



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

FINAL REPORT



# Advancing animal care and addressing market expectations

FINAL PROJECT ACHIEVEMENTS REPORT - MARCH 2014

Driving innovation for marketplace success



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

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## NFACC partners

- Agriculture and Agri-Food Portfolio (AAFC, CFIA)
- Alberta Farm Animal Care Association
- British Columbia SPCA
- British Columbia Farm Animal Care Council
- Canada Fox Breeders Association
- Canada Mink Breeders Association
- Canadian Bison Association
- Canadian Cattlemen's Association
- Canadian Federation of Agriculture
- Canadian Federation of Humane Societies
- Canadian Hatching Egg Producers
- Canadian Meat Council
- Canadian Pork Council
- Canadian Poultry and Egg Processors Council
- Canadian Restaurant and Foodservices Association
- Canadian Sheep Federation
- Canadian Veterinary Medical Association
- Chicken Farmers of Canada
- Dairy Farmers of Canada
- Egg Farmers of Canada
- Equine Canada
- Farm and Food Care Ontario
- Farm Animal Council of Saskatchewan
- Ontario SPCA
- Ontario Trucking Association (Livestock Transporters' Division)
- Provincial Ministries of Agriculture (currently represented by Ontario)
- Retail Council of Canada
- Saskatchewan SPCA
- Turkey Farmers of Canada

## Associate Members

- Loblaws Companies Limited
- Sobeys Inc.
- Tim Hortons

## Progress for a new era

### Message from the Chairman and General Manager

Project funding through Agriculture and Agri-Food's Agricultural Flexibility Fund comes to an end in March 2014. The achievements made in advancing animal care and addressing market expectations are highlighted in this report.

Together we have achieved more and gone further than anyone could have ever envisioned. Six updated Codes of Practice have been released. A new Animal Care Assessment Framework has been launched. A new dairy animal care assessment program has been drafted. This program, based on the 2009 dairy Code, provides proof of concept for the Animal Care Assessment Framework process.

Integral to all of these achievements have been the relationships between stakeholder groups that have been built and strengthened throughout this project. Thank you to everyone who has been engaged on a Code Development Committee, Scientific Committee, or Animal Care Assessment Committee. The dedication of individuals has been tremendous and humbling. Since the project began in 2010 committee members have logged over 24,000 professional in-kind hours to the development of the Codes and the Animal Care Assessment Framework.

The advances made reflect the hard work of everyone involved to find a common direction on animal welfare and deliver progress that Canada can be proud of.

Nowhere in the world is there such an effort by such diverse groups to work together toward a common goal of good animal welfare. This is by far the most effective approach of truly addressing animal welfare in a meaningful way.

Project funding has been critical. Coupled with the investment and commitment from numerous stakeholder groups and individuals, we have collectively created a definitive path forward for how Canada develops and implements standards for farm animal care.

However, challenges remain that will require our continued commitment to stay on the journey together. A real conversation on animal welfare needs to penetrate beyond those of us who are already partnering and immersed in this issue.

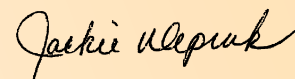
While we need to ensure that we are continually improving how farm animals are cared for, we also need to ensure that our processes are continuously improving - improving to meet market and societal expectations, producer needs, and positive animal welfare outcomes.

Through this project we have achieved tangible improvements in animal welfare, along with a mechanism to address animal welfare in an intelligent and informed manner.

Project funding will continue to be critical to meet future challenges. From this foundation we will continue to build a level of commitment and engagement that will support Canadian producers to thrive while they advance animal care and address market expectations.



**Edouard Asnong**  
Quebec pork producer  
and Chairman of NFACC



**Jackie Wepruk**  
General Manager, NFACC



# Capturing Canada's opportunity

## Conference highlights: ten keys to success

Several "keys to success" stood out based on the feedback from participants. All represent important factors and opportunities that NFACC is helping to address.

**1. Driving Canada forward as a world leader.** According to Dr. Dan Weary, Animal Welfare Program, University of British Columbia, Canada has substantially increased its standing on the livestock welfare issue internationally. "We have come a long way and we have a lot to celebrate. The collaborative framework we have developed in Canada, along with our progress with Codes of Practice and the Animal Care Assessment Framework are all tremendous achievements. They provide solid foundations we can proudly show to the world and build on for the future."

**2. Adapting to changing marketplace needs.** "Farm animal care today is part of a growing focus on sustainability in the food service sector," says Tim Faveri, Director of Sustainability and Responsibility, Tim Hortons. "One of the most important aspects of this is being clear and transparent with all stakeholders. Sustainability is not a destination. It's about a journey of continuous improvement."

**3. Building bridges with consumers.** "It's about not only doing the right thing but also engaging with people outside of agriculture and telling our story," says Crystal Mackay, Executive Director, Farm & Food Care Ontario. "We need to engage Canadians in an open, positive and honest conversation."

**4. Developing a resilient supply chain.** "Animal welfare isn't and shouldn't be a competitive advantage in the retail industry," says Sonya Fiorini, Senior Director, Corporate Social Responsibility, Loblaw Companies Limited. "At the end of the day, it is about the welfare of the animal and building a resilient supply chain and industry over time, that includes taking into account customer concerns, priorities and needs."

**5. Working together to address cost sharing.** There remain tough challenges where industry economics make it extremely difficult to implement change in a way that both improves animal welfare and is workable for producers. "The issue of cost sharing can be a sore spot for the industry and farmers should not have to bear this cost alone," says Catherine Scovil, Associate Executive Director, Canadian Pork Council.

**6. Consensus through science-informed, direct dialogue.** "The framework for stakeholders to work together through NFACC has provided an incredible venue for this conversation to happen," says Geoff Urton, Manager of Stakeholder Relations with the BC SPCA. "We have achieved a constructive approach that is long overdue and needs to continue."

**7. Supporting the livestock producers on the frontline.** "Producers are being hit a lot of ways these days around regulation, land use, environment, livestock identification and a host of other issues," says Ryder Lee, Manager of Federal Provincial Relations, Canadian Cattlemen's Association. "We have no doubt made a lot of progress around NFACC but these are unique challenges we need to continue to address."

**8. Taking a long-term view for sustainable progress.** "Improving animal welfare is for the benefit of animals - it's not a popularity contest," says Dr. Gord Doonan, Senior Staff Veterinarian, Canadian Food Inspection Agency. "We need to have a long-term practical view that is based on the science and doesn't let other objectives take over besides animal welfare."

**9. Adopting a progressive mindset.** "There will always be more we can learn but that doesn't mean we should wait for perfection and do nothing now, particularly with opportunities that are relatively simple to implement and don't involve major infrastructure investment," says Dr. Ed Pajor, Professor, Animal Behavior and Welfare, Faculty of Veterinary Medicine, Department of Production Animal Health, University of Calgary.

**10. Continuing a national collaborative approach.** "We've seen the progress that has resulted with major initiatives such as the updated Codes of Practice, the Animal Care Assessment Framework and the first pilot assessment program," says Ron Maynard, P.E.I. dairy farmer and Vice President, Dairy Farmers of Canada. "Animal welfare is vitally important to all of us. It's essential we maintain and support what's been achieved into the future."



Dr. Dan Weary provided closing remarks at the 2013 conference. "We have come a long way and we have a lot to celebrate," says Weary.

## Supporting animal welfare and addressing changing market needs

Canada is building an innovative new framework for success in farm animal care. It's about leadership. It's about working together. It's about turning ideas into action.

The third national conference, Oct. 9-10, 2013 in Ottawa, showcased progress in all three of these areas. It brought together 140 participants from across the agriculture and food value chain as well as others with an interest in farm animal care. The agenda included top speakers on topics that addressed each element of the conference theme of "Achievements, Challenges and Future Directions."



**The National Farm Animal Care Conference supports teamwork, leadership and progress.**



## Major Milestones

Updated Codes of Practice support a strong foundation for Canada's future as a leader in farm animal care.

### New pig Code completed – Feb 2014

“Canada has developed a new pig Code based the needs of animals, producers and consumers. The uniquely Canadian approach combines science and practicality for sound animal welfare.”

– Florian Possberg, producer and Code Development Committee Chair

### New sheep Code completed – Dec 2013

“Our industry's participation in the Code development process demonstrates our producers' continued commitment to animal health and welfare, and dedication to responsible animal husbandry.”

– Corlena Patterson, Canadian Sheep Federation

### New beef cattle Code completed – Sept 2013

“This Code will give people a better understanding of all that's involved in raising beef cattle. They can feel good knowing that the Code takes into account science-informed practices that are practical for producers to use and meet the public's expectations for animal care.”

– Ryder Lee, Canadian Cattlemen's Association

### New equine Code completed – Jun 2013

“This is perhaps the most important project in recent Canadian history for the health and welfare of equines in Canada and is a Code we can all be proud to have. It is among the most comprehensive of equine Codes internationally and will serve a vital role across our diverse industry.”

– Jack de Wit, Equine Canada director and Code Development Committee Chair

### New farmed mink Code completed – Jun 2013

“The new mink Code provides mink producers and others involved with the industry a clear reference for meeting today's expectations, based on balanced scientific review and consensus building.”

– Kirk Rankin, producer and Code Development Committee Chair

### New farmed fox Code completed – May 2013

“As a veterinarian I am pleased with the new Code. I believe it represents a major step forward in meeting our expectations for the care of farmed fox.”

– Dr. Gord Finley, Canadian Veterinary Medical Association, Code Development Committee member and Scientific Committee Chair

## New Codes of Practice

### Driving responsible animal care through unified national approaches

A centerpiece to Canada's approach on farm animal care is the development of an updated set of Codes of Practice for the care and handling of farm animals – a process that is led by NFACC through a science-informed, consensus-based approach that is driven by the active participation of relevant stakeholder groups.

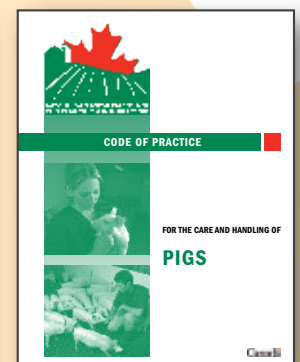
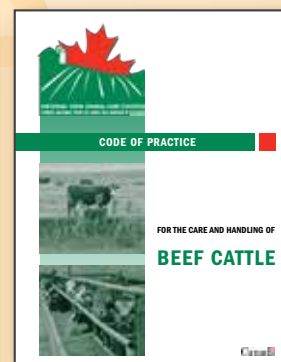
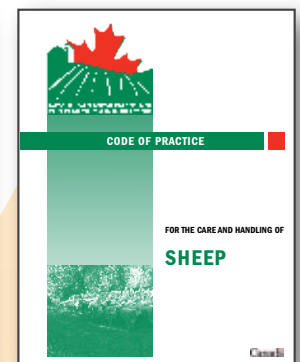
The Codes serve as our national understanding of animal care requirements and recommended practices, providing a unified basis for industry standards and the opportunity to develop on-farm assessment programs. They offer a credible way for Canada to show the world how it addresses farm animal care. They also have an important role in education and training, as well as in providing a focus for continual innovation and improvement.

### Powerful tools

Codes of Practice support responsible animal care practices that are clear and consistent across the country. NFACC's partners and stakeholders can use the Codes to address questions and rising expectations from consumers, the marketplace and society in general, both domestically and internationally.

### Latest developments

Development has recently started on two poultry Codes, one for chickens, turkeys and breeders and another for layers.



“It has been a key achievement of the Code process to be able to bring all of these groups together and have these conversations face to face. It's clear we're making progress. With its Animal Care Assessment Framework, NFACC has also now set the table for industry to further improve credibility by demonstrating compliance with the Codes.”

– Geoff Urton, Manager of Stakeholder Relations for the BC SPCA

# Animal Care Assessment Framework

## Delivering a platform for effective and credible verification

**How do we know the Codes are followed?** It's a simple question. It's also one that Canada will need to answer in order to provide the level of animal care assurance Canadians and the world are increasingly asking for.

NFACC is working to support industry through the development of the Animal Care Assessment Framework.

A major milestone was reached in 2013 with the launch of the Framework. The dairy industry test piloted the Framework and the stage is set for other industry sectors to begin putting it to work in 2014.



Orientation session for dairy program validators

“We have heard ‘trust me doesn’t cut it anymore’. Today, it’s important to have a credible way to not only say what we’re doing but prove it,” says Caroline Ramsay, Coordinator for the Animal Care Assessment Framework with NFACC. “The Framework is designed to provide that assurance through a nationally-coordinated approach.”

**Providing proof of good practices.** The Framework is a tool that industry groups can use to build their own species-specific assessment programs, demonstrating that their Code of Practice is being followed.

It offers a consistent approach to program development that, like the Codes themselves, enables Canadian livestock producers to speak with a united voice across the country.

The Framework benefits stakeholders by providing an informed process and useful resources that lessen the burden of needing to develop assessment approaches on their own. It is designed to ensure the assessment programs developed not only provide assurance that animals are well cared for according to the standards in the Codes but also benefit the farmers and their industries as a valuable management tool.

In the bigger picture, one of the greatest advantages of the Framework is the power it carries to communicate a clear and consistent message about how Canada addresses farm animal welfare. This includes facilitating consistent communications along the value chain and between commodity groups, as well as effective communications to customers, the broader consumer marketplace and society in general, both domestically and internationally.

Details are available at [www.nfacc.ca/animal-care-assessment](http://www.nfacc.ca/animal-care-assessment).

**Leading the charge.** Industry is already taking action to use the Framework. The dairy industry has test piloted the Framework by using it as the basis to develop a Canadian dairy animal care assessment program that will be delivered as a module within their existing quality assurance platform.

“Our producers have been very supportive,” says Ron Maynard, dairy producer and Vice President, Dairy Farmers of Canada. “We can better manage what we can measure and this program will be a tool to do that. It provides a basis for benchmarking to support management decisions both at an industry level and an individual producer level. This promotes continual improvement.”

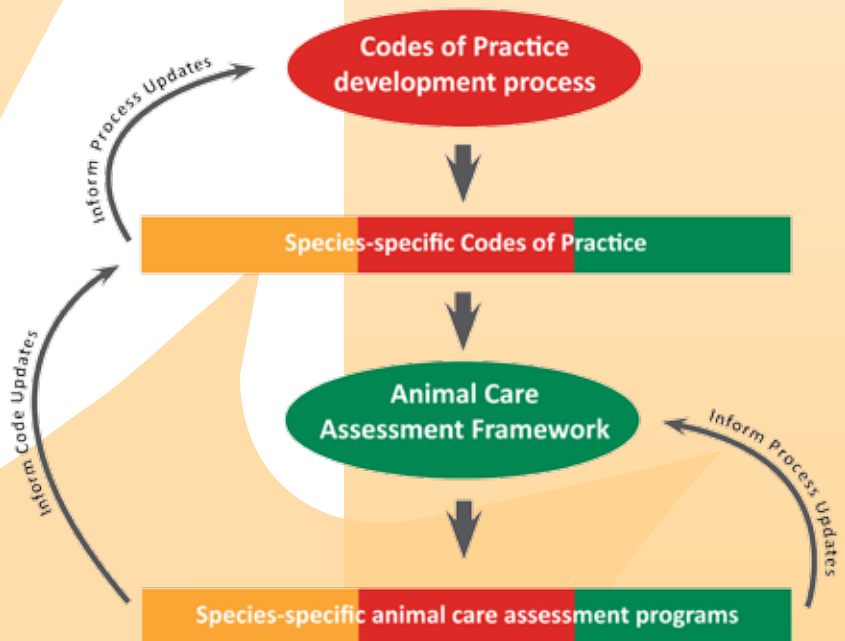
## Building trust in the marketplace

Retailers and foodservice companies at all levels are facing higher expectations to be accountable for the animal welfare implications of the products they source.

**“It’s such a benefit to have a credible process where multi-stakeholders can work together and agree on nationally consistent outcomes such as the Codes and the assessment Framework. It’s forward thinking and cooperative, and I think in Canada we need more of this kind of approach. We can communicate in a clear and consistent way, and not have everyone going in different directions.”**

– Tim Faveri, Director of Sustainability and Responsibility at Tim Hortons

## Cycle for Code Development and Animal Care Assessment



**The Framework helps industry measure, manage and prove what it is doing.**

“We believe that collaboration amongst diverse stakeholder groups is the key to real progress. That is what we have seen. It has come to define Canada’s approach and it allows everyone involved to address issues nationally and across sectors with far greater success than any individual organizations could achieve on their own.”

– Edouard Asnong, Quebec pork producer and Chair of NFACC

## ‘Team Canada’ - connecting and communicating

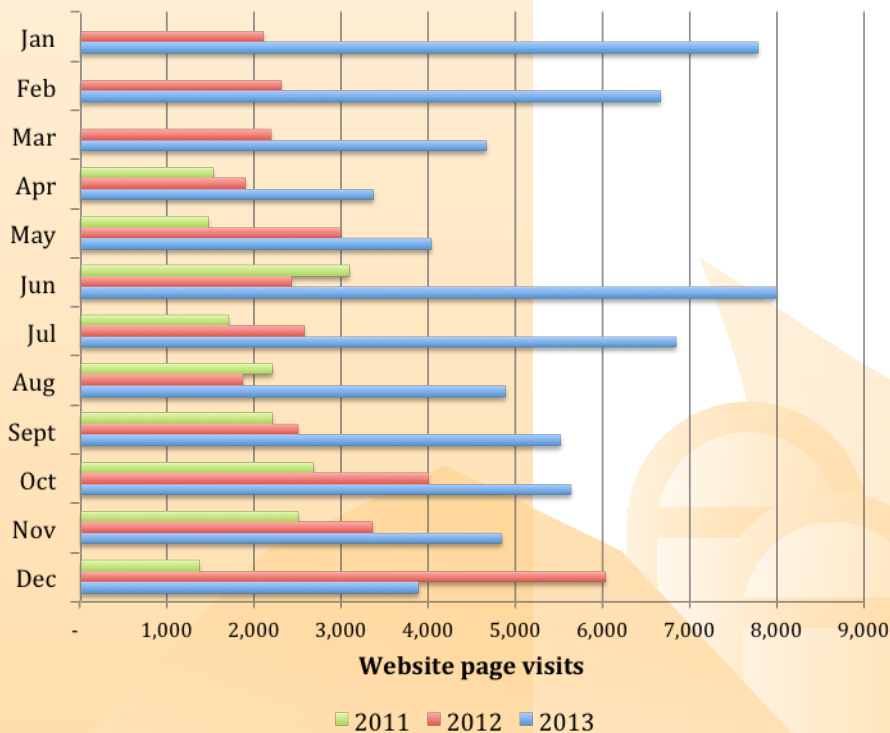
### Building relationships of shared knowledge, understanding and progress

Thought leadership, knowledge sharing, supporting a positive culture with working together and progressive relationships among diverse stakeholder groups - all of this is essential to Canada’s progress in farm animal care. A strong commitment to communication and outreach is also essential.

A major goal is to help Canadian stakeholders and audiences keep up to date on developments and trends, while providing the interpretation and opportunity for dialogue they need to support good decision-making.

NFACC’s priorities include:

- Delivering information on NFACC’s progress and activities
- Presenting a clear, national voice on farm animal care
- Building understanding and consensus throughout the value chain
- Facilitating open dialogue to drive progress and continual improvement
- Supporting Canada as a leader in farm animal care



Value of NFACC website demonstrated by increased traffic.

### Highlights of 2013

Agri-Flexibility support has played a major role in communication efforts. Leading examples from the past year include:

**Utilizing the website as a dynamic resource.** NFACC’s website ([www.nfacc.ca](http://www.nfacc.ca)) has become a trusted resource for farm animal care information, with comprehensive information on the Codes, the Assessment Framework and other key council activity. *Since 2011, monthly web traffic has tripled.*

**Reaching stakeholders directly with timely updates.** The project support has also contributed to NFACC efforts to deliver information to a broad spectrum of industry and mainstream media channels across the country. NFACC distributed 18 news releases on project activities in 2013-2014. In addition, during this time NFACC distributed information updates to contacts around the world. This has supported strong coverage of NFACC activity in a variety of media.

NFACC’s Chair and General Manager had the opportunity in May 2013 to provide the House of Commons Standing Committee on Agriculture and Agri-Food with NFACC’s perspective on initiatives for animal welfare.

**Supporting Code development and our understanding of on-farm assessment.** Executive summaries were developed for two of the Code Scientific Review Committee reports (pigs and sheep), to support an understanding of the science.

A Dairy Test Pilot Summary captures and promotes the key knowledge from the dairy animal care assessment program test pilot experience. This document emphasizes producer feedback received and the important role this feedback played in the process.

**Driving strong national stakeholder participation.** One of the highest impacts of project funding is the major role it plays in supporting capacity for stakeholder participation that is the backbone of NFACC’s progress. There is tremendous investment value in this as it has provided a foundation upon which numerous participants have contributed professional hours and a wealth of expertise to improve outcomes.

- Since the project began in 2010 committee members have conservatively logged over 24,000 professional hours to the development of Codes of Practice and the Animal Care Assessment Framework.



NFACC Code Development Team



# Broad media coverage

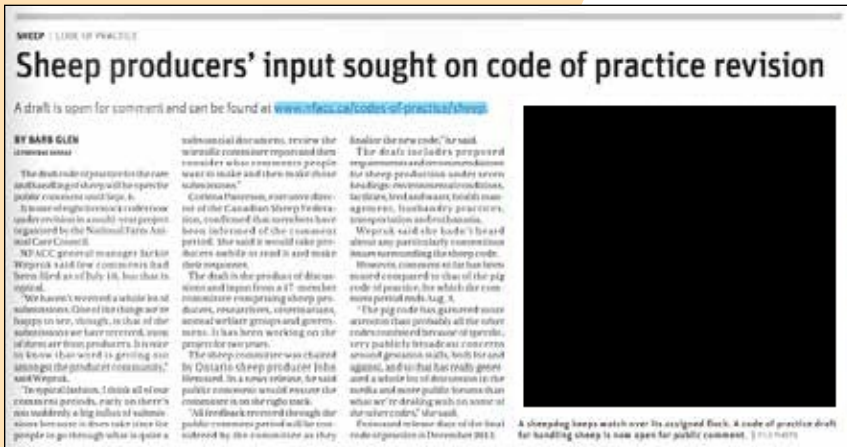
All of these activities have supported substantial media coverage of the Codes of Practice and NFACC-related developments



Global News Calgary - Jun 2013



CTV News - Jun 2013



Western Producer - Aug 2013

### A New Standard

New code of practice released for beef producers.

**THE NATIONAL FARM ANIMAL CARE COUNCIL (NFACC)** and **Handling of Beef Cattle** Sept. 6 released the new Code of Practice for the Care and Handling of Beef Cattle.

Codes of Practice serve as a national understanding of animal care requirements and recommended practices. The codes cover housing, feed and water, handling, euthanasia, transport and other important management practices. The beef cattle code is the fourth of eight farm animal codes of practice currently under revision to be completed through the NFACC Code development process.

"Canadian cattle producers care for their cattle every day," added Ryder Lee, manager of federal and provincial relations for the Canadian Cattlemen's Association (CCA). "What that care entails is not often fully understood by people unfamiliar with livestock production and the practices of the industry in general. The updated Code of Practice for the Care and Handling of Beef Cattle will give people a better understanding of all that's involved in raising beef cattle. And they can feel good knowing that the Code takes into account science-informed practices that are practical for producers to use and meet the public's expectations for animal care."

The code's development was led by a 15-person committee comprised of beef cattle producers (cow-calf, backgrounding and feedlot operators), animal welfare and enforcement representatives, researchers, transporters, processors, veterinarians and government representatives. Aiding in their work was a six-person scientific committee that included research and veterinary expertise in beef cattle behavior, health and welfare.

Manitoba Beef Producers president Trevor Atchison welcomed the release of the voluntary code, noting it will ensure the industry's efforts toward the highest standards of animal care.

"The revisions to the code are practical and science-based. Beef producers have had the opportunity for input, both through direct involvement in the development of the new code by NFACC and through an extensive comment period," said Atchison.

"Beef producers care about the welfare of our animals and we work to protect their health and well-being. These renewed national guidelines will allow us to demonstrate that to the public at large," he added.

The code is available electronically at [www.nfacc.ca/codes-of-practice/beef-cattle](http://www.nfacc.ca/codes-of-practice/beef-cattle).

Also, currently under review is the Draft Code of Practice for the Care and Handling of Pigs. The public comment period for the pig code closed on Aug. 3, and NFACC said over 1,700 submissions, representing 32,340 individual comments, were received from interested parties in Canada, the United States and around the world. Producers, processors, veterinarians, animal welfare advocates, the general public and many others contributed valuable input that will now be considered by the pig code development committee.

A November meeting is planned for the next stage of developing the Code of Practice for the Care and Handling of Pigs, NFACC noted.

- staff

Canadian Meat Business - Sept/Oct 2013

# Teamwork drives success

Canada's approach of working together across stakeholder groups in the value chain and making decisions on a consensus basis has been and remains the key to ongoing progress and continual improvement.

## New Mink Euthanasia Changes Take Effect December 31, 2013

### Changement de la méthode d'euthanasie à compter du 31 décembre 2013

Carbon monoxide from a compressed cylinder must be used for euthanizing mink on the farm.

Direct application of combustion or vehicle exhaust is not allowed.

Learn about additional changes in the NEW Mink Code of Practice from the National Farm Animal Care Council at [www.nfacc.ca](http://www.nfacc.ca).

Les fermes doivent utiliser le monoxyde de carbone comprimé d'un cylindre pour euthanasier les visons.

L'application directe de produits de combustion ou de gaz d'échappement d'un véhicule est interdite.

Découvrez les autres changements dans le NOUVEAU Code de pratiques pour le soin et la manipulation des visons, que vous trouverez sur le site Web du Conseil national pour les soins aux animaux d'élevage, à [www.nfacc.ca](http://www.nfacc.ca).

Ontario Ministry of Agriculture and Food mink Code poster

BC SPCA WEARING FOR ANIMALS

Home + Pet care + Care and behavior + Horses + Caring for horses

Canada's Standards for Equines

Caring for horses

Do you know about the new equine code of care in Canada? In the following video you can learn all about providing good care for your horse with integrity and compassion. Dr. Bethie Adams, who represented the BC SPCA on the Equine Code Development Committee, finds out about the industry-supported process behind the Equine Code as well as nutrition, health management, breeding, housing, humane handling and other requirements included in the new Equine Code. You can also download fact sheets on care conditions and body condition scoring.

Fact Sheet: Body Condition Scoring (BOS)

Fact Sheet: Sex Conditions (SC)

Learn all about the new requirements for horse requirements for water in winter in Canada.

BC SPCA feature on the new equine Code

Project funding has fuelled strong capacity to take NFACC's communication and outreach activities to a new level.

## Timeline of achievements

### 2010

- ▶ Agricultural Flexibility project funding approved
- ▶ Mink, fox, beef cattle, equine and pig Code updates initiated

### 2011

- ▶ Sheep Code update initiated
- ▶ Member of Canadian delegation to OIE General Assembly
- ▶ First animal care assessment workshop held
- ▶ Hosted national farm animal care conference
- ▶ Poultry (chicken, turkeys and breeders) Code update initiated

### 2012

- ▶ NFACC hosts two retail and food service stakeholder consultative sessions
- ▶ Poultry (layers) Code update initiated
- ▶ Public comment periods held for draft mink, farmed fox, equine and beef cattle Codes
- ▶ Loblaw, Sobeys and Tim Hortons join NFACC as associate members
- ▶ Retailer / food service perspective on animal welfare webinar held
- ▶ Media strategies workshop held
- ▶ Animal welfare crisis communication workshop held

### 2013

- ▶ Hosted Animal Welfare Dilemma of a Market Breakdown workshop
- ▶ Public comment periods held for draft sheep and pig Codes
- ▶ Five new Codes (farmed fox, mink, beef, equine and sheep) completed
- ▶ Hosted national farm animal care conference
- ▶ Hosted second animal care assessment workshop
- ▶ Draft dairy animal care assessment program developed
- ▶ Launched the Animal Care Assessment Framework

### 2014

- ▶ New pig Code completed
- ▶ March 2014 Agri-Flex project ends

## From paper to action - putting the Codes to work

### Some examples of outreach and uptake

- Retail Council of Canada made a commitment to source fresh pork products from sows raised in alternative housing **as defined by the new pig Code**
- University of Guelph is using the equine Code in its Management of the Equine Environment course, Winter 2014 semester
- University of Saskatchewan is using the beef cattle, dairy, equine, sheep and pig Codes for students who are taking electives on specific species, as future leaders within these industries
- Alberta SPCA is referencing the Codes in their Career and Technology Studies animal care resources at [www.ctsanimals.ca](http://www.ctsanimals.ca)
- BC SPCA has developed videos and factsheets based on the equine Code available at: [www.sPCA.bc.ca/pet-care/care-behaviour/horses/](http://www.sPCA.bc.ca/pet-care/care-behaviour/horses/)
- Ontario Ministry of Agriculture and Food created three producer resources featuring mink Code requirements for pen size, euthanasia and environmental enrichment
- Manitoba Beef Producers featured the new beef cattle Code at 14 district meetings across the province. Over 600 Manitoba producers attended. The response to the Code has been favourable; most view it as reasonable and practical
- In October, the College of Veterinarians of Ontario approved a position statement on pain control, referencing the new Codes of Practice for dairy, beef cattle and equines
- The United Farmers of Alberta Co-op is using the beef cattle Code in its educational customer mail-out for calving season 2014, reaching about 20,000 cattle producers in Alberta

### Canadian food companies increasingly view farm animal welfare as a critical part of their sustainability agenda

#### A meaningful approach to farm animal welfare

Animal agriculture, along with allied and downstream industries, are increasingly being challenged relative to how farm animals are cared for. This NFACC project addresses challenges by engaging stakeholders so they can collectively:

- Promote a responsible and responsive livestock and poultry industry
- Address public and market concerns regarding farm animal welfare
- Enhance the sustainability of Canadian animal agriculture and allied industries
- Support sound business decisions and social policies relative to farm animal welfare
- Support a positive conversation with the public that builds trust and understanding relative to how farm animals are cared for in Canada
- Embrace proven strategies for resolving differences and addressing concerns

**“Understanding all sides of the issue is very important. We all share an interest in supporting the welfare of animals. From an industry perspective, we need to work together and build a resilient supply chain. This means doing what is right and adjusting to changing consumer needs.”**

– Sonya Fiorini, Senior Director, Corporate Social Responsibility, Loblaw Companies Limited



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