

GE Free Kootenays Strategy Session

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Session I – Brainstorming

Focus Question: What are the strategies to creating GE Free Zones in the Kootenay Regions by the end of 2008?

Create Kootenay Team	Farmer Campaign	General Public Campaign	Campaign Messages and Ideas	Mandatory Labeling Lobby
Coalition of the willing	Support organic farming	Celebrations	Campaign for Labeling at box stores	GMO Free & mandatory labeling declarations
Clear definition of GE Free Zone	Promote non-GMO animal feed	Neighbourhood GE Free Expansion	Widespread distribution of audio	GE=Not supporting the local economy
Use available resources and maximize	Alternative crops	Community Farms	Educational event	Education and awareness for government
Networking (existing networks)	Education and awareness for farmers		Marketing concept to public	
Municipal NGO reps for initiating non-GMO			Education & awareness to public	
Identify local champions			Emphasize choice: advocate labeling	
Champions for Steering Committee			GE Free = consumer responsibility	
Inclusion of First Nations			Educational strategy: schools & film	
Inclusion of all sectors of community			Fear campaign	
			Survey	
			Press release of meeting	

Who are Our Potential Allies?

- First Nation – Full Kootenay
- Andy Shadrack – RDCK
- Food-challenged consumers to talk (the ill)
- Food Band/Food Cupboard
- Karros – anti-poverty fund
- Farmers
- Selkirk
- Physicians, nursing, naturopaths
- Farmer's Markets
- Municipal Government
- Merchants
- SPC (Social Planning Council)
- KOGS
- Community food groups – Community Food Matters
- RARTS
- Selkirk College
- College of the Rockies
- Regional Districts
- Municipal Governments
- National Farmers Union
- East Kootenay First Nations
- Brian Bell (Look Mag)
- Michael Jessen (NDN)
- WKWA (West Kootenay Women's Association)
- Farmers Institute
- Alternative Medicine and doctors
- Cathleen Kneen
- School District
- Tyee

Session II – Obstacles and Blocks

Focus Question: What might be the potential obstacles or blocks to creating GE Free Zones in the Kootenay Regions by the end of 2008?

Farm Issues	Human Factor	Local Commerce	Local Government	Large Corporations	Globalization
Farmers fearing losing independence “regulation”	Apathy	Feed and farm supply stores	Educators	Large Agro-business (chemical companies)	NAFTA
Underdeveloped local supply/variety	Not connecting with allies	Transport companies	Interior Health	Move to biofuels	WTO
Economic transitioning GMO to non-GMO	Losing focus with too broad a spectrum	Chamber of commerce	City Council and administrations	Corporate funded science	“Bureaucrats” advising that risks are greater than benefits
Livestock farmers (feed)	Uninformed public	Stores supporting “Free Trade”	Fear of lawsuits	Lack of peer reviewed/scientific study	CFIA & Ministry of Health
	Being caught out on misinformation	Restaurants	Bureaucratic blocks	Scientific baffle gab	TILMA and other trade agreements
	Inflammatory, extreme, paranoid statements by allies	Local nurseries	Political will		Ag Department (provincial)
	Lack of coordination amongst allies				Trade Agreements
	Disconnect between farmers issues and local eaters				

Who are the potential blocks to a successful campaign?

- NCC – Nelson City Council
- Conventional farmers
- Feed companies
- Seed companies
- CFIA – Federal Health
- Ag Department
- Nurseries
- Farm supply stores
- Interior Health
- Agriculture in the Classroom
- Chamber of Commerce
- Trucking companies
- Bill Bennett
- Chemical Companies
- Mayor Dooley
- Tom Mann – Area C
- Verna Mayers McKenzie – Area A
- John Kettle – Area B
- Doctors
- Manufacturers of GMO product chains
- Advocates of GMO for solution to hunger
- Biotech corporations
- Local politics
- Farmers (entrenched)
- Provincial government

Session III – Strategic Actions and Plans

Focus Question: What are the specific strategic actions and plans to overcome potential obstacles or blocks to creating GE Free Zones in the Kootenay Regions by the end of 2008?

Define the Campaign Process	Create the GE Free Kootenay Committee	Conduct Farmer Outreach	Potential Campaign Initiatives/Strategies
Draft GE Free Zone Declaration	Appoint/identify key group (3-5) individuals to lead the process	Go to farmers – make connections and identify inhibitors	Tie non-GMO question to local and provincial election ballots
Determine legal process	Create a steering committee from identified contacts		Agreements in principal with NGOs
Common successful language	Strategize key objectives and priorities for next year		Public education: document describing relevance
Define geographical boundaries of GE Free Zones	Key person should have a comprehensive understanding of the science and politics, organizational ability and be a good media contact		Celebration/fundraising event
	Build a consensus network		