

Our Communities... Our Successes!

Canadian Rural Partnership

Spring 2007

Wind is money on Prince Edward Island

When one thinks of windmills, images of Holland are likely to come to mind: Folks in wooden shoes dancing among fields of vibrant tulips, a lighthouse-styled structure in the backdrop with huge wooden rotors revolving above it. And while windmills played a strong part in building the history of the Netherlands, wind energy continues to thrive today and is quickly picking up speed - on Prince Edward Island, it's turning into money!

Once you pass Summerside and continue northwest, the rural landscape of PEI is interrupted only by cosy patches of small communities rich in culture and natural resources, that is, until you reach the very northern tip of the Island; North Cape. This is where our nation is taking the lead in the research and development of a clean, renewable and reliable source of energy for Canadians.

The Atlantic Wind Test Site, adjacent to the North Cape Wind Farm, recently evolved to become the Wind Energy Institute of Canada (WEICan). The 7,860-sq-ft building will be equipped with laboratories and workshops, and through partnerships with universities and colleges, other

research institutions, companies from the private sector and government agencies, WEICan hopes to strengthen its place in the world as a leader in wind technology.

Wind energy is the fastest-growing form of electricity production in Canada and WEICan is a perfect addition to other Government of Canada initiatives committed to growing this clean, safe and reliable source of energy. The wind testing site has been leading research and development for more than 20 years.

North Cape has grown from just a few turbines to the 17 electricity generators now sweeping their gigantic white arms over the north-western tip of the Island. It's like poetry in motion this combination of technology and nature.

To give you an idea of the size of these wind turbines; the nose cone alone of a V47 model expands 2.5 metres (8.2 feet), each rotor measures 47 metres (154.2 feet) in length, and clocks up to 30 revolutions per minute.

P.E.I. residents are witnessing firsthand the growth and potential of wind-generated electricity. North Cape already provides 5% of the Island's electricity.

Wind turbines are quickly becoming the norm and although the Island site is somewhat small compared to other places around the world, wind energy is taking on more of an attractive role with investors as well, with the combination of the renewable energy source into development projects.



One of the creative works on display at the North Cape Interpretation Centre

Natural Resources Canada and the P.E.I. Energy Corporation are providing operational funding for WEICan and the Atlantic Canada Opportunities Agency (ACOA) has contributed \$3.5 million for the establishment of the WEICan facility under the Innovative Communities Fund.

Over the next 15 years, the Government of Canada will invest \$920 million toward the promotion of wind power through the Wind Power Production Incentive and hopes to increase its production target to 4,000 megawatts by 2010 – that's enough electricity to power one million Canadian homes!

For more information on the Wind Energy Institute of Canada, visit www.weican.ca

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North Cape is growing as a popular tourist destination. It is the longest natural rock reef in North America at 3.2 kilometres (approx. 2 miles) in length. The area includes a magnificent coastal nature trail; a restaurant and gift shop; a lighthouse dating back to 1866, which to this day is still the most efficient alarm system to warn

ships of the dangerous rock reef; and a wind energy interpretation centre. The interpretation centre includes creative and interactive displays, and visual presentations and provides a fun and educational look at all things wind and the technology used to capture its energy.

Planting the seeds for the next generation of agriculture

‘We reap what we sow’ is a recognized cliché that reminds us of just how important today’s decisions affect the future. Keeping that in mind, members of the federal, provincial and territorial governments are committed to working together to develop the next generation of agriculture and agri-food policy.

And, they want to hear from you! Whether you’re a stakeholder in the industry or a Canadian citizen, political leaders are seeking input from you regarding the future of Atlantic Canada’s agricultural landscape.

The Agricultural Policy Framework (APF) is a five-year federal-provincial-territorial agreement on agriculture that was created as a national approach to agriculture. The initial objective? To position



Since the early 1900s, Irish Moss in P.E.I. continues to be harvested traditionally by horse. Irish Moss is an ingredient still used today to help create the creamy texture found in some products such as ice cream and toothpaste.

Canada as the world leader in food safety and quality, innovation and environmentally-responsible agriculture production.

Today, Canada’s agriculture and agri-food sector faces a new set of challenges and opportunities. With most of the APF agreements set to expire in the spring of 2008, discussions are underway to build a new generation of agriculture and agri-food policy. This new framework will build an enduring foundation that will benefit future generations.

In order to ensure that the many facets of the agriculture industry are included in all stages of policy development, three rounds of consultations will take place. This multi-phased, national consultation process began in December 2006 and will carry on into 2007, with a new policy framework to be implemented in early 2008.

Round One featured a series of working sessions that involved agriculture industry experts. As experts, they were invited to participate in detailed discussions and analysis of proposed policy options. They also had a hand in defining potential problems that could arise during public consultations and further, they helped formulate questions for the broader public consultations.

Round Two, set to run January-February 2007, will be made up of public consultations that will be hosted across the country. These will focus on collecting information from the public in a way that allows for an open exchange of ideas; it’s all about encouraging public debate regarding the future of agriculture and agri-food

in Canada. Discussions will also continue to take place on the business risk management (BRM) plan.

March 2007 will see the beginning of Round Three. This final phase will involve the analysis of data from Rounds One and Two. These findings will provide consolidated input to the federal, provincial and territorial governments prior to negotiations.

The consultation process and final summations are designed to stimulate discussions amongst all stakeholders about how federal, provincial and territorial governments can work together to ensure a competitive and profitable Canadian agriculture and agri-food sector. Being able to provide safe, innovative and high-quality products and services that can benefit all Canadians is also high on the priority list.

We encourage you to add your voice to this discussion! All levels of government are looking forward to hearing from Canadian individuals and organizations. We are working together to develop a solid policy framework that supports a prosperous agriculture and agri-food sector. You will be able to participate via the web site www.agr.gc.ca/nextgen. The deadline for submission is February 28, 2007.

For copies of the consultation documents and for information on how Canadians can participate in building the next generation of agriculture and agri-food policy, contact your provincial/territorial agriculture office, call: 1 800 O-CANADA (1 800 622-6232), Teletype 1 800 926-9105, or visit the web site www.agr.gc.ca/nextgen.

Tiny Pencils

It’s well known that basic literacy skills and social experiences are important to a child’s healthy development and that’s especially important during the preschool years to help kids get ready for the “real world”.

Through the Canadian Rural Partnership, the Government of Canada is helping address the challenges of improving literacy skills in rural children through an initiative called Tiny Pencils (Les Petits Crayons). Three regions in New Brunswick’s Kent County (which has one of the lowest literacy ratings in the country) have adopted this initiative and since then a number of families have benefited from the play-based model. This project has also since been recreated in Saskatchewan and Manitoba.

Once a week, parents and preschool children get together and do crafts, play games, read and participate in activities aimed at building self-esteem, problem-solving and developing social skills. The kids get a lot out of it, but the parents are the ones who benefit the most. The model has shown that by getting parents more involved with their children, they build their self-esteem and social skills, and end up more involved in their community.

“Kindergarten teachers are telling us they can see a big difference between the kids who’ve gone through the Tiny Pencils Model and those who haven’t,” says Janine Mazerolle, the director of the Kent Family Resource Centre.

Children who learn how to interact and get along with others at an early age are better prepared for the more structured environment of school and for preschool children and especially their parents, those social opportunities are harder to come by in rural areas.

Mazerolle remembers one mother who came to the program a year ago with her 3-year old son. The mother was so shy and intimidated the first day she joined the group that she cried. One short year later, Mazerolle says that mother is a model herself and helps the centre’s facilitator organize activities.



Through the Canadian Rural Partnership, The Government of Canada is helping address the challenges of improving literacy skills in rural children.

This program isn’t just for mothers either. More and more fathers are getting involved in the project as well and realizing the benefits of spending more time with their kids – without realizing they’re building on their own literacy and social skills at the same time.

“This is such an important program,” says Mazerolle, “not just for Kent, but everywhere across the country. It helps literacy, helps build social skills and helps communities learn more about themselves and have fun while doing all that !”



Helping Rural Businesses Get Off the Ground

A \$5,000 loan may not seem like such a big deal, but to a budding entrepreneur, that helping hand can make a world of difference in his or her life. Without financial backing it's almost impossible for someone to start up a business and no one understands this better than the Nova Scotia Co-operative Council.

Through the Micro-Credit Financing Model, rural Nova Scotians can apply for financial support to help them achieve their business dreams. In partnership with the Government of Canada's Rural Secretariat, the Nova Scotia Co-operative Council helps small businesses get off the ground – businesses that would otherwise be considered simply too small or too risky for most financial institutions to invest in.

The Council's CEO, Diane Kelderman, says the low-interest loans are for special entrepreneurs, people who would normally find it difficult to find financial help, like stay-at-home moms, youths, students just entering the workforce, people with disabilities or first-time venturers. It can be something as simple as helping someone purchase a sewing machine to set up an alteration or dress-making shop from their home,

or someone looking to start a unique enterprise which normally doesn't exist in rural areas.

Kelderman says it's also hard for people to get a loan if they don't have a credit history, such as a mortgage, previous loans, credit cards or any kind of collateral. Micro-Credit Financing not only helps the smaller entrepreneur develop that history and get their business rolling, but it gives them a better understanding of the financial world as well, because Micro-Credit Financing is about more than just lending out money. Once a person is approved a loan, the credit union will help the entrepreneur through the process of starting a business from start to finish, including follow-ups, to help make the venture as successful as possible.

"A lot of it is based on faith and a belief in a person," says Kelderman. "We definitely look at the idea and make sure it's a viable one, but it's important to look at the person too and assess their character, not just their plan. We can do that in smaller communities where everyone knows each other."

The Nova Scotia Co-operative Council is making great strides with Micro-Credit Financing and hopes to make the model a standing practice in all 287 credit unions across Atlantic Canada.

There are currently three different pilot projects of the financing initiative in place in Nova Scotia and each one involving a community-based or in-house committee to look at each application with the same goal in mind: To help rural-based businesses become a viable part of its community.

Other partners in the Micro-Credit Financing Model in Nova Scotia include Credit Union Central of Nova Scotia, and local credit unions.

Through the Canadian Rural Partnership, the Micro-Credit Financing Model helps rural communities take charge of their own destinies and Kelderman believes many of these innovative businesses will someday blossom and become "the shining stars of the future."

Service Canada

1 800 O-Canada servicecanada.gc.ca

Federal government takes services on the road

Service Canada has begun to take its services on the road and into your community through its Outreach and Mobile Services. The program aims to bring government services and information closer to home -- within 50 kilometres of where Canadians live -- with a special focus on reaching out to previously under-served remote, rural and northern communities.

Service Canada's representatives travel on a scheduled or periodic basis to assist where there is a need. Scheduled Outreach Services visit on a regular, part-time basis (e.g. one or two days a week), while Mobile Services take Service Canada staff to meet citizens on an as-needed basis -- for instance, to provide information sessions on specific topics, or assistance during local emergencies such as plant closures or natural disasters.

Since the launch of Service Canada in September 2005, more than 150 new outreach sites have been added to the Service Canada network, and more than 250 more are expected to open by the end of March 2007. Through this network, more Canadians than ever before can receive the help they need.

Responding to the diverse needs of Canadians is what Service Canada's outreach services are all about. To ensure service in the official language of choice -- English or French -- enhanced Official Language Minority Community outreach is provided in select locations in New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland. Other outreach efforts are focused on the special needs of Aboriginals, youth, seniors and people with disabilities.

Service Canada Outreach in Atlantic Canada

Newfoundland

- Port au Port
- Sheshatshiu

Nova Scotia

- Clare
- Sheet Harbour

Prince Edward Island

- Wellington*

New Brunswick

- Baie St-Anne
- Doaktown

- Florenceville
- Grand Manan (Island)
- Minto
- Neguac
- Perth-Andover
- Rogersville

* Outreach locations
to open soon

Service Canada makes it easier for Canadians to get the government services and information they need with just a click, call or visit. To find the nearest Service Canada Centre or outreach site location, hours of operation, and available services, visit servicecanada.gc.ca and click on 'Services Where You Live', or call 1 800 O-Canada.

What is the Rural Secretariat?

The Rural Secretariat is a focal point for the Government of Canada to work in partnership with Canadians in rural and remote areas to build strong, dynamic communities. Located in Agriculture and Agri-Food Canada, it:

- provides leadership and coordination for the Canadian Rural Partnership;
- facilitates liaison and creation of partnerships around rural issues and priorities;
- and promotes dialogue between rural stakeholders and the federal government.

KEY ACTIVITIES

Activities of the Rural Secretariat include:

- seeks input of rural Canadians through the Rural Dialogue so the federal government can better understand and respond to local and regional issues;
- conducts an Information Outreach program to promote awareness of federal programs and services for rural Canadians;
- promotes use of the "Rural Lens" to ensure that rural concerns are considered throughout the federal government;
- conducts and supports research and analysis of economic and social issues affecting rural Canada;
- coordinates a partnership approach on rural issues across the federal government, through the Interdepartmental Working Group and provincial and territorial Rural Teams;
- provides one-stop access to information of particular interest to rural Canadians through the Canadian Rural Information Service.

CLIENTS AND PARTNERS

The Secretariat works with a broad range of clients and partners, including rural communities, organizations, associations and businesses; Aboriginal peoples; federal, provincial, territorial and local government departments and agencies; and other rural stakeholders in Canada.

For more information, visit www.rural.gc.ca

The Fur is Flying in Newfoundland!

How can a not-for-profit organization take an idea and turn it into something real? That is the question the Random North Development Association (RNDA) in Shoal Harbour, Newfoundland has been successfully answering since it was incorporated in the 1980s. Since then, the association has built a strong partnership with the Government of Canada and is seeing more and more Newfoundlanders and Labradorians get the education and training they need in order to keep up with changes in the local labour market.

“More than 12 private businesses in the area have been tried and tested,” says Michelle Brown with the RNDA. Brown is the lead project officer for Bridging the Gap, a federal model aimed at helping rural Canadians – those looking for work, and those looking for workers.



Helping Newfoundlanders and Labradorians make the connection between education and employment

The ‘Bridging the Gap: From Education to Employment’, Model began with the RNDA in the early 1990s and has since expanded to include 6 regions and 12 businesses in the province. The initiative is community-lead and builds on an area’s existing skills to create a healthier social and economic environment.

By improving literacy and other basic skills within a community, the residents become more employable, the business/industry sector grows, and ultimately the community ends up a healthy and prosperous place for everyone to live in.

Jorn Mogensen is one of four Danish Mink Farmers who moved to Newfoundland to expand his fur trade. The quality of his furs is known worldwide. In 2005, Mogensen moved 4,000 female mink from Denmark to Bonavista Bay, NL and has since grown his operation to include a feed kitchen and pelting facility in Charleston and a second farm currently being built in Lethbridge. He employs between 25 and 50 people full-time and part-time annually and hopes to bring that number to more than 100 over the next 2-3 years.

When Mogensen came to town, the community was happy to see the new jobs come into the area, but its residents were not necessarily qualified to help operate a fur farm. By connecting workers with the skills training they needed, the fur farm became a reliable place to earn a living. Currently, there are another 14 people following a 40-week training program to learn how to work on Mogensen’s farms. They’re expected to be job-ready by August of this year.



In 2005, Jorn Mogensen moved 4,000 female minks from Denmark to Bonavista Bay

Through initiatives such as Bridging the Gap, the Government of Canada can better understand the needs of rural communities and help them build on their strengths and adapt to the unique challenges they face... because after all, the more a community knows, the more it grows!

For more information, contact Michelle Brown from the Random North Development Association at 709-466-2968 or visit www.bridginggaps.com

The Community Information Database – A multitude of information now available on the Web

If you have a question, comment or would like to receive a copy of this newsletter, contact:

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The Community Information Database (CID) is a Web-based resource which provides communities and governments with consistent, reliable and accessible community-based information on economic and demographic factors at the community level.

The CID serves as a complementary data set to what is already provided by individual provinces and territories. One of its additional features is the ability to present information in a variety of forms - charts, tables, and by geographic maps, the latter of which allows for analysis at a number of levels.

The CID provides a common set of data, based primarily on Statistics Canada Census data, and presents it in a range of geographic ways - national, province/territory, Census Division, economic region, Census Sub-Division (or community) level.

This innovative tool is especially useful to community groups, private or non-profit community organizations, government policy makers, businesses, researchers and research organizations and universities.

The Community Information Database is available at www.cid-bdc.ca.

The range of information available on the CID includes:

- population
- age
- average personal and family income
- employment rate
- education
- employment by sector
- language
- resource reliance
- economic diversification

For more information or to organize a learning session on the CID, please contact:

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