



NEWS LINE

For Release March 13, 2008

Animal welfare a year round priority

Alberta Pork says ALERT Line is a valuable resource

Animal welfare is an important producer responsibility year-round. Jodi Hesse, director of policy and communications with Alberta Pork, says at this time of the year, people are hearing stories of how agriculture industries are facing financial pressures due to high feed grain costs and the high dollar. "When you're faced with financial pressures you're also faced with animal welfare care and welfare concerns. The primary responsibility of the industry is to care for their animals. It is a high priority for industry no matter what the situation is."

Industry organizations are always available to help producers, adds Hesse. She points to the ALERT Line as a valuable resource where producers or the public can call to report livestock care concerns. Anyone who see people struggling and is concern about the well-being of livestock can call. The ALERT Line number is 1-800-506-2273.

"In no situation can animals bear the brunt of any financial concern," says Hesse. "From an Alberta Pork perspective, producers who are facing financial concerns definitely have their animal care practices set. Some of those who feel the financial burden is too great have done the appropriate thing and are reducing their herd size or, unfortunately, are exiting the industry. Others are staying in the business but are using resources that are available to them to make sure that the animal care standards are continually met, as well as any other standards that are placed on our industries."

--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:

Animal welfare is an important producer responsibility year-round and particularly at this time of the year. Jody Hesse, director of policy and communications with Alberta Pork, says people hear how the livestock industry is facing financial pressures due to high feed grain costs and the high Canadian dollar:

(13... "is.")

Clip No. 2:

Hesse emphasizes that help is always available should anyone notice an animal welfare problem:

(24... "2273.")

Clip No. 3:

From the Alberta Pork perspective, Hesse says animal care is the top priority and in no situation can animals bear the brunt of any financial concern. She believes producers facing financial concerns definitely have their animal care priorities set:

(25... "industry.")

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Be Aware.

Animal Care is Everyone's Responsibility.