



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.



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

KEY FINDINGS

1. 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

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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

COMMUNICATIONS PLAN

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

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