

Rural-Urban Relations: Building Alliances (8 suggestions)

2. Identify global and local niche markets

Focus on accessible niche markets. Major commodities are beyond the control of local areas – chasing smokestacks is too risky, both for attracting those smokestacks and dealing with the social and environmental costs that follow.

EXAMPLES: An imaginative worker near Mattawa noticed that the wood cores left over from a plywood mill were discarded as waste. He used those cores for manufacturing bowling pins that are now shipped around the world.

An enterprising farmer in rural Alberta uses his woodworking tools in his barn to manufacture made-to-measure storage boxes for the back of pickup trucks. He says many of his boxes are ordered from Texas.

When their local school shut down, citizens in Ste-Clément reused it as a centre for handicapped children. Their programs include residential students and summer camps, attracting children and parents from many regions of the province.

