

For immediate release:

New Alberta Farm Animal Care Executive Director hired

Calgary, AB, February 1, 2010: Alberta Farm Animal Care (AFAC) is pleased to announce the selection of Lorna Baird of Calgary as the organization's new Executive Director. Baird will take over from Interim Manager, Jim Haggins, on Feb. 1, 2010.

Doug Sawyer, Chairman of the board of directors of AFAC announced the decision, which was made by a selection committee that included five directors of the livestock industry organization.



Baird joins AFAC as she is completing her PhD in Animal Science from Queen's University of Belfast. Raised in Winnipeg, she obtained her BSc. in Agriculture (Animal Science) from the University of Manitoba and followed that with an MSc. in Agricultural Sciences (Animal Welfare Program) from the University of British Columbia (UBC). Her theses at UBC and Queen's, focused on various aspects related to lameness in dairy cattle. Baird has eight years of experience developing and delivering "Lameness in Cattle" training sessions and research presentations to various audiences.

"I believe the most powerful way that animal agriculture will move forward in Alberta is through collaborations between industry, government and research to provide a clear, cohesive, forward-thinking message to the media and consumers," says Baird.

Baird's clear understanding of welfare issues, experience in management and research, communication skills and her dedication and passion for animal behaviour and care will be excellent assets in fulfilling her responsibilities to AFAC. She is excited about the opportunity to work with the board of directors, staff and the Alberta livestock industries in leading AFAC into the future.

AFAC is a partnership of Alberta's major livestock groups, with a mandate to promote responsible, humane farm animal care. AFAC members have worked together to build a framework for continual improvement in handling, transport, research, education and other areas. More information on AFAC is available at www.afac.ab.ca.

-30-

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