



Dr. Jeffrey Spooner
FAHW 2020 Pilot Project

Farmed Animal Health & Welfare 2020

A Strategy For Animal Agriculture In Canada

WHAT IS IT?

The original National Farmed Animal Health and Welfare Strategy (2009) was designed to provide strategic direction to stakeholder to 2015 and identified the creation of the Council and the areas of the animal health and welfare system that could be improved. The renewed strategy includes revisions to the strategic outcomes and identified priorities to provide direction for the farmed animal industry stakeholders to 2020.

The most significant advancement for the 2020 strategy is the engagement of all stakeholders in contributing to the measurement of progress on the strategic outcomes and sharing the responsibility to report on the achievements of those outcomes in their own words.

STRATEGIC OUTCOMES:

-  **Safe animal food products are accessible to Canadians.**
-  **Canada protects the health of farmed animals, people and the ecosystem (One Health).**
-  **The Canadian farmed animal industry is profitable and sustainable.**
-  **Canada protects the welfare of farmed animals.**
-  **The Canadian farmed animal health and welfare system is trusted world wide.**
-  **The Canadian farmed animal health and welfare system is coordinated and constantly improved.**

5 YEAR PRIORITIES:

-  **Emergency Management**
-  **Social License**
-  **Leadership Capacity**

PARTICIPATION:

- Participation is voluntary and self directed.
- Stakeholders are asked to assess their current workplan for alignment with the strategic outcomes and priorities.
- Stakeholders will be asked to provide information on activities which contribute to progress on the strategic outcomes and priorities.
- The Council commits to providing a report of activities, demonstrating the work being done by all stakeholders in advancing progress on the strategic outcomes and priorities.
- The process and necessary security for data collection and reporting will be developed and implemented following the NFAHW Council Forum 2014.

Prepared & Developed by:



National Farmed Animal Health And Welfare Council
www.ahwcouncil.ca

Printed Nov 2014



Concept Paper Outlining A National Animal Health Strategy

Prepared by,

The Canadian Animal Health Coalition





And

Serecon Management Consulting Inc.



June 2006

 Agriculture and
Agri-Food Canada Agriculture et
Agroalimentaire Canada  Canadian Food
Inspection Agency Agence canadienne
d'inspection des aliments

Agriculture and Agri-Food Canada (AAFC) and the Canadian Food Inspection Agency (CFIA) are pleased to participate in the Canadian Animal Health Coalition's (CAHC) *Animal Health and Emergency Management* related projects. Together, we are committed to working with our industry partners to increase public awareness of the importance of the agriculture and agri-food industry to Canada.

Opinions expressed in this document are those of the CAHC and not necessarily of AAFC and/or or CFIA.

Statement of Principles
National Farmed Animal Health Strategy

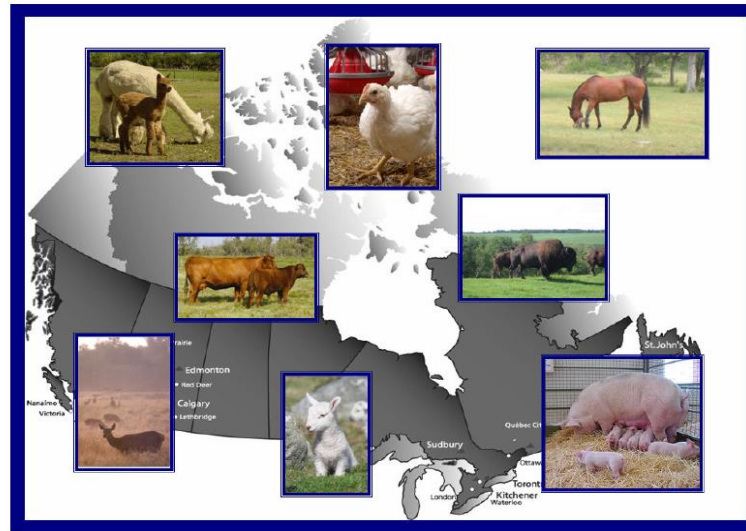
Prepared December 1st, 2006

Contributing Organizations:

Dairy Farmers of Canada
Deans of Veterinary Colleges
Chicken Farmers of Canada
Canadian Poultry & Egg Processors Council
Canadian Veterinary Medical Association
Canadian Turkey Marketing Agency
Canadian Sheep Federation
Canadian Pork Council
Canadian Meat Council
Canadian Egg Marketing Agency
Canadian Cattlemen's Association
Canadian Broiler & Hatching Egg Marketing Agency
Canadian Animal Health Coalition

NATIONAL FARMED ANIMAL HEALTH AND WELFARE STRATEGY

“A framework for industry and government”



CCVO/Farmed Animal Industry
Joint Working Group
8 May 2009

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PARTICIPANTS



- Canadian Cattlemen's Association
- Canadian Pork Council
- Canadian Sheep Federation
- Canadian Veterinary Medical Association
- Chicken Farmers of Canada
- Dairy Farmers of Canada
- National Farm Animal Care Council

SAMPLE QUESTION



1. FOOD SAFETY: Which, if any, of the following are addressed in your organization's current quality assurance or sustainability programs?

- Traceability programs
- Comprehensive strategies/initiatives/innovations/goals
- Food safety/supply programs, initiatives and education
- Food safety components of animal care programs
- Mandatory national ID programs
- Targeted disease programs
- Disease surveillance programs
- Food borne disease activities
- AM resistance activities
- Third-party recognition/validation/verification
- Third-party training, audits and report structures, feedback and priorities
- Management and auditing of food safety programs
- Analysis of trends (as part of surveillance programs)
- Reports/updates on sector-wide strategies
- Mandatory participation and compliance stipulations for all farmers
- Enforcement measures/standards to ensure compliance
- Best management practices / Producer training
- Producer tips/suggestions (e.g., hands-on recommendations)
- Continuous improvements and communications

FINDINGS

Facilitators (Explicitly conveyed)

- Interim feedback and reporting preferences
- Sharing
- Use of plain language
- Noting specific organizational activities

FINDINGS

Facilitators (Inferred)

- Perceived value incentives
- Use of key terms
- Aligning with “traceability”
- Inviting website feedback

CONSIDERATIONS

- Use of the term “survey”?
- Defining FAHW 2020 as “successful”

ACCESSIBILITY CHALLENGES



Topics

- Drawing out human “mental” health
- Drawing out animal welfare considerations

Wording

- Suitable phrasing re: communications, environment, profitability and social license

General

- Government member input
- Providing valued feedback

COUNCIL-ORIENTED CHALLENGES



General

- International focus

Leadership

- FAHW 2020 as instigator
- FAHW 2020 as leading edge
- Council representation/inclusiveness
- Council relevance vs providing space

NEXT STEPS



- Implementation decisions
- Delivering value



COUNCIL PLANS



- Work toward a national report of activities following a sensitive, stepwise approach





**Thank you to our
participants**

Thank you / Questions

