



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



Market Relevant Codes and Communication Leadership

PROJECT ACHIEVEMENTS REPORT

Year One (May 2014 - March 2015)

Canada

Funding for this project has been provided through the AgriMarketing Program under Growing Forward 2, a federal-provincial-territorial initiative.

Table of contents

Driving Canada's progress	2
Launching a new generation	3
Communication leadership	4
Team Canada for Codes development	5
Canada taking charge: The Codes in action	6
Did you know? Code facts	8

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 Food Inspection Agency
- Canadian Hatching Egg Producers
- Canadian Meat Council
- Canadian Pork Council
- Canadian Poultry and Egg Processors Council
- Canadian Sheep Federation
- Canadian Veal Association
- Canadian Veterinary Medical Association
- Chicken Farmers of Canada
- Dairy Farmers of Canada
- Dairy Processors Association of Canada
- Egg Farmers of Canada
- Equine Canada
- Farm & Food Care Ontario
- Farm & Food Care 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

- A & W Food Services of Canada Inc.
- Burnbrae Farms
- Loblaw Companies Ltd.
- Manitoba Pork Council
- McDonald's Restaurants of Canada Ltd.
- Saputo Inc.
- Sobeys Inc.
- Tim Hortons

Driving Canada's progress

Working together to shape a strong future

A new chapter is underway to advance farm animal care and welfare in Canada. The National Farm Animal Care Council (NFACC) plays a central role by coordinating national processes to drive this progress. This helps Canada shape a strong future for its agriculture industries, growing a reputation as a farm animal care leader.

Raising the bar

NFACC made a number of significant strides in 2014. We completed the Agricultural Flexibility project "Advancing Animal Care and Addressing Market Expectations," setting a high bar for ourselves. We also received funding for the "Market Relevant Codes and Communication Leadership" project under Growing Forward 2. Through Agri-Flex funding we updated and released six Codes of Practice (pigs, sheep, beef cattle, equine, mink and farmed fox). The new project allows us to complete revisions to two other Codes (poultry – layers and meat birds), initiate and complete the review of two additional Codes (bison and veal calves) and develop a Code for rabbits. It is great to see more industry groups following the NFACC Code development process and to see governments investing in this important bedrock piece of work.

Meeting new challenges

Being under a very compressed time frame for completing Codes has posed a challenge. The Council is committed to reviewing Codes every five years and renewing them every ten years. We recognize the importance of spacing out the Code revisions to avoid over-taxing our most valuable commodity – people.

The wealth of human resource contributions has been simply remarkable. From 2010 to 2014 stakeholders contributed over 24,000 professional hours to the development of the Codes and the assessment framework. The Council will be working on a planned review/renewal schedule that best manages resources and responds to developments in science and other areas to keep Code content up to date and relevant.

In addition, NFACC is considering opportunities to update the transport Code. It is also exploring the advantages of becoming an incorporated body, and looking into new ways to support growth in membership and strengthen its financial management options.

Broadening participation and value

New members continue to come forward showing that interest in NFACC is growing. We will continue to ensure that all groups are engaged and receive value from NFACC.

The year 2014 also saw a transition in Chairs. Edouard Asnong has been a champion for NFACC since before he became Chairman in 2006. Growing the Council, seeing the successful completion of many Codes of Practice and the initiation of the Animal Care Assessment Framework are among his key accomplishments. I hope to continue growing the Council, increasing its durability and keeping the conversation about farm animal care in Canada broad and inclusive.

Strengthening Canada's leadership position

Industry groups continue to develop and renew Codes and move forward with on farm animal welfare assessment, as all stakeholders engage in open and inclusive discussion. I am confident these "pillars of progress" on multiple fronts will serve the Canadian farmed animal care system well and strengthen our leadership position internationally.



Ryder Lee
NFACC Chairman

Layer and veal calf photos on the cover: Ontario Agriculture Photo Library

Launching a new generation

Market Relevant Codes and Communication Leadership project kicks-off

A new infusion of activity was announced in July 2014 through the office of Agriculture Minister Gerry Ritz. It heralded a new investment of over \$2 million for a project that will allow Canadian animal agriculture to continue to address the increasing public interest regarding farm animal welfare. The investment was made through Agriculture and Agri-Food Canada's AgriMarketing Program, a five-year, \$341-million initiative under Growing Forward 2. Many thanks to the Canadian Animal Health Coalition for providing management services for this project.

New wave of Codes activity

Canada is marching ahead with next priorities for updating national Codes of Practice for the care and handling of farm animals. Progress continues on the chicken/turkeys/breeders and layer Codes that were initiated under Agri-Flexibility funding. Out of the gate are new efforts for bison, veal calves and rabbits.

Perspectives on progress

Bison. "Since the last Code was published in 2001, the benefits of science and another 14 years of experience with these majestic animals will allow us to update the present Code to provide producers and other stakeholders with clear and transparent practices on accepted bison care and handling practices." – Mark Silzer, President of the Canadian Bison Association

Veal calves. "The Canadian Veal Association is looking forward to partnering with NFACC on the veal Code of Practice review process. Review and update of the 1998 veal Code will involve stakeholders from a wide cross section of the industry and will be focused on ensuring up-to-date and practical approaches to the care and welfare of calves raised for the veal market." – Bob Wynands, President of Canadian Veal Association

Rabbits. "The development of this Code is an excellent opportunity for Canada's rabbit sector to come together and establish a national standard that ensures a good quality of life for rabbits raised in Canada. The NFACC Code process ensures this Code is relevant, current and developed with input from across our diverse sector." – Maxime Tessier, Vice-President of the Syndicat des producteurs de lapins du Québec

See the Codes of Practice overview chart on page 8 for further details. Visit www.nfacc.ca/codes-of-practice for progress reports including meeting summaries and a progress timeline.

“NFACC is essential to the livestock industry as a forum for stakeholders to discuss animal welfare challenges. NFACC engages a diverse range of stakeholders all across the value chain to produce and update the Codes of Practice for farm animal care, lending great credibility to this process and ensuring all voices are heard. We are proud to support such an organization.”

– Burnbrae Farms



Initial veal calves Code development meeting in Guelph, Ontario

Building a resource for knowledge transfer

Developing Codes and assessment approaches is a major undertaking. Equally important is an engagement strategy to support awareness, participation and uptake.

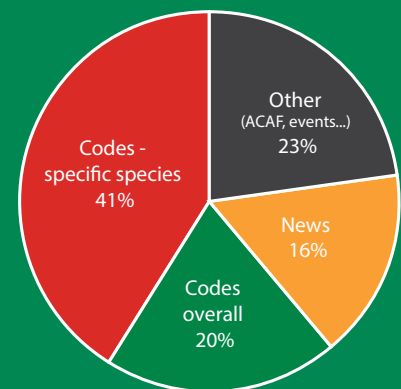
The NFACC website is an important engagement tool. The site, nfacc.ca, has steadily expanded to become a leading source of information on all things NFACC as well as on the state of stakeholder-driven farmed animal care and welfare progress in Canada.

A few key metrics:

- **Strong visits.** NFACC.ca has averaged 5,000 visits per month over the past two years.
- **Interest spikes at key times.** Visits increase when a Code is in public comment or an animal welfare issue is in the news.
- **Use by both new and repeat visitors.** Most visits are from new visitors, but a strong following of repeat visitors account for about 35% of the visits.
- **Loyalty and value demonstrated.** A quarter of the repeat visits are from direct entry, demonstrating user loyalty. Direct entry comes from people who have typed nfacc.ca directly into their browser, visited web pages via a bookmark, or clicked on an untagged link from an email or document.
- **Strong referrals.** Approximately 30% of the repeat visits are through links from other web sites. This shows that others are referring people to the NFACC web site.

The website showcases a range of information with a user-friendly, easy-to-navigate format including the latest news; comprehensive Codes coverage; background on everything 'NFACC' and a news archive that provides a useful reference for media and industry communicators.

The following diagram shows where people are going when they visit the web site.



Get NFACC news directly. If you would like to join NFACC's mail list to receive communication materials, ranging from newsletters to news releases email mikki@nfacc.ca

Public Comment Period powers progress

Open process lets all Canadians have their say

Public feedback is an essential part of Canada's process for developing Codes of Practice. The Public Comment Period ensures everyone, from farmers to consumers, has the opportunity to have a say in the development of each Code. Feedback collected through the comment period plays a critical role in supporting robust discussion on revisions needed before a Code is released.

The 60-day comment period begins after the Code Development Committee finalizes the draft Code, approximately eight months before the Code is finalized.

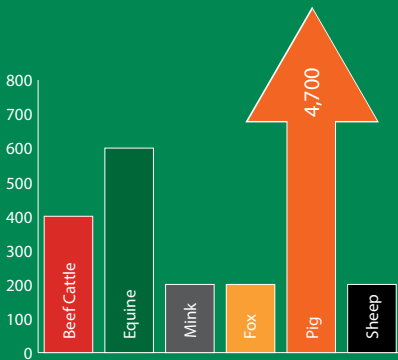
Feedback strengthens results

A customized online comment system enables NFACC to collect and sort thousands of comments. The Code secretary reviews all submissions, organizes the data and presents it to the Code Development Committee for deliberations in preparing the final Code.

Visit www.nfacc.ca/public-comment-period for more information.

By the numbers

Following is the approximate number of submissions received for each of the Codes during their respective public comment period. They provide a window into the interest and diversity of perspectives on farm animal welfare.



“Gathering ideas and building consensus through a multi-stakeholder approach is the backbone of our process. The Public Comment Period is a vital component. We encourage participation by anyone with an interest in farm animal care because this ultimately supports a robust process and helps make the Codes the best they can be.”

— Jackie Wepruk, General Manager of NFACC

Communication leadership

Championing Canada's commitment to farmed animal welfare progress

Learning from one another, sharing knowledge and boosting collaboration are all necessary to support good processes and effective implementation at all levels – and all depend on a strong commitment to communications.

“Promoting NFACC and its processes as our national approach to farm animal care is essential to build Canada's brand as a farmed animal welfare leader,” says Robin Horel, Vice Chair of NFACC. “It demonstrates that we have a strategy and processes in place to address farm animal care and that this is a legitimate approach encompassing all stakeholders. It's about building trust. It's about delivering animal welfare leadership. It's about building a strong and sustainable future for our agriculture industries.”

Direct engagement with stakeholders

A major part of NFACC's communications leadership approach is the personal engagement delivered by meeting directly with major stakeholders and influencers. For example, in the past year NFACC's Chair and General Manager have had the opportunity to present on the Codes and Code development process to a number of groups including:

- Council of Chief Veterinary Officers
- FPT Regulatory and Policy ADMs
- Ontario Veterinary College Animal Welfare Forum
- National Farmed Animal Health and Welfare Forum
- Legislative Ag Chairs Summit in Florida
- Alberta Agriculture Food and Rural Development
- Farm and Food Care Ontario IMPACT information session
- Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec.



NFACC GM presenting at the IMPACT information session in Ontario



Legislative Ag Chairs Summit in Florida (www.agandrurallleaders.org)

Managing the rising expectations in farm animal care is not only about doing the right thing, it's about engaging with all stakeholders both within and outside of agriculture.

Introducing your Team Canada for Codes development

Expertise, passion and dynamic teamwork support a successful process

NFACC's progress is driven by the outstanding people who provide the skill sets required to support Code development.

Betsy Sharples

Betsy is the Code development secretary for the poultry Codes (**layers** and **meat birds**). Her past experience with NFACC includes representing the livestock transportation sector on the **dairy** Code and serving as Code secretary on the **pig** Code.

Prior to NFACC Betsy represented the interests of livestock trucking companies for 20 years with the Ontario Trucking Association. In this role, she was involved in the launch of NFACC. In the farmed animal sector, Betsy has delivered on project-based contracts for Farm & Food Care Ontario and Alberta Farm Animal Care.

"I believe that NFACC's collaborative Code Development process sets Canada apart from other jurisdictions," says Sharples "I have enjoyed my role in serving as Code secretary and appreciate the opportunity to be part of this important and, at times, very challenging process. I think that the individuals who serve on Code Development Committees need to be recognized for their contributions; they have had to do the heavy lifting so to speak, by making some very difficult decisions and then getting their constituents to support them."



Mikki Shatosky, Caroline Ramsay and Betsy Sharples

Mikki Shatosky

Mikki has been on contract with NFACC since 2010. As the Code technical and communication assistant her work includes many diverse roles: managing the web site; developing and managing the public comment period system; coordinating conferences and events; graphic design and layout for the final Codes; coordination, layout and distribution of all major communications, including news releases, updates, achievement reports, and assisting with project reporting.

"Animal welfare has always been important to me," says Shatosky "I know that if you're going to earn a living raising animals, you have to take good care of them. I'm proud to be part of a process that is built on collaboration – seeing all these groups come together with the goal of producing standards that are good for the animals and that provide farmers with practical and cost-effective solutions that meet the animals' needs."

Caroline Ramsay

Caroline is Code development secretary for the **veal calves** and **rabbit** Codes. Caroline also served as Code secretary for the **equine** Code and as coordinator of the **Animal Care Assessment Framework**.

Caroline's interest in agriculture stemmed from an early career as a chef. She has worked on farms in Ontario and Alberta and studied agriculture at the University of British Columbia obtaining a B.Sc. Caroline also worked with the BC SPCA's farm animal department assisting with its farm certification program. Caroline is professionally trained in project management, communications, facilitation and negotiation. She is currently pursuing a Masters in Public Policy at Simon Fraser University. She is an Articling Agrologist with the B.C. Institute of Agrologists and member of The Institute of Public Administration of Canada.

"We have so much to be proud of when it comes to our Codes of Practice – not only the credible approach we take but the specific standards that have been agreed to," says Ramsay "The discussions around the Code table, while difficult at times, are an extremely valuable way to build understanding across stakeholders."

Jeffrey Spooner

Jeff is the most recent addition to the team. He came onboard in January 2015 and is leading the revisions to the **bison** Code.

Jeff is a social scientist working in the field of animal welfare. Academically, he is interested in the nature of human values, attitudes and beliefs. As a consultant, he draws on that knowledge to facilitate agreeable animal care and handling policies. Jeff frequently reviews articles for publication in scientific journals and collaborates on academic and public research projects. He has also worked as a writer and editor.



Jeff Spooner

"Since my introduction to NFACC at the 2007 national conference, I have been a great admirer of the people and processes responsible for facilitating such important advances in animal care and welfare in Canada," says Spooner "Being a long-standing proponent of consensual based policy development, it is an honour to have been invited to make a small contribution to such a noble effort. I am looking forward to the opportunity."

Thank you to other key team members

NFACC would also like to extend a thank you to Nadine Meade and Allison Taylor. Nadine led the revisions to the sheep, ranched fox and mink Codes. Allison worked on the beef cattle Code and helped set up the chickens, turkeys and breeders Code.

"We are so fortunate for the talented people that have worked and continue to work with NFACC," says Ryder Lee, Chair of NFACC.

Canada taking charge: The Codes in action

The Codes of Practice are nationally developed guidelines for the care and handling of farm animals. Since 2009 seven Codes have been updated and released through the NFACC process.

How the Codes are being used: Three snapshots of progress



www.ctsanimals.ca



www.farmimpact.ca



www.spc.bc.ca/pet-care/care-behaviour/horses

Education and training



www.usask.ca/vmc/news/2014/seminars-bring-horse-health-to-communities.php



www.beefresearch.ca

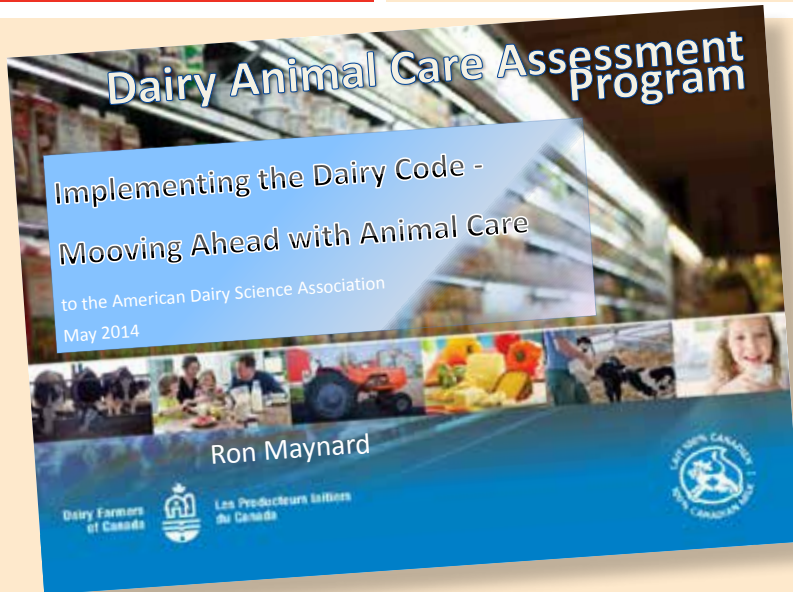
Foundation for animal care assessment programs



Updated animal care assessment program



New animal welfare assessment module



“Focusing on animal welfare enhances Canada’s reputation as a great place for our farm animals, our farmers and for the products from these farms. Improving the lives of farm animals helps foster a sense of pride in our farms and in the people who care for these animals.”

- Dr. Dan Weary, Animal Welfare Program, University of British Columbia

Updated industry expectations



Industry Notice

September 25, 2014

Consultation Decision:

Amending Order 16 - The BC Milk Marketing Board approves a mandatory Code of Practice for the Care and Handling of Dairy Cattle (Code) on-farm

At its September 3, 2014 Board meeting, the BC Milk Marketing Board conditionally approved a *Draft Amending Order* for a mandatory *Code*, pending an additional two week final consultation. The Board received input from stakeholders, including the following organizations: the BC Dairy Association, the Island Milk Producers Organization and the BC Dairy Council. In addition, the Board acknowledges the input received from the Milk Industry Advisory Committee (MIAC) at its September 15, 2014 meeting.



The Way We Do Business

2013 Corporate Social Responsibility Report
Showing to be a force for positive change on the social and environmental issues that matter most to our customers, our colleagues and our business.



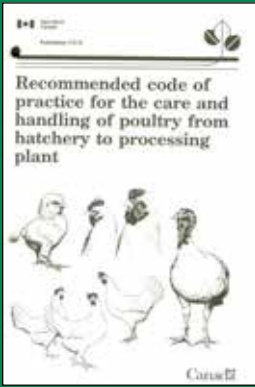
ANIMAL WELFARE

The welfare of animals raised for products in our stores is important to us. We are working closely with industry partners and animal welfare experts to ensure animal welfare standards and codes

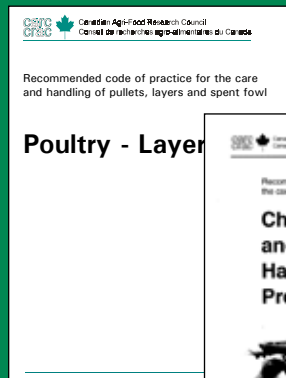
of practice are in place that promote the care, protection and safety of farm animals. Loblaws is an associate member of the National Farm Animal Care Council (NFACT), a group of organizations that work together to develop standard codes of practice for farm animals.

Evolution of the Codes

Not only has the Code content been updated over the years, the look has also changed. Below is the evolution of the poultry Code - one of Canada's first Codes of Practice.



Original version (1989)



Poultry - Layer



Current versions (2003)



Mock up of the Codes scheduled to be released in 2016 (photo subject to change)

Did you know? Code facts:

Strong tradition. Canada has had Codes of Practice for the care and handling of farm animals since the early 1980's. The Canadian Federation of Humane Societies was the first to coordinate the process of developing Codes for all livestock species. The Canadian Agri-Food Research Council then led the process from 1993-2003.

Rise of NFACC. NFACC was initiated in 2005 and facilitated consultations in 2006 that led to an updated Code development process. The updated process was test piloted in 2007-2009, with an update to the dairy Code.

Producing updated Codes of Practice. Since 2009 seven Codes have been updated and released through the NFACC process and five additional Codes are being updated/developed. Once completed we will have 15 Codes for farm animals in Canada. See chart below.

How the provinces reference the Codes. A number of provinces incorporate the Codes by reference within their provincial animal protection legislation (i.e., Manitoba, Saskatchewan, New Brunswick, Newfoundland and Labrador and PEI). Other provinces use the Codes as a reference guide for generally accepted management practices.

Code	Current version released	Code revision initiated through NFACC	Estimated public comment period	Estimated Code release date
Beef Cattle	2013*			
Bison	2001	Dec 2014	Fall 2016	Fall 2017
Chickens, Turkeys & Breeders	2003	Oct 2011	Fall 2015	Spring 2016
Dairy Cattle	2009*			
Equine	2013*			
Farmed Deer	1996			
Farmed Fox	2013*			
Goats	2003			
Mink	2013*			
Pigs	2014*			
Poultry-Layers	2003	Jan 2012	Winter 2015	Summer 2016
Rabbit		Dec 2014	Fall 2016	Fall 2017
Sheep	2013*			
Transport	2001			
Veal Calves	1998	Dec 2014	Fall 2016	Fall 2017

Visit nfacc.ca/codes-of-practice for more details and a timeline.

* Codes developed through the NFACC development process

NFACC upholds processes that assist Canada's farm animal sectors and associated businesses to remain competitive, profitable and demonstrate social responsibility.



National Farm Animal Care Council

Box 5061
Lacombe, Alberta T4L 1W7
403.783.4066
nfacc@explornet.com
www.nfacc.ca