

Farm Animal Council of Saskatchewan Inc.
16th Annual Conference
**Fence Lines to
Corporate Board Rooms**

The Global Landscape on
Animal Welfare...
Are We Ready to Meet the Challenges?

Be at the forefront of animal agriculture issues and plan to attend the Farm Animal Council of Saskatchewan's 16th Annual Conference! Join industry leaders from across the nation – producers, industry executives, marketers, retailers, scientists, and policy makers – to discuss global changes in public perception of food production and responsible animal welfare practices that will help us change, grow and prosper.

Increased public concern for how livestock and poultry are cared for is reshaping North America's agriculture and food production. Consumers want assurances that all livestock are raised and treated responsibly. In response, food service and retail sectors, led by companies like McDonald's and Burger King, are creating standards that they require their suppliers to meet. Packers are also aware and concerned in their role in the supply chain and have explicit standards intended to safeguard the welfare of farm animals.

What does this mean for production and for management all along the supply chain? What impact do these new standards have on Canadian production? What role does science play in setting standards in animal welfare? In all areas of livestock management – from fence lines to corporate board rooms, in markets at home and around the world – *are we ready to meet the challenges?*



Farm Animal Council of Saskatchewan Inc.

The Farm Animal Council of Saskatchewan Inc. is a membership based, not-for-profit organization that represents the livestock industry in advancing responsible care and handling practices in agriculture. FACS endeavors to raise producer awareness of the economic and ethical benefits of animal welfare and help consumers achieve a greater understanding of animal care issues.

Farm Animal Council of Saskatchewan Inc.
16th Annual Conference
**FENCE LINES TO CORPORATE BOARD ROOMS
DECEMBER 12 & 13, 2007
Saskatoon Inn**

Agenda

The Global Landscape on Animal Welfare...
Are We Ready to Meet the Challenges?

Wednesday December 12, 2007

7:00 p.m. – 9:00 p.m.

FACS Annual General Meeting

Chair: Mr. Shannon Meyers

President's Reception to follow

Thursday December 13, 2007

Program Chair: Mr. Kevin Hursh

Hursh Consulting and Communications

9:00 a.m.

Opening Remarks

Mr. Shannon Meyers, FACS Chair

9:15 a.m. - 10:15 a.m.

A Look at Where Attitudes about Animal Agriculture are Tending Based on a Look at the Past and Present

Dr. Ray W. Stricklin,

University of Maryland, College Park, MD

10:15 a.m. - 10:30 a.m. **Networking Break**

10:30 a.m. - 11:15 a.m.

Animal Welfare Activities and Policies in the US and Europe: What are the Implications for Canadian Producers?

Dr. Ed Pajor, Purdue University, West Lafayette, IN

11:15 a.m. - Noon

A Hog Processor Perspective on Animal Welfare

Mr. Don Davidson, Maple Leaf Consumer Foods – Fresh Division, Oakville, ON

Noon - 1:15 p.m. **Lunch**

1:15 p.m. - 2:15 p.m.

Whole Foods: Serving a Growing Market

Mr. Andrew Gunther, Whole Foods, Austin, TX

2:15 p.m. - 2:30 p.m. **Networking Break**

2:30 p.m. - 3:30 p.m.

The Good, the Bad and the Ugly: How the Media Mangles Animal Welfare and How Producers can Fix It
Mr. Dan Murphy, MEAT&POULTRY Magazine, Everett, WA

Closing comments to follow

AGENDA SUBJECT TO CHANGE WITHOUT NOTICE

Don Davidson

Maple Leaf Consumer Foods –
Fresh Division

178 South Service Road East

Oakville, ON L6J 2X5

Telephone: 905-815-6509

Email: davidsdh@mapleleaf.ca



Don Davidson is the Vice President of Business Development, Government & Industry Relations for Maple Leaf Consumer Foods, Fresh Division. Don has been involved in the Pork business for Maple Leaf for the majority of his 34 years with the Company. He has held numerous senior management roles within the Pork business during his tenure, including responsibility for the overall Maple Leaf pork businesses across the country. In his current position Don leads the technical and meat science support for the Hog Procurement area of the business through ongoing research and review of animal handling, meat quality, yield and hog value, including the assessment of different hog genetics, all with a view to optimize overall performance and results for Maple Leaf, our customers, and our producers. Don is also Maple Leaf's external representative for many industry initiatives, including various interfaces with Government such as CFIA, and is currently Vice President of the Canadian Meat Council, the Association representing the Federally Inspected Meat Processors of Canada.

His presentation will address the heightened awareness and focus directed to animal handling by the hog processing industry over the past number of years. It will show how government regulations, customer requirements and company protocols combine to create measureable and improving results.

Andrew Gunther

Whole Foods Market

550 Bowie Street

Austin, TX 78703 USA

Telephone: 512-542-0999

Fax: 512-482-7081

Email: andrew.gunther@wholefoods.com



Andrew Gunther is the Senior Animal Compassionate Development and Sourcing Specialist for Whole Foods Market. A native of England, Gunther has developed farm and animal production systems emphasizing compassionate methods at his family's Burcombe, England farm, which he converted to certified organic production in 1999. He established the world's only organic hatchery in 2001 and has pioneered compassionate methods on his own farm for chickens, turkeys, pigs, ducks and dairy cows. His farm has been

recognized by Compassion in World Farming as a study farm; it is used to demonstrate the use of high output systems operating without reliance on feed restrictions in broiler breeder chickens. The farm is also recognized as a training farm for the Soil Association, the United Kingdom's leading organic organization. He also works with the Animal Welfare Institute of the United States to assess high welfare farming systems and has completed research in nutrition for organic livestock; standards for organic poultry production, including animal welfare considerations, Organic Farms throughout the UK; animal welfare at slaughter; antimicrobial systems in a free-range system; and on-farm controlled atmosphere stunning. He has also worked with the UK government on organic issues, been a speaker at AMI, and is a member of the American Association of Agricultural Scientists.

His presentation will address how we go about meeting production standards in a rapidly expanding compliance – driven market.

Dan Murphy

MEAT&POULTRY Magazine

2116 Cedar Street

Everett, WA 98201 USA

Telephone: 425-359-3425

Fax: 425-283-1821

Email: danielmurphy1@msn.com



Dan Murphy is Communications Integrator + Principal at Outsource Marketing in Bellevue, Washington. He is a writer and commentator who has served for more than 20 years as editor-in-chief of several meat industry business magazines. Currently, he is a commentator with MeatPoultry.com, the online infohub maintained by Kansas City-based MEAT&POULTRY magazine. His commentary, "Friday Focus," can be read each week at www.MeatPoultry.com.

Murphy holds dual degrees in Health Science and Journalism from the University of Oregon and has received numerous national awards for editorial excellence and food-industry reporting.

He is also the author of recently published book, "The Meat of the Matter," a collection of more than 150 essays on animal welfare, food safety and consumer concerns about meat production and meat eating.

His presentation will address the misconceptions common to media coverage of animal welfare issues and discuss the ways that livestock producers can positively impact consumer perceptions about meat production.

Dr. W. Ray Stricklin

University of Maryland, Department of
Animal Science

College Park, MD 20742 USA

Telephone: 301-405-1382

Fax: 301-314-9059

Email: wrstrick@umd.edu



W. Ray Stricklin, Associate Professor at the University of Maryland, has been involved in animal behavior and welfare-related teaching, research, and policy activities for over 25 years. His research has focused on social and spacing behavior of animals. He has served on the boards of the Scientists Center for Animal Welfare, the International Society of Applied Ethology and the American Society of Animal Science. From 1976 to 1980 he was on faculty at the University of Saskatchewan where he developed a course entitled "Applied Animal Ethology" and conducted research on beef cattle. He teaches a senior-level course entitled "Animal Welfare and Bioethics" and in fall 2007 will teach a new Honors course; "From Animal Thoughts to Animal Feelings."

His presentation will address how fewer farms has led to the majority of people having no first-hand knowledge of food animals – which in turn has led to different opinions regarding how animals ought to be treated. Animal welfare and rights views will be discussed relative to the roles of ethics and science in our finding a common ground.

Dr. Ed Pajor

Purdue University

Poultry Science Building

125 S. Russel Street

West Lafayette, IN 47907-2042 USA

Telephone: 765-496-6665

Fax: 765-494-9347

Email: pajor@purdue.edu



Ed was born in Simcoe, Ontario, Canada, where he spent his early years on his family's tobacco farm. He received his BSc degree in biology from the University of Waterloo and received his MS and PhD degrees in biology from McGill University, specializing in animal behavior. Ed joined the faculty of the Animal Sciences Department at Purdue University in 1999. Ed's responsibilities include teaching, research, and extension. Ed's current research focuses on sow housing systems but he is also involved in projects with dairy cattle, poultry, and lab animals. Ed serves on the McDonald's Animal Welfare Committee, the National Pork Board's Animal Welfare Committee and numerous other animal welfare and certification committees. Ed recently completed a sabbatical at UBC as well as the World Organization for Animal Health (OIE) in Paris, France.

His presentation will address animal welfare issues in Europe and the US including research, government policies, and food chain structures and discuss their potential impacts for Canadian producers.

Thank You to Our Sponsors

Advancing Canada Agriculture and Agri-Food Saskatchewan
(ACAAFS)

Agricultural Producers of Saskatchewan

Bioniche Animal Health Canada Inc.

Canadian Western Agribition

Chicken Farmers of Saskatchewan

Dairy Farmers of Saskatchewan

Elanco Animal Health

Heartland Livestock Services

Hypor

Kelvington Transport

Lilydale Inc.

New-Life Feeds

O & T Farms

Pfizer

Saskatchewan Pork Development Board

Saskatchewan Agriculture & Food

Saskatchewan Association of Agricultural Societies
and Exhibitions (SAASE)

Saskatchewan Cattle Feeders Association

Saskatchewan Egg Producers

Saskatoon Prairieland Park Corp.

Saskatoon Processing Co.

SaskEnergy

Schering-Plough Animal Health

SGI

SPI Marketing Inc.

Warman Veterinary Services

Western Beef Development Centre

Western Producer

Westway Feeds



Farm Animal Council of Saskatchewan Inc.

502 - 45th Street West, 2nd Floor, Saskatoon, SK S7L 6H2

Phone: 306-249-3227 Fax: 306-244-4497

Email: facs@sasktel.net

Website: www.facs.sk.ca

Adele Buettner, Executive Director

16TH ANNUAL CONFERENCE

Fence Lines TO Corporate Board Rooms



December 12 & 13, 2007

Saskatoon Inn

Saskatoon, Saskatchewan



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

ACS
Canada



Farm Animal Council of Saskatchewan Inc.

2007 FACS Board of Directors

Shannon Meyers, FACS Chair

General Manager, Fast Genetics, representing the pork industry

Tim Wiens, FACS Vice-Chair

President & CEO, O & T Farms, representing O & T Farms

Bob Brickley

Producer, representing the equine ranching industry

Wayne Bowyer

Cowtown Livestock Exchange Inc, representing auction markets

Scott Brown

Director, Communications Branch, SAF, representing Saskatchewan
Agriculture and Food

Dr. Murray Jelinski

Beef Chair, representing the Western College of Veterinary Medicine

Bonnie Morrison

Producer, representing the Chicken Farmers of Saskatchewan

Allen Patkau

Producer, representing the Saskatchewan Stock Growers Association

Luke Perkins

Producer, representing the Saskatchewan Elk Breeders
Association

Mark Silzer

Producer, representing the Saskatchewan Bison Association

Alvin Schultz

Producer, representing the dairy industry

Dr. Sandra Stephens

Regional Program Specialist, Animal Health, CFIA, representing the
Saskatchewan Veterinary Medical Association

Jeff Stevenson

Producer, representing the Saskatchewan Cattle Feeders
Association

Jim Teichrob

Producer, representing the Saskatchewan Egg Producers

Harvey Wagner

Manager - Producer Services, representing the Saskatchewan Pork
Development Board