



Farmed Animal Health and Welfare 2020 – Strategy for Animal Agriculture in Canada

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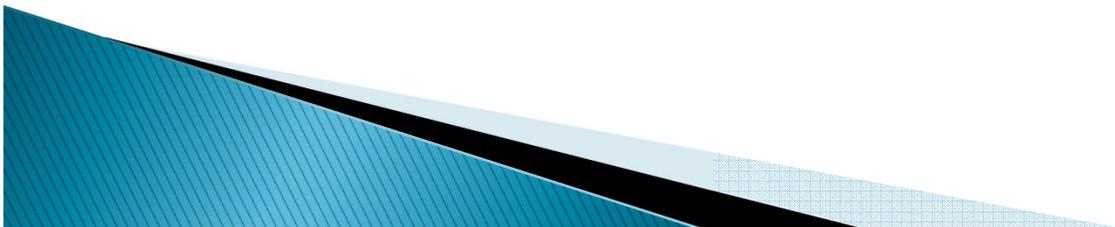
Looking Forward

- The Canadian animal agriculture industry is under increasing pressure to demonstrate they are “doing things right”.
- Society has a limited understanding of farming and is asking more and more questions and examining production systems and industry practices.
- Media playing considerable role in disseminating information and influencing public opinion.
- Aggressive national leadership needs to be established in order to manage emerging issues including disease response, antimicrobial resistance, environmental sustainability and animal welfare.



Public Trust

- The realm of public perception and trust is more complex, science and standards alone are not the answer. Public trust is not regulation. Domestic and international marketplace.
- Public needs to believe industry shares their values and is committed to doing what is right. Industry organizations need to communicate that clearly and effectively to build public confidence.
- Ongoing producer awareness about animal science, public expectations (e.g., compliance with national codes of practice) is needed.
- The foundation of sustained trust and support is built on the Canadian agriculture industry's ability to demonstrate practices are ethically grounded, scientifically verified and economically viable.



CCVO 2014–15 Workplan

- The Council of Chief Veterinary Officers is an federal–provincial–territorial (FPT) committee that promotes and develops science–based policies that address FPT animal health and welfare issues.
- 2014/15 work plan initiatives:
 - Improve national capacity to prevent, detect, prepare for and respond to animal health and welfare events;
 - Improve Canada’s farmed animal health surveillance system;
 - Improving animal welfare in Canada;
 - Encourage prudent use of antimicrobials; and
 - Liaison with Council of Chief Medical Officers of Health regarding one–health issues.



OMAFRA 2014–15 Workplan

- OMAFRA is dedicated to preventing, detecting and responding to a wide range of animal health and welfare issues.
- Advances in farm animal health and welfare and veterinary public health are achieved through education, inspection, surveillance, research and emergency preparedness.
- 2014/15 work plan initiatives:
 - Emergency management planning and capacity for emerging diseases;
 - Development of an Ontario Farm Animal Welfare Framework;
 - Reduction of Antimicrobial Use in Ontario Agriculture; and
 - Disease Surveillance Program (develop/improve diagnostic testing; monitor the prevalence of disease).



Concluding Remarks

- Canada has earned and enjoyed a strong reputation for the animal health status of its farmed animal sector.
- Massive challenges on many fronts (e.g., climate change, trade, new disease pressures) may impact this reputation.
- As a trading nation, Canada is vulnerable to unfair trading practices, with disease states increasingly being used as a trading barrier.
- Additionally, social values and expectations related to the farm animal sectors are changing and demands are increasing.



Concluding Remarks (cont'd)

- Collaboration is key in order to move forward to address the increasing set of complex challenges and to achieve the strategy's strategic outcomes.
- Shared intelligence and early stakeholder engagement are imperative in order to obtain acceptable solutions on a range of issues.
 - Inform the public the strengths of the government's oversight system.
 - Meet consumer expectations of “what is right” to maintain public trust.

