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FARM ANIMAL COUNCIL OF SASKATCHEWAN INC.



MEDIA RELEASE

For Immediate Release

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Fence Lines to Corporate Board Rooms

Once again, the Farm Animal Council of Saskatchewan Inc. (FACS) has planned a dynamic agenda for their 13th Annual Animal Welfare Conference, Fence Lines to Corporate Board Rooms. It will take place on Tuesday December 7th at the Saskatoon Inn, Saskatoon, Saskatchewan.

This year's conference has a wide array of information with several provocative speakers. Philip Clemens of Hatfield Quality Meats will discuss how his company has remained competitive, while ensuring their product has been raised humanely, as well as their strategy for conveying that information to their customers. Dr. Brian Evans, Chief Veterinary Officer of the Canadian Food Inspection Agency, will highlight many of the issues surrounding the interdependence between society and culture, global markets, as well as animal and human health. With recent challenges facing our poultry and ruminant markets, we feature Dr. Neil Ambrose, a veterinarian and poultry producer, who will address how he managed his business and helped consumer confidence during the Avian Influenza crisis. Also, we are very excited to have media and issue response expert, Chris Nelson, Ketchum, New York, talk about managing the media during various challenges. To wrap up the day Jeanne Cruikshank of the Canadian Council of Grocery Distributors will discuss the welfare challenges faced by the retail sector and her techniques for confronting those hurdles.

FACS is the only organization to host an annual welfare conference of this magnitude which traditionally draws participants from across Canada and the United States. "This conference has been a key event across all sectors of the livestock industry, not only in Saskatchewan, but has gained national recognition as well," stated Adele Buettner, Executive Director. "The format for the 2004 *Fence Lines to Corporate Board Rooms* is very exciting, and will provide important information for those leading our agriculture sectors."

For more information on FACS, the Annual General Meeting or the conference *Fence Lines to Corporate Board Rooms* visit the FACS website at www.facs.sk.ca or call Adele Buettner, Executive Director at 306-249-3227.

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