



## Why is our story different? The pressures....

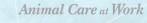
- Exactly 10 years ago, the situation was:
  - EU Council Directive 2001/88-EC
    - · Ban the use of stalls, with some limited exceptions
    - · Increase space
    - · Permanent access to rooting materials
  - US
    - · Marketing initiatives from major retailers
  - Globally
    - Increasingly visible activist actions

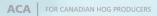
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## Considered action...

- November 2001 Workshop
  - Environmental Scan
    - EU regulatory approach
    - US marketing approach
- Canada's hog industry options
  - Code update?
  - Assessment development?







# **Opted for assessment tool**

- Assemble the Team
  - Producers, researchers in welfare, government
- Determined the approach
  - Used the HACCP framework
    - · Identify the potential welfare hazards
    - Control them
- Reviewed by other stakeholders

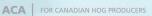
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### The result: ACA

- A comprehensive animal care assessment program
  - Animal-based measures
    - · See what the animal is doing
    - See how the animals are performing
  - Environment-based measures
    - See the production environment
    - Ensure everything is working
  - Process-based measures
    - Ensure the processes are well
  - Code based



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## With set standards

- Shaded questions
  - · Program requirements
  - Not meeting a requirement = not being certified on the program
  - · Certification can be removed

#### Un shaded questions

- · Areas that should be addressed
- · May become required in the future

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# And overall program delivery

- National delivery standards
  - · National training materials
    - Producers
    - Validators
  - · National audit procedures
  - National oversight
    - Internal program audit
- Provincial implementation
  - · Staff and resources at the provincial level
- Launched
  - 2005 Advance version
  - 2006 Regular version



# Benefits of the assessment approach

- Moves beyond education
  - · Means to verify on-farm situations
    - · All farms visited
    - · More oversight than a regulatory approach
  - · Demonstrate that standards are followed
- Prevents proliferation of animal care programs
  - · Various programs
  - · Various standards
- Allows the industry to speak confidently
  - Domestic markets
  - International markets

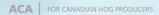
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# But not without challenges....

- Program fatigue at the producer level
  - · Food safety, environment, traceability, welfare
- Increased cost
  - · On-farm oversight through validation
  - · Administrative structure costs
  - On-farm production costs ??
- Financial benefits uncertain
  - · No direct increased financial returns
  - Hard to measure benefits of on-farm improvements
  - · Hard to measure societal benefits
    - · May be prevention of negative outcomes
- Raising awareness with stakeholders





### And now?

- Timing of introduction of ACA was a problem
  - Initial stage of 4-5 year downturn
  - · Slow growth in participation over past years
- Demonstrating renewed commitment
  - Linking animal care to food safety program
    - January 1, 2012 programs will be linked
- Remains voluntary???
  - Technically voluntary (not regulated by government)
  - · In reality, as part of food safety program, is a condition of sale

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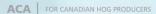
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## Where does the new process fit?

- Recognized time to update Code
  - Began formal review process (initiated in December 2010)
  - Expect completion in 2012/2013
- Once completed, revise Assessment
  - Work through the new process to revise assessment tool
  - Release revised assessment
  - · Implementation should be straightforward







## Why is this new process important?

- Provides a roadmap to all
  - Not based on what one commodity decided
  - Provides guidance on the approach
  - · Brings the right stakeholders
- Builds a solid and sound foundation
  - Transparent
  - · Consistent across commodities
  - Enhanced credibility

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## **But needs commitment**

- We are in the early stages
  - · Need to do this right
  - · Need to have buy-in
- We need to promote the Canadian approach
  - Consistently developed Codes
  - Assessment programs based on the Codes
  - Ensure the broader community understands and has confidence in the approach
    - Producers
    - Processors
    - Retailers
    - Foodservice
    - Consumers



## Conclusion

We have an opportunity to do this right and in the process maintain and re-gain public confidence in the farming community regarding the care of animals