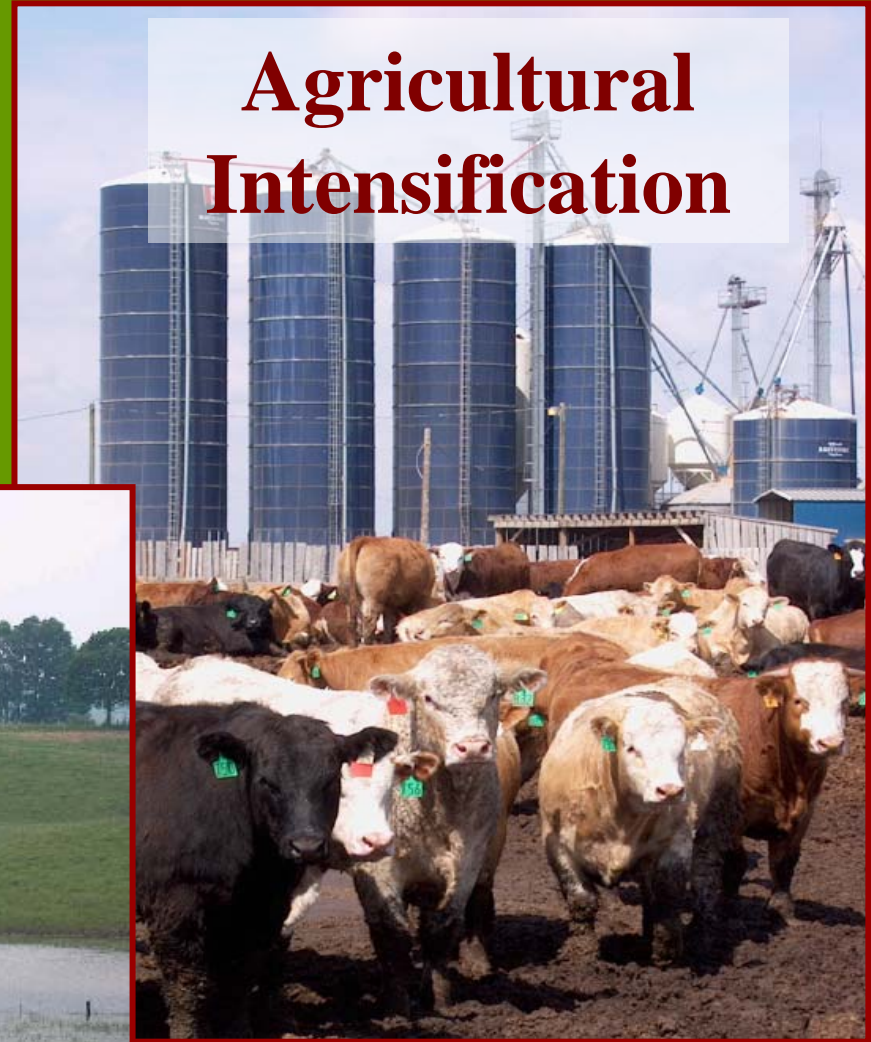
What are some of the key land use trends in rural New York that contribute to conflict in the rural community?

**Rural Non-farm
Residents**



In Canada:

**Agricultural
Intensification**



**Environmental
Awareness**



In responding to conflict part of the challenge is dealing with Perception vs. Reality

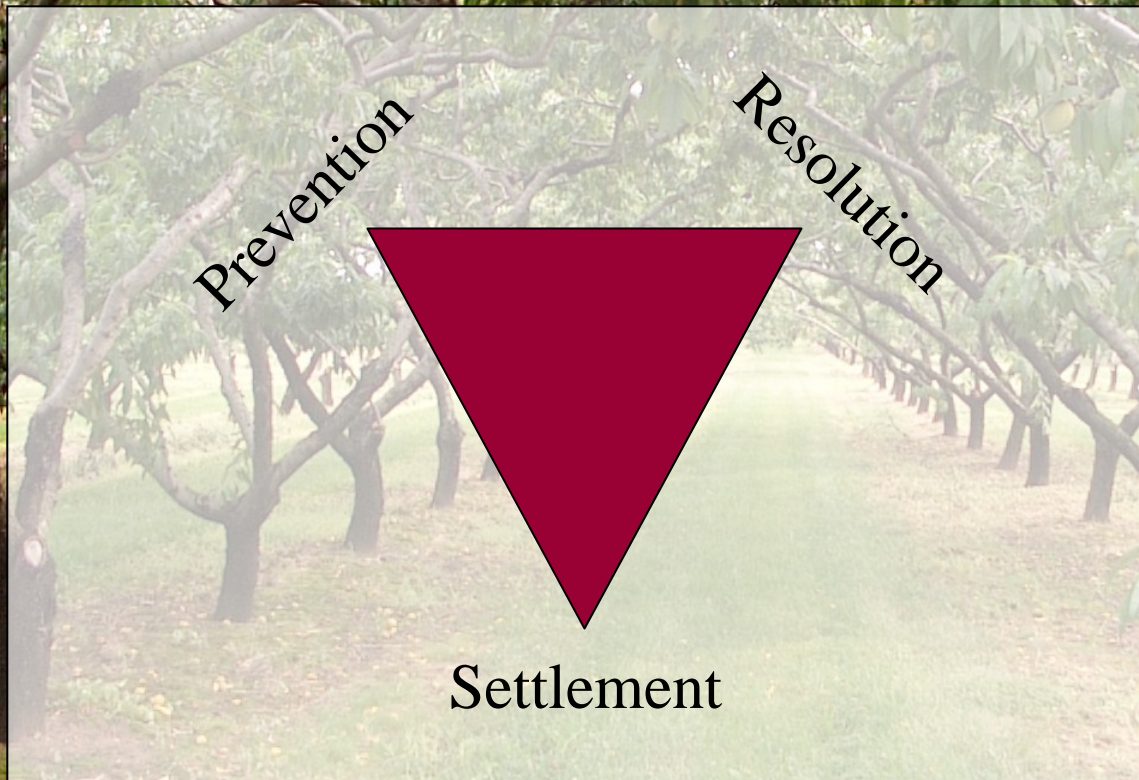


Source: Grace Factory Farms Project
www.factoryfarms.org

**So... what should we do with
this???**

**We have a more intensive agricultural
industry, we have more rural non-farm
folk living in the countryside, we have a
higher level of environmental awareness
and we have more potential for
rural land use conflict...**

A strategy for dealing with conflict

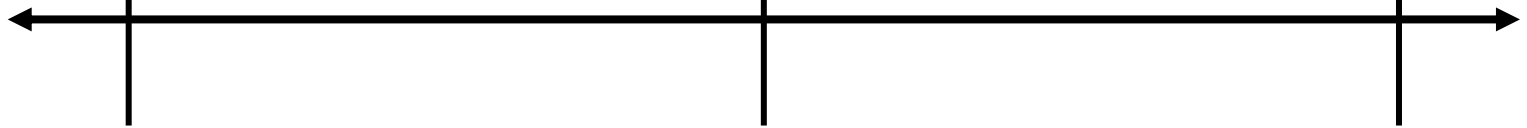


Dealing with Conflict

Prevention

Resolution

Settlement

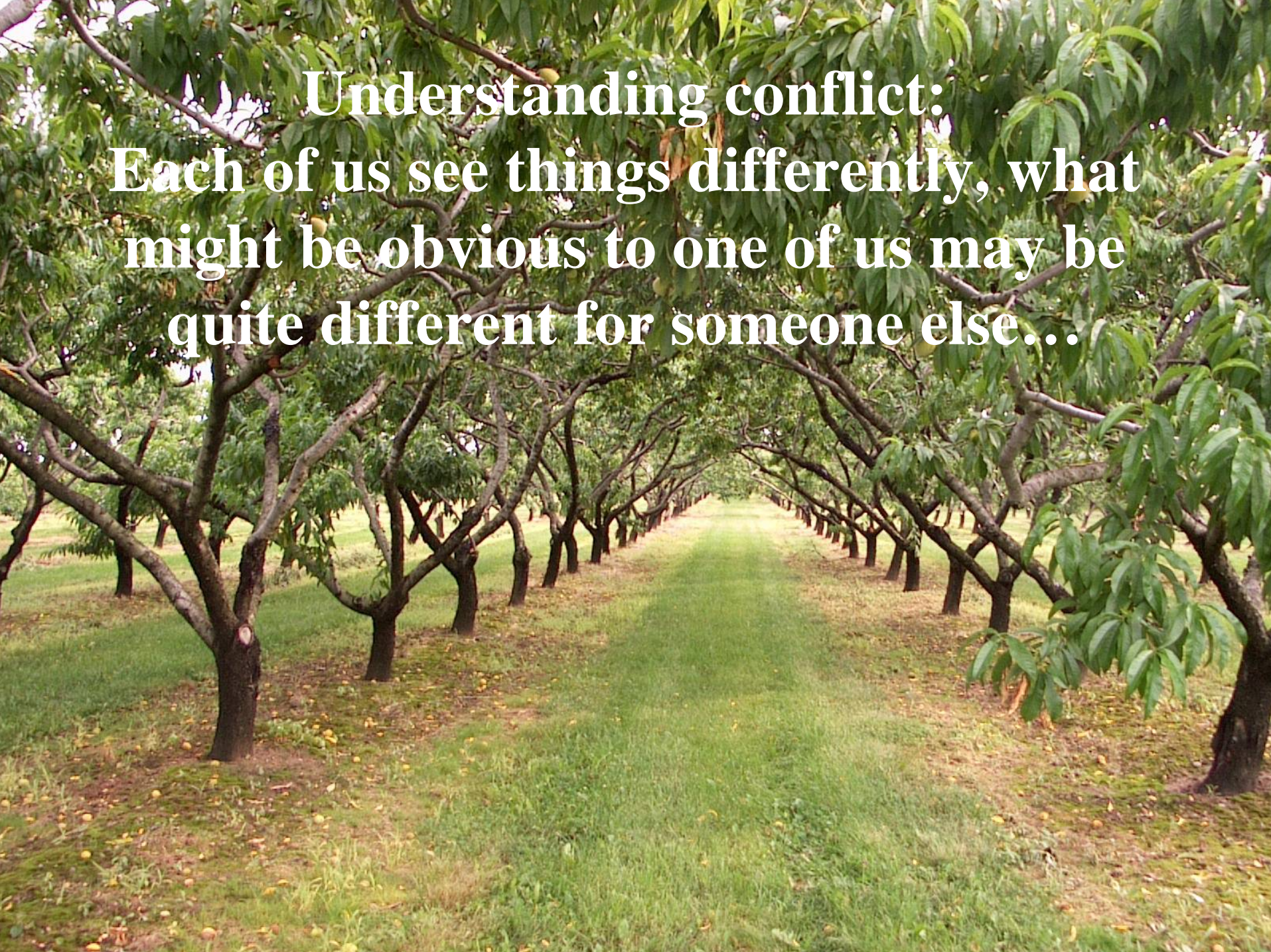


- Good Neighbour Policy
- Public Consultation
- Good Planning

- Negotiation
- Shuttle Diplomacy
- Mediation

- Laws
- Hearings
- Courts

**Understanding conflict:
Each of us see things differently, what
might be obvious to one of us may be
quite different for someone else...**





2 strategies we are exploring in Ontario....

- **Local Advisory Committees (legislative)**
and
- **“Circle” Processes (research)**



Local Advisory Committees in Ontario: Characteristics

- **tackling conflict between producers and their neighbours**
- **Organized by County**
- **Mandate: Livestock and Irrigation**
- **Peer Review**

**Best
Practices**

Community-Based Strategies for Resolving Agricultural and Land Use Conflict

TEN STEPS TO CREATING A LOCAL ADVISORY COMMITTEE



**Dr. W. Caldwell, PhD, RPP, MCIP
J. Ball, MSc, RPP MCIP**

Funded by:

The Canadian Agricultural Rural Communities Initiative (CARCI)
Ontario Ministry of Agriculture and Food (OMAF)
Ontario Pork
Sustainable Rural Communities (SRC)
Livestock Environmental Initiative (LEI)

available at:
www.waynecaldwell.ca

Community-Based Strategies for Resolving Agricultural and Land Use Conflict

TRAINING RESOURCE MATERIALS FOR LOCAL ADVISORY COMMITTEES



**Dr. W. Caldwell, PhD, RPP, MCIP
J. Ball, MSc, RPP MCIP
A. Evans, BSc (ENVS)**

Funded by:

The Canadian Agricultural Rural Communities Initiative (CARCI)
Ontario Ministry of Agriculture and Food (OMAF)
Ontario Pork
Sustainable Rural Communities (SRC)
Livestock Environmental Initiative (LEI)

***Best
Practices***

**available at:
www.waynecaldwell.ca**

Cottager vs. Farmer



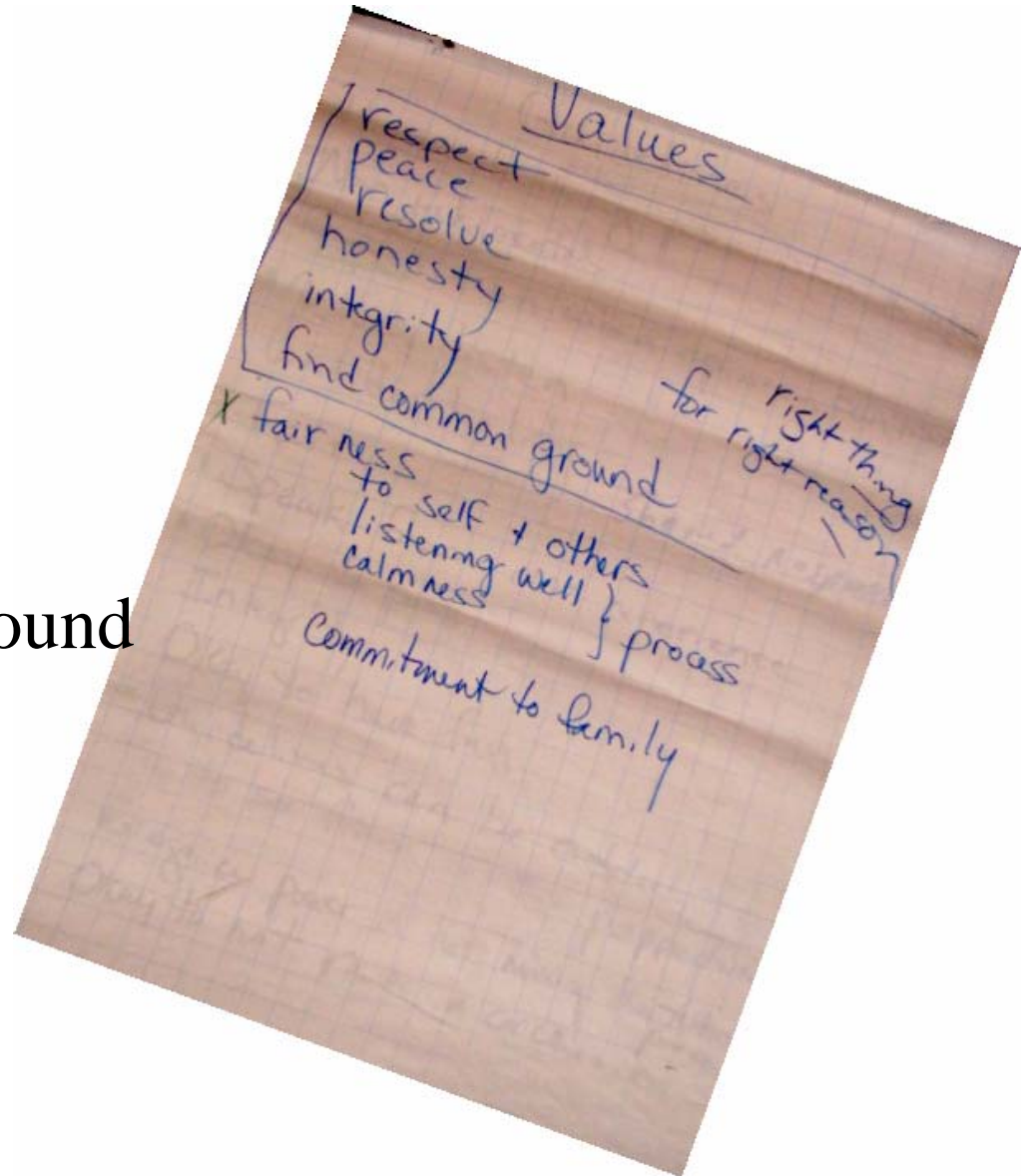
The use of “circles” as a tool to encourage dialogue

A “circle” is a way of bringing people together to tell their own stories built on principles of respect, equality, and shared responsibility...



Values

- Respect
- Peace
- Resolve
- Honesty
- Integrity
- Find Common Ground
- Fairness
 - to self and others
 - listening well
 - calmness



Guidelines (established by Circle)

Guidelines

- * Honor talking piece when in use
- * Non judgmental
- * Respect even when opinion contrary
- * Actively listen
- * Confidentiality
- * Fair
- * Speak from own experience
- * Okay to pass
- * Integrity
- * Okay to have fun
- * Guidelines can be added to
- * Try to see from another perspective
- * Recognize power of not having the talking piece
- * Okay to not reach a conclusion

Shared responsibility

- **Honour talking piece**
- **Non judgmental**
- **Respect**
- **Actively listen**
- **Confidentiality**
- **Fair**
- **Speak from own experience**
- **Okay to pass**
- **Integrity**
- **OK to have fun**
- **Add to Guidelines**
- **Other perspectives**
- **Power without talking piece**
- **OK to not reach conclusion**

key items to remember when dealing with conflict

- **The complaint will be legitimate in the eyes of the complainant**
- **Lack of effective communication is the principal evil of all conflict**
- **Strive for a win-win situation, but it will not always be possible to achieve this**
- **Each situation is unique and requires the willing participation of each party**
- **Allow parties to determine solutions – you'll get better commitment**



Thanks
Any Questions