

Alberta Farm Animal  
Care

# ANNUAL REPORT 2022

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





# Table of Contents

<u>ABOUT AFAC .....</u>	<u>2</u>
<u>CHAIR'S REPORT .....</u>	<u>3</u>
<u>2022 BOARD .....</u>	<u>5</u>
<u>STAFF .....</u>	<u>6</u>
<u>EXECUTIVE DIRECTOR'S REPORT .....</u>	<u>7</u>
<u>FINANCIAL OFFICER'S REPORT .....</u>	<u>10</u>
<u>EXTENSION REPORT .....</u>	<u>12</u>
<u>MARKETING &amp; COMMUNICATION REPORT .....</u>	<u>14</u>
<u>LIVESTOCK CARE CONFERENCE .....</u>	<u>16</u>
<u>AWARD OF DISTINCTION .....</u>	<u>18</u>
<u>TELLING OUR STORY .....</u>	<u>20</u>
<u>PUBLIC EVENTS .....</u>	<u>23</u>
<u>INDUSTRY EVENTS .....</u>	<u>24</u>
<u>POST-SECONDARY SPEAKING .....</u>	<u>25</u>
<u>MEET THE EXPERTS .....</u>	<u>26</u>
<u>ALERT LINE .....</u>	<u>27</u>
<u>EMERGENCY LIVESTOCK HANDLING EQUIPMENT TRAILERS .....</u>	<u>29</u>
<u>AFAC MEMBERS .....</u>	<u>30</u>



# About AFAC

Alberta Farm Animal Care (AFAC) is a collective, trusted voice on livestock welfare.

Founded in 1993 by Alberta livestock organizations, AFAC is now Canada's only provincial farm animal care organization.

The three areas of focus for AFAC are:

- Building awareness and commitment to the best animal welfare practices;
- Ongoing knowledge and tech transfer in collaboration with industry partners; and
- Building public trust through outreach opportunities.

AFAC is supported by various stakeholders, including producers, livestock associations, municipalities, agriculture societies, animal health companies, auction marts, and abattoirs.

## VISION

AFAC 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.





# Chair's Report

2022 was highlighted by many projects and the annual Livestock Care Conference, the success of which could not have been accomplished without the support of our producer groups, Board of directors, and the amazing staff here at AFAC.

Due to the changes that COVID-19 has brought, the Livestock Care Conference was once again held virtually. Highlighting emergency response and preparedness in the livestock sector, many conversations and connections were made over the three days. After the not so far distant TB outbreak, floods in BC (2021), avian flu, and other issues that arise, it is good to always come back and revisit emergency preparedness and what can be done to prevent or mitigate disaster.

AFAC continues to provide support for many programs and outreach projects such as the Urban Hen, Alberta Bee, emergency trailers, and small-holder swine workshops. 2023 promises another successful year of work continuing the education and resources these programs provide. We are always on the look out for new opportunities to help with education, so if you have an idea, please reach out to us.

Continued



# Chair's Report - Cont.

This year has also brought change to the internal workings of AFAC. We saw our executive director, Annemarie Pedersen, step down to take on new challenges. We thank Annemarie for her many years of work and dedication in keeping AFAC running like clockwork through some challenging years. We welcome our new executive director, Kaylee Healy, who comes in with great experience and a fresh set of ideas to help AFAC continue to thrive.

We also say some long-term board directors leave us, Casey Vanderploeg, Darrel Dalton, and Heini Hehli. We thank them for their many years of service on the board, their expertise, and their dedication. We wish them all the best for the future.

Finally, we saw several new additions to our organization. Directors Miranda Verhoef, Tamara Taylor, and Lyle Adams came on board as well as staff member Alex Wheeler. We are excited about the new additions to the AFAC team and welcome their contributions to advocating farm animal welfare in the coming years.

Regards,

James Jenkins  
Chair of AFAC



# 2022 Board



James Jenkins  
Chair



Merna Gisler  
Vice Chair



Darrell Dalton  
Finance Chair (Aug-Dec)



Casey Vander Ploeg  
Finance Chair (Jan-Aug)



Miranda Verhoef  
Director



Melanie Wowk  
Director



Tamara Taylor  
Director



Cora Scheele  
Director



# Staff



Annemarie Pedersen  
Executive Director  
2022



Kaylee Healy  
Marketing & Communications  
Lead (Jan - Aug)  
2023 Executive Director



Alec Wheeler  
Marketing & Communications  
Lead (Aug - Dec)



Melissa Moggy  
Extension & ALERT Line  
Lead



Maria Swan  
Financial Officer



Makayla Wowk  
Communications & Digital  
Events Coordinator



Kendra Juurlink  
Extension Coordinator



Katiesue Ross  
Communications &  
Design Assistant





# Executive Director's Report

It feels like a broken record to say, "2022 was a year of change". In truth, the past three years have caused us to pivot and pivot again. Nevertheless, the sentiment applies as we reflect on year another 12 months of change.

As AFAC sought a return to regular operations, it became apparent that a crucial piece of redevelopment was finding a balance of online versus in-person programming. Online ease of delivery weighed against in-person interest, with debate as to which approach would be most beneficial for attendees, stakeholders, content delivery, and of course, the budget.

We saw this first with the March 2022 Livestock Care Conference, held online with recorded presentation access, which led to viewing by registrants across the country as late as June 2022. This led to ongoing discussion around the conference theme of emergency preparedness and livestock emergencies. As the event sector began to ease back into swing in the latter part of the year, we began to see an inconsistency in attendance (across all sectors) for both virtual and in-person events. This, combined with a drop in discretionary spending due to inflation, led AFAC to put a pin in plans for a 2023 Livestock Care Conference in favour of moving to a biennial model beginning in 2024.

Continued



# Executive Director's Report - CONT

The ALERT Line and large animal emergency handling trailers continue to be critical resources for all who transport animals or have welfare concerns, with **three new trailers** being added across the province. As shared later in the ALERT Line report, crucial welfare concerns include animals at large and lack or poor quality of feed. This further highlights the impacts of forage and grass shortages, and the need for outreach and producer connection, as well as education around farm animal resources.



The smallholder workshops, including poultry, swine, and the **newly developed bee program**, continue to build momentum and are an excellent vehicle for education concerning farm animal welfare. A large portion of the success in 2022 was the City of Calgary's launch of their backyard hen permit, with AFAC leading the training for both the City bylaw department and the public.

Continued



# Executive Director's Report - CONT

In general, the upswing in residents shifting to rural living has resulted in an increase in back-yard farming, with many participating in small-scale farming for the first timers. As some of AFAC's key stakeholders and commodity groups have identified, this shift presents a potential bio-hazard risk to the commercial sector, particularly given the lack of applicable science-based resources and programming available for smallholders. AFAC is actively helping to mitigate this risk by supporting this growing niche within the livestock sector, and we see it as a potential scalable revenue source moving forward.

As 2022 came to a close, there were internal shifts within AFAC, the most notable being **Annemarie Pedersen stepping down as Executive Director**. We thank her for her leadership and look forward to seeing her smiling face at industry events. As I assume this new role within AFAC, I'm confident that the outstanding team we have, along with our members and partners' support, will continue to make a difference in animal welfare.

Regards,

Kaylee Healy  
2023 Executive Director





# Financial Officer's Report

AFAC's work in 2022 was funded primarily through membership dollars, as on the following charts.

There is a deficit shown on the second page of this report under the second graph, which is partially due to lack of government funding.

Addressing this deficit and increasing the cash reserves is a large part of the coming years' financial strategy.

AFAC is grateful for the continued commitment and support of all our funders and looks forward to working with you in 2023.

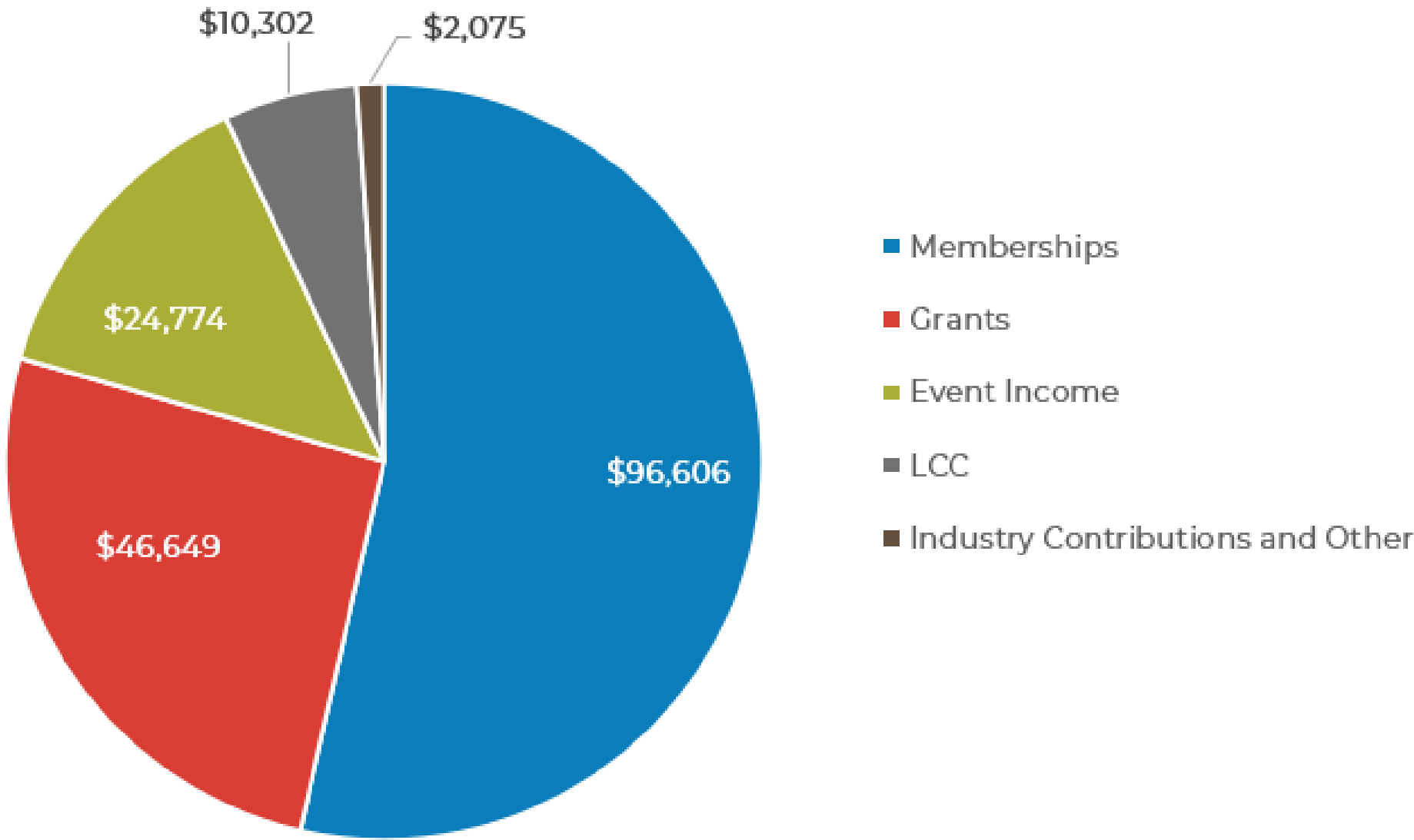


Continued



# Financial Officer's Report - CONT

## 2022 Revenue



## 2022 Expenses







# Extension Report

AFAC continued to create extension resources and offer training events in 2022. Poultry infographics on heat and cold stress were created to add to our extreme temperature resources. A strangles infographic was also made in response to an increase in strangles infections.

A major addition was the Veterinary Clinic Directory. The directory is populated with information sourced directly from veterinary practices across the province. Users can narrow down search results based on species and level of science. Users can carry out a radius search to find options within their area.

 <https://www.afac.ab.ca/veterinarian-clinics/>

The Insights e-publication released two issues in 2022. Each Insights issue highlights new animal care and welfare research and information. The Insights e-publication aims to connect producers with research, changes and issues facing their industry.

Continued



# Extension Report - CONT

Training events continued to be offered virtually throughout the year, including small lot chicken webinars. Work on the Alberta Beekeepers Education and Enhancement Program continued, and pilot workshops were offered in the fall.

The Alberta Beekeepers Handbook and 27 training videos are highlighted on our website.

Spanish versions will be available in early 2023. This project is funded in part by the Government of Canada and the Government of Alberta through the Canadian Agricultural Partnership. Alberta Beekeepers Commission and Peavey Industries LP also contribute funding to the project.





# Marketing & Communications Report

In early 2022, our focus was once again on the Livestock Care Conference. This year's LCC was hosted virtually for the third year and we heard from speakers from both Canada and the USA. The theme "PREP for Livestock Emergencies" was extremely timely following two long years of COVID and the Avian Influenza outbreak that would begin shortly after our conference was held. You can find more information on this event in the Livestock Care Conference Report.



## **2022 LIVESTOCK CARE CONFERENCE**

**PREP for Livestock Emergencies**

-----  
**Plan. Respond. Evaluate. Progress.**

Our annual partnership with the Mount Royal University public relations class this year as well. We dedicated their time primarily to LCC related projects such as: building a social media content calendar surrounding the event; writing and circulating media releases; and real-time social media posts while the conference was taking place.

Continued



# Marketing & Communications Report - CONT

Our Urban Hen workshops thrived this year with the return of our monthly "Questions From The Coop" Facebook Live Events. We also facilitated **six virtual small flock workshops** that covered topics such as Hen Health, Overwintering, and Introduction to Backyard Chickens. This year, we began a partnership with the City of Calgary further leveraging the Urban Hen Program to train their bylaw officers and to host certification workshops for citizens looking at obtaining permits to own backyard chickens. This program was a huge success with **over 100 certificates given out to attendees.**



In addition to the small flock workshops, we held three Beekeeping workshops as part of the launch of our **Alberta BEE Program pilot project**. One workshop was held in person in Airdrie, Alberta, while two others were held virtually.

Our only other in-person workshop in 2022 was the Technical Large Animal Emergency Response workshop instructed by Dr. Rebecca Giminez-Husted held in Olds, Alberta.

In total, we hosted 10 workshops in 2022 with 243 people attending.



# Livestock Care Conference 2022

The Livestock Care Conference was held March 15-17, 2022, expertly facilitated by Dianne Finstad.

Fires, sudden flooding, disease outbreaks, feed shortages - all examples of emergencies that directly affect livestock and farm welfare. When the theme "PREP for Livestock Emergencies (Prepare, Respond, Evaluate, Progress)" for the 2022 Livestock Care Conference was born in the summer of 2021, little did AFAC know how relevant it would become over the next year.

Conference day one had Dr. Rebecca Gimenez Husted, of TLAER fame, launching the conference with an enthusiastic presentation on livestock emergencies, what happens and how we can prevent them. Melanie Barham with Animal Health Canada followed her, sharing a national perspective on livestock emergency planning and response to round out the Big Picture section of the conference.



Continued



# Livestock Care Conference - CONT

Day two started with highlights from various Alberta livestock sectors sharing their strategies for commodity-specific planning, disaster management, and ongoing initiatives. This was followed by speakers from AEMA, Animal Health Canada, and AHM discussing how producers and organizations can approach emergencies and planning.

The afternoon comprised of a Livestock Crisis Management tabletop exercise with participants walking through three different emergency response exercises from the producer's perspective.



Highlighting the Respond segment of the theme, day three started with hard-hitting emotional stories directly from producers sharing their first-hand experiences with disasters. Closing out the conference, speakers from B.C. Cattlemen's and Ag Safe shared their work on emergency recovery, lessons learned, and what conference attendees can take with them into the future.





# Award of Distinction

The annual Award of Distinction, previously three separate awards, recognizes one individual or group who has made exceptional contributions to the field of livestock welfare through either leadership, innovation, or communication.

The 2022 award winner is Dr. Brenda Ralston, a livestock research scientist at Lakeland College, Vermilion, Alberta. Dr. Ralston has had a distinguished 35-year career as first a district agriculturist and then beef specialist with Alberta Agriculture and Rural Development. She also is a cattle producer working with her family on their century farm, Twin Lakes Ranch.

"Dr. Ralston's dedication to Alberta's livestock industry is inspiring," said Nick Allan, president of Chinook Contract Research Inc. "Through her extensive and impressive research career, she has shown a personal and professional commitment to welfare and antimicrobial stewardship initiatives in the animal food production industry."

Continued



# Award of Distinction - CONT

Over her career, Dr. Ralston has supported and conducted multi-disciplinary livestock research for the poultry, dairy, lamb, horse, and pork industries in the areas of pain control and pathogen mitigation. Most notably, she has helped bring multiple livestock pharmaceuticals that address animal welfare issues related to management procedures to market.

Aside from her nomination from Lakeland College, AFAC received a number of other glowing recommendations from industry groups and fellow veterinarians. This is a testament to Dr. Ralston's commitment to applied research and to her collaboration with private industry, producer groups, universities, government and most importantly the producers themselves.

One of her colleagues and nominators said it best:

"As a result of her contributions, the way we think of pain in cattle has changed and now pain mitigation is common practice on farms and ranches across the province and country." - Dr. Denis Nagel.



# Telling Our Story

With the slowing of the pandemic and the world returning to some semblance of normalcy, people began to come out from behind their devices. This resulted in a temporary drop in engagement across AFAC's social media channels. However, we continued to be proactive, creative, and consistent with our content, and as a result, both our engagement and followers continued to climb in 2022.

## Twitter

This year, we gained **90** followers to bring our **total following to 2,293**



Our most popular tweet  
from the year:  
2,974 Impressions  
10 Interactions



# Telling Our Story - CONT

## Instagram

This year, our reach increased by **321.3%** for an **overall reach of 19,582!**

We gained **127 new followers** for a total of **1,277**

### Congratulations!



Kaylee Healy, Executive Director  
Alberta Farm Animal Care



### Our most liked post:

Reached 398 people  
44 Interactions  
36 Likes



### Our most liked reel:

3,237 Plays  
9 Other interactions  
331 Likes



# Telling Our Story - CONT

## Facebook

In 2022, our reach increased by **24.4%** for an **overall reach of 150,597**

We gained **247 new page likes** for a total following of **3,582**



Our most liked post:

12,204 Impressions

33 Reactions

23 Shares



# Public Events

2022 finally saw the return of face-to-face interactions. For the first time since 2019, we were able to have booths at two tradeshows. These shows were the Mountain View County Aggie Days and the Ardrossan Emergency Preparedness Day.

However, we were still seeing instability and uncertainty when it came to events. While virtual events and workshops are viewed as a convenient and accessible delivery method, **breaking through "digital fatigue" has become a challenge.** These factors, combined with record inflation rates and concerns about an impending recession, have led to significant lack of predictability in terms of event and workshop engagement. This is reflected in a decrease in attendance for AFAC and for organizations across countless sectors.

All things considered, AFAC took a conservative and scaled-back approach to programming in 2022, which included **postponing the planning and delivery of the Livestock Care Conference,** originally slated for February 2023.





# Industry Events

AFAC was invited to teach at two emergency response FarmX training courses offered by the Alberta Vehicle Extrication Association. Emergency preparedness was also a significant focus in training events offered as AFAC hosted a Technical Large Animal Emergency Response webinar and an in-person Awareness level training course.

AFAC was also invited to speak to students of varying ages throughout the year, from 6 to 11-year-olds at the Calgary library to numerous post-secondary classes. Finally, AFAC was invited to participate in multiple media interviews on topics such as heat and cold stress.

Notable events to include:

6 Small Lot  
Chicken virtual  
events

1 Technical Large Animal  
Emergency Response  
Awareness level course

1 Green  
certificate  
webinar

1 Technical Large Animal  
Emergency Response  
webinar

7 Post-secondary classes at 5  
institutions - speaking to approx. 200  
students



# Post-Secondary Speaking

Connecting with students of all ages on the importance of farm animal welfare is key to AFAC's mission. In 2022, AFAC had the pleasure of speaking at **seven post-secondary institutions across Alberta**, both virtual and in-person. Classes learned about the difference between rights and welfare, why everyone plays a part, and the various regulations, tools, and educational resources that impact farm animal welfare in Alberta. Some were led in a 'code development' exercise that prompted students to look at all factors that affect an animal's welfare, develop a code of practice for that animal, and how a producer/farm animal owner can implement those practices into their operation.

AFAC spoke at institutions spanning the length of Alberta, including NAIT, University of Alberta, University of Calgary, Northwestern Polytechnic, and Lethbridge College.

Over 200 students had the opportunity to connect with AFAC and learn about the importance of farm animal welfare.

If you want Alberta Farm Animal Care to present to your class, please contact our **Extension Coordinator, Sarah Linde**, at [sarah@afac.ab.ca](mailto:sarah@afac.ab.ca) to arrange inclusion in our annual fall Post-Secondary tour.



# Meet the Experts

Another part of connecting with students is the annual Meet the Experts networking session that AFAC hosts in conjunction with the Livestock Care Conference. Post-secondary students are invited to submit an application to be partnered with industry experts for an afternoon of networking and discussion around careers in agriculture.

In 2022, this session took place online on Tuesday, March 15, in an interactive platform called **Kumospace**. With experts ranging from emergency response to veterinary and veterinary technician professions to commodity representatives, students had a diverse virtual room of expertise to connect with.

Students across Alberta met with experts in the USA and Alberta to discuss strategies for getting started in ag, discover key welfare issues and strategies in their sector, and made connections for potential internships.



# ALERT Line

In 2022 there were 100 calls to the ALERT Line, assisting approximately 2,732 animals.

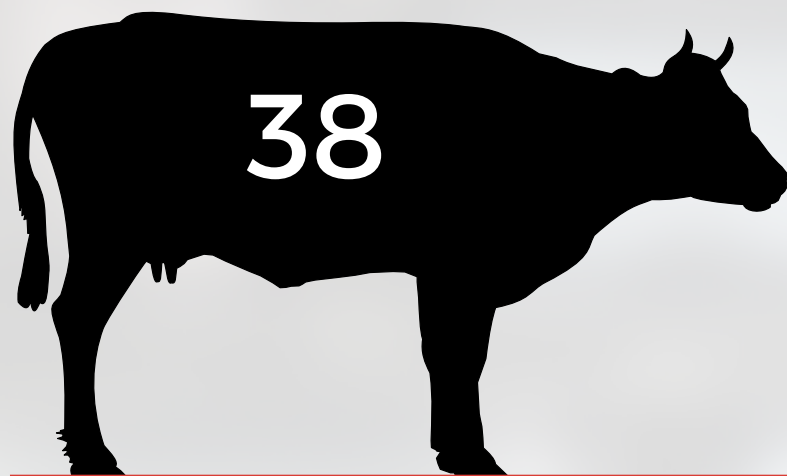
Of those calls, 18 were information calls, 6 were about the Emergency Livestock Handling Equipment Trailers, and 76 were cases that needed further action. 25 cases were forwarded to the Alberta SPCA and 22 to the RCMP. Only 2 case calls were determined to be unfounded. 7 calls are pending or being monitored for improvement, and the remaining have been resolved. The most common concerns were animals at large, neglect, and lack of food and water.

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.

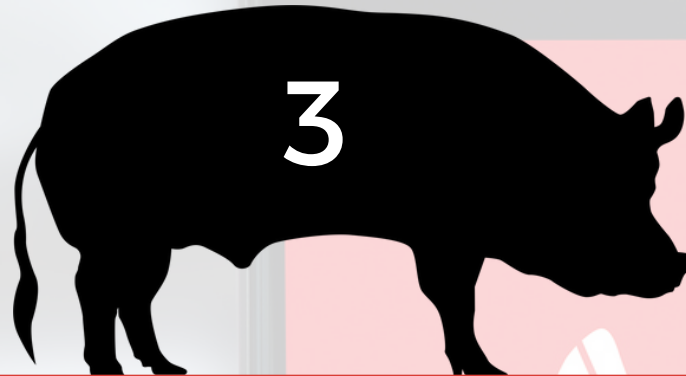
Anyone interested in volunteering for the ALERT Line can contact AFAC at [alert@afac.ab.ca](mailto:alert@afac.ab.ca).



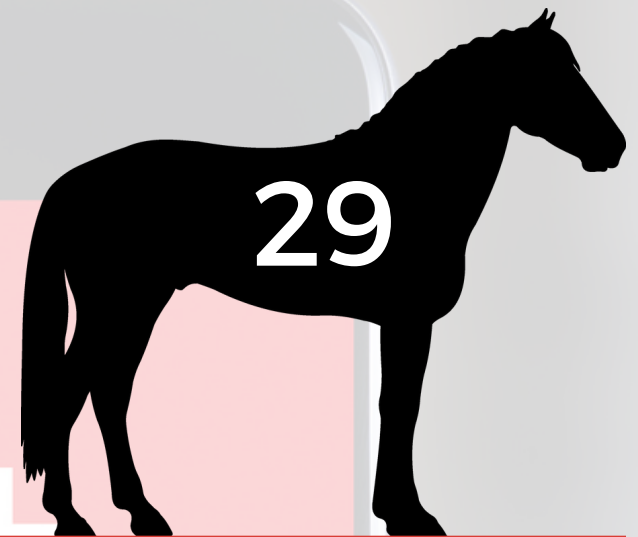
# ALERT Line Cases Summary



Beef Cases



Swine Cases



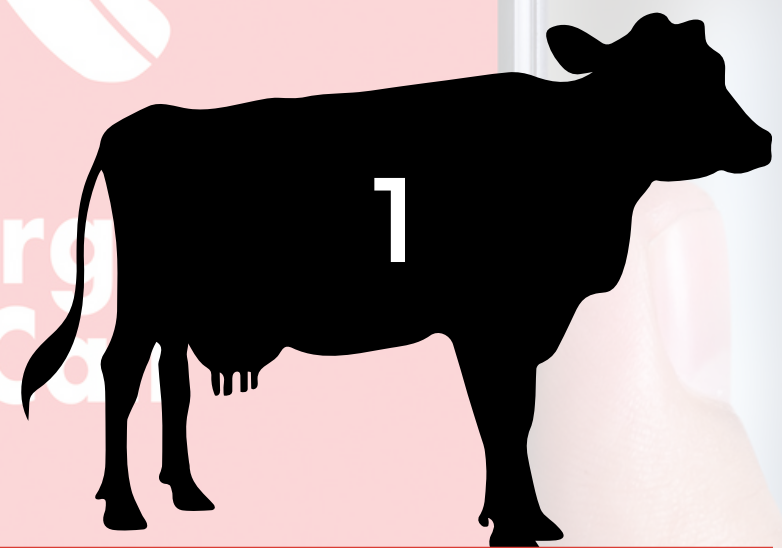
Horse Cases



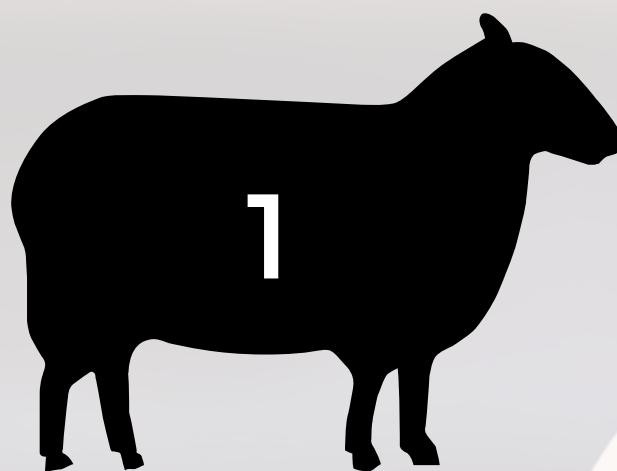
Bison Cases



Poultry Cases



Dairy Cases



Sheep Cases



OTHER Cases



Goat Cases



# Emergency Livestock Handling Equipment Trailers

Alberta Farm Animal Care is very proud of its role in launching the first few trailers, but this program continues to grow and flourish because of the dedication of our communities. Thank you for your commitment to emergency planning and preparedness.

The special trailer is housed with the Alberta SPCA, which is specifically used for scenarios that require livestock seizures.

The emergency livestock handling trailers and training program were rolled out in November 2012. As of 2022, there are 21 Emergency Livestock Handling Equipment Trailers at the following locations:

- Alberta SPCA Trailer
- Clearwater County
- County of Grande Prairie
- County of Newell
- County of Paintearth
- County of Vermilion River
- Cypress County
- Foothills County
- Lamont County
- Leduc County
- Lethbridge County
- M.D. of Greenview
- M.D. of Greenview (2 Trailers)
- M.D. of Taber
- M.D. of Willow Creek
- Ponoka County
- Red Deer County
- Rocky View County
- Special Area No. 2
- Strathcona County
- Westlock County



# AFAC Members

Thank you to our 2022 members and supporters. We appreciate the commitment to animal welfare and awareness.

## Commodity Members

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

## Platinum Level

Alberta Veterinary Medical  
Association

## Gold Level

Alberta Cattle Feeders'  
Association  
Alberta Veterinary Laboratories  
Ltd.  
Cargill Foods  
Lac Ste. Anne County

## Silver Level

Can/AB Livestock Research Trust  
GPRC AHT Program  
Horse Racing Alberta  
Lakeland College  
Olds College  
Sofina Lilydale foods  
University of Alberta  
University of Calgary Veterinary  
Medicine  
Western Stock Growers  
Association

## Bronze Level

ABVTA  
Alberta Equestrian Federation  
Alberta Auction Markets  
Association  
Alberta Beekeepers  
Commission  
Bison Producers of Alberta  
Boehringer  
Bouvry Exports Calgary Ltd.  
County of Newell No. 4  
County of Two Hills No. 21  
County of Vermilion River  
Cypress County  
Egg Farmers of Alberta  
Feeder Association of Alberta  
Ltd.  
Gateway Carriers  
Grey Wooded Forage  
Association  
Leduc County  
MD of Lesser Slave River 124  
Red Deer County  
Strathcona County  
Sunterra Farms Ltd.  
Telus Agriculture Solutions  
Inc.  
Vulcan County  
Western Hog Exchange

## Producer Level

Arco Poultry Ltd.  
Diamond 7 Ranch Ltd.  
Durward Land & Cattle Ltd.  
Highland Feeders  
Shipwheel Cattle Feeders Ltd.  
Stettler Veterinary Clinic No. 3  
Stockyards Veterinary  
Services Ltd.  
Strangmuir Farms  
Ravenwood Ranch  
Wowk Ranch Ltd.

## Supporters

Annemarie Pedersen  
Brent Bushell  
Casey's Backyard Urban Hens  
Cassandra Kirkpatrick  
Dianne Finstad  
Eakbal Rhaman  
Ejvind Pedersen  
Erica Cheung  
Erika Voogd  
Heather Van Esch  
Miranda Marshall  
Penny Steffen  
Sharron Johannesen  
Trails End  
Vanessa George