



# NEWS LINE

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## Managing Challenges, Producing Opportunities theme of Livestock Care Conference

This year's Livestock Care Conference, presented by Alberta Farm Animal Care (AFAC), brings together speakers to discuss the latest developments in cutting-edge issues in livestock care. The Conference takes place on Friday, March 26 in Red Deer at the Black Knight Inn.

"I think producers and industry representatives will find that this is a thought provoking, forward thinking meeting and I hope many of them plan to join us. There will be talks that are applicable to all species dealing with such topics as the ever increasing importance of livestock care in terms of consumer acceptance and market success," says Lorna Baird, AFAC executive director.

One of the topics will outline how the pork industry managed livestock care concerns and protected producers during the HINI crisis. Baird adds, "We're rounding out the day with some industry snapshots which will really showcase how Alberta agriculture is advancing in terms to animal welfare. These snapshots will include euthanasia technology, the Alberta dairy hoof health project, early disease detection and challenges in the horse industry. "

Those planning to attend this year's conference can take advantage of the early bird registration until March 15<sup>th</sup>. For full details, go to the AFAC website.

### --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 annual Livestock Care Conference takes place on March 26<sup>th</sup> in Red Deer. Lorna Baird, Alberta Farm Animal Care (AFAC) executive director, urges producers and industry representatives to attend:

(14... "website.")

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

Baird says there will be general presentations applicable to all species:

(16... "crisis.")

#### **Clip No. 3:**

To round out the day, adds Baird, there will be industry snapshots that will showcase how Alberta agriculture is advancing in terms of animal welfare:

(18... us.")

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#### **For further information contact:**

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