

## Understanding Agriculture: Building Better Relationships

A two hour session that provides factual information, interactive exercises and working tools to help anyone working in the oil and gas industry learn how to work more effectively within agricultural communities. A better understanding of the agricultural industry will help you realize better results with less conflict and create a win-win for all.



At the 7<sup>th</sup> Annual Canadian Society for Unconventional Gas (CSUG) conference, a stakeholder came into a plenary session and sat down. His body language clearly indicated that he was upset and he appeared to still be in his working clothes, as if he had just come from the field. He patiently listened to the session until the question and answer period; then requested to speak.

It turned out that he had just travelled in from his farm after an episode where oil field trucks and other equipment just chewed up his field. He was understandably frustrated and angry and he said in essence, “What lame brain decision-making is it, when a company cannot see that it had rained all week, that the field was wet and clearly not in any condition to have vehicles on it? Now it is all torn up and a big mess! As a result of this, I am going to lose money and time to deal with this whole aggravation when it could have been totally avoided!”

This farmer’s expression of anger rallied conference participants who requested “that maybe it was time the petroleum industry had an Ag 101 course to learn more about agricultural operations.” The CSUG Board and organizers agreed with this and decided that they would commit to building a course in response to this request.

CSUG partnered with Alberta Agriculture, Farmers Advocate and Synergy Alberta in March of 2006 to begin development of this industry tool.

The goal was simple; develop educational materials designed to sensitize the energy industry about agricultural operations in order to minimize potential impacts and help build better relationships.

We are pleased to have the opportunity to unveil the final product at the 2007 Synergy Alberta Conference, October 28-30<sup>th</sup>, 2007 in Red Deer, Alberta.

For more information and to order your copy of the matrix, presentation and interactive component, please visit [www.csug.ca](http://www.csug.ca) or call 403.233.9298 for more information.