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

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New York State Direct Marketing Association
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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

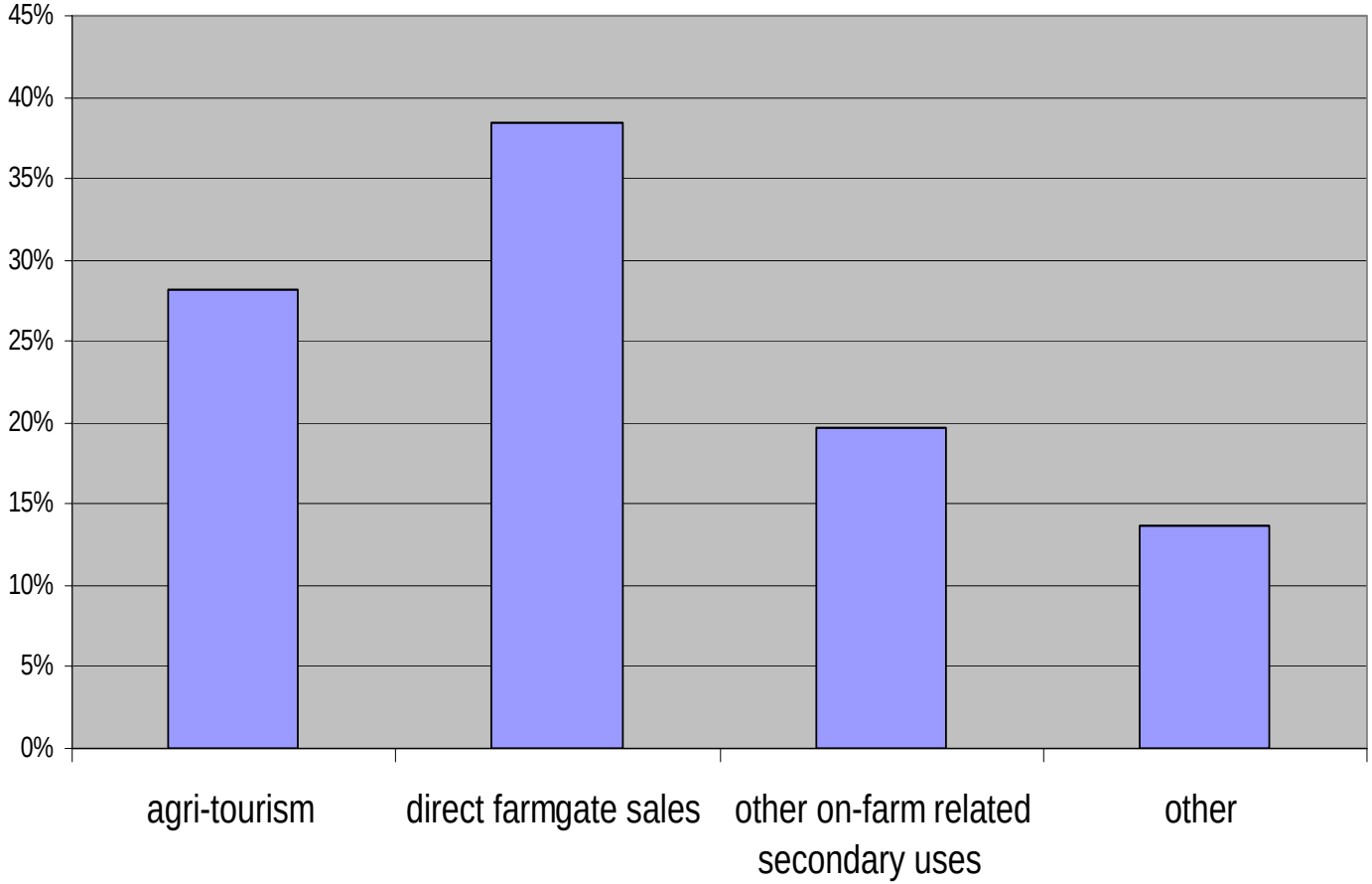
Direct Farm Marketing in Ontario

Survey of 170 members:

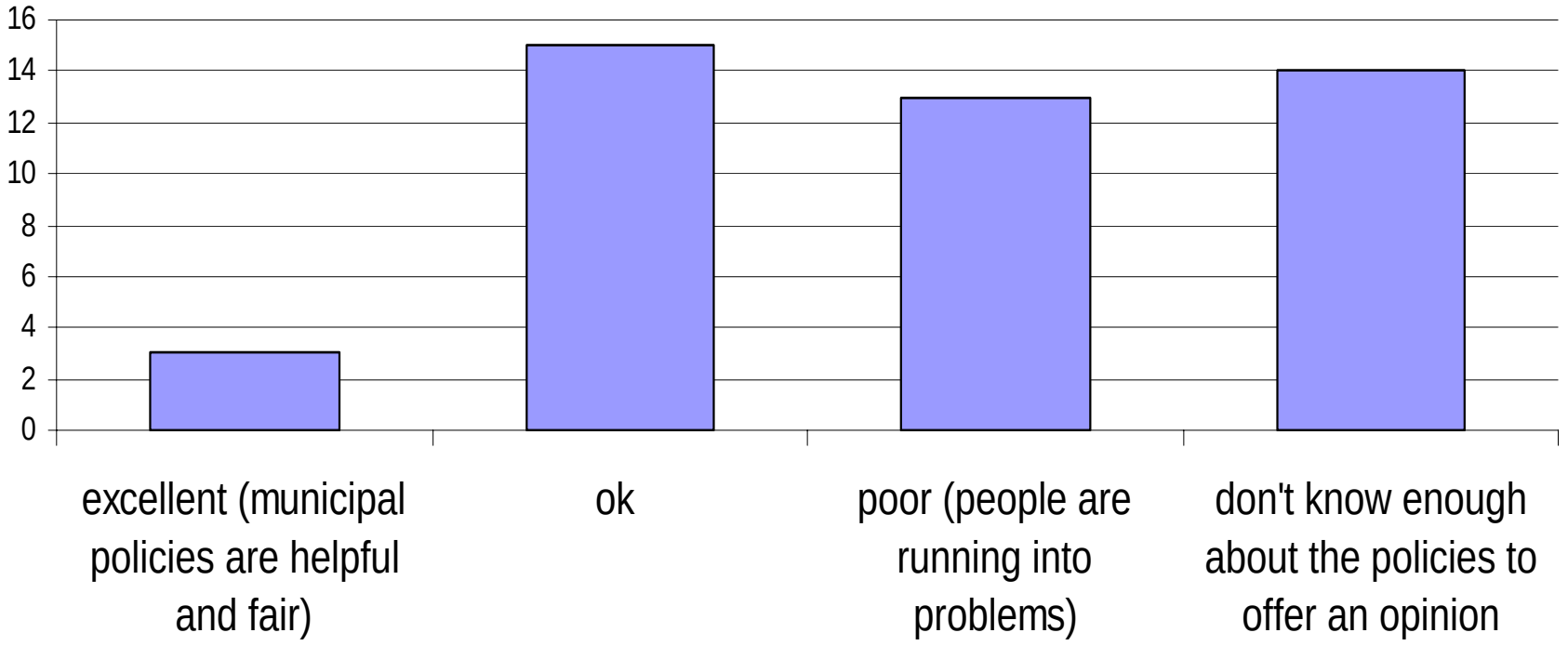
On-Farm Characteristics	%
On-Farm Market	85
Group Tours	79
Pick Your Own	77
Entertainment Activities	55
Food Service	49
Special Events	43
Sales of Arts and Crafts	32
Sales of Natural Non-Edibles	26
Winery	8
Cut Your Own	6
Other	4
Hospitality (i.e. Farm Stays)	2

Caldwell, W. 2006. Jurisdictional Analysis and Best Practices for Land Use Planning Affecting Direct Marketing and Agri-tourism Operations in Ontario. **www.ontariofarmfresh.com/assoc/files/ByLawReport2006.pdf**

Focus of OFFMA Members

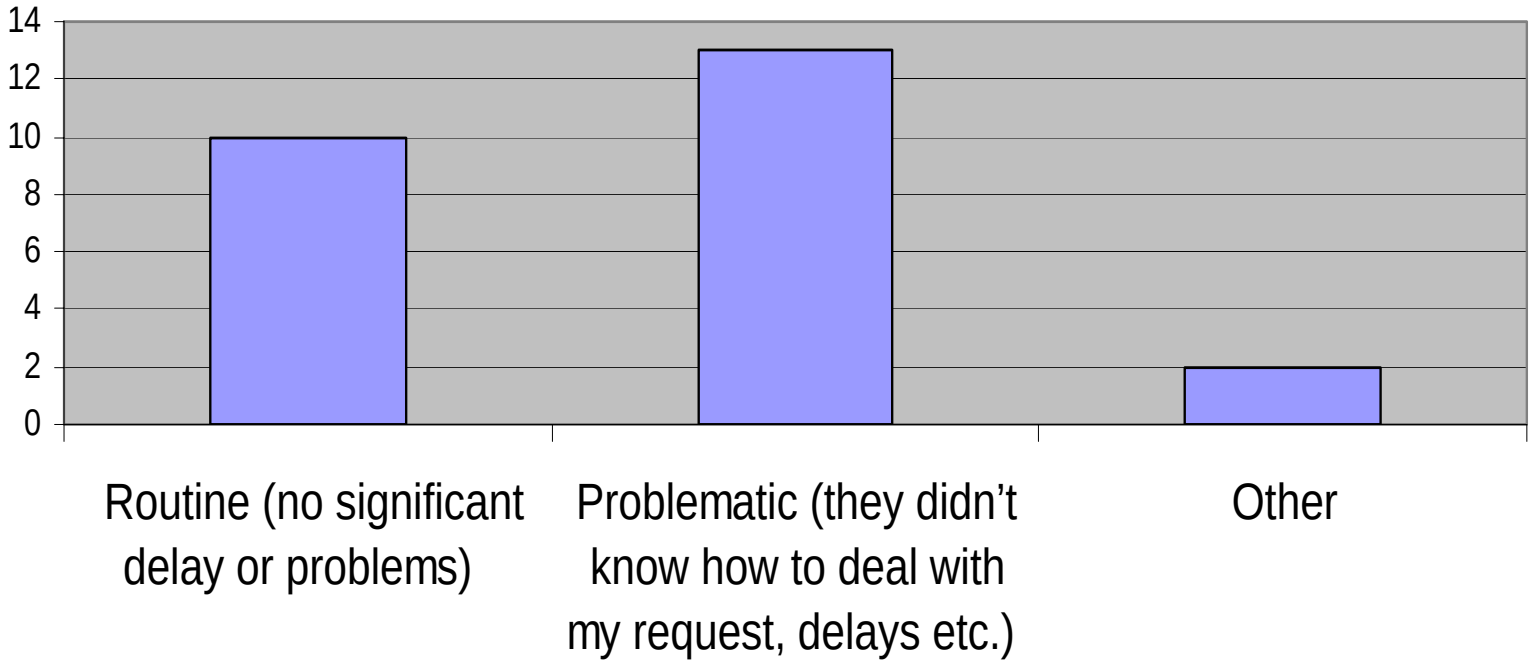


Rating your Municipality's Policy on Direct Farm Marketing and Agri-Tourism



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
• Tours and Tastings • Wine Sales • Gift Boutique • Sale of Local Products • Outdoor Barbecue • B & B (max. 3 rooms)	• 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	• Sale of Non-local Products • Helicopter Tours • Large Gourmet • Large Overnight

Caldwell, W. and D. Aston. 2000. Planning for the Future Development of Ontario's Wine Industry. University of Guelph. www.waynecaldwell.ca.

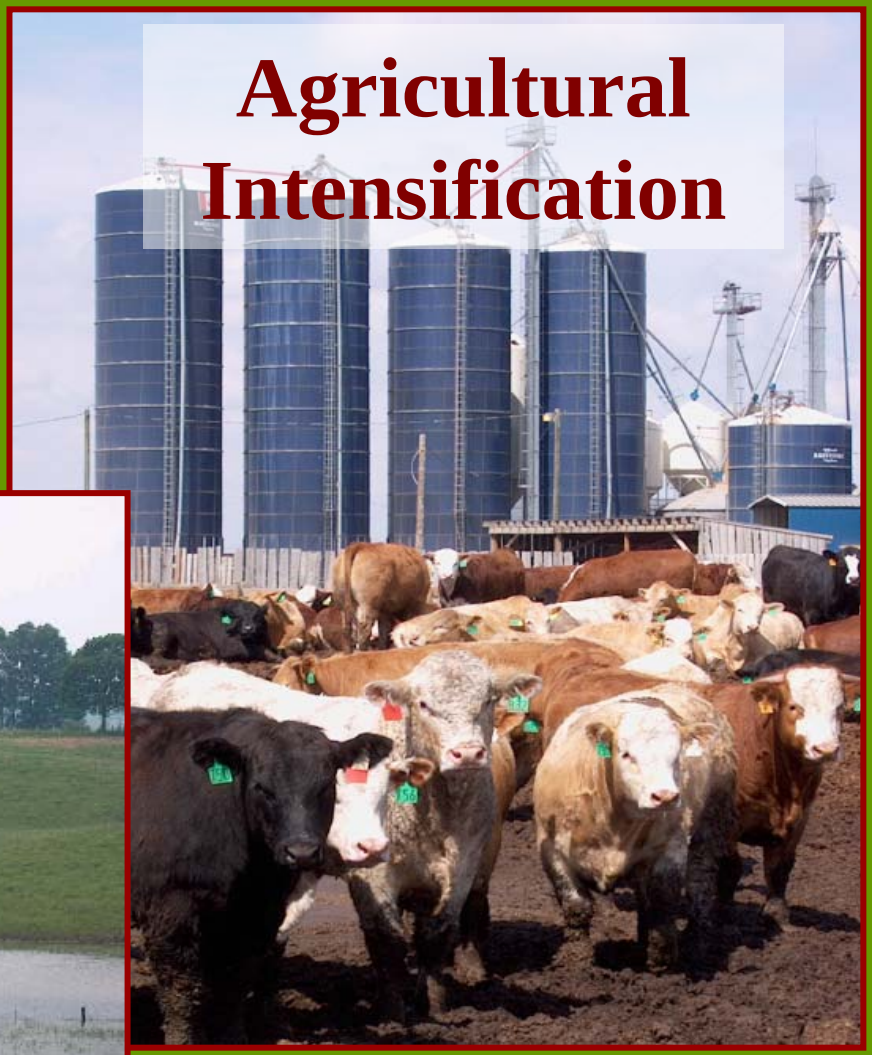
Agriculture and Conflict in the Countryside

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?

In Canada:

Rural Non-farm Residents


Agricultural Intensification

Environmental Awareness

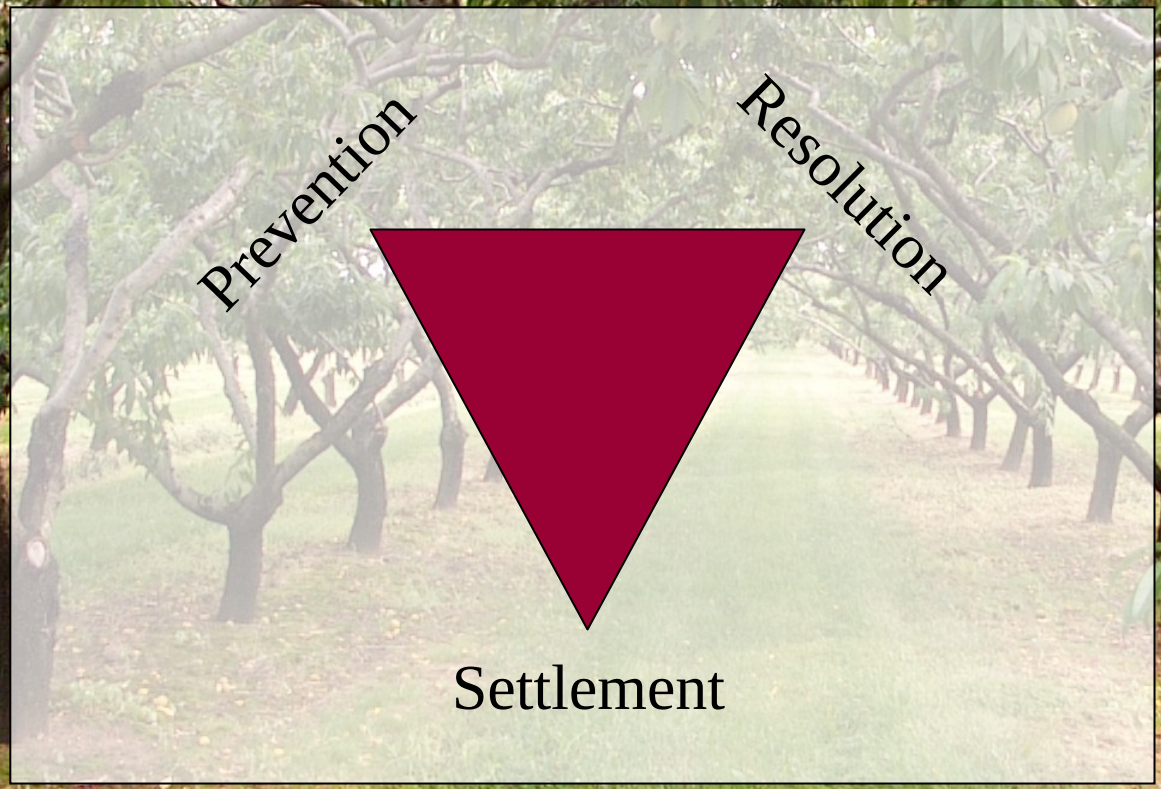
In responding to conflict part of the challenge is dealing with Perception vs. Reality

Source:Grace Factory Farms Project
www.factoryfarms.org

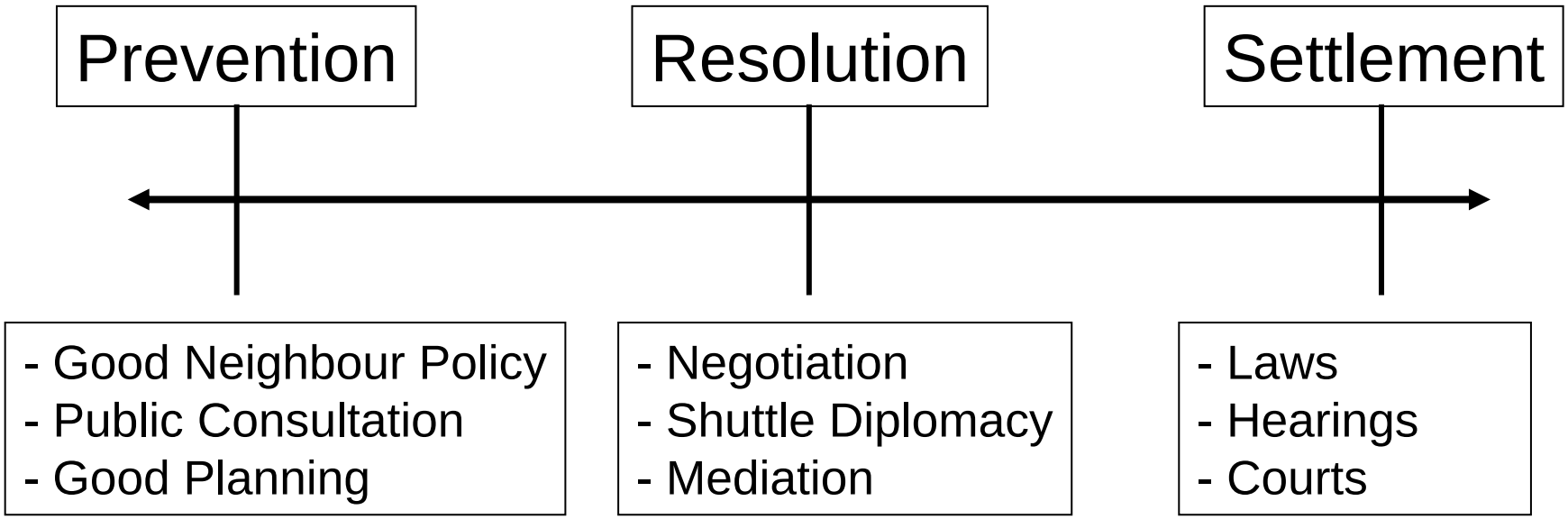
So… what should we do with this???

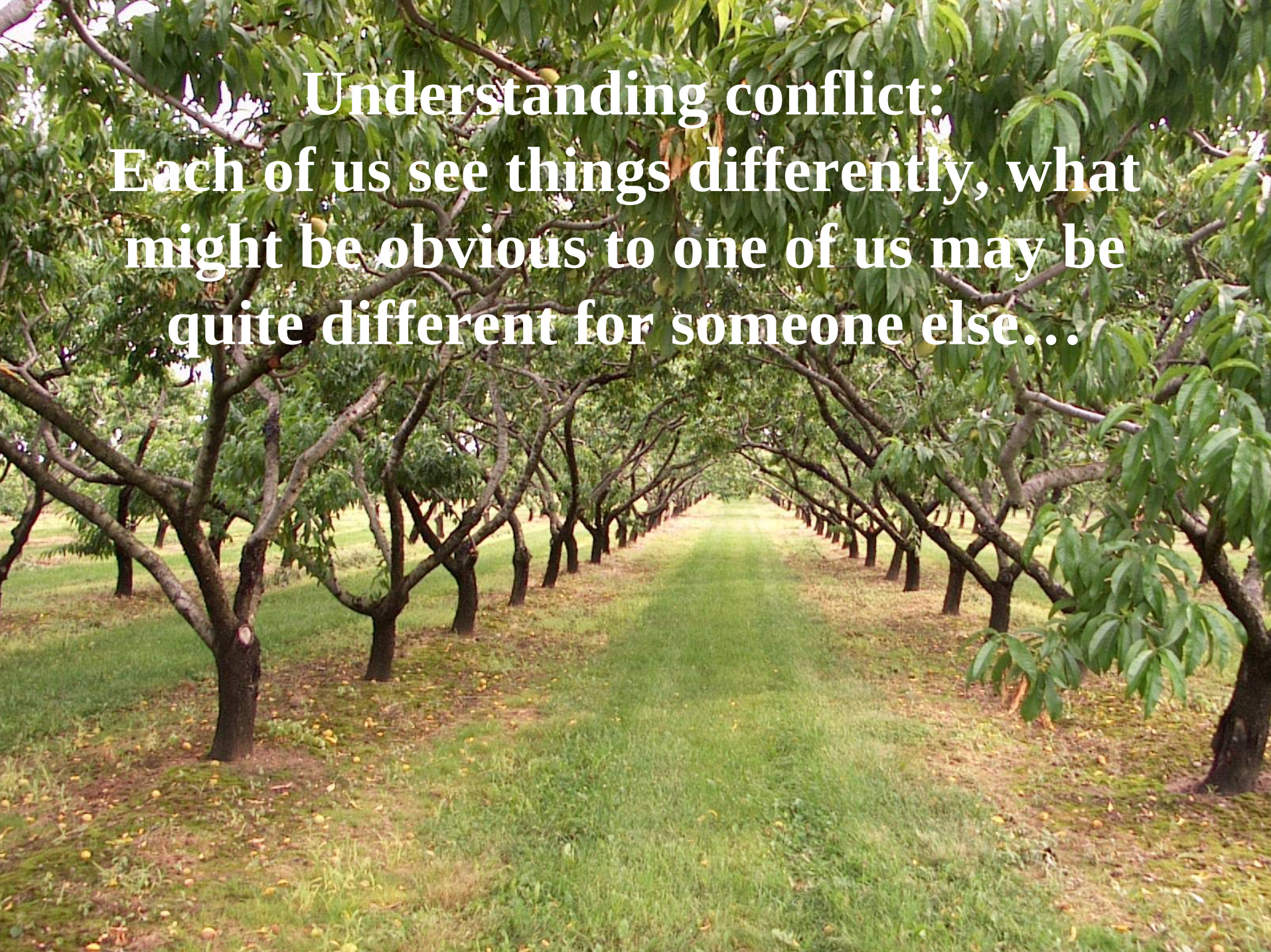
We have a more intensive agricultural industry, we have more rural non-farm folk living in the countryside, we have a higher level of environmental awareness and we have more potential for rural land use conflict…

A strategy for dealing with conflict



Dealing with Conflict




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

available at:
www.waynecaldwell.ca

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)

Community-Based Strategies for Resolving Agricultural and Land Use Conflict

TRAINING RESOURCE MATERIALS FOR LOCAL ADVISORY COMMITTEES

Dr. W. Caldwell, PhD, RPP, MCIP
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A. Evans, BSc (ENVS)

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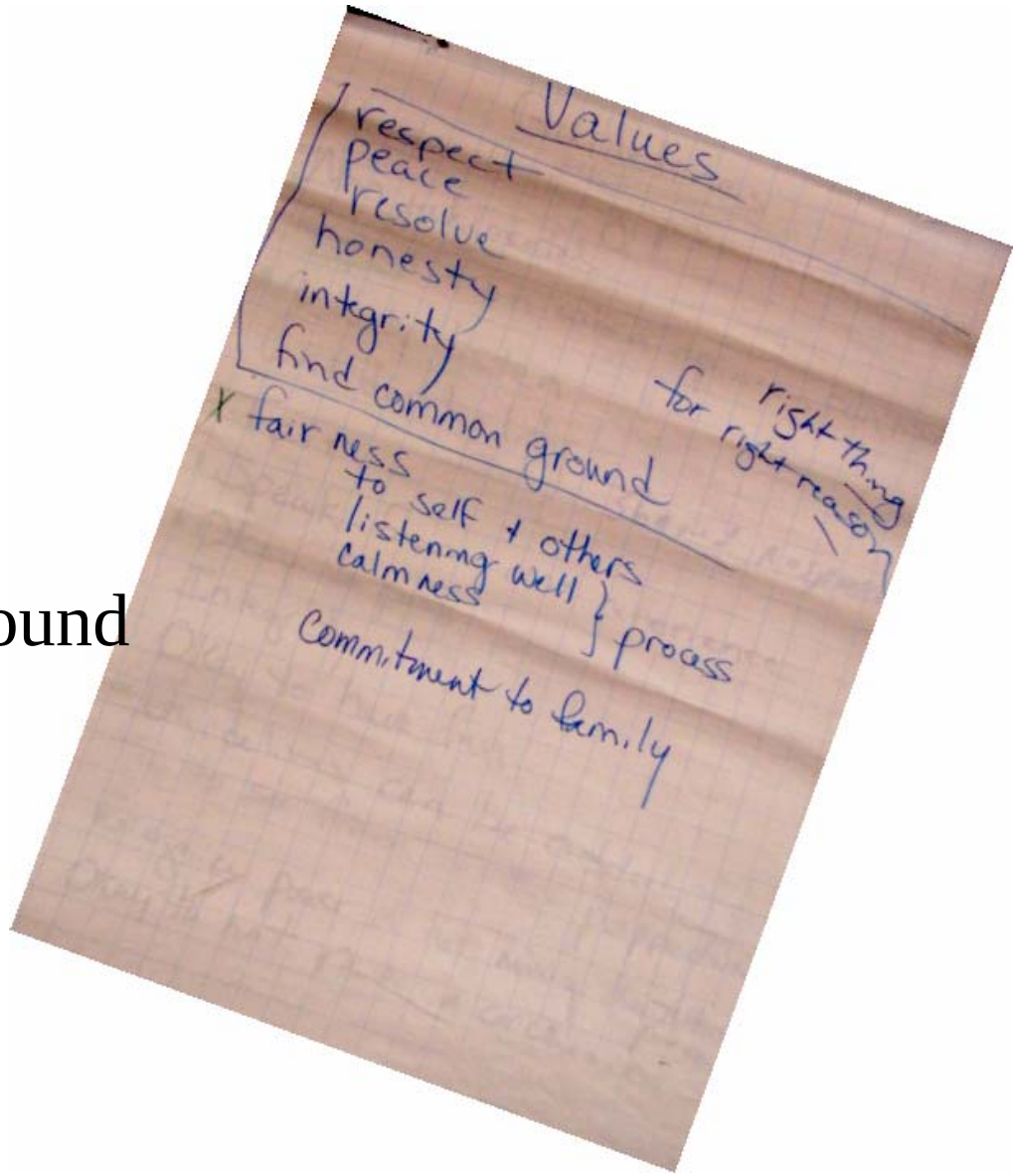
Cottager vs. Farmer

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

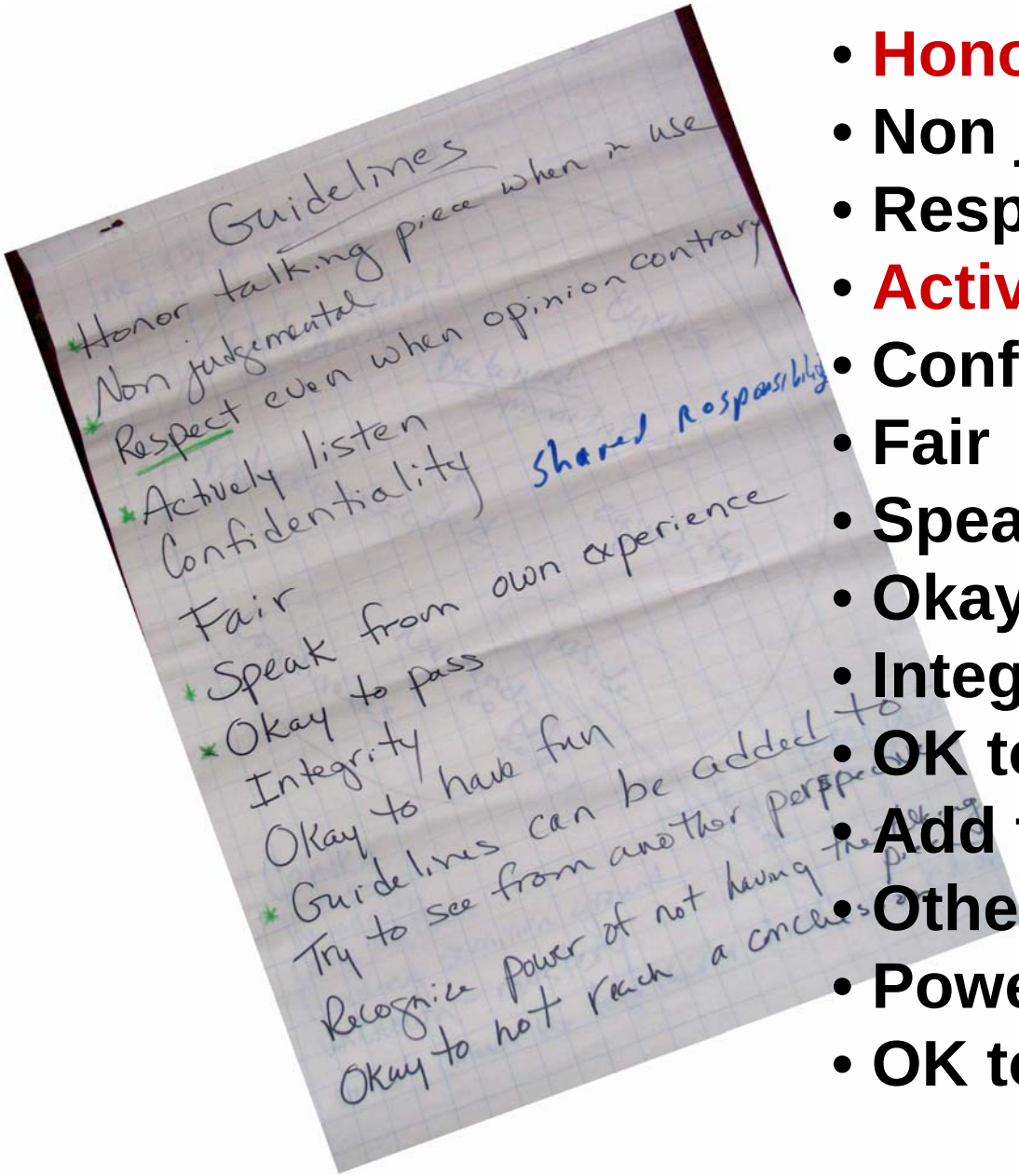
A **“circle” is a way of bringing people together to tell their own stories built on principles of respect, equality, and shared responsibility…**

Values

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



Guidelines (established by Circle)



- **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