



NEWS LINE

For Release November 29, 2007

Resource Teams in Place Across the Province

It's all about producers reaching out to help fellow producers. The ALERT line is operated by Alberta Farm Animal Care (AFAC) and with the arrival of colder weather and the financial challenges, AFAC manager Susan Church reminds livestock owners that help is available should the need arise.

"There are many success stories of how one call has helped many animals and their owners," says Church. "We have resource teams that go out in different areas of the province. Often this involves AFAC's on-call consulting veterinarian."

The resource team members only participate based on the consent of the owner. A team is dispatched quickly once a call is received. There's confidentiality for both the caller and owner of the animals. After a team of producers have gone out to provide assistance, the caller is advised of the actions taken to help the animals. Church feels it is very important for rural communities to know how they are being helped.

She adds, "Poor care is often unintended. It arises due to lack of knowledge, many of life's pressures such as old age, sickness, absentee owners, financial hardships and tough winter conditions."

The ALERT line number to report animal welfare 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:

It's all about producers helping producers. The ALERT line is operated by Alberta Farm Animal Care (AFAC). Susan Church, AFAC manager, says there have been many stories of how one call has helped many animals and their owners:

(23... "helping.")

Clip No. 2:

Church says poor animal care is often unintended:

(13... "challenges.")

There is confidentiality for both the caller and the owner of the animals. The ALERT line to call if there's a concern about animal welfare is 1-800-506-2273.

For further information contact:
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Be Aware.
Animal Care is Everyone's Responsibility.