

#### 2.3.4 Electoral Area D

Area D, known as The Southern Valleys, includes Falkland, Rancho, Deep Creek, Silver Creek, and Salmon Valley. The population concentrations follow the Salmon River valley south and west and Highway 97B to the Okanagan Valley. The area, although very scenic and attractive, is located more in long flat inland valleys with some rolling hills, rivers and mountains. This type of land in Area D is in direct contrast to the lakeside communities found in Areas C, E and F.

Area D's population increased 18 percent between 1991 and 1996 from 3,518 to 4,159 residents. This growth rate slowed to 9 percent between 1996 and 2001, with estimated population of 4,060 in 2001. Area D's population now represents 12 percent of the total population in the Shuswap. Compared to the other areas in the Shuswap, Area D has relatively fewer number of seniors with only 12 percent of the population in Area D being 65 years and older. This proportion of seniors is identical to the 12 percent of seniors reported in the figures for BC overall.

The town of Falkland with 614 people in 1996 is situated on Highway 97 between Kamloops and Vernon. Falkland has become well known for its stampede, an annual event since 1919, and its famous sled dog races in the winter both of which draw many visitors.

The Rancho, Silver Creek, Deep Creek and Salmon Valley areas all have a strong agricultural base with attractive ranching and dairy farming and several large chicken farms. There are also two well known cheese manufacturers in the area. These areas comprise the agricultural heartland of the Shuswap. No major employer exists in the area with the remaining population dependent on forestry. Quite a few families live in Area D but have family members who work at a very large mill, Riverside Forest Products, located in a small community, Armstrong, that lies outside our study area.