

LIVESTOCK WELFARE ENGAGEMENT PROJECT

Education Results

The Livestock Welfare Engagement Project (LWEP) brought together input from a broad cross-section of livestock industry participants in Alberta, to provide an understanding of the livestock welfare landscape in the province from the industry's perspective.

The project was conducted primarily throughout 2018. Data was collected through an online survey and a series of in-person focus groups across Alberta. The majority of respondents were individuals, such as producers and farm employees.



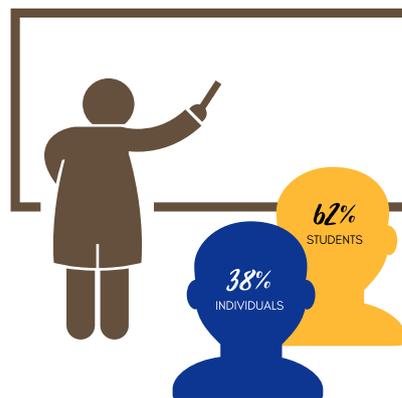
This is a summary of industry information and perspectives on educational activities collected for the LWEP. The knowledge gathered through this project provides a resource to inform Alberta's ongoing understanding, activity and progress in this critical area.



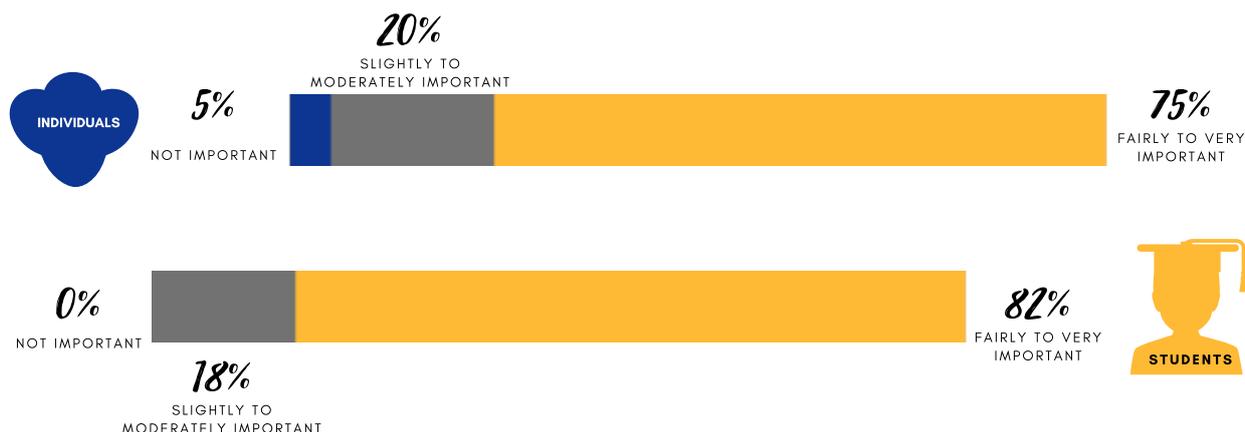
Almost half of organization respondents and a third of abattoir and auction market respondents reported that they offered animal welfare-focused educational resources and activities to students.

The most common grades in which respondents offered resources and activities was grades one through six and to post-secondary students.

Organization indicated that common motivators to supplying educational resources and activities included it being the right thing to do, to educate youth in agriculture, to dispel misinformation, and to recruit youth into agriculture. Common barriers included funding, resources, and time.



Many student respondents indicated that they participated in educational activities. The majority of respondents reported that they believed that animal welfare-focused educational resources and activities are important, to some degree.



Individuals and students believed that more emphasis should be given to complex topics, such as biosecurity practices, at older grades. While simpler topics, like ‘telling your story’ to improve public trust, were encouraged across all grades. Hands-on and in-person activities were seen as the most effective methods to deliver education.



Focus group participants indicated that there are excellent educational programs and events that have recently been introduced or strengthened. But felt that there was a need to support and build on their success. Furthermore, they stated that the industry knows its message and that everyone plays a role in telling our story.

