



Livestock Care Conference

Managing Challenges, Producing Opportunities

Friday, MARCH 26, 2010

Black Knight Inn, 2929 – 50 Avenue, Red Deer

Call 1-800-661-8793 to book a room (conference rate = \$113 + tax)

Early Bird Registration (if paid in full by March 15, 2010) -- \$120 + GST = \$126 (Students \$60 + GST)
Registration (after March 15, 2010) -- \$140 + GST = \$147 (Students \$70 + GST)
Register online @ afac.ab.ca or call 403.932.8050

8:00 Registration & Eye Opener Refreshments

8:45 – 9:00 **Welcome and Introductions**

9:00 - 9:45 **Market Access: Developments in Animal Welfare and Why They Matter**

Dr. Ed Pajor, Professor, Animal Behavior and Welfare, University of Calgary, Veterinary Medicine. The importance of animal welfare to marketing and consumer acceptance.

9:45 – 10:30 **Addressing the Animal Care Controversy Legislatively – The Michigan Experience**

Sam Hines, Executive Vice President, Michigan Pork Producers Association. Following controversy, Michigan's animal agriculture interests agree to a new approach.

10:30 – 10:45 Refreshment Break

10:45 - 11:45 **With Vision, There is Hope**

Bruce Vincent, Partner & Consultant, Environomics. It is time for change - and change will be our friend. Re-introducing the North American consumer to the processes and people of production and then leading – not just fighting – the discussion.

11:45 - 12:00 **Awards of Distinction**

12:00 – 1:00 Lunch

1:00 – 2:00 **Protecting Our Image, Case Studies and Lessons Learned**

✓ **Dave Heaslip**, Livestock Investigator, R.C.M.P and **Heather Willis**, Canadian Food Inspection Agency. Alberta's Livestock Emergency response program.

✓ **Paul Hodgman**, Executive Director, Alberta Pork – What's in a Name? H1N1.

2:00 – 2:50 **Industry Snapshots**

✓ **Emerging Euthanasia Technologies for Livestock – Jeff Hill**, Livestock Welfare Specialist, Alberta Agriculture and Rural Development.

✓ **The Alberta Dairy Hoof Health Project – Steve Mason**, Research Associate, ProLivestock.

2:50 - 3:10 Refreshment Break

3:10 – 4:00 **Industry Snapshots continued**

✓ **Early Disease Detection Research – Dr. Clover Bench**, Research Associate, Animal Behaviour and Welfare, University of Alberta and **Dr. Nigel Cook**, Lacombe Research Center, Agriculture and Agri-Food Canada.

✓ **Challenges in the Horse Industry – Dawn Lawrence**, Horse Welfare Alliance of Canada.

4:00 **Adjournment**