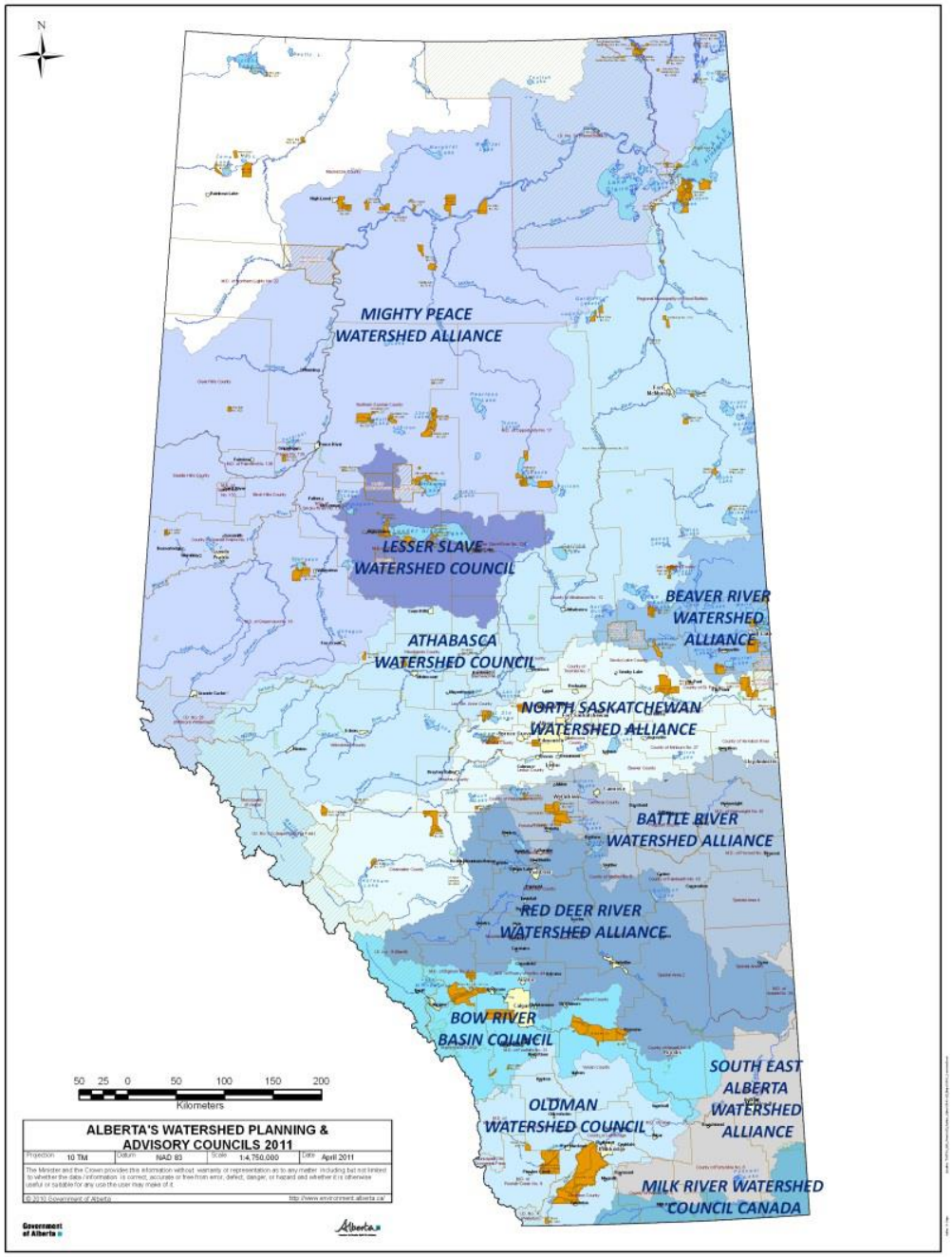
Building Public Trust in Agriculture through Watershed Stewardship

AIPA Water Conference

Shannon Frank & Taren Hager

November 2017

11 Watershed Planning and Advisory Councils – Guess which one's the best?



2017 Edelman TRUST BAROMETER Reveals Global Implosion of Trust

CEO Credibility at Lowest Level Ever

PUBLISHED JANUARY 15, 2017

The 2017 Edelman TRUST BAROMET… …e institutions of government, business, media and NGOs. Trust in m… …me lows in 17 countries, while trust levels in government (41 percent) drop… …ion in half of the 28 countries surveyed. The credibility of leaders als… …bally to an all-time low of 37 percent, plummeting in every country … …emain least credible.

The Trust Barometer found that 53 per… …stem has failed them—it is unfair and offers little hope for the future—wh… …roximately one-third are uncertain. Even the elites have a lack of faith in th… …come, 49 percent of the college-educated and a majority of the well-inf…

What stage are you in?

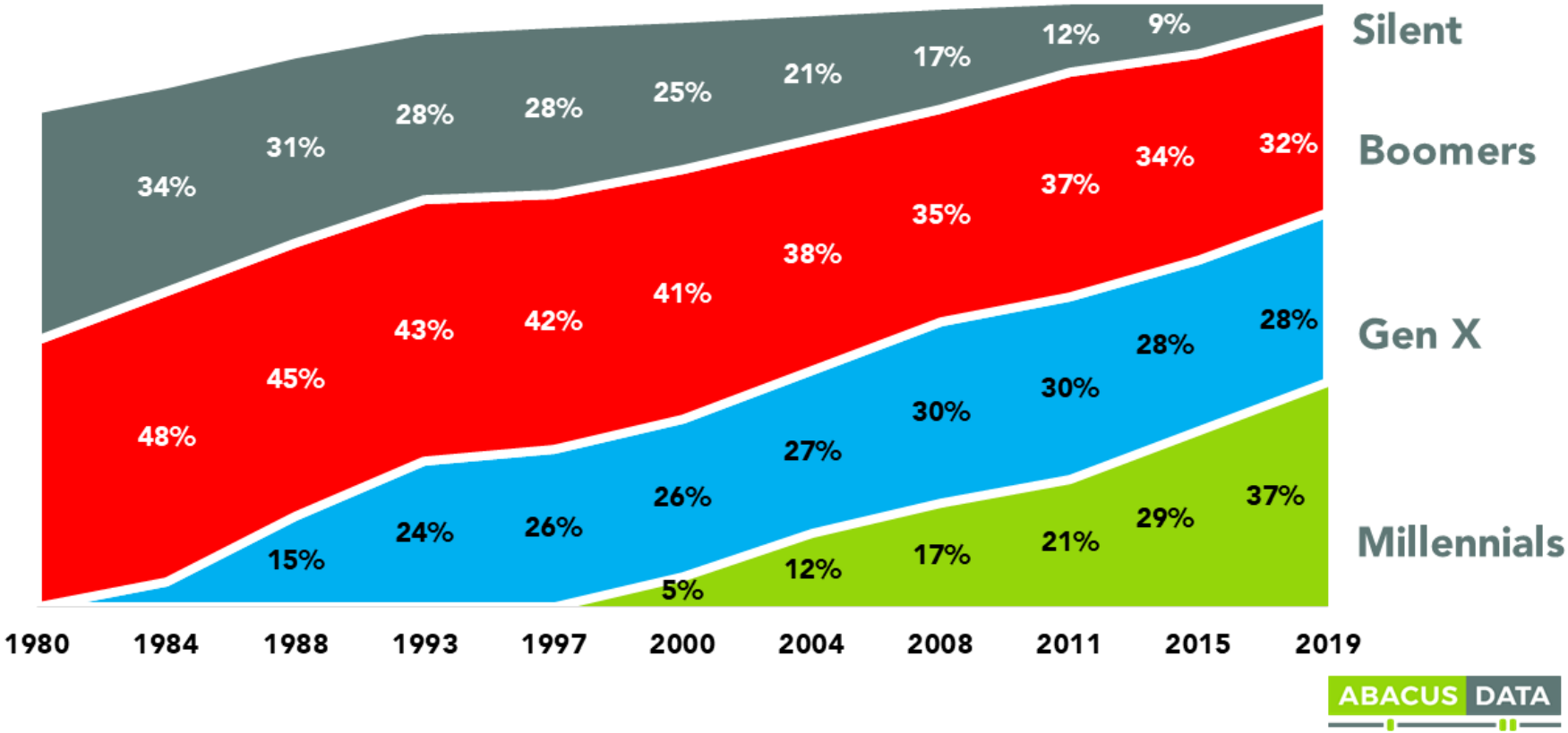
1. **Denial and Isolation**
2. **Anger**
3. **Bargaining**
4. **Depression**
5. **Acceptance**

OLDMAN WATERSHED COUNCIL

oldmanwatershed.ca

THE CHANGING CANADIAN ELECTORATE

GENERATIONAL PROPORTION OF THE ELECTORATE



ABACUS DATA

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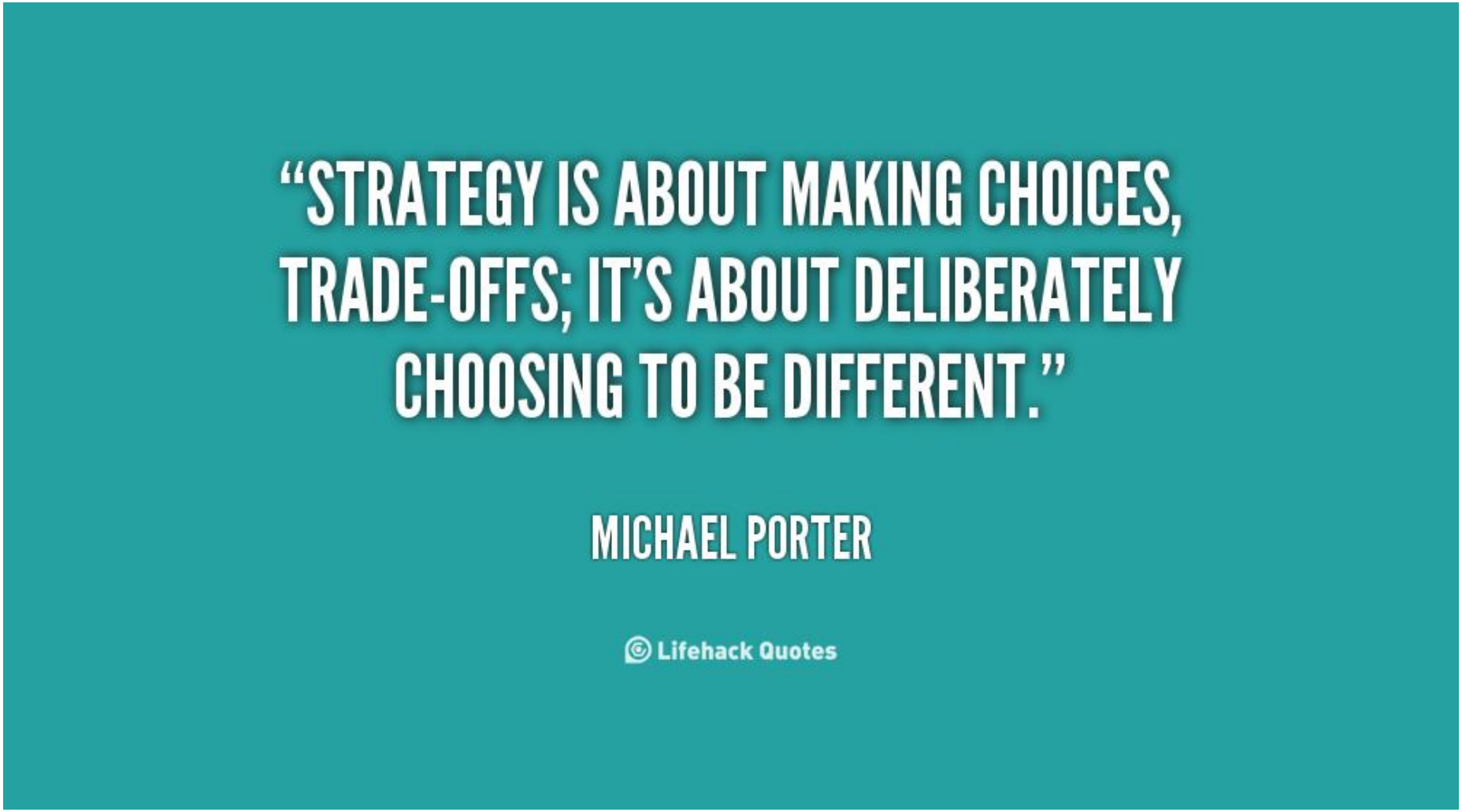
THE BEST WAY TO GET SOMETHING DONE IS TO BEGIN.
thingsweforget.blogspot.com

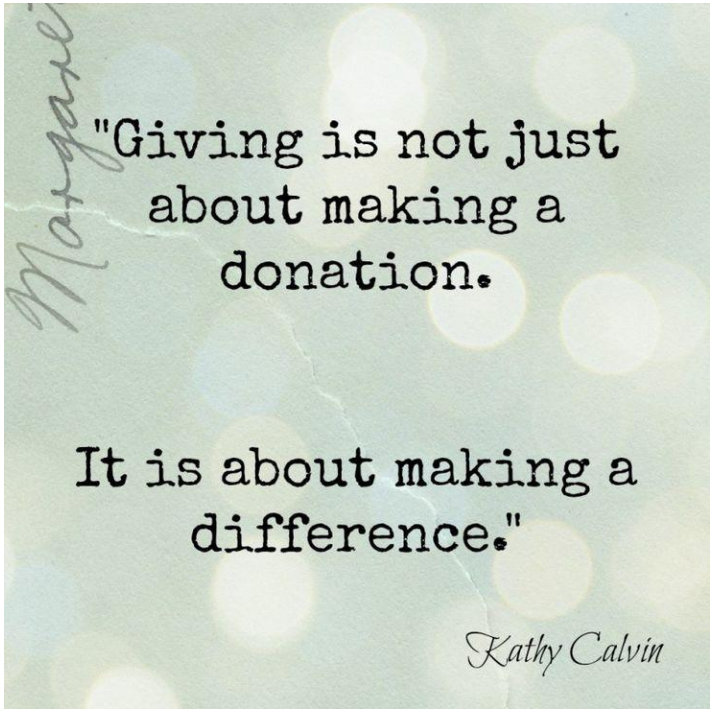

"STRATEGY IS ABOUT MAKING CHOICES, TRADE-OFFS; IT'S ABOUT DELIBERATELY CHOOSING TO BE DIFFERENT."
MICHAEL PORTER
Lifehack Quotes

Southern Alberta Water Charter 2017

TO THE CUSTOMER,
YOU ARE THE
COMPANY
- SHEP HYKEN -
WWW.EKATERINAWALTER.COM
@EKATERINA

Thank you for supporting OWC!

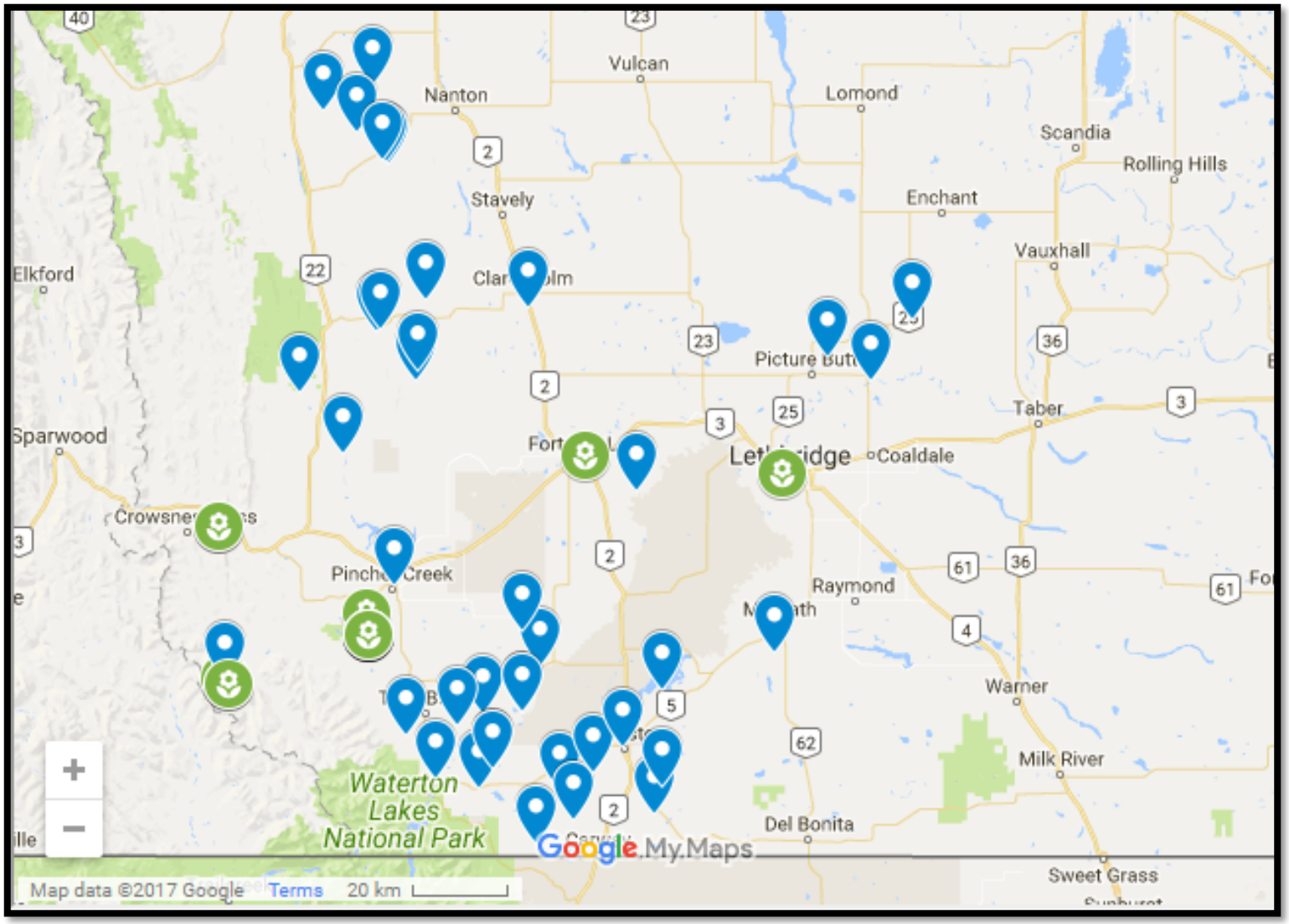
- Alberta Irrigation Projects Association
- Hanen Society for Resource Conservation
- Alberta Real Estate Foundation
- Gouw Quality Onions
- Taber Irrigation District
- St. Mary River Irrigation District
- Magrath Irrigation District
- Lethbridge Northern Irrigation District
- Raymond Irrigation District
- Municipal District of Taber
- Lethbridge County
- Municipal District of Willow Creek
- Municipal District of Pincher Creek
- Municipal District of Ranchlands
- Glen and Kelly Hall



Potato Growers of Alberta Collaborative Videos

Annual Blueweed Blitz along Pincher Creek 2017, with Pincher Creek Watershed Group

Stewardship Projects Across the Watershed



Watershed Legacy Program

oldmanwatershed.ca

55 FUNDED PROJECTS:

IMPACTS

35 km Riparian Fencing + **23** Off-Stream Watering Systems = **6795 Cows** **300 Sheep** Removed From Water Bodies & Riparian Areas!

23 Weed Pulls + **3** Garbage Clean-ups + **864** Volunteers = **2714** Bags of Invasive Weeds Removed & 1977lbs of Garbage

4 Bio-Control Releases

304 Plans/Assessments/Surveys

6 Bio-engineering Projects

180 People engaged in educational events

1300 Willows Planted

2 Cattle Crossings

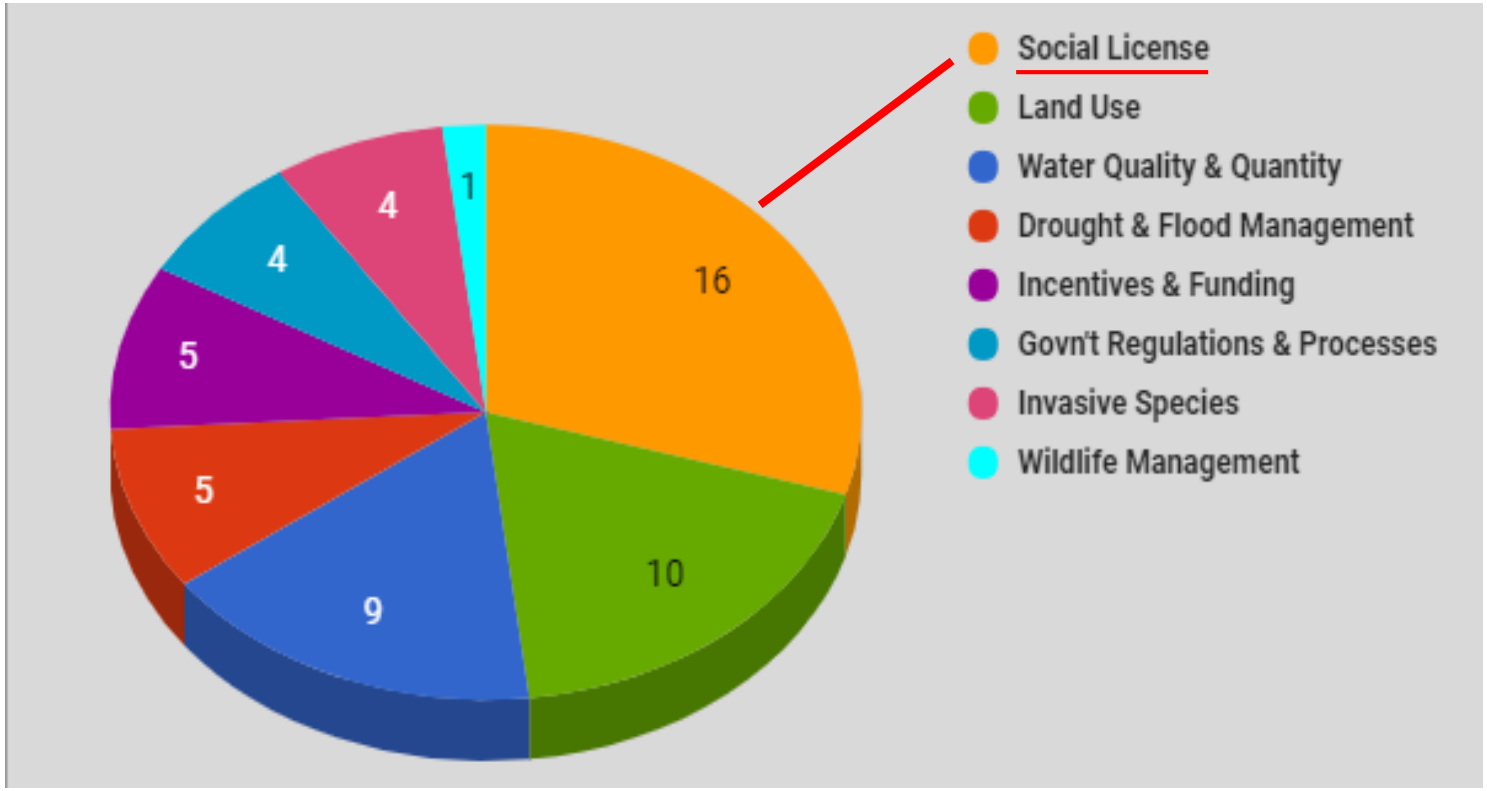
2017

Planting willows 2017 - Racehorse Creek, with mostly student volunteers

Garbage clean up 2016 with recreationists

Invasive Weed Pulls with Urban & Rural

What **YOU** told us! Top Agricultural Watershed Issues in the Oldman Basin



Numbers on the pie chart represent votes for the most important challenges facing agricultural watershed stewardship. The results have been summarized together from all three Voices of the Oldman input sessions.

Safe & Authentic Conversation

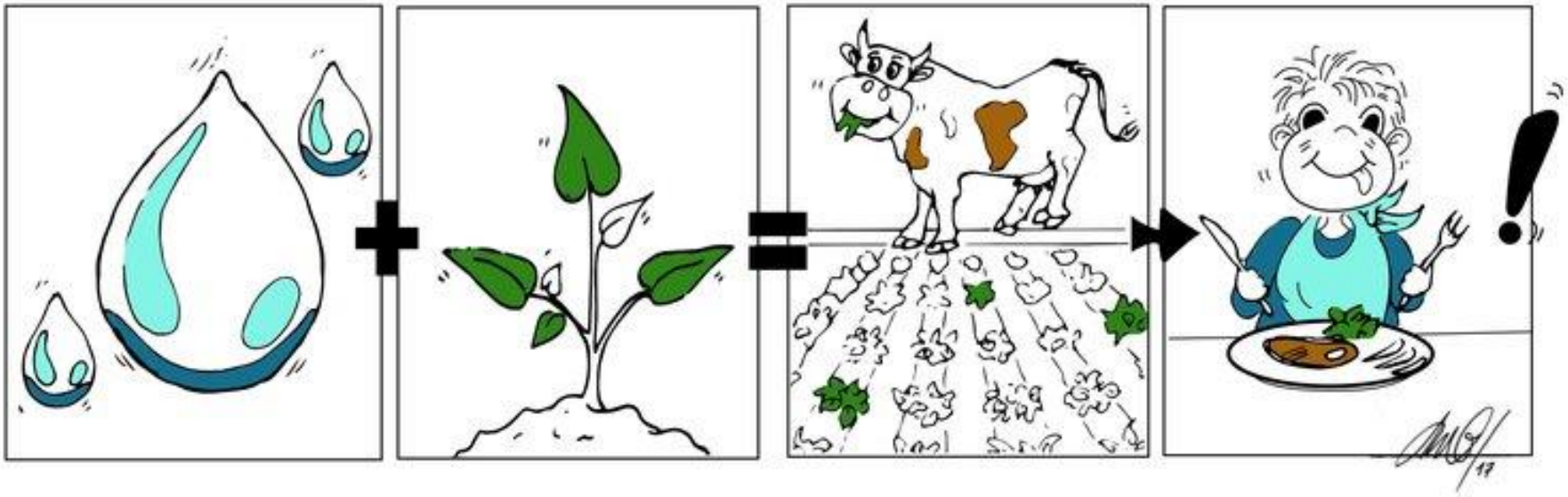
Spaces for Conversation

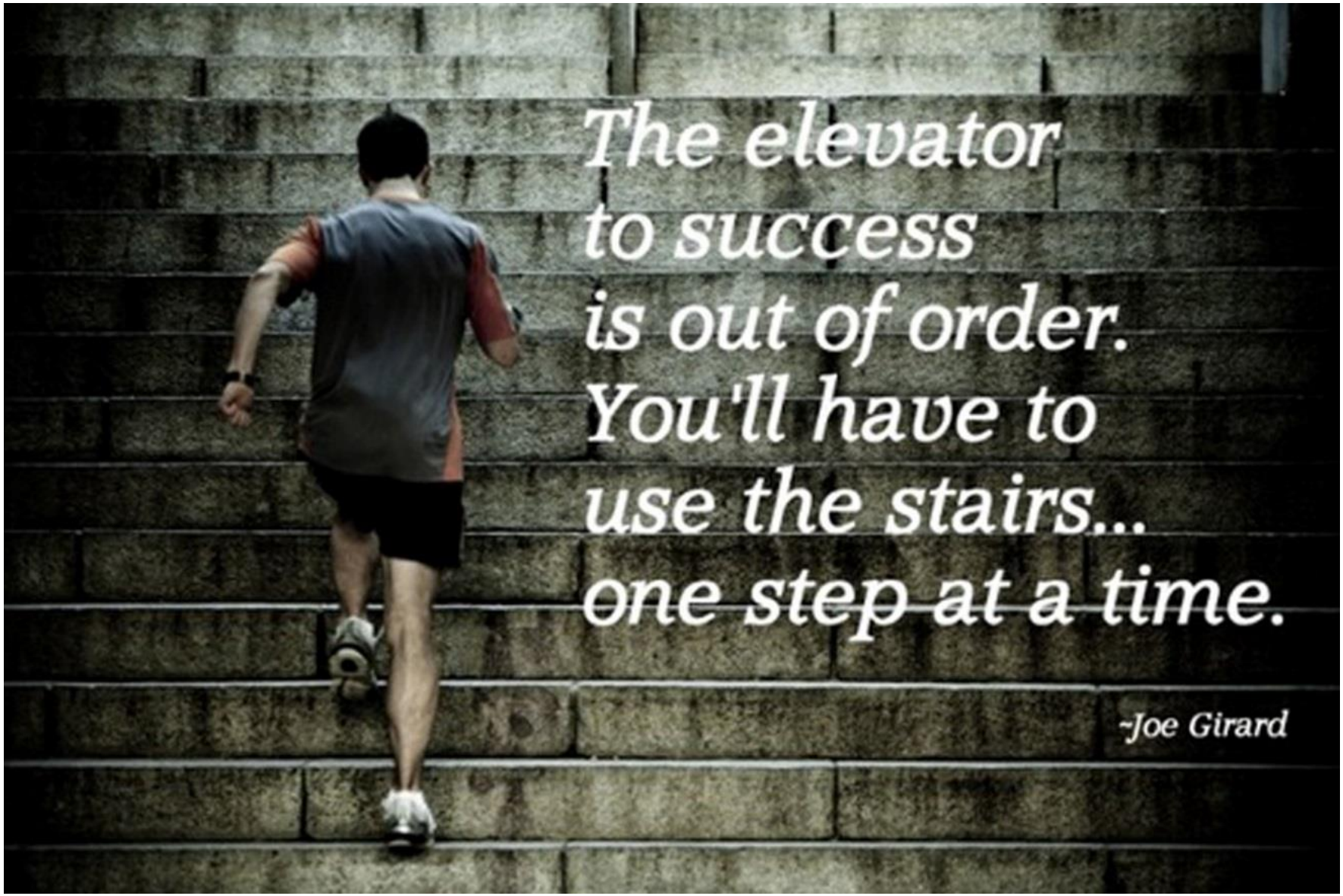
Participants of the Voices of the Oldman input sessions in Taber, January 2017.

Engaging Youth & Urban Consumers

Social Media

Building Relationships




The elevator
to success
is out of order.
You'll have to
use the stairs...
one step at a time.
-Joe Girard

Program Delivery

Holding the Reins, Annual Producer Showcase & Workshop

Watershed Legacy Program

Timber Ridge Conservation Site, Glen & Kelly Hall – Cattle Crossings, Watering Units & Fencing

MD of Willow Creek - Bio-control Project

Brian Hamilton - Riparian Fencing

SHOWCASING YOU!

"Water has a voice. It carries a message that tells those downstream who you are and how you care for the land."
Bernard McGurl
Lackawanna River Association
oldmanwatershed.ca

TOGETHER WE CAN...