

“Perception is Reality”
Key Learnings and Opportunities

Livestock Care Conference

March 27, 2015

Timeline of events and communication plan

- We were contacted by W5 on Sept 3 and informed that they had undercover video. I immediately asked that the video be given to CFIA and SPCA, which was rejected by W5. We immediately contacted authorities.
- Identified “Stakeholders group” and had a series of meetings. Put together a smaller working group
 - Olymel
 - Ab Pork
 - CPC
 - WHE Management
- Engaged Adfarm and Ag and Food Exchange to consult with us on strategy and communication
- Engaged Dr. Jennifer Woods and Prairie Swine Services for Independent Audit of our facilities
- Preparation of key messages and laying out a plan of action, all in advance of watching the video

Timeline of events continued

- Sept 17 agreed to viewing with W5 and to post viewing interview
- Video was watched by 2 WHE management employees, Dr. Egan Brockhoff, an Adfarm rep and I. General consensus “It could have been worse”
- Filming with W5 “after relentless coaching by Adfarm and Ag & Food Exchange”
- Made decision to “get out in front of W5 story” with a press release and action plan on Sept 25.

W5 : Journey to Hell, released Oct 11



What was the perception?

Consumer/Viewer

- Disgusting
- Cruel
- Shocking
- Inhuman
- Disrespectful of Animal

Producer

- Sick pig
- Lost opportunity
- Transport problem
- Could have been worse

What did we learn?

- 1) We were “Talking the Talk, but not Walking the Walk”
- 2) Disconnect between written procedure manual and actual implementation
- 3) Broke 6 of 6 written procedures
- 4) Problem in some cases started at the farm, moved through the transportation process and ended up on our lap
- 5) Overall key learning was a lack of “Respect and Caring for the Animals” in our care

What have we done since?

- Have received audit recommendations and are implementing changes to update documented procedures and create a Humane Handling Manual
- Focus on “Education and Training” of our employees, but also
 - To the producers and industry
 - To the transportation staff and companies
- Regular outside audit to continue to monitor execution of our protocols and delivery of our promise

What do we need to do going forward

- CHANGE THE CULTURE OF OUR BUSINESS, FROM PRODUCTION AT OUR FARMS TO HARVEST OF OUR OUTPUT
- As an industry, demand 100% compliance and become 100% responsible
- Constant training and reinforcement for our people
- CQA and TQA for all producers, regardless of where their animals go

Leadership opportunities

- Alberta Pork
- Western Hog Exchange
- All producers and transport companies
- Swine service workshops
- Red Deer Pork Congress
- Utilize industry leaders
- Prepare for the future

Mercy for Animals?

Will they be back - where and when?

- WHE 2014
- Tyson 2013
- Pipestone 2013
- Puratone 2012
- Christensen Farms 2012
- Iowa Select Farms 2011
- Have exposed all Species of livestock, Milk and Poultry production
- They will be back, we just don't know where, or when

What you will expect to see in the Future from WHE

- 1) Zero tolerance for lack of respect toward or mistreatment of animals
- 2) Reports for non compliance back to livestock owners, transporters, etc, with written warnings
- 3) Focus on Education and communication
- 4) Ongoing change to improve our Culture
- 5) Constant reinforcement of our expectations to all participants in our value chain

Role of Producers and Industry

- 1) 100% support for the changes that we require to shift the perception of our industry
- 2) Take ownership and responsibility for continued education within your supply chain, with a zero tolerance for animal welfare violations
- 3) Understand the implications of our “Social Licence”
- 4) Programs similar to Tyson Food Farmcheck Program, or Smithfield’s Animal Care Chain

Opportunities Nationally as a Food Industry

We need to develop, as a Canadian Food Production industry (which should include farmers, processors, retailers, all grain and livestock entities) an agency that has one objective:

“ to Promote and Educate the public consumer on how the industry operates to produce the best quality food products in Canada, with the ultimate respect for our land, water and animals.

We need to utilize facebook, twitter, professional media outlets, etc to counter the misinformation coming from very professional, well funded anti agriculture activists.

Prepare to communicate at the same level as our opposition.

Keys of our Social License

A) Trust

“we need to build it with our consumers”

B) Transparent

“be visible and do not hide anything”

C) Convey our Story

“speak up and speak out”

Thank you

- Any questions?