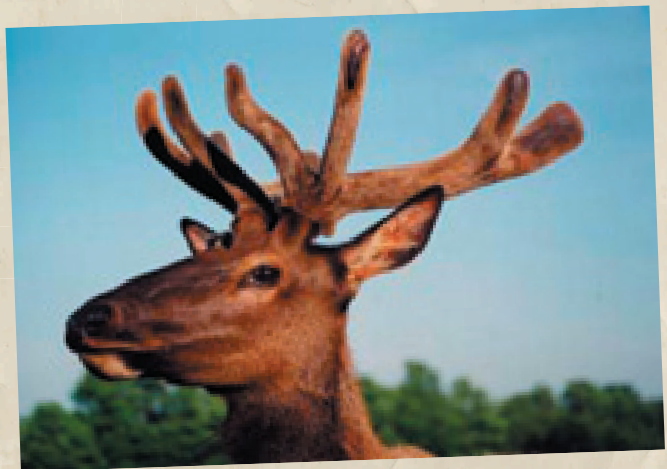

AFAC

ALBERTA FARM
ANIMAL CARE

2010
Annual Report



AFAC's Strategic Plan

Vision: Livestock in Alberta are respected and well cared for.

Mission:

- To provide a coordinated approach for the livestock industry to work together to advance and promote responsible animal care.
- AFAC will be a collective voice for livestock welfare in Alberta.

Guiding Principles:

- Proper handling of animals in our care is a moral, social, ethical responsibility.
- Sound animal welfare practices and healthy animals may contribute significantly to improved production and industry sustainability.
- Strong, cooperative partnerships with industry in extension, research, legislative developments and enforcement are essential.
- As a diverse livestock industry organization, AFAC provides a collective voice and member groups are responsible to deliver industry specific programs on their own behalf.

Goals:

- Promote responsible, humane animal care within the livestock industry.
- Monitor and contribute to issues and legislation that affect animal care and communicate with producers.
- Provide for greater public understanding with respect to producers commitment and dedication to provide humane care for their animals.
- Encourage and support practical and science based research relevant to animal care.
- Maintain and continue to strengthen AFAC in order to respond and react to member needs.

Strategic Priorities: see Chair's report



AFAC Board Members

Alberta Auction Markets Association
Alberta Beef Producers
Alberta Chicken Producers
Alberta Egg Producers
Alberta Elk
Alberta Equestrian Federation

Alberta Hatching Egg Producers
Alberta Lamb Producers
Alberta Milk
Alberta Pork
Alberta Turkey Producers
Alberta Veterinary Medical Association

University of Alberta
Western Stock Growers Association
Wild Rose Agricultural Producers
Alberta Agriculture & Rural Development

Active Members

Alberta Cattle Feeders' Association*
Alberta Poultry Hatchery Association
Bison Producers of Alberta
CDN/AB Livestock Research Trust Inc.
Calgary Stampede

Canadian Professional Rodeo Association
Edmonton Northlands
Feeders Association of Alberta Ltd.
Horse Racing Alberta
Lakeland College, Agricultural Science

North American Equine Ranching
Information Council, Inc.
Olds College, School of Animal Science
University of Calgary Veterinary Medicine*
** Current Directors at Large on AFAC Board*

Associate Members

Alberta Goat Breeders Association
Alta Genetics Inc.
Ann de St. Remy
ATB Financial
Auburndale Elk Farm
Berdina Farms Ltd.
Bouvry Exports Calgary Ltd.
Calgary Cooperative Association Ltd.
Canada Safeway Limited
Cargill Foods
Carmen Creek Gourmet Meats
Clearwater County
Co-operators Insurance
Copperhead Transport Ltd.
Crestomere Veterinary Services

Crossfield Ag Society
Elanco Animal Health
Highland Feeders Limited
L.E.D. Farms Ltd.
Lilydale Foods
Lilyfer Poultry Farms Ltd.
Maple Leaf Poultry
Narwood Turkey Farms
Nilsson Bros. Inc.
Olymel
Oyen Veterinarian Services
J. Woods Livestock Services
Richter Farms Ltd.
Rockyview Animal Clinic Ltd.
Rocky View County

Sheep River Veterinary Services
Southern Alberta Sheep Breeders Assoc.
Stettler Veterinary Clinic
Stockyards Veterinary Services Ltd.
Stolte Farms Ltd.
STS Farms Ltd.
Sundgaard Poultry Farm Ltd.
Sunterra Meats Ltd.
Turkey Farmers of Canada
United Farmers of Alberta
Wildridge Elk Ventures Inc.
Willabend Angus Ranch Ltd.
Winter's Turkeys

Message from the Chair

Last year my message started with a description of the transitions that occurred in 2009. 2010 was also a transition year with Jim Haggins (Interim Manager 2009-2010) passing the torch to the new Executive Director, Lorna Baird. Part way through the summer we moved the AFAC office from a modest little bungalow into a new, vibrant shared space leased from a member group. This has proved to be a very exciting and healthy transition. It's a pleasure to hold meetings at the new office and the staff find the surroundings comfortable and stimulating. The AFAC board also continued its journey towards becoming a healthier, smarter board. We spent a great deal of time this year on governance and are well on our way to building a solid foundation for the organization to build upon and help carry the livestock and poultry industries through any animal care challenges the future brings. Onto our Strategic Priorities:

1. Maintain and strengthen relationships with ARD and ALMA.

Results: We continue to work closely with ARD and ALMA to meet the common goals of our organizations. We are thankful for the great deal of support provided by these two funding bodies and look forward to continuing to strengthen the relationship as we forge ahead and launch more AFAC projects in the coming days.

2. Maintain and strengthen the relationship with the Alberta SPCA and other enforcement agencies and work towards a renewed feedback mechanism with ARD regarding Alberta SPCA oversight.

Results: The AB SPCA, the RCMP and AFAC continue to work together on animal care cases initiated through the ALERT Line and otherwise. We will continue to hone these working relationships as we continue to work together for responsible animal care.

3. Provide timely early intervention for livestock care, including the on call veterinarian services. **Results:** In 2010 we contracted a 3rd party evaluation of the "On Call Veterinarian" service provided as part of the ALERT Line extension work. This evaluation looked at the expansion of the program from one single veterinarian (Dr. Ray

Fenton) to include multiple (16) veterinarians. With suggestions and insights from this 3rd party review, we were able to start developing Policies and Procedures for the ALERT Line and the veterinarians who participate. This has been a valuable process and we will continue to work with the recommendations of the report to help grow and strengthen this invaluable service to the livestock and poultry industry of Alberta.

4. Ensure industry and the Alberta Livestock Protection Network (ALPN) partners are well informed of livestock care issues and have industry participation in any problems/challenges related to livestock care. **Results:** We continue to support the efforts of ALPN and participate in meetings to help connect with these partners any time the opportunity arises. ALPN proved to be a suitable arena to discuss how to improve some of the overlapping/common services the participating organizations provide. For instance, ALERT Line call log procedures were fine-tuned to make information more useful when cases overlap with ALPN partners. We also made significant strides towards the compromised cattle benchmarking project, an ALPN initiative.

It has been a very busy and productive year at AFAC and I hope the momentum continues with the tireless support we receive from the livestock and poultry industry of Alberta.



I would like to thank the board, contractors and staff for meeting the challenges we've faced head-on and forging through the changes and transition. I am very confident and excited that AFAC is moving forward in a positive direction.

Doug Sawyer

Message from the Executive Director

My first year at AFAC has been a phenomenal experience. It has been a real pleasure to work with the Executive Committee, the Board and an ever-expanding list of contractors and office staff.

As Doug alluded to in his message, we have had a very busy year. Between the governance focus of the board, taking part in extension activities (ALPN meetings, the AB Farmed Animal Health and Welfare Strategic Framework meetings and producer/industry events) and coordinating the efforts to make Certified Livestock Transport a truly national program, there has always been something to keep us excited. In addition to regular communication work (e.g. News Lines, the AFAC exhibit at public events, media releases) we also delved into the social media arena in 2010, first getting our feet wet with a Twitter account. We began upgrading our computer system and started developing the new AFAC website, which will be launched in 2011.

Other notable things coming in 2011 include: CLT – a Canadian Livestock Transport certification program will be under development; we will prepare a funding proposal to amalgamate the On Call Veterinarian and ALERT Line programs and ensure the sustainability

of these valuable services; we hope to work with the Calgary Stampede Beef Cattle Program, and look forward to continued work with AARD, ALMA and the Alberta SPCA.

I would like to send a great big Thank You to Sharron Johannesen for bridging the gap between the past and the future for AFAC. It's been a mighty challenge, but we're on track and picking up speed! Thanks also to the Board and Executive for welcoming me and for your dedication to the mission and vision of AFAC. It's been a pleasure to interact with so many producers, ranchers, academics, students and others during this first year. I look forward to 2011 and the continued success of the organization and the livestock and poultry industry in Alberta.

Lorna Baird



2010 AFAC Program Highlights

AFAC Websites

AFAC's main website www.afac.ab.ca is undergoing a complete overhaul. The wealth of knowledge and resources that have been accumulated on the site is being streamlined. In addition to content reviews and upgrades, we are planning for a 'members only' section of the site for our board and executive to access meeting information and policy/governance documents. We hope that our fresh new, user-friendly website will be launched early in 2011.

Matched Assistance

Through the Livestock Welfare Extension project, funded in part by Alberta Agriculture and Rural Development (AARD), AFAC is able to offer matched assistance for the delivery of extension events that promote responsible farm animal welfare. In 2010, four groups (~250 individuals) in rural Alberta accessed the program. Typically, these industry workshops and conference sessions include 'Good Livestock Handling Pays', 'Livestock Emergency Response', 'Horse Hauling' or 'Cattle Health Care and Handling' messages.

Research

In 2010, AFAC provided funding for a project spearheaded by Dr. Derek Haley called, "A Behavioural Assessment of the Welfare of Horses in Feedlots". This initiative is coming to a close and remaining funds have been targeted at identifying and assessing the livestock industry's research needs.

Livestock Protection

The Alberta Livestock Protection Network (ALPN), comprised of AFAC, ARD, CFIA, ASPCA, RCMP and LIS, met a number of times during 2010. ALPN was created in direct response to growing public and producer concern for an effective, accountable and coordinated province-wide effort targeting animal care. Collaboration on a project to benchmark compromised cattle at auction marts and processing plants is one area where ALPN partners are working together. AFAC also participates in the provincial Alberta Farmed Animal Health and Welfare Strategic Framework Steering Committee. The vision of this Strategy is that "Alberta has an effective animal health system that serves the needs of animals, people and industry." One particular Strategic Outcome related to the work of AFAC is, "Improved animal health through animal care & welfare."

Livestock Welfare Extension & Communication

AFAC attended or participated in 29 livestock industry meetings, conferences and workshops including: Alberta Beef Industry Conference, AB Poultry Conference, Tiffin Conference, Western Canadian Dairy Conference, Pork Congress, Banff Pork Seminar, AB Provincial Rural Crime Watch AGM & Conference, Canadian Beef School, Animal Agriculture Alliance Conference, ABP semi annual meeting, University of Alberta Dairy Open Day, ALMA Future Fare; Canadian Cattlemen's Association meetings, Canadian Meat Council Technical Symposium, Cross Border Livestock Health Conference, Alberta Farmed Animal Health and Welfare Strategy meetings, Alberta 4-H Leaders Update, Swine Tech Symposium, Bouvry Export plant tour, Alberta Association of Agriculture Fieldmen In-Service Training, Prairie Swine Centre site visit, Farm Animal Council of Saskatchewan AGM and conference.

AFAC contractors and volunteers (including Board members and member organization staff) helped teach urban and rural students

and public about animal care at Aggie Days (Calgary) and Farm Fair (Edmonton) – Reach: over 15,000 people at the 2 events combined.

Humane Handling Resources

Temple Grandin DVDs – AFAC has long been a proponent of Dr. Temple Grandin's philosophy of farm animal welfare and handling. The website features video clips from her handling and auditing DVD series and Canadian-based requests for purchase can be made to AFAC through links on the web page.

Humane Handling Guidelines – Historically, AFAC has worked with industry groups to develop and distribute Humane Handling Guidelines - booklets with information helpful for making decisions regarding the care, handling and transportation of beef, dairy, sheep, swine and horses. The horse, dairy and sheep booklets are available electronically through the AFAC website and beef Guidelines can be requested from the AFAC office. In the near future, we will review and potentially upgrade the booklets (as is suitable in relation to the Recommended Codes of Practice revisions). Ultimately, we hope to have all species booklets available online. Commodity groups and other end users will be consulted on required updates and formatting requirements.

Industry Contact and Animal Care Issue Management

Publications – The 2010 Update highlighted AFAC's new Executive Director, Lorna Baird, Livestock Care Conference highlights and transportation initiatives. The "Farmers Care For Their Animals" booklet was reprinted and distributed widely to Alberta youth and their teachers at events such as Aggie Days and AMAZE-ing Agriculture.

Conferences – AFAC hosted the Livestock Care Conference in 2010, which had a record number of attendees (200).

Communications to industry - AFAC prepared speaking notes and conveyed pertinent information to Alberta Members of Parliament on Bill C-468 regarding livestock transportation; informed member organizations and related industry contacts about Canadian Horse Defense Coalition videos allegedly filmed in Canadian horse processing plants and provided comments to media; provided consultation on a Calgary initiative on urban / backyard chickens; responded to a proposed private member's Bill C-544 seeking to amend the Health of Animals Act and the Meat Inspection Act (slaughter of horses for human consumption) and provided Speaking Notes to AFAC Board members; provided comment and Speaking notes on World Society for the Protection of Animals (WSPA) report on Livestock Transportation in Canada; repeated a concern regarding the loss of an Alberta Special Prosecutor who was able to focus on animal welfare cases.



Winter Preparedness

AFAC's News Lines, or Winter Preparedness extension articles, typically have been produced solely during the winter and early spring months. In the first half of 2010, the distribution carried through to late April and the 2010/2011 season started even earlier than usual, with the first stories being distributed in October. These information pieces caution producers to be aware of animals losing condition throughout the winter and provide advice from various livestock specialists on how to deal with certain issues that might arise.

The distribution method of the News Lines changed slightly this year. We now send each story by email to approximately 190 media contacts. We provide a print version of the story as well as audio clips and clip transcriptions in order to make the stories as useful to media as possible. It is through media contacts that we can increase the reach of these valuable stories. We see the stories being picked up in print and radio reports. News Lines are also available through www.afac.ab.ca. A total of 17 News Lines were distributed in 2010.



Certified Livestock Transport (CLT) Training Program

In 2010 the CLT program continued to grow, both within and beyond Alberta's borders. AFAC and the CLT Working Group, comprised of CLT trainers and national industry stakeholders, continued their efforts to move CLT forward as a Canada-wide program. The comprehensive proposal for funding under the federal AgriFlexibility program was submitted early in 2010. Throughout the year we worked with our main contacts at AgriFlexibility to move the proposal through review. Numerous CLT supporters also helped champion the proposal by both writing letters of support to AgriFlexibility and to the federal Minister of Agriculture. The effort to make CLT a national program has been endorsed by industry and government stakeholders across the country. We hope to receive a positive response from AgriFlexibility early in 2011.

CLT staff and instructors organized and delivered 85 courses in 2010, and the number of active CLT trained and certified drivers and handlers is now 1,470. The majority of these are Alberta-based, but courses were also held across the provinces from British Columbia across to Quebec.

Course materials continue to be developed and updated. In 2010, 3 major initiatives in updating course material were undertaken. Early in 2010, the poultry information was re-examined and launched as a new module. In Alberta, a committee of transporters, meat plant representatives, CLT trainers and beef industry representatives met to make improvements on the Beef module. It is hoped that this module will serve as the template for producing modules in the new

national CLT project. In BC, the BCFACC group started to work on a separate module for Dairy transporters. Again, it is hoped that this module will translate easily into the national Dairy module for transporters who solely haul dairy cattle.

Although no new instructors were trained, the list of prospective course providers continues to grow in anticipation of the national project, where improved efforts to maintain and ensure the quality of CLT certification will be included.

In Ontario, Dave O'Rourke continues to work as a Livestock Transportation Specialist for Ontario Farm Animal Care (OFAC). In a three-year project which began in 2009, Dave O'Rourke works closely with Ontario's livestock and poultry industries to provide CLT and TQA training and certification.

As the Alberta Livestock & Meat Agency (ALMA) funding to sustain the current CLT program and to support the initiative to move CLT to the national level comes to an end, we are all hopeful that the national initiative will maintain the momentum it gained in 2010.

***** As this document was prepared for printing, we received a letter from the federal minister of agriculture, Minister Ritz, informing us that our proposal had been approved for funding through the Canadian Agricultural Adaptation Program (CAAP). This approval is subject to the signing of a mutually satisfactory contribution agreement that will detail the terms and conditions of the funding under CAAP.***

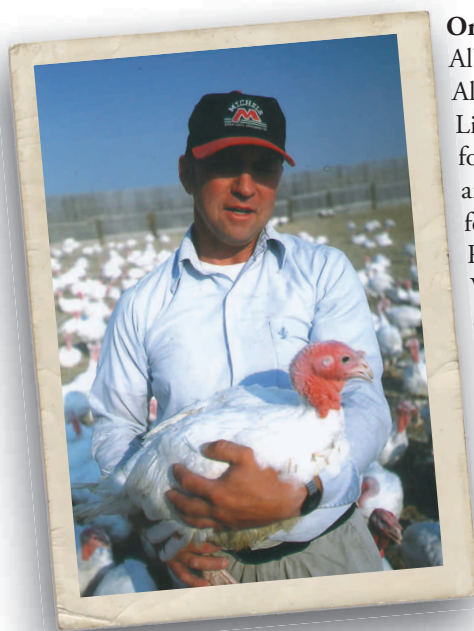


Livestock Care Response Plan

ALERT - Over 900 calls were handled by the ALERT dispatchers in 2010. On call veterinarians assisted with 19 cases and AFAC's volunteer resource team members handled the remaining cases. Severe cases with dead animals and cases that involve less than 10 horses were referred to the Alberta SPCA. Later in the year, AFAC's board authorized the ALERT dispatcher to respond to the calls involving smaller numbers of horses.

In most cases, the ALERT team achieved willing change to improve animal care. AFAC only participates with the consent of the owner. Over 5,700 farm animals benefited from the efforts of the ALERT Resource Team and caring industry partners and volunteers.

The ALERT dispatcher noted that the majority of calls continue to come from the general public but also from producers, fieldmen, firemen, RCMP, meat inspectors, veterinary clinics, weigh scale staff (during periods of extreme cold), government staff and truckers. Early in the year, the top concerns were about animals on overgrazed pastures. Spring rains saw a couple of cases of stranded animals. There were also reports of some animals that did not recover well after the drought was over. Reports of overgrown hooves, injured animals, stray animals, animals left behind and overcrowded pastures pointed to concerns for the attention being paid to management. Fence condition and pasture condition are just a few of the things that producers should always be mindful of regardless of the other distracting factors. The welfare of the animals in our care is a moral, social and ethical responsibility



On Call Veterinarians - With the assistance of the Alberta Veterinary Medical Association (ABVMA), Alberta Agriculture and Rural Development – Livestock Welfare Unit (AARD), the Alberta Society for the Prevention of Cruelty to Animals (ASPCA), and the RCMP, a training day was held in March for veterinarians participating with the ALERT Resource Team and On Call Veterinarian program. Veterinarians from Fairview to south of Lethbridge dealing with animal welfare issues called in to our ALERT Line (1-800-506-2273), the Alberta Agriculture and Rural Development line at 310-FARM (3276) or the ASPCA call line (1-800-455-9003).

Since 2003, Alberta's livestock industries, AARD, the Alberta SPCA, ALIDF and DLFOA (now ALMA) have invested over \$655,000 in this service. Many thanks to all the contributors!

2010 ALERT Line Summary

Beef	47	Bison	4
Dairy	1	Elk	1
Horses	53	Other	5
Pigs	2	Sheep	4
TOTAL Cases	117		
Information Calls	146		
Repeat calls on existing cases	11		

2009 ALERT Line Summary

TOTAL Cases	188
Information Calls	184
Repeat calls on existing cases	28



Glossary

AAFC	Agriculture and Agri Food Canada
AAMA	Alberta Auction Markets Association
AARD	Alberta Agriculture and Rural Development
ABP	Alberta Beef Producers
ABVMA	Alberta Veterinary Medical Association
ACFA	Alberta Cattle Feeders Association
ACP	Alberta Chicken Producers
AEP	Alberta Egg Producers
AE	Alberta Elk
AFAC	Alberta Farm Animal Care
AHEP	Alberta Hatching Egg Producers
AL	Alberta Lamb
ALIDF	Alberta Livestock Industry Development Fund
ALMA	Alberta Livestock and Meat Agency
AM	Alberta Milk
AP	Alberta Pork
APA	Animal Protection Act of Alberta
ASGPS	Alberta Solicitor General and Public Security
ATP	Alberta Turkey Producers
CCAC	Canadian Council on Animal Care
CFIA	Canadian Food Inspection Agency
CFHS	Canadian Federation of Humane Societies
CLT	Certified Livestock Transport
CVMA	Canadian Veterinary Medical Association
DLFOA	Diversified Livestock Fund of Alberta
HSUS	Humane Society of the United States
HWAC	Horse Welfare Alliance of Canada
LIS	Livestock Identification Services
NFACC	National Farm Animal Care Council
PETA	People for the Ethical Treatment of Animals
RSD	Regulatory Services Division
SRD	Sustainable Resource Development
TQA	Trucker Quality Assurance
U of A	University of Alberta
UBC	University of British Columbia
U of CVM	University of Calgary, Veterinary Medicine Faculty
U of S	University of Saskatchewan
USDA	United States Department of Agriculture

AFAC Timeline

1988-1992

- OFAC (ON), MFAC (MB), FACS (SK) and an Alberta 'Livestock Issues Coalition' formed
- AB industry decides to focus on animal welfare & calls group Alberta Foundation for Animal Stewardship

1993-1995

- Name changes to Alberta Foundation for Animal Care & by-laws established
- Perspectives newsletter launched
- Active & Associate members join AFAC
- Horned Cattle Trust Fund monies directed to AFAC
- Animal Care ALERT Line started
- Livestock Transportation Review completed
- Dr. Jeff Goodwin tells us at the AGM "While it is essential to tell our side of the story, the focus should be less on a positive public perception and more on an accurate one"

1996-1999

- 4-H Learning About Animal Welfare launched
- Alberta Livestock Protection System (ALPS) set up
- Livestock Care Conference series started
- Elementary student / teacher resources completed
- Name change to Alberta Farm Animal Care
- Cattle & pig hauling courses launched
- Issue reports & INSIGHTS started

2000-2002

- McDonald's adds animal welfare to QA protocols
- AFAC Research fund initiated
- AFAC Awards of Distinction started
- ALIDF supports AFAC's Communication Plan
- Livestock Care Response Plan put in place due to drought

2003

- BSE case in Alberta - US border closes to cattle, sheep & bison
- Grades 7-12 student / teacher resource completed
- Livestock care consulting veterinarian Dr. R Fenton joins AFAC
- Swine humane handling guidelines completed

2004

- AFAC & ABVMA co-sponsor Dr. Grandin to speak in Fairview, Vermilion & Lethbridge
- Dairy humane handling guidelines completed
- Horse Welfare in Alberta report / brochure released
- PMU contracts ended
- Do we still need AFAC? review completed
- Begin distributing Dr. Grandin handling DVDs
- Handle with Care cards developed (horse & cattle)
- Alberta Canada Livestock Research Partnership initiated
- AFAC received 2nd research fund installment

2005

- International Animal Transportation meeting in Calgary
- US border re-opens to cattle, sheep & bison
- Livestock transport training program underway with industry advisory team
- Beef & sheep humane handling guidelines completed
- Funding received for Livestock Care consulting veterinarian
- Animal Protection Act & Regulations revised
- AFAC manager receives Humane Care award from CVMA
- National Farm Animal Care Council (NFACC) launched

2006

- What's on Your Plate? consumer messaging started
- Animal Protection Act (APA) & Regulations revisions enacted
- Downer Benchmarking Study completed
- Review of Humane Transport Regs coordinated
- Putting Farm Animal Welfare on the Agenda joint project begins
- Use of monetary fines for APA reviewed

2007

- Launched Certified Livestock Transporter (CLT) training program & support services. 58 trainers and 88 truckers trained
- Be Prepared for Winter program launched with radio, news lines & posters
- Beef Cattle Transportation benchmarking survey underway
- Beef, dairy, swine, sheep humane handling guidelines reprinted
- The Alberta Equine Welfare Group is established
- Euthanasia training program started with ABVMA

2008

- Livestock Care Conference - record attendance
- Alberta Horse Welfare Report & horse humane handling guideline completed
- Horse Welfare Alliance of Canada formed
- CLT - over 300 drivers trained
- Livestock Transport Conference planned
- Farmers Care for their Animals booklet revised

2009

- Livestock Transport Conference held in Calgary
- Livestock Care Conference - Susan Church announced retirement
- Jim Haggins stepped in as Interim Manager
- On-Call Vet program (ALERT Line) expanded
- CLT - Total # livestock transporters & handlers: 975
- Alberta Livestock Protection Network (ALPN) established
- Livestock Emergency Response Video created & distributed

2010

- Lorna Baird hired as new AFAC Executive Director
- Relocation of AFAC office to Calgary
- AFAC board Governance structure revisited
- CLT - Total # livestock transporters & handlers: 1,470
- Progress was made towards a national CLT program





*Thank you to the AFAC members, supporters, board,
contractors and staff for ensuring the
success of our organization!*

