



Farm Animal Council of Saskatchewan Inc.

MEDIA RELEASE

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ON OUR FARMS WE CARE

The Farm Animal Council of Saskatchewan (FACS) 2008 Billboard Campaign is attracting attention.

"The feedback about the Campaign has been very positive and this is most encouraging," FACS Executive Director Adele Buettner said today, noting that "educating city residents about responsible animal care and how food is produced in rural Saskatchewan is a constant challenge."

For the first time, the campaign, which was initiated in 1996, was augmented by a series of radio interviews in June with some of the young people featured on billboards. Kaylin Fehr, who is shown with her brothers Vincent and Gerard at the family farm near Hague, is eager to educate her peers about Saskatchewan agriculture.

"We have a lot of kids movies such as 'Chicken Run' showing the evil farmers and how the animals don't want to be there, and that is not how it is. We try to do our very best to make sure our animals are very well taken care of and that they are as comfortable as possible."

The 23 billboards across the province, which were launched between May 26 and June 23 in Saskatoon, Regina, Prince Albert, Yorkton and Moose Jaw under the theme 'On Our Farms/Ranches We Care', are showcased for four weeks with the campaign concluding later this month.

President of Lanigan based Pound-Maker Agventures Ltd. Brad Wildeman, who was recently elected president of the Canadian Cattlemen's Association, said the billboards "send the reassuring message that animal agriculture is not about factory farming, but about families making a living by caring for their land and animals."

Tina Williams and Richard McConnell of Aldrich, Missouri, who teach low stress handling techniques to livestock producers across North America, were also impressed with the message depicted in the billboards.

"It's hard, sometimes, for people who live in the cities to get a feel for how the beef, pork, chicken etc. they eat every day is raised. Seeing these billboards helps them realize it's real people who care for their animals."

Audrey Horkoff of Linden Valley Organics in Kamsack and Past President of Canadian Western Agribition lamented the fact that young people are turning away from agriculture. As a fourth generation farmer, Horkoff is encouraged by the "good work" of FACS to share positive messages about agriculture through billboards and radio promotion.

"It is the ideal time to remind our young people of the wonderful lifestyle that is possible for them within Saskatchewan, and in particular in our rural communities," she said.

While the billboard campaign has a limited time-span, the images are permanent features on the FACS website www.facs.sk.ca.

The 2008 FACS Billboard Campaign is sponsored by the Saskatchewan Ministry of Agriculture, Saskatchewan Egg Producers, North American Equine Ranching Information Council, Saskatchewan Bison Association, Dairy Farmers of Saskatchewan and the Saskatchewan Chicken Industry Development Fund.

A membership-based non-profit educational organization that has collectively represented the livestock and poultry industries since 1992, FACS has consistently sought to disseminate public information about the ways livestock and poultry producers assure quality and safety in food products; and offers learning opportunities for farmers, ranchers and other stakeholders involved in animal agriculture and food production.

For more information, contact

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