From Jan Flora

Priority from Agenda:  Rural/Urban Communications and Relationships

Situation Statement regarding Priority:

Increasingly, in order to address agricultural, rural development, and environmental issues, rural people, farmers, and urban people must interact and communicate. Topics to be addressed include water and air quality issues, land use issues, livestock and crop production practices affecting neighbors and urban people, and other farm-community linkages.

Strategic Purpose for Priority:

To develop understanding of urban-rural, rural-rural environment in order for residents to lead a productive and positive life style and for economic growth of the community.

ANR Extension Overarching Goals for Priority:

- Enhance or establish communication between those in agriculture and urban and rural community groups
- Reduce conflict around agricultural issues
- Build understanding in rural and urban communities of the contributions of agriculture and to increase farmers’ knowledge about urban/community groups’ expectations of agriculture.

Approaches for Behavior Change:

- ID existing conflicts and situations in which conflict is likely to arise
- Identify groups that need to communicate to resolve issues
- ISUE would develop a strategy/position for ensuring conflict resolution around agricultural/economic development issues. This would include accessing resources for facilitation of meetings on controversial issues

Target Audience(s):

- Those persons and organizations with interest in particular issues with rural-urban and rural-to-rural dimensions

Activities:

- ANR staff request that ISU Extension appoint/hire a coordinator and advisory group for developing a plan for conflict resolution and facilitation around agricultural issues. This would include accessing institutional resources inside and outside ISU to get the job done.
- Develop an action plan to distribute updated data on contribution of farms and agriculture.
- Educa
How to Measure Success:

- Document number of groups and communities that came together to resolve issues and conflicts and ISUE’s role in that process.
- Document increased distribution and use of information regarding agriculture’s contribution to Iowa’s economy and meetings of farmer groups to examine urban perspectives on agriculture.

Key Considerations: (Ok To Express As Questions. Other Key Considerations May Be Substituted Or Added)

Potential Resources & Sources of Funds:

Potential Impacts:
- Positive
- Negative (if no action is taken)

Collaborators, Contributors, Participants:

- Other parts of Extension
- Non-Extension groups that engage in conflict resolution, economic development, environmental questions.
- Farm, rural, and urban groups with interests in ag controversies

Synergy and/or Conflict with Existing or Related Programs:

Relationship & Contribution to Other ANR Priorities: