



**NATIONAL FARM ANIMAL CARE COUNCIL  
CONSEIL NATIONAL POUR LES SOINX AUX ANIMAUX D'ELEVAGE**



**NFACC 2011**

# **Advancing animal care and addressing market expectations**

**Meeting challenges and seizing opportunities**

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Jackie Wepruk, General Manager and  
Edouard Asnong, Chairman

## 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. NFACC's approach addresses these 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

## United commitment to farm animal care and welfare

### Message from the Chairman and General Manager

2011 marks the sixth year of the National Farm Animal Care Council (NFACC) – an organization of diverse groups united and committed to working together for responsible farm animal care and welfare. We're pleased to bring you this synopsis of NFACC's achievements.

NFACC is based on a foundation of trust, open communication, common sense and respect. We are proud of:

- The success and progress of Canada's new Code of Practice development process.
- The relationships we've cultivated amongst diverse groups that would not normally work together.
- The dedication and commitment of the individuals and organizations that make up NFACC.
- The recognition of NFACC as the national lead on farm animal care and welfare in Canada.

These accomplishments are possible because of an environment of collaboration and trust – the cornerstones of NFACC's success.

Each NFACC member respects not only the views and values of other members, but also their areas of expertise and authorities. This results in open communication that builds relationships and mitigates the challenges that may stand in the way of achieving our common interests.

Good farm animal care is a common interest; it is our moral responsibility and the right thing to do.

We are certain that improvements in farm animal welfare along with animal agriculture long-term sustainability are dependent upon continued collaboration, commitment and credibility. NFACC has made significant strides but we recognize there is more work to be done. The road ahead will not always be easy, but together we will meet the challenges and seize the opportunities.

A handwritten signature in black ink, appearing to read 'E. Asnong'.

**Edouard Asnong**

Quebec Pork Producer  
and Chairman of NFACC

A handwritten signature in black ink, appearing to read 'Jackie Wepruk'.

**Jackie Wepruk**

General Manager, NFACC

*NFACC is built on a foundation of trust, open communication,  
common sense and respect.*



# A collaborative partnership of diverse stakeholders

## National approach to farm animal care and welfare

When NFACC hosted its inaugural meeting in 2005, it was the culmination of more than four years of discussion amongst diverse groups of stakeholders on the value of a national approach.

Today, NFACC is the national lead for farm animal care issues in Canada and includes 29 partner associations. Together, they address issues related to farm animals, with a primary focus on animals raised for the production of food for humans.

Through NFACC, governments, farm animal industries, the veterinary community, the humane movement and other allied groups have a unique partnership – one that enables them to collaboratively address farm animal welfare issues that individual organizations could not easily do on their own.

NFACC is an organization of process, not specific issues. It upholds processes that assist Canada's farm animal sectors and associated businesses to remain competitive, profitable and demonstrate social responsibility.

## Decisions by consensus for lasting results

NFACC works on a consensus model; decisions have the support of the entire membership. This approach gives all stakeholders a voice, and provides a forum for open dialogue that builds understanding between divergent positions. NFACC believes that by striving for consensus, realistic and lasting improvements to farm animal care can be made.

## Diverse groups share common interests

By bringing a broad spectrum of groups together at one table to share information and build collaborative approaches, NFACC provides a means for achieving practical solutions to address the interests of its partners, domestic and export markets, governments and the Canadian public.

The NFACC formula promises to bring real progress on responsible farm animal care, while helping to ensure animal agriculture is viable in a climate of increasing market demands.

NFACC gratefully acknowledges the Canadian Animal Health Coalition for its secretariat support.

## DID YOU KNOW...

*NFACC is 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.*

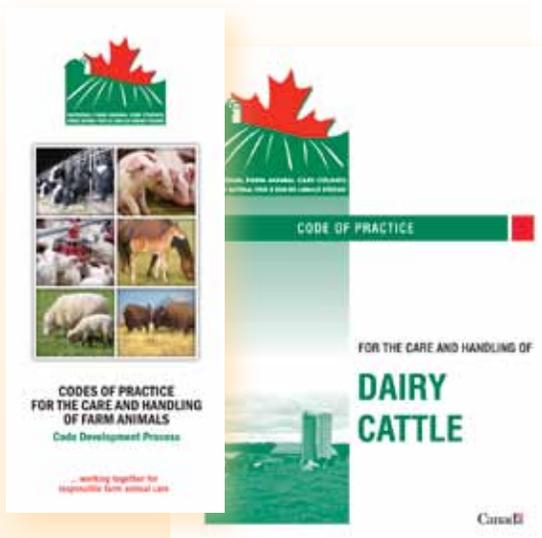
## NFACC partners

Agriculture and Agri-Food Portfolio (AAFC, CFIA)  
Alberta Farm Animal Care Association  
BC 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 Animal Council of Saskatchewan  
Ontario Farm Animal Council  
Ontario SPCA  
Ontario Trucking Association  
(Livestock Transporters' Division)  
Provincial Ministries of Agriculture  
(currently represented by Ontario)  
Saskatchewan SPCA  
Turkey Farmers of Canada

**“Practical solutions that address farm animal welfare concerns require a commitment from everyone to work together for progress and success.”**

~ Geoff Urton, Canadian Federation of Humane Societies (BC SPCA)





## Codes of Practice for the Care and Handling of Farm Animals

The Codes of Practice are nationally developed guidelines for the care and handling of farm animals. They serve as our national understanding of animal care requirements and recommended best practices.

As the lead organization for Canada's Codes of Practice, one of NFACC's first activities was to renew the development process to include these key features:

- A Scientists' Committee to review research on priority welfare issues
- Stakeholder ownership of the Codes through active participation in Code development
- Measureable components that facilitate the development of assessment programs
- Enhanced transparency

### Science- and consensus-based commitment

Science can tell us what 'is' but it cannot tell us what 'ought to be'. For that reason, the Code Development Committee (CDC) and Scientists' Committee work together to develop a science- and consensus-based Code. The result is a Code that is scientifically informed, practical, and reflects societal expectations for responsible farm animal care.

### Collaborative approach to Code development

Broad representation and expertise on each CDC ensures collaborative Code development. The Code development process fosters relationships and understanding amongst all partners involved in farm animal care. Stakeholder commitment is key to ensure quality animal care standards are established and implemented. Stakeholders include farmers/producers, transporters, veterinarians, animal welfare and enforcement agencies, retail and foodservice organizations, processors, governments and researchers.

### Credible guidelines on animal welfare

Codes of Practice are intended to promote sound management and welfare practices through recommendations and requirements for housing, care, transportation, processing and other animal husbandry practices. Codes serve as educational tools, reference materials for regulations, and the foundation for animal care assessment programs.

Recommended best practices strive for continuous improvement and encourage a higher level of care. Requirements refer to either a regulatory requirement, or an industry-imposed expectation for responsible farm animal care and welfare.

### History of Canada's Code development process

The Codes of Practice have served as Canada's baseline reference for farm animal welfare since the 1980s. However, concerns were raised that improvements were needed within the Code development process to make Codes relevant within the context of current market and societal expectations.

In 2005, a sub-committee of NFACC was created to develop a vision for Codes and provide recommendations to meet that vision. Their report presented a foundation for further discussions. In 2006, after extensive consultation, NFACC developed a draft Code of Practice process and approved principles and criteria that each Code must follow (see [www.nfacc.ca/codes-of-practice](http://www.nfacc.ca/codes-of-practice)).

In 2006, Dairy Farmers of Canada volunteered to revise their Code of Practice based on the draft process. In late 2007, the federal government approved a funding proposal to 'test pilot' and finalize the draft process through a dairy Code revision. A new Dairy Code of Practice and the Code development process were finalized in 2009.

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

Putting the renewed Code process to work

Code	Initiated	Forecasted completion
Dairy	2007	Completed in 2009
Mink	Oct 2010	Fall 2012
Fox	Oct 2010	Fall 2012
Beef	Sept 2010	Spring 2013
Equine	Nov 2010	Summer 2013
Pigs	Nov 2010	Summer 2013
Sheep	Jan 2011	Summer 2013
Chicken, Turkeys & Breeders	Oct 2011	TBD



Dairy Code of Practice Development Committee

# Animal Care Assessment Model (ACAM)

Animal welfare audit, verification program or animal care assessment tool – regardless of the label, the goal is to measure animal welfare at some point in the production system, providing assurances that animals are humanely treated.

## Building confidence, providing assurance

The Codes of Practice are vital, but alone are not enough – a mechanism is needed to demonstrate that Codes are being followed in order to build confidence throughout the value chain. Retail and foodservice sectors are under increasing pressure to provide consumers with assurances regarding farm animal care.

Since 2005, the NFACC table has served as a forum for discussing perspectives across the value chain on animal care assessment programs. Upon agreement to create an ACAM that would guide the development and implementation of auditable on-farm animal care programs, the original draft Model was developed through NFACC in 2009.

The aim of NFACC's ACAM is to enhance the:

- Credibility of programs
- Consistency between programs
- Ability to communicate on animal care assessment in Canada

Animal care assessment programs developed through the Model will be based on the Code of Practice. The programs will provide farmers with a useful measurable tool to provide assurances on animal welfare and demonstrate adoption of the Codes.

## Steering Committee guides final ACAM

Building on the momentum of past work, NFACC formed a Steering Committee in 2011 to provide active guidance and support in revising and finalizing the ACAM. The Committee includes representation from the farming industry, processors, researchers, the retail and foodservice sector, animal welfare assessors and animal welfare advocates.

This committee identified the following key goals for the ACAM:

- 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 program by providing an informed framework and useful resources

The ACAM should also ensure that animal care assessment programs provide benefits to both farmers and the animals under their care. Dairy Farmers of Canada will facilitate the finalization of the ACAM by utilizing the Model to develop and test pilot an animal care assessment program. This work is supported by the government through the Agricultural Flexibility Fund.

**“The value in the ACAM approach to retailers and foodservice companies is that it outlines a credible, multi-stakeholder process that confers credibility on commodity groups using it.”**

~ David Smith, ACAM Steering Committee & National VP of Retail Strategy and Sustainability, Sobeys Inc.

## ACAM timeline

### 2005

- ▶ NFACC initiates communication around the value of an ACAM

### 2008

- ▶ NFACC partners agree to proceed with the development of an ACAM

### 2009

- ▶ Initial draft ACAM developed

### 2011

- ▶ Steering committee organized to finalize ACAM
- ▶ First ACAM Stakeholders Workshop
- ▶ Animal care assessment program initiated by Dairy Farmers of Canada

### 2012

- ▶ Draft dairy animal care assessment program developed

### 2012-13

- ▶ On-farm pilot of dairy animal care assessment program

### 2013

- ▶ Second ACAM Stakeholders Workshop

### 2014

- ▶ The ACAM is finalized

## ACAM Steering Committee

Jorge Correa, Canadian Meat Council

Anne Marie de Passillé, Agriculture and Agri-Food Canada

Pauline Duivenvoorden, Dairy Farmers of Canada

Jennifer Gardner, Chicken Farmers of Canada

Penny Lawlis, Ontario Ministry of Agriculture, Food and Rural Affairs

Ryder Lee, Canadian Cattlemen's Association

Bruno Letendre, Dairy Farmers of Canada

Ed Pajor, University of Calgary

Catherine Scovil, Canadian Pork Council

David Smith, Sobeys Inc.

Geoff Urton, BC SPCA/Canadian Federation of Humane Societies

Tina Widowski, University of Guelph

Jennifer Woods, J. Woods Livestock Services

Stakeholder participation is critical for animal welfare to be addressed in a sustainable manner.

“NFACC is well positioned to work with various stakeholder groups to ensure the incorporation of science-based approaches for animal care standards in Canada.”

~ Robin Horel, President and CEO of Canadian Poultry and Egg Processors Council (CPEPC) and Vice Chair of NFACC



NFACC planning session - April 2011.

## Connecting and communicating

NFACC provides a forum for all stakeholders to participate and have a voice in Canada's approach on farm animal care and welfare. Open dialogue builds understanding and consensus between divergent positions, and provides information that allows partners to stay on top of animal welfare issues at a national level.

### Reporting on international developments

The Canadian Food Inspection Agency (CFIA) provides ongoing updates and presentations to NFACC on animal welfare developments at the OIE (World Organisation for Animal Health) and progress on federal regulatory initiatives. In 2011, CFIA invited NFACC to be part of the Canadian delegation at the OIE's 79<sup>th</sup> General Assembly in Paris. This was a valuable orientation to the international standards development process.

NFACC also had a presence at other international events, bringing home first-hand accounts of conference proceedings and keeping NFACC members abreast of current issues from around the world.

**2011 - UFAW (Universities Federation for Animal Welfare) International Animal Welfare Symposium** – *Making animal welfare improvements: economic and other incentives and constraints*, Portsmouth, UK. A poster presentation at the UFAW symposium expanded awareness of Canada's approach on farm animal welfare and Codes of Practice

**2011 - HSA (Humane Slaughter Association) Centenary International Symposium** – *Recent advances in the welfare of livestock at slaughter*, Portsmouth, UK

**2009 - Final Welfare Quality Conference** – *Delivering Animal Welfare and Quality: Transparency in the Food Production Chain*, Uppsala, Sweden

**2009 - American Veterinary Medical Association (AVMA) Conference** – *Swimming with the Tide – Animal Welfare in Veterinary Medical Education and Research*, Lansing, Michigan

Reports on all events attended are available at [www.nfacc.ca/news](http://www.nfacc.ca/news) and [www.nfacc.ca/newsletters](http://www.nfacc.ca/newsletters).



In 2011, Dr. David Mellor from Massey University in New Zealand met with NFACC's Executive. It was an opportunity to hear about the latest developments in New Zealand, be aware of future developments and learn from others' experiences.

### Connecting across Canada

Farm animal welfare developments are happening across Canada. NFACC utilizes its semi-annual meetings to raise awareness of the many initiatives underway and encourage consistency in approaches. Speakers from across Canada have presented on provincial and federal legislative initiatives and strategies, industry programs, and the challenges around euthanizing animals surplus to market.

### Sharing our progress and continuous improvement

In 2007, NFACC hosted its first national farm animal care and welfare conference. Building from success, a second conference was held in 2011.

The theme, *Advancing Animal Care and Addressing Market Expectations*, brought in speakers from across Canada and from Australia to outline the value of a disciplined plan and offer practical solutions for delivering on improved animal care.

Presentations and summaries for both conferences are available at [www.nfacc.ca/conferences](http://www.nfacc.ca/conferences). A third national conference is planned for 2013.

In 2010, Agriculture and Agri-Food Canada (AAFC) signalled its support of NFACC when Agriculture Minister Gerry Ritz announced funding for NFACC's Agricultural Flexibility Fund (AgriFlexibility) Project, Addressing Domestic and International Market Expectations Relative to Farm Animal Welfare. This investment of up to \$3.4 million will help improve farm animal well-being and address the expectations of consumers and the public.



Agriculture Minister Gerry Ritz with Canadian Animal Health Coalition and NFACC representatives



## Timeline of NFACC achievements

### 2002-2004

- ▶ Diverse group of stakeholders discuss a national approach for farm animal care

### 2005

- ▶ NFACC inaugural meeting held

### 2006

- ▶ Sub-committee established to renew Code development process

### 2007

- ▶ Draft update of Code development process created
- ▶ Hosted Canada's first national conference on farm animal care and welfare
- ▶ Dairy Farmers of Canada begin test pilot of draft Code process

### 2008

- ▶ NFACC 5-year business plan finalized

### 2009

- ▶ Code process finalized, new Dairy Code of Practice released

### 2010

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

### 2011

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

## Disciplined approach for staying the course

In April 2011, NFACC hosted a planning session to create alignment around a common sustainable future for the organization. The goal? A long-term sustainability plan for NFACC that will take the organization beyond 2013.

### The future: meeting challenges and seizing opportunities

While the challenges are many, there is agreement that NFACC is on the right path. NFACC has the opportunity to set the course relative to Canada's farm animal care and welfare system. The future for NFACC includes:

- being the credible voice for farm animal care and welfare in Canada
- coordinating and facilitating the standardization of Canada's farm animal welfare system
- demonstrating credibility in domestic and international forums through collaborative processes
- providing an alternative that supports balanced decision-making and builds understanding amongst diverse stakeholders
- maintaining the involvement of diverse stakeholders, and engaging a broader range of influencers
- minimizing the impact of crisis events

## DID YOU KNOW...

*Did you know that the day-to-day operations of NFACC are overseen by an Executive Committee made up of farmer, processor, veterinary, humane movement and federal government representatives?*



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The Codes of Practice are being supported by Agriculture and Agri-Food Canada's Agricultural Flexibility Fund (Addressing Domestic and International Market Expectations Relative to Farm Animal Welfare), as part of Canada's Economic Action Plan.