



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



## **Addressing Domestic and International Market Expectations Relative to Farm Animal Welfare\***

### ***Sustaining Canada's Approach to Farm Animal Welfare – NFACC's role***

*National Farmed Animal Health and Welfare Council Forum  
Ottawa, Ontario*

*December 7, 2011*

# Considerations & Potential Limitations

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## Project-based funding

- ▶ Strategy for maintenance and evolution of our Code development process
- ▶ Strategy for the Animal Care Assessment Model
- ▶ Maintaining trained human resource
- ▶ Ongoing commitment from government

## Ongoing Commitment & Buy In

- ▶ From government
- ▶ From industry (including implementation)
- ▶ From other stakeholders
  - ▶ Rate of progress vs pressure for change



# Sustaining Canada's Approach to Farm Animal Welfare

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## The Ask

- ▶ Would NFACC consider working with the NFAHW Council and other stakeholders to assume an expanded role as champion of farm animal care in Canada?
  - ▶ Scope to be defined

## The Response

- ▶ NFACC would be pleased to work with the NFAHW Council and other stakeholders to build a sustainable system for farm animal welfare in Canada.



# Sustaining Canada's Approach to Farm Animal Welfare

## NFACC Long-Term Sustainability Summary Chart



Recognized challenges and achievements of NFACC ...

### Achievements

- Code process
- Relationships
- Survival
- Recognition

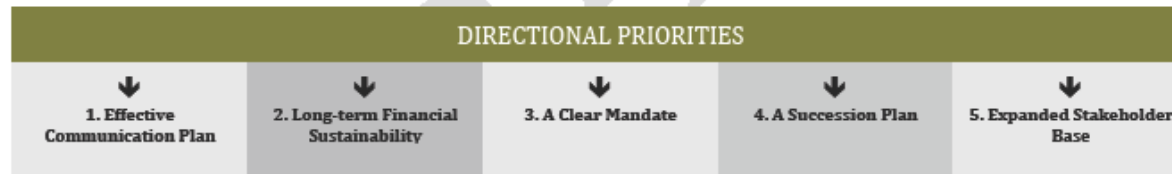
### Challenges

- Limited resources
- Vulnerable to crisis
- Ability to meet needs of members
- Confusion / group fatigue

NFACC has the opportunity to ...

Become the credible voice of farm animal care	Coordinate / facilitate a farm animal welfare system for Canada	Demonstrate credibility in domestic and international forums	Prevent extremist views from taking root	Maintain collaborative involvement of stakeholders	Minimize the impact of an animal welfare crisis
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In working towards these opportunities NFACC must develop ...



NFACC is built on a foundation of trust, honest communication, common sense and respect.

NFACC long-term sustainability is dependent on collaboration, commitment and credibility.

Result: NFACC is the "go to" group for animal care in Canada.

July 2011



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## Communications

**The Need:** Effective communications are vital to securing NFACC sustainability. Through consistent and targeted communications, NFACC will be able to build support, understanding and promotion of:

- ▶ its role
- ▶ its purpose
- ▶ initiatives and activities it is working on
- ▶ and it will demonstrate accountability

With consistency, effective communications will mitigate the threat of fragmentation of the industry as a whole and it will assist in securing commitment from stakeholders as well as recognition from the public and government. A better awareness of what NFACC is should help avoid duplication of effort and promote collaboration rather than conflicting mandates.



# Sustaining Canada's Approach to Farm Animal Welfare

## Long Term Financial Sustainability

**The Need:** Financial Sustainability allows:

- ▶ the long-term continuation of activities.
- ▶ operational capacity to meet organizational objectives.
- ▶ potential to expand services and generate other sources of revenue.
- ▶ energies to be directed to required projects and activities.
- ▶ NFACC to be proactive as opposed to reactive.



# Sustaining Canada's Approach to Farm Animal Welfare

## Clear Mandate

**The Need:** An agreed principle under **Guiding Reference 7** of the **National Farmed Animal Health and Welfare Strategy - Improve Farm Animal care and Welfare** is "*Farmed animal care and welfare must be a seamless system*".

A clear mandate that identifies NFACC as the stewards of animal care (welfare) standards and assessment models (an animal care / welfare system) will help build a consistent and coordinated approach to farmed animal care and hence welfare in Canada.

The farmed animal care and welfare system, with NFACC recognized as the facilitator of, or “champion and reference body for”, at the helm of the standards (codes) and assessment needs to be entrenched in the NFAH&W Strategy.



# Sustaining Canada's Approach to Farm Animal Welfare

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## Succession Planning

**The Need:** Maintaining the current level of knowledge, experience, networks, and contacts at both the board and staff levels would assist in maintaining and improving the strength and credibility of NFACC in the inevitability that there are changes. This type of planning is critical for organizations.





# Sustaining Canada's Approach to Farm Animal Welfare

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## Expand Stakeholder Base

**The Need:** NFACC's approach to achieving its mandate is inclusive, involving the entire value chain. By expanding the stakeholder base, NFACC will be able to increase its legitimacy through participation/membership from an even broader group of stakeholders.





*“If you want to go fast, travel alone, but if you want to go far, travel together.”  
— African proverb*

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