

**LESS DEVELOPED COUNTRIES RURAL
DEVELOPMENT POLICY FORMATION AND
PROCESS. THE RURAL DEVELOPMENT POLICY
PRIORITIES AND THEIR IMPLEMENTATION
MEASURES.**

Made by: Aristocrats

POLICY DR

PROCEDURE WAY

POLICY

- POLICY IS A COURSE OF ACTION OR GUIDING PRINCIPLE PURSUED BY THE GOVERNMENT.
- IT INFLUENCES OR DETERMINES THE ACTIONS AND DECISIONS OF GOVERNMENT.
- ECONOMIC POLICY INVOLVES PRINCIPLES OR ACTIONS RELATED TO THE MANAGEMENT OF THE NATIONAL ECONOMY.
- FOR EXAMPLE, FREE TRADE IN INTERNATIONAL MARKETS IS AN ECONOMIC POLICY. AN ADMINISTRATION THAT EMBRACES A FREE-TRADE POLICY IS OPPOSED TO RESTRICTIONS ON PRODUCT IMPORTS AND TO SUBSIDIES FOR EXPORT. IT ACTIVELY PURSUES INTERNATIONAL ACTIONS THAT WILL REDUCE BARRIERS TO TRADE.

AGRICULTURE AND RURAL DEVELOPMENT (RD) POLICY/1

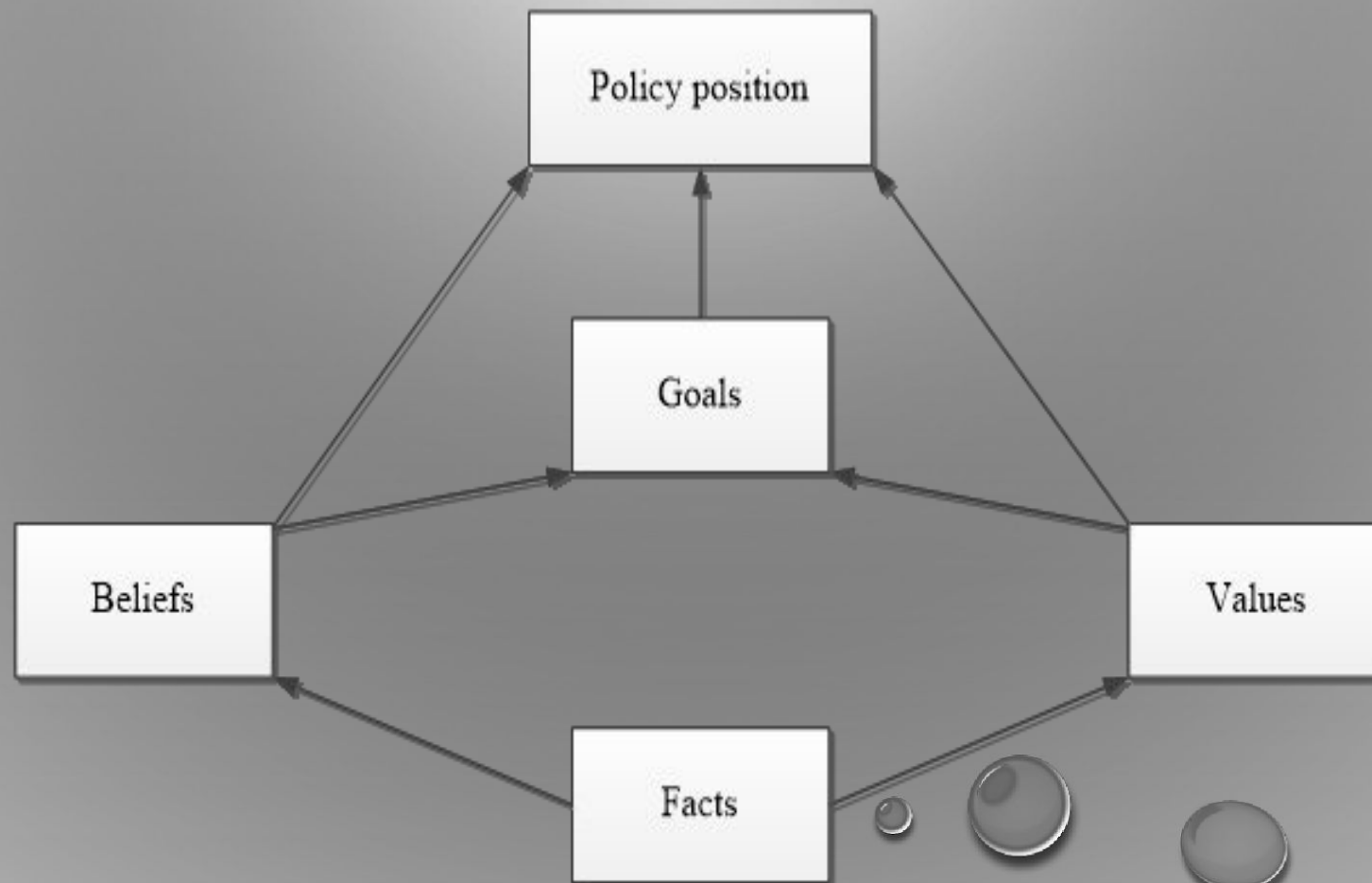
- AGRICULTURE AND RD POLICY INVOLVES THE PRINCIPLES THAT GUIDE GOVERNMENT INVOLVEMENT IN THE PRODUCTION;
- THE RESOURCES UTILIZED IN PRODUCTION;
- THE MARKETING AND CONSUMPTION OF FOOD;
- THE CONDITIONS UNDER WHICH PEOPLE LIVE IN RURAL AREA.
- IT IS AN ECONOMIC POLICY AFFECTING PRODUCTION, MARKETING, AND CONSUMPTION

AGRICULTURE AND RURAL DEVELOPMENT (RD) POLICY/2

- **PRODUCTION** IS DEFINED BROADLY ENOUGH TO INCLUDE THE RESOURCES USED IN THE PRODUCTION PROCESS.
- **MARKETING** INCLUDES BOTH THE DOMESTIC AND INTERNATIONAL ASPECTS OF THE AGRICULTURAL AND RURAL ECONOMY.
- **CONSUMPTION** ENCOMPASSES THE RETAIL PRICE, DISTRIBUTION, NUTRITION, AND SAFETY ASPECTS OF FOOD.

POLICY POSITIONS

- POLICY POSITIONS ARE DERIVED FROM THE INTERACTION OF FACTS, BELIEFS, VALUES, AND GOALS THAT ARE HELD BY INDIVIDUALS (FIGURE 1).



FACTS

- A FACT IS SOMETHING KNOWN WITH CERTAINTY. FACTS DESCRIBE WHAT IS. IF IT CAN BE OBJECTIVELY VERIFIED, RATIONAL PEOPLE WILL TEND TO AGREE ON A FACT.
- FACTS ARE MORE NEBULOUS IN SOCIAL SCIENCES SUCH AS ECONOMICS.

THE DEFINITION OF FARM INCOME **IS AN EXAMPLE**.

- WHEN COMPARING INCOMES OF FARMERS AND NON FARMERS, SHOULD FARM INCOME INCLUDE INCOME EARNED FROM AN OFF-FARM JOB?
- SHOULD IT INCLUDE CHANGES IN THE VALUE OF THE FARMER'S LAND AND OTHER ASSETS?
- CAUSAL RELATIONSHIPS IN SOCIAL SCIENCES ARE LESS PRECISE, LESS MEASURABLE, LESS READILY AGREED UPON, AND ALMOST ALWAYS SUBJECT TO QUALIFICATION.

FOR EXAMPLE, ECONOMISTS DISAGREE OVER WHETHER GOVERNMENT SUPPORT OF FARM PRICES AND INCOMES AIDS THE SURVIVAL OF THE FAMILY FARM OR HASTENS ITS DEMISE. THEY ALSO DISAGREE OVER WHETHER THE INHERITANCE TAX EXEMPTION HELPS TO PRESERVE THE FAMILY FARM FROM GENERATION TO GENERATION, SIMPLY ATTRACTS OUTSIDE INVESTORS, OR BOTH.

RESEARCH AND EDUCATION REGARDING FACTS AND RELATIONSHIPS

- IT DOES MEAN THAT A NEED EXISTS TO IDENTIFY, ANALYZE, WEIGH, AND EVALUATE ECONOMIC FACTS, RELATIONSHIPS, AND IMPACTS.
- DIFFERENT PERSPECTIVES ON FACTS NEED TO BE UNDERSTOOD AND EVALUATED IN ANALYZING A POLICY ISSUE. IN ADDITION, FACTUAL KNOWLEDGE IS IMPORTANT TO OBJECTIVITY IN MAKING POLICY DECISIONS. THUS, RESEARCH AND EDUCATION REGARDING FACTS AND RELATIONSHIPS ARE VERY IMPORTANT TO THE POLICY PROCESS.

BELIEFS

- BELIEFS DESCRIBE WHAT PEOPLE THINK IN REALITY.
- A BELIEF INVOLVES MENTAL CONVICTION, ACCEPTANCE, CONFIDENCE, OR FAITH THAT A PROPOSITION IS TRUE. BELIEFS ARE NOT DEPENDENT ON THE INTRINSIC, OBJECTIVE TRUTH OF THE PROPOSITION.
- THERE ARE TRUE BELIEFS, PARTIALLY TRUE BELIEFS, AND FALSE BELIEFS.
- BELIEFS MAY BE BASED ON FACT, PARTIALLY BASED ON FACT, OR HAVE NO BASIS IN FACT. IT IS GENERALLY POSSIBLE TO SORT OUT BELIEFS THAT HAVE A FACTUAL BASIS FROM THOSE THAT DO NOT.

BELIEF/2

- MANY POLICY DISAGREEMENTS ARISE WHEN BELIEFS ARE BASED ONLY PARTIALLY ON FACTS. SUCH BELIEFS ARE NOT ONLY A SOURCE OF DISAGREEMENT; THEY CAN ALSO BE DECEPTIVE.
- POLICY DISAGREEMENTS FREQUENTLY HAVE THEIR ROOTS IN MYTHOLOGY OR NOTIONS THAT ARE BASED MORE ON TRADITION, VALUES, OR CONVENIENCE THAN ON FACT.
- **FOR EXAMPLE**, THE NOTION THAT RECESSIONS OR DEPRESSIONS IN AGRICULTURE LEAD TO RECESSIONS OR DEPRESSIONS IN THE OVERALL ECONOMY. REALITY SUGGESTS THAT AGRICULTURE'S IMPACT ON THE ECONOMY IS NO GREATER THAN ITS SHARE OF OVERALL ECONOMIC ACTIVITY.

VALES

- THE CONCEPTIONS OF WHAT SHOULD BE. THEY PROVIDE AN IMAGE OF WHAT IS GOOD AND RIGHT AND THUS SPECIFY THAT SOME THINGS ARE BETTER THAN OTHERS.
- THEY INDICATE WHAT IS DESIRABLE, PROVIDE JUSTIFICATION FOR PROPOSED OR ACTUAL BEHAVIOR.
- VALUES ARE INFLUENCED BY BELIEFS AND BY FACTS. VALUES ALSO INFLUENCE BELIEFS.

FOR EXAMPLE, FARMERS VALUE INDIVIDUAL INITIATIVE. THIS VALUE ARISES IN PART FROM THE BELIEF THAT INDIVIDUALS ARE RESPONSIBLE FOR THEIR OWN FATE THROUGH THEIR OWN INITIATIVE OR LACK THEREOF. THUS, FARMERS FREQUENTLY BELIEVE THAT MANY PEOPLE RECEIVING PUBLIC ASSISTANCE COULD EARN A LIVING IF THEY WERE WILLING TO WORK.

AGRARIANISM: THE AGRICULTURAL CREED BY PAARLBERG

- FARMERS ARE GOOD CITIZENS, AND A HIGH PERCENTAGE OF THE POPULATION SHOULD BE ON FARMS.
- FARMING IS NOT ONLY A BUSINESS BUT A WAY OF LIFE.
- FARMING SHOULD BE A FAMILY ENTERPRISE.
- THE LAND SHOULD BE OWNED BY THE PERSON WHO TILLS IT.
- IT IS GOOD TO MAKE TWO BLADES OF GRASS GROW WHERE ONE GREW BEFORE.
- ANYONE WHO WANTS TO FARM SHOULD BE ABLE TO DO SO.
- A FARMER SHOULD BE HIS OWN BOSS.

DON PAARLBERG, AMERICAN FARM POLICY (NEW YORK: JOHN WILEY & SONS, INC., 1964)

VALUES HELD IN HIGH ESTEEM BY FARMERS/1

- IN THE STUDIES WAS SUGGEST VALUES HELD IN HIGH ESTEEM BY FARMERS INCLUDE:
- QUALITY EDUCATION IS VIEWED AS THE MEANS TO OCCUPATIONAL ACHIEVEMENT AND SUCCESS. TECHNOLOGY, BEING A PRODUCT OF EDUCATION AND RESEARCH, HAS TRADITIONALLY BEEN LOOKED UPON FAVORABLY BY FARMERS AND RANCHERS.
- WORK AND PROFICIENCY IN ONE'S JOB IS A KEY TO SUCCESS. THE WORK ETHIC IS GENERALLY BELIEVED TO BE HELD IN STRONGER ESTEEM BY FARMERS THAN BY URBAN PEOPLE.

VALUES HELD IN HIGH ESTEEM BY FARMERS/2

- PURITAN ETHICAL STANDARDS ARE STRONGER IN RURAL AREA. FARMERS ARE, IN GENERAL, MORE RELIGIOUS AND EXPRESS GREATER OPPOSITION TO DIVORCE, PREMARITAL SEX, ABORTION, AND CONSUMPTION OF ALCOHOLIC BEVERAGES.
- CONSERVATION HAS ALWAYS BEEN A MAJOR CONCERN OF FARMERS BECAUSE OF THEIR TIES TO THE SOIL.
- PROPERTY RIGHTS ASSOCIATED WITH LAND AND WATER ARE MORE SACRED THAN THOSE ASSOCIATED WITH OTHER FORMS OF PROPERTY OR BUSINESS OPERATIONS. PROPERTY RIGHTS SEEM TO BE MORE IMPORTANT TO FARMERS THAN TO OTHER BUSINESSPEOPLE.
- PERSONAL FREEDOM, PATRIOTISM, AND SUPPORT OF THE DEMOCRATIC SYSTEM ARE STRONGLY HELD VALUES THAT ARE CONSISTENT WITH THE AGRARIAN IDEAL.

GOALS /1

- GOALS ARE DESIRED ULTIMATE END RESULTS OR OBJECTIVES.
- A GOAL IS THE PURPOSE TOWARD WHICH AN ENDEAVOR IS DIRECTED.
- GOALS ARE LONG TERM IN NATURE. THE INABILITY OF GROUPS OF INDIVIDUALS TO ACHIEVE THEIR GOALS MAY LEAD TO VISIBLE DISSATISFACTION, AGITATION, AND EVENTUAL TURNING TO GOVERNMENT FOR ASSISTANCE IN GOAL ACHIEVEMENT.

GOALS /2

- THE CHOICE OF GOALS IS INFLUENCED BY A PERSON'S VALUES AND BELIEFS.
- WHETHER THE INABILITY TO ACHIEVE A GOAL BECOMES A PUBLIC ISSUE DEPENDS ON THE IMPORTANCE ATTACHED TO IT, THE INFLUENCE OF THE GROUP IDENTIFYING WITH THE GOAL, AND THE EXTENT TO WHICH THE GOAL IS NOT BEING ACHIEVED UNDER CURRENT GOVERNMENT AND PRIVATE INITIATIVES.

GOALS /3

FARMERS HOLD A WIDE VARIETY OF
GOALS. SOME MORE IMPORTANT ONES
INCLUDE:

- SELF-PRESERVATION AND SURVIVAL ARE GOALS OF EVERY HUMAN BEING.
- RAISING THE LEVEL OF LIVING HAS TRADITIONALLY BEEN A GOAL OF FARMING AND PUBLIC POLICY TOWARD FARMING.
- OWNERSHIP OF FARMLAND AND THE RELATED PRIVATE PROPERTY RIGHTS SATISFY FARMERS' VALUES FAVORING FREEDOM AND INDEPENDENCE.
- PROGRESS, EFFICIENCY, AND PRODUCTIVITY GOALS ARE CONSISTENT WITH FARMERS' FAITH IN THE WORK ETHIC AS A KEY TO SURVIVAL.

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



THE GLOBAL GOALS

For Sustainable Development

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE BELOW
WATER



15 LIFE
ON LAND



16 PEACE AND JUSTICE
STRONG INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



PUBLIC INTEREST ORIENTATION GOALS /1

- GOALS OF FOOD AND AGRICULTURE POLICY ARE NOT JUST THOSE OF FARMERS.
- THE GOALS OF INDIVIDUALS AND GROUPS OTHER THAN FARMERS HAVE AN INCREASINGLY IMPORTANT ROLE IN POLICY DECISIONS. SUCH GOALS CAN BE CHARACTERIZED AS HAVING A PUBLIC INTEREST ORIENTATION.

EXAMPLE, PRODUCING AN AMPLE SUPPLY OF FOOD AT REASONABLE PRICES IS A GOAL THAT HAS TRADITIONALLY BEEN USED AS A PUBLIC INTEREST JUSTIFICATION FOR POLICIES SUBSIDIZING FARM PRICES AND INCOMES. FARMERS FROM TIME TO TIME CHARACTERIZE THIS GOAL AS AN INTEGRAL PART OF A POLICY DESIGNED TO ENSURE CONSUMERS LOW FOOD PRICES THE SO-CALLED CHEAP FOOD POLICY.

PUBLIC INTEREST ORIENTATION GOALS /2

EXAMPLES

- MAINTAINING HEALTH AND REDUCING HEALTH HAZARDS IS A GOAL THAT GIVES RISE TO POLICIES AND PROGRAMS DESIGNED TO PROTECT THE ENVIRONMENT AND ENSURE THE SAFETY OF THE FOOD SUPPLY. THE RESULTING REGULATIONS FREQUENTLY HAVE BEEN VIEWED BY FARMERS AND AGRIBUSINESS AS CONFLICTING WITH THEIR GOALS OF INCREASED INCOME AND THEIR VALUES SUPPORTING PERSONAL FREEDOM.

GOALS

TRANSFORMATION

NUTRITION

WELLNESS

BEAUTY

ENERGY

WEIGHT LOSS

ACTIVE

MOVE

SUCCESS

MARATHON

ENDURANCE

HEALTHY

BODY

POWER

MOTIVATION

RESOLUTION

CALORIES

HEALTHY

MOTIVATION

RESOLUTION

WALK

PLANNING

EAT

REGENERATION

LIFESTYLE

EXERCISE

WEIGHT LOSS

ORGANIC

BALANCE

NATURAL

ASSESSMENT

FRUIT

VITAMIN

GOALS

CARDIO

FUN

TRAINING

IMPORTANT

FITNESS

PERFORMANCE

FOOD

ACHIEVE

PUBLIC INTEREST ORIENTATION GOALS /3

EXAMPLES

- PRESERVING AND ALLOCATING RESOURCES SUCH AS LAND AND WATER FOR FUTURE GENERATIONS HAS BECOME A MAJOR CONCERN. ALTHOUGH THE GOAL OF SOIL CONSERVATION HAS LONG BEEN A CONCERN OF FARMERS, RESOURCE POLICY HAS TAKEN ON A NEW PUBLIC INTEREST DIMENSION. RESOURCE POLICY IS A BATTLEGROUND BETWEEN FARMERS AND ENVIRONMENTALISTS THAT IS RAPIDLY COMING INTO THE MAINSTREAM OF AGRICULTURE AND FOOD POLICY. IN THE PROCESS, FARMERS ARE FINDING THEMSELVES SUBJECT TO MORE REGULATIONS AS THEY SEE THEIR PROPERTY RIGHTS AS BEING IN JEOPARDY.



S

Specific

Who, What, Where,
When, Why, Which

Define the goal as much as possible with no ambiguous language.

WHO is involved, WHAT do I want to accomplish, WHERE will it be done, WHY am I doing this (reasons, purpose), WHICH constraints / requirements do I have?



M

Measurable

From and To

Can you track the progress and measure the outcome?

How much, how many, how will I know when my goal is accomplished?



A

Attainable

How

Is the goal reasonable enough to be accomplished? How so?

Make sure the goal is not out of reach or below standard performance.



R

Relevant

Worthwhile

Is the goal worthwhile and will it meet your needs?

Is each goal consistent with other goals you have established and fits with your immediate and long term plans?



T

Timely

When

Your objective should include a time limit. "I will complete this step by month/day/year."

It will establish a sense of urgency and prompt you to have better time management.

THE IMPORTANCE OF COMPROMISE/1

- PERSONS BELONGING TO THE SAME ORGANIZATION TEND TO HAVE COMMON GOALS, VALUES, AND BELIEFS.
- EVEN WITHIN AN ORGANIZATION, THE GOALS, VALUES, AND BELIEFS OF ALL INDIVIDUALS ARE NOT THE SAME; NOR ARE THEY HELD WITH THE SAME INTENSITY.
- TO ARRIVE AT A COHESIVE POLICY POSITION, COMPROMISE AMONG THE MEMBERS OF A GROUP WITH RESPECT TO GOALS, VALUES, OR BELIEFS IS FREQUENTLY NECESSARY.
- THE WILLINGNESS OF THE MEMBERS TO COMPROMISE IS A SOURCE OF STRENGTH.

THE IMPORTANCE OF COMPROMISE/2

- MORE RECENTLY, THE MAJOR CONFLICTS HAVE BEEN BETWEEN FARMERS AND AGRIBUSINESS ON THE ONE HAND AND ENVIRONMENTALISTS ON THE OTHER.
- WITHOUT COMPROMISE, CONSTANT FRICTION AMONG MEMBERS OF THE GROUP IS POSSIBLE. SUFFICIENT FRICTION RESULTS IN AN INABILITY OF THE GROUP TO ARRIVE AT A POLICY POSITION.
- THESE CONFLICTS BECOME CONSIDERABLY MORE DIVISIVE THAN THOSE AMONG FARMERS AND COULD EVENTUALLY JEOPARDIZE THE BASE OF GOVERNMENT SUPPORT FOR AGRICULTURE.

THE IMPACT OF TIME

- GOALS, VALUES, AND BELIEFS CHANGE OVER TIME. SUCH CHANGES MAY RESULT FROM IMPROVED COMMUNICATION, EXPOSURE TO NEW IDEAS, IMPROVED EDUCATION, OR A CHANGE IN THE NATURE OF THE PROBLEM.
- THE GOALS OF POLICY MAY ALSO CHANGE OVER TIME BECAUSE OF THE RELATIVE IMPORTANCE OF INDIVIDUALS OR GROUPS INFLUENCING POLICY.
- **FOR EXAMPLE**, INCREASED CONSUMER AND ENVIRONMENT ACTIVISM HAS MADE THE GOALS RELATED TO CONSERVATION, FOOD SAFETY, NUTRITION, AND THE PRESERVATION OF ENDANGERED SPECIES MORE

IMPORTANT IN THE POLICY PROCESS.

WHY GOVERNMENT BECOMES INVOLVED

- THE SPECIFIC REASONS FOR GOVERNMENT INVOLVEMENT IN AGRICULTURE HAVE CHANGED AS THE NATURE OF THE FARM PROBLEM AND THE OVERALL POLITICAL, SOCIAL, AND ECONOMIC ENVIRONMENT WITHIN WHICH AGRICULTURE OPERATES HAS CHANGED.
- FIVE MOST FREQUENTLY MENTIONED REASONS FOR GOVERNMENT INVOLVEMENT IN AGRICULTURE ARE INDICATED FIRST. THESE ARE FOLLOWED BY TWO MORE BASIC ECONOMIC CONCEPTS USED TO EXPLAIN GOVERNMENT INVOLVEMENT IN AGRICULTURE.

MOST FREQUENTLY MENTIONED REASONS FOR GOVERNMENT INVOLVEMENT IN AGRICULTURE/1

- LOW FARM INCOME TRADITIONALLY HAS BEEN THE MAJOR JUSTIFICATION FOR PROGRAMS THAT SUPPORT FARM PRICES AND INCOMES. THESE PROGRAMS, HOWEVER, HAVE BECOME INCREASINGLY CONTROVERSIAL AS GOVERNMENT COSTS HAVE RISEN, FARM NUMBERS HAVE DECLINED, AND FARM SIZE HAS BECOME MORE DIVERSE.
- THE NEED TO STABILIZE FARM PRICES AND INCOMES ALSO HAS PROVIDED AN IMPORTANT JUSTIFICATION FOR FARM PROGRAMS. STABILITY IS DESIRED BOTH TO REDUCE THE INCIDENCE OF MISTAKES IN PRODUCTION DECISIONS AND TO REDUCE ECONOMIC STRESS ON FARM FAMILIES. STABILITY HAS BEEN USED AS A JUSTIFICATION BOTH FOR RAISING PRICES AND FOR LOWERING THEM.

MOST FREQUENTLY MENTIONED REASONS FOR GOVERNMENT INVOLVEMENT IN AGRICULTURE/2

- THE IMPORTANCE OF AN ADEQUATE SUPPLY OF FOOD HISTORICALLY HAS BEEN USED TO JUSTIFY GOVERNMENT PROGRAMS THAT EXPAND FARM PRODUCTION, SUCH AS IRRIGATION PROJECTS, AGRICULTURAL RESEARCH, AND EXTENSION. AGRICULTURAL ABUNDANCE HAS BEEN SEIZED UPON AS A SOURCE OF EXPORT EARNINGS AND AS A DIPLOMATIC WEAPON OF FOREIGN POLICY. FOOD HAS THUS BECOME RECOGNIZED AS HAVING A VALUE THAT EXTENDS BEYOND NUTRITION.

MOST FREQUENTLY MENTIONED REASONS FOR GOVERNMENT INVOLVEMENT IN AGRICULTURE/3

- THE SAFETY OF THE FOOD SUPPLY BECAME AN IMPORTANT ISSUE ONCE THE ABILITY OF THE FARMER TO PRODUCE AN ADEQUATE SUPPLY OF FOOD WAS DEMONSTRATED. OVER TIME, THE SAFETY ISSUE EVOLVED FROM A CONCERN WITH SANITATION TO THE CONTEMPORARY CONTROVERSY OVER ADDITIVES, PESTICIDES, RESIDUES, AND NUTRITION.
- PROTECTING THE CAPACITY OF AGRICULTURE TO PRODUCE IN FUTURE GENERATIONS HAS LED TO PROGRAMS THAT CONSERVE THE SOIL. THIS CONCERN HAS SINCE SPREAD TO CONSERVATION OF LIMITED WATER SUPPLIES, TO PROTECTION OF WATER QUALITY, TO PRESERVATION OF PRIME FARMLAND IN POPULOUS AREAS, AND TO THE MORE RECENT CONCERN ABOUT SUSTAINABILITY.

ECONOMICS, ECONOMISTS, AND PUBLIC POLICY

ECONOMICS PLAYS AN IMPORTANT ROLE IN THE DEVELOPMENT OF AGRICULTURE AND FOOD POLICIES.

THE TRADITIONAL FARM PROBLEMS OF SURPLUS PRODUCTION AND INSTABILITY ARE ROOTED IN ECONOMICS.

AGRICULTURE AND FOOD POLICIES, IN TURN, HAVE A DIRECT IMPACT TO WELFARE OF RURAL AND URBAN AREA PEOPLE.



Economic
Policy
High Growth
Start-Up
Economy
Business Support
Enterprise
Rural
Sector
Culture

COMPARISON OF AGRICULTURAL AND RURAL DEVELOPMENT POLICIES

	Agricultural development	Rural development
Social agent	Farmers, entrepreneurs, agricultural corporations	Rural communities, community groups, partnership groups
Goals	Competitive agriculture	Reduction of social exclusion and poverty in rural areas, improvements in rural social infrastructure
Basis to receive support	Business plan	Strategic plans for the development of rural communities
Means	Effective investments	Social initiatives and innovations (formation of partnership groups, social entrepreneurship, surveys conducted with community participation)
Supporters	Banks, business partners	Charity organizations, national and foreign donor groups, LEADER programme

A PARADIGM SHIFT IN RURAL DEVELOPMENT POLICY

(based on Reinventing Rural Policy, OECD 2006)

Place based

- recognising the flows of labour, goods and services between urban and rural areas
 - reflecting the emphasis on ecosystems services for regions as a whole
 - and informed by realistic expectations of futures

Demanding responsive government at all levels

- underpinning with rurally proofed public services, especially education and health
- investing to help markets function (e.g. tailored business advice, land assembly)

And empowered communities

- identifying local strengths and potential
- feeling authorised to encourage innovation

Employing LEADER style approaches

- led by local teams
- creating joined up solutions
- looking to change the mindsets of people locally (since positive attitudes cannot be legislated)

Adopting ambitious but realistic outcomes

- through breakthrough techniques to create innovative solutions



Thank
you!!