

TRI-COUNTY AGRICULTURE COMMUNICATIONS PLAN

PRESENTATION TO COUNCIL
OCTOBER 13, 2020

UPDATE

- Project Scope
- Research findings
- Communication Plan
- Next Steps



PROJECT SCOPE

Funding from ACP grant

Project addresses social license issues within the Leduc,
 Sturgeon and Parkland County

 AdFarm was contracted to research social license issues and develop a communication strategy to address issues.



RESEARCH AND DISCOVERY APPROACH

- Context-setting session with key stakeholders from each county
- Review of existing agriculture reports from each county
- Literature review of best practices in building social trust
- Environmental scan of issues and trends
- One-on-one phone interviews from members of the community



SOCIAL LISTENING

- AdFarm reviewed all public Twitter posts and all public comments on the three counties' Facebook pages from Aug. 1, 2019, to June 1, 2020.
- Minimal conversation about farming was found and instead focused on infrastructure development.
- Most negative mentions concerned poor road maintenance and development of resource extraction facilities.



Share the Road - Farmers at Work. Spring is here, and farmers are back on the roads and in the fields. This means an increase in slow-moving equipment on rural roads, which can be hazardous. Together, we can ensure that safety remains a priority.





Quiet rural living? Not in @LeducCounty

In #leduccounty they can't stop heavy truck traffic from a business with no licenses or permits. Wish I knew that before I built.

#yegtraffic #yeg #CantStopWontStop





CITIZEN ENGAGEMENT

Agriculture category

- Respondents have lived in their respective county between 13-60 years
- Farm type varied between cattle, crop, poultry, egg and dairy

Non-agriculture category

- Respondents have lived in their respective county between 8-60 years
- Careers varied between business owners, public service, public policy and finance

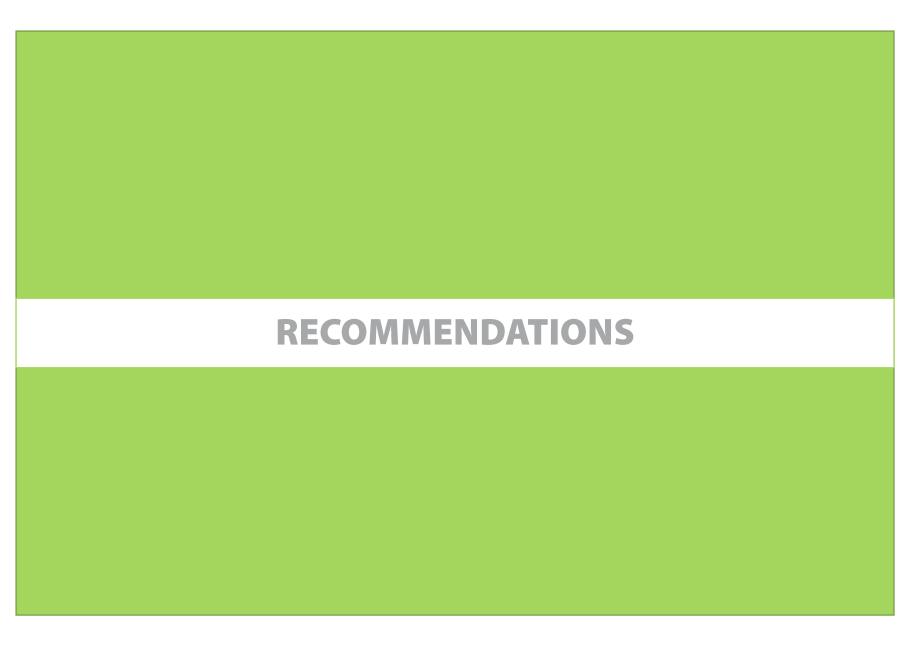






- Limited understanding of what agriculture is and what it means within the county from both an economic and social aspect amongst non-agriculture residents.
- 2. Concern over the loss of prime agricultural lands and the long-term viability of family-owned farm operations.
- 3. The significant opportunity to step up and reassure consumers that their food is local, affordable and available.







RECOMMENDATIONS

- 1. Focus on education for newcomers to the county
- 2. Support neighbour to neighbour communication
- 3. Share the local food story through events, publications and social media







TARGET AUDIENCES

NON-AG RESIDENTS

• PRIMARY: Moms; household grocery shoppers; newcomers to the county(< 5 years); residents in surrounding urban areas (e.g., City of Leduc, Stony Plain, St. Albert etc.)

INFLUENCERS

- PRIMARY: Real estate brokerages; community leaders; civic associations
- SECONDARY: Media and social influencers



KEY MESSAGES

 AGRICULTURE IS AT THE HEART OF A THRIVING, PROSPEROUS AND INSPIRING PLACE TO LIVE

 LOCAL FOOD CONNECTS US AS NEIGHBOURS, BUSINESSES, AND AS A COMMUNITY

OUR FARMERS ARE GROWING FOR ALL OF US



NEXT STEPS

- Creative Asset Development
- Social Media Support
- Industry Partnership Development
- Paid Media
- Welcome Wagon Package
- Events







NEXT STEPS

 Apply to the Canadian Ag Partnership Public Literacy Program for funding to implement Communication Plan

• Implement Plan

