

# 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”.



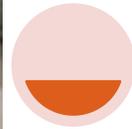
# WHY IS SOCIAL LICENSE A HOT TOPIC?

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



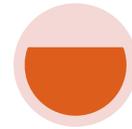
# CROWN LANDS FOR GRAZING

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**

