

Cows in the City and Other Rural Development Strategies

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Cows in the City?



Rural Protest in Canada

- ◆ Agricultural Protest in Ontario
- ◆ “Farmers Feed Cities”
- ◆ “Financial Crisis”
- ◆ “National Issue”



Rural Protest in France...



Global Rural Protest...


- ◆ India
- ◆ 40,000 Rural Protesters in London
- ◆ Wales
- ◆ Loggers in Melbourne
- ◆ “A Rural Way of Life”



Rural Under Pressure

- ◆ Globalization
- ◆ Logging: For and Against
- ◆ Sprawl
- ◆ Parks
- ◆ Genetically Modified Crops
- ◆ Land Title
- ◆ Farming
- ◆ ...

Outline

- ◆ Profile of Rural, Northern BC
 - ◆ Broader Context for Development
 - ◆ Menu of Rural Development Strategies
 - ◆ Welcome to the Dark Side: The Connected North
 - ◆ Conclusion
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- A stylized silhouette of a mountain range in shades of teal, located at the bottom right of the slide.

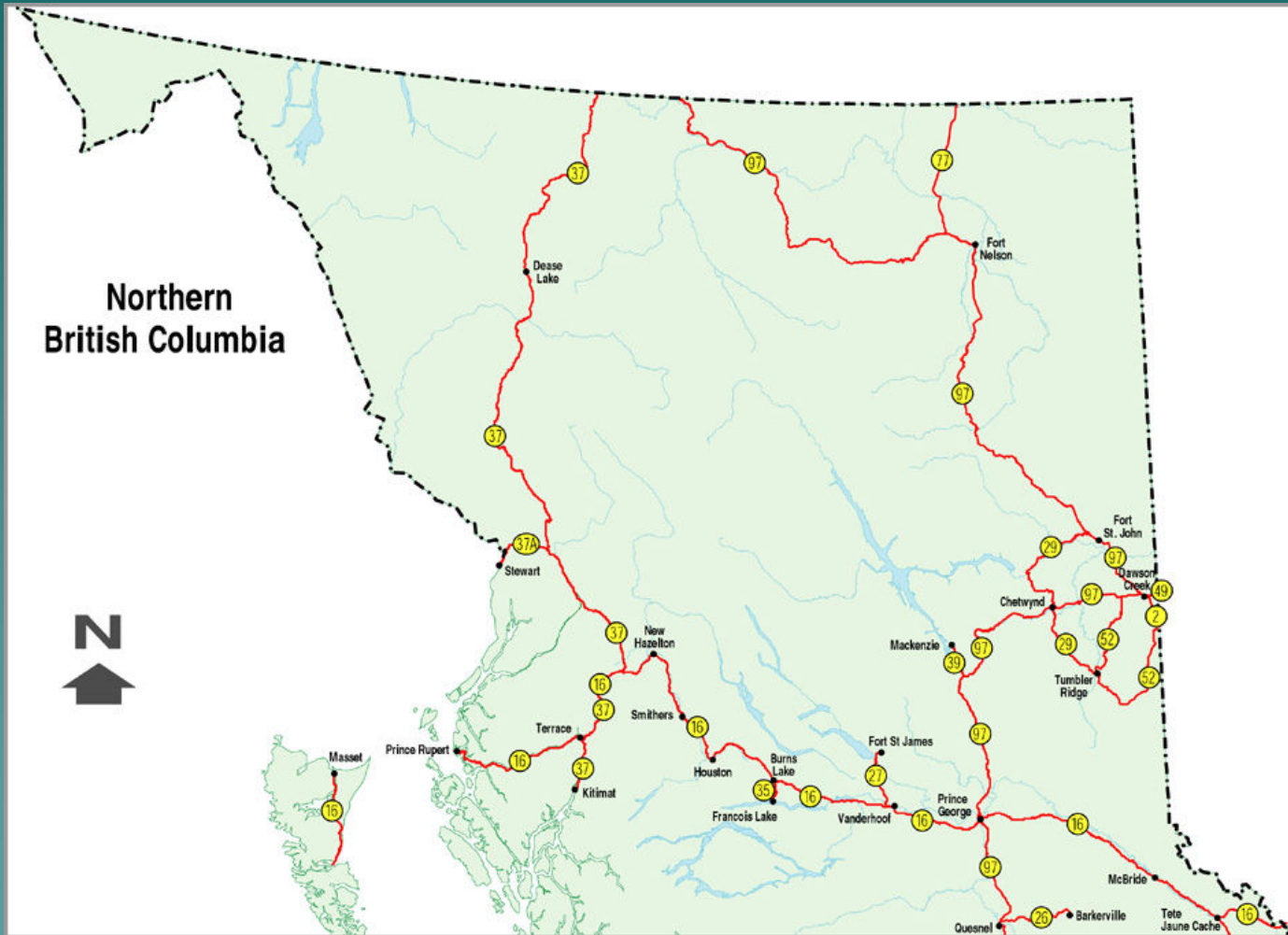
Purpose

1. Provide a deeper perspective on rural development issues...create more lasting change;
2. Argue that control, through collaborative action, is the cornerstone for future development in the North.


Profile

The image features a solid teal background with a subtle gradient. In the bottom right corner, there is a stylized silhouette of a mountain range in a darker shade of teal. The word "Profile" is centered in the upper half of the image in a light yellow, sans-serif font with a slight drop shadow.

Northern British Columbia



Urban Perspectives on Rural

- ◆ Rugged
 - ◆ Hick
 - ◆ Attached to the land
 - ◆ Slower pace
 - ◆ Backwards
 - ◆ Out of touch
 - ◆ ...
- 

What the Reports Say: Assets

- ◆ Attraction of People
 - Affordability
 - Quality of life: amenities
- ◆ Resource Rich
 - Extraction
 - Tourism
- ◆ Strong Social Characteristics
 - Commitment to place
 - Higher volunteerism; more sharing

What the Reports Say: Challenges

- ◆ Overall Competitiveness:
 - Employment in primary industries is declining
 - Population base is declining
 - Access to investment capital limited
 - Education levels are lower
 - Lower levels of income
 - Severity increases in Aboriginal communities

Rural – Urban Tension

- ◆ Urban Supports Rural

- Cities are the engines of economic growth...subsidies to rural

VS.

- ◆ Rural Supports Urban

- Export wealth; food production
- Those trees you're milling didn't come from Stanley Park...

Broader Context


The image features a solid teal background. In the bottom right corner, there is a stylized silhouette of a mountain range in a slightly darker shade of teal. The text "Broader Context" is centered in the upper half of the image in a light yellow, sans-serif font with a thin black outline.

Cycles of Boom and Bust

- ◆ Seven year cycles for the forest industry
- ◆ 1980s restructuring
- ◆ Staples development:
 - Fur
 - Agriculture
 - Lumber
 - Hydro
 - Oil and Gas



BC in the 1950s

- ◆ Resource royalties subject to wide fluctuations
 - ◆ Inefficient resource industries
 - ◆ Community & industrial infrastructure of central/northern BC poorly developed
 - ◆ Few secondary/support industries
 - ◆ BC as a 'have not' province
- 

1950s Solutions



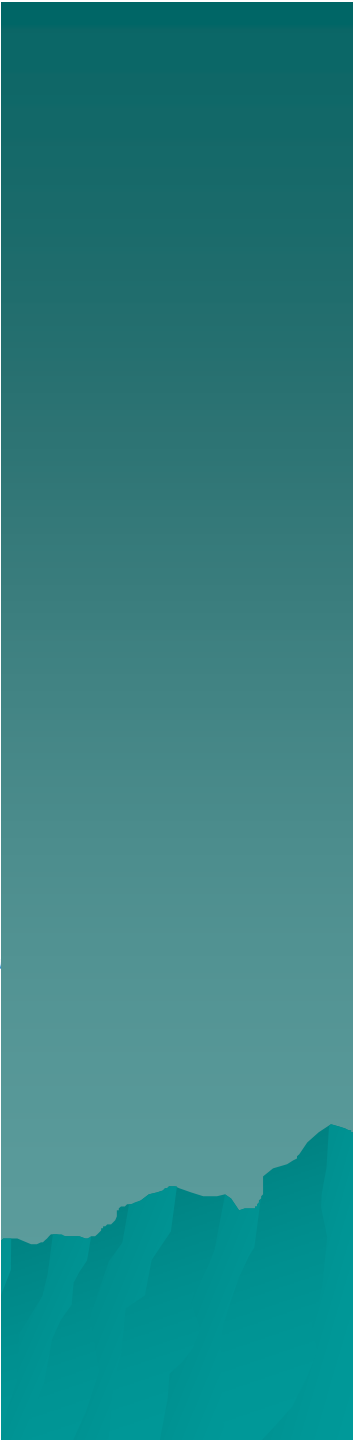
- ◆ Wood waste to support interior pulp and paper plants
- ◆ Electrical power to drive industry
- ◆ Oil/gas for revenue and power
- ◆ Full highway network
- ◆ Integrated railway network and airports
- ◆ Creation of new towns ('Instant Towns' act) in 'remote' BC
- ◆ Community infrastructure (schools and services) to attract and retain a workforce

The Long Boom...



British Columbia
pop. change 1971-1981

- Gain
- No Change (+/- 0.4 %)
- Loss



And
Then...?



Growth Rates (1996 - 2001)

Skeena-Queen Charlotte	% change
Prince Rupert	-12.4
Masset	-28.4
Kitimat-Stikine	% change
Kitimat	-7.6
Terrace	-5.3
Bulkley-Nechako	% change
Houston	-9.1
Smithers	-3.7

Decisiveness vs. Complexity...

- ◆ Clear Recognition
- ◆ Definitive Plan...Implemented!!!
- ◆ But:
 - Environment
 - Value Added
 - Market Laziness
 - First Nations Exclusion
 - Complexity...




Strategies for Rural Development

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Going...Going...

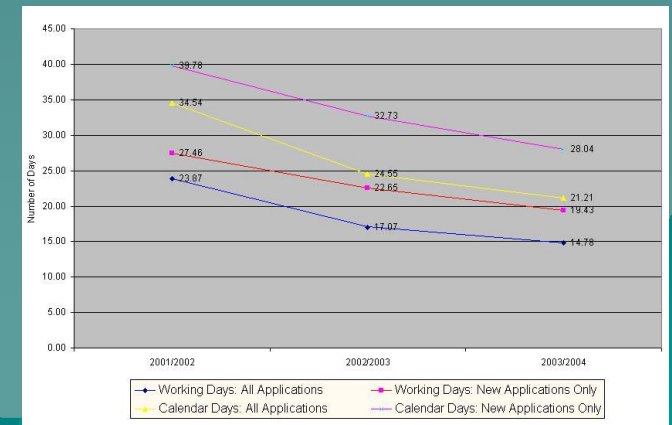
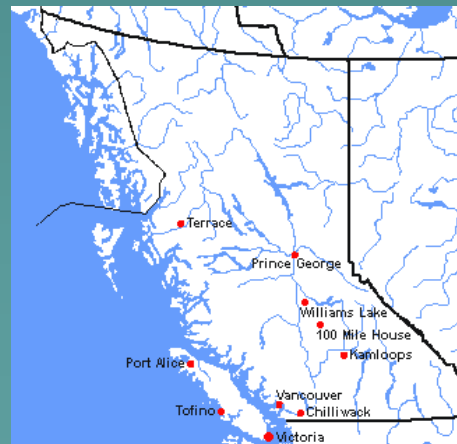
- ◆ Allenby
- ◆ Ashcroft Manor
- ◆ Barkerville
- ◆ Bennett
- ◆ Braiden
- ◆ Butedale
- ◆ Cameronton
- ◆ Cape Scott
- ◆ Cassiar
- ◆ Coalmont
- ◆ Cody
- ◆ Copper Mountain
- ◆ Fort Steele
- ◆ Granite
- ◆ Greenwood
- ◆ Hedley
- ◆ Kitsault
- ◆ Laforme Creek
- ◆ Moyie
- ◆ Nashton
- ◆ Quesnel Forks
- ◆ Ocean Falls
- ◆ Retallack
- ◆ Richfield

What the “Experts” Have to Say

- ◆ Restore land base certainty
 - ◆ Additional community-based forest tenures
 - ◆ Private development of electricity
 - ◆ Tourism development and linkages
 - ◆ Marketing for northern products
 - ◆ Invest in human capital
- 
- A stylized silhouette of a mountain range in shades of teal, located at the bottom right of the slide.

And the Northern Response...

“WE HAVE BEEN STUDIED TO DEATH”



Policy Report Legacies

- ◆ The “Heartlands”
- ◆ Ministry of Community Development Cooperatives and Volunteers
- ◆ The “New Economy”
- ◆ REDOs
- ◆ The Jobs and Timber Accord
- ◆ ...

The Connected North

Welcome to the Dark Side



Voices from the North

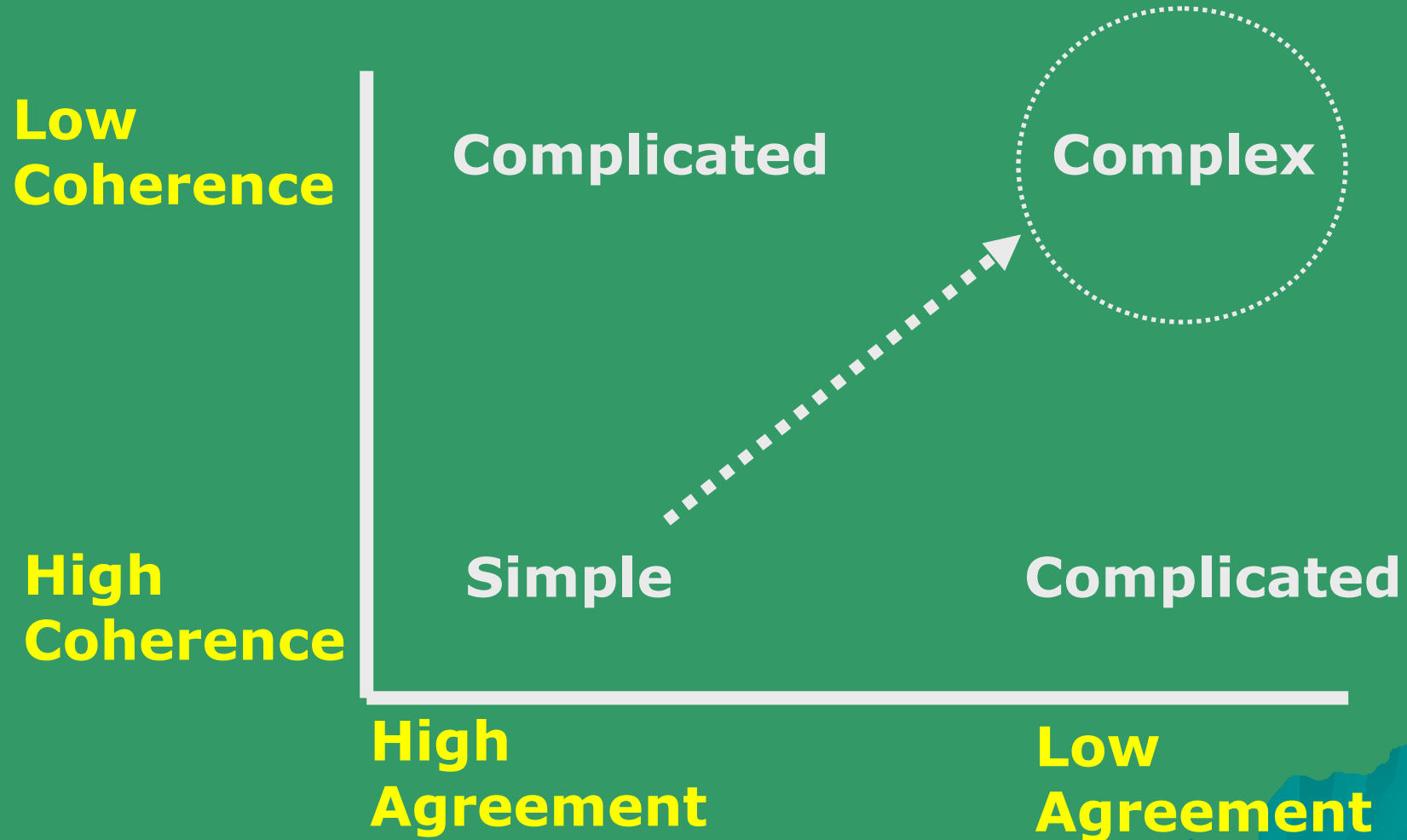
- ◆ *It will be important that we think about small economic activities as well as large industries and must support infrastructure which serves a wide range of interests*
- ◆ *We need to protect and develop the four corners of economic development: 1) education; 2) transportation; 3) communications; and 4) health*

Voices from the North

- ◆ *A northern vision must include attention to the human and community sides of development in concert with economic development activities.*
- ◆ *A northern vision and strategy must be built from the bottom up by northerners.*
- ◆ *We need control; we must determine our own destiny which will involve taking power from other places*

So What's the
Problem???

A Model for Action



(Tamarack Institute)

What Does the Dark Side Look Like?

- ◆ New forms of collaboration
- ◆ Place-based not sector-based
- ◆ Bottom-up not top-down
- ◆ Telling not asking
- ◆ New approaches to planning
- ◆ Community – regional integration
- ◆ New organizations: institutions


The Region:

New Forms and Scales of
Organization

The Regional Imperative

- ◆ Our competitors have scaled up
 - especially the European Union
- ◆ Need to coordinate to create synergies
 - other jurisdictions shifting from sectoral to 'place-based' policies
- ◆ Need to invest limited funds wisely in infrastructure and services
- ◆ Scaling up to bring a regional voice to public policy and the marketplace

What Connects the North?

- ◆ Political relationships: e.g. North Central Municipal Association
 - ◆ Infrastructure that connects a diverse region
 - ◆ Services (increasingly consolidated)
 - ◆ Culture, lifestyle
 - ◆ Economic flows
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- A decorative graphic at the bottom right of the slide, consisting of a silhouette of a mountain range in shades of teal and light blue.

How to Move Forward?

1. Comprehensive from outset
2. Focus areas/niche
3. Strategic drivers (entry points into other issues)
4. Opportunity driven
5. Combination

What are the Opportunities?

- ◆ Seniors
- ◆ Pre / Post Retirement services
- ◆ Tourism
- ◆ Education based activities
- ◆ New Information technology
- ◆ Quality of Life
- ◆ Hydrogen economy
- ◆ Minerals
- ◆ Innovative wood products
- ◆ Aquaculture
- ◆ Agriculture

Re-bundle 'traditional assets'

◆ **Energy**

- wind / coal bed methane / IPPs
- links to hydrogen economy

◆ **Forests**

- community forests / 'Waste' wood / Value Added
- opening up access to timber supply and processing to encourage innovation
- birch syrup / non-timber resources

◆ **Agricultural Lands**

- alternative uses for grains/ waste heat uses
- farm tourism
- niche crops / geographic isolation

◆ **Education**

- science, technology, technical, and trades programs
- network of Colleges and UNBC
- Norway and Newfoundland got ahead of game in training people
- community groups and voluntarily organizations
- industry and labour have skill / training expertise

Conclusion

A New Northern Brand

- Hard working
 - Connected to the land
- Outdoors / wilderness
 - ◆ tourism / resources
- Safe community
 - ◆ retirement / young families
- Pace of life
 - ◆ outdoors lifestyle / recreation / seasons
- Independence
 - ◆ doing more with less
- Affordability
 - ◆ housing / office space
- Youth in an aging world

Then Again...



Thank You.