



THE SITE APPROVAL PROCESS

A WIN - WIN STRATEGY

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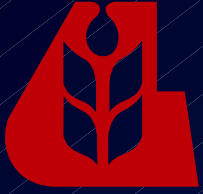


The Site Selection Process

Raising Hogs the Canadian Way

■ Community Sow Barn Site





The Site Selection Process

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■ Nursery Barn Site





The Site Selection Process

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■ Finishing Barn Site





The Site Selection Process

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■ Potential Barn Site





The Site Approval Process

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■ How are decisions made?

- **Fact Based** (Rules & Regulations)

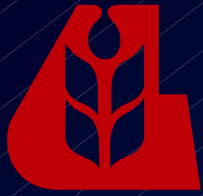
- **Political** (Public Perception & Reaction)



Decision Making Process

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- Influenced by Facts and Public Input
- Fact: Decisions are predominantly based on Emotions
- The Win-Win Strategy focuses on an Objective Decision Making Process. In order to achieve this we need to understand the following:
 - Need for Change
 - Why Intensive Livestock Proposals may be Controversial
 - Social Issues
 - Challenges of Conditional Use Process



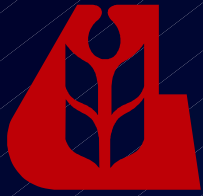
Objective Decision Making Process

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- Understand the Need for Change
 - The Crow Rate
 - Tight Margins
 - Increased Farm Size
 - Decline of the Rural Economy
 - School closures, failing businesses
 - Advantages of Diversification
 - Benefits of Livestock Development

With change comes stress!

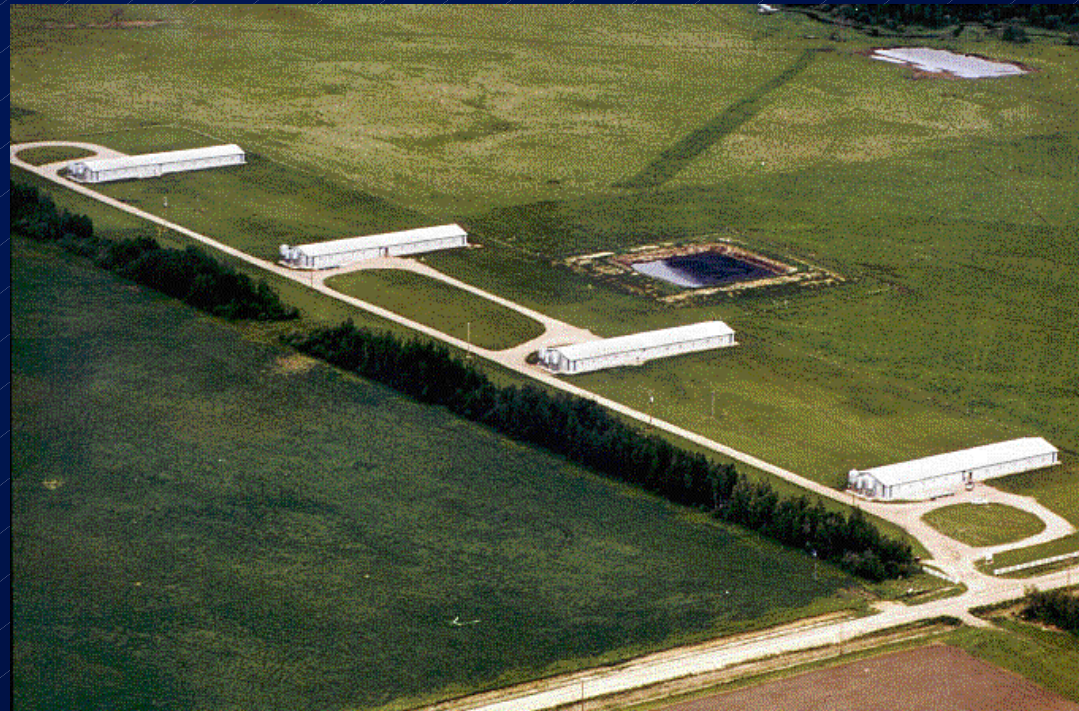


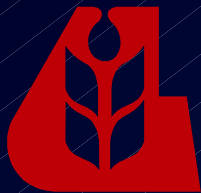


Objective Decision Making Process

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- Understand Why ILO's may be Controversial
 - Fear of the unknown
 - Lack of understanding of intensive agriculture
 - Lack of knowledge of regulations
 - Fear of producer not being environmentally responsible
 - Concern for future generations
 - Unfavorable reports from other jurisdictions
 - NIMBY





Objective Decision Making Process

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How are these fears communicated?

■ Through concerns regarding:

- Odours
- Water contamination
- Increased road traffic
- Improper deadstock removal
- Decreased property values
- Health issues

Producers and Councils must ensure that development is done right to prevent these from becoming real issues.





Objective Decision Making Process

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■ Understand the Social Issues

- Survival Of Rural Communities - Services, Tax Base, Infrastructure
- Opportunities for Young People
- Family Farm vs Large Farm Family
- Changing traditional grain landscape
- Movement of “Foreigners” into Community
- Inadequate Communication





Objective Decision Making Process

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■ Understand the Challenges of the Conditional Use Process

- Inconsistent from place to place
- Can be emotionally charged
- Lengthy, time consuming process
- Process relatively new to councils
- Presented information may not always be fact based
- Provincial responsibilities sometimes not acknowledged by councils
- Viewed as threatening and intimidating by some





Effective Communication Strategy

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- In order for the decision makers to objectively assess a proposed development, an effective communication strategy must be implemented to ensure the needs are understood and the issues dealt with.

- Community Based

- Communication Strategy:

- Proactively inform councils of proposed developments
- Prepare information packages for neighbours
- Visit neighbours to provide information and answer questions
- Provide opportunity for neighbors/councils to tour existing operations
- Provide opportunity for dialogue and compromise





Effective Communication Strategy

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■ Community Based Communication Strategy (continued)

- Circulate informational pamphlet to community
- Place information in newspapers
- Proactively inform media of industry developments
- Hold open houses or information meetings





The Site Approval Process

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■ Key Driver:

There is a need for all stakeholders to become involved and participate in understanding the issues and developing appropriate solutions.

Willingness on the part of opponents of the livestock industry to recognize that sustainable development is not inherently bad.

- Livestock Stewardship Panel



The Site Approval Process

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■ Improvements to the Process:

- Better understanding of the social issues driving change in rural Manitoba is required to create greater acceptance of Intensive Livestock Development
- Clear set of standards and requirements developed and implemented by government
- Clear land use bylaws developed and diligently followed by municipal councils
- Conditions for project approval based on Technical Review Assessment
- More long range planning by proponents to facilitate process



The Site Approval Process

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■ Improvements to the Process:

- Provide a means to assure the public that it is protected

Technical Review process, Manure Management Plans, Manure Applicator Training, Emergency plans, Monitoring results, Regular Inspections

- Improved public awareness of programs and regulations
- Greater transparency and enhanced communications with neighbors, before and after a project is completed
- More extensive agricultural awareness programs



The Site Approval Process Win - Win Strategy

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■ Summary:

- UNDERSTAND THE NEEDS
- COMMUNICATE THE ISSUES
- DEVELOP AND IMPLEMENT COMMUNITY SOLUTIONS
- MONITOR AND ENFORCE REGULATIONS
- CONTINUOUSLY EVALUATE TO IMPROVE THE PROCESS

THE WIN-WIN STRATEGY IS TRULY A PROCESS OF MANAGING CHANGE