



Farm Animal Council of Saskatchewan Inc.

## MEDIA RELEASE

For Immediate Release

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### Prominent Knowledgeable Speakers Inform FACS Conference

Producers, industry representatives, government officials, scientists and educators soon learn about factors changing the animal agriculture industry at the 'Fence Lines to Corporate Board Rooms Conference.'

The Farm Animal Council of Saskatchewan (FACS) opens its two-day learning opportunity with a special bull management session, this afternoon, then continues with FACS 20<sup>th</sup> Annual General Meeting, tonight, and the conference at 9:00 a.m. Thursday, all at the Saskatoon Inn.

"The prominent well-informed speakers at the FACS annual conference enable participants to better understand growing consumer questions regarding food production, how concerns are being expressed, and what future actions to expect," says Mark Silzer, FACS Chair. "Participants will also discover how representatives from across the food industry are collaborating on a national strategy to address this new level of consumer curiosity in Canada."

Speakers for the 2011 'Fence Lines to Corporate Board Rooms Conference' are:

- Tim Hortons' Director of Sustainability and Responsibility Tim Faveri discussing current topics related to animal welfare in the supply chain;
- Director of Communications for Cargill, Michael Martin, describing the company's appearance on Oprah to show the consuming public how beef is produced;
- Expert on protective anti-terrorism and facility/ranch management, Lt. Houston Johnson, Operations Commander, Harker Heights Texas Police Department;
- Director of Animal Health and Welfare for California Farm Bureau Federation Ria De Grassi, who is knowledgeable regarding animal welfare developments and their impact on policy; and
- Crystal Mackay, Executive Director of the Ontario Farm Animal Council, explaining how the agri-food sector is working together on a nation farm issues strategy.

People interested in responsible animal care return to FACS 'Fence Lines to Corporate Board Rooms Conference,' year after year, because of the opportunity to learn both from knowledgeable speakers and by networking. Although the focus is provincial, the annual event attracts participants from across Canada and the United States.

**Advancing Responsible Animal Care in Agriculture**

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We thank the following diverse group of supportive conference sponsors:

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The Farm Animal Council of Saskatchewan has a long and respected history serving as the voice of producers regarding animal welfare. FACS is the only member-based, industry-led non-profit organization advancing animal responsible animal care for livestock and poultry in Saskatchewan.

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