

# 2020 Alberta Farm Animal Care Annual Report





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## About AFAC

For over 25 years, Alberta Farm Animal Care (AFAC) has been a collective, trusted voice on matters of livestock welfare. AFAC was founded in 1993 by Alberta livestock organizations and is now the only provincial farm animal care organization in Canada.

As the public's interest and concern for farm animal care increases, there is an opportunity for organizations like AFAC to provide leadership as a progressive animal care organization. AFAC is committed to promoting best livestock practices within the industry and promoting an open dialogue with the public about those practices.

These are the two areas of focus for AFAC: creating resources and training opportunities for producers that support them in providing the best care for their animals; and building understanding and trust through outreach opportunities with the public. Additionally, AFAC assists in and conducting animal welfare research that focuses on improving livestock welfare in Alberta and beyond.

Alberta Farm Animal Care was not only founded by the livestock sector but also funded by the industry. Since 1993, those committed to and concerned with animal agriculture in Alberta have supported the work of AFAC. From primary producers to livestock associations, municipalities, agriculture societies, animal health companies, auction marts and abattoirs – the entire value chain is represented by AFAC's members.

The second year of AFAC's three-year Strategic Plan, Building for the Future, was challenged in 2020. New ways of delivering the brand promise had to be found, including moving to a predominately virtual model. While the core goals remain the same, the ways in which AFAC achieves the two-pronged mandate of producer extension and public outreach evolved in 2020 in response to the years' unique challenges.

### Vision



Alberta Farm Animal Care works to ensure farm animals in Alberta are respected, well-cared for and experience a high state of welfare through collaboration with and support of our members.

### Mission



To promote best practices in care and handling, by working collaboratively towards continual improvement in responsible livestock care. Engaging the public to build trust through transparency.





ALBERTA  
AGRICULTURE AND FORESTRY

*Office of the Minister  
MLA, Innisfail-Sylvan Lake*

### MESSAGE FROM THE MINISTER

As Minister of Agriculture and Forestry, it is my pleasure to extend greetings on behalf of my colleagues at the Government of Alberta to everyone reading Alberta Farm Animal Care's 2020 annual report.

Alberta is famous the world over for our livestock. People across the globe look to us for the best beef, pork, chicken and more, and we owe that to the hard work, care and dedication of our livestock producers. Organizations like AFAC are essential partners for this work.

We're a province with more cattle than people. We export and process millions of animals every year, and we're proud of it. Every year, the livestock industry contributes billions to our economy, ensuring a healthy province for years to come.

The past year has been an unusual one, with the COVID-19 pandemic impacting all markets. Since the start of the pandemic, we've acted to lessen the impact on our farmers and ranchers, setting up set-aside programs for our cattle and hog producers. We'll continue to support our livestock producers throughout this year and into the future.

Thank you for your commitment to Alberta's farm animals and the people who care for them. I hope the coming year is a healthy, productive one for everyone.

A handwritten signature in blue ink, reading "Devin Dreeshen".

Honourable Devin Dreeshen  
Minister, Agriculture and Forestry



# Chair's Report

As chair of AFAC, I feel honored to present you a new chair's report. We look back at an extraordinary year. The year 2020 brought us in a pandemic, and now in 2021 we're not out of the woods yet. We're still in the grip of Covid-19.

What kind of impact has that on AFAC's work, and how is the livestock industry impacted?

AFAC is still going strong. The organization adapted to the new reality. All board meetings were done virtually. And Annemarie, our Executive director, and staff did the same. We developed our "Zoom-skills". Lots of AFAC's activities were done virtually. The virtual backyard chicken series was a great success and there's still demand for continued workshops. During the pandemic more people decided to keep backyard chickens, and through the workshops, the public has access to learn about the basics of care and handling and be aware of animal welfare.

AFAC has the intention to spread the wings and want to reach out to our neighboring provinces. Through the AFAC Summit in August '20 we had the virtual opportunity to connect with producers and livestock organizations from BC, Saskatchewan, Manitoba and of course Alberta. We look forward to keep the conversation going to further advancing responsible farm animal care. There's a role for all of us to work to reduce the gap between rural and urban, and to promote trust in the livestock industry and Canadian product.

Working with the livestock sector is diverse. Think about the different stakeholders, like: cattle, sheep, goat, swine, poultry, equine and bees. There are different needs, and desires to fulfill the obligations for animal welfare.

The big highlight of the year is always the LCC, the Livestock Care Conference. For the second time, AFAC presented a virtual version. Thank you to all who registered. I hope you experienced a high level of content. We had speakers from all over the continent. We did not have to deal with travel restrictions to bring people together. But we hope to have a face-to-face LCC in 2022. It's always great to interact with the students, professionals, and field people.

We continued our relationship with government, also in a virtual way. The partnership between AFAC and Alberta

Agriculture & Forestry has been a long and successful one. We look forward to continuing that relationship and collaborating on new ways to work together to support the livestock sector. We know that the funding structure is changed in the last years, but we hope that possible funding options through the Canadian Agriculture Partnership program are available for AFAC. We support the legislation like Bill C 205 which protects not only the health and safety of the animals and people on farms, but also our collective desire for food security within the Canadian food system.

2020 and 2021 are for sure challenging years. Dealing with reduced production in some sectors, and more strict protocols of cleaning and disinfecting to keep everyone safe who work in the premises. And the fear of shut downs on the processing side. It all has an economic impact in our businesses. It's causing a certain amount of stress, and we all know that mental health is an important factor. AFAC addressed this also with a workshop in the last LCC.

I want to conclude this report with thanking our loyal members, our sponsors, and Alberta Agriculture & Forestry. And a big thank you to Annemarie and staff, for their enthusiasm, and to our board of directors. As always feel free to contact us with ideas, requests, and support. Our main goal is to develop into a collective voice of the livestock industry on matters of livestock welfare. AFAC has provided a coordinated approach for all areas of livestock production to work together to advance and promote responsible livestock care.

Regards,

Your chair Cora Scheele



## 2020/2021 Board



Cora Sheele  
Chair



James Jenkins  
Vice Chair



Darrell Dalton  
Council Chair



Casey Vander Ploeg  
Finance Chair



Heini Hehli  
Director



Melanie Wowk  
Director



Steve Mason  
Director



Merna Gisler  
Director



## 2020/2021 Staff



Annemarie Pedersen  
Executive Director



Melissa Moggy  
Extension Coordinator



Kaylee Healy  
Marketing & Comms Coordinator



Maria Swan  
Financial Officer



Makenna Moore  
Social Media Lead

## Executive Director's Report

It is hard to think of a way to start my report on 2020 without hitting any or all of the cliches we now use to describe it. Dumpster fire, unprecedented, challenging, overwhelming...and it was all of those things.

However the enthusiastic team at Alberta Farm Animal Care rose above all of that and made 2020 a remarkable year that, in hindsight, may permanently change the way we do a number of things in the future – with or without a global pandemic.

The first lucky break was that we had closed our bricks and mortar office in High River in November 2019 and had spent the following months organizing ourselves in home-based offices. While we missed our biweekly, in-person meetings, we were well-equipped to work from home and didn't miss a beat when the lockdown was announced.

Coincidentally, the lockdown was announced less than one week from the start of the annual Livestock Care Conference and a big decision had to be made quickly- go ahead virtually or cancel? Special credit goes to Kaylee Healy who said that we could move online in five days, and the team came together to make it happen. We were all excited about the opportunity and the resulting conference set the stage for AFAC's work for the remainder of the year.

From moving (and expanding) the backyard chicken program, the post-secondary student school tour, and Technical Large Animal Emergency Rescue (TLAER) information session to virtual formats- to adding new events like the CFIA transport regulations webinars, AFAC pivoted extremely well and made it a year of innovation.

Not everything can be done – or done as well – on a virtual platform. We look forward to reinstating the Livestock Care Conference, student mentorship program, and the trailer and TLAER workshops when it is safe to do so. In-person community sessions on backyard chickens, small beekeeping operations and others will compliment online programming. We reached so many more people from across the province and beyond with the virtual chicken workshops and other online training sessions, that we will continue to include them in our extension activities.

Agriculture is not alone in facing financial challenges going into 2021. Funding for AFAC and our partners is harder to come by and some sectors were hard-hit in 2020. Virtual programs in 2020 reached people in all four western provinces and beyond and identified opportunities to grow AFAC's membership base beyond Alberta's borders. We will be working at developing new partnerships and alliances in the coming years that will benefit both AFAC and our existing members. A network of livestock industry stakeholders has always been at the heart of AFAC. Livestock producers face many of the same issues and challenges whether they are in BC or Manitoba – and the things that we share in common outnumber the differences.

The following pages will outline the activities and successes in the past year; quite a lot has changed since 2019. The ALERT line continues to provide significant value to the industry and remains at the heart of the work we do at AFAC, as do extension and public trust initiatives.

There have been quite a few changes to the team as well this year – Melissa Moggy is Extension lead, Kaylee Healy is Marketing lead, Makenna Moore is the social media lead and Maria Swan is our new bookkeeper after Sharron Johannesen retired at the end of the year. We are very lucky to have a board that supports our efforts and a small but very mighty team. Thank you for your support of AFAC and we look forward to working with you in 2021.

Sincerely,

Annemarie Pedersen  
Executive Director – Alberta Farm Animal Care





# Financial Officer's Report

I joined the AFAC team in September 2020 and what an amazing first few months it has been. Like many organizations we moved all our financials to online systems in 2020 to support our decision to move to a virtual office, and have learned and grown from the challenges this presented.

AFAC continued to work on our mission to promote best practices in animal care and handling in 2020. This work was funded by \$122,982 from our members and supporters, and \$154,454 from a variety of grants, sponsorships, and event registrations. We wish to thank all our funders for their continued support during the year.

AFAC is aware that there may be changes and limitations to our funding sources in the next few months resulting from COVID. In response to this, we have taken steps to control our costs throughout 2020 including moving all our staff to contractor positions to allow for a more flexible response to funding availability. As a result, we enter 2021 with a solid cash balance, and look forward to continuing our work in 2021 and beyond.

Maria Swan

Financial Officer - Alberta Farm Animal Care



## Member Levels and Benefits

Support Alberta's livestock industry- [join today.](#)

Recognition	Platinum (\$5,000+ / year)	Gold (\$2,500 / year)	Silver (\$1000 / year)	Bronze (\$500 / year)	Producers (\$100 / year)
Attend Council Meetings	✓	✓	✓	✓	✓
Voting Privileges	✓	✓	✓	✓	✓
Eligibility for Board Positions	✓	✓	✓	✓	✓
Discounted Livestock Care Conference registration	✓	✓	✓	✓	✓
Complimentary Livestock Care Conference registration	2 / Organization	1 / Organization			
Discounts on AFAC webinars, training, and workshops	✓	✓	✓	✓	✓
Coordination of workshops/meetings for organization	✓	✓			
Speaking/presentations*	✓	✓			
Listing by membership level on AFAC website and publications	✓	✓	✓	✓	✓
Free copies of AFAC resources**	✓	✓	✓	✓	✓
AFAC supporter logo	✓	✓	✓	✓	✓

\*Mileage costs may apply

\*\*Shipping charges not included

## Extension Report

2020 was an inventive year for extension, where in-person events had to be repurposed for an online platform. Nevertheless, AFAC still created many industry resources, including a new Considering the Codes segment, In Case of Emergency form, Alberta Large Animal Emergency Resources Document, Livestock Welfare Engagement Project (LWEP) industry reports, and infographics on driving around trailers, cold and heat stress in pigs, and LWEP results.

The LWEP brought together input from the livestock industry in Alberta to provide an accurate understanding of the livestock welfare landscape in the province from the industry's perspective. The LWEP was requested and funded by Alberta Agriculture and Forestry and facilitated by Alberta Farm Animal Care. Results were documented in a Summary Report that was shared with the Government of Alberta. In 2020, AFAC prepared and shared industry-specific reports for the beef, dairy, equine, poultry, small ruminant, and swine industries. Highlights on each species extension services and demand were the focus of new Industry-Specific Extension Infographics. Finally, a significant finding of the LWEP was that many respondents were not familiar with the National Farm Animal Care Council Codes of Practice. In response, to improve awareness of the Codes, two infographics were created.

Initially, AFAC was preparing a Technical Large Animal Emergency Rescue (TLAER) roadshow for the spring of 2020. However, COVID-19 interfered with that plan. In collaboration with Dr. Rebecca Gimenez, AFAC offered a free two-hour TLAER webinar to the Emergency Livestock Handling Trailers on November 26th. The webinar was sponsored by Gateway Carriers and focused on road safety. The webinar prompted the creation of an In Case of Emergency form and a resource package for first responders.

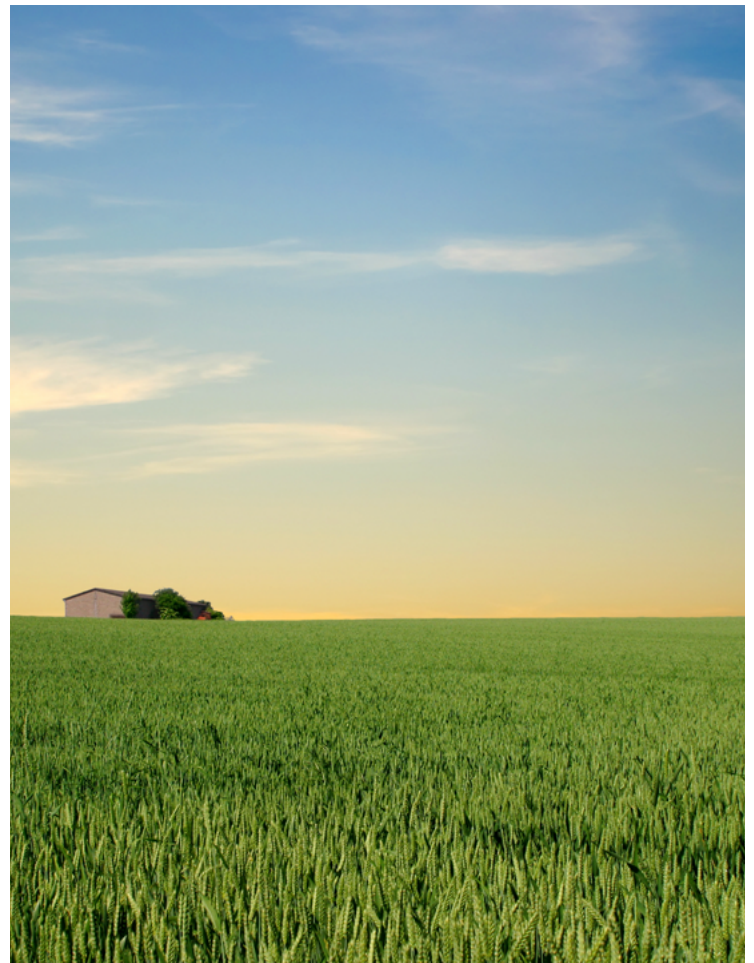
Throughout 2020, AFAC worked with CFIA to offer webinars on the updated humane transportation regulations as they pertain to swine, beef cattle, and dairy cattle.

Alberta Farm Animal Care team members attended and spoke at several industry meetings and events, staying connected with our members, their current issues and looking for ways AFAC can support the various sectors. The work continued to improve the public's awareness of animal care practices and the industry's commitment to animal welfare. Kristen Lepp and Melissa Moggy

completed a virtual post-secondary tour in the fall to discuss animal welfare and AFAC with agriculture students in six schools from Fairview to Lethbridge.

Thanks to funds from Alberta Agriculture and Forestry through the Canadian Agriculture Partnership, as well as Alberta Beekeepers Commission and Peavey Industries LP, AFAC began work on the "Protecting the biosecurity of Alberta's beekeeping industry through the development of a comprehensive beekeeping education program" project. This project will create an Alberta Beekeepers Handbook, task lists, training videos, and training workshops.

Any organization looking to collaborate with AFAC in a project or brainstorm possible ideas, please contact Annemarie Pedersen at [annemarie@afac.ab.ca](mailto:annemarie@afac.ab.ca).





# Marketing and Communication Report

In January of 2020, AFAC once again partnered with the Mount Royal University (MRU) public relations' class as a client for their yearly student project. Continuing a previous initiative by bolstering and formatting AFAC's brand guidelines, the students aided AFAC in furthering not only a consistent but a distinct voice. Their efforts in doing so carried over to their final deliverable: a revamped AFAC Newsletter.

The refreshed newsletter was also changed to a bi-monthly publication to deliver more valuable information to the readers. Added features within the newsletter included key articles on crucial livestock management pieces, new research, and industry updates which quickly became a hit piece as COVID-19 proved the importance of being invested and informed across all livestock sectors. Another great change to the format enabled the content to be easily accessed on the website if viewers desired further information. The end result: more information to readers and more website traffic.

The annual Livestock Care Conference is a large piece of the communication work every year at AFAC, and 2020 brought an additional level of difficulty. LCC 2.0 was the

first glimpse of what 2020 would hold for challenges for the marketing and communications side, and the resulting learning curve carried through the year. With a successful and short notice pivot to online, LCC 2.0 initiated the momentum to shift a number of communication pieces to new virtual platforms. Items such as virtual Hive and Coop tours, the AFAC's Headbantz game, and the Five Freedoms game transitioned to either live interactive streams or posted on various public platforms. This gave the public contact and potential interaction with learning activities typically shared with families and children during in-person events such as Aggie Days or Calgary Stampede, all key events which were cancelled in 2020.

With the transition to online workshops and events came the opportunity for new partnerships and marketing. One of the initiatives was a free monthly Questions from the Coop Q&A for the public, featuring Cassandra Kirkpatrick addressing attendee's questions on all things poultry. This summer-long session was the result of public interest through the Urban Hen program and led to some featured guests and further poultry workshops being developed. Another workshop that occurred in December was the New On-Farm Slaughter Regulations workshop, in partnership with Mountain View County. This workshop led to new reach for the AFAC audience including new members and further interest in supporting AFAC.

Another positive element to come out of the MRU class project was bringing on-board Makenna Moore as the social media manager. Makenna brought her experience and love for livestock along with her communications and PR skills, which resulted in an increase in viewership and value-filled content. Telling Our Story outlines the impact that her work had for Alberta Farm Animal Care in 2020. While 2021 will have similar challenges as 2020, it also promises to bring even more stories, insights, and projects from AFAC to increase livestock welfare and awareness.

## Stay connected:

[www.afac.ab.ca](http://www.afac.ab.ca) - Bookmark us!

[Follow us on social media](#)

[Click to sign up for AFAC Newsletter](#)





## *Insights: Together. Shaping the Future.*

Three of Alberta Farm Animal Care's Strategic Plan goals are to enhance the reputation and future of the livestock industry through support and collaboration; strengthen relationships with like-minded organizations through collaboration and partnership; and increase awareness of and deliver brand promise. One way we pursue these goals is through our Insights e-publication.

Each Insights issue comprises three to four articles highlighting new animal care and welfare research or information on a current issue. The ultimate goal of the insights e-publication is to connect producers with research, changes and issues facing their industry. Armed with this knowledge, producers can more effectively evaluate their operation's practices for ways to improve the care of their animals.

In 2020, we released three issues in February, May, and December. Topics included in these issues included:

- One Welfare
- Fatigued Cattle Syndrome
- Equine Code of Practice
- Humane Transportation Regulation Changes
- Calf Transport
- COVID-19 and Pigs
- Beef Cattle Pen Conditions
- Foot Rot in Southern Alberta Lamb Feedlots
- New Resources on Pig Transport
- Teaching Students from an Agricultural Perspective

Researchers and graduate students are welcome to contribute articles at any time. If you think a research project should be highlighted in our INSIGHTS article, please contact the AFAC office.

The INSIGHTS Newsletter can be found online at [www.afac.ab.ca/resources/insights/](http://www.afac.ab.ca/resources/insights/)





## 2020 Livestock Care Conference

The 2020 Livestock Care Conference was a great example of what Alberta Farm Animal Care can do under pressure.

With the announcement of gathering restrictions landing just five days before the conference kick-off, the team came together to pivot this highly anticipated event. Through many hours and the support of speakers and sponsors alike, the two-day in-person event was transitioned into a one-day virtual event, known as LCC 2.0, which took place on the original conference date.

Conference keynote speaker Dr. Frank Mitlochner started LCC 2.0 off by speaking about the value of looking for ways to “raise the bar” and the costs of allowing ‘bad actors’ to remain in the industry. Presenters also spoke on the social sustainability of the dairy industry, on-farm emergency preparation, and updates to the transport regulations. While the workshop on ‘Tools for Difficult Encounters’ had to be postponed, Becky Taylor offered a presentation on difficult conversations with the public.



The sponsored student’s program ‘Meet the Experts’ was postponed. Sponsors were understanding and allowed for their funding to be applied to the following year.

We appreciate the continued support to bring together students and experts from across the industry to network, create connections, and inspire the next generation of producers and industry professionals.

Special thanks to the generous sponsors who make this conference possible and support AFAC throughout the year.

Find out more about the 2020 conference here:  
<https://www.afac.ab.ca/livestock-care-conference/2020-event/>

# 2020 Awards of Distinction

The Alberta Farm Animal Care Awards of Distinction are a proud tradition started in 2001 to recognize individuals or groups for their exceptional contributions to livestock welfare. Every year, a call for nominations is heard throughout Alberta, and an individual or group is chosen as a winner in one of three categories to represent Alberta's diligence and growth in animal welfare in the livestock sector.

In 2020 there were winners in all three categories.

## The Award of Distinction for Innovation

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 care and the industry.

Gateway Carriers was this year's winner.



## The Award of Distinction for Communication

The award honours those that take an active role in effectively sharing the message about livestock issues, and informing the public and agri-food industry about farm animal care in a factual and honest way, to build trust and credibility.

Barbara Duckworth was this year's winner.



## The Award of Distinction for Industry Leadership

The award honours those who integrate animal welfare into their core business strategy, setting their own bar higher for expectations regarding animal welfare.

Rich Vesta with Harmony Beef was this year's winner.



[Find out more about the awards and learn about previous year's winners here](#)

## Telling Our Story



Facebook: @Alberta Farm Animal Care  
Facebook 2019: 1,992  
Facebook 2020: 2,936

In a year where coffee dates were replaced by Zoom meetings and a 'Like' was the closest it could get to a thumbs up, AFAC rose to the challenge of connecting with its community digitally. Across four different social media platforms AFAC bolstered its approach in engaging both producers and consumers with resources and industry experiences.



Instagram: @abfarmanimal  
Instagram 2019: 729  
Instagram 2020: 1,122

Twitter and Facebook became a new home for AFAC's infographics, and were well received with shares across Alberta from commodity groups to the benefit of producers. Along with leveraging existing resources came the creation of new ones with a #TipTuesday video series, spearheaded by Dr. Melissa Moggy and driven by industry partnerships. One of the most popular video segments, focusing on safe livestock transportation, accumulated over 3,000 impressions.



Twitter: @ABFarmAnimal  
Twitter 2019: 2,058  
Twitter 2020: 2,185

Speaking of partnerships, AFAC was thrilled to collaborate with both new and old faces to tell the stories of livestock welfare in Alberta. Instagram flourished with posts that highlighted the experiences of students, producers and consumers. To date, AFAC has partnered with over 10 care-orientated individuals, and that number continues to grow in 2021.



LinkedIn: Alberta Farm Animal Care

One of the most heartening parts of AFAC's social media in 2020 was witnessing its tangible impact. On November 20, a local equine rescue posted on Facebook seeking help to rescue a horse stuck in mud. Within minutes, notifications came streaming in with multiple accounts tagging AFAC and sharing the ALERT line number. Not only was the horse successfully rescued, AFAC gave regular factual updates on the emergency situation for the concerned online community. After this event, AFAC gained countless new followers and greatly expanded its reach.

AFAC's place in the public eye has transformed over 2020. Growing from a credible advocate of livestock welfare to also a dynamic place of collaboration, it empowers producers with care resources and provides a space to make voices heard.

With its social media presence growing by 45 per cent and engagement nearly tripling, 2020 left no shadow of a doubt that AFAC is evolving along with the industry it works so diligently to represent.





## Public Events

Alberta Farm Animal Care works hard to increase public awareness of animal agriculture practices and continual improvement in animal care and welfare.

The activities and events chosen are directly related to AFAC's Strategic Plan objectives to enhance the reputation and future of the livestock industry through support and collaboration; strengthen relationships with like-minded organizations through collaboration and partnership; and increase awareness of and deliver brand promise. Due to the pandemic, the numerous in-person public events that AFAC attends every year were cancelled. Therefore, AFAC turned its attention to our social media platforms to connect with the public.

The Agriculture in the Classroom program was also cancelled in 2020, and any in-person connections with students were not possible. Nevertheless, AFAC worked hard to connect with students as much as possible using social media and collaborated with the Calgary Public Library. The Library invited AFAC to present twice in 2020 in their virtual youth program on how farmers take care of their animals. Even in a time when kids must be tired of learning online, they attended and participated in these presentations and always had good questions.





## Industry Events

Industry meetings and events in Alberta and beyond allow AFAC to stay connected to members and connect with industry stakeholders. These events provide the opportunity to share animal care information and resources with the Alberta livestock industry.

In 2020, AFAC participated in/hosted the following meetings and events:

Anyone wishing to have AFAC attend an industry or board meeting, special event or provide information or resources can contact Melissa Moggy at [melissa@afac.ab.ca](mailto:melissa@afac.ab.ca).



- Advancing Women in Ag Conference
- AFAC Summit
- AHEM information session
- Alltech ONE Ideas Conference
- ALP COVID-19 Producer Call
- Animal Nutrition Conference of Canada
- BCRC LOI Webinar
- Beef Cattle Humane Transportation Regulations Webinar feat. CFIA
- Before The Crisis: Planning and Preparation for the Unexpected Webinar
- Canadian Beef Industry Conference
- Canadian Beef Technology Transfer Network Online Meeting
- CanWest
- CFI NOW: COVID-19 and the Latest Consumer Trends
- CRSB Webinar - Impacts of Covid-19 and Opportunities for the Sustainability of the Canadian Beef Industry
- CVMA COVID Townhalls
- Dairy Cattle Humane Transportation Regulations Webinar feat. CFIA
- Farm Journal's Pork Webinar - Don't Take Your Eyes Off of ASF
- Influential Women in Agriculture Summit
- KAP Webinar – Resilience in the Midst of a Pandemic – Tips and Strategies for Producers Coping with Challenging Times
- National Animal Welfare Conference
- New On-Farm Slaughter Regulations in Alberta Webinar
- NEAHW Council Webinar - Inventory Assessment and Gap Analysis of Canada's Prevention, Preparedness, Response and Recovery Capacity
- Pork Humane Transportation Regulations Webinar feat. CFIA
- Recognizing and Responding to People at Risk Webinar
- Rural Roots Ag Days
- Technical Large Animal Emergency Rescue Webinar
- The Farm Meetings
- Understanding Heat Stress in Broiler Production: Minimize it with Effective Strategies
- Why Peer Groups Work Webinar



## Post-Secondary Speaking

The post-secondary tour is one of the most important outreach efforts conducted by AFAC each year. In 2020, post-secondary agriculture students were reached using a virtual format. These students now have an understanding of the work being done by organizations like Alberta Farm Animal Care to support the livestock industry.

As always, the point of these presentations is to raise awareness about AFAC, animal welfare and all of the resources that are available to students entering the industry. A fun and exciting aspect of these talks is that the students are curious about the industry and there are always new and unique questions. These sessions are also used to promote the student scholarships and mentorships available to them at the Livestock Care Conference each year and many will attend the event.

In 2020, AFAC spoke to:

Grande Prairie Regional College:  
Fairview Campus

Lethbridge College

Olds College

University of Alberta

University of Calgary: Faculty of  
Veterinary Medicine

Lakeland College

Northern Alberta Institute of  
Technology



*The instructors at each of these institutions make this annual experience possible. Even though 2020 presentations had to take on a different approach, it is always rewarding to interact with the students and instructors.*

# ALERT Line

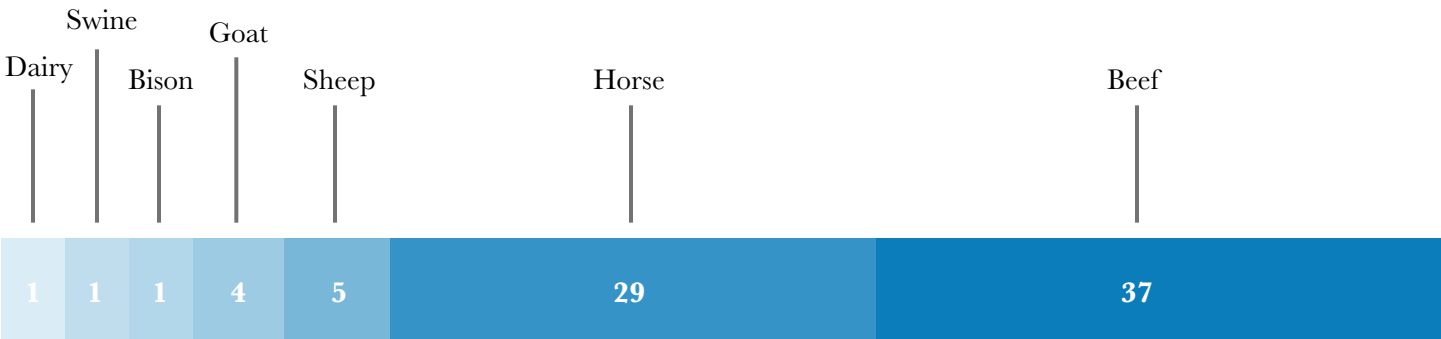
In 2020 there was a total of 98 calls, a decrease of 85 calls over 2019.

This is likely due to the pandemic and people remaining at home rather than travelling through rural areas. We work closely with related organizations to ensure that callers receive the correct information when they call. The total number of animals assisted in 2020 is estimated at 1,951.

## CASES

Of the 98 calls, 72 were cases requiring further action. The most common concerns were animals at large, neglect, lack of food and water, and poor body conditions. Of the cases, 27 of the calls were passed to the Alberta SPCA. This could be due to the severity of the case or a lack of volunteers in the area for the ALERT Line. There were three unfounded cases, meaning a volunteer went out and had no concerns. There are 12 calls pending/being monitored for improvement, and the rest have been resolved. This means that the owners have improved the situations of the animals, and/or they were directed to the proper person for help.

Below is the number of cases, broken down by each different livestock species\*:



\*Some cases included multiple species

## INFO CALLS

The ALERT Line also received 24 information calls, and they were most commonly about legal concerns and requesting information on production practices. AFAC works closely with the Farmers Advocate on these types of calls.



## TRAILER CALLS

Two calls were in relation to an Emergency Livestock Handling Equipment Trailer. We are happy to see that people know that the ALERT Line can help dispatch these trailers. The ALERT Line would not be possible without numerous regional volunteers, the Alberta SPCA and the RCMP Livestock Investigators who go above and beyond to make this program successful.

Anyone interested in volunteering for the ALERT Line can contact AFAC at [alert@afac.ab.ca](mailto:alert@afac.ab.ca).





# Emergency Livestock Handling Equipment Trailers

The emergency livestock handling trailers and training program were rolled out in November 2012. In December 2020, the County of Grande Prairie added a trailer for a total of 19 Emergency Livestock Handling Equipment Trailers in Alberta:

- La Glace – County of Grande Prairie
- Westlock – Westlock County
- DeBolt – MD of Greenview
- Grovedale – MD of Greenview
- New Sarepta – Leduc County
- Ponoka County Fire Services – Ponoka County
- Rocky Mountain House – Clearwater County
- Red Deer County
- Spruce Meadows Fire Department – Foothills County
- Fort MacLeod – MD of Willow Creek
- Lamont County
- Kitscoty – County of Vermilion River
- Coronation – County of Paintearth
- Hanna Fire – Special Area No. 2
- Brooks – County of Newell
- Dunmore – Cypress County
- Vauxhall – MD of Taber
- Nobleford – Lethbridge County
- Alberta SPCA – to be used throughout Alberta

The special trailer housed with the Alberta SPCA, which is specifically used for scenarios that require livestock seizures, was used to seize 29 animals in 2020.

IN THE EVENT OF AN EMERGENCY

CALL 911

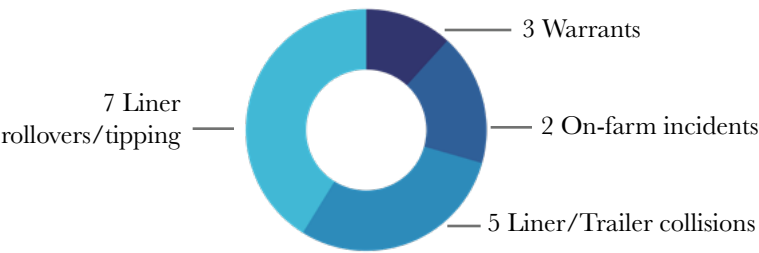
and request the

Emergency Livestock Handling Equipment Trailers

In the rare event that 911 cannot connect you to the Emergency Livestock Handling Equipment Trailers, please contact our ALERT Line at

1-800-506-2273

In 2020, the trailers responded to 17\* incidents across the province, including:



\*Trailers were called off in 5 incidents due to the issue being resolved before arrival and one where the trailer was not equipped for the incident.

We continue to see interest from counties and municipal districts to acquire a trailer. There continues to be interest in the trailer and ALERT programs from outside Alberta’s borders, and AFAC continues to work with communities interested in utilizing this emergency response resource.

Alberta Farm Animal Care has been working to match interested counties with potential funders in their area to expand the program and ensure prompt action may be taken in the event of an emergency involving livestock.

# AFAC Members

Membership in Alberta Farm Animal Care is a way to show commitment to animal welfare and awareness. AFAC members show their commitment by using the Proud Supporter logo on their website and materials. The current Proud supporters including commodity associations, industry organizations, agriculture support businesses, and primary producers who sell direct-to-consumers.

Aside from showing their support of animal welfare, AFAC members also receive member-only items such as event discounts, exclusive content, access to member-only events, and opportunities to work on future projects.

If you would like more information on becoming a member, or on what you receive as a member, contact the AFAC staff at [info@afac.ab.ca](mailto:info@afac.ab.ca)

Thank you for your support.

**Commodity:**

- Alberta Beef Producers
- Alberta Goat Association
- Alberta Hatching Egg Producers
- Alberta Lamb Producers
- Alberta Milk
- Alberta Pork

**Platinum:**

- Alberta Veterinary Medical Association (ABVMA)

**Gold:**

- Alberta Cattle Feeders' Association
- Cargill Foods
- Lac Ste. Anne County
- M.D of Greenview
- Solvat

**Silver:**

- Calgary Stampede
- CAN/AB Livestock Research Trust
- Grande Prairie Regional College – Fairview Campus
- Horse Racing Alberta
- Lakeland College
- Olds College
- Sofina
- United Farmers of AB (UFA)
- University of Alberta ALES
- Western Stock Growers Association



**Bronze:**

AgroMedia International Inc.	Flagstaff County
Alberta Auction Markets Association	Gateway Livestock
Alberta Beekeepers Commission	Leduc County
Alberta Equestrian Federation	MD of Lesser Slave River
Alberta Veterinary Technologist Association (ABTVA)	MD of Ranchland
Bison Producers of Alberta	MD of Taber
Boehringer Ingelheim	MD of Wainwright
Bouvry Exports	Olymel
Clearwater County	Red Deer County
County of Newell	Rocky View County
County of Two Hills	Saddle Hills County
County of Vermilion River	Starland County
Cypress County	Strathcona County
Egg Farmers of Alberta	Sunterra Meats/Sunterra Farms
Exhibition Park Lethbridge	Vulcan County
Feeder Association of Alberta	Walbern Agri Systems (1991) Ltd.
Feedlot Health Management Services	Western Hog Exchange
	Wheatland County

**Producers:**

All In One – Liz Munro  
 Arco Poultry Ltd.  
 Chinook Ranches  
 Deerview Meats  
 Diamond 7 Ranch Ltd.  
 Durward Land & Cattle  
 Highland Feeders Ltd  
 Shipwheel Cattle Feeders  
 Silverado Horse Center  
 Stettler Veterinary Clinic Ltd.  
 Stockyards Veterinary Services Ltd.  
 Strangmuir Farms  
 STS Farms Ltd.  
 Sundgaard Poultry  
 Sylvia Checkley  
 Wowk Ranches Ltd.

**AFAC Supporters:**

Annemarie Pedersen  
 Brent Bushell  
 Casey McLean  
 Cassandra Kirkpatrick  
 Dianne Finstad  
 Eakbal Rhaman  
 Ejvind Pedersen  
 Erica Cheung  
 Heather Van Esch  
 Miranda Marshall  
 Nusrat Sharmin  
 Penny Steffen  
 Sharron Johannesen

[Click here for information about our members and partners](#)





[www.afac.ab.ca](http://www.afac.ab.ca)