

European and American egg industry organizations to animal welfare concerns and discuss how the **Canadian egg producers are leading the way with animal welfare initiatives.** Background will be given on the Canadian Egg Marketing Agency program, "Start Clean, Stay Clean," an on-farm HACCP-based food safety management system to assist producers to comply with regulations, show due diligence and fulfill customer expectations for a food safety management system. Although speaking on behalf of the egg industry, **all commodities and industry leaders can benefit** from learning how the egg industry is addressing consumer concerns and being proactive with programs and initiatives.

**Linda Toby Oswald-Felker, VP Public Affairs
Canada Safeway Ltd.:**

Linda Toby Oswald graduated with a Degree in Human Ecology from the University of Manitoba and went on to get her certificate in Education. She taught Junior and Senior High School for eight years before moving into retail as a Food Consultant/Communications expert before coming to Safeway. Toby began her career with Canada Safeway in January 1990 when she was hired as manager of Public Affairs in Winnipeg. In 1992, she was promoted to Director of Public Affairs for the Saskatchewan, Manitoba and North Western Ontario Region. During her tenure in Winnipeg, Toby received two Donald J. Smith Awards for distinguished service, Safeway's highest employee commendation, and was recognized in the community as a consummate communicator and contributor to many worthwhile organizations. Toby was appointed in January 1996 to the position of Vice President of Public Relations and Government Affairs for Canada Safeway Limited, Calgary. In Calgary, Toby has continued her strong commitment to the community and her profession. She sits on a number of Boards including: the Mount Royal College Advisory Council to the Applied Public Relations Degree Program; the Board of ENCORP, a corporation responsible for the recycling of all used beverage containers in British Columbia; the Diversity Calgary Council; a Director of Growing Alberta and the Board of the Canada Safeway Foundation. Toby is also a member of the Canadian Public Relations Society and the International Association of Business Communicators, and lends her expertise in communication strategy to various faculties at the University of Calgary. She is responsible for setting a new direction for Safeway both in Canada and the United States in the area of public relations to strategically position the company in the community and has guided the company through numerous crisis situations with minimal negative impact on Safeway's reputation.

Toby's presentation will focus on **Safeway's role and commitment in an ever-changing market place.** With the rapid challenges Safeway has faced over recent months due to pressures from animal activists, Safeway developed a plan to respond to future animal rights initiatives. Clearly a national issue, Toby advocates that **retailers and partners need to have a cohesive direction and be able to make a strong statement to customers.**

Learn about issues and discover how to take action.

If you are a producer, processor, veterinarian or marketer...join FACS for our annual "Leaders Conference."

- Learn how others have approached the animal welfare issues.
- Learn how to "lead" your industry.
- Learn how to secure the future of livestock and poultry production.
- Learn how to network with other industry leaders.

Join in an exchange of ideas to help build a strong and responsible industry.

Learn from the experts!

FACS will be hosting an auction during the conference. 100% of the proceeds will go directly to FACS programs. Please help to support this event and plan to give generously!!!

Thank You to Our Sponsors

Canadian Cowboys Association

Co-op Feeds, Division of Federated Co-operatives Ltd.

Elanco Animal Health

Genex Swine Group

Intervet Canada Ltd.

Mitchell's Gourmet Foods

North American Equine Ranching Information Council

Regina Exhibition Association

Saskatchewan Association of Agricultural Societies & Exhibitions

Sask Pork

Saskatchewan Egg Producers

Saskatchewan Livestock Markets & Order Buyers Association Inc.

Saskatoon Prairieland Corporation

Saskatoon Processing Company

SPI Marketing Group Inc.

United Molasses

Veterinary Infectious Disease Organization

Host Hotel: Travelodge Hotel
Reservations: 1-800-578-7878
106 Circle Drive West
Saskatoon, Saskatchewan S7L 4L6



Farm Animal Council of Saskatchewan Inc.

fence lines
to
corporate board rooms



Issues, Information
and Action

Friday, January 10, 2003
Travelodge Hotel
106 Circle Drive West, Saskatoon, Saskatchewan

fence lines to corporate board rooms

Issues, Information and Action

From fence lines to corporate tables...animal welfare continues to be the emerging issue for all involved in livestock production including major grocery and restaurant chains. Public awareness of welfare issues is having a growing impact on all levels. Handling practices, routine procedures and housing are all being examined from a humane standpoint. In the United States, major food companies have introduced animal welfare audits to their overall Quality Assurance protocols. With rapid interest in animal welfare, it is now also being associated with food quality, safety and healthiness.

The Farm Animal Council's Annual Conference will highlight the **issues**...provide you with **information** and share with you successful **action** steps to sustain a leading responsible industry.

Come learn from the experts...learn from other industries...identify strategies...work together!

The Farm Animal Council of Saskatchewan Inc. (FACS) is a membership-based, non-profit organization that represents the livestock industry in advancing responsible 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.



Farm Animal Council of Saskatchewan Inc.

Friday, January 10, 2003 - Travelodge Hotel
106 Circle Drive West, Saskatoon, Saskatchewan

Agenda

8:00 a.m. - 9:00 a.m. - Registration

9:00 a.m.
Opening Remarks
Gordon Roger, FACS Chair

9:15 a.m. - 10:15 a.m.
Why Animal Welfare is Paramount at Excel
Dr. Rebecca Cooper, Director Technical Training -
Excel Corporation, Wichita, Kansas

10:15 a.m. - 10:45 a.m. - Networking Break

10:45 a.m. - 11:45 a.m.
*The most important component of hUSbandry
is still US*
Jim Reeves, President, US Beef Breeds Council,
Houston, Texas

11:45 a.m. - 1:00 p.m. - Lunch

1:00 p.m. - 2:30 p.m.
*How Two Commodity Organizations are Addressing
Animal Welfare in a Big Way*
Dr. Anna Johnson, Director Animal Welfare,
National Pork Board, Des Moines, Iowa
Mr. Michael Katz, General Manager of
Saskatchewan Egg Marketing Board, Regina, SK

2:30 p.m. - 3:00 p.m. - Networking Break

3:00 p.m. - 4:00 p.m.
*New Pressures - New Expectations – Safeway's Role
and Commitment in an Ever Changing Market Place*
Ms. Toby Oswald-Felker, VP Public Affairs Canada
Safeway Ltd., Calgary, Alberta

4:00 p.m. - 4:15 p.m. - Closing

Rebecca (Becky) L. Cooper, PhD,
Director Technical Training - Excel Corporation:

Dr. Cooper received her PhD. from the Iowa State University, majoring in both Meat Science and Food Science. She currently serves as the Director of Technical Training for Excel Corporation in Wichita, Kansas, and is directly responsible for all meat related training within Excel and training for Excel customers and suppliers. Training topics include all technical aspects of the business from animal welfare through product distribution. Dr. Cooper also coordinates internal staff, curriculum development, and training located both on and off site. She works with the Kansas State University to produce training and educational materials for a distance learning program. Dr. Cooper has worked with such organizations as Cargill and Jimmy Dean Foods. In addition, she taught undergraduate meat science laboratory for seven semesters and guest lectured in undergraduate and graduate level fresh meats classes. She has published several papers, abstracts and extension reports.

The handling of animals and their humane slaughter has become a priority to all segments of the food industry. Recent increased public awareness to these issues has been primarily driven by the fast food industry. It is critical that each segment of our industry understand how the other segments impact the opinions consumers have of our products. We will discuss the unique issues for each live animal species, the direction packers are taking to improve, and the general impact of increased awareness as related to animal handling and humane slaughter.

Jim Reeves, President, US Beef Breeds Council:

Jim Reeves received his degree in Agriculture Education from Texas A&M University in 1966. He has extensive experience in purebred beef, commercial cow/calf operations and dairy herds. His career has taken him from the classroom, as a vocational agriculture science teacher, to holding several positions within the Angus sector, to his current position as Executive Vice President of the American Brahman Breeders Association, based out of Houston, Texas. Over the years, he has held office in several organizations, including President of the US Beef Breeds Council, President of the Texan Purebred Cattle Alliance, Vice President of the National Pedigreed Livestock Council, Chairman of the American Breed Coalition, Chairman of the National Livestock Ethics Committee, board member of the National Cattlemen's Beef Association, board appointment to the Texas Beef Council, member of the National Cattlemen's Beef Association Science and Technology Committee, member of the Texas Beef Council's Issues Management Team and Chairman of the World Brahman Federation.

For decades, US cattle producers have recognized the benefits of properly caring for livestock. In recent years, we've witnessed customers at both the retail and food service levels become increasingly interested, and in some cases concerned, about how animals are raised and handled. This interest is, in part, the result of

activist groups threatening our retail sector with boycotts and other assaults if they do not ensure proper care of the animals raised to produce the food they serve or sell. These efforts potentially undermine the public's opinion of animal agriculture, jeopardizing our efforts to improve consumer confidence in our products and our objective to increase demand for beef. These factors have prompted recent reviews of existing cattle care guidelines that will aid efforts to communicate effectively and accurately with our customers how we care for cattle and our commitment to animal well-being.

Anna Johnson, PhD, Director Animal Welfare,
National Pork Board:

Dr. Anna Johnson currently serves as the Director of Animal Welfare for the National Pork Board in Des Moines, Iowa. She is responsible for developing and implementing checkoff-funded animal welfare programs, and administers animal welfare research, including developing educational material for pork producers and veterinarians and providing technical advice on animal welfare issues. Prior to joining the National Pork Board in January 2002, Dr. Johnson earned her doctorate degree in animal welfare from Texas Tech University in Lubbock, Texas. Her research focused on behavior and its impact on performance, as well as the welfare of the lactating sow and her litter. Before going to Texas Tech, Anna attended the University of Reading in England and earned a bachelor's degree in Animal Science and a master's degree in Applied Animal Behavior and Animal Welfare from the Scottish Agricultural School, at the University of Edinburgh, Scotland. Dr. Johnson is active in the International Society for Applied Ethology (ISAE) and the American Society for Animal Scientists (ASAS). Originally from Sudbury Suffolk, England, Dr. Johnson now lives in West Des Moines, Iowa.

Dr. Johnson will highlight a number of the National Pork Board's research initiatives and programs, sharing with the audience the link between research and the consuming public.

Michael Katz, General Manager
of Saskatchewan Egg Marketing Board:

Michael Katz received both his BSc and MSc from McGill University, majoring in agricultural economics, focusing specifically on agri-marketing. He is fluently bilingual and has a wealth of experience in the Canadian agri-food industry, particularly in supply management with the poultry and egg sectors. Michael's senior management background from the private sector combines over 12 years experience in the Regulated Industries Unit of the Policy Branch with Agriculture and Agri-Food Canada. Michael is currently the General Manager of the Saskatchewan Egg Producers in Regina, Saskatchewan.

Michael's presentation will focus on the market environment in which the Canadian egg industry operates, including the *impacts from consumer and corporate pressures*. He will outline the views of the