



Farm Animal Council of Saskatchewan Inc.

MEDIA RELEASE

For Immediate Release

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LOW STRESS HANDLING DVD FROM FACS AND INTERVET SCHERING-PLOUGH

Livestock producers can now access an informative 30-minute video on 'Low Stress Handling Techniques' thanks to the Farm Animal Council of Saskatchewan and collaborative partners Intervet Schering-Plough Animal Health and Advancing Canadian Agriculture and Agri-Food (ACAAF).

FACS has presented Low Stress Handling Technique Workshops for several years, which have been attended by livestock producers from across the Prairies. The workshops feature low stress handling methods facilitated by Tina Williams, daughter of Bud Williams, and her husband Richard McConnell.

"The workshops are fairly comprehensive and producers have requested teaching materials they can take home for reference after they apply the techniques on their own animals. A DVD with audio explanations by Richard and Tina to accompany their on-site examples shown on the video seemed the most effective response to producer requests," FACS Executive Director Adele Buettner said.

For easy reference, the DVD comprises three segments: Zones of Influence, Using the 'T' to the Gate and Using Livestock's Natural Instincts.

The Zones of Influence segment presents diagrams that identify the 'flight and pressure zones' used to handle animals, as well as actual examples of what to do and what not to do. Richard and Tina demonstrate how to respond positively by "reading" the animals, and explain the difference between taming and training livestock. Using the 'T' to the Gate shows how to avoid anticipating problems, the importance of walking in straight lines (curving or circling is predatory) and ensuring you are constantly within the animals' line of vision, among several other practical techniques that help animals remain calm. Using Livestock's Natural Instincts demonstrates the 'pressure and release' techniques to improve loading, sorting and moving animals.

"This DVD certainly shows livestock producers how to work diligently on being patient. As Tina points out 'the animal is always right'. We are very pleased to be associated with learning materials that facilitate a better understanding of how animals think, and promote responsible animal care and handling," says Gord Roger, Western Canadian Sales Manager for Intervet Schering-Plough Animal Health.

The DVD is accessible on the FACS website at www.facs.sk.ca. For those who wish to order a copy, FACS will post the DVD for a fee of \$10. Intervet Schering-Plough also distributes copies at its regional producer meetings.

For more information, contact:
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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.

Advancing Responsible Animal Care in Agriculture

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