



Agriculture and
Agri-Food Canada

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National Farm Animal Care Conference October 5-6, 2011

Responding to Consumer and Market Realities

Canada

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Current Picture

Domestically

- Retail and foodservice developments (e.g. McDonald's requirements for eggs, Whole Foods – animal welfare labelling program)
- Audits in processing facilities
- High profile court cases (sled dogs, hog farmer in Manitoba, dairy operation in Ontario)
- Direct to government advocacy
 - 2010, Ministerial correspondence = 1,100 on animal welfare
 - Top issues: general animal welfare, transportation, slaughter, intensive livestock farming, horses
- Expectations that government takes leadership

Internationally

- Development of animal welfare strategies and review of legislation (Australia and New Zealand)
- Some countries have set requirements with potential implications for Canadian exports (e.g. EU directive banning sow stalls to be fully implemented by Jan. 1, 2013)
- Individual companies are adopting specific requirements (Netherlands retailers ban on pork from castrated animals)
- Active, high profile animal welfare and animal rights groups are targeting specific farm practices

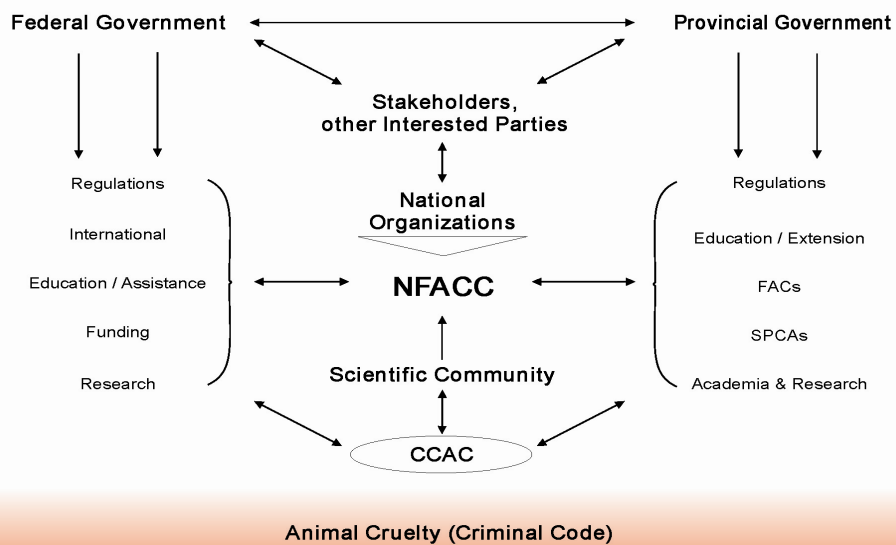
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Canadian Government Approach

- Animal welfare legislation
 - Criminal Code (cruelty)
 - Health of Animals Act and Regulations (transport and loading)
 - Meat Inspection Act and Regulations (handling and slaughter in federally registered slaughter establishments)
 - Provincial legislation – variations in level and enforcement (protection of animals, provincial slaughter,...)
- Active participant in the World Organisation for Animal Health (OIE)
 - Supports the collaborative development of objective, science-based international guidelines for animal welfare.
- Collaboration with various organizations
 - National Farm Animal Care Council, Canadian Federation of Humane Societies, Canadian Veterinary Medical Association, National Farmed Animal Health and Welfare Council
- Government funded
 - AAFC research facilities, Universities and Veterinary Colleges

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Canada's Farmed Animal Welfare Infrastructure



Government View of NFACC

Role of NFACC:

- Coordinated approach, promoting responsible farm animal care (leadership)
- Forum to share information
- Track domestic and international developments
- Primary reference group for consultations and referrals
- Coordinate development and maintenance of the Codes of Practice (cattle, swine, sheep, equine, mink, ranched fox and chicken, turkeys and breeders from hatchery to processing plant and others).
- Ensure a credible process
- Animal Care Assessment Model - promote standardized assessment and implementation of the Codes

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What is needed on animal welfare?

Increasing pressures

- Consumer expectations – lack of action
- Short-term and long-term results
- Change – impact on producers
- Research and investment
- Appropriate measurements

What does Canada need - to lead and be successful

- Clear, consistent and science based national standards. Driven and supported by industry (long-term)
- Measurable and outcome based – science and innovation
- Cost effective mechanisms for assessments/auditing
- Strengthen links to international initiatives - accepted and supported (OIE) science-based standards
- Implementation that allow participation in export markets
- Strong communications

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Outcomes

All stakeholders to assure:

- Positive animal health & well-being
- Canadian product marketability
- Positive public perception
- Collaboration and buy-in
- Market access & trade options

Specific Benefits to Producers:

- Standardized way of achieving positive animal welfare outcomes regardless of commodity – outcome based, simplicity and cost effective
- Collaborative involvement of stakeholders throughout the value chain ensures consistent message and avoids duplication
- Positive perception of farmers as being responsible
- Minimize costs and confusion of multiple standards and approaches in the marketplace and avoid undermining other producers
- Maximize options for product marketing nationally & internationally

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AAFC has targeted support to NFACC for the Codes of Practice

How

- Funding for Codes of Practice development (1980 - 2003)
 - Codes managed by CARC from 1995-2003
- Funding for establishment of NFACC (\$314K)
- NFACC science-based and inclusive code development pilot project (Dairy Code 2007-2009) and development of an Animal Care Assessment Model (\$307K)
- Additional NFACC codes and completion and piloting of the Animal Care Assessment Model (\$3.4 M, 2010-2014)

Why

- Government interest for strong industry animal care practices
- Critical for market access (social contract)
- Consistency across the country
- Complementary to regulations

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What Next?

In Canada

- NFACC codes for all farmed animal species
- Adoption of animal care codes
- Measurements of the practices
- Communication of the measurements

Internationally

- Ability to counter trade restrictive barriers on the basis of animal care
- Ensure international standards are consistent with appropriate animal care practices

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What Next - Growing Forward II

GF2 focuses on four elements :

- Broad outcomes / drivers
 - Competitiveness – developing and expanding domestic and international markets and trade
 - Adaptability and sustainability - resilient when challenged by changing conditions
 - Innovation - support the sector to adapt and exploit new opportunities
 - Physical and institutional infrastructure

GF2 will emphasize:

- Greater collaboration among stakeholders
- Greater clarity of roles and responsibilities of government, industry and businesses

Animal welfare fits in Growing Forward II

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Growing Forward II - Context

Priorities:

- Focus on market drivers

Fiscal context and affordability:

- Governments are in a period of fiscal restraint
- Expectations for co-funding

AAFC direction:

- Collaboration and consistency
- Proven results