

Hello! We are the University of Alberta Capstone group who created the survey “Identifying challenges faced by Albertan cow-calf producers”. Our survey was open for 4 weeks and we received 34 responses. From the data we gathered we have been working on creating some deliverables that Alberta Farm Animal Care can use to help producers in the future.

#1- Our first resource is an infographic on the impact of beef production on the environment. Producers mentioned that there was often misinformation spread on social media about the impacts of the beef industry on the environment. This infographic could be shared on social media and would be readily accessible along with AFAC’s other infographics to help dispel common misconceptions surrounding the topic.

#2-Our second resource is a financial resource infographic. Financial struggles were determined to be the most impactful challenge for producers. Many individuals commented on a lack of resources and support pertaining to this topic. This infographic highlights multiple resources currently available for producers to utilize. We hope this infographic can centralize information about financial assistance to allow for easier access.

#3-Our third deliverable is an education module outline that will allow AFAC to create specific modules for producers on topics that we as undergraduate students do not have the resources to facilitate. These include ideas such as working with financial experts to create education modules surrounding financial topics or mental health experts to create modules geared towards improving mental health.

We would have loved to attend the conference to talk with you all about our resources in person but we hope if you have any comments to please email them to depaoli@ualberta.ca

Any comments or feedback would be greatly appreciated.