

Alberta Farm Animal Care (AFAC)

Strategic Plan 2009 to 2011

How to effectively deliver on our mission and make a distinctive impact, relative to our resources.

Animal welfare is the quality of life of an animal.

“Animal welfare is a human responsibility that encompasses all aspects of animal well-being, including proper housing, management, nutrition, disease prevention, responsible care, humane handling, and, where necessary, humane euthanasia.” Canadian Veterinary Medical Association

Vision:

- Livestock in Alberta are respected and well cared for.

Mission:

- Provide a coordinated approach for the livestock industry to work together to advance and promote responsible animal care.
- AFAC will be a collective voice for livestock welfare in Alberta.

Guiding Principles:

1. Proper handling of animals in our care is a moral, social, ethical responsibility.
2. Sound animal welfare practices and healthy animals may contribute significantly to improved production and industry sustainability.
3. Strong, cooperative partnerships with industry in extension, research, legislative developments and enforcement are essential.
4. As a diverse livestock industry organization, AFAC provides a collective voice and member groups are responsible to deliver industry specific programs on their own behalf.

Goals

- 1. Promote responsible, humane animal care within the livestock industry.**
- 2. Monitor and contribute to issues and legislation that affect animal care and communicate with producers.**
- 3. Provide for greater public understanding with respect to producers commitment and dedication to provide humane care for their animals.**
- 4. Encourage and support practical and science-based research relevant to animal care.**
- 5. Maintain and continue to strengthen AFAC in order to respond and react to member needs.**

Overall Expected Outcomes

GOAL 1:

- ✓ AFAC programs and strategic priorities lead to examples of improved livestock well being.
- ✓ Industry members accept their responsibility to support research, policies, develop species codes of practice, and promote the adoption of best practices and assessment tools, where relevant.
- ✓ Reduced enforcement activity will result as awareness of livestock welfare increases.

GOAL 2:

- ✓ AFAC continues to lead and is recognized for its proactive approach to advancing animal care.
- ✓ AFAC will be viewed as a beneficial resource and source of consensus response for provincial and federal governments and overarching agencies relative to regulations, research, advancements in livestock care, certification and audit programs, media /activists' issues, extension and training programs.

GOAL 3

- ✓ The public use and respond favorably to information provided.

GOAL 4:

- ✓ There will be more effective communication of research results to livestock producers and to bring industry needs to researchers.

Goal 5:

- ✓ AFAC members recognize their responsibility to represent their group's interests on animal welfare issues in appropriate and relevant forums.
- ✓ Member organizations use and recognize value of collective responses, shared knowledge and services provided by AFAC.

Strategic Priorities

- 1. Establish and strengthen relationships with ARD and ALMA .**
- 2. Reestablish working relationship with the Alberta SPCA and other enforcement agencies and work towards a renewed feedback mechanism with ARD regarding Alberta SPCA oversight.**
- 3. Provide timely early intervention for livestock care, including the on-call veterinarian services.**
- 4. Ensure industry and ALPS partners are well informed of livestock care issues and have industry participation in any problems/challenges related to livestock care.**

Sustaining Action Priorities:

1. Identify vulnerable areas: - monitor, improve and benchmark based on ALERT, SPCA and other data.
2. Extension: - ensure that those who care for livestock understand the issues and have the necessary skills and knowledge to manager risk and provide good husbandry.
3. Animal Welfare Verification: - coordinate/encourage certification and audits as per previous initiatives and in conjunction with NFACC and the new ALMA. This will tie to Code development.
4. Legislative/Regulatory Changes/Issues: - keep industry informed and provide collective input and feedback on behalf of industry.
5. Communication initiatives: respond to member organizations expectations that AFAC be a conduit of comprehensive information and insight about farm animal care. To develop overarching communication vehicles that each out to all 5 target audiences.

6. Animal Activists Issues: stay tuned into overall threats and local impacts.
7. Canadian and International Issues: provide contacts and leads and keep the Alberta industry connected to developments on the animal welfare front.
8. Public relations: increase public awareness related to the industry's commitment to animal care, to build trust and credibility, with a focus on youth, classroom coordinated events and industry partnered opportunities. Be a source of information for consumers seeking knowledge about farm animal welfare.
9. Teacher/student resources: ensure resources are available to be used in curriculum setting and focused on the livestock industry's commitment to animal care.
10. Link with Research Community: develop and maintain ongoing strong relations with a broad spectrum of researchers to connect them with industry and industry with results and direction.
11. Identify Research Needs and Fund research: identify areas that need immediate action and assist in coordinating a move forward strategy: Seek ways for AFAC to fund or co-fund research and have the resources to continue its role in advising and keeping the industry informed.
12. Board Governance: ensure AFAC is administered and governed appropriately.
13. Operational Functioning: ensure policies, practices and resources are in place.
14. Project Funding: secure partnered funds to enable on-going future success of AFAC.
15. Member Relations: ensure AFAC continues to meet industry needs.

This is a living document and will be reviewed annually, at a minimum.