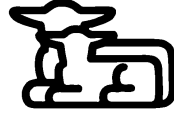


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FARM ANIMAL COUNCIL OF SASKATCHEWAN INC.



MEDIA RELEASE

For Immediate Release

August 14, 2001

FACS Forms New Partnership with Saskatchewan Agriculture and Food

The Farm Animal Council of Saskatchewan Inc. (FACS) is pleased to announce a new partnership with Saskatchewan Agriculture and Food on two new projects, an Animal Care Award and an Animal Care Speakers Bureau. Saskatchewan Agriculture and Food will contribute \$70,000 over two years to FACS to implement the projects.

The Animal Care Award is targeted at University students in the colleges of Agriculture and Veterinary Medicine at the University of Saskatchewan. To qualify for a \$1,000 award, students must develop and deliver a public presentation on key animal care issues and trends facing one of six livestock sectors (pork, beef, poultry, dairy, equine and game farmed animals). Six such awards are available for the 2001-2002 school year and nine awards will be available for the 2002-2003 school year.

“Through this award program, we hope to raise awareness about issues regarding the livestock industry and animal care,” says Adele Buettner, Executive Director of FACS. “If the program is successful, we may consider expanding the offering to high school students as well, as means of reaching a broader group of people.”

The second program involves setting up an Animal Care Speakers Bureau for the benefit of producers. “Animal care is one of the top five areas of concern for consumers,” says Buettner, “But information on animal care practices and emerging pressures and trends does not often reach the front line producers.”

Through the Speakers Bureau, livestock commodity organizations will be able to gain access to quality speakers at either no cost, or at a substantial reduction.

FACS is a membership-based, non-profit organization that provides straightforward information about the way Saskatchewan producers assure quality and safety in the food they supply to world markets. FACS works with producers to provide up-to-date, accurate information on animal welfare so consumers can make informed decisions.

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