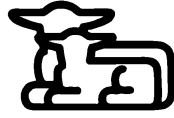


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FARM ANIMAL COUNCIL OF SASKATCHEWAN INC.



MEDIA RELEASE

For Immediate Release

January 7, 2003

**“Fence Lines to Corporate Board Rooms”
The FACS 11th Annual General Meeting and Conference**

The Farm Animal Council of Saskatchewan Inc. (FACS) is pleased to present its 11th Annual General Meeting and Conference, “Fence Lines to Corporate Board Rooms,” to take place at Saskatoon’s Travelodge Hotel, on January 9 and 10, 2003.

Animal welfare continues to be one of the top issues for the livestock industry, emphasizing the importance of disseminating information through forums such as the FACS annual conference, notes Adele Buettner, Executive Director of FACS. “Public awareness of animal welfare issues is having a major impact on all levels of the value chain, from the producer, to grocery and restaurant chains, through to the consumer. Handling practices, management procedures and housing standards are all being re-examined from a humane standpoint.” Buettner explains many food companies have introduced animal welfare audits to their Quality Assurance protocols, closely linking the issues of food quality, food safety and animal welfare.

The prestigious lineup of speakers for the conference includes:

- Dr. Rebecca Cooper, Director of Technical Training for Excel Corporation in Wichita, Kansas, speaking on “Why Animal Welfare is Paramount at Excel”
- Mr. Jim Reeves, Executive Vice President of the American Brahman Breeders Association, based out of Texas, discussing “The Most Important Component of Husbandry is Still Us”
- Dr. Anna Johnson, Director of Animal Welfare for the National Pork Board in Des Moines, Iowa, and Mr. Michael Katz, General manager of The Saskatchewan Egg Producers in Regina, Saskatchewan, talking about “How Two Commodity Organizations are Addressing Animal Welfare in a Big Way”
- Ms. Toby Oswald, Vice President of Public Relations and Government Affairs for Canada Safeway Limited, Calgary, with the presentation, “New Pressures, New Expectations: Safeway’s Role and Commitment in an Ever Changing Market Place”

The Annual General Meeting is scheduled for Thursday January 9, 2003, at 7:00 p.m., and the Conference will take place on Friday, January 10, 2003, with registration beginning at 8:00 a.m.

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During the conference, FACS will host an auction, with proceeds going to programs such as *Camp Animal Tracks*, a one-week, farm-animal, day-camp for children ages 9 to 12. FACS is currently accepting donated items for the auction.

Also taking place during the conference will be the presentation of the Animal Care Awards presented by FACS and Gord Nystuen, Deputy Minister, Saskatchewan Agriculture, Food and Rural Revitalization (SAFRR). The Animal Care Award is a joint program of FACS and SAFRR targeted at University students in the colleges of Agriculture, Veterinary Medicine and Education at the University of Saskatchewan. To qualify for a \$1,000 award, students must develop and deliver a presentation on key animal care issues and trends facing one of six livestock sectors (pork, beef, poultry, dairy, equine and game farmed animals). College of Education students must present examples of activities/lessons they plan to incorporate in the classroom, relevant to animal care. Nine such awards will be available for the 2002-2003 school year. Through this award program, FACS and SAFRR hope to raise awareness about issues regarding the livestock industry and animal care.

Registration for the FACS conference is only \$112.35 (including GST) and includes and lunch. The Annual General Meeting is complimentary to those who pre-register.

For more information, or to register, contact the FACS office by phone at 306-249-3227, by fax at 306-244-4497 or by email at facs@sk.sympatico.ca.

FACS expresses gratitude to the conference sponsors:

- Canadian Cowboys Association
- Co-op Feeds, A Division of Federated Co-operatives Ltd.
- Elanco Animal Health
- Genex Swine Group
- Heartland Livestock Services
- Intervet Canada Ltd.
- Mitchell's Gourmet Foods
- North American Equine Ranching Information Council (NAERIC)
- Regina Exhibition Association
- Saskatchewan Association of Agricultural Societies and Exhibitions
- Sask Pork
- Saskatchewan Egg Producers
- Saskatchewan Livestock Markets and Order Buyers Association Inc.
- Saskatoon Prairieland Corporation
- Saskatoon Processing Company
- SPI Marketing Group Inc.
- United Molasses
- Veterinary Infectious Disease Organization

The Farm Animal Council of Saskatchewan Inc. (FACS) is a membership-based, non-profit organization that represents the livestock industry in advancing responsible welfare, 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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