



NEWS LINE

For Release November 22, 2007

Animal care help line provides valuable service to Alberta livestock industry

The Alberta Farm Animal Care Association (AFAC) is a livestock-based group that promotes responsible animal care. They introduced the animal care help line, called ALERT, in 1993.

“The vast majority of farmers and ranchers provide their animals with excellent care but sometimes a few don’t and it’s for many reasons,” says Susan Church, AFAC manager. “This ALERT line attempts to nip problems in the bud or help an owner turn things around for their animals.”

The public is encouraged to call if they’re aware of animal care problems. The ALERT line is confidential and operates every day, all day.

Church adds, “The most important thing is it’s producers helping their fellow producers and their animals. We don’t want things to get to the point where the animals are in extremely bad condition. Let’s try to get involved soon and reach out with a helping hand. The only way we can turn things around is by people making the phone call and calling the ALERT line.”

The number to call to report livestock care concerns is 1-800-506-2273.

--PLEASE CALL 1-800-468-7021 TOLL-FREE FOR VOICE CLIPS --
AFAC scripts and clips are also available at www.afac.ab.ca

Clip No. 1:

The Alberta Farm Animal Care Association (AFAC) is a livestock-based group that promotes responsible animal care. They introduced the animal care help line, called ALERT, in 1993. The public is encouraged to call if they’re aware of animal care problems. Susan Church, AFAC manager, says the vast majority of farmers and ranchers provide their animals with excellent care but sometimes a few don’t and it’s for many reasons. That’s why the livestock industry set up the animal care help line:

(17... “animals.”)

Clip No. 2:

Church urges people to be proactive and do their part to assure problems are quickly addressed:

(12... “line.”)

The ALERT line number is 1-800-506-2273

For further information contact:
Susan Church AFAC Manager (403) 932-8050



Be Aware.
Animal Care is Everyone’s Responsibility.