

17TH ANNUAL CONFERENCE

Fence Lines *to* Corporate Board Rooms

2008

***“Packing the Product...
Packaging the Message”***

December 10 & 11, 2008
Saskatoon Inn
Saskatoon
Saskatchewan



Farm Animal Council of Saskatchewan Inc.

Farm Animal Council of Saskatchewan Inc.
17th Annual Conference
**Fence Lines to
Corporate Board Rooms**

Packing the Product...Packaging the Message

Change – from without and within – is upon us. Everyone in the meat industry – from producers to packers, from marketers to regulators – is making adjustments brought on by change.

As an industry committed to quality, how we respond to health concerns by consumers, lobbying tactics by activists or delivery demands by customers will impact our economic returns and, ultimately, our sustainability. With this in mind, the Farm Animal Council of Saskatchewan 2008 ‘Fence Lines to Corporate Board Rooms’ Conference will take an in-depth look at current and potential changes faced by the meat industry.

The Conference presents a timely opportunity for FACS members, associates and friends to hear from leading industry experts on the most cost-effective and animal friendly livestock handling facilities, existing and impending regulatory requirements and how we respond to and communicate with the public.

The best way to change for the better is to know the extent of your choices. By attending ‘Fence Lines to Corporate Board Rooms’ you will learn about the latest designs and research conducted by a world renown and respected designer of livestock handling facilities; about regulations and requirements emanating from the federal government’s Animal Welfare Strategy; about how to hone your communication skills to ensure consumers understand your message; and about the purchasing adjustments made by a leading company as a result of consumer pressures.

This is the 17th annual Conference facilitated for you by the Farm Animal Council of Saskatchewan. This is your day to learn, to ask questions, to make suggestions, to be ready and be part of the change.



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.

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17th Annual Conference
FENCE LINES TO CORPORATE BOARD ROOMS
Saskatchewan A Room, Saskatoon Inn

Packing the Product...Packaging the Message

· **Agenda** ·

DECEMBER 10, 2008

7:00 p.m.

Registration

7:30 p.m.

FACS Annual General Meeting

Saskatchewan A Room

Reception to follow

DECEMBER 11, 2008

Program Chair: Mr. Shannon Meyers

8:00 a.m.

Registration

9:00 a.m.

Welcome

FACS Chair Shannon Meyers

9:10 a.m.

**Provincial Government's Commitment to
Sustainable Livestock and Animal Care**

Hon. Bob Bjornerud, Minister of Agriculture

9:30 a.m.

**Assessing Animal Welfare on the Farm and in the
Slaughter Plant**

*Dr. Temple Grandin, Colorado State University,
Denver, CO*

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

11:00 a.m.

CFIA Animal Welfare Strategy

Dr. Anne Allen, CFIA, Saskatoon, SK

12:00 **Lunch**

1:00 p.m.

**Supply Chain Management in Our Ever-Changing
World**

Mr. David Parsley, DineEquity, Inc., Lenexa, KS

1:45 p.m.

**Delivering Your Message: Talking to Consumers
and the Media about Animal Care**

*Mr. Daren Williams, National Cattlemen's Beef
Association, Denver, CO*

3:15 p.m.

Closing Comments

AGENDA SUBJECT TO CHANGE WITHOUT NOTICE

Hon. Bob Bjornerud

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Bob Bjornerud was born in Kelvington and was raised in Saltcoats. He spent much of his youth working with his father on the farm before beginning a career in mining with International Minerals and Chemicals in Esterhazy.

In 1974, Mr. Bjornerud returned to the farm in Saltcoats, operating a mixed operation. He became an active participant in the small town of 540 people and his passion for sports led him to get involved in the local hockey and baseball teams, as well as curling. At the organization level, Mr. Bjornerud helped to build the ice rink and curling rink in Saltcoats, and served as the president of the local curling club.

His love for life in rural Saskatchewan eventually led him to involvement in local politics and governance. Mr. Bjornerud served as a councilor in the Rural Municipality of Saltcoats for seven years and then as Reeve of the R.M. for another seven years.

In 1995, he was elected to the Legislature to represent the Saltcoats constituency (now the Melville-Saltcoats constituency). His farm roots have fostered a keen interest in working with Saskatchewan's agriculture sector to capture new opportunities for growth.

Dr. Temple Grandin

Professor

Colorado State University

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Dr. Temple Grandin was born in Boston, Massachusetts. She obtained her BA at Franklin Pierce College in 1970 and in 1975 she earned her MS in Animal Science at Arizona State University for her work on the behavior of cattle in different squeeze chutes. Dr. Grandin was awarded her PhD in Animal Science from the University of Illinois in 1989 and is currently a Professor at Colorado State University.

She has done extensive work on the design of handling facilities. Half the cattle in the U.S. and Canada are handled in equipment she has designed for meat plants. Other professional activities include developing animal welfare guidelines for the meat industry and consulting with McDonalds, Wendy's International, Burger King, and other companies on animal welfare.

Her presentation will address how to do numerical scoring to assess animal welfare both in the slaughter plant and on the farm. It will also cover how numerical scoring was successfully implemented in the slaughter plants. Other topics that will be covered will be how to choose the measure used for on-farm assessment.

Dr. Anne Allen

**Acting Senior Staff Veterinarian
Animal Welfare at Slaughter
Canadian Food Inspection Agency**
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Dr. Allen started veterinary life in mixed practice and emergency medicine. Her first posting with the Agency was as a Veterinary Inspector at the field level in a hog plant where she saw, first hand, the power of partnership between industry and regulators. That first positive experience working with great leadership, and industry committed to making a difference, had a huge impact. Hundreds of hours on the floor of many plants have convinced Anne that management commitment and industry-driven quality assurance programs are the key to making positive change in animal welfare.

In her current position she spends her days working with the invaluable input of those who do the job on the front line, to develop policy and training to improve the welfare of food animals in federal establishments.

Her presentation will address what is happening on the welfare front in the CFIA. There are updated procedures and program requirements on deck that will impact all those who share responsibility for farm animal care; at the farm, in transit and at slaughter. This is your opportunity to get an advanced look at what is in the works, and how to prepare for the changes.

Mr. David R. Parsley, CPM

**Sr. Vice President, Supply Chain
Management**

**DineEquity, Inc. (parent company of
Applebee's & IHOP)**

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David Parsley is Senior Vice President of Supply Chain Management for DineEquity, Inc., based in Glendale, California. DineEquity, Inc. franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar and IHOP brands. With more than 3,300 restaurants combined, DineEquity is the largest full-service restaurant company in the world.

Mr. Parsley was appointed to his current position with the acquisition of Applebee's International, Inc. by DineEquity in November 2007. He joined Applebee's in April of 2000. Mr. Parsley is responsible for the procurement of food, paper and disposable products, as well as procurement for equipment products and services that support all company and franchise restaurants for both the Applebee's and IHOP brands.

As a global leader in casual dining establishments, exemplary standards and leadership are paramount to continued success. Mr. Parsley's presentation will address Applebee's changes in supply chain purchasing decisions, standards and protocols in efforts to ensure consumer confidence tomorrow.

Mr. Daren Williams

**Executive Director, Communications
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As Executive Director of Communications for the National Cattlemen's Beef Association (NCBA), Daren Williams helps develop and tell the story of modern beef production to U.S. consumers and policymakers. Before joining NCBA, Daren was a senior vice president at Fleishman-Hillard International Communications in Kansas City.

A native of the State of Kansas, Daren began his career on Bob Dole's 1988 presidential campaign and spent the first ten years of his career in Washington, D.C. representing food and agribusiness clients on Capitol Hill and in the halls of the U.S. Department of Agriculture, Food and Drug Administration and Environmental Protection Agency.

Daren's presentation will address practical tips for answering tough questions about food and farm animal care in media interviews or one-on-one conversations with consumers.

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General Manager, Fast Genetics, representing the pork industry

Tim Wiens, FACS Vice-Chair

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

Scott Brown

Director, Communications Branch, SA, representing Saskatchewan Agriculture

Gary Harris

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Alberta Beef Chair, representing the Western College of Veterinary Medicine

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Mark Silzer

Producer, representing the Saskatchewan Bison Association

Dr. Sandra Stephens

Regional Program Specialist, Animal Health, CFIA, representing the Canadian Food Inspection Agency

Jeff Stevenson

Producer, representing the Saskatchewan Cattle Feeders Association

Jim Teichrob

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Harvey Wagner

Manager - Producer Services, Sask Pork, representing the Saskatchewan Pork Development Board

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Adele Buettner, Executive Director