



# NEWS LINE

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## **Challenging financial times no excuse - Animal welfare is the priority -**

Jodi Hesse of Alberta Farm Animal Care (AFAC) and director of policy and communications with Alberta Pork cautions all livestock producers that there is no excuse when it comes to the proper care of animals.

"It's a challenging time for a lot of our producers because of the financial crisis that's been underway for about 18 months but the number one thing that is utmost is animal care, no matter what financial challenges producers might face. The number one priority is the care of animals and producers need to devote the resources they do have towards that," says Hesse.

Hesse emphasizes animal welfare practices among Alberta producers is very good and improving thanks to further education and awareness.

"Our producers strive to have the best animal care practices. We ask the public, as well, to report any animal care situation that comes into question. This can be done by giving the ALERT line a call: 1-800-506-2273. That's a livestock care concern line that is run by our Alberta Farm Animal Care organization which represents our livestock industries," adds Hesse.

**--PLEASE CALL 1-800-468-7021 TOLL-FREE FOR VOICE CLIPS --**  
AFAC scripts and clips are also available at [www.afac.ab.ca](http://www.afac.ab.ca)

### **Clip No. 1:**

The state of the economy is no excuse for improper animal care. Under no circumstance should animal care be compromised, says Jodi Hesse of Alberta Farm Animal Care and director of policy and communications with Alberta Pork:

(19... "that.")

### **Clip No. 2:**

Hesse emphasizes animal welfare practices among Alberta producers is very good and improving, thanks to further education and awareness. While producers strive to provide the best animal care, Hesse asks the public to do their part should they notice any animal care concerns:

(21... "industries.")

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