



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



# Advancing animal care and addressing market expectations

**PROJECT ACHIEVEMENTS REPORT 2012 / 2013**

**Driving innovation for marketplace success**



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

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## 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

**“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, Professor, NSERC Industrial Research Chair in Animal Welfare, University of British Columbia

# Delivering leadership in farm animal care

## Message from the Chairman and General Manager

We are pleased to present this 2012/2013 Project Achievements Report. The federal government has provided project support to NFACC through Agriculture and Agri-Food's Agricultural Flexibility Fund since 2010. This contribution has enabled NFACC to engage stakeholders in addressing animal welfare and meeting market expectations. In the field of animal care and welfare, the challenges we face are multi-faceted and so too must be our response.

In our 2011 address we noted that “The road ahead will not always be easy, but together we will meet the challenges and seize the opportunities.” As we reflect on the last year, we see how integral the concept of working *together* has proven to be.

This has been a productive period in the history of Canada's Codes of Practice. An unprecedented eight Codes of Practice are simultaneously under development. We'd like to thank all those involved in the Code development process for their extraordinary dedication. The Codes have benefited enormously from the knowledge, experience, patience, and collaborative spirit each person brings to the table. The individual commitment across stakeholder groups is truly what sets Canada's processes apart in the world.

Codes of Practice are the foundation of Canada's animal welfare system. However, we have clearly heard from the retail and foodservice sectors that “trust me doesn't cut it anymore.” Demonstrating that Codes are being followed is the necessary next step to build confidence throughout the value chain. A Canadian framework for developing animal care assessment programs based on the Codes is underway. The Animal Care Assessment Model (ACAM) is a nationally coordinated approach to the development of animal care assessment programs.

Many thanks to Dairy Farmers of Canada for test piloting the ACAM through the creation of a dairy animal care assessment program for Canadian dairy farmers. This exercise will inform the ACAM's evolution as it outlines a multi-stakeholder process that confers credibility, builds confidence and provides assurance.

This 2012/2013 Project Achievements Report outlines how the financial investment made goes well beyond the important tangible outcomes of updated Codes and assurance programs. Networks and relationships have been cultivated to convey market signals from consumers and food industries to farmers. In turn, food industries and others are informed of the practical considerations for improving animal welfare. Collectively we are utilizing science to inform our decisions and policies to improve farm animal welfare.

NFACC's partners remain committed to real progress on farm animal welfare while maintaining the viability of Canadian animal agriculture. Join us in celebrating our collective achievements to date and here's to exciting future directions that we will embark on *together*.



**Edouard Asnong**

Quebec pork producer  
and Chairman of NFACC



**Jackie Wepruk**

General Manager, NFACC



## Eye on the markets

### Sharing ideas and building pathways for progress

*Achievements, Challenges and Future Directions* - going forward, these are three of the major pillars of focus for NFACC and the farm animal care community it represents. A broad range of partners and stakeholders are working together on a national approach, providing leadership and meeting market expectations.

This is also the theme as NFACC hosts a third **national farm animal care conference, October 9-10, 2013, in Ottawa**. Insightful speakers, including agriculture and food industry leaders from across the food value chain, will present on progress made with the Codes of Practice and Animal Care Assessment Model, as well as on a variety of key topics and issues shaping the world of farm animal care today.

Interactive discussion and feedback among those in attendance will help all stakeholders gain a broader perspective on what's needed to drive progress and continue to build Canada's approach as a leader in farm animal welfare. **Register at [nfacc.ca/conferences](http://nfacc.ca/conferences).**

### Third national conference taking shape

The first NFACC conference was in 2007. Building from this success, a second conference was held in 2011. The theme of the second conference was *Advancing Animal Care and Addressing Market Expectations*. This event brought in speakers from across Canada and from Australia to outline the value of a disciplined plan and offer practical solutions for delivering improved animal care. Presentations, audio recordings and summaries from the conferences are available at [nfacc.ca/conferences](http://nfacc.ca/conferences).

The 2013 conference is shaping up as one of the most important and relevant animal welfare forums to date. It comes at a time when "social licence" and "building trust" have become the buzz words of the day in and around the agriculture and food industries. At the same time, key developments on everything from Codes and assessments, to global livestock welfare standards, to marketplace expectations and on-farm welfare innovations, are all reaching a high point.

### Supporting dialogue and exchanging knowledge

The conference series is part of a broad effort to support communication and connectivity among the ever-expanding community of farm animal care partners, stakeholders and interest groups across Canada. It's a perfect fit with NFACC's unique status as the only organization in the world that brings together animal welfare groups, enforcement, government and farmers under a collective decision-making model for advancing farm animal welfare.

**The National Farm Animal Care conference is just one way project funding helps the council convene a dialogue on NFACC's processes with the aim of ensuring they continue to meet changing market needs.**

**NFACC represents stakeholders working together to drive innovation and marketplace success.**



National Farm Animal Care conference - October 2011

## 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

Loblaw Companies Limited  
Sobey Inc.  
Tim Hortons

“The fact that the Code comes from this multi-stakeholder process rather than any one group has a lot of benefit. I think it results in a better document that has greater credibility. The process and the outcome hold up better with the public and the different interest groups.”

~ Ryder Lee, Manager of Federal Provincial Relations, Canadian Cattlemen’s Association

## Putting the Code process to work

Codes under revision	Forecasted completion
Mink	Spring 2013
Fox	Spring 2013
Beef	Summer 2013
Equine	Summer 2013
Pigs	Winter 2013
Sheep	Winter 2013
Chicken, Turkeys & Breeders	TBD
Poultry - Layers	TBD



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

... working together for  
responsible farm animal care

## New Codes anchor a new generation of progress

### Updated Codes of Practice for the Care and Handling of Farm Animals – shaping Canada’s dynamic approach to livestock welfare

One of the highest profile and potentially most powerful tools in Canada’s approach to meet rising expectations around livestock welfare will be nationally developed Codes of Practice.

NFACC has led and coordinated the development of newly updated Codes, which are designed to support responsible animal care practices and keep everyone involved in livestock care and handling on the same page.

They also provide a clear reference for livestock industries and Canada’s food industry as a whole. NFACC’s partners and stakeholders can point to the Codes in addressing questions and rising expectations from consumers, the marketplace and society in general, both domestically and internationally.



Equine Code Development Committee - March 2013

Contentious animal welfare issues require balanced scientific review and consensus building. Enormous progress is being made in tackling the tough issues. Newly updated Codes resulting from the NFACC process are in various stages of development and implementation for different livestock species.

Code updates and details on the process, status and people involved are available at [nfacc.ca](http://nfacc.ca).

### Keys to the Codes – putting Canada at the leading edge

- Anchoring farm animal care in Canada.** Virtually all livestock species in Canada are covered. The Code of Practice process provides a uniform approach designed to meet on-farm needs and marketplace expectations. Codes offer a clear and defensible reference point for how Canada is providing leadership and assurance on farm animal welfare.
- Clear, credible standards for animal care.** Codes are intended to promote sound management and welfare practices through recommendations and requirements for housing, feed and water, handling, transportation, and other husbandry practices.
- Requirements safeguard high standards.** Requirements refer to either a regulatory requirement or an industry imposed expectation outlining acceptable and unacceptable practices. These serve as fundamental obligations relating to the care of animals and represent a consensus that these measures, at minimum, must be implemented.
- Recommendations support awareness and continual improvement.** Recommended Practices may support a Code’s Requirements, promote producer education and can encourage adoption of practices for continuous improvement in animal welfare outcomes. They are generally expected to enhance animal welfare outcomes.
- Striking the right balance.** Today’s Codes of Practice need to be practical, informed by science and reflect societal values. It’s a balance that enables implementation, enhances credibility and builds trust. A peer reviewed scientific report of priority welfare issues is developed for each Code and made publicly available.
- A transparent, inclusive approach.** Diverse and representative expertise on each Code Development Committee helps ensure buy-in for the Codes. A public comment period allows all stakeholders who share an interest in responsible farm animal care to provide input into the final Code. The input received is discussed by the Code Development Committee and informs final changes to the Code.

**NFACC’s Code development process ensures credibility through scientific rigour, stakeholder collaboration and a consistent approach.**

# Innovative assessment model anchors Canada's success

## Providing solutions for industry and building trust in the marketplace

As Canadian livestock industries take a major step forward with updated Codes of Practice, the next question is how these industries can provide assurance that the Codes are followed.

Funding support from the federal government has enabled NFACC to lead the creation of a unique framework for animal care assessment program development.

This innovative framework is the **Animal Care Assessment Model (ACAM)**. It is informed by the latest science and expertise in animal welfare assessment and tailored for effective and practical use by Canadian livestock industries.

It is designed to provide the high level of assurance and transparency demanded in today's environment, to clearly demonstrate animal care practices and build trust in the marketplace.

## Dynamic benefits for industry at all levels

The ACAM dovetails with the Codes of Practice and provides livestock sectors with a credible mechanism to prove that Codes are being followed. A common framework ensures a national, consistent approach for animal care assessment program development.

Paired with the Codes of Practice, the ACAM gives food industry players at all levels of the value chain a clear process they can trust, leading to confidence in the resulting programs.

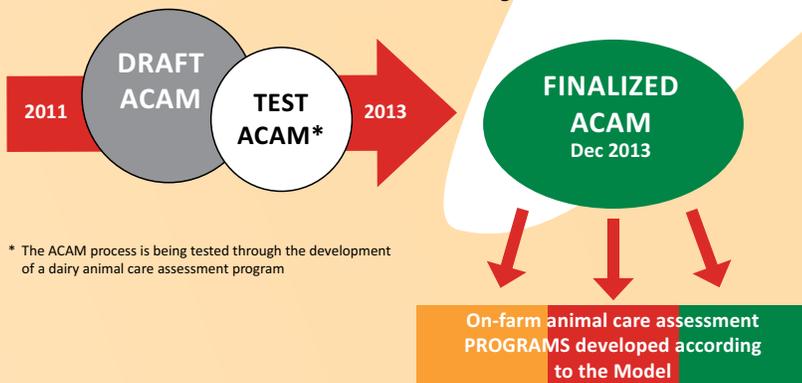
## Credible and universally recognized

Today the value of this high level of assurance cannot be overstated. It provides Canada's livestock industries with a practical, economically feasible mechanism to maintain and strengthen their social licence with the public.

It offers the broader food industry with a powerful new means to provide customers and consumers with assurance that their products meet expectations for animal welfare.

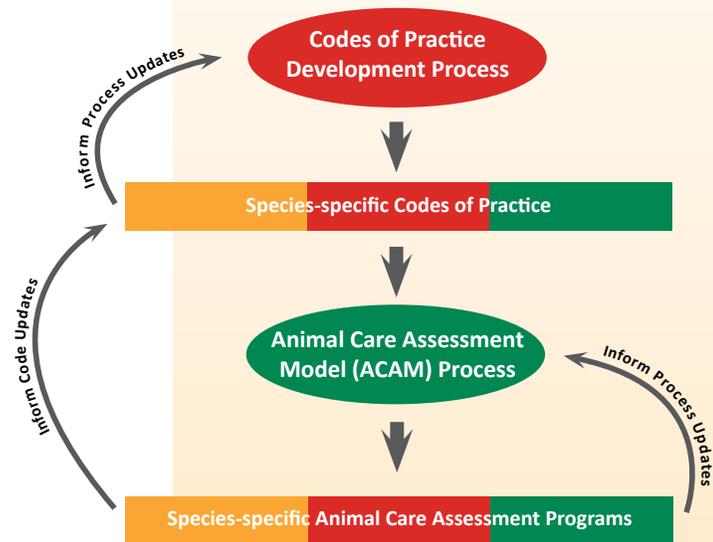
The public and consumer environment increasingly demands these assurances. The ACAM delivers (see [nfacc.ca/animal-care-assessment-model](http://nfacc.ca/animal-care-assessment-model)).

## The ACAM Project



\* The ACAM process is being tested through the development of a dairy animal care assessment program

## Cycle for Code Development and Animal Care Assessment



## Driving widespread adoption

ACAM activity has encompassed a broad range of consultation and intensive development work over several years, powered by diverse stakeholders working directly with livestock industry sectors through NFACC.

The process is based on building strong relationships and buy-in to support widespread adoption:

- Since 2005, NFACC has served as a forum for discussing perspectives across the value chain on animal care assessment.
- From 2011 to 2013 a 13-person Steering Committee developed the ACAM based on three input streams: a Stakeholders Workshop, a Retail/Foodservice Advisory Committee (representatives from Sobeys, Loblaw, Tim Hortons and Sysco) and a test pilot of the ACAM by Dairy Farmers of Canada.
- Ensuring effective implementation through broad stakeholder involvement, consideration for assessor training, on-farm test piloting of the program and NFACC oversight.
- Commodity groups are expressing strong interest in using the ACAM.

**"NFACC provides that 'short hand' decision-making and endorsement process for us, because it has a credible, robust stakeholder engagement process. We know that any livestock commodity group that develops its Codes and assessment programs based on NFACC's template is then itself credible."**

~ David Smith, VP of Sustainability Sobeys's Inc.

## Connecting and communicating

**“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, President and CEO of Canadian Poultry and Egg Processors Council and Vice Chair of NFACC



Breakout session at the Animal Care Assessment Model workshop in August 2011

**“In this day and age, you can no longer just do things. You’ve got to say you do it and you’ve got to prove you do it – in a form that’s acceptable to your consumers and based on a model that’s practical and common sense on the farm. That’s what we want to do within the dairy industry. We want to make sure we maintain the image that Canadian dairy farmers have of being good stewards of their animals, producing a high-quality product based on Canadian standards for environment, employment and especially animal welfare.”**

~ Ron Maynard, dairy farmer and Vice-President of Dairy Farmers of Canada

### Building a dynamic community of farm animal care progress

NFACC has put a strong focus on building awareness and consensus among stakeholders and audiences of the farm animal care community.

This powers the farm animal care agenda and cultivates the ownership and buy-in that is essential for the broad adoption of proactive and progressive approaches.

### Bringing the world home to Canada

The rising wave of interest and expectations around farm animal care is happening around the world. International developments are shaping the global agenda that have major implications for Canada and our own approaches.

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

### Working together across the country

The same window on developments, issues and what’s coming is critical at a national level and is a major focus of project communications and stakeholder liaison activity. NFACC provides a national forum for all stakeholders to participate and have a voice in Canada’s approach on farm animal care and welfare.

Through the project, NFACC has delivered a broad framework for facilitating open dialogue that builds understanding and consensus among a variety of perspectives and positions. We all share an interest in supporting innovation in farm animal care and helping Canada succeed. NFACC provides information that helps all members of the farm animal community stay on top of the issue, work together and make major strides forward around shared values and objectives.

**“The Codes aren’t an end-point, they’re a mid-point. The Codes are providing the foundation, 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. I would really like to congratulate the industry associations that have made steps with that already.”**

~ Geoff Urton, BC SPCA’s Manager of Stakeholder Relations and national lead on farm animal initiatives for the Canadian Federation of Humane Societies

- ▶ Strengthening relationships around shared values.
- ▶ Opening new channels of dialogue and understanding.
- ▶ Supporting Canada as a leader in farm animal care.
- ▶ Presenting a clear, national voice on the farm animal care issue.

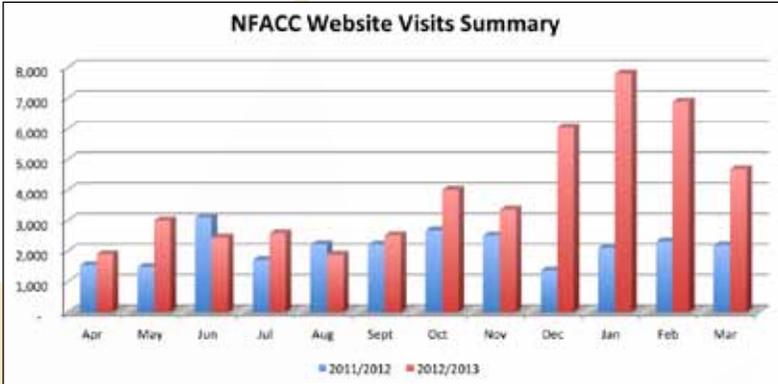


Meristem Land & Science, NewStream Farm Animal Care - March 12, 2013

## Key targets for this project

The project support to NFACC through Agriculture and Agri-Food Canada's Agri-Flexibility program has injected strong new capacity to support progress in connecting and communicating. Here are a few examples where this support has played a major role:

- ▶ **Building the website as a trusted resource.** In project year 2012/2013, there were 48,000 visitors to the NFACC website with monthly traffic as high as 7,800 visitors. The breakdown shows 77 percent of visitors were from within Canada, followed by seven percent from the United States.



- ▶ **Facilitating strong national stakeholder participation.** Project funding has also played a major role in boosting capacity for stakeholder participation activity that is absolutely critical for progress. There is tremendous investment value in this as it has provided a foundation upon which numerous participants have contributed countless professional hours and a wealth of expertise to improve outcomes.

- Since 2010, committee members have logged well over 20,000 professional hours to the development of Codes of Practice and the Animal Care Assessment Model.

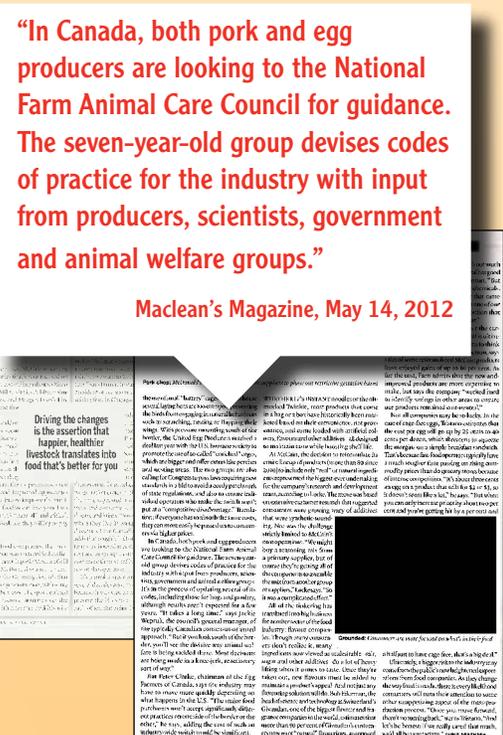
- ▶ **Feeding into media with timely information releases and updates.** The project support has also contributed to NFACC efforts to deliver information to media nationally. NFACC distributed 16 news releases on project activities from 2011 to 2013. In addition, during this time NFACC distributed five information updates to contacts around the world.
- ▶ **Broad media coverage.** All of these activities have supported substantial media coverage of the Codes of Practice and NFACC-related developments.

## A few highlights

Examples of outreach activities:

- ▶ **Trust me doesn't cut it anymore - A retailers / foodservice perspective on animal welfare assurance - This webinar, presented by David Smith of Sobeys in March 2012 is accessible at [nfacc.ca/webinars](http://nfacc.ca/webinars). It has been viewed 178 times to date.**
- ▶ **Media Strategies Workshop - Delivered in May 2012, focused on effective, value-based message delivery on Canadian farm animal welfare.**
- ▶ **Retail and Foodservice Stakeholder Consultative Sessions - Held in April and October, the sessions convened a dialogue between animal agriculture and food industries on market signals, practical realities and the importance of working together for improved animal welfare.**
- ▶ **Animal Welfare Crisis Communication workshop - held in May 2012, this session focused on lessons learned in developing effective trust-building messages during times of crisis.**

The NFACC Information Updates available at [nfacc.ca/newsletters](http://nfacc.ca/newsletters) provide more detail on these activities.



Western Producer - February 21, 2013

Maclean's Magazine - May 14, 2012

Maclean's Magazine, May 14, 2012

## Planning ahead is critical to anticipate issues and develop a clear game plan.

### Timeline of achievements

#### 2010

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

#### 2011

- ▶ Member of Canadian delegation to OIE General Assembly
- ▶ First ACAM workshop held
- ▶ Sheep and poultry (chicken, turkeys and breeders) Code updates initiated
- ▶ Hosted National Farm Animal Care Conference

#### 2012

- ▶ NFACC hosts two retail and foodservice stakeholder consultative sessions
- ▶ Poultry – layers Code update initiated
- ▶ Public comment periods on the draft Codes begin
- ▶ Loblaw, Sobeys and Tim Hortons join NFACC as associate members
- ▶ Retailer / foodservice perspective on animal welfare webinar
- ▶ National Farmed Animal Health and Welfare Council releases advisory statement including recommendations for Codes and ACAM
- ▶ Media Strategies workshop held
- ▶ Animal Welfare Crisis Communication workshop held

#### 2013

- ▶ Complete revisions to six Codes (farmed fox, mink, beef, equine, pigs and sheep)
- ▶ Host Animal Welfare Dilemma of a Market Breakdown workshop
- ▶ Host third national farm animal care conference
- ▶ Host Second ACAM workshop
- ▶ Launch the ACAM

## Supporting Canada's crisis preparedness

### Fresh ideas to protect animal welfare in the event of a market breakdown

From BSE to Avian Flu and H1N1 there have been clear examples of crises posing tremendous challenges for Canada's livestock industries and the broader food system.

When the unexpected hits and markets breakdown, farm animal care is one of the most important concerns to address in order to help mitigate a difficult situation from spiralling further and help an industry get back on its feet with public support.

The fact is, livestock market interruption for any reason could potentially leave Canada vulnerable to serious animal welfare challenges.

The key to success is planning and preparing ahead of time. That's why crisis preparedness in farm animal welfare was an important additional component of this project.

### Workshop with key stakeholders

In March 2013 NFACC hosted a workshop titled "Animal Welfare Dilemma of a Market Breakdown" to initiate discussions among key stakeholders about the animal welfare concerns that would arise if such an event were to occur in the future in Canada.

The issue and an effective system to deal with the animal welfare concerns is very complex and highly variable depending on the cause and scope of the breakdown. The workshop was intended as a first step toward creating a Canadian system that will responsibly and credibly address animal welfare in a market breakdown situation.

### Tackling the challenges head-on

The workshop focused on identifying what a system to address these concerns would need to encompass or consider. It was designed to look at the following components of the system:

- Capabilities needed
- Critical activities that will be involved
- Linkages and authorities that currently exist
- Barriers that exist in responding to the animal welfare dilemmas of a market breakdown
- Gaps that exist

Participants included stakeholders considered to have a vested interest, either because they have authority relating to this matter, or because they represent a sector that is likely to experience significant impacts in the event of a market breakdown. The outcomes of the day were captured in a report, which is available at [nfacc/crisis-preparedness](http://nfacc/crisis-preparedness).

## WORKING TOGETHER AND BUILDING CONSENSUS

Through this project NFACC is helping Canadian stakeholders and audiences keep up to date on the major developments and trends, while providing the interpretation and opportunity for dialogue they need to support good decision-making.



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