



Farm Animal Council of Saskatchewan Inc.

For Immediate Release

October 31, 2011

FACS ‘We Care’ Message Continues, As Seasons Change

While some agricultural activities are winding down for another season, ‘We Care’ billboards remain as a reminder ranchers and producers practice responsible animal care year-round.

“The billboard campaign provides the modern face of Saskatchewan producers dedicated to providing the best care for their animals 24/7,” says Adele Buettner, Executive Director of the Farm Animal Council of Saskatchewan (FACS).

A collaborative effort with commodity groups, the “We Care” campaign demonstrates that same commitment within the range of livestock and poultry commodities produced in the province.

“Saskatchewan pork producers have tremendous respect for the pigs we raise to feed our neighbors at home and around the world. The care and protection of our animals’ well being comes first,” says Harvey Wagner, Manager of Producer Services and On-Farm Food Safety with Sask Pork and FACS Board member.

Recognizing the importance of the FACS’ campaign comes naturally to dairy producers Karen and Phil Enns of Enns Farm. “We’re passionate about agriculture and getting the message out about farmers who care about the well-being of their animals on Saskatchewan farms,” says Karen, who works both on the family farm and with Agriculture in the Classroom (Sask).

Since the ‘We Care’ campaign was launched in 1996, it has become the largest CBS Outdoor multi-commodity campaign in Canada, and one of FACS most anticipated and high profile activities.

This year, the first ‘We Care’ billboards appeared in mid-May and the last comes down in late November. By lengthening the campaign and booking more billboard locations, FACS expects to reach more people with its important message.

A total of 35 billboards, plus one superboard, appear at strategic locations in and around Regina, Moose Jaw, Saskatoon, North Battleford, Glaslyn and Herbert. Images of all boards, and schedules for current ones are attached and accessible at www.facs.sk.ca.

FACS thanks our 2011 campaign partners: North American Equine Ranching Information Council; Sask Pork; Saskatchewan Bison Association; Saskatchewan Cattlemen’s Association; Saskatchewan Chicken Industry Development Fund; Saskatchewan Egg Producers; Saskatchewan Milk Marketing Board; and the Saskatchewan Ministry of Agriculture.

For further information, please contact:

Adele Buettner
FACS Executive Director
306.249.3227



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“We Care” 2011 Billboard Campaign



Regina:

Elphinstone N/O Saskatchewan Drive –November 7

Appeared in Saskatoon and Herbert earlier in the campaign.

Saskatoon:

Circle Drive W/O Circle Place –October 31

Appeared in Regina and Moose Jaw earlier in the campaign.



Appeared in Regina, Saskatoon and North Battleford earlier in the campaign.

Regina:

Elphinstone N/O Saskatchewan –November 7

Saskatoon:

Idylwyld Drive N/O Isabella Street –November 7



Appeared in Regina and Saskatoon earlier in the campaign.



Regina:
Lewvan Drive S/O 1st Avenue – November 7

Appeared in Saskatoon and Regina earlier in the campaign.



Regina:
Ring Road W/O MacDonald Street – November 7

Appeared in Saskatoon, Moose Jaw and Glaslyn earlier in the campaign.



Appeared in Regina and Saskatoon earlier in the campaign.

N/O – north of
S/O – south of
W/O – west of



Appeared in Saskatoon earlier in the campaign.