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# Annual Report

2014

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# Alberta Farm Animal Care

## ADDRESS:

High River PO Box 5201  
#5 112 Centre Street  
High River, AB T1V 1M4

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## Who We Are

### ANGELA GRETER

Acting Executive Director  
angela@afac.ab.ca

### LORNA BAIRD

Executive Director  
(Maternity Leave)  
lorna@afac.ab.ca

### KRISTEN HALL

Marketing Communications  
Manager  
kristen@afac.ab.ca.

### KRISTEN MORTENSEN

Communications Coordinator  
kristenm@afac.ab.ca

### SHARRON JOHANNESSEN

Financial Officer  
sharron@afac.ab.ca

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# Chair's Message

Animal care and welfare has never been more important and more “in the public eye” than it is today, which makes Alberta Farm Animal Care even more relevant and essential than when it began over 20 years ago.



We are an organization composed of commodity groups and individual members/organizations with a commitment to promoting responsible animal care and we strive to meet this commitment every day. In 2014, we developed a new strategic plan with robust goals, outcomes, and actions. This plan will help to direct and improve the work that we are able to do as a collective group.

In the wake of falling oil prices in Alberta, it looks like our economy will be taking a big hit. This is likely to affect the agricultural industry in both direct and indirect ways. One thing that we all need to remember is that animal welfare is not based on any commodity price. When the beef industry was hit with BSE back in 2003, they continued to support AFAC and responsible animal care was at the forefront of industry messaging. When the pork industry was suffering for a number of years, they kept supporting animal care and welfare in the province. When the poultry industry was threatened by avian influenza, they stayed strong on their commitment to optimal animal care. Supporting extension and training related to animal care and welfare in this province needs to remain a priority, both from the public and private sectors.

Responsible, humane animal care, resulting in good animal welfare, is not a new concept in Alberta. We are surrounded by a shifting culture where we need to exercise honesty and transparency in all of our actions. We may always be doing the right thing, but we also need to be seen to be doing the right thing. Biosecurity is a very real issue and the solution to transparency may not be to invite a pile of people to visit your farm. However, you can consider working with AFAC to showcase your farm through one of our

video or photo opportunities. Tell your story through a trusted avenue and tell both sides of this story. AFAC has a number of important communications, extension, and public engagement initiatives underway, many of which are discussed throughout this report.

AFAC is uniquely positioned to coordinate and facilitate the conversation amongst industry, academia, government, and other stakeholders regarding issues of animal welfare, current husbandry practices, and addressing the need for continual improvement. To some special interest groups, the idea of 'excellent' or 'poor' animal welfare is irrelevant, as their goal is to completely eliminate the use of animal protein in human diets. Although it is difficult to engage in conversation with these groups, AFAC is able to take the lead in addressing our shared audience – the consumer. The livestock industry is able to discuss with consumers how responsible animal care can support their requirements for animal agricultural products. Positive and continual interaction between government, industry, producers, and the public helps the livestock industry understand what changes may be needed or expected and what concerns and issues may be arising. By working together, as one industry with one voice, we are able to stand strong when met with challenges to our livelihood.

I'd also like to specifically thank Lorna Baird and Angela Greter, our Executive Directors, for their commitment to AFAC and enthusiasm for growing the organization and achieving our goals. I'd also like to thank the rest of the dedicated and passionate AFAC staff. Many thanks to the AFAC Board of Directors and the other members of the Executive Committee – James Jenkins (Vice Chair) and Ite Veurink (Finance Chair) for their active participation and dedication to AFAC.

We all need to remember that animal welfare is everyone's responsibility.

All the best in 2015,

A handwritten signature in black ink that reads "Brian Chomlak". The signature is fluid and cursive, with a large, stylized 'B' and 'C'.

Brian Chomlak, AFAC Chair



# Executive Director's Message

I am very proud of the work that we were able to accomplish in 2014. It was a truly transcendent year for us and has set the organization on a path for success.



I am especially pleased with the huge strides that we were able to make on our strategic plan and goals (good job AFAC Board of Directors!). Refining the work of AFAC will help the staff to work more effectively and efficiently on promoting animal care and welfare within Alberta.

There has been a lot of talk within the agricultural industry over the last several years about public trust, earning our social license, and maintaining the freedom to operate. AFAC has arguably never been more important to the livestock and poultry industries than it is right now. The consumer research we conducted in 2014 showed that third party organizations such as AFAC and the Alberta SPCA are second only to veterinarians with respect to the amount of trust that consumers have in the information provided by these groups. AFAC support behind industry messaging can help strengthen the industry as a whole (pg. 20 & 22). for more information from our consumer research report.

This past year, through meetings with many of our member organizations, we were able to determine the programs and initiatives that are helpful or that we should take on. We were approved for funding and have begun the task of creating, updating, and distributing new Humane Handling Guidelines (pg. 15). We also strengthened our ALERT Line by creating and implementing improved policies and procedures, a new case database, and increased advertising around use (pg. 18).

The emergency livestock handling trailer program has now grown to include 12 trailers across the province. These were used in a variety of ways last year and continue to help protect both animals and people in emergencies (pg. 17). And finally, 2014 was a record-breaking year for our Livestock Care Conference. Not only did we have a phenomenal turnout but we had an absolutely fantastic line-up of speakers (pg. 19).

Through the hiring of our new Marketing and Communications Manager, we are able to keep our members much more informed on our activities. We have also grown our social media by an astronomical amount this year, engaging with both producers and members of the public through these streams (pg. 28).

We are gearing up for an even better 2015 and we have a whole pile of wonderful new initiatives to look forward to including how to's, increased extension, training workshops, seminars, and more meaningful discussion around animal care and welfare concerns.

I will wrap up by extending a huge thank you to our Board of Directors, staff, members and supporters over the past year. Without you, this work would never be possible. You are instrumental in strengthening animal welfare in Alberta and I can't show my appreciation enough.

Best wishes,

A handwritten signature in black ink that reads "Angela Greter".

Dr. Angela Greter, Acting Executive Director

# Marketing Report

As most of you know, I am the latest edition to the AFAC family. I am a recent Olds College graduate (2013), and I have a diploma in Agricultural Management with a Major in Marketing.



I first found out about AFAC when I attended the Livestock Care Conference in 2012 as a student. Shortly after that, I started volunteering with AFAC at events such as Aggie Days and the Calgary Stampede.

While attending college, I quickly discovered two things that were important to me:

1) I was on the Animal Welfare Committee at Olds College, and that is where my passion for livestock welfare developed, and 2) I loved all species of livestock! I didn't want to specialize in a certain livestock species or commodity, but I wanted to know a good amount about all animals from cattle to poultry to bees.

The above reasons are why a job at AFAC suited me perfectly. In starting with AFAC in July of 2014, it has been an adventure. This journey had, and still has many components to it. Before I started at AFAC I was managing a farm in NW Calgary. Coming into an office environment came with a lot of new challenges, such as wearing a skirt, but I am slowly getting used to it!

Since starting with AFAC, I have already had so many great opportunities. I love speaking and engaging with people, so I spent a good majority of the Fall speaking at post secondary institutions and 4-H groups about who AFAC is and what we do. I also spent a lot of time informing both producers and consumers about all of the programs and resources that we have for them to utilize. A big part of my job has been to kick-start our social media campaigns. It is so rewarding to have our social media numbers significantly rising every day because that means people care. There is a lot of interest in what we do, and that learning about animal care is interesting!

I look forward to the next adventure that comes my way at AFAC and to meeting more people within the industry. If we have not met yet, please take the time to introduce yourself!

A handwritten signature in black ink, appearing to read 'Kristen Hall', with a stylized flourish at the end.

Kristen Hall, Marketing & Communications Manager





# Financial Report

2014 was a year of continued learning albeit on a somewhat steeper curve.



Complete and accurate not-for-profit financial record keeping practices are not something that you can pluck word for word from a textbook or manual. Grant contract obligations, GST requirements and Generally Accepted Accounting Practices are a few of the considerations that go into each line of each bookkeeping entry.

Working with AFAC's accountant, we made good progress on the improvement of our record keeping and reporting processes in 2013 and 2014. Combined with the fruits of the recently completed Sustainability Project, AFAC is poised to move forward towards a more stable and resilient future with proactive rather than reactive practices.

We are a small office with financial responsibilities that we take very seriously. We do our very best to meet those responsibilities with integrity, diligence and forward vision.

It is my great pleasure to have been a part of the AFAC family for eight years now. My role has evolved somewhat and I now serve as the Financial Officer. My life's path has taken me off the farm but I am doing what I can to maintain links to my roots and contribute back to the livestock industry. Supporting the message of responsible animal welfare from my desk is a privilege and an honour and I look forward to continuing to work with this dedicated Board and staff.

A handwritten signature in black ink, appearing to read 'Sharron Johannesen'. The signature is fluid and cursive.

Sharron Johannesen, Financial Officer



# Communications Coordinator Report

This last year has been quite the adventure! It started off with the 2014 Livestock Care Conference in Edmonton. It was my first conference and it was a great one. From the networking opportunities to the chance to listen to experts in their field, I couldn't have asked for a better way to kick off the summer.



I learned a lot about what is going on in the industry lately and the kind of issues that are being faced: like animal rights extremists and proactive ways to deal with them, pressure from consumers who are now bringing up new concerns and needs, how to effectively communicate and have a proactive conversation with consumers and the public, and integrating social media strategies into farms and the industry (as a way to connect farmers in the 21<sup>st</sup> century and as a way to develop relationships and conversations with consumers). In particular, Sarah Wray's (FarmOn) presentation really interested me as they have found a way to transform a traditional social interaction into a completely modern and easily accessible tool for young farmers and even those of the more experienced variety.

The "Meet the Experts" afternoon might have been one of my favourite sessions, though. Being able to ask questions and receive feedback from professionals working in veterinary medicine, law enforcement, communications, production, and so many other sectors proved to be an invaluable resource to tap from and a great way to start off two days of industry talks. In particular, I really gained a lot from the conversations with people who started in different areas and ended up somewhere else. Finding things in common with these experts was inspirational and a great way to connect and learn about areas and opportunities that I didn't know of before.

I was able to attend the conference because of the Alberta Beef Producer's generous sponsorship

and was then given the opportunity to talk to their Board about my experience as a student attendee and what their sponsorship had allowed me to accomplish.

Returning to full time work in my new Communications Coordinator role at AFAC last summer was, the best opportunity I could have hoped for. I'm entering the final years for my Communications Degree at the University of Calgary and being able to once again work for an organization that I am proud of and that provides great opportunities is very exciting! With AFAC, I have the chance to work on our bi-monthly e-newsletter, Facebook and Twitter pages, NewsLines, infographics, annual reports, and many other projects that help to expand my knowledge and practical experience.

Over the summer I was also able to represent AFAC at the Calgary Stampede, Aggie Days, and Breakfast on the Farm where I engaged with the public and producers about AFAC, who we are and what we stand for. Breakfast on the Farm was an all day trip to Trail's End Beef, a farm near Nanton. It felt more like a day off, with good food and great company from local farmers!

The year ended off with my return to school and our move south of Calgary. I will miss the eggs and delicious chickens from the New York Colony, along with our friends at Egg Farmers of Alberta who made me feel so welcome when I started at AFAC. But I'm excited to continue with AFAC as we start our next chapter in High River.

Kristen Mortensen, Communications Coordinator



# Message from the Minister

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Agriculture is part of our province's economic foundation, generating exports valued at approximately \$9 million annually.



As we continue to explore new opportunities in today's competitive global marketplace, we must ensure consumers are confident that Alberta remains a leader in farmed animal health and welfare, environmental stewardship and food safety.

For more than 20 years, Alberta Farm Animal Care (AFAC) has helped bring the livestock industry together, serving as a strong advocate to advance and promote responsible livestock care. From the development of the livestock care ALERT Line to hosting annual conferences to creating useful resources and training programs, AFAC has been an important partner assisting industry to adapt to meet the evolving needs of producers and the animals in their care.

Our government shares your commitment to a strong, responsible and sustainable livestock industry. Through initiatives like Growing Forward 2, we continue to support strategic programs that encourage long-term growth, competitiveness and the use of best management practices in our agriculture sector. We will continue to work closely with our industry partners and producers to strengthen relationships, develop new ideas and to make the most of opportunities within agriculture.

Thank you to AFAC for your ongoing leadership and for your efforts to support the agriculture industry's continued success.

Verlyn Olson, Q.C.

Minister of Agriculture and Rural Development









# Who is AFAC?

Membership in AFAC demonstrates an ongoing commitment to continuous improvement in animal care and welfare within Alberta's livestock industry.

## AFAC'S PRIMARY BUSINESS IS ANIMAL CARE AND WELFARE

The value of AFAC lies in the focus on farm animals. Our staff have specialized in animal welfare and are skilled at understanding animal behaviour, being able to interpret research, and providing expertise to our members on animal care or welfare issues/concerns. While keeping aware of many related issues (production, markets, economics, etc.), we are spending our time and resources on high-level animal health and welfare topics that are beneficial to the industry as a whole. As such, we are uniquely equipped to keep our members informed on need-to-know topics in the field. Since we are able to focus on this area exclusively, we are experts on the topic!

## AFAC BELIEVES THAT WE ARE BETTER TOGETHER

Each of our members provides a unique perspective from their farm, business, or organization. By providing a forum for discussion, AFAC is able to strengthen the industry from within.

## AFAC IS A TRUSTED SOURCE

The public views us as a third party source of information. Because of this, AFAC is uniquely placed to connect with individuals, students, youth, and communities. We are able to cultivate and maintain a deeper connection with skeptical consumers than a commodity organization can do on its own.

## AFAC IS MADE UP OF DEDICATED INDIVIDUALS

We are a small organization made up of knowledgeable, passionate and skilled individuals. We do not answer to a parent organization or a national body. This allows us to be open, honest, and transparent in all our communications.

## AFAC IS DRIVEN ON ETHICAL PRINCIPLES

The emerging formula for effective communication with the public (Center for Food Integrity) starts with a solid grounding in ethical principles followed by verifiable science, and finished up with economic viability. AFAC was started by a livestock industry that recognized the need for moral consideration of farm animals in our care and, thus, is thoroughly grounded on ethical principles. We continue this tradition today.

# AFAC's Strategic Plan

Alberta Farm Animal Care (AFAC) is an organization, formed in 1993 by the Alberta livestock industry, with a long and rich history of helping farmers and connecting with consumers. Membership in AFAC demonstrates an ongoing commitment to continuous improvement in animal care and welfare within Alberta's livestock industry.

Here are some of the key activities we've been working on to serve the Alberta livestock and poultry industry in 2014:

## 1 Consumer research on animal care and welfare

- Exploring perceptions of animal welfare within Alberta to understand how best to approach the public on this topic
- Working with Intensions, a marketing group, AFAC conducted in-depth interviews with consumers across Alberta representing a wide demographic
- Results from this work will be made available to AFAC members to help direct communications and programs around animal care and welfare in the province

## 2 Leadership in communications

- Fostering animal care leadership in Alberta
- AFAC's social media is exploding! We design our strategy around engaging in conversation with both consumers and producers. We also use our channels to distribute information on behalf of our members.
- AFAC is committed to ongoing support and sponsorship of NewStream Farm Animal Care - a bi-weekly email service that provides objective, "need-to-know" information around developments in animal care. Sign up at [www.meristem.com](http://www.meristem.com)
- We continue to work at maintaining social license by telling the good story of animal agriculture through video, infographics, and other visual communications

## 3 Developing a cohesive and sustainable AFAC

- Strategic planning and organizational improvements to secure AFAC's future
- The AFAC board participated in a Strategic Planning session and significantly re-focused the vision, mission, and goals of the organization
- Conversations with AFAC members in the Fall of 2014 identified a number of areas and gaps that AFAC can fill - the direction and activities of AFAC are being re-focused accordingly
- Increased effort around communications to keep members connected with AFAC and new information around animal care - Sign-up for the AFAC e-newsletter, follow AFAC on our blog, Twitter, and Facebook, and watch for new AFAC videos on YouTube!

## 4 Annual Livestock Care Conference

- Sharing ideas and showcasing advances in the ever-changing world of animal care
- The 2014 conference was a resounding success. We brought in an excellent suite of speakers to talk about connecting with consumers and telling the true story of agriculture.
- 2015 agenda and registration are now available: [lcc.afac.ab.ca](http://lcc.afac.ab.ca). We look forward to seeing you March 26 & 27 in Calgary!
- Nominate a producer or organization for AFAC's Awards of Distinction for their contribution to advancing responsible animal care. More info on the Livestock Care Conference website (above).



## MISSION

- AFAC promotes best practices in farm animal care and handling
- AFAC is a forum that connects animal agriculture organizations, providing leadership for the advancement of responsible farm animal care
- AFAC proactively communicates in an honest and transparent manner to enhance public confidence in farm animal care
- AFAC influences public policy and legislation as it impacts farm animal care.

## 5 Focused engagement with students and youth

- AFAC has renewed its commitment to agricultural education in Alberta
- Speaking engagements with Lethbridge College, Olds College, Lakeland College, Grand Prairie Regional College, the University of Calgary Veterinary Medicine faculty, and the University of Alberta Agricultural, Life, and Environmental Sciences faculty
- Re-established a relationship with 4-H and Ag Societies across Alberta
- AFAC speaks proactively on general animal care and welfare, involvement in the agricultural industry, and welcomes ongoing interaction with youth expressing an interest in farming

## 6 What are we doing for you?

- Industry resources that help producers to discover and implement best practices
- AFAC has created illustrated Humane Handling Guidelines (beef, dairy, swine, sheep, and equine) for the industry. These booklets include information and sketches on health conditions, Codes of Practice, transportation concerns, relevant legislation/regulations, and euthanasia guidelines. Poultry Guidelines are currently underway.
- Our “How To” series for implementation of the Codes of Practice is a new initiative that AFAC has undertaken. Using a variety of communications and tools, AFAC will help to break down the Codes of Practice into easy-to-understand pieces, ready for implementation by producers on their farms.
- The Emergency Livestock Handling Equipment Trailers and Training Program is a program that was implemented in 2012 with the purpose of keeping both livestock and the public safe in emergencies (ex. truck rollovers, barn collapse, etc.)
- The AFAC NewsLines are a series of audio bytes, accompanied by a written article, designed to reach all areas of the livestock industry. These provide information on winter preparedness, new research, upcoming events, and more.
- Our new Research Series will be focused on breaking research into usable information for farmers, providing advice on implementation on-farm, and attaching economic value to new information or technology

## 7 Facilitating Discussion and Training

- AFAC has, and continues to, create, fund, and facilitate multi-commodity projects that examine issues relevant to more than one group, identify options for consideration, and drive change in the industry
- AFAC provides a forum for discussion of industry issues affecting more than one commodity (i.e. euthanasia, transportation, biosecurity). By acting as a central coordinator, we get the right players in the room to facilitate useful discussion
- AFAC also has the capability to coordinate/manage training workshops for our members (media training, handling, condition scoring)

*Farmers, commodity organizations, agribusinesses, and other members of the agri-food value chain invest in AFAC each year. They do so because they believe in a community-based approach to building public trust in farming and continuous improvement in farm animal care. Working together, we can demonstrate strength in numbers and it's through the dedication and commitment of board members and their home organizations that we can accomplish our goal of promoting responsible animal care. Thanks to the AFAC member groups and individuals for their continued support and participation!*

For more information on these and other initiatives at AFAC, please visit [www.afac.ab.ca](http://www.afac.ab.ca).

# AFAC Members

## AFAC BOARD MEMBERS

- Alberta Auction Markets Association
- Alberta Beef Producers
- Alberta Chicken Producers
- Alberta Equestrian Federation
- Alberta Federation of Agriculture
- Alberta Hatching Egg Producers
- Alberta Lamb Producers
- Alberta Milk
- Alberta Pork
- Alberta Turkey Producers
- Alberta Veterinary Medical Association
- Egg Farmers of Alberta
- University of Alberta
- Western Stock Growers Association

## ACTIVE MEMBERS

- Alberta Cattle Feeders' Association
- Alberta Elk Commission
- Alberta Goat Association\*
- Alberta Hatchery Association
- Bison Producers of Alberta
- Calgary Stampede
- Canada/Alberta Livestock Research Trust Inc.
- Canadian Professional Rodeo Association
- Edmonton Northlands
- Feeder Associations of Alberta Ltd.
- Horse Racing Alberta
- Lakeland College, Agricultural Science
- Lethbridge & District Exhibition
- Olds College, School of Animal Science
- University of Calgary Veterinary Medicine\*

\* Current Directors at Large on AFAC Board

## ASSOCIATE MEMBERS

- ATB Financial
- Bouvry Exports Calgary Ltd.
- Cargill Foods
- Clearwater County
- Crossfield Ag Society
- Elanco Animal Health
- Highland Feeders Limited
- Kelly Paxman
- L.E.D. Farms Ltd.
- Lilydale Foods
- Nilsson Bros. Inc.
- Olymel SEC/LP
- Richter Farms Ltd.
- Rocky View County
- Safeway Operations, Sobeys Inc.
- Southern Alberta Sheep Breeders Association
- Stettler Veterinary Clinic Ltd.
- Stockyards Veterinary Services Ltd.
- STS Farms Ltd.
- Sundgaard Poultry Farm Ltd.
- Sunterra Farms Ltd.
- Trochu Meat Processors
- Turkey Farmers of Canada
- United Farmers of Alberta Co-operative Limited
- Wildridge Elk Ventures Inc.
- Winter's Turkeys

# The Importance of Humane Handling



In 2014, AFAC received funding through the Growing Forward 2 Livestock Welfare Delivery Agent program to review, update, and create a series of Humane Handling Guidelines. These booklets were previously developed in collaboration with our industry partners and include Guidelines for beef cattle, dairy cattle, horses, sheep, and swine. As the national Codes of Practice for all of these species have been recently updated, there is a need to ensure that these industry Guidelines are up to date and useful for farmers.

The updated version of these booklets will help farmers, handlers, and other industry personnel by identifying injuries and disease conditions, providing options

for treatment or euthanasia, and explicitly laying out the relevant legislation and regulations that pertain to the health and welfare of animals in Alberta. The updated Guidelines will include illustrations of each condition as well as information and pictures on identifying lameness and proper body condition scoring.

In addition to updating the current Humane Handling Guideline booklets, this new project will provide funding to develop the framework for a series of Poultry booklets. These will be made available online but will not be available in hard copy until completion of the new poultry Codes of Practice ([www.nfacc.ca](http://www.nfacc.ca)) in 2016.

## Livestock Welfare Extension & Training

A partnership with Alberta Agriculture and Rural Development



The Livestock Welfare Extension and Training (LVET) has been part of the relationship between AFAC and Alberta Agriculture and Rural Development for a number of years. The grant helps AFAC accomplish activities related to each of our Strategic Goals and as such is a fantastic demonstration of the collaborative partnership between industry and government on the

issue of animal care and welfare. This funding is a multi-year agreement to deliver targeted Extension and Training initiatives for/to/within the livestock industry of Alberta.

### Project Activities

Management of programs developed and delivered by AFAC

- Including: ALERT Line, Livestock Handling Trailers and Training

Connecting with the livestock and poultry industry

- The goals of this work are to promote AFAC and its mandate to promote responsible animal care, to gather information pertinent to animal care issues that may be

important to Alberta livestock and poultry industry, to advance work aimed to mitigate challenges (perceived, anticipated or current). This may include:

- » Meetings - including but not limited to: government, producer groups and other stakeholders, joint efforts to connect with the public (e.g. Aggie Days, Stampede), Ag & Food Exchange, Farm Animal Councils across Canada, AB Farmed Animal Health and Welfare Strategy Steering Committee, Alberta Livestock Protection Network
- » Communication/messaging on AFAC and the livestock and poultry industry's animal care issues – e.g. discussion/education on the animal welfare system in Alberta, proactive statements and messaging, and information on winter preparedness
- » Resource development and provision – e.g. Humane Handling Guides, factsheets, "How To" guidelines, infographics
- » Volunteer and student short term employment or project management (through Capstone, Serving Communities Internship Program, ACAD student practicum, NSERC research scholarships, and Canada Summer Jobs)

As we continue to work on our strategic goals, the work that we do through this grant will shift slightly. In particular, there is a renewed effort to create extension and training opportunities (workshops, seminar/webinars, etc.) for the livestock industry. There is also a new push for AFAC to address trust and maintenance of social license (with respect to animal care and welfare) with the general public. We continue to grow and become more effective through the support of the Alberta government.



# Feral Horse Management

Alberta Farm Animal Care, representing the interests of humane animal care and welfare, continues to participate on the Feral Horse Management Strategy committee.

Alberta Environment and Sustainable Resource Development (ESRD) initiated this work in response to a profound increase in feral horses across the Eastern Slopes of Alberta. The concern stems from questions around the carrying capacity of the land, which needs to sustain cattle on grazing leases and wildlife in addition to the feral horses. Researchers from the University of Alberta have conducted some work on this and continue to do so.

By the end of 2014, it was decided that two proposals from the Wild Horses of Alberta Society (WHOAS) would be accepted and piloted.

One proposal involved the capture, training, and subsequent adoption of 20-30 wild horses each year – or as needed to control population numbers based on aerial counts. The other proposal involves contraception of feral mares using a technique and technology that has previously been utilized in dogs. In addition to these two pilot protocols, and only if necessary, all members of the committee agreed that the traditional capture would continue. All information discussed at the strategy meetings is made public through the ESRD website and blog.

AFAC will continue to participate in the committee meetings in 2015, as needed, in order to help develop a humane, long-term strategy.





# Trailer Update

The Emergency Livestock Handling Trailer and Training program originally involved the purchase and outfitting of five trailers for distribution around the province. Since implementation in November 2012, an additional seven trailers have joined the program. We continue to have interest from other counties within Alberta as well.

The existing program has proven, in a very short time, to be a valuable asset for first responders and the livestock industry. Throughout this emergency preparedness strategy, both human and animal welfare in Alberta has improved when emergencies occur.

## TRAILER ACTIVITY

In speaking to a representative from each of the twelve trailer locations, we discovered that the trailers were used in the following incidents:

- There were **two cattle liner rollovers** in the past year. The responders used a variety of different tools from the trailer including the lights (as the event happened at night), a saw, and panels to deal with the emergency.
- There was also a **barn collapse** from too much snow on the roof south east of Red Deer. This was dealt with by setting up panels to corral the cattle out of the barn.

## THE TRAILERS WERE ALSO USED TO SEIZE THE FOLLOWING ANIMALS:

**126**

SHEEP

**5**

HORSES

**258**

CATTLE

**10**

DONKEYS

**5**

LLAMAS

## THERE WERE MULTIPLE INCIDENTS THAT THE TRAILERS WERE CALLED OUT TO TO DEAL WITH INCLUDING:

**2**

HORSE TRAILER  
ROLLOVERS

**2**

CATTLE LINER  
ROLLOVERS

**2**

TRUCKS  
ON FIRE

\*both containing  
livestock

In the above situations, the trailer had left to respond to the emergency, but was called off because the emergency had already been dealt with. This shows us that there is always room for improvement and more trailers are needed in order to provide a faster response.

With this initiative, as is the case with ambulances and fire trucks, we are hopeful that responders will never have to use the equipment that they have. By having these in the event of an emergency, however, they are fully able to save lives.

There were some trailer locations that did not have to use their trailers in 2014. However, every location that we contacted noted that they still actively train with their trailers so that they are prepared in case they get called out. Relationships with Alberta Agriculture and Rural Development, the Alberta Emergency Management Agency, RCMP and other key groups in the province will be further developed in order to facilitate communication around the trailer network and to improve efficiency and effectiveness of the AFAC program.

# ALERT Line

The ALERT Line is a commitment to continuous improvement and ensuring good animal welfare.

The ALERT Line is a confidential 1-800 call line for anyone to report livestock care concerns. It starts with our ALERT Line dispatcher, who takes the call and then activates a response from the ALERT Line Resource Team. The team consists of farmers and other rural community members with the knowledge to offer solutions to improve animal care.

The ALERT Line is a part of the Alberta Livestock Protection Network (ALPN). This network is a partnership between AFAC, Alberta Agriculture and Rural Development (ARD), Alberta SPCA, Canadian Food Inspection Agency, RCMP and Livestock Identification Services. The line is always open to the public and producers, but can also be used by staff members at any farm or facility who feel there is a problem and may be nervous or reluctant to bring it up with their manager or owner.

The ALERT Line should be used in situations where there are issues with animal care management (handling is not being done properly, shelter is not being adequately provided, animals appear to be gradually losing condition, etc.) and not

in situations where animals are truly in distress (starving, diseased/ill, etc.). In distress situations, the Alberta SPCA should be called.

In the last year the most common issues that were reported included problems with adequate shelter, over grazed pastures, and shortage of feed. The ALERT line is used to help maintain good animal care practices, thereby ensuring good animal welfare, by connecting industry personnel to producers in need; ensuring help is provided where it is needed and creating an atmosphere of industry-driven progress and protection within the farming community.

We are currently working on perfecting our data management and reporting system. This includes the completion and launch of a new database that will allow us to track information in a simpler fashion, maintain records securely, and provide regular reports to the industry on what issues and concerns are arising through the Line. We expect the new database to launch in the Spring of 2015.



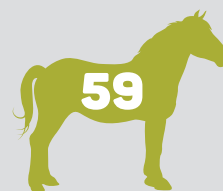
BEEF CASES



BISON CASES



DAIRY CASES



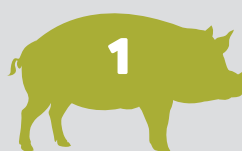
HORSE CASES



POULTRY CASES



ELK CASES



PIG CASES



SHEEP CASES

2

OTHER CASES

109

TOTAL CASES

78

INFORMATION  
CALLS

4

REPEAT CALLS  
ON EXISTING  
CASES

# 2014 Livestock Care Conference

The 2014 Livestock Care Conference took place in Edmonton, Alberta and we saw more attendees than ever before. We had a diverse group of keynote speakers and as usual, we covered a vast majority of topics.

Not only did we have presentations, we also included an “industry innovation” showcase that included representatives from ranches, slaughterhouses, egg farms and more. We learned about new innovations within each industry that are used in order to ensure that animal welfare is a top priority.

At last year’s conference, we touched on the importance of using social media within the industry and the importance of connecting with consumers in a variety of ways. The audience was reminded that animal rights activists already use a good strategy that hooks and engages people and that perhaps we need to use their tactics in a positive way to showcase our own industry.

Our student sponsorship program was a hit once again at the 2014 Livestock Care Conference. We had some very involved mentors that sat with the students throughout the conference and made sure to engage with them in discussion.

Pushing the students to think critically about the issues and to become more interested in agriculture in general is a valuable experience from both sides! We are very thankful for the involvement we received from our member groups with this initiative. AFAC also retained a very dedicated group of experts to help facilitate our Meet the Experts session, where we had a lot of good discussion about animal welfare within the agricultural industry and a great showcase of future jobs and opportunities.

The goal for our annual conference is to host a relevant event that appeals to all sectors of the livestock industry (students, veterinarians, farmers, etc.). We feel as though each year gives us an opportunity to improve and advance our conference alongside changes and improvements to our industry. We will continue to strive to provide an excellent opportunity for people to get together, network and engage with others.



# Animal Welfare and Purchasing Decisions in Alberta

## Exploring qualitative consumer perceptions around animal welfare in Alberta

In order to improve the connection with the general public, Alberta Farm Animal Care completed some work around exploring the perceptions of Albertan consumers regarding animal health and welfare. This research was broken down into two sections – qualitative and quantitative. The qualitative portion was focused on an in-depth exploration of perceptions around animal welfare across a broad spectrum of the population in Alberta. This work has helped to identify potential barriers and triggers that influence consumer purchasing.

### The five primary themes and insights were identified as:

- Some consumers see animal farming as part of Albertan culture
- Many consumers feel increasingly disconnected from animal farming
- Many consumers suppress feelings around animal health and welfare
- Some consumers give up control and place total trust in the system
- Some consumers take back control through purchasing behaviour

An important take-away from these insights is that a consumer whom is suppressing their feelings are able to maintain ignorance but are also susceptible to 'shock' when information comes to light through undercover exposés. Additionally, consumers placing total trust in the system place a heavy burden on the industry to proactively understand, manage or eliminate any potential health and welfare 'shocks'. Finally, an increasing number of consumers that seek control over the system can be seen in purchasing trends that allow them to deal with their feelings (i.e. buying local, organic, etc.).

### The seven animal health and welfare consumer perceptions were identified as:

- Some consumers felt natural space in Alberta helped animal welfare
- Many consumers expressed concerns around animal confinement

- Many consumers expressed concerns around "superfarms"
- Many consumers expressed concerns around hormones and antibiotics
- Some consumers expressed concerns around the slaughter process
- Some consumers expressed concerns around physical handling
- Consumers look for government and industry to take responsibility

It seems that the casual observation of open farmland and grazing animals has improved perceptions of animal welfare within Alberta. However, many consumers were concerned with the concept of confinement, with particular emphasis on calves, hens, chickens, and pigs as well as the concept of "superfarms" (defined as large, corporate, industrialized farming operations). This concern was primarily based around the worry that animal health and welfare are not balanced with corporate profit and scale of production and resulted in consumers questioning the morals and ethics of corporate farming.

The perception of consumers around hormone and antibiotic use was focused mostly on the potential impact on human health and not on the ability to treat animals that are sick. This perception represents a key focus area for communication between the livestock industry and the public. Any physical handling concerns were triggered specifically by media or news stories, thus identifying another area where the livestock industry can be increasingly proactive.

There was an overall concern and desire to see humane and ethical treatment of farm animals through all life stages, including slaughter. Although some consumers felt that the government should be partly responsible for humane treatment, most felt that it should be the primary responsibility of farmers and the livestock industry to ensure that farm animals are being treated ethically and appropriately.

The complete report is available for AFAC members and may be requested via phone or e-mail at the AFAC office.







# Animal Welfare and Purchasing Decisions in Alberta Part Two

## Exploring quantitative consumer perceptions around animal welfare in Alberta

In the second piece of the consumer research that AFAC completed in 2014 we examined how perceptions and beliefs identified in the first piece of the research translated into purchasing decisions and impact on consumption. A representative demographic comprised of a statistically significant portion of the population (750 individuals) was recruited and surveyed.

### The six primary consumer “facts” boiled down to:

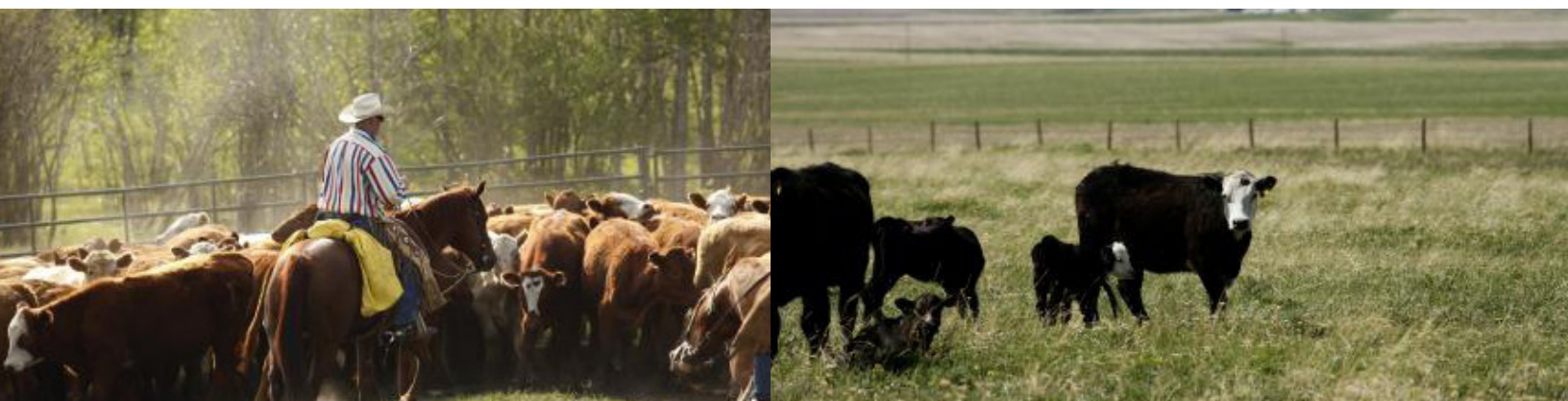
- On average, Alberta residents who are younger (15-29) and/or female have the strongest negative beliefs about farm animal health and welfare.
- On average, Alberta residents’ strongest concerns involved animal overcrowding (63%), animal living space (43%), superfarm impact on animals (39%), and hormone and antibiotic impact on human health (38%).
- On average, Alberta residents’ agreement with positive beliefs about animal farming does appear to have a significant positive impact on their meat, poultry, and dairy consumption behaviour.
- On average, Alberta residents’ agreement with negative beliefs about animal farming does not appear to have a significant negative impact on their meat, poultry or dairy consumption behaviour.
- If Alberta residents were looking for information about the health and welfare of farm animals, they are most likely to trust veterinary organizations (64%) and independent organizations like AFAC or the AB.SPCA (56%).
- If Alberta residents were looking for information about the health and welfare of farm animals, they are most likely to look in online search engines (81%), newspapers (51%), television (37%), and YouTube (16%).

This research provided insight into consumer beliefs and behaviour and will help to direct the communications and actions of the livestock industry.

### AFAC supports the following six industry recommendations:

- Alberta residents who are younger and/or female should be the focus for communication and education regarding negative beliefs.
- Concerns around animal living space, superfarms, and hormone and antibiotic use should be the focus for communication and education.
- Increasing positive beliefs may lead to consumption increases.
- Reducing negative beliefs is unlikely to lead to consumption increases but reducing negative beliefs may still be important from a public policy or regulatory perspective.
- Trusted farm animal health and welfare information should come from veterinary and independent organizations such as ABVMA, AFAC, and AB.SPCA.
- Farm animal health and welfare information should be promoted in search engines, newspapers, television, and YouTube where possible.

The complete report is available for AFAC members and may be requested via phone or e-mail at the AFAC office.









# The Importance of Telling Our Story

This year we worked with the agricultural advocacy group, FarmOn, to create a short video series: Heart of a Farmer.

FarmOn was created by a group of young agriculture enthusiasts committed to seeing the industry thrive by connecting farmers with one another. Sarah Wray, a director from FarmOn, describes the video series:

“Displaying the importance of animal welfare and the thought that goes into it by showcasing real farmers who care for animals 24/7/365 is a powerful way to create understanding. Through storytelling, the “Heart of a Farmer” series drives home the point that the vast majority of farmers take their role as animal caregivers very seriously, never failing to understand that they are responsible for the welfare of another living creature. This series has and will continue to highlight stories

that will stir emotion in the viewer, covering good times but also showing the reality of farming and why some hard decisions often have to be made for the sake of an animal.”

We have released two videos so far, one featuring our Vice Chair, James Jenkins, and another featuring lamb producers Bill and Lorna Gibson. The reactions to these videos have been overwhelmingly positive. The next video will be released in February/March 2015.

If you are interested in telling your story through video, pictures, or narrative, please contact Kristen Hall at [Kristen@afac.ab.ca](mailto:Kristen@afac.ab.ca).



Video Series Logo



Bill and Lorna Gibson



James Jenkins



# Student Engagement

As we all know, student engagement is becoming increasingly important.

Our next generation of farmers, veterinarians, researchers, etc. is going to be dealing with a group of people that wants to know more and more about where/how their food is produced. This can be used to our advantage as long as our farmers are doing everything to their best ability.

When it comes to animal welfare, AFAC has a very important role to play. AFAC has many programs and resources available for farmers of all livestock sectors to use. What we are working on now is finding a way to get the word out to producers so that they know where they can go if they need some help on animal care.

A good starting place was to make it a priority to speak to and inform our post-secondary students studying agriculture or animal-related fields. This next generation of farmers, veterinarians and agricultural researchers will hopefully be able to utilize and grow the different programs that AFAC has to offer. Our hope with this initiative is to make AFAC and what we do better known, which is extremely important in striving for continual improvement within the industry.

Alongside teaching about AFAC, we also discuss the difference between animal welfare and animal rights (not as well understood as one may think), how to talk to consumers, and discuss recent issues (such as the W5 exposés).

In 2014, we spoke to Lethbridge College, Olds College and Lakeland College, which is something that we haven't done for a few years. We had great reception through doing this, and are hopeful that we have created an everlasting bond with these schools. In the New Year we will also be speaking to Grande Prairie Regional College, the University of Alberta, and the University of Calgary Veterinary Medicine programs.

Our Marketing and Communications Manager may have had too much fun while engaging with the students, as seen below:





# Aggie Days

Alberta Farm Animal Care hosted a booth at Aggie Days this year, as we have for the past several years, and it was a great experience!

Enthusiastic student volunteers and staff members manned our booth, ready to talk to school children and students of all ages. There was a steady stream of questions and on the days that were open to the public, we received a lot of interest on information regarding regulations for backyard chickens in Calgary, which was very cool to see!

Having the Calgary Bee Keepers booth right next door provided a learning experience for us, too! We had the opportunity to see their bees and equipment and learn how to prepare their emergency response trucks that are used in case a truck carrying bees tips over. It was interesting to make comparisons between our Emergency Livestock Handling Trailers and the ones that beekeepers use and to see what other agriculture groups are already using.

Apart from the beekeepers, and us, there were representatives from all areas of the agriculture industry and many of our member groups were there. There were live animals, interactive displays, games, contests, and prizes all aimed at informing and teaching our urban population about what we do and how we do it. We even got the chance to rub shoulders with the big wigs!

At the AFAC booth, we handed out lots of resources and elementary workbooks on animal care. While talking to people, we learned that they were very happy to hear about the ALERT Line and that farmers are looking out for the wellbeing of not only their animals but all animals. It was a great experience to have different livestock in the city and to give so many kids (and adults) the opportunity to get up close and personal with them. This is a great event for kids in the city and we loved being able to be a part of the learning experience. We look forward to another great experience in 2015!

We're always looking for enthusiastic volunteers to help educate and engage at these events. If you're interested please contact Kristen Hall at [Kristen@afac.ab.ca](mailto:Kristen@afac.ab.ca) for more information.





# Stampede 2014

Stampede 2014 was a great week for all participating in or attending the 'Greatest Show on Earth'.

The weather held out quite nicely and on the hottest days the air-conditioned Agrium Western Events Centre was packed. Our booth could be found in the Cattle Trail, which brought along the added entertainment of having Henry the bull, or another bovine buddy hanging out across from us. This drew in some great questions, like: What do you guys do? What programs do you have? Are you like the SPCA? What kind of animals do you deal with? Where are you based? Is there something like this in another province/ country? And of course, can I have some candy? There were also a few awkward questions (what's the proper age to explain to a kid how you know the bull is a boy?) and some really eye opening ones (no, the secret to great Canadian beef is not steak spice in the steers' feed).

After spending a week talking to people from all over the world, I have been convinced that most people are confident in the care that farmers put into the welfare of their livestock. We had numerous Stampede-goers approach the AFAC booth, and after explaining our mission and values, we were reassured that they already knew that farmers take good care of their animals. It was refreshing to hear! Apart from those who are already ag-vocating, there were many questions from people on how we do what we claim to do. Answering that question usually brought us to our programs, two that were most prominently represented were the ALERT Line and the Emergency Livestock Handling Trailers. The reactions for both were overwhelmingly positive.

Engaging with people from different backgrounds, cultures, and countries is a tough job to do. Especially when you're discussing something that has become a rather sensitive issue in our media. But our team of student and industry volunteers dove



head first into this challenge with or without an agricultural background and the end result was a learning experience for all of us.

We're always looking for enthusiastic, knowledgeable volunteers to represent AFAC at the Stampede. If this sounds like something you would be interested in, email Kristen Hall at [kristen@afac.ab.ca](mailto:kristen@afac.ab.ca).



# Social Media Update

This fall we started a new social media campaign for our Facebook page (promoting it through Twitter as well).



Alberta Farm Animal Care

## 475

INCREASE OF 428



@AbFarmAnimal

## 921

INCREASE OF 296

This campaign focused on a specific commodity group every two weeks and included a contest question along with a prize donated by the member group, a Trivia Tuesday fact, and an interview with a "Farmer of Alberta" who produces the featured animal that week.

Since last year our Facebook has grown from 47 to 408 and our Twitter page from 650 to over 900. This increase has been mostly due to our Facebook campaign that started at the end of the summer. As well, our latest addition to the AFAC team, Kristen Hall, our Marketing and Communications Manager, has been working extremely hard to make our social media even better.

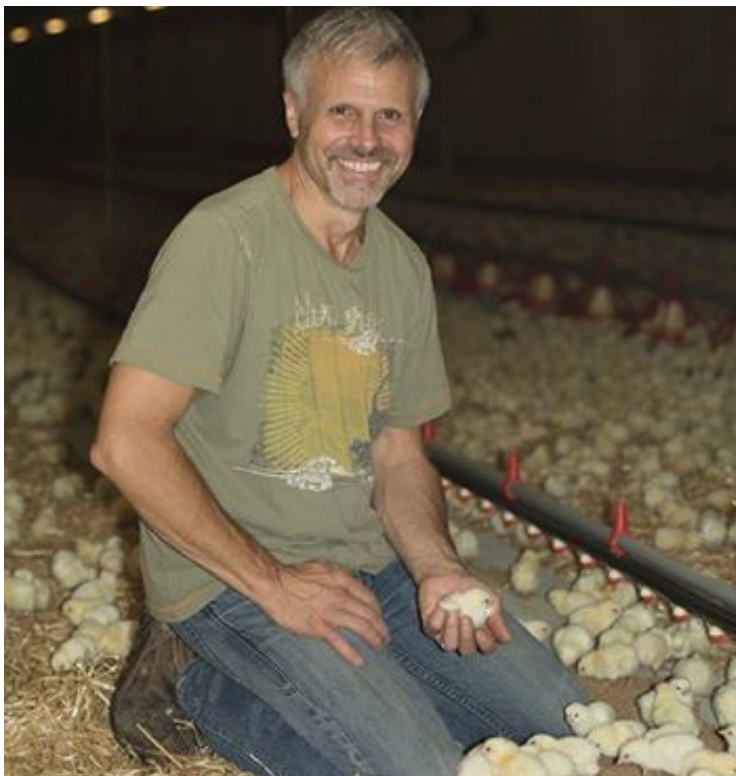
With our increased followers and likes, along with our latest campaign, we're hoping to be able to connect to more producers AND consumers through social media. We were able to attend Foothills Forage and Grazing Associations Christmas Party this year after connecting with their Manager, Cassandra, over Facebook which made us realize how powerful the Internet can be!

We want to help lift the curtain on the livestock industry and show the real, hardworking people behind it. We also strive to show the real people behind AFAC and have showcased each active staff member through a Throwback Thursday post on our pages. This allows our followers to gain a little insight into the people behind the organization. We very much focus on the fact that we are real people connecting with real people.

We feature a lot of great farmers in our "Farmer of Alberta" segment (based off of the very popular Humans of New York page) and will continue to do so throughout 2015. Below is an example of what these segments look like. This example features Dennis Steinwand, an Alberta Chicken Producer.

### How would you describe a chicken's personality?

"I would describe them as curious. They seem to... you know. I've watched them play with scraps of paper in the barn. I had a candy wrapper in the barn one time and they're very social and curious."



Dennis Steinwand, Alberta Chicken Producers

### How do you care for your chickens?

"Well, I would say our animals come first. We've heavily invested in technology in order to constantly monitor their welfare. I can do this from anywhere in the world. But most importantly, nothing replaces a human touch. We spend time with them several times a day ensuring that they are healthy, content and comfortable."

### Tell us one memory/funny story that you have encountered since you started farming!

"Character building situations. One happened two years ago at Christmas. We had a water line break in our well. It was -35 and we had to quickly set up a system of portable water tanks from a nearby well in the cold weather. Those are the times that the family pulls together. The chickens didn't even know anything was wrong."

Farmers have a great story to tell, and that is what we aimed to get across through this project. We hope to continue to increase our social media followers so that we can get the "right" message out to consumers about animal welfare. If you know anyone who would be interested in being one of our featured Farmers of Alberta, please get in touch with the AFAC office!



# Student Interns

In 2014, AFAC worked with several students through the Serving Communities Internship Program (SCiP) and the Alberta College of Art and Design practicum program.

The program connects post-secondary students in Alberta with non-profit organizations. Students have the opportunity to use the skills they are developing in a real world situation while the mentoring organization benefits from the extra work that the students achieve.

In 2014/2015, AFAC paired up with several students to complete a variety of projects.

- Cathlynn Boda, an Ambrose University College student, completed an internship serving the students and families of Calgary during Aggie Days. Cathlynn was stationed at the AFAC booth and helped to spread the word on animal welfare in Alberta.
- Casey Boda, an Ambrose University College student, completed an internship serving Calgarians during the Calgary Stampede. Casey was stationed at the AFAC booth and helped to spread the word on animal welfare in Alberta.
- Kirsten Boda, an Ambrose University College student, completed an internship serving Calgarians during the Calgary Stampede. Casey was stationed at the AFAC booth and helped to spread the word on animal welfare in Alberta.
- Jeremiah Anderson-Ferguson, an Alberta College of Art and Design student, completed a redesign of the AFAC website including concepts and accessibility recommendations.
- Lisa Zhu, a University of Alberta student, is completing the remodel of the AFAC website (that was designed by Jeremiah) in order to make the content more user-friendly and accessible.

If you know of any students looking for internships in animal care/welfare, please have them get in touch with us! We are always open to new ideas and love working with youth across the province.

# Working Towards A New and Improved AFAC

This past year, AFAC has worked very hard on the “sustainability” issue.

Although there is still a major need for the work that AFAC has done in the past, there is an emerging need for AFAC to increase its efforts in connecting with consumers on behalf of the industry. In order to do this work, we need a more grounded membership structure that will provide the funds for continued operation and success. Over the past year, we have worked with Vincent Duckworth, a fundraising professional who has helped us to develop a plan for moving forward.

We will continue our focus on supporting and promoting best management practices on farm to help producers across Alberta to learn about and adopt new technologies and procedures to improve the welfare on their farms. Additionally, we have stepped up our efforts to help the agricultural industry cultivate and maintain public trust, thereby earning **social license** and ensuring that producers have freedom to operate with minimal formalized restriction. We work hard to connect farmers with consumers through interaction, education, and awareness.

As consumers become increasingly interested in where their food comes from and how it was raised, AFAC becomes increasingly important as a trusted source of information both within the livestock industry and with the public.

One of the key strengths of AFAC is in our ability to represent the livestock and poultry industries with a collective voice. Working together, we can demonstrate strength in numbers and it is through the dedication and commitment of members that we can accomplish our goal of promoting responsible animal care.

We hope that all our members will continue to support us as we transition some of our work and we invite any individual or organization with an interest in animal care and welfare to become a member of AFAC.

# 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

## 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

## 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

## 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
- Animal Protection Act & Regulations revised
- National Farm Animal Care Council (NFACC) launched

## 1993-1995

- Name changes to Alberta Foundation for Animal Care & by-laws established
- Perspectives newsletter launched
- 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"

## 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

## 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
- Handle with Care cards developed (horse & cattle)
- Alberta Canada Livestock Research Partnership initiated

## 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

## 2007

- Launched Certified Livestock Transporter (CLT) training program & support services.
- Be Prepared for Winter program launched
- 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

## 2010

- Relocation of AFAC office to Calgary
- AFAC board Governance structure revisited
- Progress was made towards a national CLT program

## 2012

- Five trailers containing livestock handling equipment developed & deployed throughout the province
- Information Leadership Initiative and its various communication tools created
- CLT certification program has 1479 active certifications

## 2013

- CLT moved from AFAC to the Canadian Animal Health Coalition
- Started working with post secondary students through the Serving Communities Internship Program
- NewStream Farm Animal Care email service: Over 570 subscribers from across Canada

## 2008

- Alberta Horse Welfare Report & horse humane handling guideline completed
- Farmers Care for their Animals booklet revised

## 2009

- Livestock Transport Conference held in Calgary
- On-Call Vet program (ALERT Line) expanded
- Alberta Livestock Protection Network (ALPN) established
- Livestock Emergency Response Video created & distributed

## 2011

- Livestock Care Conference – increased student participation, interactive sessions and networking focus
- CLT project to create a Canadian program initiated; Total active certifications: 1,613
- Increasing animal rights activist pressures felt by the Canadian livestock industry
- AFAC participated in the first Cattle Trail exhibit at the Calgary Stampede and educated attendees on animal care and Canadian Livestock Transport (CLT)

## 2014

- Poultry Humane Handling Guidelines initiated; quadruped Guidelines revised
- New focus on Telling our Story; creation of “Heart of a Farmer” videos, infographics, and more
- AFAC hires an amazing Marketing & Communications Manager
- Re-started AFAC newsletter in new e-format to keep members connected
- Social media explosion! AFAC ups the ante on Facebook, Twitter, and YouTube
- AFAC reconnects with youth and post-secondary students by visiting colleges and 4-H clubs
- “Consumer perceptions of animal health and welfare in Alberta” market research completed
- Changes to AFAC governance structure initiated to increase effectiveness of AFAC work
- AFAC office moves to High River and staff embrace small town living!



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

Photo Credits: Kristen Mortensen, Kristen Hall, Alberta Pork, Egg Farmers of Alberta,  
Alberta Chicken Producers, Alberta Equestrian Federation, Canada Beef,  
Nutmeg Photography, FarmOn Foundation, and Dennis Steinwand



**ADDRESS:**

High River PO Box 5201  
#5 112 Centre Street  
High River, AB T1V 1M4