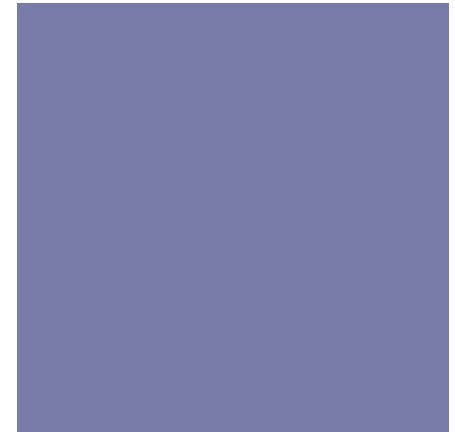


**+ Food Security Research
Network**

**North Superior
Workforce Planning
Board**

**Northwest Training and
Adjustment Board**

Lakehead University



An in-community perspective on Community-University engagement

CFICE Webinar

February 28, 2013

By Madge Richardson, Steven Bill, Mirella Stroink and
Connie Nelson

+ Introductions

North Superior Workforce Planning Board
Madge Richardson and Steven Bill

Food Security Research Network
Connie Nelson and Mirella Stroink

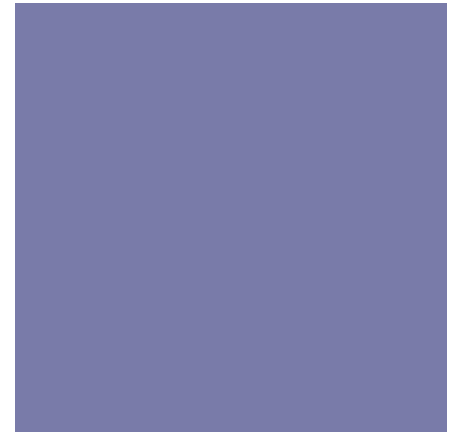


[Click here to Play the Clip on Internet](#)



+ Introductions

North Superior Workforce Planning Board
Madge Richardson and Steven Bill



+ How did this Community-University engagement begin?

■ *Theme #1:*

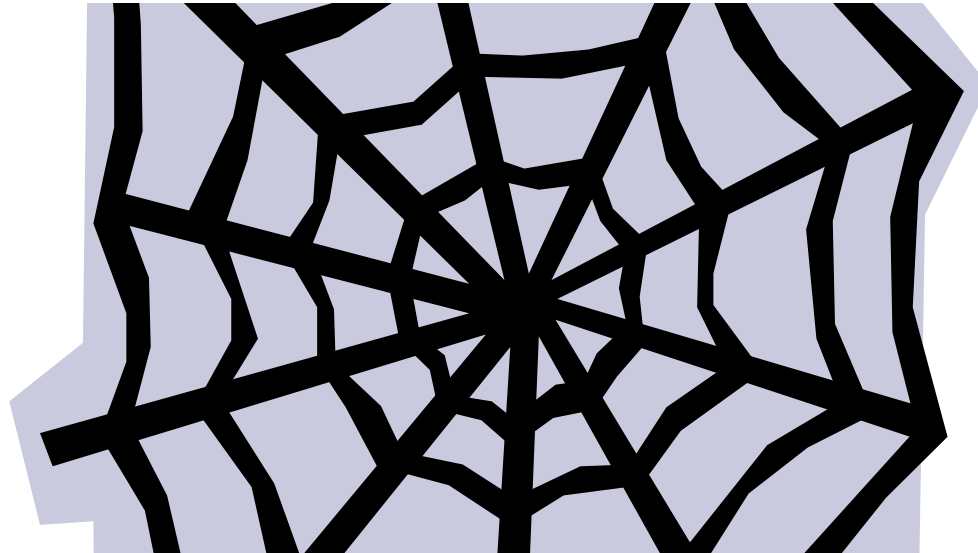
- Relationships are formed in community around shared interests
- We begin with the relationship, which is dynamic, fluid, and emergent
- Human to human connection



+ What networks of relationships did you bring to this engagement?

■ *Theme #2:*

- Dense and Diverse networks of connections become intertwined
- Projects emerge through ripple effects and shared interests

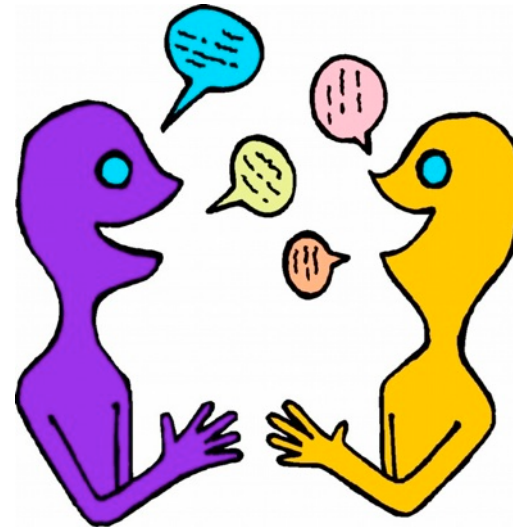


+ How did the Workforce Multiplier study emerge from this relationship?



■ *Theme #3:*

- Project self-organized from the relationships and interests
- Project did not come first



+ How was meeting Connie 'like an epiphany'?

■ *Theme #4:*

- We co-evolved through mutual influence
- Coming together of relevant and complementary sets of expertise at the right time.

- NSWPB: expertise in workforce, emerging interest in food but no data
- FSRN: food research data, had not previously considered the workforce piece



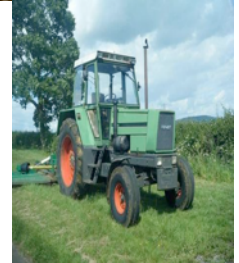
+ What happened from there to get the project going?

- Steven from NSWPB wrote the concept paper that launched the project
- Financial support for engagement
 - NSWPB - \$5,000 cash
 - NTAB - \$2500 cash
 - FSRN - \$1500 cash
 - FSRN - \$1500 in kind
 - CSL – instructor and students - \$5,000 in kind



Example Case Study: Mixed farm

- beef production major part
- Sells eggs as well
- Does custom work
- Grows grain
- Sells mostly in Thunder Bay, but also in Long Lac and Geraldton
- Has 2 employees



+ How did the project move forward?

- Data was collected through focus group discussions, interviews and surveys conducted by Lakehead University students in the Faculty of Natural Resources Management (FNRM) as part of their Community Service Learning (CSL) experience in a Forest Economics course taught by Dr. Chander Shahi



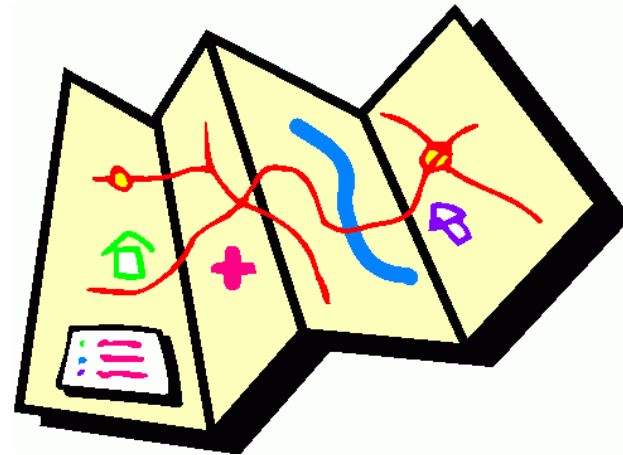
+ Can you share some of the highlights of the project findings?

- The food production sector in Northwestern Ontario supports a capital market value of about \$400 million, and provides 1293 direct jobs and 577 indirect jobs.
- The food production sector has a workforce multiplier effect of 1.4
- The stability of the food production sector levels out the cyclical highs and lows of other natural resource activities in Northwestern Ontario



+ Can you share how our engagement has generated recommendations for future projects?

- There is a need to address the current infrastructure gaps, such as regional distribution system,
- Processing
- Facilities and storage in order to enhance the growth of local farms and food processing sector in the region.



+ What is your impression of this whole experience?

- Developed a new economic tool for Northwestern Ontario to gauge the role that agriculture has on the northern economy.
- Our engagement is like a infinite spiral ...from the nucleus we are moving outward to discover new relationship opportunities of mutual benefit.
- New knowledge shaped through our engagement emerges that enhances the local food system



+ Thank you!

- Questions and Discussion

