



# ANNUAL REPORT 2013

# ALBERTA FARM ANIMAL CARE

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# AFAC'S STRATEGIC PLAN



## VISION:

“LIVESTOCK IN ALBERTA ARE RESPECTED AND WELL CARED FOR, RESULTING IN GOOD ANIMAL WELFARE”

## MISSION:

“PROVIDE A COORDINATED APPROACH FOR THE LIVESTOCK INDUSTRY TO WORK TOGETHER TO ADVANCE AND PROMOTE RESPONSIBLE ANIMAL CARE AND WELFARE. BE A CREDIBLE, COMMITTED, LEGITIMATE, RESPONSIBLE, BROAD-BASED VOICE OF FARM ANIMAL CARE IN ALBERTA. DEVELOP COLLECTIVE, UNIFIED, HARMONIZED, CONSISTENT MESSAGE, ACTIVITIES AND RESOURCES.”

### 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
- » AFAC is a progressive organization able to respond and react to member needs

### GOALS

- » Support improvements in animal care and welfare within the livestock industry.
- » Contribute to the development of practical, effective, and defensible public policy, legislation, and programs.
- » Identify emerging issues, and inform/engage producers and stakeholders about them.
- » Create greater public awareness about principles of good animal welfare and the existing animal welfare system.
- » Support, facilitate, and promote practical research that is relevant to animal care and welfare, and which is useful for science-informed decision-making.
- » Achieve operational excellence.



## MESSAGE FROM HEINI HEHLI: AFAC CHAIR



Alberta Farm Animal Care (AFAC) is an organization composed of commodity groups and individual members/organizations with a commitment to promoting responsible animal care. Promoting optimal livestock welfare and protecting Alberta's livestock and poultry industry is done through collaboration between AFAC, the Alberta Society for the Prevention of Cruelty to Animals, the Alberta Livestock and Meat Agency, and Alberta Agriculture and Rural Development.

Funding currently comes from the membership, industry partnerships and government grants for specific projects (through Alberta Agriculture and Rural Development, the Alberta Livestock and Meat Agency and others).

Responsible, humane animal care, resulting in good animal welfare, is the norm in Alberta. However, we are entering a time when we need to prove that to the public in order to maintain our social license to operate as the livestock and poultry industry. It's time for us to be transparent and let everyone know what's involved in animal care, why we do the things that we do, and why we're the experts at managing and meeting the needs of our animals. AFAC has always been and continues to be a leader in communications. Together, as an industry, we enable AFAC to succeed in being a primary resource for both the public and producers on issues surrounding animal care and welfare.

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 actual 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 the audience of these groups – the consumer. The livestock industry is able to discuss with a consumer how responsible animal care can support their requirements for animal agricultural products and how 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.

Thanks must go to Lorna Baird, our Executive Director, for her commitment to Alberta Farm Animal Care 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 other members of the Executive Committee – Brian Chomlak (Vice Chair) and Bill Gibson (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 and good animal welfare.

These are tough times for AFAC and for agriculture in general, with new challenges around every corner. AFAC is more relevant and needed than it has ever been before and we will continue to rise to each new challenge or event as it comes our way. It has been a pleasure to serve as Chair of AFAC for the last three years and I look forward to continuing my work with the organization into the future.

### AFAC BOARD MEMBERS

- » Alberta Auction Markets Association
- » Alberta Agriculture & Rural Development
- » 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 Faculty of Agriculture, Life and Environmental Sciences
- » Western Stock Growers Association

### ACTIVE MEMBERS

- » Alberta Cattle Feeders' Association\*
- » Alberta Elk
- » Alberta Goat Breeders 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
- » Information Council, Inc.
- » Olds College, School of Animal Science
- » University of Calgary Veterinary Medicine\*

\* Current Directors at Large on AFAC Board

### ASSOCIATE MEMBERS

- » Ann de St. Remy
- » ATB Financial
- » Bouvry Exports Calgary Ltd.
- » Canada Safeway Limited
- » Cargill Foods
- » Clearwater County
- » Elanco Animal Health
- » Highland Feeders Limited
- » L.E.D. Farms Ltd.
- » Lilydale Foods
- » Lilyfer Poultry Farms Ltd.
- » Nilsson Bros. Inc.
- » Olymel
- » Richter Farms Ltd.
- » Rockyview Animal Clinic Ltd.
- » Rocky View County
- » Southern Alberta Sheep Breeders Assoc.
- » Stettler Veterinary Clinic
- » Stockyards Veterinary Services Ltd.
- » STS Farms Ltd.
- » Sunterra Farms
- » Sunterra Meats Ltd.
- » Turkey Farmers of Canada
- » United Farmers of Alberta
- » Wildridge Elk Ventures Inc.
- » Winter's Turkeys

## EXECUTIVE DIRECTOR'S MESSAGE

PARTNERS IN PROGRESS, VALUE FOR MEMBERSHIP

We are very proud of the accomplishments we've made in the past year. For a snapshot 2-page description of our 2013 highlights, visit [www.afac.ab.ca](http://www.afac.ab.ca). More detail is provided in this annual report.

This year, AFAC had the opportunity to grow relationships with a number of member groups and stakeholders through collaborative projects. These included (but are not limited to) the poultry projects reported on page 7, a Livestock Care Response Line meeting that brought people from across the country together (page 8), the feral horse management advisory committee (page 10) and the Ag & Food Exchange (page 11).

These collaborations, along with an increased focus on member liaison, will certainly help solidify AFAC's place in Alberta's livestock and poultry industry.

AFAC sustainability was a clear focus for 2013. The board participated in a number of Strategic Planning activities including Blue Sky Thinking, an environmental scan and a facilitated Strategic Planning session with Jennifer Banks-Doll from Alberta Culture. Armed with our newly revamped Strategic Plan and an increasingly engaged Board of Directors, we're poised to face 2014 with confidence and enthusiasm.

We've still got our work cut out for us. In 2014 we will need to find a way to continue to grow the Trailer Program (see page 9) so that it is as effective as possible in ensuring human and animal safety in situations where livestock need to be contained.

We also need to find new ways to guarantee the future sustainability of AFAC. Competing priorities make calling on our member groups for increased financial support a challenge. Moreover, reliance on project funding can limit the organization's ability to plan how we will meet our critical goals. It is encouraging to know that AFAC has strong roots in a forward-thinking livestock and poultry industry that is committed to continuous improvement.

We look forward to another strong year at AFAC in 2014. Thanks to our Board for setting direction, to the Executive and to all the great staff, contractors and partners working toward AFAC's vision that livestock in Alberta are well respected and cared for, resulting in good animal welfare.





# GOAL 1: SUPPORT IMPROVEMENTS IN ANIMAL CARE AND WELFARE WITHIN THE LIVESTOCK INDUSTRY

## THE CANADIAN LIVESTOCK TRANSPORT CERTIFICATION PROGRAM

How animals are handled during transport has significant implications for livestock industries. Few livestock welfare issues draw more public notice than animal transportation. Any incidents of animal neglect, wilful or accidental, greatly diminish public acceptance of livestock industries. Poor handling also results in direct financial losses to industry through animal injuries and decreased carcass quality. Transportation can be a vulnerable time during production cycles. Overlaying other concerns is the moral responsibility of handlers to ensure animals in their care are treated properly.

The benefits of providing humane care to animals during transport are obvious. Ensuring a high level of care, however, can prove to be complicated. Livestock transport requires drivers to have specialized areas of knowledge including animal behaviour, stocking densities, vehicle requirements and handling techniques specific for various livestock species. With livestock transporters and handlers coming

from a wide-variety of backgrounds, knowledge and experience levels can be inconsistent.

Standardized training courses are increasingly viewed as an effective means of helping to ensure that all those involved in livestock transport have a basic understanding of how their actions affect animal wellbeing. It is also

beneficial to individuals and transport companies that drivers have knowledge of their legal responsibilities when transporting animals. Currently, many processing plants across North America require formal driver training and courses are mandatory in some European countries.

The Canadian Livestock Transport (CLT) Certification Program is a successful industry-led program. The CLT began in 2006 as an Alberta Farm Animal Care (AFAC) initiative, called the Certified Livestock Transport training program. The goal of the CLT program is to help transporters make the best decisions possible to ensure the safe, humane transport of animals in their care. The program was developed with input from producers, transporters, processors, regulatory advisors, researchers and other industry professionals.



Given this foundation, CLT is science-informed, relevant to 'real-world' situations, and compliant with current legislation. Among other areas, course material covers aspects of animal behaviour, vehicle specifications and the legal requirements for livestock transporters. The program is intended for commercial transporters, producers hauling their own stock and for handlers who load and unload animals. It has also proven to be beneficial for managers (e.g. plant managers, feedlot managers) to become aware of the requirements of their staff and handling systems. Five species modules allow for training specific to sheep, swine, cattle, poultry, and horses. Under AFAC administration, more than 2,000 participants have received in-class CLT training across six provinces since 2006. The program has gained recognition in Canada and the US, with several processing plants only accepting deliveries from haulers certified with the program.

“THE GOAL OF THE CLT PROGRAM IS TO HELP TRANSPORTERS MAKE THE BEST DECISIONS POSSIBLE TO ENSURE THE SAFE, HUMANE TRANSPORT OF ANIMALS IN THEIR CARE.”

With this success, CLT has outgrown AFAC's mandate as a provincial organization. During the last few years, there has been a concerted effort to transform the CLT into a nationally recognized program. In 2012 the program name was changed from 'Certified' to 'Canadian' to reflect this new focus. In recent months, updated nationally directed course material was completed for most of the species modules. On-line training courses are also being piloted. On-line training will allow greater flexibility, as participants in all areas of the country will be able to access the program independent of trainer availability. To grow the national reach of CLT, with the consent of the AFAC board, the Canadian Animal Health Coalition agreed to provide program administration starting in the fall of 2013. As CLT develops into a truly national program, it will continue to provide a strong example of how livestock industries can implement positive change for improved animal welfare.

For more information about the CLT program, visit [www.livestocktransport.ca](http://www.livestocktransport.ca).

## ALERT LINE REVIEW AND UPDATE

A COMMITMENT TO CONTINUOUS IMPROVEMENT AND ENSURING GOOD ANIMAL WELFARE

The ALERT Line is a key component of the animal welfare system in Alberta along with the Alberta SPCA, Alberta Agriculture and Rural Development (ARD), the RCMP and others. In late 2012, AFAC initiated a review and update of the ALERT Line, funded through the Alberta Livestock and Meat Agency.

The ALERT Line has been in existence since 1995 and the service has been growing from the start. This grant provided the opportunity to take a good look at the system, and all of its parts, to improve on the program and its ability to help the livestock and poultry industries meet their goals of ensuring good animal welfare and demonstrating commitment to continuous improvement.

### PROJECT GOALS:

- » Ensure that the logistics, such as policies and procedures, reflect good business practices
- » Ensure that the information and data gleaned through this program are utilized in a strategic manner to further animal welfare in Alberta
- » Ensure that this initiative builds and strengthens relationships with partners such as ARD, Alberta SPCA, RCMP and Livestock Identification Services (LIS).

### KEY ACCOMPLISHMENTS FOR 2013:

- » In 2013 we made great strides towards building a stronger ALERT Line in a number of ways including:
- » Drafting a new Policies and Procedures Manual.
- » Partners from AFAC member groups and organizations with the common goal of improved animal welfare have contributed to the new manual and numerous discussions on policies for the ALERT Line. These groups include the Alberta SPCA, ARD, the Alberta Veterinary Medical Association and the RCMP.
- » Training for a new (backup) dispatcher commenced in September 2013.



The ALERT Line dispatcher connects with members of the livestock industry to respond to calls received by the ALERT Line. The individuals who meet with producers to discuss animal husbandry practices and the reasons for the call are referred to as the Resource Team for the ALERT Line. Resource Team development and training is planned for the coming year.

As we further develop the ALERT Line, we plan to improve on data management and reporting. This will help in a number of ways including improved communication of current issues and recurring themes. AFAC member groups can help disseminate this important information in order to help mitigate problems.

\*For current stats on the ALERT Line see page 12

## POULTRY EMERGENCY PREPAREDNESS

Alberta Farm Animal Care, in collaboration with the Alberta Poultry Industry Emergency Management Team, completed a project related to emergency preparedness of the poultry industry.

This project was the first of its kind to create a comprehensive resource guide to help poultry producers prepare for and recover from a non-disease related emergency or disaster. We aimed to investigate preparedness and management solutions to non-disease related emergencies in the Alberta Poultry Industry and began by assessing the current resources and any existing plans within Alberta, across Canada, and globally. The best (and most useful) of these resources were pulled together into a resource guide encompassing valuable emergency preparedness tools for a multitude of non-disease related events. Additional resources to help producers build an emergency response plan of their own were also included in the guide.

The project resulted in improved knowledge of current emergency response plans and procedures as well as the identification of potential solutions to address the emergency preparedness of the Alberta Poultry Industry. The developed resource guide provides a one-stop shop for resources and tools related to emergency preparedness. Producers can easily access this information in one place and use it to build an emergency response plan for their unique farm.

All commodity groups in Alberta require an Emergency Response program to manage and handle the industry's contingency planning needs at the various Board and individual producer levels. Moving forward, the development of these programs will need to be addressed collectively by the industry.

Funding for this project was provided by Agriculture and Agri-Food Canada's Canadian Agricultural Adaptation Program, which is managed in Alberta by the Agriculture and Food Council of Alberta, and members of the Alberta Poultry Industry Emergency Management Team.





## INTERPROVINCIAL LIVESTOCK CARE RESPONSE MEETING

BRINGING LIVESTOCK WELFARE RESPONSE SYSTEMS FROM ACROSS CANADA TOGETHER

On July 21, 2013, AFAC hosted an interprovincial "Livestock Care Response Line" meeting for groups from across Canada that respond to calls concerning the care and welfare of farm animals. The meeting provided a forum for discussion and collaboration regarding:

- » Operation and logistics of each provincial system,
- » Current or emerging issues in livestock care and welfare, and
- » Suggestions for solutions to challenges, and best practices for dealing with concerns.

This meeting was the first of its kind and aimed to bridge the distance between the provinces with respect to animal welfare, welcoming communication between regions and sharing of resources across Canada. The main activity consisted of a one-day meeting in which provincial representatives (government, farm animal councils, and SPCAs) discussed:

- » Overview of their response system,
- » Strengths/weaknesses of the system,
- » Common/emerging concerns in animal welfare,
- » Ongoing collaboration of the provinces across Canada through a shared web space, and
- » Steps for moving the conversation forward.



The meeting resulted in a greater understanding of the different systems operating across

Canada while also fostering and strengthening relationships between animal welfare personnel. These relationships will result in improvement of individual systems by allowing easy access to people and resources that may aid in the process of improving a response line system. Additionally, the enthusiasm for continued collaboration was a major achievement and success from this meeting. Moving forward, the meeting attendees will continue to meet via teleconference and in person in order to work toward a more unified and collaborative system for animal welfare response across Canada.

Funding for this project was provided by Agriculture and Agri-Food Canada's Canadian Agricultural Adaptation Program, which is managed in Alberta by the Agriculture and Food Council of Alberta, the British Columbia Farm Animal Care Council, Farm and Food Care Ontario, and Alberta Farm Animal Care.

## LIVESTOCK WELFARE EXTENSION AND TRAINING

A PARTNERSHIP WITH ALBERTA AGRICULTURE AND RURAL DEVELOPMENT

The Livestock Welfare Extension and Training (LWET) has been part of the relationship between AFAC and ARD 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, and Canadian Livestock Transport training certification

### SUPPORT AFAC TO CREATE AND DELIVER ON PROJECT PROPOSALS

- » Develop project proposals, work plans, funding applications, etc. and deliver on these, as required.

### 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 the AB 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 animal care issues – e.g. discussion/education on pertinent legislation and how AFAC interfaces with government, Winter preparedness messaging
- » Resource development and provision – e.g. Humane Handling Guides
- » Volunteer and student short term employment or project management (through Capstone, Volunteer Alberta, Serving Communities Internship Program, etc.)



THE ALBERTA SPCA TRAILER WAS USED IN 2013 ON 12 OCCASIONS IN THE SEIZURE OF:

<b>1</b> DONKEY	<b>15</b> GOATS	<b>3</b> LLAMAS	<b>242</b> HORSES	<b>328</b> CATTLE
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## LIVESTOCK HANDLING TRAILERS AND TRAINING PROGRAM

PRO-ACTIVELY PREPARING FOR EMERGENCY SITUATIONS THAT COULD AFFECT ANIMAL WELFARE

November 30, 2013 marked the end of the first year of the emergency Livestock Handling Trailers and Training program. These trailers were designed and equipped with tools to contain livestock and poultry for their own and human safety in a variety of incidents (i.e. barn collapse, truck rollover, natural disaster, etc.).

The accompanying training program for first responders, or anyone else handling livestock in such circumstances, was coordinated through Lakeland College and made available throughout the province and elsewhere as required. A number of first responders were trained through this course in 2013 and relayed positive feedback about the information and techniques that were learned throughout the training weekend.

*"The course is built on a model of continuous improvement. I think we've got a very good course to start with and we're already fine tuning that from the feedback out of the pilot sessions. We also have an advisory group representing the various stakeholder groups participating in the course. We run any changes we are considering past them to make sure the changes make sense and fit the needs of the industry and emergency response departments as well as for the animals from a welfare perspective."*

**- Chris Senaratne, Dean of the Lakeland College Emergency Training Centre**

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

### TRAILER ACTIVITY:

- » The Alberta SPCA received a trailer through the AFAC program and reported that their unit has been used on 12 occasions in the seizure of 1 donkey, 15 goats, 3 llamas, 242 horses, and 328 cattle.
- » Westlock County received a trailer through the AFAC program and used it once in 2013. The incident involved a transport truck rollover transporting 52 head of beef cattle from the feedlot to the processor. The first responders were able to use their training through Lakeland College to address the situation rapidly and save all but five of the cattle. The first responders had never attended this type of scene before.
- » The County of Vermilion River and the MD of Willow Creek have not needed to use their trailers in any emergency incidents at this time. However, both have used the trailers in promotional and training activities.

- » Red Deer County has used their trailer in two recent incidents; the partial collapse of a dairy barn, in which the first responders were able to free six trapped animals; and a trailer rollover involving 91 calves, 75 of which were successfully rescued.
- » Ponoka County has used their trailer twice in the last 12 months; in the 100-car pile-up by Leduc/Millet at the end of March, in which 2 livestock transport trailers were involved; and once in a barn collapse in December south of Gull Lake.

The original trailer project involved the purchase and outfitting of five trailers for distribution around the province. An additional five trailers have since joined the program from Hanna, Red Deer County, Ponoka County, Brooks, and New Sarepta.

An additional phase of the Trailer project is required to further improve and expand the program. Plans include the addition of more trailers to fill in the gaps in the trailer network (including urban areas) across Alberta's road systems and the addition of needed tools and refresher training. The project also aims to include funding for additional training of first responders in an effort to ensure maximal skill and efficiency of municipalities in dealing with these concerns.

Educational and communications packages and messaging will be developed so that the Trailer program is well known and well used, and so that the public may be assured of the seriousness with which the livestock industry deals with livestock transport or emergency situations.

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 about this Trailer network to improve efficiency and effectiveness of the AFAC Program. Project funding is currently being sought.

**“THE COURSE IS BUILT ON A MODEL OF CONTINUOUS IMPROVEMENT. I THINK WE’VE GOT A VERY GOOD COURSE TO START WITH AND WE’RE ALREADY FINE TUNING THAT FROM THE FEEDBACK OUT OF THE PILOT SESSIONS.”**



## GOAL 2: CONTRIBUTE TO THE DEVELOPMENT OF PRACTICAL, EFFECTIVE, AND DEFENSIBLE PUBLIC POLICY, LEGISLATION AND PROGRAMS

### FERAL HORSE MANAGEMENT

Alberta Farm Animal Care, representing the interests of humane animal care and welfare, is currently participating in the Feral Horse Management Strategy committee.

**234%**

INCREASE IN NUMBERS SINCE 2008

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. Until 2006, the number of feral horses remained stable around 400. Since 2008, there has been a minimum of 234% increase in numbers, with the current population estimated to be well over 1,000 animals.

To date, information has been provided to the committee with respect to current feral horse numbers, regions with particular concerns, previous and existing strategies for feral horse management, and potential impact of these animals on domestic livestock, the native environment (plants and wildlife), and the forestry industry. All information discussed at the strategy meetings is made public through the ESRD website and blog.

In late 2013, it was recommended that horse capture permits be issued for the 2013/2014 season. AFAC stressed that this capture must be done humanely and with minimized risk to the safety and welfare of both feral and domestic horses. A larger, more comprehensive strategy is in development with ongoing stakeholder meetings. AFAC will continue to participate in the committee meetings in 2014.



### LETTER TO MINISTER RITZ

#### CONNECTING WITH THE FEDERAL AG MINISTER

In June 2013, AFAC was made aware of numerous cuts to Agriculture and Agri-Food Canada animal welfare research programs. A letter was written on behalf of AFAC in response to this news.

"Animal welfare research is essential to maintain a positive global image and to move forward on humane standards in our livestock industry. Without the robust science to inform potential changes in perceived best practices, regulation or legislation, we cannot hope to meet the needs and expectations of the livestock and poultry industry. The Agriculture and Agri-Food Canada personnel cuts will have a huge impact on the strength of animal welfare science and research within Canada."

AFAC further stressed that the budget and personnel cuts had the potential to impact both domestic and global markets and that producers have long recognized the need for continuous improvement in animal welfare, supporting practical research on a number of topics in this area.

AFAC has long supported practical, science-based animal welfare research that may be used to guide industry standards and regulations. Now more than ever, we need animal welfare research and the support, knowledge and changes that flow from the results of such research to help maintain the trust and confidence of consumers in Canada and abroad.

## GOAL 3: TO IDENTIFY AND INFORM/ENGAGE PRODUCERS AND STAKEHOLDERS ABOUT EMERGING ISSUES

### AG AND FOOD EXCHANGE

The Ag & Food Exchange (AFX) is a highly specialized information bureau using a new professional approach in helping the agriculture and food industry to deal with difficult issues that it faces. The aim of the AFX is to proactively address the actions of special interest groups who oppose agriculture on a number of fronts. The project team is working to manage the impact on farms and agri-business caused by animal, environmental, and biotechnology activists. The focus of this initiative has been primarily on animal agriculture.

The efforts of such special interest groups have had and will continue to result in profound ramifications for industry. The threat is from ideologically driven intrusions into how producers, processors,

retailers, food service, and supply input companies conduct their business. Profitability and prosperity for industry stakeholders is being compromised.

“THIS ISSUE IS NOT GOING TO GO AWAY. IN FACT ACTIVITIES OF THOSE WHO OPPOSE MODERN AGRICULTURE WILL CONTINUE TO RAMP UP ON ALL FRONTS.”

AFX reaches its clients and supporters on a weekly basis (The Compass), monthly via Special Reports (such as Report on Activist Lobbying in Ottawa) and Advisories (activist & security alerts). In addition, the AFX holds meetings and provides workshops on various matters for clients including producers, agriculture organizations, trade associations, retail and food service.

Until the recent past, Alberta was not the primary focus of activist and special interest group activities. However, our livestock & poultry industries in Alberta were being impacted by activist actions elsewhere, resulting in the changing of and imposition of new standards. Many such changes are being dictated by the retail and food service businesses as they are under pressure or protest from activists. Companies will protect their brands and respond to public concerns. The fight has now moved directly to Alberta. Two examples are the pressure from activists on the Calgary CO-OP to change its buying practices for pork and poultry plus the recent W5 TV program on eggs.

It's very difficult to quantify the value of providing this service. One of the primary goals is to deal with issues in a manner so that they do not end up costing the industry financially through increased costs of production or other business practices whether on farm, in-transit, at plants, and right through to retail and food service.

This issue is not going to go away. In fact activities of those who oppose modern agriculture will continue to ramp up on all fronts for the foreseeable future resulting in major impacts on business and prosperity.

FOR MORE INFORMATION ON THE AFX, PLEASE VISIT [WWW.AGANDFOODEXCHANGE.CA](http://WWW.AGANDFOODEXCHANGE.CA).

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### LIVESTOCK CARE CONFERENCE

#### SHARING IDEAS AND SHOWCASING ADVANCES IN THE EVER-CHANGING WORLD OF ANIMAL CARE

Despite the inclement weather (that prompted the successful use of 2 livestock handling trailers in an incident on the highway), the annual 2013 Livestock Care Conference drew a great turnout.

The discussion centered on an open conversation and consideration of animal care assessments and improvements. American, Canadian, and Albertan perspectives were provided on different assessment or auditing systems and what these may mean for producers.

The afternoon included a Bear Pit session, in which the future of animal care and welfare were discussed from a multitude of different perspectives and organizations. Strong viewpoints, frank talk, calls to action, and reminders of the strength in working together and thinking bold about future potential were the focus of this interactive session.

The student delegation was also out in full force, with students from the University of Alberta, University of Calgary, Lakeland College, and Olds College in attendance. The 2013 conference included the first annual Sponsor-a-Student program, in which industry organizations sponsor one or two students to attend the LCC. Sponsors and students sit together throughout the conference and mentors helped facilitate discussion with their students during the event.



For full reports on the different sessions from the 2013 LCC, see the LCC blog on the Meristem website. Visit [www.meristem.com](http://www.meristem.com) and follow the Farm Animal Care link. For a preview of 2014, visit [www.afac.ab.ca](http://www.afac.ab.ca) and click on the LCC button.

## AFAC'S ALERT LINE

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 2013, the ALERT Line was able to help over 11,000 animals through the provision of help and advice to producers and the concerned public.

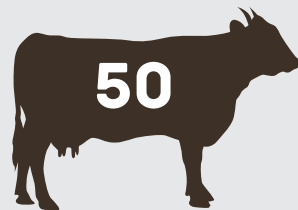
One of the major issues that ALERT Line dispatcher, Pam Miller, deals with regularly is the housing of livestock on insufficient growth or overgrazed land. Particularly in the spring and fall, many concerned callers report that horses and cattle do not appear to have access to adequate feed when kept in this type of situation.

Related to the previous concern, a number of calls around this same time period, and lasting throughout the winter, relate to animals

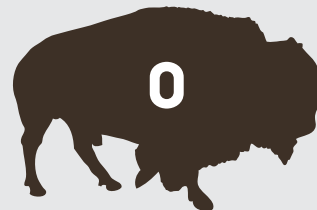
that appear underfed or in poor condition. Producers must be aware of weather patterns and changing seasonal conditions in order to ensure that their livestock receive sufficient feed, have continual access to water, and are sheltered from the elements. If there is no access to a treed area or some form of shelter, a shelter should be erected.

The majority of calls center around beef cattle and horses. These animals are more typically viewed from the road and are often kept in large enclosures. As a passer-by often cannot see to the other side of the pen, a number of calls received by the ALERT Line are, thankfully, unfounded. However, each call is taken seriously and situations where a call warrants more than simply providing information to the caller on common agricultural practices, calls are investigated by knowledgeable industry representatives with the goal to ensure livestock are well cared for across Alberta.

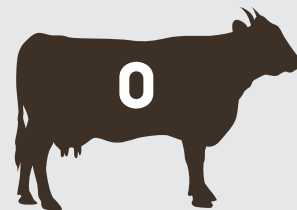
## ALERT LINE STATS



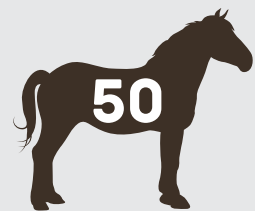
BEEF CASES



BISON CASES



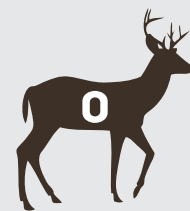
DAIRY CASES



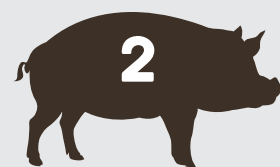
HORSE CASES



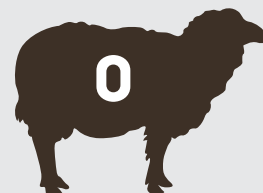
POULTRY CASES



ELK CASES



PIG CASES



SHEEP CASES

2

OTHER CASES

**104** TOTAL CASES

**83** INFORMATION CALLS

**10** REPEAT CALLS ON EXISTING CASES

## THE AFAC INFORMATION LEADERSHIP INITIATIVE

FROM ALBERTA FARM ANIMAL CARE AND THE ALBERTA LIVESTOCK INDUSTRY

Farm animal care has never been higher profile or more important to success in today's livestock industry. Producers and industry need good information to help keep up to date and to manage the pressures, expectations and rapidly evolving developments.

Alberta Farm Animal Care (AFAC) has a designated role as the collective voice for Alberta's livestock industry. Representing all major producer organizations in the province, it champions awareness, education and advancements in farm animal care.

That's why AFAC has developed and supported an innovative program called the AFAC Information Leadership Initiative (ILI). It is designed to support "What you need to know" in farm animal care through credible and useful resources produced through a unique trust-building framework. It's led by AFAC, designed and delivered in partnership with Meristem, a professional communications company. ILI is supported by the Alberta Livestock and Meat Agency (ALMA) and the Alberta livestock and poultry industries.

A backbone of this initiative is NewStream Farm Animal Care – a digital news service that provides stories on "Thinking. Ideas. Developments." in farm animal care. Users can subscribe to receive this service by email and already there are over 570 subscribers who get the bi-weekly e-newsletter editions. Each edition has short versions of stories on the latest in farm animal care, with links to the complete stories, reports and interviews online. The NewStream stories are also housed online at [www.meristem.com](http://www.meristem.com), under the Farm Animal Care community page.

The NewStream service and related ILI tools have produced over 150 stories to date and have tackled a number of issues in 2013 including these examples:

### Year of ideas 2013

» It was a year of "transformative" change. And the fuel was ideas - from producers, their industries and the broad spectrum of the farm animal care community.

### Pain issue an opportunity for proactive industry response

» Waiting for more research alone isn't the answer.

### Sow housing changes propel pork producers into uncharted territory

» No guarantee a switch from stalls to pens will result in improved sow welfare.

### Canada tackles bold new blueprint for farm animal welfare

» Industry-driven progress through Codes of Practice and other examples is helping Canada lead as global developments put welfare in the spotlight

### Tim Hortons takes on animal housing

» A look inside the changes and what they mean for Canadian livestock producers

### Is it time to re-think weaning?

» Getting ahead of the issue now is critical – it's also a leadership opportunity

The past year has seen major activity with ILI, toward the conclusion of the initial ALMA-backed phase of this project at the end of February 2014.

## ACCOMPLISHMENTS

### Key successes of the Information Leadership Initiative to date include:

- » AFAC leadership in driving knowledge and awareness
- » Clear and effective communication on what's happening, where things are headed
- » Building trust and credibility with an approach that "Gets past the PR"
- » Strengthening knowledge transfer out of the Livestock Care Conference and reinforcing its standing as an anchor industry event
- » Engaging key influencers in the farm animal care community
- » Developing stories and language that help industry manage animal care
- » Building the foundation for a strong future in information leadership

## POSITIONED FOR THE FUTURE

AFAC's role in education and communications leadership has arguably never been more important and the response to ILI supports this role and why the initiative has been needed. A good example is the results from a recent survey on the NewStream service. That survey had strong participation from industry, producers, government, communicators, research community and others.



## SURVEY RESULTS

Results showed very strong support for the ideas that a) Farm animal care is critical to the industry's future and b) Information sources such as NewStream Farm Animal Care are critical to keep industry and other stakeholders informed. Among key examples:

- » Over 90 percent feel that the issue of farm animal care is either critically important (74 percent) or very important (17 percent) to the industry's future.
- » Over 83 percent feel that information sources such as NewStream Farm Animal Care are critically important (49 percent) or very important (35 percent) to help industry stakeholders keep informed and support sound decision making.
- » An overwhelming 98 percent say NewStream serves a valuable role in helping them keep informed on the issue.

Watch for developments, along with many of the stories, reports and other resources already produced through ILI, via link from [www.afac.ab.ca](http://www.afac.ab.ca) and directly at [www.meristem.com](http://www.meristem.com).



# GOAL 4: TO CREATE GREATER PUBLIC AWARENESS OF PRINCIPLES OF ANIMAL CARE AND THE EXISTING ANIMAL WELFARE SYSTEM

## AFAC INTERN REPORT

BY: KRISTEN MORTENSEN

Not many university students have the privilege to boast about a job where they can apply their current classroom-based knowledge to real world situations, be able to maintain a well balanced schedule, and spend all of Stampede week on the grounds! And all the while working for an organization that plays such a significant part in livestock welfare in Alberta.

Animal welfare has always been a chief value of mine, something that growing up on a farm definitely instilled in me starting at a young age. As a communications major, self-proclaimed animal lover, and farm girl, finding an internship working for a livestock welfare group doing projects involving research, writing, and social media couldn't have been a better fit. Summing up my job for the past nine months would consist of a very long page filled with descriptions of many great opportunities and learning experiences. Without rambling on too much, hopefully I can highlight some of my favorite parts of my internship so far.

“ANIMAL WELFARE HAS ALWAYS BEEN A CHIEF VALUE OF MINE, SOMETHING THAT GROWING UP ON A FARM DEFINITELY INSTILLED IN ME STARTING AT A YOUNG AGE.”

people from all over the world with an interest in agriculture. Being able to inform kids, adults, and both rural and urban Stampede goers about AFAC and the role and impact of the organization in the livestock industry was such a great experience. I probably ended up learning more than I taught!

As a communications major I was given the opportunity to help implement new social media strategies, such as starting up a Facebook page and Hootsuite account, and the creation of mini seminars. I also worked on updating the AFAC website and contact list. As well, I was able to develop some practical writing and research skills while working on a small article and helping to gather information for other projects.

At the moment I am also starting a new internship program with AFAC, through the Serving Communities Internship Program (SCiP) where I will get the chance to contribute articles pertaining to relevant issues in the livestock industry today. I really couldn't ask for a better job, as I'm able to get a taste of what I am working towards with my degree while working for an organization that I have total respect and admiration for.

I spent Stampede week working at the Alberta Farm Animal Care booth in the Cattle Trail. It was a wonderful week and I learned more than I could have imagined by talking to

people from all over the world with an interest in agriculture. Being able to inform kids, adults, and both rural and urban Stampede goers about AFAC and the role and impact of the organization in the livestock industry was such a great experience. I probably ended up learning more than I taught!



## AGGIE DAYS APRIL 10-14, 2013



From Calgary Stampede Website:

**“Aggie Days is committed to educating children and adults about agriculture through unique and interactive displays,” says Connie James, Chair of the Agriculture Education committee. “It is an industry that we depend on heavily; however, so many people are unfamiliar with it. Aggie Days gives children and adults the opportunity to make a connection between the food they eat and the farms that grow it.”**

Aggie Days hosted approximately 40,000 people throughout five days in April. The first three days were reserved for pre-registered school groups with the doors opening to the public on the weekend. This is a free event to the school kids and their teachers and caregivers. AFAC's Aggie Days booth was staffed by 3 AFAC employees, 2 volunteers and one paid contractor. There were two people on shift each day. The Calgary Stampede donated the AFAC booth space. Volunteers and staff were treated to a hot lunch each day.

At our display we handed out over 1,000 AFAC rulers, 300 copies of 'Farmers Care for Their Animals', 100 Teacher info handouts with a link to downloadable content on our website and 100 ALERT Line magnets. We also displayed CLT info, AFAC's 2012 Annual report and the NewStream newsletter.

This year was particularly special as a lot of the school kids came by the booth with notebooks that had a page for each display they visited. This gave us an opportunity to educate them about AFAC and answer any questions about farm animal care.

If you're interested in taking part in 2014, please contact Fiona@afac.ab.ca or call 403-662-8050. The 2014 dates for Aggie Days are April 9-13.

## STAMPEDE CATTLE TRAIL REPORT

COME HELL OR HIGH WATER - STAMPEDE 101

Despite the devastating floods that happened just a few weeks before the Calgary Stampede opened, with our city still under a state of emergency, the City of Calgary pulled together with thousands of volunteers to repair the Stampede Grounds.

Over the 10-day event, The Stampede Cattle Trail welcomed over 88,000 visitors who took the journey of beef from pasture to plate. AFAC was proud to be a part of this successful showcase.

We had over 10 volunteers to staff our booth that showcased AFAC as well as the CLT program - complete with a cattle liner tour.

We distributed over 1,000 AFAC rulers, 100 CLT brochures, 300 'Farmers Care for their Animals' and 'Farm Animals: Who Cares?' booklets and over 200 ALERT Line magnets.

Want to be part of the 2014 excitement? The Calgary Stampede runs from July 4-13, 2014 and we're always looking for volunteers! Read Kristen's AFAC Intern report for some more incentive to take part in this event.



## 2013 ALBERTA FARM ANIMAL CARE SOCIAL MEDIA STATS

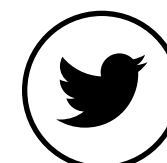


CREATED A YOUTUBE ACCOUNT



STARTED A FACEBOOK PAGE IN AUG 2013

**47** FOLLOWERS



AVERAGE 2 POSTS/TWEETS PER WEEK IN 2013

**673** POSTS/TWEETS

**431** PEOPLE AFAC FOLLOWS

**625** PEOPLE WHO FOLLOW AFAC

**+252** INCREASED FOLLOWERS IN 2013





## GOAL 5:

SUPPORT, FACILITATE, AND PROMOTE PRACTICAL RESEARCH RELEVANT TO ANIMAL CARE AND WELFARE, WHICH IS USEFUL FOR SCIENCE INFORMED DECISION MAKING

### FINDING HUMANE SOLUTIONS FOR ON-FARM DEPOPULATION OF HEAVY AND LIGHT FOWL

Alberta Farm Animal Care, in collaboration with the Alberta Hatching Egg Producers and Egg Farmers of Alberta, carried out a project relating to the assessment and analysis of current and emerging humane euthanasia equipment and technologies for use in the depopulation of poultry at end-of-lay.

An assessment of current practices was completed and included consultation with the hatching egg and table egg industries as well as the Alberta Agriculture and Rural Development Livestock Welfare Unit. Emerging and in-development technologies and processes (whole barn gassing, modified atmospheric killing, low atmospheric pressure stunning, and foaming) were then considered and summarized by advantages, disadvantages, costs, and animal welfare.



The project resulted in the provision of relevant and valuable information to the project stakeholders, allowing these groups to consider the purchase and use of equipment that will best suit their needs moving forward. This project not only met the needs of stakeholders, but also resulted in ongoing collaboration with other groups (i.e. Institute of Applied Poultry Technology). These relationships are invaluable when growing and promoting a collective voice for the livestock industry. Collaboration will be instrumental in moving a greater project plan forward. This will involve the purchase, testing/research, and operation of multiple pieces of equipment discovered through this project.

Funding for this project was provided by Agriculture and Agri-Food Canada's Canadian Agricultural Adaptation Program, which is managed in Alberta by the Agriculture and Food Council of Alberta, and the Alberta Hatching Egg Producers.

### DRIVING INDUSTRY PROGRESS: AWARD OF DISTINCTION

**Innovation.** It's one word. It's also the key to success for livestock industries navigating the fast-shifting waters of farm animal care.

Livestock Care Conference participants honored someone who exemplifies the drive to progress by handing out one of the annual Alberta Farm Animal Care Awards of Distinction. The recipient of the Award of Distinction for Innovation was Dr. Karen Schwartzkopf-Genswein, a research scientist at Agriculture and Agri-Food Canada (AAFC) in Lethbridge.



“THERE'S NO BETTER COMPLIMENT THAN TO GET AN AWARD FROM THE INDUSTRY YOU WORK FOR,”

says *Schwartzkopf-Genswein*.

The award honours those who have developed a new process, product or source of knowledge that has made a significant impact on improving the welfare of livestock and the industry. Nominees must demonstrate a strong commitment to others through contributions to community and society and be recognized by peers as having reached a high level of accomplishment or expertise in their field.

Alberta Beef Producers nominated her for the award, noting her many contributions. "Dr. Karen Schwartzkopf-Genswein is a world-class beef cattle behaviour and welfare Researcher. Her research has directly aided the beef industry by providing measurable scientific evidence. These results have been used to inform the beef industry of practices impacting beef cattle welfare as well as providing recommendations, both having a significant impact on improving the welfare of livestock in Alberta."

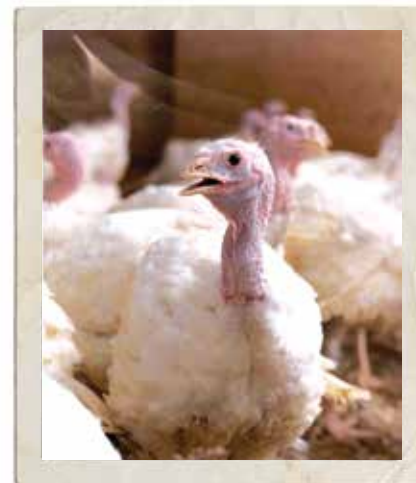


### EXPLORING HUMANE ON-FARM EUTHANASIA OF BROILERS AND TURKEYS

Alberta Farm Animal Care partnered with Alberta Chicken Producers and Alberta Turkey Producers to carry out a project relating to on-farm euthanasia of broilers and turkeys.

This project helped increase understanding of the standards and regulations around on-farm euthanasia of poultry and also enabled the industry to be proactive on addressing a sensitive issue. Information gathered through this project included current standards, Codes, and regulations across the most progressive countries of the world (UK, EU, New Zealand, Australia, the US, and Canada), identification of some of the drivers of change, and an overview of current and emerging poultry euthanasia technologies / methods.

All stakeholders involved in this project were able to take the information gathered and move it forward. Industry collaborators may take the information to their respective Boards and decide on a direction for future routine on-farm euthanasia. This may involve collaborative purchase of equipment or moving to accept a combination of available technologies, depending on what works best for an individual producer.



The project also helped to showcase the need for further poultry-specific research into some of the euthanasia methods. The Institute for Applied Poultry Technologies will be able to utilize the information gathered through this project to identify priorities moving forward. Alberta Farm Animal Care intends to participate in this research and collaborative process moving forward.

Funding for this project was provided by Agriculture and Agri-Food Canada's Canadian Agricultural Adaptation Program, which is managed in Alberta by the Agriculture and Food Council of Alberta, Alberta Chicken Producers, and Alberta Turkey Producers.

“THIS PROJECT HELPED INCREASE UNDERSTANDING OF THE STANDARDS AND REGULATIONS AROUND ON-FARM EUTHANASIA OF POULTRY AND ALSO ENABLED THE INDUSTRY TO BE PROACTIVE ON ADDRESSING A SENSITIVE ISSUE.”





# GOAL 6: OPERATIONAL EXCELLENCE

## SCIP INTERNS

In 2013, AFAC began working with the Serving Communities Internship Program (SCiP). 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 organizations benefit from the extra work that the students achieve. Upon successful completion of the internship goals, the students are awarded a \$1,000 bursary from Volunteer Alberta.

Our first SCiP intern, Kaitlyn Cooper, was an Alberta College of Art and Design student. She created a new AFAC presentation using a program called Prezi. This new presentation style adds movement and a fresh take on the basics of AFAC and current initiatives. She completed this work in July 2013.

IN 2013/2014, AFAC HAS PAIRED UP WITH EIGHT SCIP INTERNS TO COMPLETE A VARIETY OF PROJECTS.

- » Kristen Mortensen, a University of Calgary Communications student, will be working as an agricultural investigative reporter blogger. She will examine a number of emerging items in agriculture such as feasibility and care of urban chickens.
- » Lindsay Nakonechny, a University of Alberta Animal Health student, will be working as a Livestock Care Teacher Resource Developer. She will be looking into educational materials used by other organizations and their effectiveness.
- » Megan Lemoine, a Northern Alberta Institute of Technology Photography student, will be working as the organization photographer. She will capture images around the 2014 LCC and will also snap some livestock photos for use in AFAC promo materials and the AFAC website.
- » Gardar Magnason, a Southern Alberta Institute of Technology Film and Video Production student, will be working as a "Myth-busting" videographer. He will be working with Alberta Turkey Producers, Alberta Beef Producers, Alberta Milk, and the University of Alberta to create videos around common misconceptions of animal care.
- » Riley Patten, a Southern Alberta Institute of Technology Film and Video Production student, will be working as a Promotional Videographer. He will be working with Alberta Beef Producers, Alberta Milk, and Egg Farmers of Alberta to create videos on AFAC membership and the importance of responsible animal care.
- » Claudia Koch, a University of Alberta Animal Science student, will be working as an AFAC Ambassador blogger. She will be writing a series of blog posts on livestock care and welfare for use on AFAC social media and as AFAC's contribution to the "Let's Talk Farm Animals" blog operated by the provincial Farm Animal Councils.
- » Lauren Mendis, a University of Calgary Communications student, will be working as a Marketing Strategist. She will be creating strategies around social media and reaching the public with livestock care messaging.
- » Megan Powell, a Mount Royal University Information Design student, will be working as a Graphic Designer. She has created the 2013 Highlights document and annual report and will also be producing a number of infographics on different AFAC programs and AFAC membership.



## AFAC SUSTAINABILITY PROJECT

AN INITIATIVE SUPPORTED BY THE ALBERTA LIVESTOCK AND MEAT AGENCY

In late 2012, AFAC had the opportunity to submit a funding proposal to ALMA to explore different facets of AFAC sustainability. It is ALMA's wish and AFAC's goal to become less project-funding dependent as we move into the future. The \$42,000 grant from ALMA along with a large amount of industry in-kind contributions and a small amount of AFAC cash, helped the organization grow in 2013.

This year the board and staff participated in a number of Strategic Planning activities as described in the Executive Director's message. These activities helped re-focus the organization's goals and brought the board of directors to a deeper understanding of what is required to continue to see AFAC thrive.

This work will continue into 2014 with another 2 activities as the focus: exploring new funding opportunities and demonstrating value for membership in 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

### 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

### 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





THANK YOU TO THE AFAC MEMBERS, SUPPORTERS,  
BOARD, CONTRACTORS AND STAFF FOR ENSURING THE  
SUCCESS OF OUR ORGANIZATION!

Photo credit to: Kristen Mortensen, Alberta Milk, Alberta Turkey Producers, Meristem Communications, Alberta Pork, Alberta Lamb Producers, John Biro, Andre Goulet, Horse Industry Association of Alberta, Egg Farmers of Alberta, Fiona Baird, Calgary Stampede, and Larry and Hilary Delver