

EXPLORING RURAL LINKAGES

Rural Canada:

From Old to New Linkages



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Statistics Canada

**Presentation to the Annual Conference of the
Canadian Rural Revitalization Foundation,
Muenster, Saskatchewan, October 27, 2001**



From Old to New Linkages

Outline

- **from demographic strength**
- **from resource sector strength**
- **from & to manufacturing strength**
- **to Aboriginal identity strength**
- **to rural amenity strength**
- **to community cohesion strength**



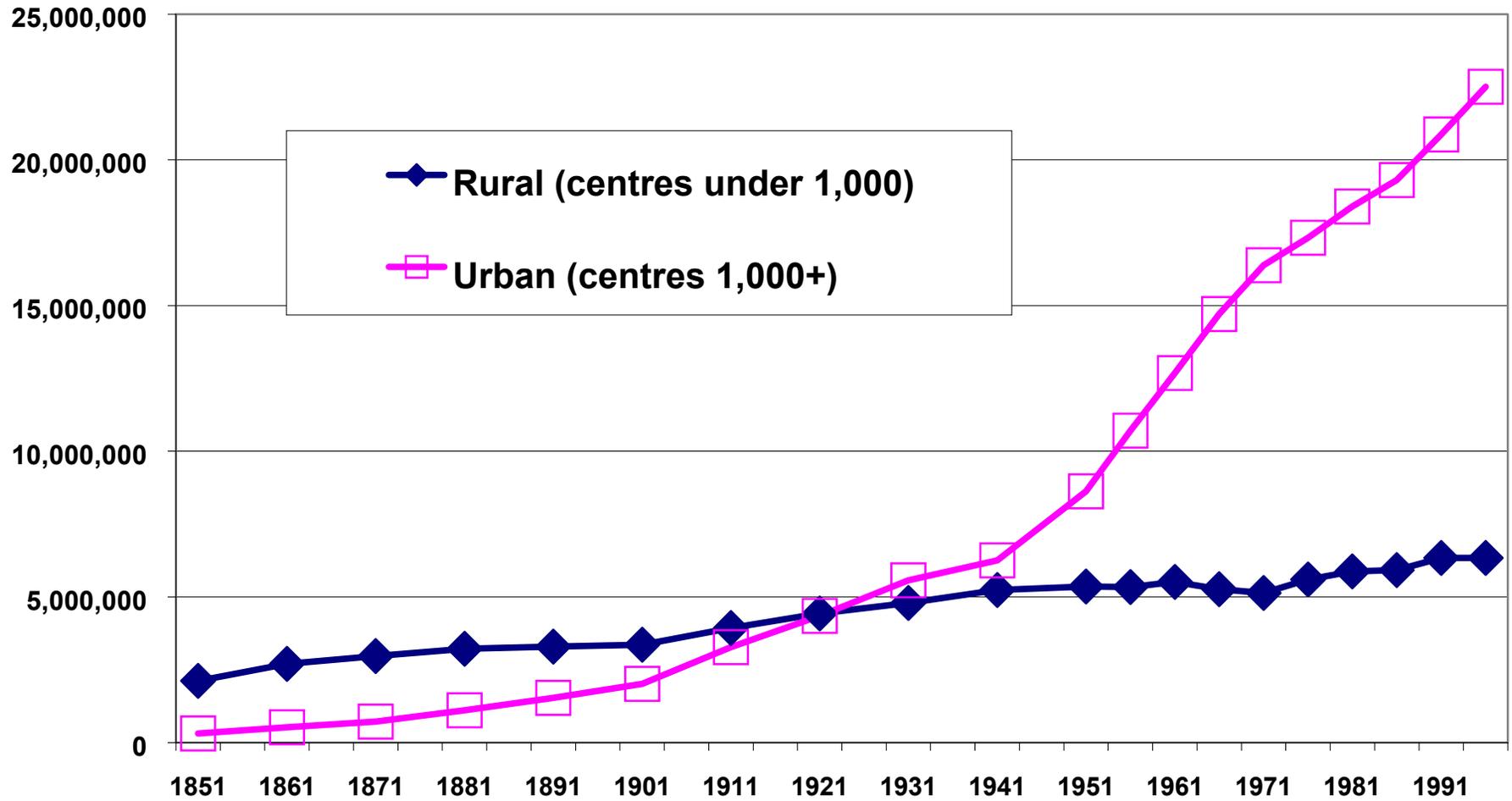
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Population trends: Rural minority in Canada in 1931



Source: Statistics Canada. Census of Population, 1851 - 1996.



From Old to New Linkages

Rural Development Opportunities

#1.
.....
.....

#2. Invest in niche market research by rural entrepreneurs and rural communities (because they need to find something new to export)

#3.



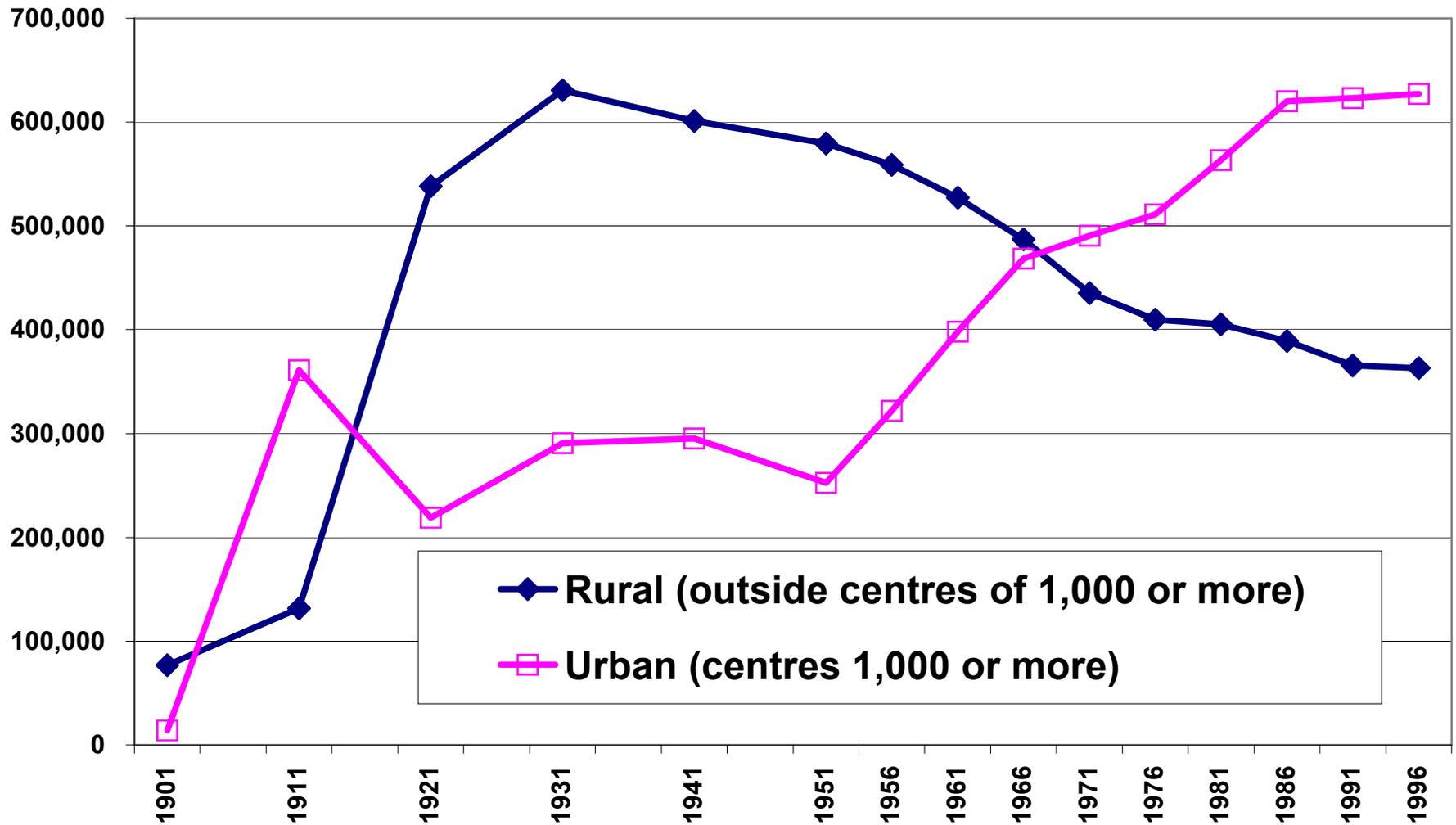
From Old to New Linkages

Outline

- **from demographic strength**
 - note that the rural population, in absolute numbers, is growing -- the **loss of demographic strength is relative** -- except in Saskatchewan and Newfoundland, where the rural population continues to decline in absolute terms

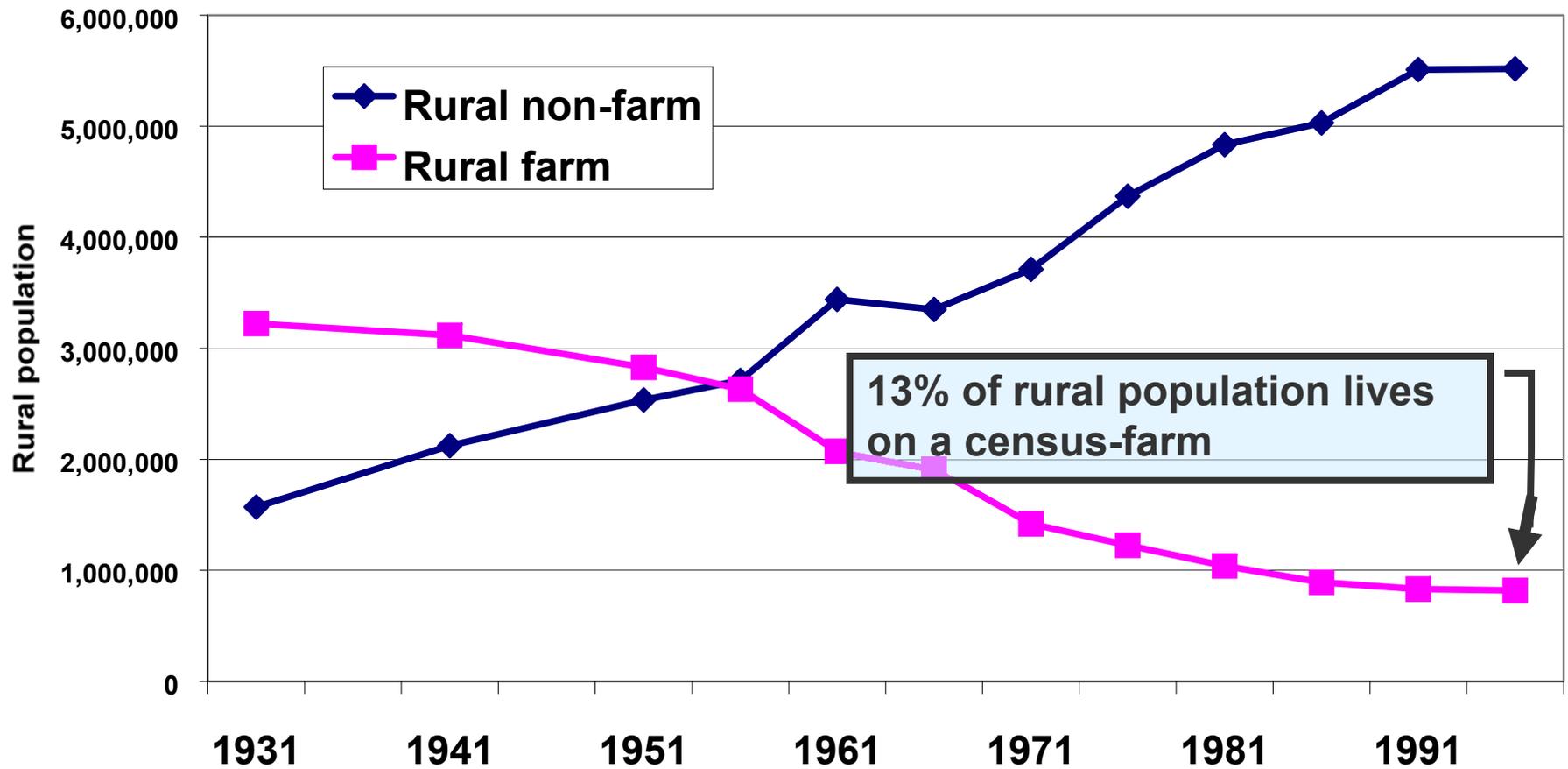


Population trends: Rural minority in Saskatchewan in 1971





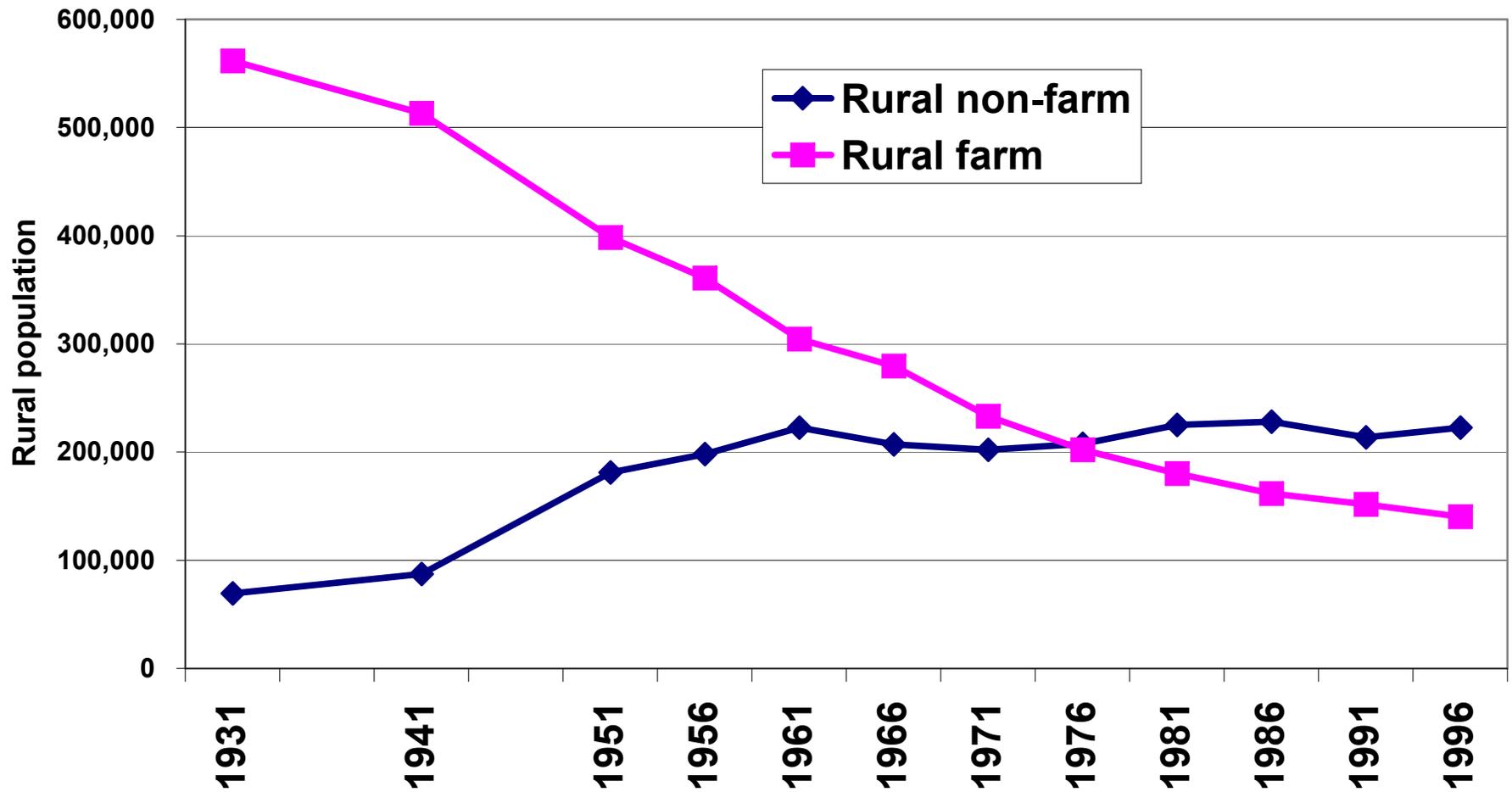
Rural population: Farmer minority in rural Canada in 1956



Source: Statistics Canada. Census of Population, 1931 - 1996.



Rural population: Farmer minority in rural Saskatchewan in 1981





From Old to New Linkages

Today, agricultural policy tends to be weighted by the size of the farm -- the bigger the farm, the more agricultural policy you get.

Today, residents of census-farms account for only 13 percent of rural residents and only about 40 percent of these census-farms are big enough to receive any agricultural policy.

Thus, today, “agricultural policy” is NOT “rural policy”.



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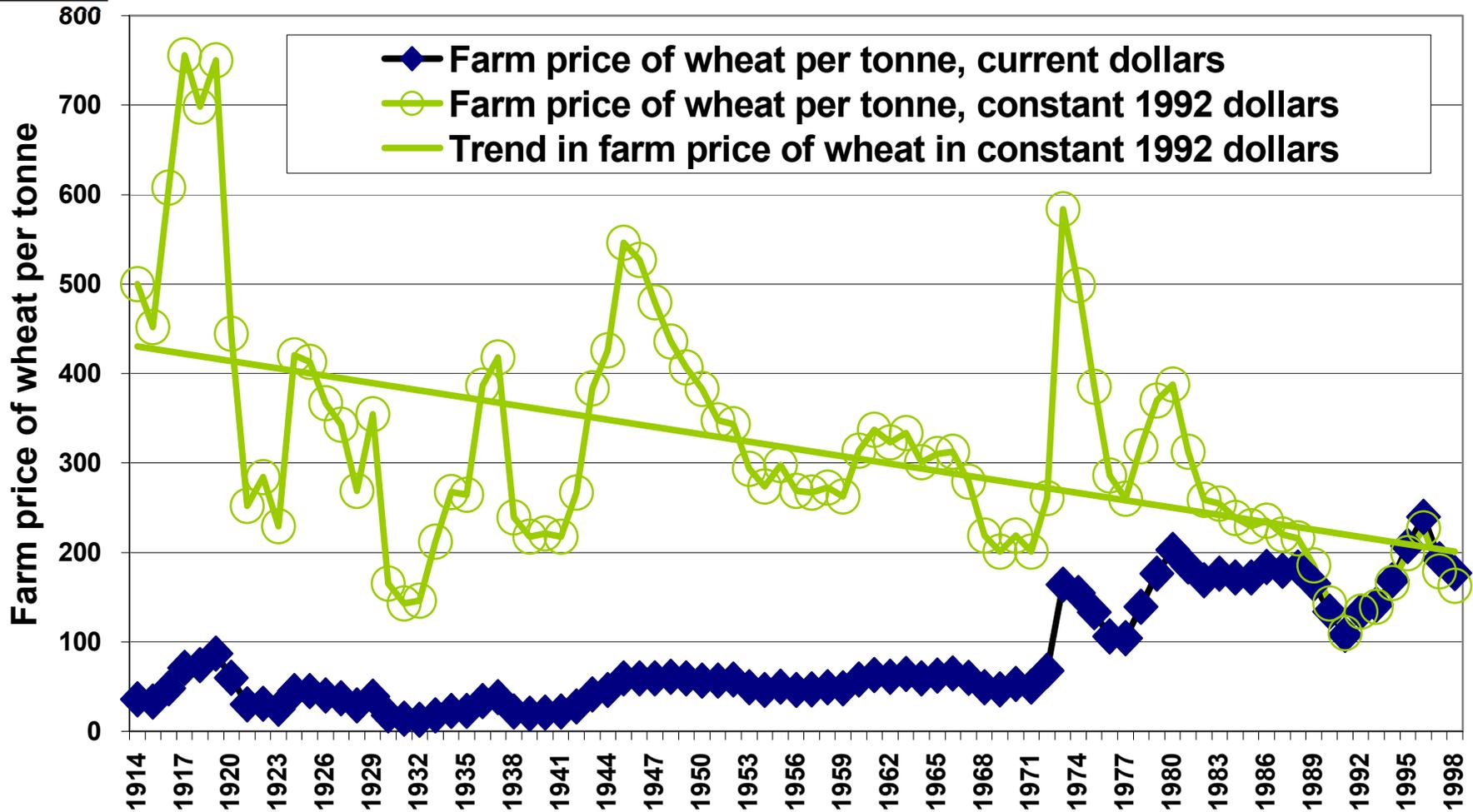
From Old to New Linkages

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- from demographic strength
- **from resource sector strength**
 - in fact, shipments and value-added in most resource sectors is **increasing**
 - the problem for resource-dependent communities is that this is happening **with less and less labour**



Price of wheat is declining, after adjusting for inflation

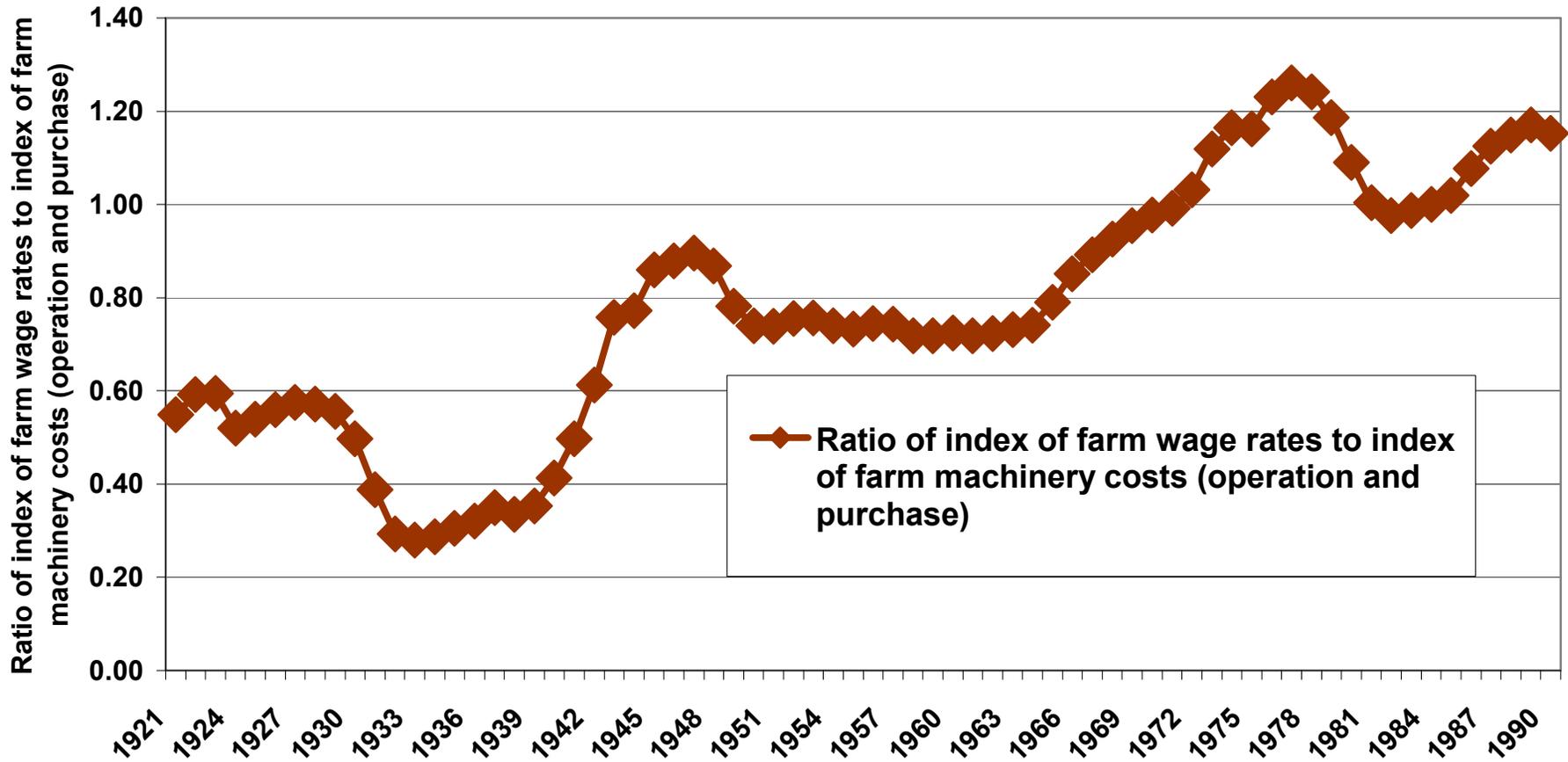


Source: Statistics Canada. CANSIM. Series D216036 for average farm price of wheat per tonne, updated from 1984 with the wheat (including seed) component of the Raw Materials Price Index from CANSIM Series P1015. The adjustment for inflation is the Consumer Price Index, CANSIM Series P100000.



The price of farm labour tends to increase over time relative to farm machinery costs (operation and purchase),

(measured relative to 1986 = 100)



Source: Statistics Canada. FARM INPUT PRICE INDEX.

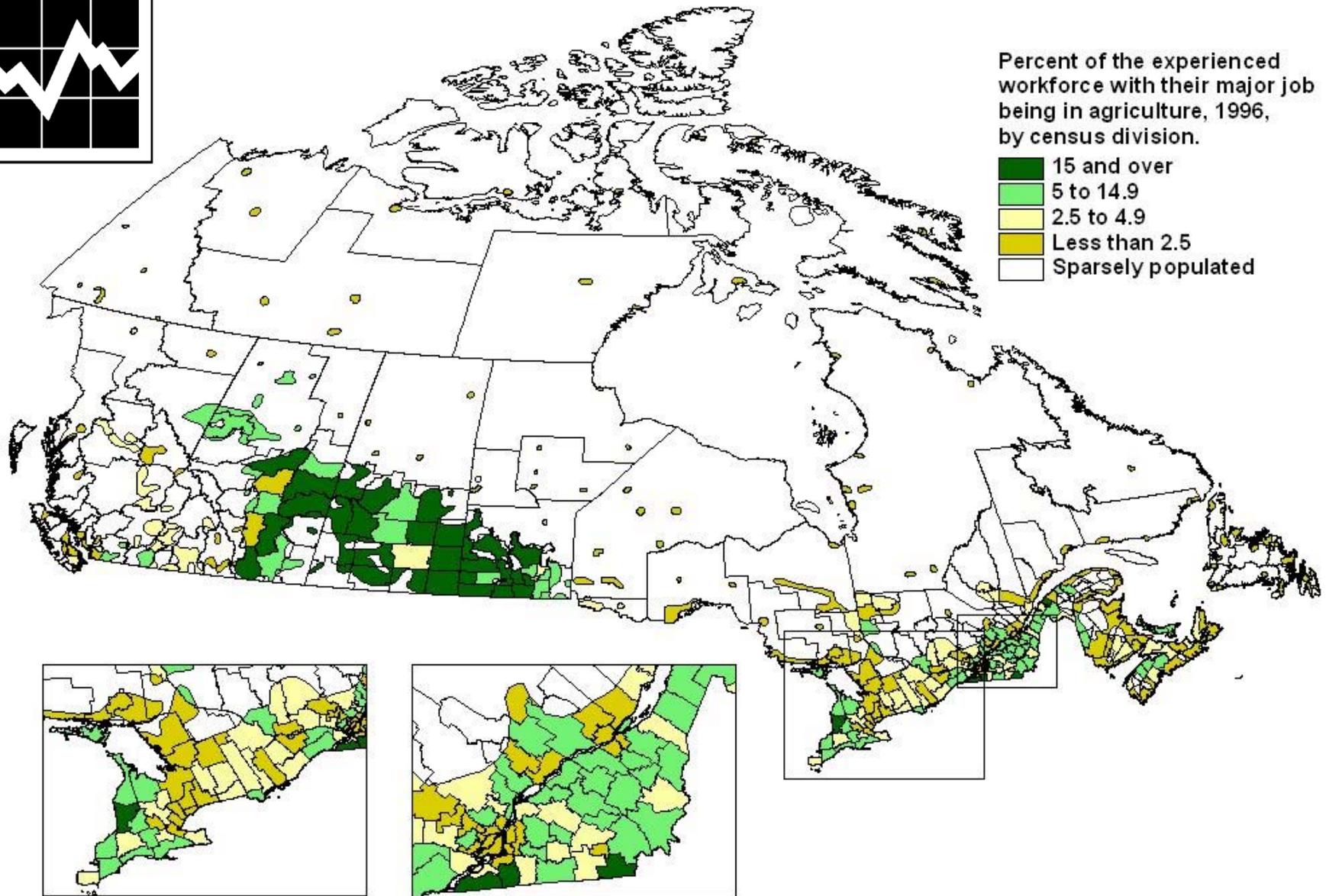


From Old to New Linkages

The fact that the price of labour is increasing relative to the price of capital means that bigger machines will replace farmers, regardless of the trend in the price of commodities. Farms will get bigger and farming communities will have fewer farming families.



Share of Employment in Agriculture, 1996

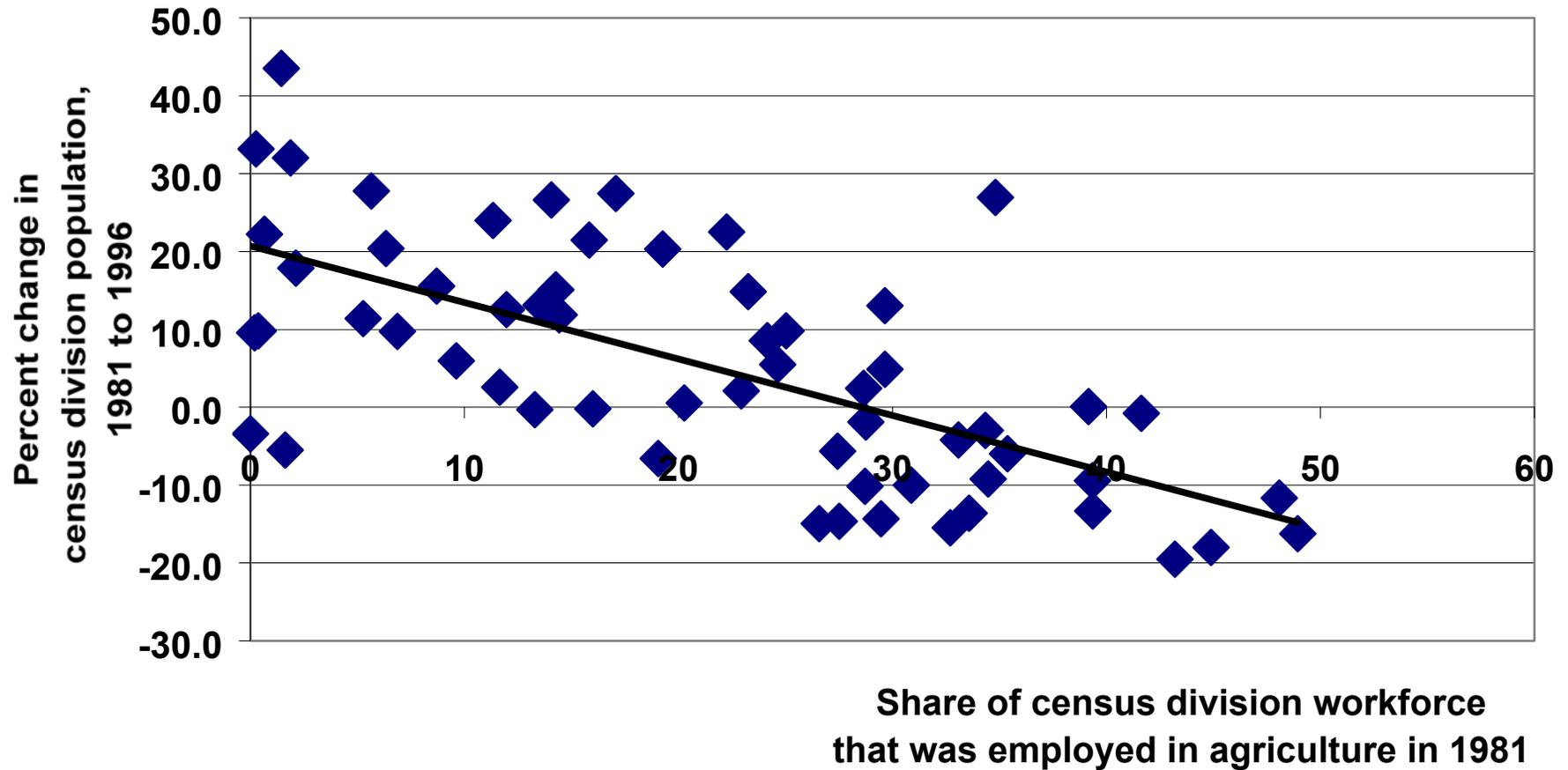


Source: Statistics Canada. Census of Population, 1996

Map produced by the Spatial Analysis and Geomatics Applications section (SAGA), Agriculture Division, Statistics Canada, 2000



Population has declined in regions with a higher share of employment in agriculture, Prairie census division, 1981 to 1996



Source: Statistics Canada. Census of Population, 1981 and 1996.



From Old to New Linkages

Agricultural output is up -- agricultural labour is down. Fewer people are required in agriculture. **This trend is on-going – regardless of the price of farm outputs. Consequently, the challenge for rural communities is to find something new to export to maintain a population base.**



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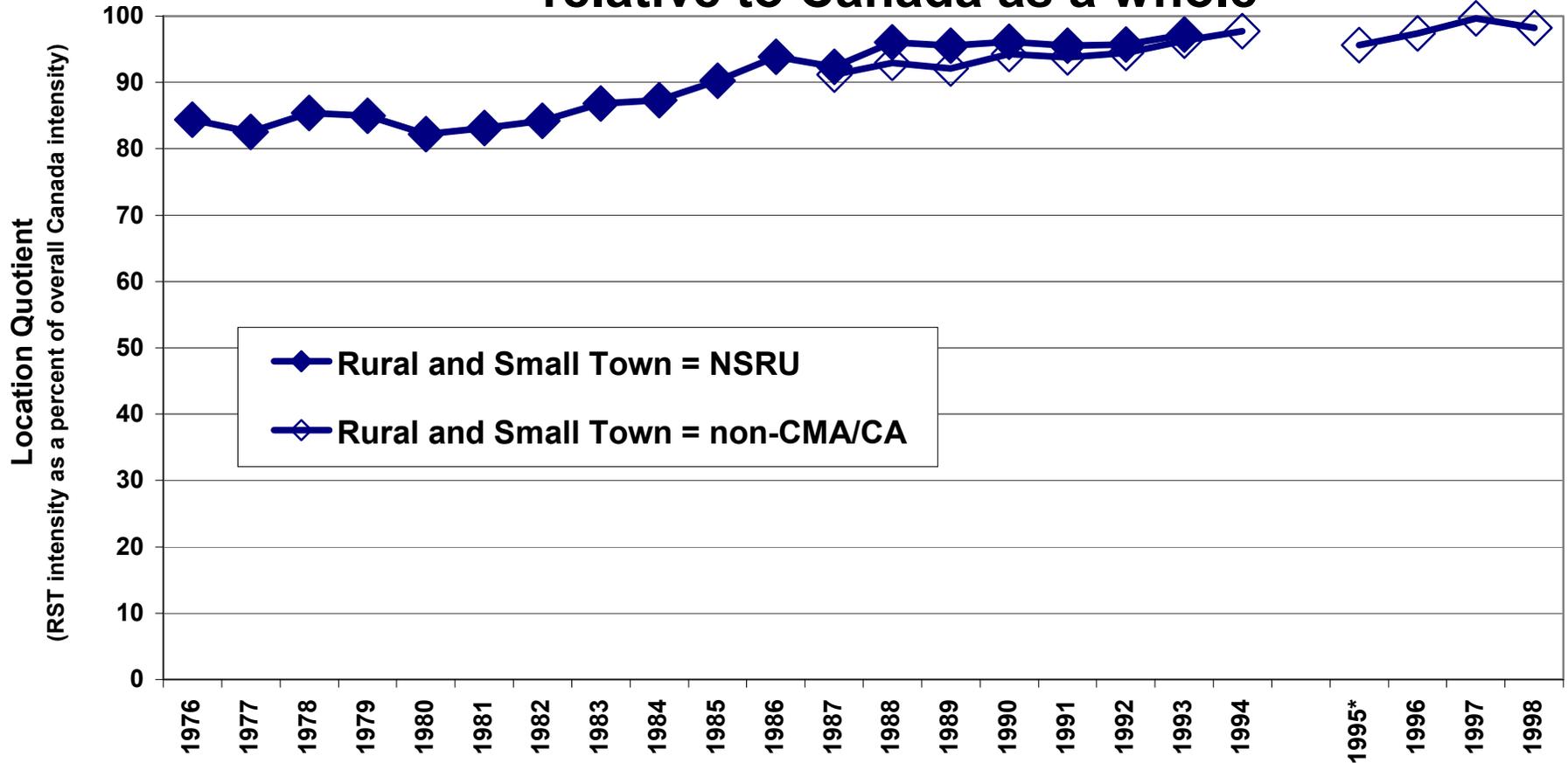
From Old to New Linkages

Major employment sectors, CANADA

Biggest sector(s)	Second tier sector(s)	Next biggest	Next biggest
Trade (426K) Manufacturing (425K)	Primary (401K)	Health (259K)	Other services (4) (183K) Accommodation food & beverages (180K)

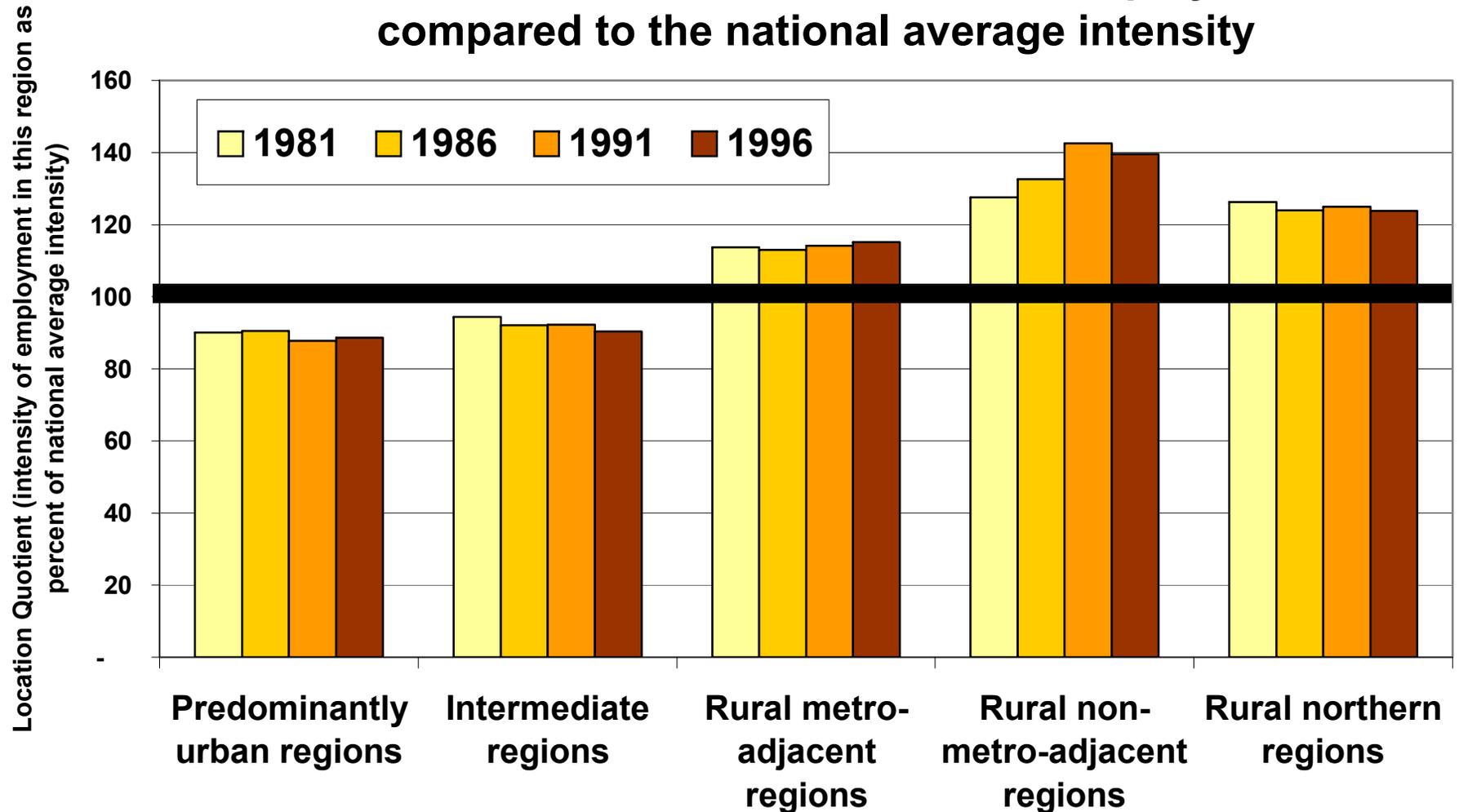


Rural and Small Town Canada has been gaining manufacturing employment, relative to Canada as a whole



Source: Statistics Canada. Labour Force Survey. Non-self representing units (NSRUs) are smaller municipalities (generally less than 10,000 population). A Census Metropolitan Area (CMA) has a core population of 100,000 or more and includes neighbouring municipalities where 50 percent or more of the workforce commutes to the core. A Census Agglomeration (CA) has a core population of 10,000 to 99,999 and includes neighbouring municipalities where 50 percent or more of the workforce commutes to the core. An asterisk (*) indicates some of the change may be due to a change in the survey design..

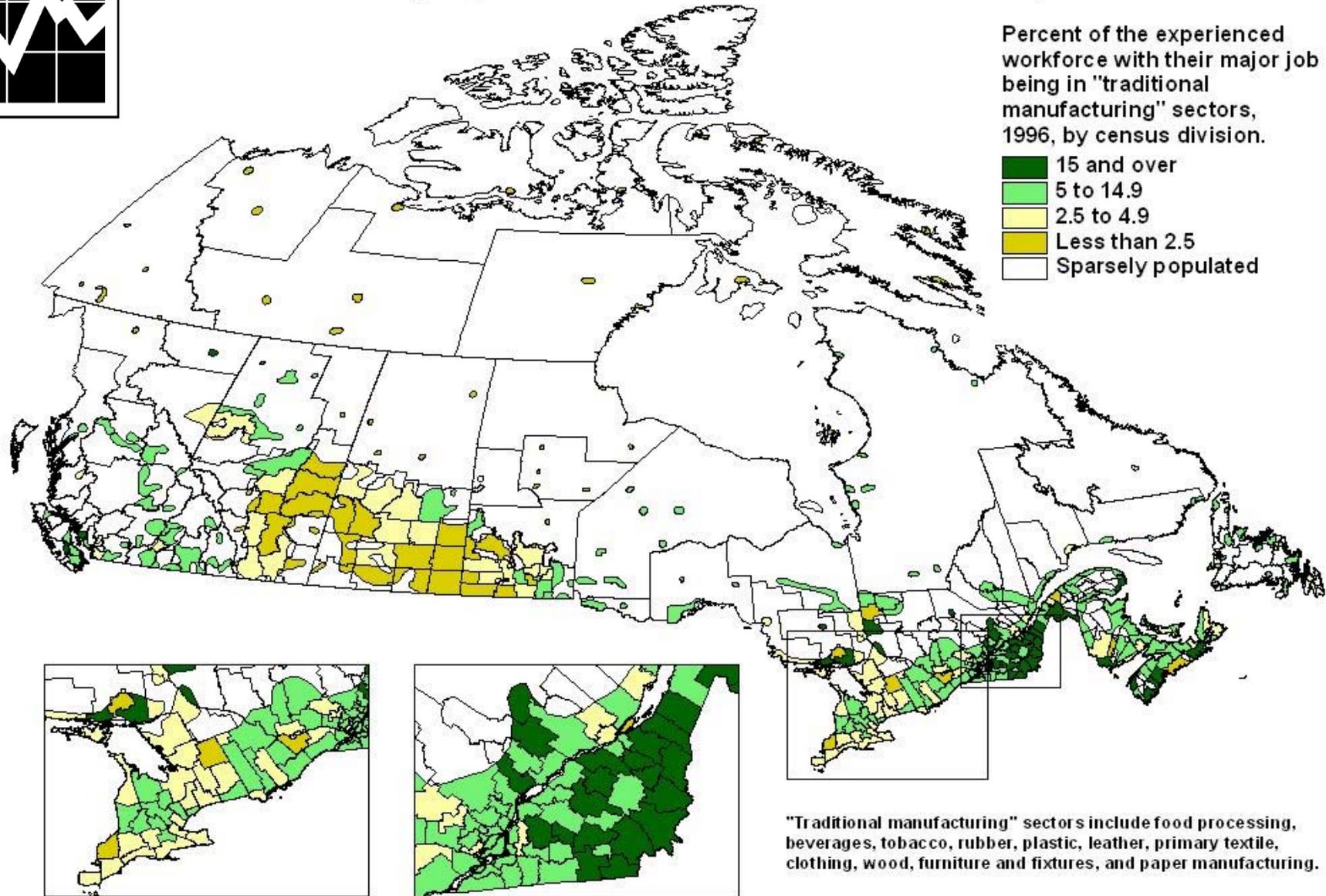
All rural regions are (somewhat) more intensive in TRADITIONAL MANUFACTURING employment, compared to the national average intensity



Source: Statistics Canada. Census of Population, 1981 to 1996. A predominantly rural region has over 50 percent of its population living in rural communities. An intermediate region has 15 to 49 percent and a predominantly urban region has less than 15 percent.



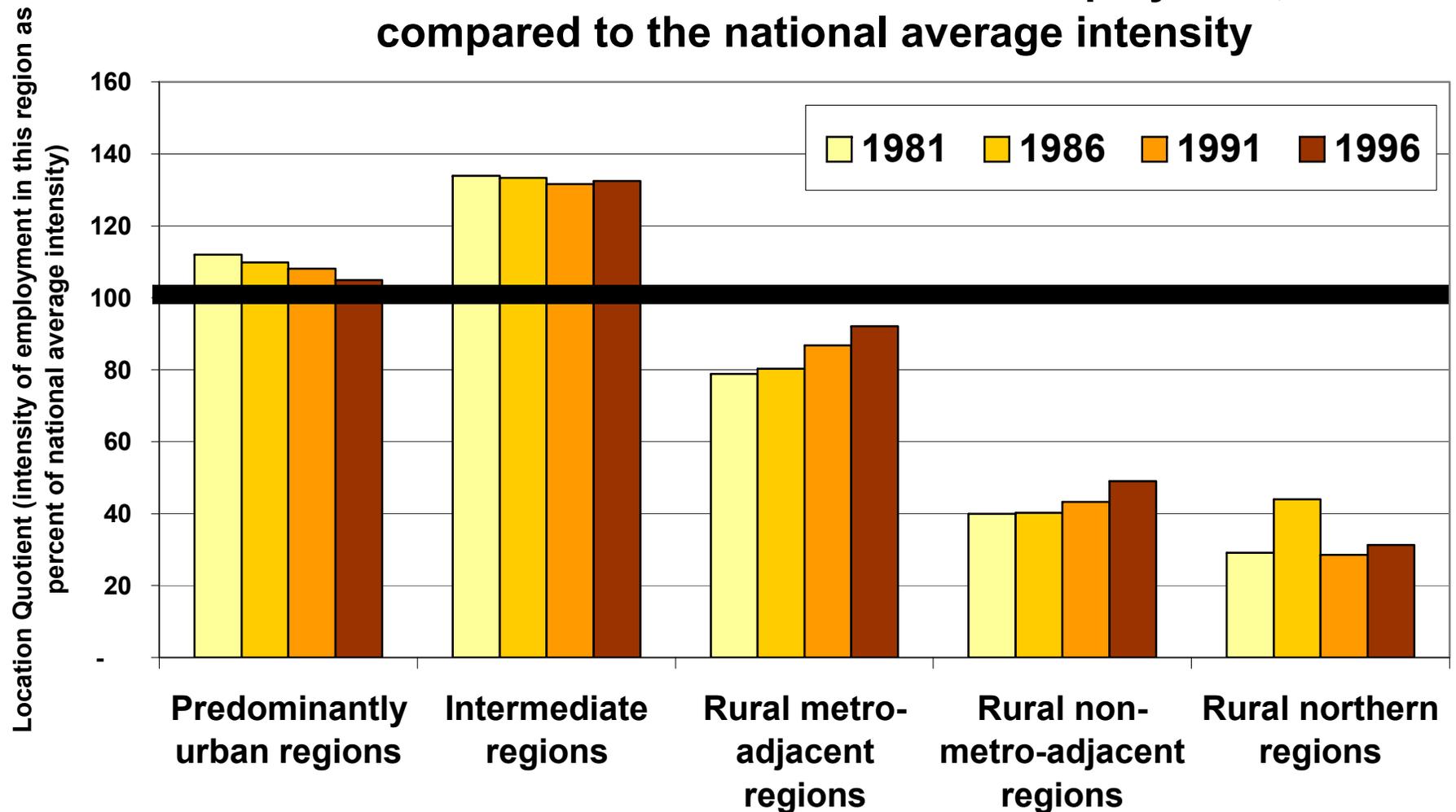
Share of Employment in Traditional Manufacturing, 1996



Source: Statistics Canada, Census of Population, 1996

Map produced by the Spatial Analysis and Geomatics Applications section (SAGA), Agriculture Division, Statistics Canada, 2000

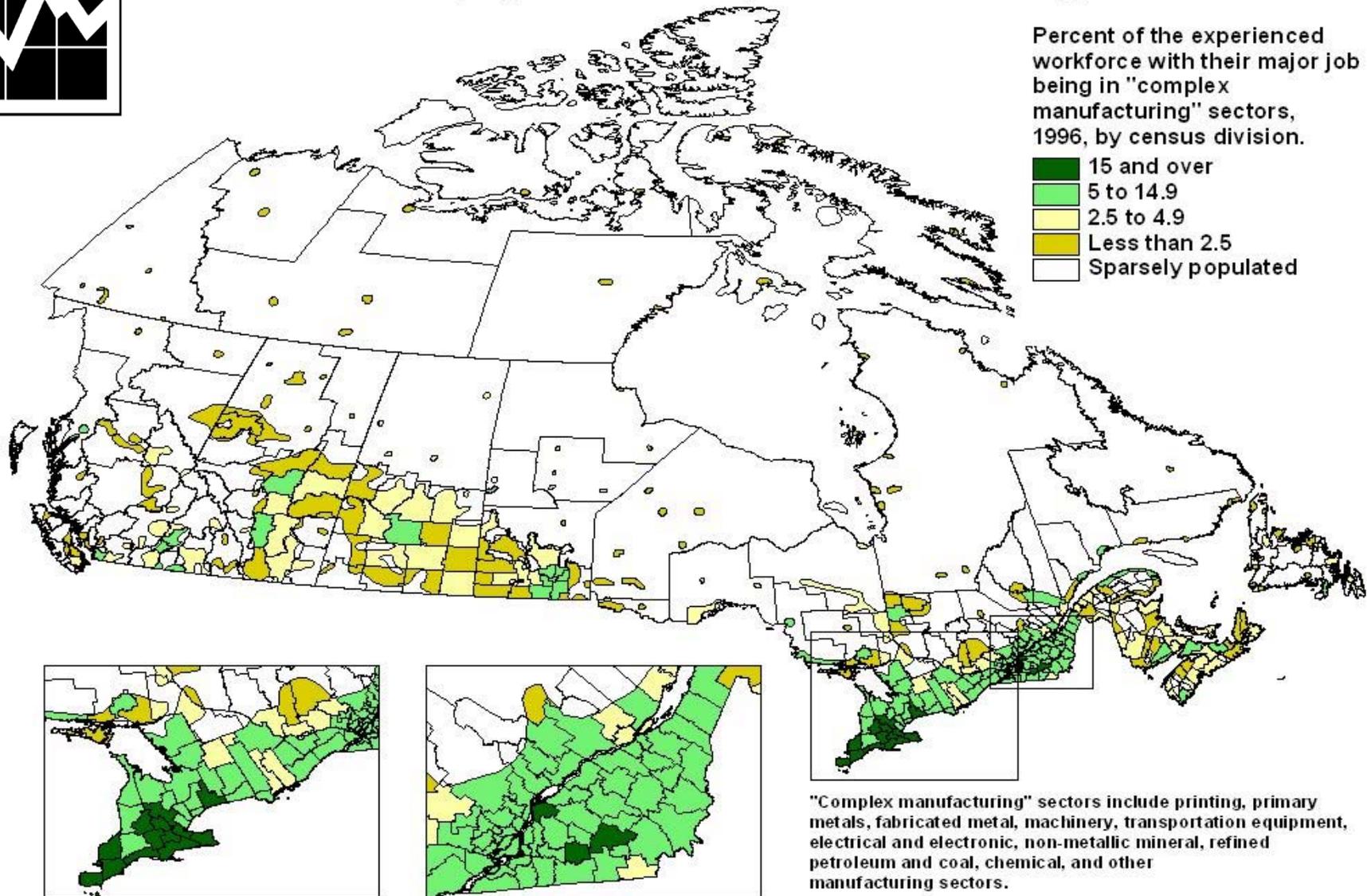
Rural regions are less intensive in **COMPLEX MANUFACTURING** employment, compared to the national average intensity



Source: Statistics Canada. Census of Population, 1981 to 1996. A predominantly rural region has over 50 percent of its population living in rural communities. An intermediate region has 15 to 49 percent and a predominantly urban region has less than 15 percent.



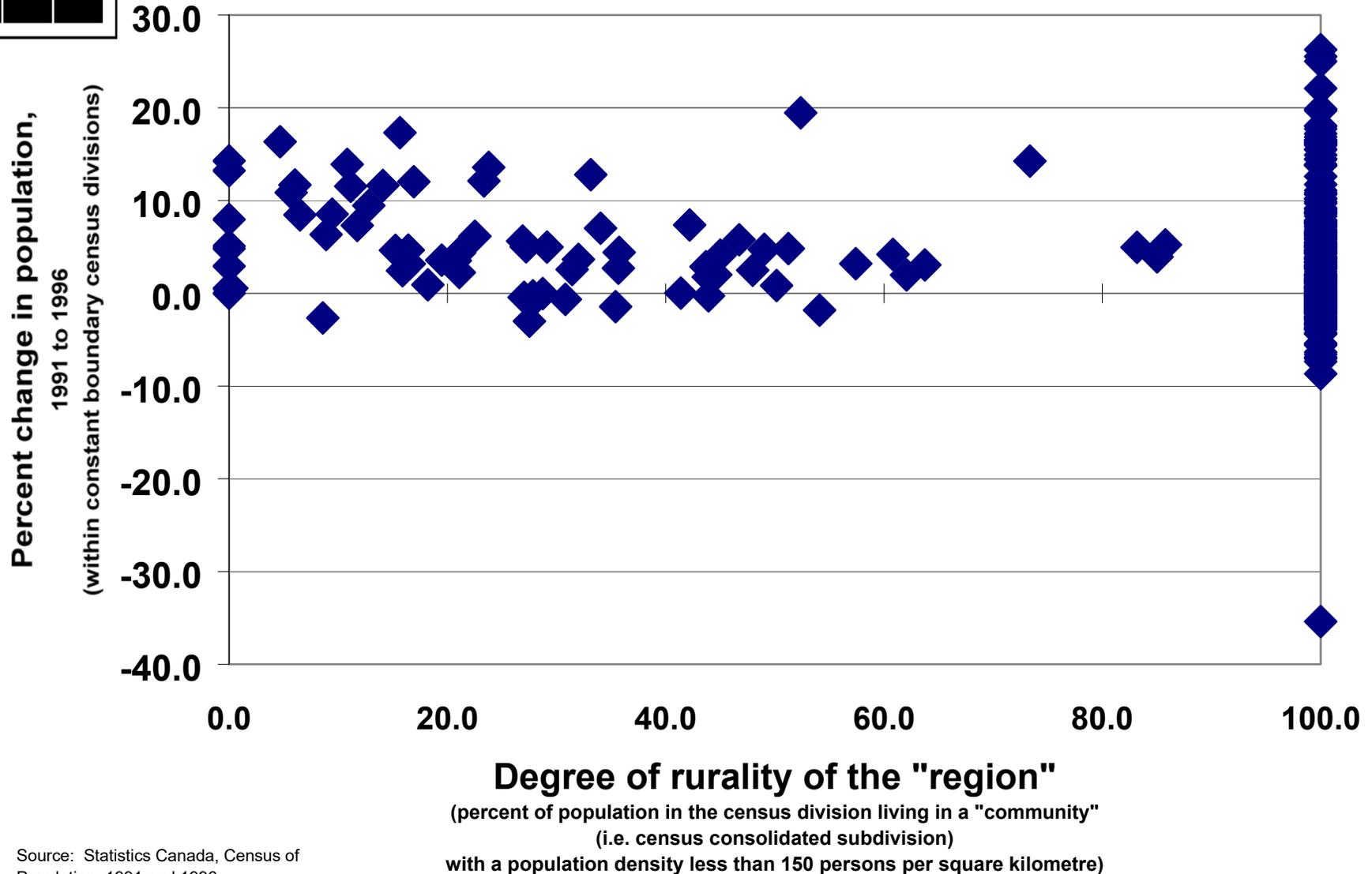
Share of Employment in Complex Manufacturing, 1996



Source: Statistics Canada. Census of Population, 1996
Map produced by the Spatial Analysis and Geomatics Applications section (SAGA), Agriculture Division, Statistics Canada, 2000



Wide variability of population growth, regardless of degree of rurality of the region



Source: Statistics Canada, Census of Population, 1991 and 1996.



**Canadian Rural
Revitalization Foundation**
(www.crrf.ca)

From Challenge to Action

**13th Annual Canadian Rural Revitalization Conference
October 24 – 27, 2001 Muenster, Saskatchewan**

Conference Co-chairs:

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Email: wsmith.ctreda@sk.sympatico.ca

Diane Martz, Director, Centre for Rural Studies and Enrichment, St. Peter's College, Box 40, Muenster, SK. S0K 2Y0 Ph: 306-682-1759 Fax. 306-682-4402
Email: martzd@stpeters.sk.ca

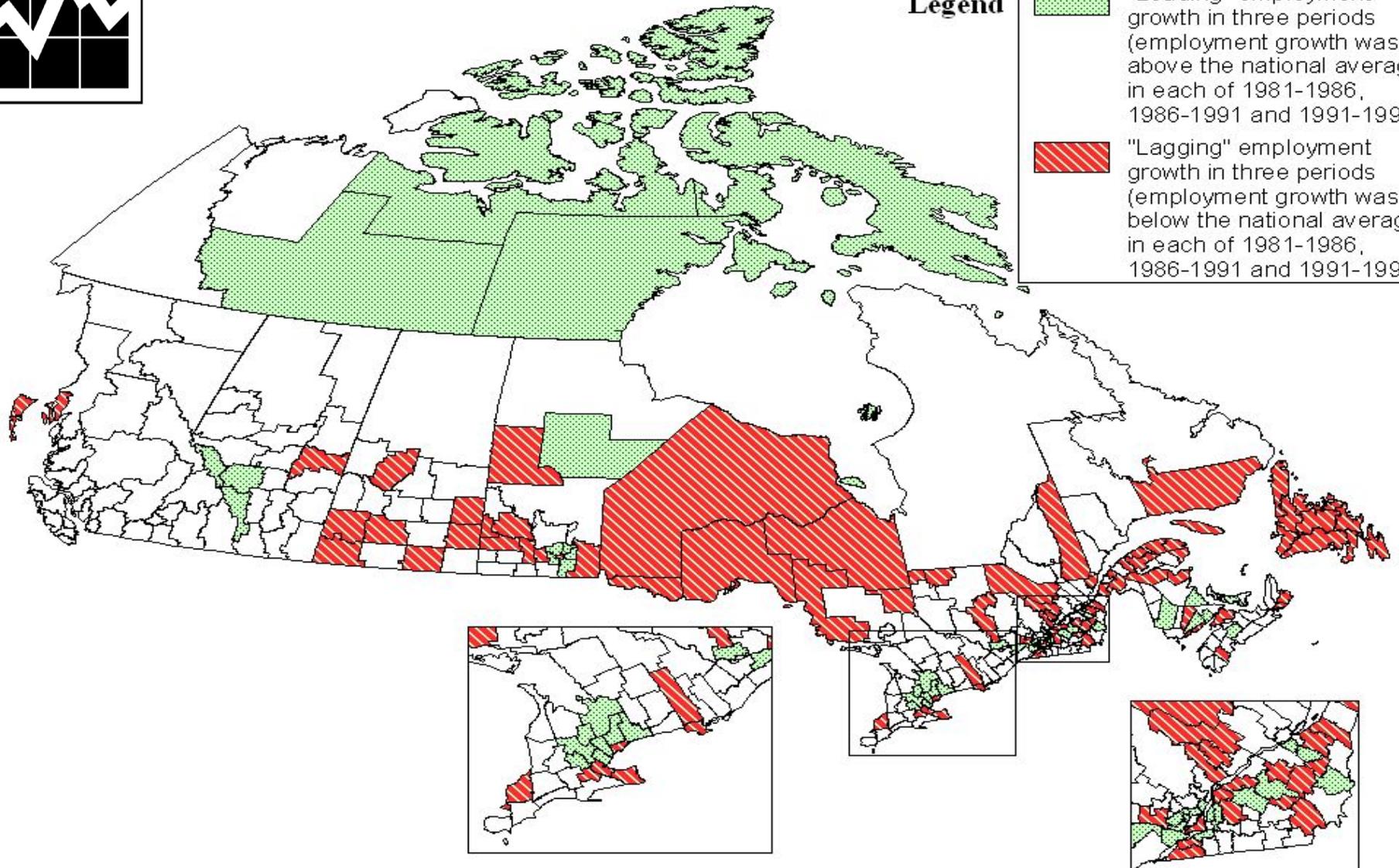
See also the CRRF **New Rural Economy** project
(www.nre.concordia.ca)



Leading and Lagging Employment Growth, Canada, 1981 to 1996

Legend

-  "Leading" employment growth in three periods (employment growth was above the national average in each of 1981-1986, 1986-1991 and 1991-1996)
-  "Lagging" employment growth in three periods (employment growth was below the national average in each of 1981-1986, 1986-1991 and 1991-1996)



Map produced by Spatial Analysis and Geomatics Applications Section (SAGA), Agriculture Division, Statistics Canada, 1999

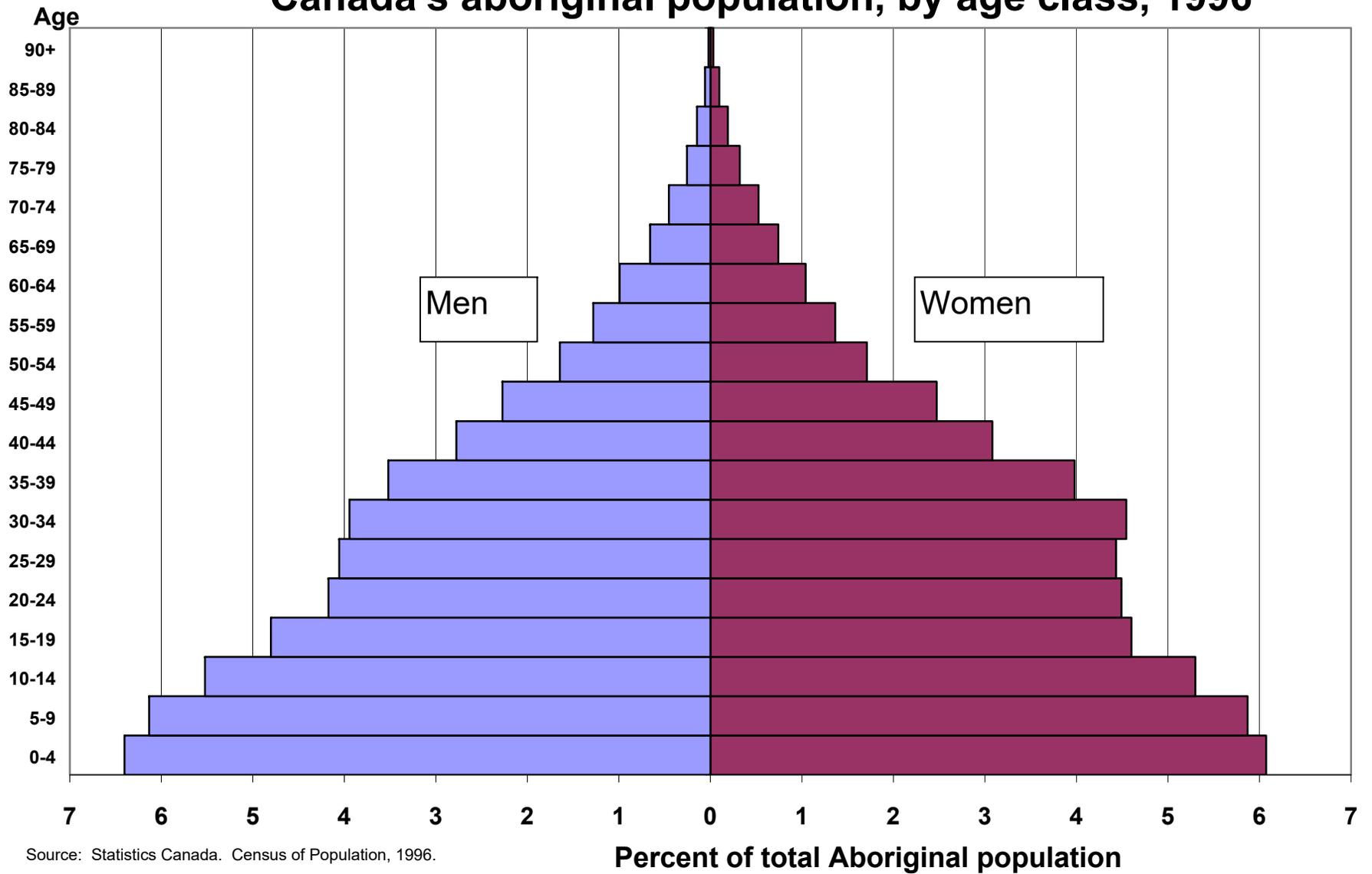


From Old to New Linkages

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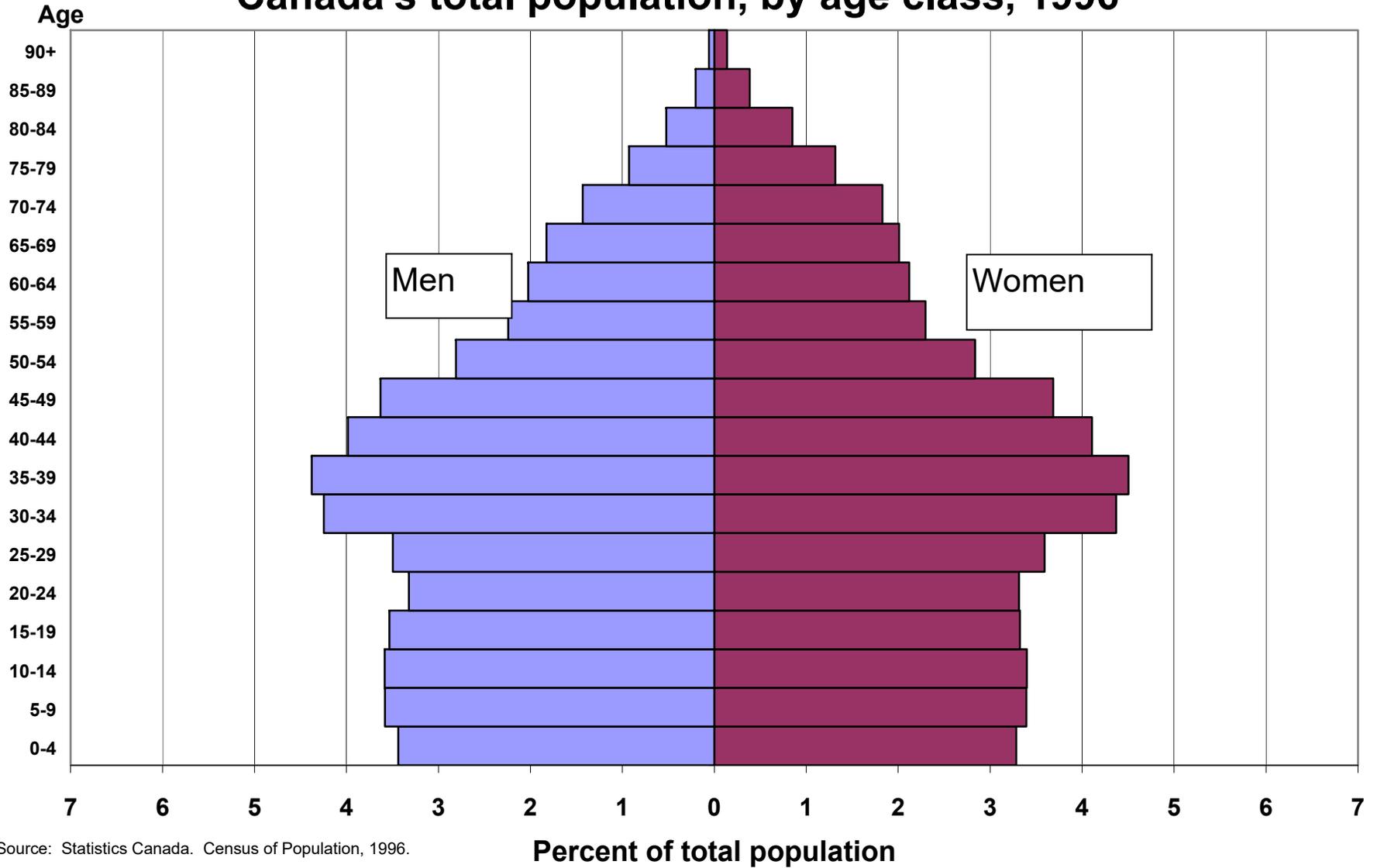
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Canada's aboriginal population, by age class, 1996



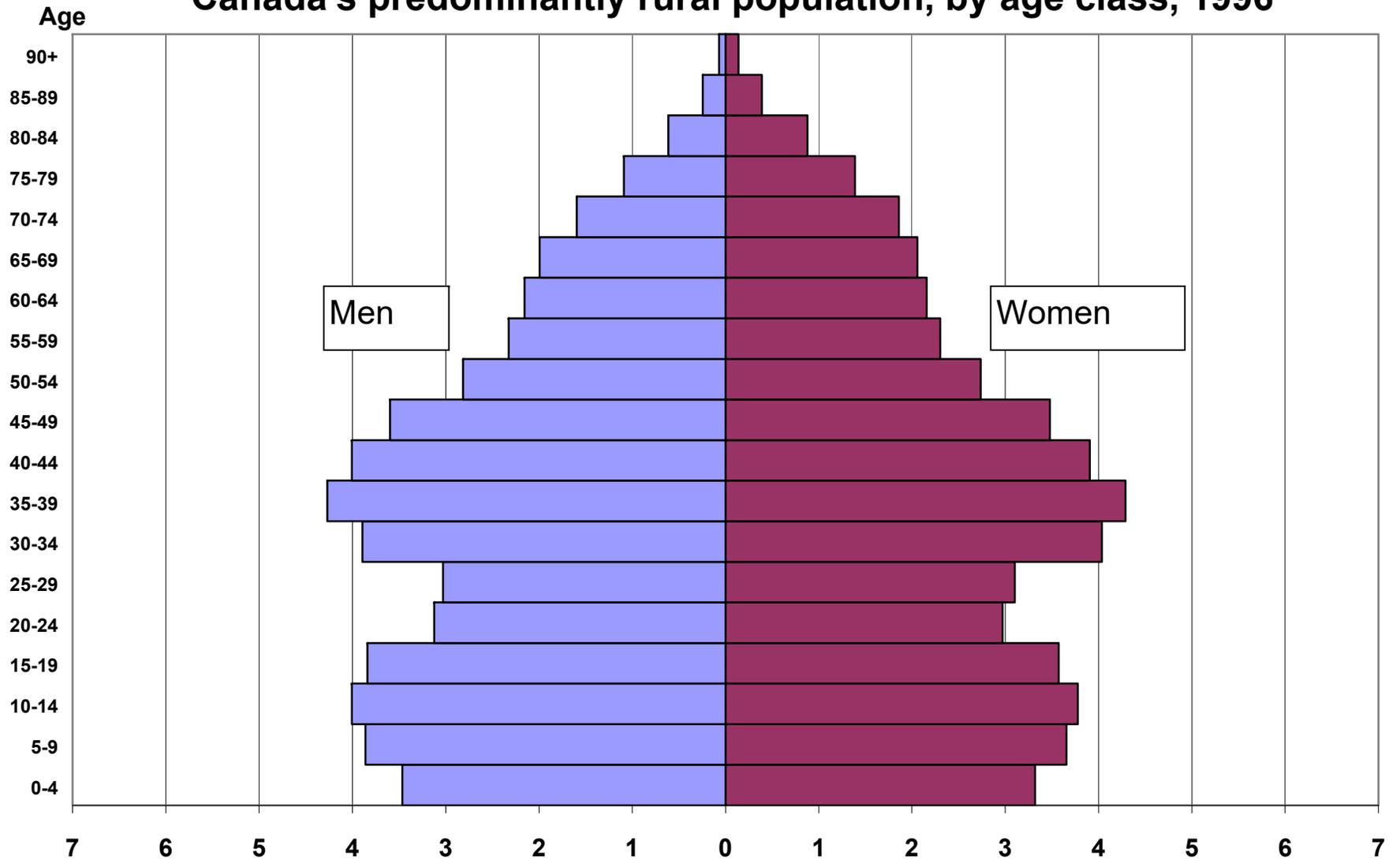
Source: Statistics Canada. Census of Population, 1996.

Canada's total population, by age class, 1996



Source: Statistics Canada. Census of Population, 1996.

Canada's predominantly rural population, by age class, 1996

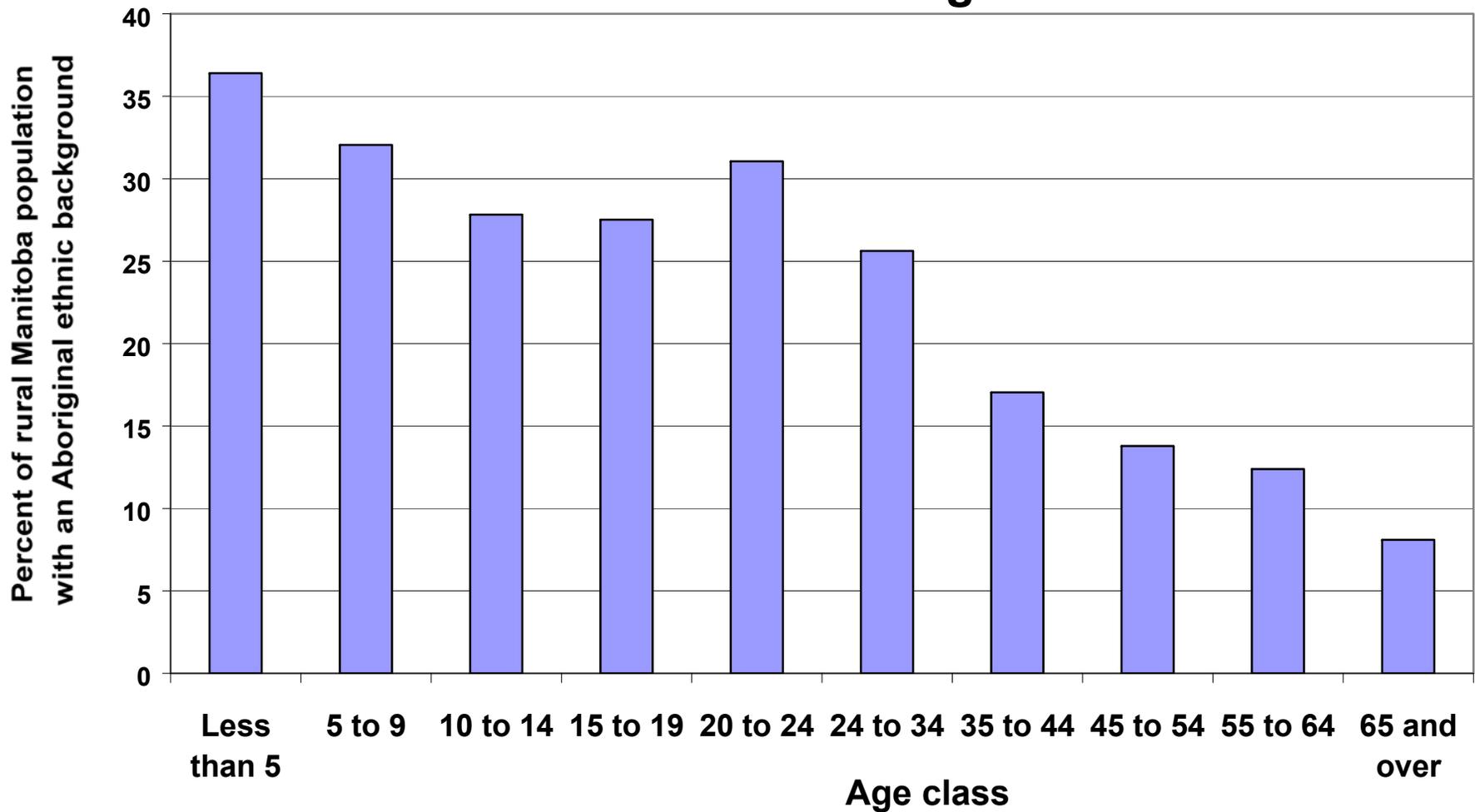


Source: Statistics Canada. Census of Population, 1996. Predominantly rural regions have more than 50 percent of their population living in rural communities.

Percent of predominantly rural population



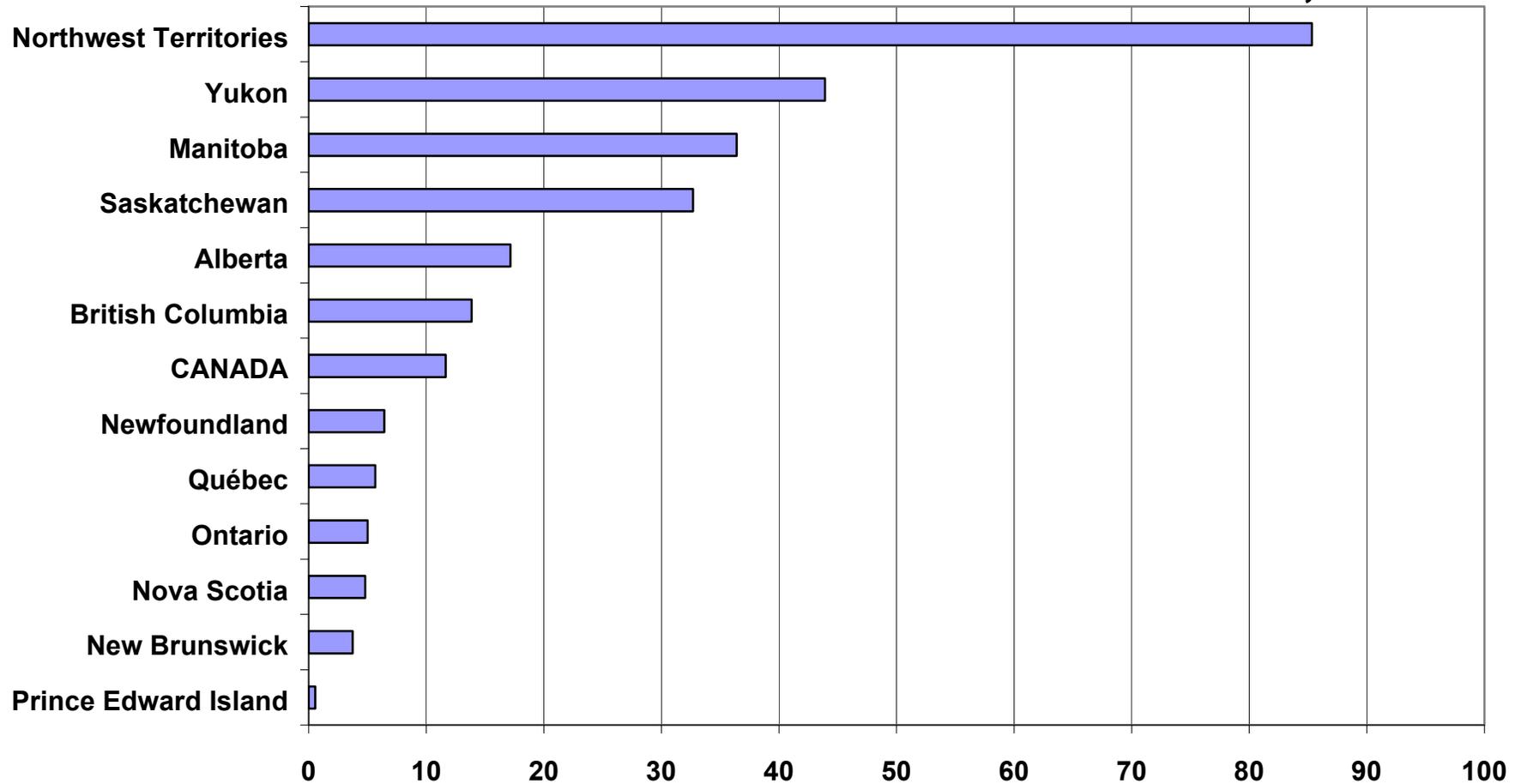
Over one-quarter of Manitoba rural youth are Aboriginals



Source: Statistics Canada. Census of Population, 1996. "Rural" refers to the population living outside settlements of 1,000 or more. "Aboriginal ethnic identity" is defined for all individuals with North American Indian, Métis or Inuit as an ethnic background.



A high share of rural children are Aboriginal in the Territories and on the Prairies, 1996

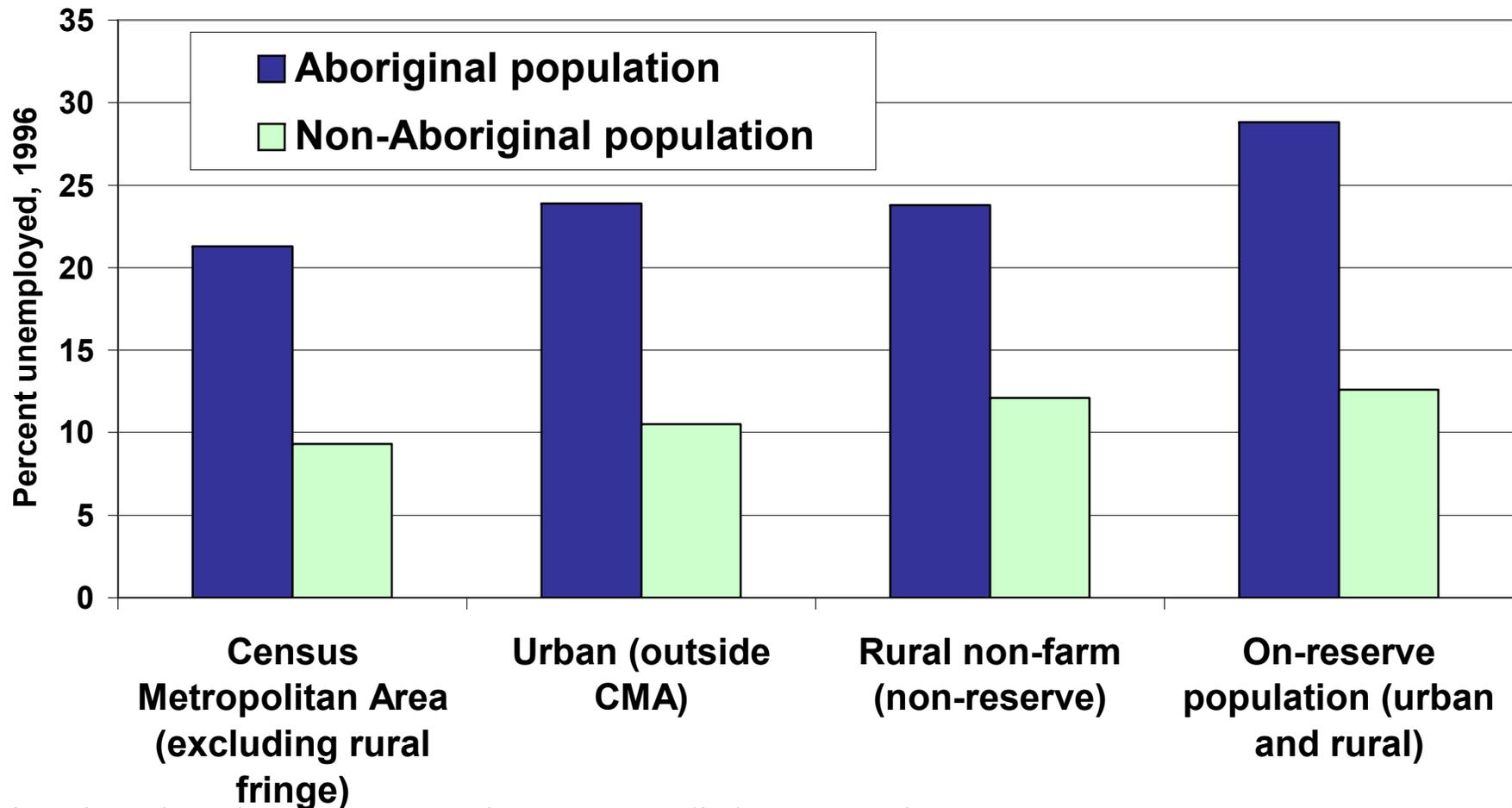


Percent of rural children, less than 5 years of age, who are Aboriginal

Source: Statistics Canada. Census of Population, 1996. "Rural" refers to the population living outside settlements of 1,000 or more. "Aboriginal ethnic identity" is defined for all individuals with North American Indian, Métis or Inuit as an ethnic background.

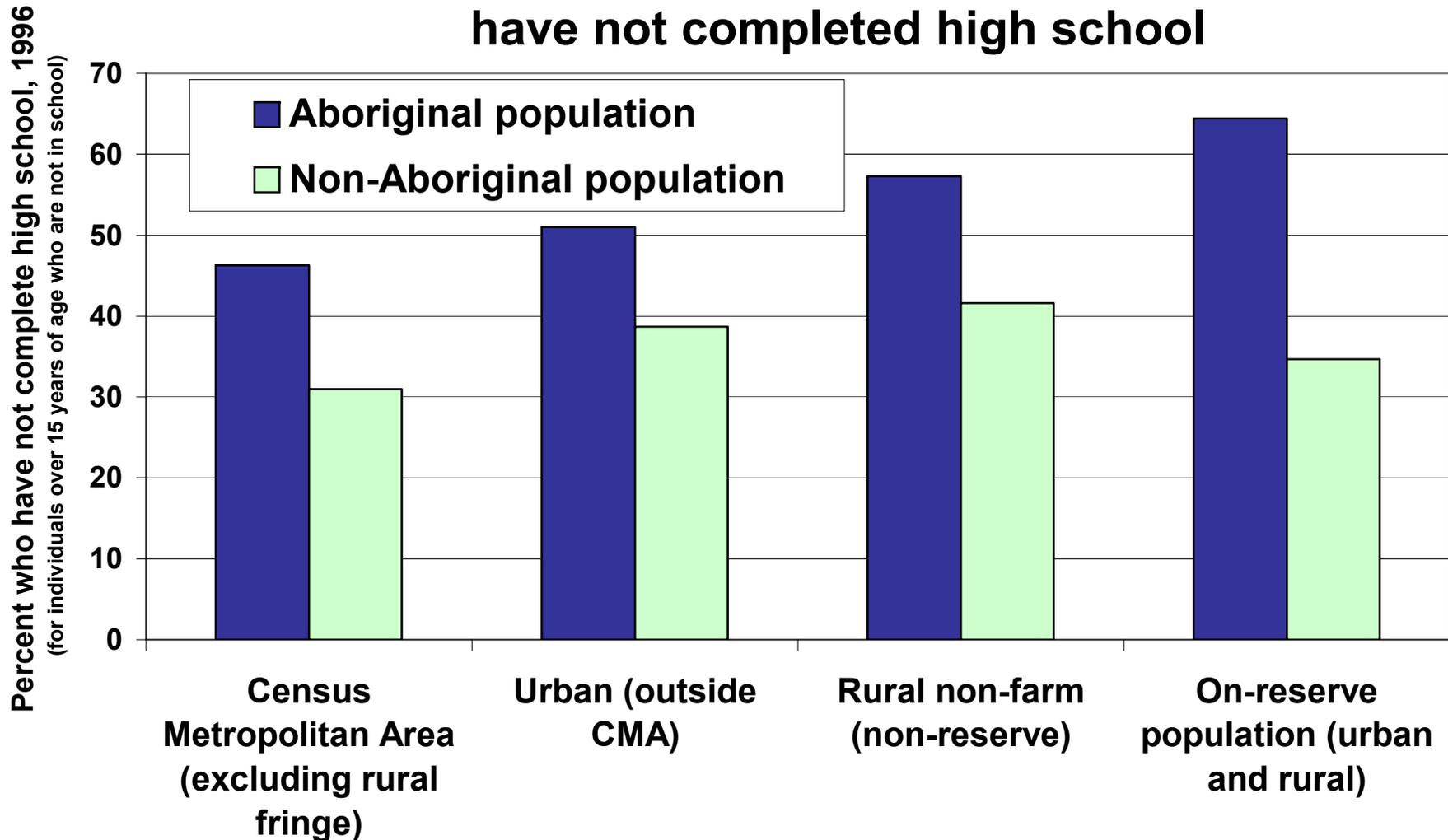


Aboriginal unemployment rate is double the non-Aboriginal unemployment rate



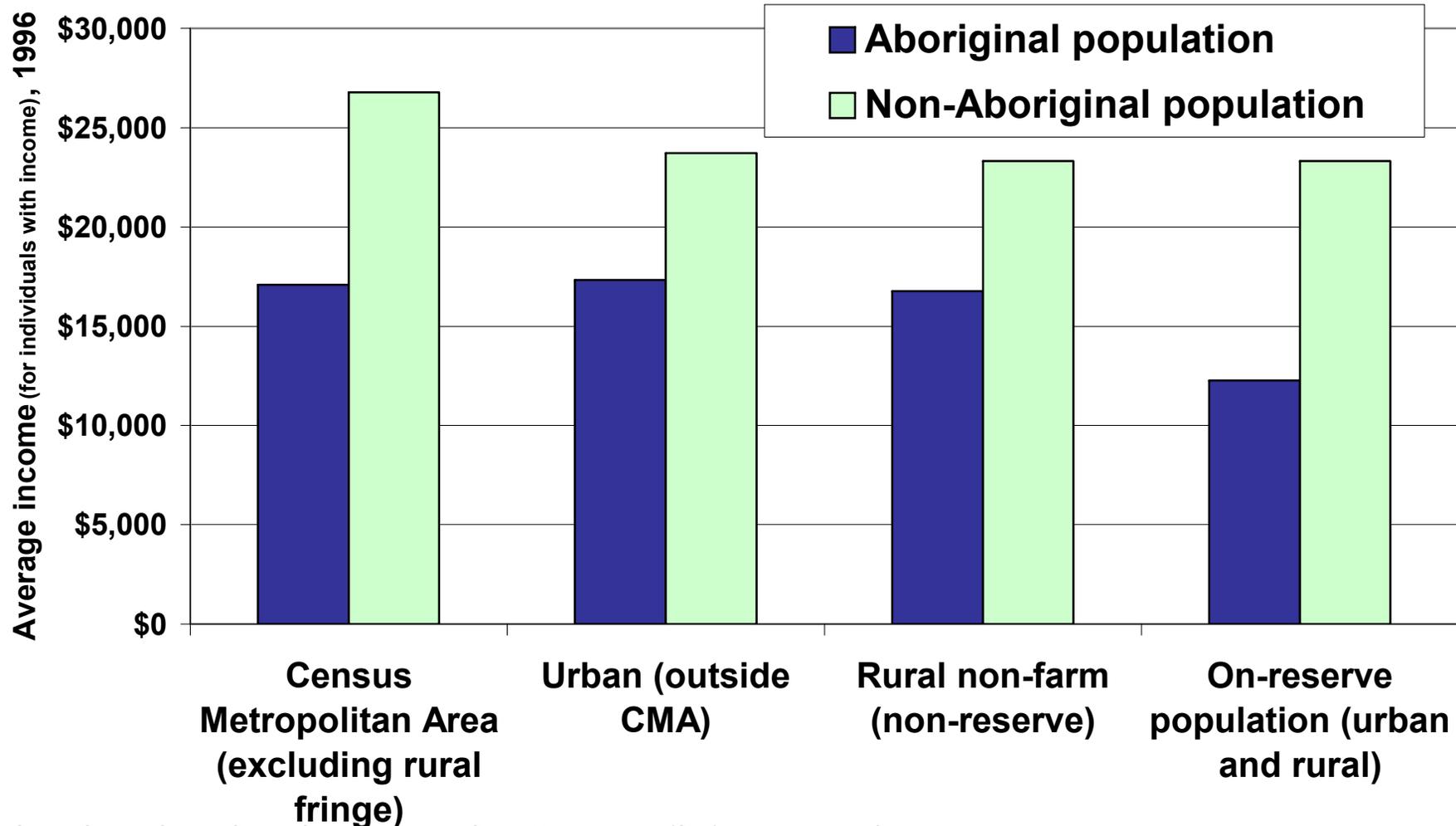
Source: Statistics Canada. Census of Population, 1996. A Census Metropolitan Area (CMA) has an urban core of 100,000 or more individuals and includes neighbouring municipalities where 50 percent or more of the workforce commutes to the core (except, in this case, rural residents are excluded from the CMA group). Rural refers to individuals living outside centres of 1,000 or more and urban refers to individuals in centres of 1,000 or more.

A high share of Aboriginals have not completed high school



Source: Statistics Canada. Census of Population, 1996. A Census Metropolitan Area (CMA) has an urban core of 100,000 or more individuals and includes neighbouring municipalities where 50 percent or more of the workforce commutes to the core (except, in this case, rural residents are excluded from the CMA group). Rural refers to individuals living outside centres of 1,000 or more and urban refers to individuals in centres of 1,000 or more.

The average income of Aboriginals is lower



Source: Statistics Canada. Census of Population, 1996. A Census Metropolitan Area (CMA) has an urban core of 100,000 or more individuals and includes neighbouring municipalities where 50 percent or more of the workforce commutes to the core (except, in this case, rural residents are excluded from the CMA group). Rural refers to individuals living outside centres of 1,000 or more and urban refers to individuals in centres of 1,000 or more.



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Rural Development Opportunities

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#2. Invest in niche market research by rural entrepreneurs and rural communities (because they need to find something new to export)

#3. Target #1 and #2 to Aboriginal communities.

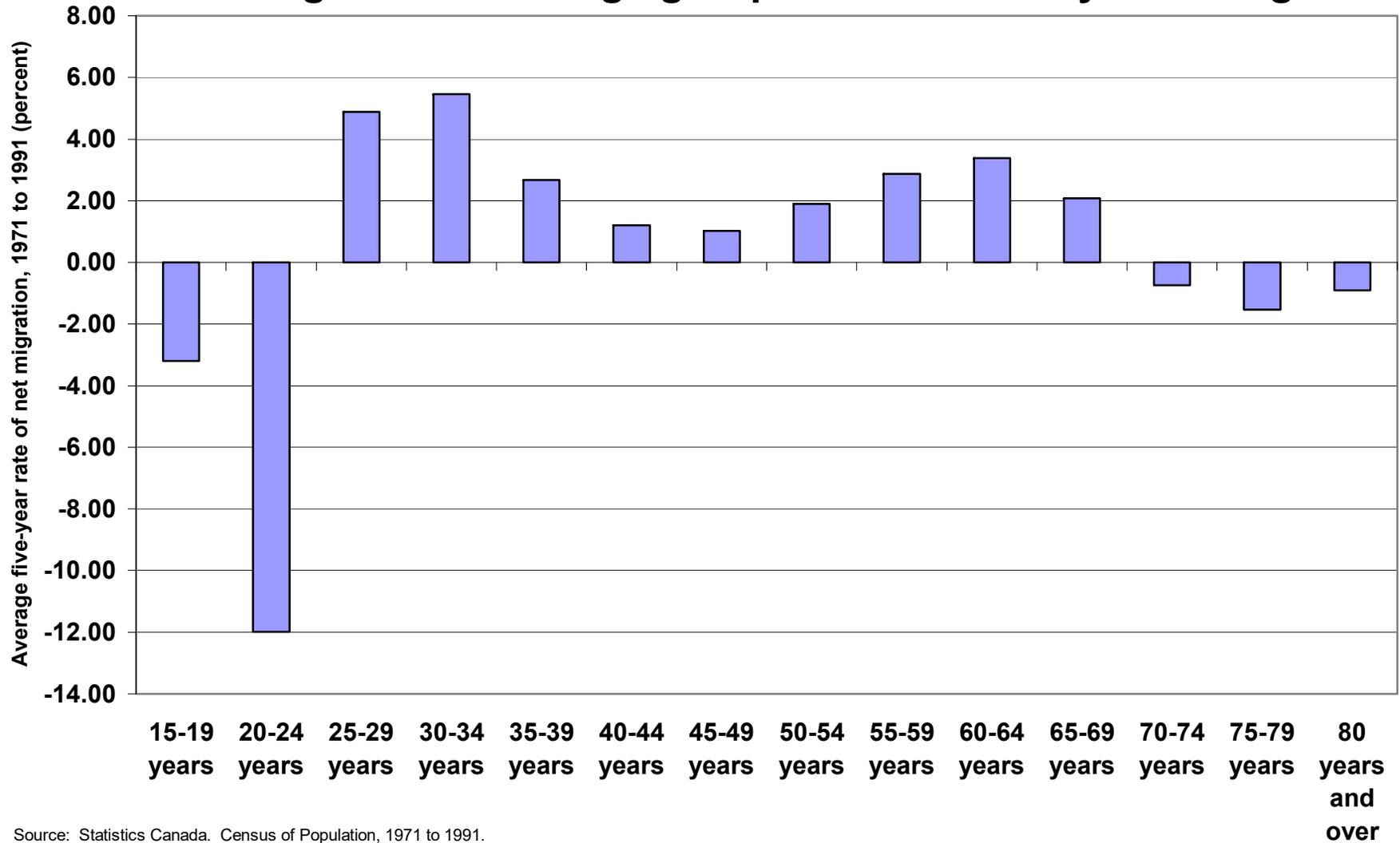


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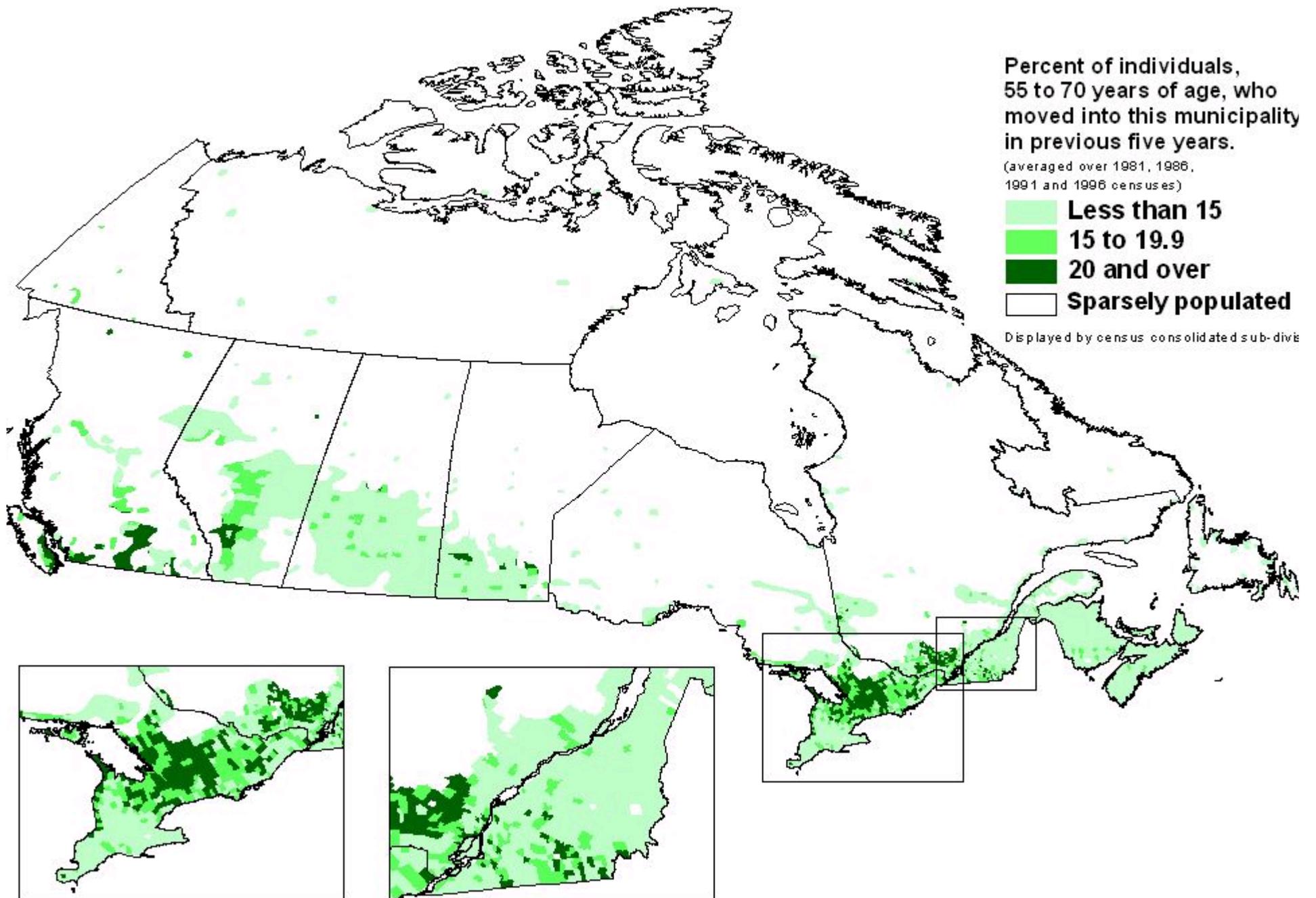
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Rural and Small Town Canada gains population from net migration for all age groups from 25 to 69 years of age



Source: Statistics Canada. Census of Population, 1971 to 1991.

Retirement Destination Communities, 1981 to 1996





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 - young adults are moving to the “rural amenity” of the countryside within commuting distance of cities
 - retirees are moving to the “rural amenity” of “cottage country”



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From Old to New Linkages

What is development and where does it start?

Robert Reich, in his book *The Work of Nations* argued that financial capital and technological know-how can easily cross borders -- the workforce is less mobile. Thus, the “most fixed” resource is your people (called “human capital” in the textbooks). He also argued that in today’s economy, it is “symbolic analysts” that create most of the wealth. I think there are two ways to have “symbolic analysts” in your community:

- 1. attract them; or**
- 2. grow them.**

Most symbolic analysts work with symbols on computer screens. A lot of this work is produced on a computer and is exchanged / delivered via the Internet. If you have a community where a symbolic analyst wants to live, this person is also likely able to work there.



From Old to New Linkages

Where does development start?

The largest return to an investment in human capacity is an investment in **nutrition** and **nurturing** of children -- ages minus 9 months to plus three years (Nash, 1997).



From Old to New Linkages

If your objective is (rural) development, then arguably the first investment that your community should make is the nutrition and nurturing of children (minus nine months to plus three years of age)



From Old to New Linkages

Nash, J. Madeleine. (1997) *Fertile Minds: How a Child's Brain Develops, and what it means for child care and education*. **TIME**, June 9, pp. 47-54.

“Of all the discoveries that have poured out of neuroscience labs in recent years, the finding that the electrical activity of brain cells changes the physical structure of the brain is perhaps the most breathtaking. ... A brain is not a computer. Nature does not cobble it together, then turn it on.” (p. 48)



From Old to New Linkages

Nash, J. Madeleine. (1997) *Fertile Minds: How a Child's Brain Develops, and what it means for child care and education*. **TIME**, June 9, pp. 47-54.

“There is a time scale to brain development, and the most important year is the first ... By the age of three, a child who is neglected or abused bears marks that, if not indelible, are exceedingly difficult to erase.” (p. 49)



From Old to New Linkages

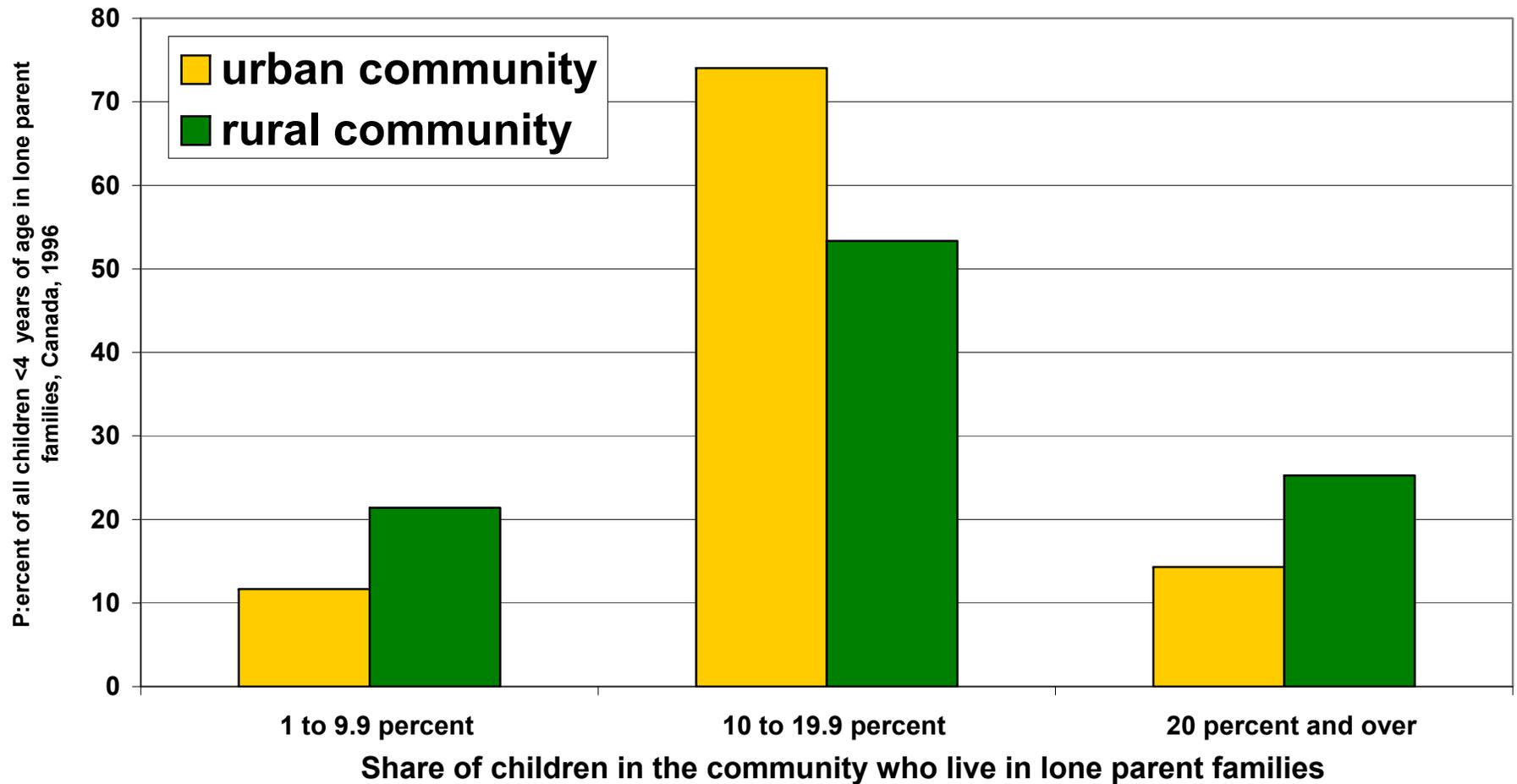
Nash, J. Madeleine. (1997) *Fertile Minds: How a Child's Brain Develops, and what it means for child care and education*. **TIME**, June 9, pp. 47-54.

" ... a baby does not come into the world as a genetically preprogrammed automation or a blank slate at the mercy of the environment ... the debate that engaged countless generations of philosophers -- whether nature or nurture calls the shots -- no longer interests most scientists. ... genes and the environment interact. It's not a competition. ... It's a dance.

That dance begins at around the third week of gestation ... Nature is the dominant partner during this phase of development, but nurture plays a vital supportive role." (p. 50)



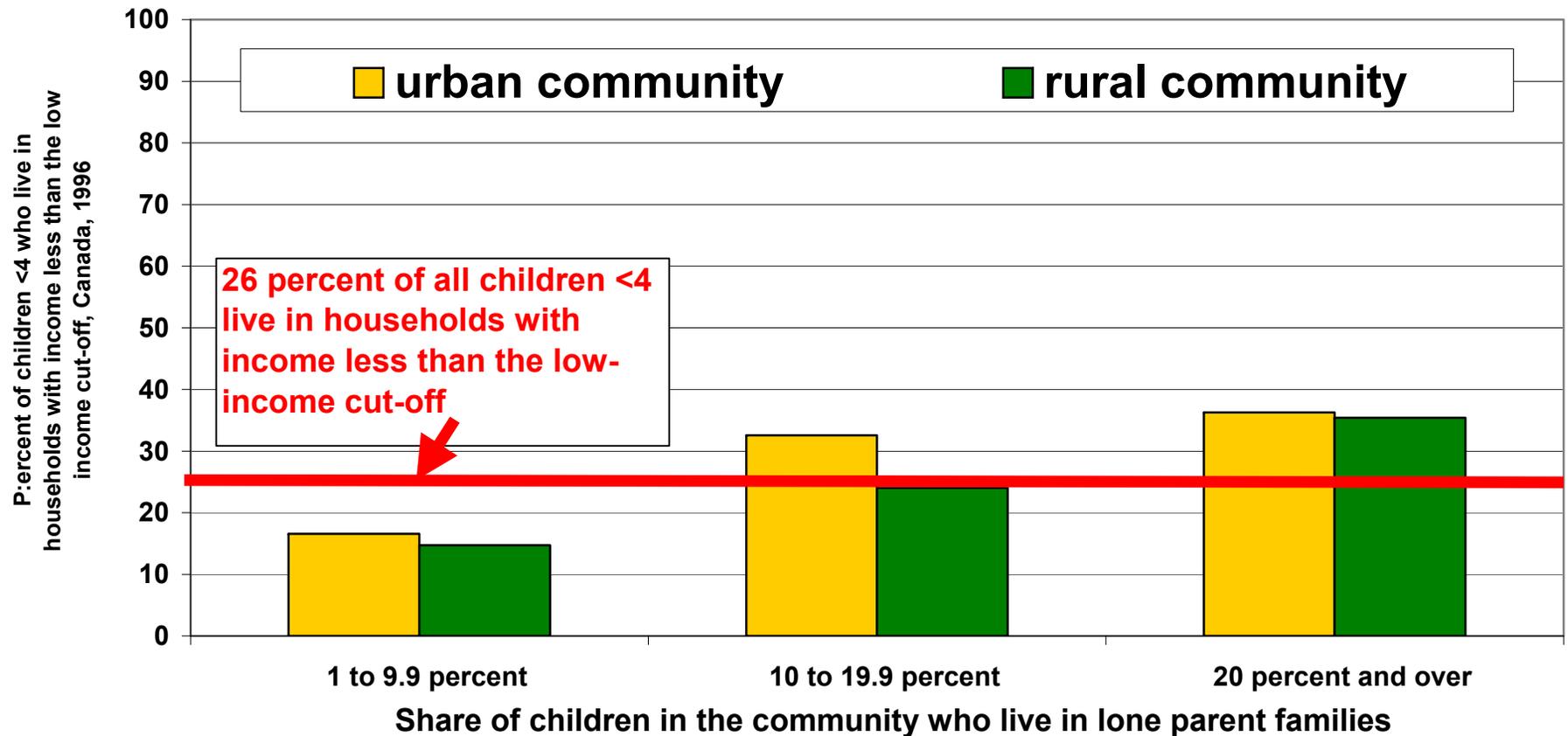
One-quarter of rural children in lone parent families live in communities where over 20 percent of the children live in lone parent families



Source: Statistics Canada. Census of Population, 1996.



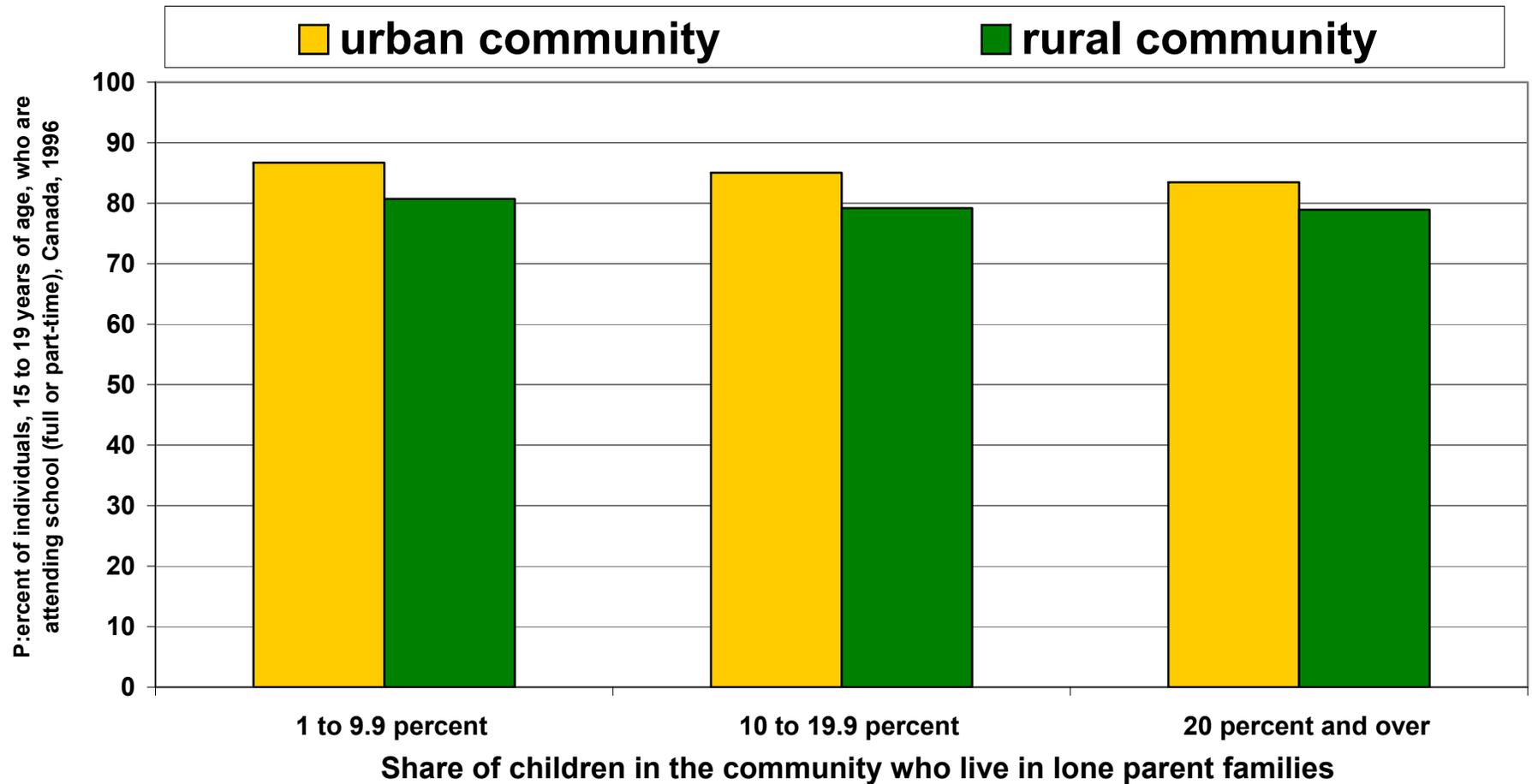
Communities with a higher share of children in lone parent families have a higher share of children in households with income less than the low income cut-off



Source: Statistics Canada. Census of Population, 1996.



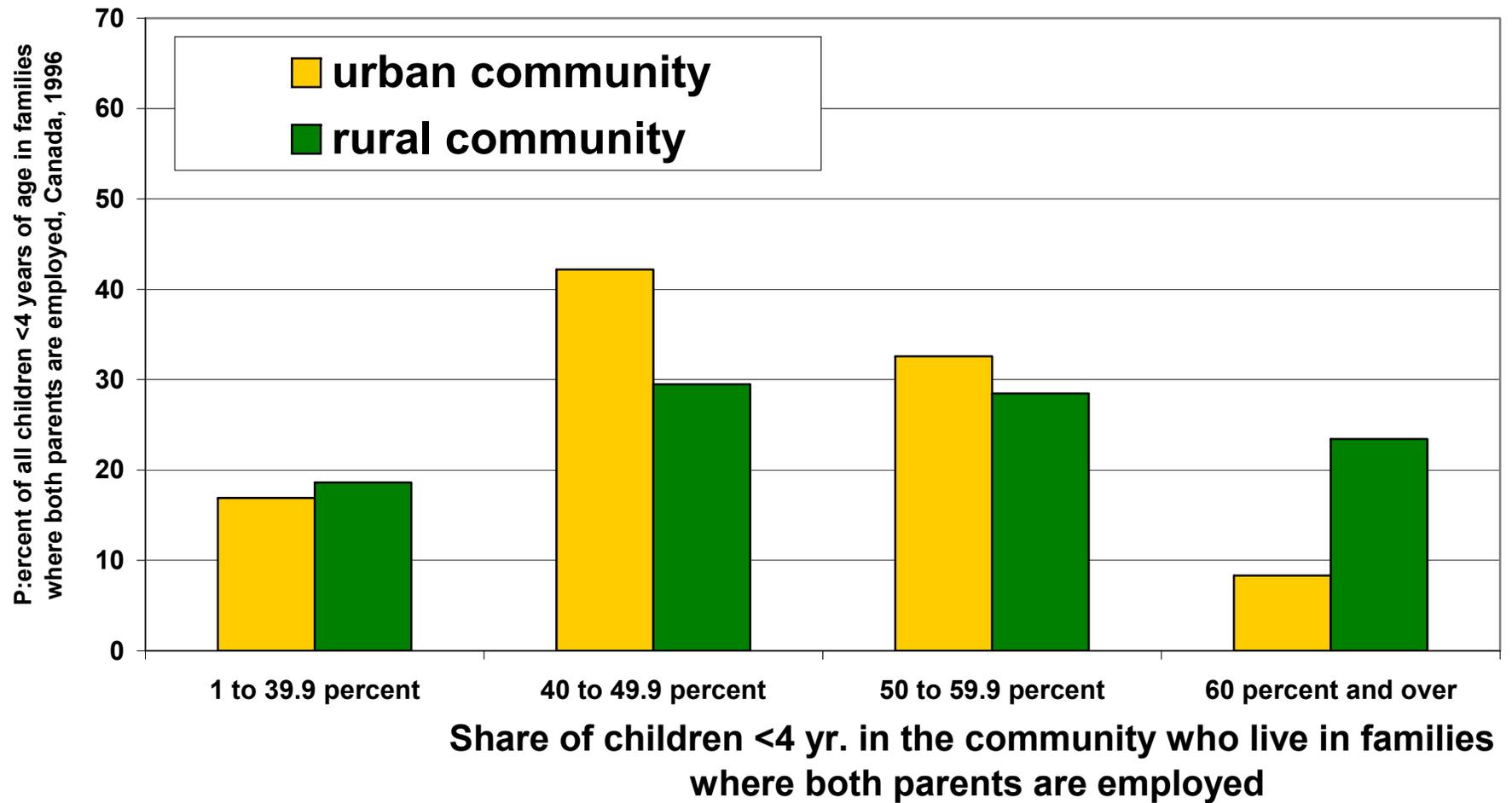
Communities with a higher share of children in lone parent families have a slightly lower share of individuals, 15 to 19 years, attending school



Source: Statistics Canada. Census of Population, 1996.



Over 20 percent of rural children with both parents working live in communities where 60 percent or more of the families have both parents working



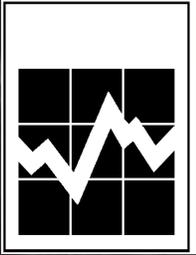
Source: Statistics Canada. Census of Population, 1996.



From Old to New Linkages

Rural Development Opportunities

- #1. Unleash rural community social cohesion to invest in nutrition and nurturing of children, minus 9 months to plus 3 years**
- #2. Invest in niche market research by rural entrepreneurs and rural communities (because they need to find something new to export)**
- #3. Target #1 and #2 to Aboriginal communities.**



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Questions / Discussion