Anne of Green Gables
Canada

Anne of Green Gables gets a sexy makeover, blond dye-job for new edition — and Canadian fans are not amused
Canadian fans are not amused

TORONTO — A new image of Canada's most beloved literary orphan has Canadians up in arms. In celebration of the 30th anniversary of the Anne of Green Gables TV series, a new image of the character Anne Shirley has been released. However, the new image has not sat well with fans, who are calling it "blatantly racist and culturally insensitive."
Anne of Green Gables

• A Canadian icon
• Why so popular with Canadians?
Charlie on YouTube

- Toronto’s Riverdale Farm
- Saving Riverdale Farm
Corner Gas
Corner Gas

- Canadian sitcom set in small town Saskatchewan
- Roleau SK becomes “Dog River”
- After show ends, Roleau impersonates Dog River to draw in the tourists
Welcome to Corner Gas

This was the main set for production of the CTV/Comedy Network comedy series Corner Gas from 2003-2006. The set is being preserved for potential future production of Corner Gas. Until then, the producers, cast and crew of Corner Gas thank you for visiting and for your loyal support.

Corner Gas
The Comedy Network

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Verite Video
Other TV shows with rural Canada themes

• Little Mosque on the Prairie
• Heartland
• When calls the Heart
Rural Icons

• At least 80% of the Canadian population is urban
  • And 45% of Toronto people were not even born in Canada
• So why the intense interest in Canadian farm and rural life?
Rural Icons

• The Canadian family farm has become a repository of values
  • Iconic, symbolic
• Known as Agrarianism
Rural Canada

- Is a real place, inhabited by people, operates economically, socially, environmentally
- Is a symbolic space
- The two personalities conflict
Two examples of the conflict:

- Helene Cummins’ 2009 paper on Ontario farm children
- Michael Broadway’s 2008 paper on the impact of BSE in northern Alberta’s beef country
Farming

• Is both local and non-local
• Local growing conditions, soils, landscape, weather, diseases and pests
• Non-local inputs of farming technology, fuel, fertilisers,
• Farms have to operate in global markets, producing for urban populations
Farming

• Shows us the connectedness of geographical space
• Farms in rural Canada depend upon urban markets
  • Rural landscape is arranged to meet urban needs
Rural Landscape

• Rural landscapes have been arranged around what farmers need to serve urban markets
• These arrangements change over time
• Rural Quebec: long lots, rang & roture
  • Quebec dairy cattle
• Rural Ontario: lot, concession and township
  • Harvest on the Borland Farm
• Rural Manitoba: square sections and townships
  • North of Snowflake MB
• Rural Alberta: square sections in Cattle Country
Farming

• **Increasingly the urban food supply is industrialised**

• Large agribusiness multinationals
  • Making farm inputs
  • Operating farms
  • **Processing and marketing product**

• The farm resembles a factory
Alberta’s Feedlot Alley

- Brooks AB
- Feedlot near Medicine Hat
Farming

- The family farm faces tough competition
  - Some grow into agribusinesses
- Most have to struggle
  - Taking off-farm jobs
- The family farm is in decline
  - Lives on in agrarian fantasies and the Fisher-Price play set
Cummins 2009

• Interviews with Ontario farm kids in 2000
• Farm kids identified with their family farms, and deeply attached to rural places
• Farm kids noted distinct male/female gender roles
  • Men worked as farmers
  • Women kept home and family
Cummins 2009

- Most farm kids did not seem willing to become farmers
  - Especially the girls
- Suggests that the farm families are not reproducing themselves as farmers
  - The next generation is preparing to leave the farm
Broadway 2008

• Looked at the BSE outbreak of 2003 in northern Alberta
• Media and politicians treated it as a major crisis
• Broadway finds the impacts were exaggerated
2003 BSE Outbreak

- May 2003 BSE found in an older Alberta cow
  - US border closes to Canadian beef. Japan, South Korea, Taiwan impose bans
  - 85% of the beef exported to the US market
  - Stops a flow of 100,000 animals/month across the US/Canada border
  - A trade worth perhaps $4/bn a year
North Central Alberta

• One of several cattle-raising regions of Alberta
• Broadway studies two counties with 50-60% of farms beef-producing
Exaggerating BSE

• Crisis is short-term. US border re-opens Aug 2003
• Some media claims losses of $11 billion/year, perhaps 75,000 jobs
• Major federal-provincial BSE recovery programme distributes millions in compensation
But what actually happened?

• There was some decline in beef-producer’s income
  • Farmers tried to sell extra land, equipment
• But very little evidence of farm bankruptcy
  • Although it added to the stresses of the family farm
But what actually happened?

• Most of the BSE Recovery Programme funds went to the big feedlot operators
  • US-based Tyson subsidiary Lakeside Farm Industries collects $32 million
  • One of Broadway’s farmers with 175 head gets only $1500
BSE Crisis

• Shifts beef production toward calves and younger less BSE-prone cattle
• Increases the pressures on the smaller family beef farms
  • 40% of whose owners are already working off-farm jobs
• The Beef agribusiness gains advantage and tax-payer subsidies
  • Did they help exaggerate the crisis?
• BSE continues