



**Goal 1:**  
**Promote responsible animal care.**



- ✓ Industry
- ✓ ACICR
- ✓ ALPS / AAFRD
- ✓ CASA
- ✓ ALIDF
- ✓ DLFOA

- ALERT Line
- Alberta Livestock Protection System
- 4H L.A.W.
- Livestock Care Response
- Cattle & Pig Hauling Courses
- Presentations
- Matched Training
- Horse Care
- Humane Handling Guidelines
- Livestock Emergency Response
- Livestock Handling for Youth
- Granding Tours / DVDs
- Ag Media
- Livestock Trucker Training

**Goal 2:**  
**Monitor issues and legislation.**



- ✓ Industry
- ✓ ALPS / AAFRD

- Issue Reports (see over for list)
- Security Notices & Response Plan
- Request for Review of Enforcement
- Alberta SPCA / ALPS / Contract
- APA, Monetary Fines, Special Prosecutor
- Humane Transport '94, '02, '05, '06

**Goal 3:**  
**Reach out to the public.**



- ✓ Industry
- ✓ CARD / ACAAF
- ✓ ALIDF
- Ag Initiatives

- Interactive Q&A wheel at fairs
- Student / Teacher Resources (video footage)
- Ag in Curriculum
- Aggie Days / City Slickers
- Egg Farm Tours
- Growing Alberta
- Media
- Canada Safeway / Activists
- *What's on Your Plate?*

**Goal 4:**  
**Encourage research.**



- ✓ Industry
- ✓ Minister AAFRD
- ✓ Ag Canada
- ✓ UBC / U of S / N SERC
- ✓ AFC

- Network across Canada
- Transportation
- Respond to Industry Needs
- Fund & Plan

**Overarching**



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