

# Seizing the Opportunity

## Identifying and Capturing Community-based Development Opportunities



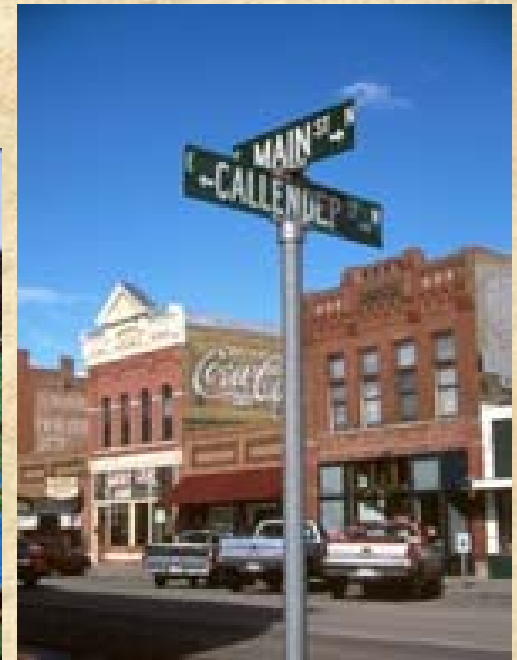
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# The Institute for Agriculture and Trade Policy

*Promoting resilient family farms and rural communities, while protecting our natural resources.*



# IATP Programs



- Environment and Agriculture
- Trade and Agriculture
- Global Governance
- Food and Health
- Forestry

# IATP Projects/Initiatives



2005 Hong Kong

**Fair Trade Fair  
and Symposium**

*Making trade work for people*



COMMUNITY  
FORESTRY  
RESOURCE  
CENTER



# Community Concerns

## *Rural – Urban*

- Economic Development
- Land use
- Energy
- Food and Health
- Environment
- Social



# Community Opportunities



- New knowledge
- New technology
- New products
- New markets

**A NEW APPROACH!**



# Community Development Principles

## Key Components:

- Community members
- Local resources
- External change agents
- Outside resources



***People can not be developed!***

# Revitalizing Communities

## Community-based Principles

- Community development is a systemic approach to addressing the community's needs.
- Community development is a process.
- Empowerment results from influence, participation, and community education.
- Development is tied to and ensures environmental sustainability.
- Partnerships provide access to resources.

# New York City Watershed

## PROBLEM

- Water quality concern (1.2 b/g/d – \$6 billion plant)
- Depressed farm economy
- Development pressure on watershed

## RESPONSE

- Work with farmers and rural residents to remedy environmental and development problems
- Provide resources to conduct research and upgrade watershed protection

# RESULTS



- 91% farmer participation in nutrient reduction programs
- Forestry included in similar program
- Easement programs established to limit development pressure
- No need to build/maintain costly new infrastructure (yet!)

# Opportunities

## Biobased Eco-Industrial Development

- Produce valuable products/energy
- Reduced local energy costs and disposal issues
- Market for agricultural/forest/waste products
- Reduced impact industrial plant
- Create new jobs



# Opportunities

## Environmental Services Markets

- Reduces need for mitigation “downstream” through land management payments
- Income stream for land owners/managers – reduces production/development pressure
- Recreational, energy and other market links



# Opportunities

## Local Food Systems

- Increased local access to fresh food
- Create new markets for producers
- Value-added opportunity for processors and retailers
- Meet new consumer demand for healthy products (CLA, Omega 3, etc.)



# Seizing the Opportunity

- **Community Assets and “Tools”**
- Vision contributed by community members
- Innovation based upon local resources and leadership to resolve problems and create opportunities through development approach
- Information from outside and community sources about potential resources, markets and appropriate technologies
- Development based upon resources and needs (human and natural) of community
- New partnerships between private-public; profit and non-profit; rural and urban.

# More about IATP Rural Communities and Working Landscapes Initiatives



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