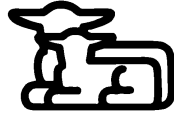


**F · A · C · S**  
**FARM ANIMAL COUNCIL OF SASKATCHEWAN INC.**



***MEDIA RELEASE***

For Immediate Release

November 29, 2004

**“Fence Lines to Corporate Board Rooms”  
The FACS 13<sup>th</sup> Annual General Meeting and Conference**

The Farm Animal Council of Saskatchewan Inc. (FACS) is pleased to present its 13th Annual General Meeting and Conference, “Fence Lines to Corporate Board Rooms,” to take place at the Saskatoon Inn, Saskatoon, Saskatchewan on December 6 & 7, 2004.

“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:

- Mr. Philip A. Clemens, Chairman and CEO for Hatfield Quality Meats in Hatfield, PA, speaking on “Making Animal Welfare Pay for You!”
- Dr. Brian Evans, Chief Veterinary Officer for the Canadian Food Inspection Agency in Ottawa, ON, with the presentation, “Maintaining Domestic and International Confidence in a Global Threat Environment.”
- Dr. Neil Ambrose, Director of Veterinary Services, Sunrise Poultry Processors Limited, in Surrey, BC, talking about, “Avian Influenza - The Practical Reality.”
- Mr. Chris Nelson, Vice President / Director of Issues and Crisis Management from Ketchum New York, New York, NY, with his ideas on “Managing the Media in the Era of Attack Campaigns.”
- Ms. Jeanne Cruikshank, Vice President of the Atlantic Region for the Canadian Council of Grocery Distributors in Halifax, NS will discuss “Motivating Customers and Assuring Consumers of Animal Care Commitment - The Retail Challenges.”

The Annual General Meeting is scheduled for Monday December 6, 2004, at 7:00 p.m., and the Conference will take place on Tuesday December 7, 2004, with registration beginning at 7:45 a.m.

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During the conference, FACS will host an auction, with proceeds going to various FACS programs. FACS is currently accepting donated items for the auction.

Early bird conference registration is only \$117.70 (including GST) for those who register by December 1, 2004 and \$64.20 (including GST) for students, and includes breakfast 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@sasktel.net](mailto:facs@sasktel.net).

FACS expresses gratitude to the conference sponsors:

- AIMS
- Big Sky Farms
- Canadian Western Agribition
- Chicken Farmers of Saskatchewan
- Co-op Feeds, A Division of Federated Co-operatives Ltd.
- Dairy Farmers of Saskatchewan
- Elanco Animal Health
- Farm Credit Canada
- Heartland Livestock Services
- HYPOR
- Intervet Canada Ltd.
- Lilydale Foods
- Masterfeeds
- Mitchell's Gourmet Foods
- North American Equine Ranching Information Council (NAERIC)
- O & T Farms Ltd.
- Prairie Swine Centre Inc.
- Regina Exhibition Association
- Sask Energy
- Sask Pork
- Saskatchewan Agriculture, Food and Rural Revitalization
- Saskatchewan Egg Producers
- Saskatchewan Equine Ranching Association
- Saskatchewan Livestock Markets and Order Buyers Association Inc.
- Saskatoon & District Chamber of Commerce
- Saskatoon Prairieland Park Corporation
- Saskatoon Processing Company
- Schering-Plough Animal Health
- SPI Marketing Group Inc.
- Star Egg Co.
- Vaccine and Infectious Disease Organization
- Warman Veterinary Clinic
- Western Beef Development Centre
- Westway Feeds
- Wyeth

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

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