



2012 AWARDS OF DISTINCTION

General Call for Nominations

The **AFAC Awards of Distinction** were initiated in 2001 to recognize individuals or groups who have made exceptional contributions in the field of livestock welfare. Those who:

- ❖ Promote responsible, humane animal care within the livestock industry;
- ❖ Engage in discussion with the public about today's animal agriculture;
- ❖ Monitor and participate in issues and legislation that effect animal care, and;
- ❖ Encourage research relevant to farm animal care.

They work hard to advance the mandate of AFAC and the welfare of livestock in Alberta. They apply new, innovative ideas and management practices to improve and ensure high standards of animal wellbeing. They understand the public's need for assurance that the farm animals are raised humanely. They can be held up as examples of those who are making a difference.

A listing of past recipients is available online at <http://www.afac.ab.ca/awards.htm>

Award Categories

The **Award of Distinction for Communication**

This award honours those that take an active role in effectively getting the message out about livestock issues, and informing the public and agri-food industry about farm animal care in a factual and honest way, to build trust and credibility.

The **Award of Distinction for Industry Leadership**

This award honours those who integrate animal welfare into their core business strategy, setting their own bar higher for expectations regarding animal welfare.

The **Award of Distinction for Innovation**

This award honours those who have developed a new process, product or source of knowledge that has made a significant impact on improving the welfare of livestock and the industry.

Nominees must demonstrate a strong commitment to others through contributions to his or her community or society, and be recognized by peers as having reached a high level of accomplishment/expertise in his or her field.

Nomination

There are many talented individuals/organizations that deserve to be recognized for their outstanding achievements. If you know an individual/organization whose contributions enhance their community and who is an inspiration to those who know them, please take a few minutes to summarize why you believe they deserve the award and email or fax the information to the AFAC office (info below). Be prepared to address the accomplishments of the nominee as outlined above.

Selection Process

The AFAC board will confer to select the award recipients from among the nominations received. One individual in each of the three categories identified above may be granted awards per year. The board may or may not choose someone for each award category. The decisions of the board will be final.

The Executive Director will inform the award recipients on or before February 22, 2012 and will invite them or a representative to receive the award at the Livestock Care Conference on March 22 at the Holiday Inn 67th Street in Red Deer, Alberta. AFAC is not able to reimburse the award winners or their representatives for their expenses in travelling to the conference to receive the awards.

The names of the award recipients and the award citations will be posted on AFAC's website and published in AFAC updates and media releases following the conference.

Nomination deadline is January 16, 2012

Please submit nominations via email lcc@afac.ab.ca or fax 403.663.3035 (Attention: Lorna Baird)
Comments or questions? Contact the AFAC office at 403.662.8050