

Farm Animal Council of Saskatchewan Inc.
15th Annual Conference
**Fence Lines to
Corporate Board Rooms**

Educate...Communicate...Act!

Whether you are a livestock producer, industry executive, marketer, researcher or government...this conference is for you! Join industry leaders from across the nation and attend Canada's longest running industry led farm animal welfare conference.

Increased public concern for how livestock and poultry are cared for is reshaping North America's agriculture and food production. Consumers want assurance that all livestock are raised and treated responsibly. To this end, as Saskatchewan's only industry driven welfare organization, FACS helps to ensure the livestock industry remain at the forefront of current and emerging issues.

With only 3% of the Canadian population maintaining direct ties to the farming community, most consumers are not familiar with the care and attention provided to livestock every day...nor are they aware of the many changes and improvements which have occurred in modern management practices.

Although production practices have advanced considerably over recent years, the industry can improve on how we get our message out! In addition, the industry must continually be aware of changes needed and challenges to address.

Animal welfare is associated with food quality and safety and it must be an integral component of all management practices. As the Canadian livestock and poultry industries grow, so too must the industries' ability to communicate effectively and to ensure animal welfare advances accordingly.

Take a leading role on emerging issues and plan to attend!



Farm Animal Council of Saskatchewan Inc.

The Farm Animal Council of Saskatchewan Inc. is a membership based, not-for-profit organization that represents the livestock industry in advancing responsible 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.

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15th Annual Conference
FENCE LINES TO CORPORATE BOARD ROOMS
DECEMBER 12 & 13, 2006
Saskatoon Inn
Agenda

Tuesday December 12, 2006

7:00 p.m. – 9:00 p.m.

FACS Annual General Meeting – Chair: Mr. Stewart Stone
President's Reception (Complimentary Wine & Cheese)
to follow

Wednesday December 13, 2006

Program Chair:

Mr. Kevin Hursh, PAg, CAC
Hursh Communications and Consulting

8:30 a.m.

Opening Remarks
Mr. Shannon Meyers

8:45 a.m. – 11:45 a.m.

Lost in Translation: Why consumers don't understand and don't trust what we tell them about issues in Animal Agriculture
Mr. Charlie Arnot, CMA Consulting, LLC
Kansas City, MO

11:45 a.m. – 12:45 p.m.

Lunch

12:45 p.m. – 1:30 p.m.

Taking a Proactive Stance: A Group of Industry Experts Addressing Emerging Issues
PANEL:

Mr. Florian Possberg, Big Sky Farms Inc.
Mr. Tim Wiens, O & T Farms
Mr. Brad Wildeman, Pound-Maker Agventures

1:30 p.m. – 2:15 p.m.

The Far Reaching Effects of HR 503, the American Horse Slaughter Prevention Act
Mr. Tim Case, Sr. Manager of Public Policy
American Quarter Horse Association
Amarillo, TX

2:15 p.m. – 2:45 p.m.

Networking Break

2:45 p.m. – 3:30 p.m.

Animal Rights Extremists and Environmental Terrorism: Violence/Trends and Tactics
Special Agent Drew Ptasienski
Domestic Terrorism Program, FBI
Washington, DC

3:30 p.m. – 4:15 p.m.

When the Push Becomes the Shove: Events That Have and Will Shape Our Industry
Ms. Julie Bryant, Latigo Associates
Fort Worth, TX

Charlie Arnot

CMA Consulting
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Charlie Arnot's career in public relations, communications and journalism has been quite diverse. In 2004 he started his own consulting firm in Kansas City, Missouri. In addition to consulting with leading companies and associations on issues management, communications and public affairs, he co-authors a weekly column for Feedstuffs, the nation's leading agri-business newspaper. Charlie works with companies and organizations across the food chain, including leading producers, processors, restaurants and retailers.

For the ten previous years he was vice president of communications and public affairs for Premium Standard Farms, responsible for all internal and external communication, government relations and issues management.

Prior to joining Premium Standard Farms he worked for a public relations agency, was an award winning radio journalist and worked in video and film, including "The War Room", the 2002 documentary on the first Clinton campaign for President. Charlie grew up in southeast Nebraska and graduated from the University of Nebraska with a Bachelor of Journalism degree.

This interactive presentation will address:

- Changes in the concept of trust and those worthy of trust.
- The relationship between changes in the structure of animal agriculture and societal expectations for animal agriculture.
- Why consumers view animal agriculture as non-responsive when we respond with science to questions of values and morals.
- Brands as agents of social change in a market place where brands can do what government cannot.

Julie Bryant

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Julie Bryant has more than 20 years experience in the equine and beef industries developing programs and promotional plans for some of the most respected organizations in the industry. Among those are the American Quarter Horse Association, the American Association of Equine Practitioners, Texas A&M University, the International Stockmen's Educational Foundation and the American Paint Horse Association. She has been an active participant and program designer for such groups as the Horse Industry Alliance and the International Livestock Congress. Bryant is also the executive director of the International Stockmen's Educational Foundation, where she is responsible for the day-to-day operations of the Foundation and is the owner of Latigo Associates, a marketing and promotional planning firm, where she assists companies and professionals in their efforts to expand and promote their horse or beef related businesses. She holds a BS in Agricultural Education with a specialization in Agricultural Communications from Texas Tech University.

The presentation will address world incidents, issues and politics that shape and influence our industry, and sometimes that means being "shoved" into making decisions. Hear a review of what some of those events have been and what you might expect in the future.

Tim Case sponsored by NAERIC
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Tim Case is the Senior Manager of Public Policy for the American Quarter Horse Association. He is responsible for management of legislative and regulatory issues on both the state and federal level. Mr. Case is a graduate of West Texas A&M University with a Bachelor of Science degree in Agronomy.

Tim's public policy experience comes from his membership in the national Alliance of Independent Crop Consultants where he has been a member for 15 years. Tim was the 2005-2006 president, and has been an active member of their Legislative Advisory Committee for eight years. Tim has served as lead contact on the issue of Worker Protection Standards for contract researchers where he worked closely with key personnel in the Environmental Protection Agency, as well as members of Congress. He was active in policy formation for nutrient management plans for farms and livestock facilities and worked on several governmental planning committees and think tanks.

This presentation will provide an update on the status of HR 503, The American Horse Slaughter Prevention Act. This presentation will also address this legislation's effects on the horse industry, as well as other facets of animal agriculture.

Drew Ptasienski

Federal Bureau of Investigation
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Drew J. Ptasienski has been with the FBI for 11½ years and is currently assigned as a Supervisory Special Agent, Counterterrorism Division, FBI Headquarters, Washington DC, where he is the Program Manager for the Domestic Terrorism's Animal Rights Extremist and Environmental Terrorism subprogram. Prior to his current assignment, Mr. Ptasienski enjoyed investigative assignments in multiple field offices working general criminal investigations and Domestic Terrorism investigation in the area of Animal Rights Extremist and Eco Terrorism.

This presentation will address the current state of the Animal Rights Extremist and Eco-terrorism crime problem in the United States and the FBI's efforts to address these issues.

2006 FACS Board of Directors

Stewart Stone, FACS Chair

COO, Heartland Livestock, representing the livestock marketing sector

Shannon Meyers, FACS Vice-Chair

General Manager, Fast Pigs, representing the pork industry

Bob Brickley

Producer, representing the equine ranching industry

Scott Brown

Director, Communications Branch, SAF, representing Saskatchewan Agriculture and Food

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Beef Chair, Western College of Veterinary Medicine

Royce Reiss

Producer, representing the Saskatchewan Stock Growers Association

Mark Silzer

Producer, representing the bison industry

Alvin Schultz

Producer, representing the dairy industry

Dr. Sandra Stephens

Regional Program Specialist, Animal Health, CFIA, representing the Saskatchewan Veterinary Medical Association

Jeff Stevenson

Producer, representing the Saskatchewan Cattle Feeders Association

Jim Teichrob

Producer, representing the egg industry

Tim Wiens

President & CEO, O & T Farms, representing O & T Farms

Dr. Murray Woodbury

Professor & Chair of the Saskatchewan Specialized Livestock Research & Development Program WCVM, representing the specialized livestock industry

Inspector Brenda Lucki

Advisory Position, representing the RCMP

Doug Hewitt

Advisory Position, representing the Saskatchewan Society for the Prevention of Cruelty to Animals

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Farm Animal Council of Saskatchewan Inc.

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Adele Buettner, Executive Director



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