

SOCIAL LICENSE & AGRICULTURE

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Presentation to Federation of BC Woodlot Associations



RANCHING IN A CHANGING WORLD

- Times have changed –we are faced with operating our business based on public scrutiny, opinion and influence
- Often based on perception not facts
- Today: Consumers have a growing “unease” about beef production



SOCIAL LICENSE

- Social licence is:
 - The public approval or acceptance of the ongoing operations of a company or an industry
 - Essentially, that society believes you are “doing things right”.



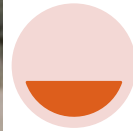
WHY IS SOCIAL LICENSE A HOT TOPIC?

1. **93%** of Canadians saying they know little or nothing about farming, determining fact from fiction about our food continues to be a growing issue. (CCFI, 2016)
2. Affluent society means consumers want more choice
3. Internet
4. Misleading Advertising



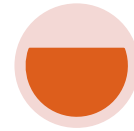
CROWN LANDS FOR GRAZING

Social license for cattle ranching is compounded by our use of Crown lands to graze cattle



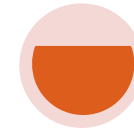
15%

Agriculture in BC uses 15% of the total land base



85%

Of the 15% of land in agriculture, 85% is used for cattle production



85 %

Of the 85% in cattle production, 85% is Crown tenures



PUBLIC ACCESS TO CROWN LANDS

- Our ability to manage Crown lands is jeopardized
- Public wants unrestricted access
- Public does not understand the role of the tenure holder
- Public does not understand liability or other consequences to the tenure holder





THE CANADIAN CENTRE FOR
FOOD INTEGRITY

Public trust concerns for cattle industry:

- **43%** concerned with **humane treatment of animals**
- **48%** were concerned about the **use of hormones**
- **54%** concerned with Food Safety
- **69%** concerned with rising price of food
- Only **29%** said Canadian farmers are good stewards of the **environment**

- Canadians positive impressions of agriculture have increased by 20% from **41% in 2006 to 61% in 2016.**



ENVIRONMENT CONCERN



- Lack of understanding that ranching practices enhance the land and create the environment that the public wants
- Social license needs to recognize the value that resource based industries offer the land
- Our industry needs to make sure that our practices are defensible and be willing to change where needed



DO CONSUMERS KNOW WHAT THEY WANT?

“If I had asked what consumers wanted they would have said faster horses”- Henry Ford



“A lot of times, people don't know what they want until you show it to them.”- Steve Jobs



Back to Social License

1. We need to tell/show people at every opportunity how beef is produced and where it comes from: **TRANSPARENCY**
2. Need to get **engagement** and buy in from the public: **TRUST**
3. Need to demonstrate our commitment through improvements and research
4. And we need to coordinate and collaborate with key **partners** and **stakeholders**

