



Media Release

Pushing the envelope on welfare issues at Livestock Care Conference, March 21-22 in Leduc

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HIGH RIVER, AB — The rising momentum toward a new era of teamwork, success and tackling tough issues in livestock care and welfare will take centre stage at the Livestock Care Conference, March 21-22 in Leduc, Alta., hosted by Alberta Farm Animal Care (AFAC).

With a theme of “Pushing the envelope,” the long-standing conference open to producers, industry and others with an interest in farm animal care, will delve into the latest progress, challenges and opportunities surrounding livestock care and welfare issues, with presentations by leading speakers highlighting an engaging and interactive format.

Register to reserve a spot by contacting AFAC or via the conference website, www.afac.ab.ca/livestock-care-conference.

“Livestock care and welfare is at the very core of what we do as livestock industries,” says Greg Bowie, Chair of AFAC. “We take care of the animals and they take care of us – that’s our history and it’s what we take pride in. But we can’t rest on the status quo, especially with the scrutiny and expectations around animal care and welfare today. Pushing the envelope to continue to lead and innovate in this area is exactly what we need to do today to build a successful future.”

The speakers and discussion at the Livestock Care Conference will help producers and industry keep looking forward and working together to drive this agenda, including through approaches that boost animal care while also strengthening profitable, sustainable production, says Dr. Angela Greter, Executive Director of AFAC.

“The program this year is designed to get people out of their comfort zone and challenge them to think differently,” says Greter. “We encourage producers, industry and others with an interest in helping our industries succeed to register now – you won’t want to miss being a part of this discussion.”

The conference kicks off March 21 with special sessions that includes a “Painful Procedures” workshop in the morning, led by Dr. David Mellor of Massey University, and a “Meet the Experts” session in the afternoon for post-secondary students. This is followed by the AFAC Annual General Meeting in the early evening, followed by a “Talking Posters” session featuring presentations from post-secondary agriculture students.

The main Livestock Care Conference agenda on March 22 begins with opening addresses including a Welcome and AFAC Update by Greter. It then shifts into a range of hot topics presented by some of the top thought leaders and drivers of livestock care advancement not only in Canada but also globally.

A penetrating and engaging look at “Animal Welfare in the 21st Century” is delivered by colorful Harley-riding philosopher Dr. Bernard Rollin of Colorado State University, followed by a forward-thinking presentation on “Moving Beyond the Five Freedoms” by Mellor. A unique case-study perspective on “Practical Strategies and New Thinking in Swine Production,” by Dr. Yolande Seddon of the University of Saskatchewan, rounds out the morning.

The afternoon starts by changing gears with a look into the power of storytelling, with a presentation on “Telling Our Stories” by Krista Stauffer, a.k.a. “The Farmer’s Wife.” The agenda then shifts into the latest advances with performance animals, with a “Rodeo Showcase” presentation by Dr. Ed Pajor of the University of Calgary and Kristina Barnes of Calgary Stampede. The day continues with insights and ideas from “Mike the Chicken Vet” Dr. Mike Petrik and concludes with a fresh look at Consumer Attitudes Research by Dr. Ellen Goddard, University of Alberta.

Complete agenda details, along with registration information and links, is available at www.afac.ab.ca. Sponsorship opportunities are also still available. Follow on Twitter [@AbFarmAnimal](https://twitter.com/AbFarmAnimal) and Facebook [/AbFarmAnimal](https://facebook.com/AbFarmAnimal) at hashtag #LCC2017.

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