

*Animal Care  
at Work*



## Strategies for Advancing Code Implementation: The Pork Story

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## Strategies for Advancing Code Implementation

- **Canada's New Approach**
  - Code Development
  - Assessment Development and Implementation
- **Our Situation**
  - Code (Dated)
  - Assessment Development and Implementation
  - Code Development
  - Assessment Revision



## 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



## 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**



## 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



## 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



## 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



## 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



## 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



## 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**