



AFAC

ALBERTA FARM
ANIMAL CARE

2012
Annual Report



Alberta Farm Animal Care

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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:

- The welfare of the animals in our care is a moral, social, ethical responsibility.
- Sound animal welfare practices and healthy animals contribute 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:

- Humane care within the livestock industry.
- Public policy that is practical and defensible.
- Emerging issues are identified and producers and other stakeholders are informed in a timely fashion.
- Greater public understanding of producer commitment and dedication to provide humane care for their animals.
- Practical and science-based research relevant to animal care is supported in Alberta and western Canada.
- AFAC is a progressive organization able to respond and react to member needs.



AFAC Board Members

Alberta Auction Markets Association
Alberta Beef Producers
Alberta Chicken Producers
Alberta Equestrian Federation
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
Wild Rose Agricultural Producers
Alberta Agriculture & Rural Development

** Current Directors at Large on AFAC Board*

Active Members

Alberta Cattle Feeders' Association*
Alberta Elk
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*

Associate Members

Alberta Goat Breeders Association
Ann de St. Remy
ATB Financial
Auburndale Elk Farm
Bouvry Exports Calgary Ltd.
Calgary Cooperative Association Ltd.
Canada Safeway Limited
Cargill Foods
Carmen Creek Gourmet Meats
Clearwater County
Crossfield Ag Society
Dr. Ursula Jedra
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
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.
STS Farms Ltd.

Sundgaard Poultry Farm Ltd.
Sunterra Farms
Sunterra Meats Ltd.
Turkey Farmers of Canada
United Farmers of Alberta
Wildridge Elk Ventures Inc.
Winter's Turkeys

Message from the Chair

AFAC is an organization composed of commodity groups and individual members with a commitment to promoting responsible animal care. We are one of four provincial Farm Animal Care groups in Canada.

In 2012, we continued to build relationships and work closely with Alberta Agriculture and Rural Development, the Alberta Livestock and Meat Agency and the Alberta Society for the Prevention of Cruelty to Animals. Although we may each address a vast array of individual issues, it is collaboration between the groups that brings strength and power to Alberta's livestock and poultry industry.

Animal welfare is taken very seriously in the Alberta livestock industry. Alberta's producers and commodity groups are proud of what they do and are happy to talk about their welfare practices. The general public has become increasingly interested in where their food comes from and how farm animals are raised. There are many special interest groups intent on criticizing animal agriculture with respect to issues of animal welfare and current husbandry practices. To some of these individuals, the idea of 'good' or 'poor' animal welfare is irrelevant, as their actual goal is to completely eliminate the use of animal protein in human diets. These criticisms are challenging but they provide a unique opportunity for producers to engage in conversation with consumers to discuss how responsible animal care can support their requirements for animal agricultural products. Interaction between government, industry, producers, and the public helps the livestock industry to understand what changes may be needed or expected and what concerns and issues may be arising. AFAC provides an excellent go-between service,

helping to make farming practices transparent and understandable for the public while also bringing new interests/concerns to the table for producers. Working with our industry, university

and government partners enables AFAC to succeed in being a primary resource for both the public and producers on animal care issues.

One momentous project from 2012 was the

launch of the Information Leadership Initiative (ILI), a communications program designed to help producers and their industry manage information and keep up-to-date on the bottom line in farm animal care today. This information on the latest thinking, ideas, developments, best practices, trends and issues will support the role of producers as front-line managers and decision makers.

Thanks must go to Lorna Baird, our Executive Director, for her commitment to animal care and welfare and for her enthusiasm in promoting AFAC and the Alberta livestock and poultry industries. I'd also like to thank the rest of the dedicated and passionate AFAC staff. Many thanks to the other members of the Executive Committee – Larry Delver (Vice Chair) and Brian Chomlak (Finance Chair) for their active participation and dedication to AFAC. We have a strong board, dedicated staff and excellent contractors working together to advance and promote responsible animal care. It has been a pleasure to serve as Chair of AFAC.



Message from the Executive Director

AFAC's mission is to provide a coordinated approach for the livestock industry to work together to advance and promote responsible animal care - That was certainly achieved through the work accomplished by our board, staff and contractors this year.

Exciting times in 2012! Two major projects were launched this year at AFAC: The Livestock Handling Trailer and Training Program and the Information Leadership Initiative. These projects are a great source of pride for AFAC and the larger livestock and poultry industry of Alberta. In addition to the Information Leadership Initiative, to communicate on animal care within the industry and to the public, AFAC is becoming more active in the 'Twitterverse' and we've launched a new AFAC website! Soon we'll have a new Canadian Livestock Transport website and an on-line course delivery option for that certification program. Along with these exciting initiatives, many other projects and programs that supported our industry during 2012 are described in this report.

Collaborative work with the other Farm Animal Councils (FACs) of Canada (British Columbia Farm Animal Care Council, Farm Animal Council of Saskatchewan, Farm and Food Care Ontario and the National Farm Animal Care Council) helps us stay connected with our sister groups and brings different perspectives on the way animal care is addressed nationally and in other parts of the country.

On a personal note, as I near my 3rd anniversary in the role of Executive Director at AFAC, I would like to say that I am proud of AFAC's roots and the opportunities we have to take a strong organization into the future.

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 a common message. Through the dedication and commitment of board members and their home organizations, we can accomplish our goal of promoting responsible animal care.

I'd like to extend a great big thank you to the Executive, staff, contractors and volunteers who have made this past year a success. We all look forward to building on the momentum we've gained in 2012.



2012 AFAC Brief Updates

AFAC Website The new AFAC website www.afac.ab.ca went live in 2012. AFAC member organizations continue to contribute to the development of this site. The goal is to make the AFAC website a key resource for anyone looking for animal care information. Visit www.afac.ab.ca to stay informed!

Livestock Protection The Alberta Livestock Protection Network (ALPN), comprised of AFAC, ARD, CFIA, ASPCA, RCMP and LIS, was created in direct response to growing public and producer concern for an effective, accountable and coordinated province-wide effort targeting farm animal welfare. Collaboration on a project to benchmark the incidence of compromised cattle at auction marts and processing plants is one area where ALPN partners are working together. Progress was made on the development of this project in 2012.

Connecting with Industry AFAC attended or participated in many livestock industry meetings, conferences and workshops including: Horse Breeders and Owners Conference, Banff Pork Seminar, Alberta Beef Industry Conference, Alberta 'Feather Board' meetings, Western Canadian Dairy Seminar, Canadian Beef School (Olds College), University of Alberta (Animal Welfare class), University of Calgary Veterinary Medicine (First Year Ag Industry class), Alberta Livestock and Meat Agency Future Fare, Alberta Farmed Animal Health and Welfare Strategy meetings, National Farm Animal Care Council board meeting, Farm Animal Council of Saskatchewan AGM and Conference.

Humane Handline Resources

Temple Grandin DVDs – The AFAC website features video clips from Dr. Grandin's handling and auditing DVD series. Canadian-based requests for purchase can be made through links on our site.

Humane Handling Guidelines – Humane Handling Guidelines are booklets with information helpful for making decisions regarding the care, handling and transportation of beef, dairy, sheep, swine and horses. AFAC is working with industry groups to ensure the Guidelines are current and accessible to producers. The horse, dairy and sheep booklets are available electronically through the AFAC website and beef Guidelines can be requested from the AFAC office. Ultimately, we hope to have all species booklets available online.

Winter Preparedness AFAC's News Lines are extension articles that 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. We provide an electronic version of the story as well as audio clips and clip transcriptions. Each



story is distributed by email to an extensive list of media contacts and they are available online at www.afac.ab.ca. The stories are typically picked up in print and radio reports. While the majority of stories pertain to animals that may be kept outdoors during the winter, topics such as barn collapses due to snow load and feed quality due to weather conditions are applicable to indoor-housed animals as well. A total of 15 News Lines were distributed in 2012.

National Ag Issues Pilot Project The Ag Issues Pilot Project was undertaken in 2011 by the provincial Farm Animal Care Councils (BC, Alberta, Saskatchewan, and Ontario) to assist the agriculture and food industry in dealing with increasing pressures from special interest groups (i.e. challenges on modern agriculture production practices, processing, distribution and marketing). The Project is well underway and objectives are on target.

An Operations Team and a Strategy, Business & Marketing Team of highly qualified personnel representing very specialized skill sets from across the country have been established. Services are being provided to supporting stakeholders and additional clients on a weekly basis with specialized documents distributed at varying intervals.

With operations and services up and running, a strong foundation to work towards funding sustainability has been laid. The future major focus is an outreach to existing supporters/clients plus new contacts/prospects to evaluate services, seek input and ultimately achieve self-sufficiency following the completion of the project in October 2013.

ALERT Review and Update Further development of the ALERT Line occurred through consultation with AFAC member groups and other related stakeholders. This livestock care concern line continues to support the credibility of a livestock and poultry industry that makes responsible animal care a priority.

Demonstrating Commitment to Responsible Animal Care

AFAC volunteers, contractors, board members, and staff participated in a number of public educational events this year including Aggie Days, the Cattle Trail at the Calgary Stampede and the Leduc Dairy Congress. Connecting with urban and rural people at these events helps demonstrate that Alberta's livestock and poultry producers are committed to responsible animal care.



Livestock Care Response

What is the ALERT Line?

Alberta Farm Animal Care's ALERT Line is a 1-800 phone number that anyone can call to report a livestock care concern.

What happens when someone calls the ALERT Line?

1) Often, the dispatcher takes the opportunity to inform/educate the caller on common livestock production practices. (106 calls in 2012)

2) If the dispatcher feels the call warrants more attention, one of 3 things can happen:

- a. An ALERT Resource Team member can check these concerns and either ensure there is not a problem or, if there is an issue, help get it solved. In most cases the team member works with the producer involved and has good cooperation to resolve the situation.
- b. A veterinarian linked with the ALERT Line can provide knowledgeable counsel on animal care.
- c. Severe cases with dead animals or animals in distress are referred immediately to the Alberta SPCA.

A key focus of ALERT is early identification of potential issues so they can be resolved before animals are in distress. ALERT Resource Team members include farmers and other rural community members who have the knowledge to offer solutions to improve animal care. ALERT is also available for self-reporting to assist those who may be experiencing problems in caring for their livestock, and the program works closely with Alberta SPCA and RCMP.

ALERT Line Activity

In 2012 over 200 calls were received through the ALERT Line. Roughly half were considered informational calls where the ALERT Line dispatcher was able to explain common, acceptable farming practices to callers. Ninety-seven calls triggered an ALERT Line case (where a Resource Team member would contact the producer and work with them, provided the producer was willing to do so). A summary of the major issues addressed by the ALERT Line in 2012 can be found in the ALERT Dispatcher's Report: Year in Review on page 6.

The Livestock Care Response Team

The ALERT Line is part of a collaborative effort to help the livestock industry ensure producers are doing their best to ensure responsible animal care. AFAC works within a larger network of groups working towards similar goals. These include the Alberta SPCA, the Alberta Veterinary Medical Association, Alberta Agriculture and Rural Development's Animal Welfare Unit and Ag Info Centre (310-FARM (3276)), Livestock Identification Services, and the RCMP. These groups continue to meet on a regular basis to strengthen collaboration, learn from one another and improve our programs that serve the livestock industry through promoting and supporting responsible animal care.

Preparing for the future

In the Fall of 2012 a group of approximately 50 veterinarians gathered for training on euthanasia of farm animals. Through an Alberta Veterinary Medical Association project, a number of veterinary practices subsequently received further training and Cash captive bolt euthanasia kits for use in their clinics and in animal welfare situations.

In 2012 AFAC initiated a review and update of the ALERT Line. Through stakeholder consultation and further development of the ALERT Line processes, we will continue to build on the successes of this service.

"Livestock care is everyone's responsibility"



LIVESTOCK CARE

ALERT

Help Line & Resource Team

To report livestock care concerns

CALL

1-800-506-2273

afac.ab.ca Supported by Alberta's Livestock Industry



2012 ALERT Line Summary

Beef	27	Bison	0	Other	4
Dairy	1	Poultry	2	Pigs	1
Horses	55	Elk	0	Sheep	1
TOTAL CASES				91	
Information Calls				106	
Repeat calls on existing cases				1	

2011 ALERT Line Summary

TOTAL CASES		122
Information Calls		143
Repeat calls on existing cases		15

ALERT Dispatcher's Report: Year in Review

Since 1995, Alberta Farm Animal Care's ALERT Line has provided a service to concerned public and livestock producers by confidentially listening to, recording, and acting upon concerns or individuals seeking advice on livestock care. The ALERT Line aims to intervene before animals are in distress and has been a huge success at helping the livestock industry to become more aware of responsible animal care and management. In 2012, the ALERT Line received over 200 calls regarding information on animal care or to report concerns.

Extreme winter conditions. In the winter of 2011/2012, ALERT Line dispatcher Pam Miller reported an increase in calls relating to the provision of shelter in extremely cold conditions. Sufficient bedding can also help provide relief to animals enduring our cold Alberta winters. Pam also notes that producers should be careful to provide adequate feed in periods of extreme cold as the animals will require more nutrients at that time in order to stay warm and maintain condition.

Yearly case concerns. Many calls to the ALERT Line this year focused on feeding or management concerns such as: no grass or supplemental feed, poor hay quality, lack of daily feeding, or overcrowding of animals. Producers should be conscious of the fact that sub-optimal animal care is neither positive nor defensible and the public is becoming increasingly aware of animal welfare issues with respect to farming operations. Keeping responsible and humane farm animal care at the forefront of any farm will help to ensure that animals experience the best level of care possible.

Information is the key. The ALERT Line often deals with calls asking for information. This can be anything from legal or family disputes centering around livestock to inquiries about border crossing hours or shipping regulations. The occasional concern relating to pets is also reported. The ALERT Line maintains a working relationship with the ASPCA to address many of these issues and also offers help and resources on a wide range of animal care topics and concerns.



Canadian Livestock Transport (CLT) Certification Program



The transformation from the Alberta-born Certified Livestock Transport Program to the Canadian Livestock Transport Certification Program is well underway!

We have been working with trainers and industry stakeholders to bring the program to a national level that can be supported by everyone involved with, or impacted by, livestock and poultry transport.

Important progress in 2012 was to receive formal acknowledgement by the American Meat Institute of CLT as a recognized certification for livestock haulers delivering animals to the United States. The Canadian Livestock Transport Certification Program is now named in their handling guide and CLT is now a truly international accreditation for livestock transporters.

All five species modules are in various stages of update in their written format. It is expected that by March 2013 all printed modules will be complete and ready for classroom delivery, as well as for conversion to an on-line education format.

Development of a new CLT website has been in progress in 2012. The new site will be launched by the end of March 2013. This website will provide the new look of CLT, valuable resources for haulers as well as a calendar identifying educational opportunities.

There have been various opportunities to engage with the Canadian livestock and poultry industries on CLT and to discuss its transformation to a national and international program. These opportunities included:

- Presentation at the Animal Transportation Association conference in Vancouver March 2012. There was lots of interest from both domestic and international stakeholders on the new CLT. Opportunities may exist to train US drivers who haul to Canada.

- CLT story "Livestock Transport – A critical role in the value chain" appeared in the June 2012 issue of Canadian Bison Association publication "Smoke Signals".

- Presentation to Ontario Pork's hog haulers via tele-conference June 2012.

- Interview on Bruce Cochrane's "Farmscape" July 2012. Good pick up of story by national industry groups.

- Presentation to Canadian Cattlemen's Association meeting in Calgary August 13, 2012.

- Presentation at the Canadian Meat Council's "Technical Symposium & Workshop, Animal Welfare Requirements in the Supply Chain". CLT was very well received we had good questions and solid feedback on the project and its future.

CLT is due to be launched in Summer 2013 as a fully integrated on-line course. We are looking forward to the results and opportunities for livestock haulers to improve their knowledge and in turn improve the welfare of our animals while in their care.



AFAC Launches Farm Animal Care Leadership Initiative

A new effort is underway to support Alberta's livestock industry as a leader in the fast evolving, high profile area of farm animal care.

The AFAC Information Leadership Initiative is a communications program designed to help producers and their industry manage information and keep up to date on the bottom line in farm animal care today. This includes information on the latest thinking, ideas, developments, best practices, trends and issues, to support the role of producers as front-line managers and decision makers.

AFAC is working with Calgary-based communications company Meristem to design and deliver the project components. The initiative is sponsored by the Alberta Livestock and Meat Agency (ALMA).

"This new initiative is about helping livestock producers stay at the leading edge of farm animal care," says Heini Hehli, AFAC Chair. "It is designed to give producers the information they need to make good decisions on their farms and in their industry. As livestock producers, we share the values of making sure farm animals are well cared for throughout their lifetimes and that industry follows best practices based on the latest knowledge. The AFAC Information Leadership Initiative is an example of how we are building on that commitment for the future."

Farm animal care is an area where the pace of developments on market, research, policy, production and trade fronts is rapidly increasing both domestically and internationally, says Hehli. Specific practices and requirements are also steadily rising in sophistication. "Producers need a consistent flow of quality information to understand what the developments mean for them, make good decisions and manage their role."

The initiative includes a number of components. Among the highlights:

- NewStream Farm Animal Care – A cutting edge digital news source capturing latest developments, progress and ideas in farm animal care. Includes short items as well as links to longer feature articles that showcase innovative thinking, case studies, best practices and success opportunities.

- VeriCare Special Reports – Specially designed to provide technically competent, expert-driven coverage of important issues in farm animal care.
- CareScape Initiative – Using social media to support awareness of farm animal care progress and issues.
- Livestock Care Conference knowledge transfer – A customized effort to deliver information from this leading conference on farm animal care, which is hosted annually by AFAC and features top speakers from both within Canada and internationally.

An initial phase was delivered out of the 2012 Livestock Care Conference and a number of the additional components continued to roll out through the year. "The focus of the initiative is to get the best information into the hands of producers and those who work with producers," says Brad Brinkworth, Director, Meristem. "The aim is to use a range of delivery options to provide a quality, credible resource for industry."

The status of farm animal care leadership as a top priority for Alberta's livestock industry is why ALMA is supporting the initiative. "This is exactly the type of project that fits ALMA's role as a catalyst in stimulating innovation and encouraging the adoption of best practices," says Gordon Cove, CEO, ALMA. "Leadership in farm animal care is absolutely critical to the continued development of a profitable and internationally competitive Alberta livestock and meat industry of the future."

Visit www.meristem.com for sign-up information to receive regular e-newsletter editions of NewStream Farm Animal Care.

Livestock Care Conference

On-farm innovation. Consumer perceptions. Research knowledge. New Codes of Practice. Rising market and trade expectations.

These are just a few of the many factors that are shaping a new world of farm animal care, both here in Canada and internationally.

The Livestock Care Conference has earned a reputation as a leading event of its kind to help producers, industry and others gain valuable perspective on the latest developments and issues to support their decision-making.

The 2012 Livestock Care Conference was a resounding success. 170 registrants attended the full-day session themed, "Defining the Future". This year we continued to build on the success of the Student Program with a separate Meet the Expert(s) session, two Talking Posters delivered by University of Alberta students and the informal poster session during the main conference.



Participants thoroughly enjoyed the speaker and interactive sessions. The "Alberta industry session" was particularly appreciated as it highlighted the progress that various Albertan organizations and individuals are making with respect to animal care. A Special Report from the conference can be accessed through the Meristem website www.meristem.com.

Livestock Handling Trailers and Training

In November 2012, AFAC launched a fleet of 5 state-of-the-art emergency livestock handling trailers. While most people involved with livestock and poultry are adequately equipped to handle animals, incidents can arise where proper livestock handling equipment is not readily available. These trailers will be available for use in any number of situations where loose animals must be contained for the safety and welfare of both the animals and people involved, for example fire, flood, barn roof collapse, animal welfare seizure and traffic incidents.

Several counties / municipalities and one non-profit organization were chosen as trailer sites, based on animal movement volumes and strategic coordination plans. These include MD of Willowcreek – Claresholm; Cypress County – Medicine Hat; Westlock County – Westlock; Vermilion River County – Vermilion; and the Alberta Society for the Prevention of Cruelty to Animals (ASPCA), which will deploy an Alberta-wide roaming unit.

The project also included development of a new “Livestock Handling in Emergencies” course provided through the Emergency Training Centre of Lakeland College (Vermilion, AB). This course will support qualified workers and first responders operating and using these livestock emergency response trailers. Additionally, the course will be fully mobile and thus can be made available to other municipalities across Canada with an interest in developing a similar system. The inaugural course is set to occur in the Spring of 2013.

The trailers were distributed to the sites at a launch event on November 30, 2012. Member of Parliament Blaine Calkins (Wetaskiwin), whom attended the launch event on behalf of federal Agriculture Minister Gerry Ritz, stated that “The Harper Government is committed to supporting industry leadership in farm animal care and this project is an excellent example of industry innovation. Transport is a critical component of livestock production and these new trailers and the

accompanying training program will help ensure safe and humane handling of livestock when issues or emergency situations arise.” Alberta Minister of Agriculture and Rural Development Verlyn Olson, also in attendance at the launch, affirmed “The health and welfare of animals is always one of our top priorities. We are very pleased to partner with AFAC. These new resources will strengthen our capacity to respond to accidents or challenges involving livestock and will support the safety and well-being of both people and animals on our farms and roadways.”

The project team continues to work with the sites to develop Standard Operating Guidelines and to fine-tune the contents and terms of use of the trailers with the goal of making them as useful and user-friendly as possible.

Funding support was provided through the federal/provincial/territorial Growing Forward initiative in the amount of \$299,100.



The Calgary Stampede Cattle Trail

In addition to the public events listed in the Brief Updates, in 2012, Alberta Farm Animal Care once again participated in the Calgary Stampede Cattle Trail, an engaging, interactive educational tool designed to show the public the journey of beef production from pasture to plate. Thousands of visitors are provided a glimpse into how the beef industry operates and what roles different groups and people play. The Calgary Stampede offers an exceptional opportunity to show what the industry is all about as it caters to well over a million people each year.



The Cattle Trail leads visitors through the beef cattle industry’s entire production cycle – with stations that focus on the pasture, cow/calf production, herd management, genomics/genetics, auction marts, feedlots, transportation, and the butcher shop. Throughout this production cycle, experts are on hand to explain the steps taken to ensure safe food production, environmentally sustainable practices, and exceptional animal welfare. Highlighting the land and water management practices, the science of selective breeding and genetics, and recordkeeping and traceability of the herd helps to assure consumers that the industry cares about their animals and about the quality of the product that they are providing.

A cattle liner was made available for people to walk through and plenty of AFAC volunteers were on-hand to answer transport and animal handling questions. Volunteers included Canadian Livestock Transport (CLT) certification program drivers/handlers/trainers, members of the AFAC board and member organizations, and post secondary students.

An event of this magnitude is an excellent opportunity to showcase the commitment that the livestock industry has to ensuring responsible animal care at all stages of livestock production.

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.
- 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

2008

- Livestock Care Conference - record attendance
- Alberta Horse Welfare Report & horse humane handling guideline completed
- Horse Welfare Alliance of Canada formed
- 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
- 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
- Progress was made towards a national CLT program

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)

2012

- Livestock Care Conference - highlights producers and industries at the leading edge of animal care
- Five trailers containing livestock handling equipment developed & deployed throughout the province
- Information Leadership Initiative and its various communication tools created
- New AFAC website launched
- CLT certification program has 1479 active certifications

AFAC

ALBERTA FARM ANIMAL CARE

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



Photo acknowledgments: Larry and Hilary Delver, Linka van As, Alberta Milk, Alberta Pork, Alberta Lamb Producers, Alberta Turkey Producers, Alberta Elk, Andre Goulet, Meristem Communications, Geraldine Auston, Pam Miller, and the Calgary Stampede