



*For immediate release:*

## **Alberta's Livestock Care Conference kicks off new decade of progress**

**Calgary, AB, January 27, 2010:** “Managing Challenges, Producing Opportunities” in the increasingly high profile area of livestock care is the theme of the upcoming Livestock Care Conference. The event is March 26 in Red Deer, hosted by Alberta Farm Animal Care (AFAC).

AFAC is a partnership of Alberta's major livestock groups, with a mandate to promote responsible, humane animal care within the livestock industry. It has long hosted the Livestock Care Conference as a leading education and awareness event in support of ongoing knowledge and progress in this area.

“An important aim of the conference presentations and discussion is to not only recognize the key developments in livestock care but also to explain what they will mean for producers who are on the front line,” says Jim Haggins, Acting Manager of AFAC. “The knowledge and awareness gained is meant to help producers in their industry and also in their own management decisions.”

Producers and others involved in the livestock industry in Alberta and beyond can now register for the conference, which features top speakers from across North America on the latest emerging farm animal care developments and issues.

Examples of topics on the 2010 conference agenda include the importance of animal welfare to marketing and consumer acceptance, and a range of “industry snapshots” on everything from new technologies and research to key challenges for the future.

The conference also includes the presentation of Awards of Distinction, to recognize those within the livestock industry making a difference in promoting responsible livestock care.

“The Alberta livestock industry is dedicated to responsible animal care and we've made a lot of progress to ensure and strengthen this in our production and handling practices,” says Haggins. “As we enter a new decade, there are new challenges and opportunities for continued progress. The Livestock Care Conference will help identify and provide insights into these, to keep our industry headed in the right direction.”

Early bird registration discounts are available before March 15. Register online at [www.afac.ab.ca](http://www.afac.ab.ca) or by phone at 403-932-8050.

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