



**NATIONAL FARM ANIMAL CARE COUNCIL
CONSEIL NATIONAL POUR LES SOINS AUX ANIMAUX D'ÉLEVAGE**



Addressing Domestic and International Market Expectations Relative to Farm Animal Welfare*

National Farm Animal Care Council's (NFACC) Role in Farm Animal Welfare

*National Farmed Animal Health and Welfare Council Forum
Ottawa, Ontario*

December 7, 2011

National Farm Animal Care Council (NFACC)

What is NFACC?

- ▶ National lead for farm animal care in Canada
- ▶ Collaborative partnership of diverse stakeholders created to share information and work together on farm animal care and welfare
- ▶ Consensus-based model of decision making

“If government or other logical players do not create [animal welfare] policy, then someone else will. The question is not whether change will occur, but how it will be managed.”

– Dr. David Fraser, University of British Columbia



NFACC Partners

Farmed Animal Industry Associations

- ▶ Canada Fox Breeders Association
- ▶ Canada Mink Breeders Association
- ▶ Canadian Bison Association
- ▶ Canadian Cattlemen's Association
- ▶ Canadian Federation of Agriculture
- ▶ Canadian Hatching Egg Producers
- ▶ Canadian Pork Council
- ▶ Canadian Sheep Federation
- ▶ Chicken Farmers of Canada
- ▶ Dairy Farmers of Canada
- ▶ Egg Farmers of Canada
- ▶ Equine Canada
- ▶ Turkey Farmers of Canada

Processors

- ▶ Canadian Meat Council
- ▶ Canadian Poultry & Egg Processors Council

Animal Health Associations

- ▶ Canadian Veterinary Medical Association

Consumer Groups

- ▶ Canadian Restaurant & Food Services Association

Animal Welfare Associations

- ▶ Canadian Federation of Humane Societies
- ▶ Coalition of Provincial SPCA (BC, SK, ON)

Provincial Groups

- ▶ Ontario Trucking Association
- ▶ Provincial Farm Animal Care Councils (OFAC, FACS, AFAC, BCFACC)

Governments

- ▶ Agriculture and Agri-Food Portfolio (AAFC, CFIA)
- ▶ Provincial Agriculture Departments

Other

- ▶ Canada's research community



Addressing Domestic and International Market Expectations Relative to Farm Animal Welfare

Our focus

- ▶ Codes of Practice for the care and handling of farm animals
- ▶ Animal Care Assessment Model (ACAM)
- ▶ Facilitate information sharing and communication

"NFACC is on the right track. We have the right governance model. The ag and food industry partners can support NFACC with confidence. NFACC has a plan, the right people and governance in place, and disciplined resource allocations to get the job done – delivering exceptional results."

- Robin Horel, Canadian Poultry and Egg Processors Council (CPEPC)



Addressing Domestic and International Market Expectations Relative to Farm Animal Welfare

Project Details

- ▶ Duration: November 2009 – March 2014
- ▶ Funds from Agri-Flexibility: \$3,472,235
- ▶ Project Activities:
 - ▶ Codes of Practice
 - ▶ Assessment and Product Assurance
 - ▶ Eye on the Markets
 - ▶ Animal Welfare Dilemma of a Market Breakdown
- ▶ Project Manager: Ed Empringham DVM
- ▶ Project Coordinator: Jackie Wepruk



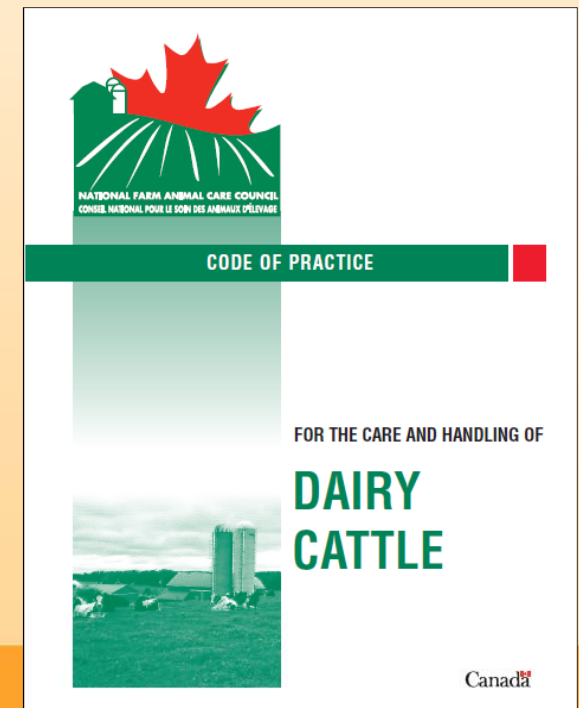
Canada's Codes of Practice

The Codes of Practice are guidelines for the care and handling of farm animals

- ▶ Our national understanding of farm animal care requirements and recommended best practices
- ▶ Scientifically informed, practical, and reflect societal expectations for responsible farm animal care

The Codes of Practice serve as

- ▶ Education tools
- ▶ Reference materials for regulations
- ▶ Foundation for animal care assessment programs



Canada's Codes of Practice

Renewed Code development process

- ▶ A uniquely collaborative approach
- ▶ Ensures credibility and transparency through scientific rigour, stakeholder collaboration and a consistent approach
- ▶ Stakeholder commitment is key to ensure quality animal care standards are established and implemented



“I like the Code development process. I like its emphasis on outcome-based, environment-based and process-based measures. I think that is a good balance that hasn't always been captured in processes elsewhere and at other times.”

- Dr. David Fraser, animal welfare professor, University of British Columbia

Canada's Codes of Practice

Big picture success requires

- ▶ Active participation
- ▶ Collaboration
- ▶ Patience
- ▶ Consensus

“The Codes aren’t an end-point, they’re a mid-point. The Codes are providing, with the foundation we have through NFACC, an excellent frame. But we need to keep building on that frame to actually provide the assurance that animals are being treated according to acceptable standards on farms.”

- Geoff Urton, BC SPCA



Canada's Codes of Practice

Deliverables: Originally 5 Codes finished, 3 initiated

Species	Estimated Completion
Beef Cattle	Mar 2013
Mink	Oct 2012
Ranched Fox	Oct 2012
Pigs	May 2013
Equine	May 2013
Sheep	Jul 2013
Poultry (chicken, hatching egg, turkey)	~ 2014
Layers	~ 2014
Transport – has also been identified as a priority for revisions	



Animal Care Assessment Model (ACAM)

Introduction

- ▶ **Primary user group** – farmed animal industry associations developing an animal care assessment program based on the Codes
- ▶ **Primary audiences**
 - ▶ Industry associations
 - ▶ Government (national and international)
 - ▶ Buyers (retailers and foodservice, processors)
 - ▶ NGO's
- ▶ **Scope** – the ACAM is about the **process** for program development and implementation. It's not about specific program **content**.

“The days of producer-defined standards are gone. It has to be a multi-stakeholder process. NFACC has all the right players around the table. Without those people involved in the process, retailers would have had trouble getting involved.”

- David Smith, National VP of Retail Strategy and Sustainability, Sobeys Inc.



Animal Care Assessment Model (ACAM)

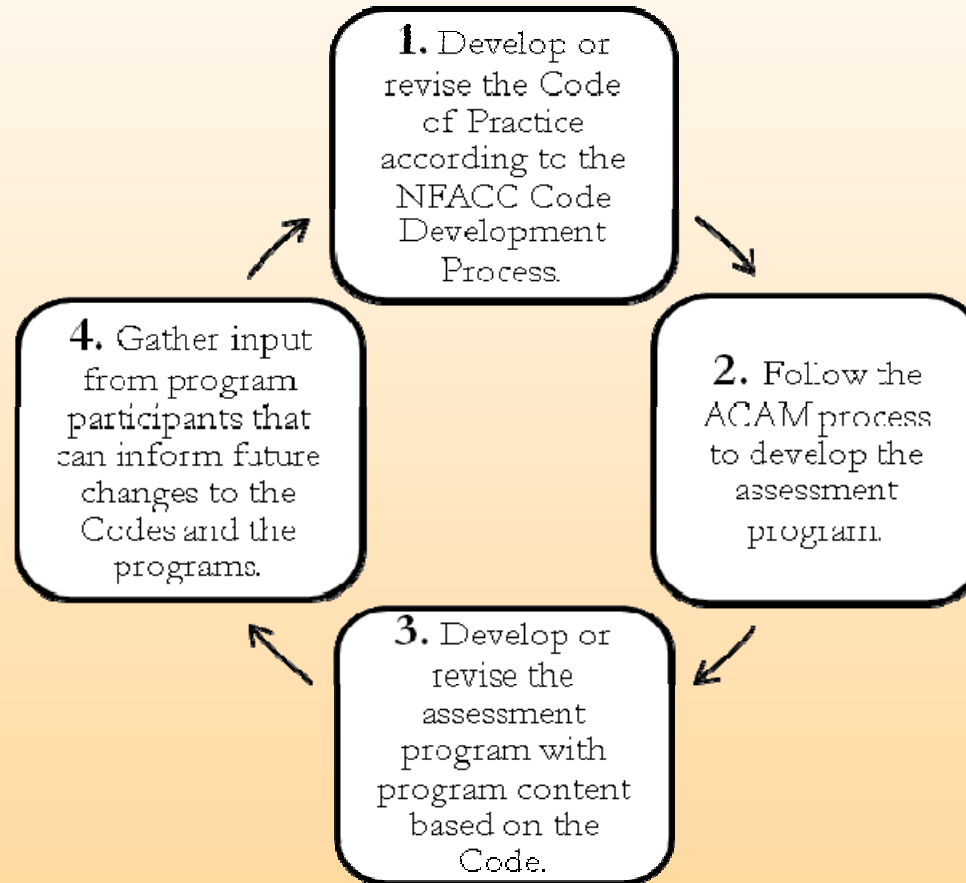
Aims

- ▶ The ACAM will:
 - ▶ enhance the transparency, legitimacy and credibility of assessment programs developed according to the Model
 - ▶ ensure consistency of communications along the value chain
 - ▶ further develop Canada's own cooperative approach to farm animal care, an approach that can be communicated nationally and internationally, and that builds upon existing initiatives
 - ▶ assist commodity groups in developing or revising an animal care assessment program by providing an informed framework and useful resources



Animal Care Assessment Model (ACAM)

The Cycle of Codes and Assessment




Animal Care Assessment Model (ACAM) - Timelines

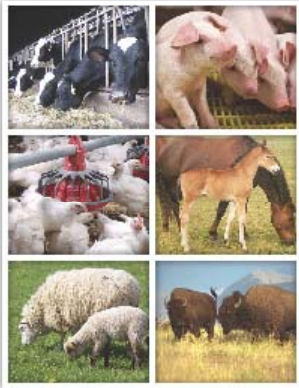
Task	Timeline
1 st ACAM consultative workshop	August 11 – 12, 2011
ACAM steering committee follow up	September 2011
Pilot assessment program initiated (Dairy Farmers of Canada)	September 2011
DRAFT pilot assessment program created	September 2012
On farm pilot of assessment program	September 2012 – March 2013
Debriefing between DFC & ACAM steering committee re test pilot.	March – April 2013
2 nd ACAM workshop organized/held	By October 2013
Workshop report developed	October – December 2013
Final ACAM	December 2013



Outreach and Promotion




NATIONAL FARM ANIMAL CARE COUNCIL
CONSEIL NATIONAL POUR LES SOINS AUX ANIMAUX D'ÉLEVAGE




**CODES OF PRACTICE
FOR THE CARE AND HANDLING
OF FARM ANIMALS**
Code Development Process

... working together for
responsible farm animal care




NATIONAL FARM ANIMAL CARE COUNCIL
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NFACC 2011

**Advancing animal care
and addressing market expectations**


Meeting challenges and seizing opportunities



NATIONAL FARM ANIMAL CARE COUNCIL
CONSEIL NATIONAL POUR LES SOINS AUX ANIMAUX D'ÉLEVAGE

WORKING TOGETHER
FOR RESPONSIBLE
FARM ANIMAL CARE

UNIS POUR OFFRIR DES
SOINS RESPONSABLES
AUX ANIMAUX D'ÉLEVAGE



www.nfacc.ca

Ministry of Agriculture and Agri-Food
Ministère de l'Agriculture et des Pêcheries et des Affaires rurales



NATIONAL FARM ANIMAL CARE COUNCIL
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... working together for
responsible farm animal care



Eye on the Markets

National Farm Animal Care Conference, October 5 – 6 2011 Ottawa



Considerations & Potential Limitations

Project-based funding

- ▶ Strategy for maintenance and evolution of our Code development process
- ▶ Strategy for the Animal Care Assessment Model
- ▶ Maintaining trained human resource
- ▶ Ongoing commitment from government

Ongoing Commitment & Buy In

- ▶ From government
- ▶ From industry (including implementation)
- ▶ From other stakeholders
 - ▶ Rate of progress vs pressure for change

"The thought that this organization is like a contract employee on a fixed term should strike terror into all of our hearts, and I hope we will all go back to our respective corners determined to give this organization the future it deserves."

- Dr. David Fraser, animal welfare professor, University of British Columbia





*“If you want to go fast, travel alone, but if you want to go far, travel together.”
— African proverb*

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