



For immediate release:

Animal care is everyone's responsibility

Calgary, AB, Oct 9, 2009: Are you concerned about livestock in Alberta? If so, you should be aware of the Alberta Farm Animal Care **Livestock Care Action Line and Response Team (ALERT)** service.

The ALERT service provides a toll free confidential help line, **1-800-506-2273**, for anyone who has concerns about livestock in Alberta. It is also available for self-reporting to assist those who may be experiencing problems in caring for their livestock. The ALERT team strives to assist before animals are in distress. The resource team includes farmers, veterinarians and other community members that offer solutions to improve animal care.

By far, most livestock owners are attentive to the needs of their livestock and ensure daily care. Unfortunately, there is a small number that do not or cannot and animals can suffer as a result. Poor care can arise from lack of knowledge, life's pressures, old age, sickness, and absentee owners. Financial hardships, coupled with tough winter conditions, add extra challenges.

"The livestock care ALERT service is a very important part of Alberta's livestock industry. Its producers helping producers to alleviate problems and make sure the animals are looked after in a proper manner," says Brian Chomlak, producer and industry representative on AFAC's Board of Directors. "The ALERT line has been operating for 14 years now. There are many success stories of how one call has helped many animals and their owners."

To increase awareness of the ALERT service AFAC will be running a series of radio spots and media new lines through the late fall and winter. The spots will feature producers, veterinarians, Alberta SPCA, RCMP and other industry experts who will talk about preparing for winter, basic livestock care including pasture management and swath grazing, winter watering, herd segregation and transport of livestock.

This campaign also includes the distribution of ALERT posters and magnets to RCMP detachments and auction market offices as well as through industry group meetings and events in Alberta. If you would like to help spread the word on the ALERT help line please contact AFAC at 403-932-8050 or email mikki@afac.ab.ca for posters, ad mats and / or magnets.

AFAC is a livestock based group that promotes responsible animal care.

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ALERT LINE 1-800-506-2273

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