

Farm Animal Council of Saskatchewan Inc.  
19th Annual Conference

# Fence Lines to Corporate Board Rooms

## Connecting the Pieces

Not everybody understands agriculture like you do. For a fresh perspective on the tough questions asked by the 97% of the population unfamiliar with farming, attend 'Fence Lines to Corporate Board Rooms.'

Presentations at the 19th Annual Conference of the Farm Animal Council of Saskatchewan (FACS) will help you connect the pieces by advancing your knowledge and inspiring you to action. The focus is exploring opportunities to address increased consumer interest and pressure from special interest groups.

FACS continues its practice of inviting prominent, well-informed, skilled speakers to this multi-commodity event. This year's speakers share examples of lessons learned and how current threats impact Canadian producers.

Our opening speaker's values are rooted in rural Arkansas, while the second wears two hats related to the infringement of people's rights by activist activities. Their presentations will take you inside the powerful world of Washington and the influential Humane Society of the United States.

Canadian experts complete the picture for the producers, industry representatives, government officials, scientists, educators, business people, and members of the public, who attend. These speakers describe: lessons other industries can learn from changes related to the horse slaughter; the push for corporate social responsibility within multi-million dollar companies; and case studies related to changing legislation.

Together the speakers will empower you to ensure the sustainability of the agricultural industry by informing those misinformed or unaware of the realities. You'll also learn from interacting with other participants on Thursday December 9, and at the FACS Annual Meeting the evening of Wednesday December 8.

We all know agriculture is facing pressures and scrutiny. Please join us in developing an understanding of why it's important to work together to strengthen the industry's future.



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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FENCE LINES TO CORPORATE BOARD ROOMS  
Saskatoon, SK

## · Agenda ·

### DECEMBER 8, 2010

6:30 p.m.  
Registration

7:30 p.m.  
FACS Annual General Meeting  
Wine and Cheese Reception to follow

### DECEMBER 9, 2010

Program Chair: *Dr. Murray Jelinski*

8:00 a.m.  
Registration and Breakfast

9:00 a.m.  
Welcome: *FACS Chair Tim Wiens*

9:15 a.m.  
Provincial Government's Commitment to Animal Care  
*Deputy Minister Alanna Koch*

9:30 a.m.  
Global Threats to the Food Supply Chain  
*Mr. Asa Hutchinson, The Asa Hutchinson Law Group, Former Congressman (AR) and former Under Secretary, Department of Homeland Security*

10:30 a.m. Networking Break

11:00 a.m.  
Surviving the Age of HSUS  
*Mr. David Martosko, Director of Research, Centre for Consumer Freedom*

Noon Lunch

1:00 p.m.  
Hot Topic of Horse Slaughter: What all industries should know  
*Dr. Anne Allen, Veterinary Program Office, CFIA*

1:45 p.m.  
Livestock's Role in Reducing Food Insecurity  
*Ms. Marta Haley, Manager, Corporate Social Responsibility, Elanco*

2:30 p.m.  
Yes We Can Make a Difference: Canadian Legislative Case Studies  
*Ms. Leslie Ballentine, Ballentine Communication Group*

3:30 p.m.  
Adjourn

AGENDA SUBJECT TO CHANGE WITHOUT NOTICE

The Saskatchewan Veterinary Medical Association has awarded 3.5 hours of non-scientific CE and 45 minutes of scientific CE for Saskatchewan veterinarians attending this conference.

"This conference will be an excellent source of professional development for members of the Saskatchewan Institute of Agrologists."

LES MCLEAN, EXECUTIVE DIRECTOR, SIA

## Dr. Anne Allen

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Animal Health and Welfare Management  
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Dr. Anne 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 Dr. Allen 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.

Dr. Allen's presentation will center on lessons to be learned from recent publicity campaigns and YouTube videos taken in Canadian Federal establishments, what are the rules? who are the players? how can a re-occurrence be prevented? and what changes are on the horizon.

## Ms. Leslie Ballentine

Ballentine Communication Group  
Email: bcgl@sympatico.ca



Ms. Leslie Ballentine has more than 25 years experience in communication and policy development, issues management and analysis, and media and government relations. She is also a long-time observer and advisor on animal welfare issues and animal activism.

Ballentine Communication Group was formed in 2004 to provide strategic communications and information services for animal-based sectors. Her company draws on a network of credible and knowledgeable experts from across North America to monitor, analyze and address a variety of animal issues.

Prior to starting her own company, Ms. Ballentine was the Executive Director for the Ontario Farm Animal Council, an organization she helped form in 1988. Her career has included communication and analyst positions with the Canadian Cattlemen's Association, Ontario Federation of Agriculture and Egg Farmers of Ontario. She is a graduate of the Ontario Agricultural College.

## Ms. Marta Haley

Manager, Corporate Social Responsibility (CSR)  
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Ms. Marta Haley has spent her entire career in Agriculture. She received a Bachelor of Science in Agriculture from the University of Guelph, followed by a Master of Science from Niagara University in New York. The past 12 years, she has been in various roles with Elanco Canada; including Cattle Sales (Ontario) and Corporate Affairs/Government Relations (National), with a strong focus on global market access issues. Most recently, Ms. Haley joined the Elanco Global team at their Headquarters in Greenfield, Indiana. In this newly created role, she manages their Corporate Social Responsibility (CSR) initiatives. Prior to Elanco, she worked with the Canadian Cattlemen's Association in a Government Relations role, out of their Ottawa Office.

Ms. Haley's presentation will address the unique role Elanco is playing in the Corporate Social Responsibility arena. In 50 years, the global population will require 100% more food. What is the solution to ensure a safe, abundant and sustainable food supply?

## Mr. Asa Hutchinson

Former Congressman  
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Mr. Asa Hutchinson is CEO of Hutchinson Group, a homeland security consulting firm, and is a founding partner of The Asa Hutchinson Law Group in Rogers, Arkansas. He travels extensively and speaks on a variety of homeland security and drug enforcement-related topics.

Mr. Hutchinson has been elected three times to the United States Congress and has been confirmed by the United States Senate both as Administrator of the Drug Enforcement Administration and as the nation's first Undersecretary for the Department of Homeland Security after the 9-11 attacks. Mr. Hutchinson was also appointed by President Ronald Reagan as the nation's youngest U.S. Attorney at the age of 31. Mr. Hutchinson also serves as an independent member of the Board of Directors of two public companies.

Mr. Hutchinson received a bachelor's degree from BJU in Greenville, S.C., and his J.D. from the U of A School of Law, Fayetteville.

Mr. Hutchinson's presentation will focus on the current threats to the food supply chain from both terrorists and activists—and how both the threats and the United States response impact Canadian producers.

## Mr. David Martosko

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Mr. David Martosko is in his tenth year with the well-known non-profit Center for Consumer Freedom (CCF). He serves as the Center's Director of Research, and is an expert on the global animal rights and environmental movements.

Mr. Martosko led CCF's launch of groundbreaking Internet websites like *PetaKillsAnimals.com*, *ActivistCash.com*, and the recently launched *HumaneWatch.org*. He holds degrees from Dartmouth College and Johns Hopkins University, and has been a guest on most of the major broadcast and cable news magazine shows.

Mr. Martosko has testified before both houses of the U.S. Congress about the unique threats posed by the modern animal rights movement. His presentation concerns the wealthy Humane Society of the United States and its deceptive campaign to "veganize" North America.

Mr. Martosko's presentation will address the unique threat posed to livestock producers by the wealthy Humane Society of the United States, and one approach to fighting back.



## 2010 FACS Board of Directors

**Mr. Tim Wiens, FACS Chair**  
President & CEO, O & T Farms, representing Corporate Agribusiness

**Mr. Mark Silzer, FACS Vice-Chair**  
Producer, representing the Saskatchewan Bison Association

**Dr. Betty Althouse**  
Veterinary Disease Control Specialist, CFIA, representing the Canadian Food Inspection Agency

**Dr. Greg Douglas**  
Representing the Saskatchewan Ministry of Agriculture

**Mr. Dennis Edwards**  
Producer, representing the Saskatchewan Cattle Feeders Association

**Mr. David Entz**  
Producer, representing the Dairy Farmers of Saskatchewan

**Mr. Bob Brickley**  
Producer, representing the Saskatchewan Equine Ranching Association

**Dr. Gary Hoium**  
Representing the Saskatchewan Veterinary Medical Association

**Dr. Murray Jelinski**  
Alberta Beef Chair, representing the Western College of Veterinary Medicine

**Mr. Tim Keet**  
Producer, representing the Chicken Farmers of Saskatchewan

**Mr. Allen Patkau**  
Producer, representing the Saskatchewan Stock Growers Association

**Dr. Grant Royan**  
Representing the Pharmaceutical Industry

**Mr. Jim Teichrob**  
Producer, representing the Saskatchewan Egg Producers

**Mr. Harvey Wagner**  
Manager - Producer Services, Sask Pork, representing the Saskatchewan Pork Development Board

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Adele Buettner, Executive Director

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DECEMBER 8 & 9, 2010  
SASKATOON INN, SASKATOON, SK