



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



Market Relevant Codes and Communication Leadership

PROJECT ACHIEVEMENTS FINAL REPORT

Year Four (April 2017 - March 2018)

Canada

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

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Working together...



...for good animal welfare.

“Achieving public trust requires transparency, accountability, and integrity – three attributes that NFACC and its processes embody and continually aim to strengthen.”

Delivering Leadership in Farm Animal Care

The 'Market Relevant Codes and Communications Leadership' project is drawing to a close. It's time to reflect upon what's been achieved and the significance of those achievements.

Five new Codes of Practice have been released:

- Code of Practice for the Care and Handling of Hatching Eggs, Breeders, Chickens and Turkeys
- Code of Practice for the Care and Handling of Pullets and Laying Hens
- Code of Practice for the Care and Handling of Bison
- Code of Practice for the Care and Handling of Veal Cattle
- Code of Practice for the Care and Handling of Rabbits

A Track Record of Success

These Codes are now part of a family of twelve Codes developed through NFACC's collaborative, multi-stakeholder, and consensus-based process. It's a remarkable track record that demonstrates what can be accomplished when people with different views on animal welfare focus on what they have in common, versus what divides them.

I've referred to the Codes as 'change management tools' that enable us to collectively identify what's possible, how it is possible, and often under what timelines. It's about each of us taking responsibility – farmers, processors, food companies, consumers, and allied groups – moving beyond the hype and rhetoric, and doing real things to support farm animal welfare.

Before 2005 there was no National Farm Animal Care Council (NFACC). Twelve and a bit years later, it's hard to imagine managing farm animal welfare without NFACC. The processes and approaches that NFACC has developed to address farm animal welfare are now cornerstones of Canada's animal welfare system and critical for maintaining public trust in how farmers care for their animals.

Preserving Public Trust

Public trust is the new buzz word and maintaining public trust is an imperative for many sectors, including agriculture. Achieving public trust requires transparency, accountability, and integrity – three attributes that NFACC and its processes embody and continually aim to strengthen.

NFACC remains a modest organization intent upon continually improving its own processes. This has led to an ever evolving Code of Practice development process that now includes amendment and maintenance processes to ensure Codes stay relevant.

The Code public comment period has undergone an assessment to safeguard its continued integrity and further enhance the transparency and accountability of the process. The final report from the assessment is available from NFACC's website and plans are underway to implement its recommendations.

The Next Chapter

Going forward our Code Development Process will continue to evolve and new Codes are slated for update, including the transportation Code. In anticipation of the most complex Code NFACC has ever facilitated, a phase one project has been completed. An environment scan, the transportation Scientific Committee's report, and a plan for tackling this hefty Code are available from NFACC's website. In addition, the goat sector is aiming to update its 2004 Code and Dairy Farmers of Canada has given notice that the 2009 dairy Code – the first Code developed through NFACC – is due for an update.

The growing buy-in for NFACC's collaborative processes is a testament to the value of working together to make the right decisions on animal welfare. As one busy chapter closes, another is about to begin.



Ryder Lee

Ryder Lee
NFACC Chairman

The Process is Central to the Product

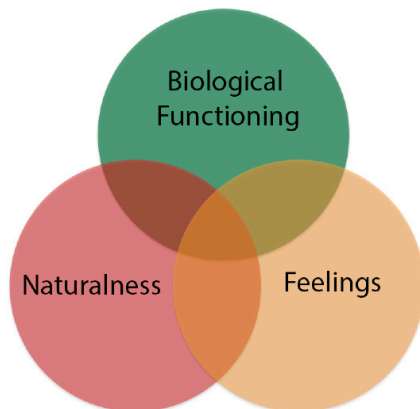
Dr. David Fraser* has said,

“One of the biggest challenges in developing standards is that everyone has different views about what is important for good animal welfare. The Code Development Process bridges these differences by creating an environment for diverse perspectives to come together and build consensus.”

The Code Development Process has embraced the view that animal welfare involves three overlapping elements†:

- Biological functioning - animals should be healthy and have normal physiological and behavioural functioning,
- Feelings – animals should not experience prolonged fear, pain, or other negative states, while also experiencing the normal pleasures of life
- Naturalness – animals should be able to live according to the natural adaptations of the species and perform behaviours that are important to that animal

This foundational concept recognizes that the weighting or degree of importance attributed to each of these concepts can vary between individuals in relation to their culture, educational background, personal values and experiences, and practical realities. Often, conflicts about animal welfare arise from these different concepts being poorly articulated and/or weighted differently.



Animal welfare is a multi-dimensional topic, not an easily articulated soundbite or single issue. Hence, it is important that those responsible for the care of animals, along with others having jurisdiction, authority, or other influence collectively work together to identify standards of care that can be applied across farms in Canada. The welfare of animals is largely dependent upon the care provided by people; so it's integral that those providing that care are involved in any change that's being proposed or managed.

Science is the foundation and must inform our standards development decisions. However, ultimately we are making value-based judgments that impact the lives of animals. How do we get this right?

Research shows that socially diverse groups make better decisions. Harnessing the strengths of diversity and consensus based collaboration, the Code Development Process maximizes the opportunity for making better and more sustainable decisions on animal welfare.

*David Fraser is Professor in the Animal Welfare Program of the University of British Columbia in Vancouver.

†Fraser D. et al (1997) A Scientific Conception of Animal Welfare that Reflects Ethical Concerns. Animal Welfare 6:187-205

NFACC Partners

Agriculture and Agri-Food Portfolio (AAFC, CFIA)
Alberta Farm Animal Care Association
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 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
Equestrian Canada
Ontario Trucking Association (Livestock Transporters' Division)
Provincial Ministries of Agriculture (currently represented by Ontario)
Restaurants Canada
Retail Council of Canada
Coalition of provincial SPCAs (ON, SK, BC)
Turkey Farmers of Canada
World Animal Protection

Associate Members

A & W Food Services of Canada Inc.
Agropur
Aramark Canada
Boehringer Ingelheim (Canada) Ltd.
Burnbrae Farms
Cara
Cargill Canada
Elanco Animal Health, Canada
Farm & Food Care Ontario
Farm Credit Canada
Loblaw Companies Ltd.
Manitoba Pork Council
Maple Leaf
McDonald's Restaurants of Canada Ltd.
NSF International
Saputo Inc.
Sobeys Inc.
Tim Hortons
White Spot Restaurants

You Tube

Want to learn more about NFACC? Check out three minutes on the **Who, What and Why of NFACC.**



Want to learn about Canada's national system for Code of Practice development? The process is featured in **Raising the Bar.**



Key Features highlights what makes the Code process credible and effective in improving farm animal welfare.



What Has Been Achieved...

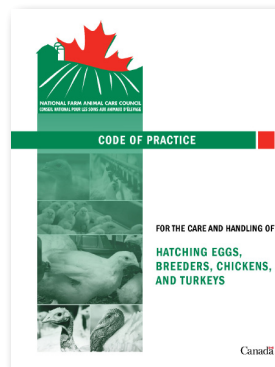
The Poultry Code

"The Code of Practice supports the sustainability of Canadian poultry industries and the success of farmers. Stakeholder commitment is the key to ensuring that quality animal care standards are established and implemented."

- Vernon Froese, poultry farmer and Chair of the Code Development Committee.

"The Code process provides an important opportunity for advancing farm animal welfare policy in Canada. A step forward has been taken with the completion of this Code."

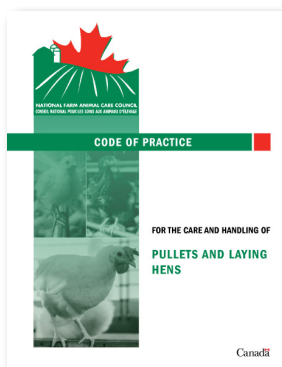
- Dr. Ian Duncan, representing the Canadian Federation of Humane Societies on the Code Committee.



The Layer Code

"...without the new code the term "cage-free" that some consumers look for when buying eggs could be meaningless...some of the guidelines are amongst the most progressive in the world...It is probably the most significant animal welfare achievement, influencing the greatest number of animals, that Canada has ever had...The new standards in this code will ensure that the term 'cage-free' is as progressive as it sounds."

- Geoff Urton, BC SPCA – [Global News \(Humane societies hail new egg-industry code of phasing out cramped hen cages\)](#)



"Canada's more than 1,000 egg farmers are deeply committed to and strive for continuous improvements when it comes to the care and well-being of their hens. Egg Farmers of Canada is a long-time supporter of the National Farm Animal Care Council. We value the leadership of the Code Committee and their dedication to evidence-based standards that serve as a key building block to our national Animal Care Program."

- Roger Pelissero, Chairman of Egg Farmers of Canada



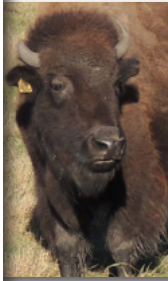
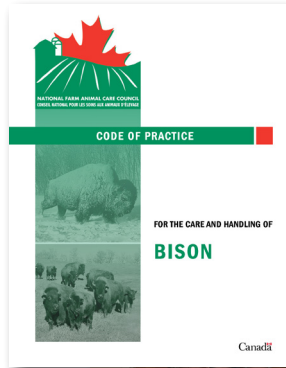
The Bison Code

"It is a must read for bison producers and those contemplating getting into the business, but cattle producers would also benefit from reading it.... Other countries, including the U.S., don't have these codes, so Canada is again leading the way when it comes to animal friendly meat protein production."

- DVM Roy Lewis – [Western Producer \(New bison code of practice good info for beef producers\)](#)

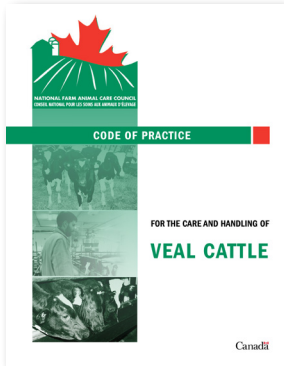
“Canada’s bison producers are committed to and strive for continual improvements when it comes to the care and well-being of their bison. The updated Code of Practice for the Care and Handling of Bison will be a useful tool for both current and new producers. It will also give the public a better understanding of all that’s involved in raising bison”

- Mark Silzer, bison producer and Chairman of the bison Code Development Committee



The Veal Cattle Code

“The Canadian Veal Association is pleased to have an updated and revised Code that will support the sustainability of the Canadian veal cattle industry and the success of our producers.



Our industry’s participation and leadership in the Code development process demonstrates our producers continued commitment to animal health and welfare, and dedication to responsible animal husbandry.”

- Bob Wynands, veal producer, President of CVA, and Chair of the Code Development Committee



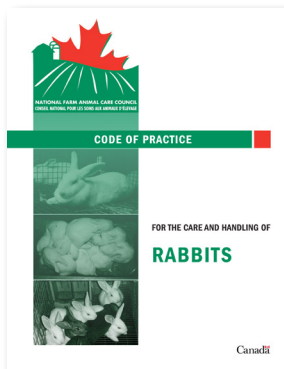
“The new Code provides updated standards for the welfare of veal calves in Canada. The recommendations are science-informed and will evolve the welfare practices of the veal industry to better meet the needs of the animals.”

- Dr. Jeffrey Rushen, representing the Canadian Federation of Humane Societies on the Code Committee.

The Rabbit Code

“We are pleased to have a Code of Practice that will support the sustainability of the Canadian rabbit industry and the success of our producers...Our industry’s participation in the Code development process demonstrates our producers’ commitment to animal health and welfare and dedication to responsible animal husbandry.”

- Maxime Tessier, rabbit producer, Vice President of the SPLQ, and Chair of the Code Development Committee



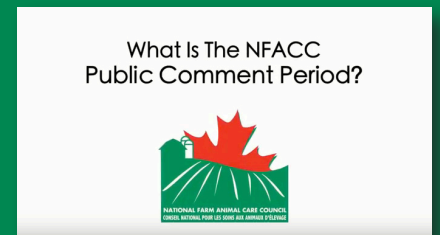
“A significant milestone has been achieved in releasing Canada’s first Code of Practice for the Care and Handling of Rabbits...This Code is an important tool for promoting responsible animal care standards for farmed rabbits in Canada.”

- Meghann Cant, representing the Canadian Federation of Humane Societies (CFHS) on the Code Committee

Watch the latest video on our YouTube channel - **How Are Codes Used?**



Want to learn more about **The People Behind the Public Comment Period?**



Producer Champions speak about Canada’s first ever rabbit Code of Practice.

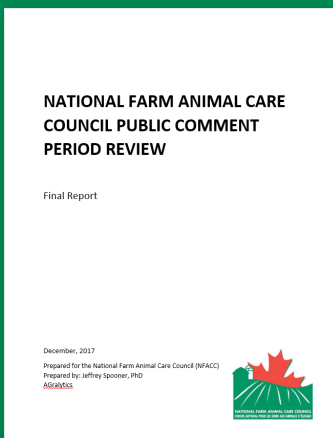


Maintaining the integrity of Public Comment Periods

NFACC is continually aiming higher to enhance its already robust processes. An internal review of the Public Comment Period process has been conducted to further enhance how feedback is invited, received, and incorporated into the Code development process. Here's some of what we learned and what you can expect going forward:

- Earlier and additional opportunities to participate in the Code development process
- A process that is more navigable, making it easier to provide input
- Improved acknowledgement of feedback received

Read the final report, National Farm Animal Care Council Public Comment Period Review, at www.nfacc.ca/public-comment-period.

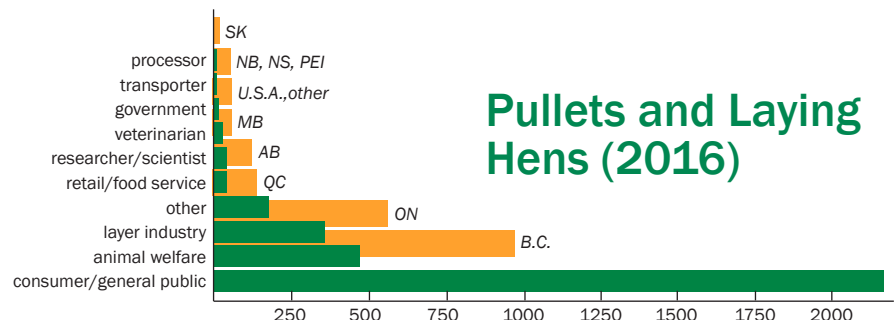
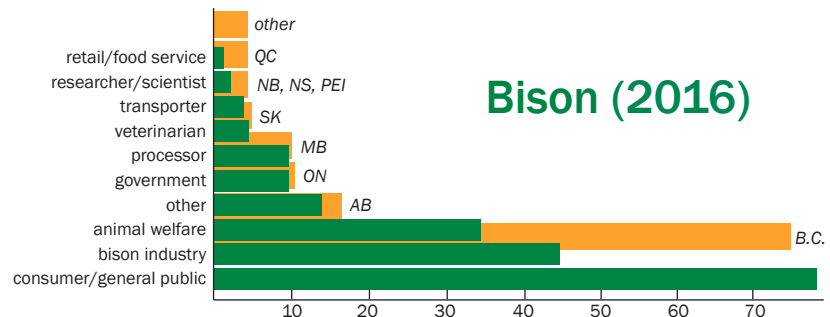
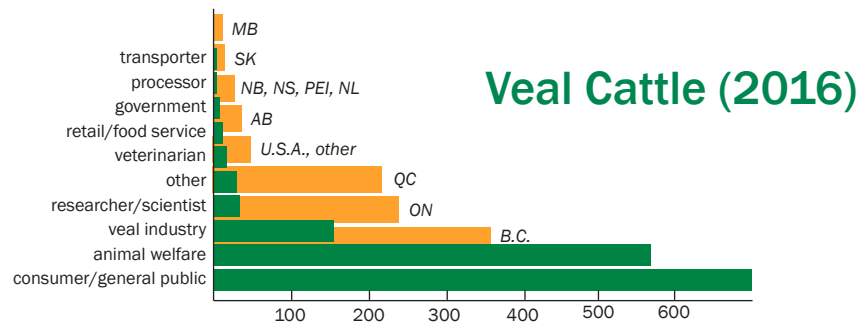
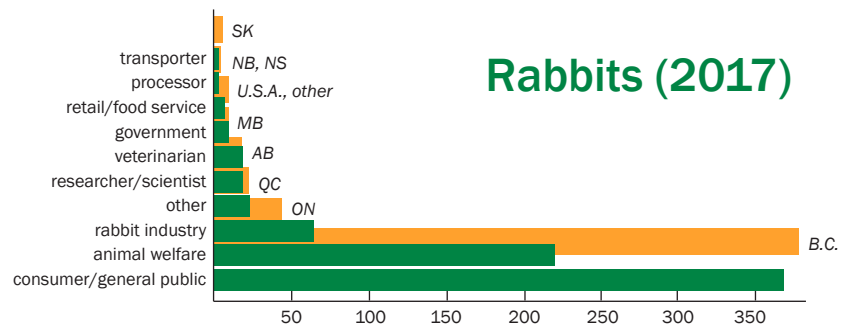


Building Public Trust Through Transparency, Legitimacy, and Collaboration

Public Comment Periods at a Glance

The Public Comment Period (PCP) is a vital component of the Code process and one where all voices have an opportunity to be heard. Code committee members methodically consider and discuss the submissions received.

NFACC has undertaken 12 public comment periods since 2009. The graphs below provide a snapshot of these including demographic and geographic information. *Please note that those providing submissions could indicate more than one affiliation.* The dairy cattle public comment period was the first in 2009 and garnered 120 submissions. However, demographic and geographic information was not captured.

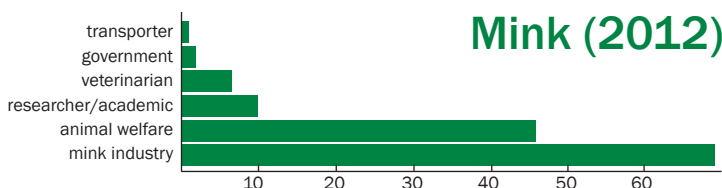
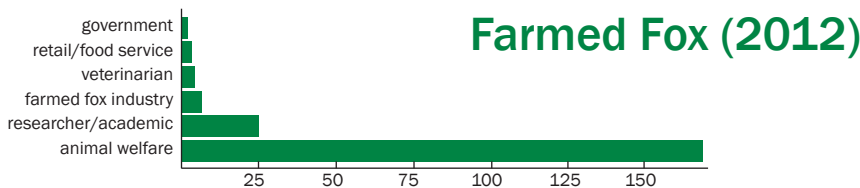
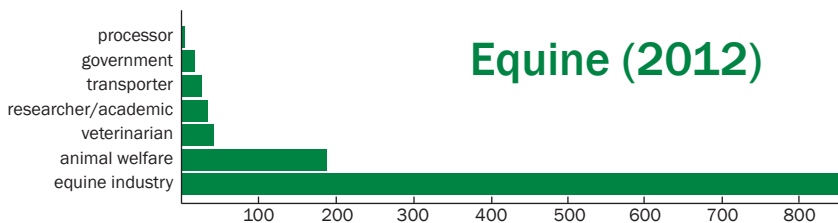
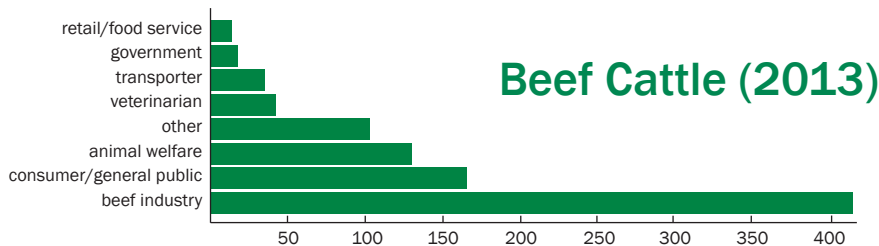
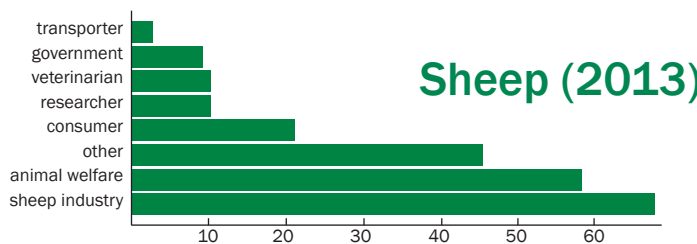
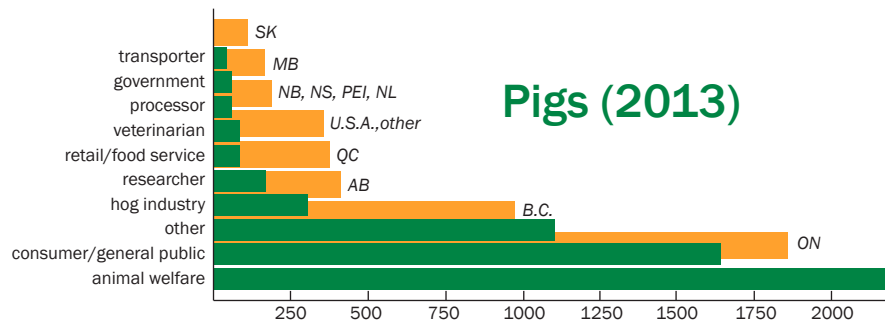
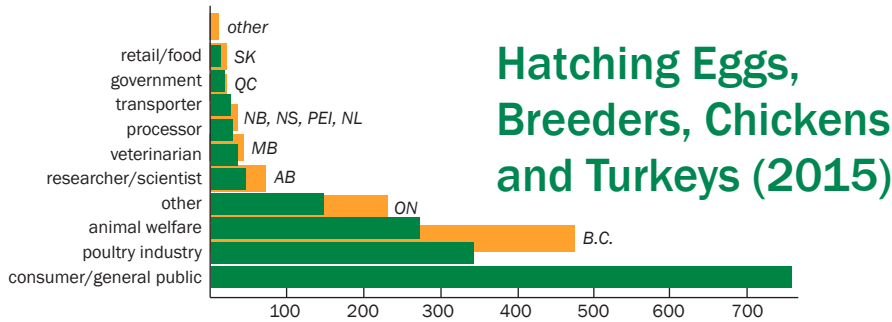


What our Code Managers say about the Public Comment Period

“ I’ve had comments that came in from individuals that wouldn’t fit in the cell. So I had to copy and paste it to a word document and then convert it to a PDF and then embed the PDF because it was four pages long...there are some people that do spend a great deal of time and effort to do the work and...I want to make sure that their comments get the full consideration of the Code development committee...”

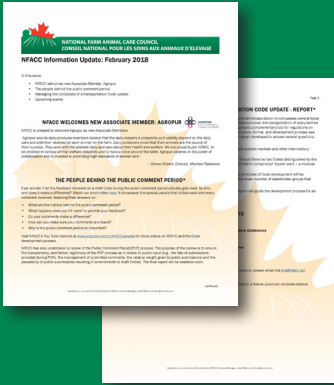
“ The mere fact that Codes change, and some of them change rather significantly after the public comment period...that is a testament...about the importance of public comment periods and the fact that we do take their comments seriously ”

“ The [Code Development] process is ... a positive, good thing for industry and ... the public comment period made it better lending the credibility to the document and providing that checks and balance opportunity for the Code committee...”



Keep up with all things NFACC...

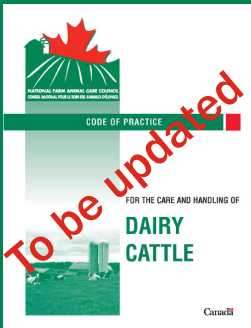
Sign up for our newsletter by contacting Ina at ina@nfacc.ca



Sneak Peek - Who's Next?



Code Update - Goats



Code Update - Dairy Cattle



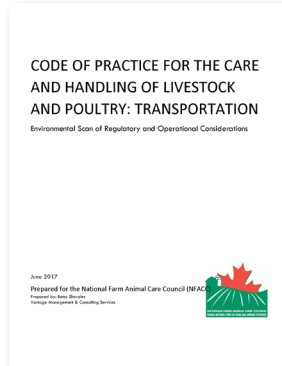
New Code - Fish

Next Generation Watch for More...

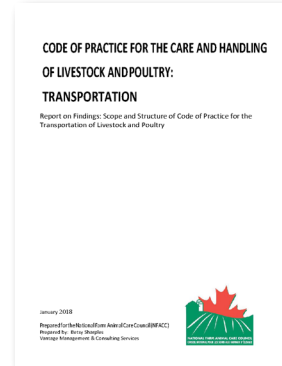
The Transportation Code

Phase One

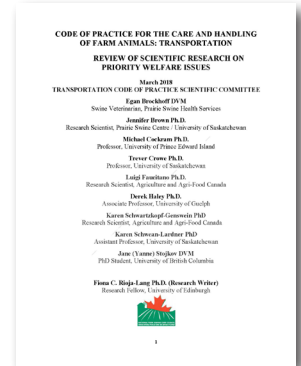
The National Farm Animal Care Council (NFACC) aims to initiate an update to the 2001 transportation Code of Practice in 2018, pending a successful project application under the new Canadian Agricultural Partnership framework. First steps toward this objective are complete. Three reports will be the foundation for a transportation Code update.



Environmental scan - background and context that provides an overview of regulatory requirements, operational background, and considerations relative to the scope of the Transportation Code of Practice.



Stakeholder report - will be used to establish the foundation for the Transportation Code scope, structure, format, and development process.



Scientific Committee Report - synthesizes the results of research relating to key animal welfare issues during transportation.* Species covered include: Cattle, Pigs, Poultry, Sheep, and Equine.

Phase Two



Transportation Code

*The Scientific Committee report focused on the effect of transport duration, time off feed and water, rest intervals (where appropriate by species), environmental conditions, and loading density, as single factors or in combination, on animal welfare.

Learn more...

This Achievements Report offers an overview of key progress during Year Four of project funding. Comprehensive information on NFACC and its activities, including numerous resources and regular updates, is available at www.nfacc.ca. The website features language selection for both English and French.



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