The IMPACT Program is a $2M initiative funded by OMAFRA (through GF2 $$) to provide a coordinated approach to animal welfare training.

- 2 year program – running until May 2016
- Part of a broad emphasis on animal welfare
- Administered by Farm & Food Care
• First coalition of its kind
• Whole sector approach – all types of farmers and associated businesses working together
• Common goal – building public trust in food and farming
Business Strategy & Approach

Coordination & Strategy

Advocacy
Intelligence
Issue
Management

“Play defense”

Farm Practices
Programs
Research
Regulations

“Doing the right thing”

Public Trust
& Outreach

“Let’s talk about food & farming”
Our social commitment

Five principles of sustainable food and farming
IMPACT Program

“Innovative Management & Practical Animal Care Training”

Program Focus: to provide the people who work with farm animals new skills and confidence in handling animals and their everyday chores.

Program Goal: to develop and provide practical training and resources, through a variety of delivery methods, to the people who work with farm animals every day.

https://vimeo.com/104751019
IMPACT – what’s the plan?

Innovative

• Macgyvers Unite!
• Encourage innovation and sharing of innovation

Management

• The “People” part – welfare is an attitude and a priority issue
• Need to make the program of value to the farmer – reduce frustration, improve economics, reduce risk etc.
IMPACT – what’s the plan?

Practical

• Main focus of the program – points where people and animals interact
• Has to be of use on-farm - economically feasible, make work easier or save time
• Will illustrate how things on-farm can be improved (e.g. what do birds see, what do pigs prefer)
IMPACT – what’s the plan?

Animal Care
- These are the actual CUSTOMERS of the program
- At the end of the day, the goal is to actually improve the life of animals on the farm

Training
- IMPACT doesn’t buy stuff
- It is knowledge transfer, new ideas and different approaches
- The goal is to produce resources that can last into the future
IMPACT – How are we doing it?

• IMPACT is an industry focused program
  • What you need
  • What you feel is important
    • to your industry and farm

• We NEED to collaborate with industry to develop and deliver resources
  • For this to work, the industry needs to be motivated to partner with us
GAP Analysis

- Resource Scan - identify existing resources in Canada, US and internationally
- Consult with identified group of researchers/academics (Group A)
- Consult with identified group of industry people (Group B)
- Identify gaps or opportunities where resources need to be developed
- Bring existing and developed resources together in a coordinated approach
Scan Demographics

• Overall 144 academic & industry representatives were contacted
  • Researchers, commodity groups, feed reps, vets, farmers, hoof trimmers, catchers, sales barns, processors, various service industry reps.

• Group A - 57 surveys
  • Ontario, USA, BC, AB, SK, MB, QC, UK, & Australia
  • Over 9 livestock species

• Overall 8 face to face meetings (including ACC & NOTL mtg)
• Group B Industry meetings held for Swine, Poultry, Beef, Dairy & Veal, Goats, Sheep
IDENTIFYING THE ISSUES
Group A (all species)
% of times in top 3 issues (Question 1&2)

<table>
<thead>
<tr>
<th>Issue</th>
<th>% of Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Euthanasia</td>
<td>17%</td>
</tr>
<tr>
<td>Procedures</td>
<td>15%</td>
</tr>
<tr>
<td>Handling</td>
<td>7%</td>
</tr>
<tr>
<td>Housing</td>
<td>17%</td>
</tr>
<tr>
<td>Transport</td>
<td>8%</td>
</tr>
<tr>
<td>Staff Issues</td>
<td>10%</td>
</tr>
<tr>
<td>Health</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
</tbody>
</table>

Other Includes:
- Consumer pressure/lack of knowledge
- Increasing role or retailer/consumer
- Lack of awareness or commitment to code
- Cost of making changes
- Setting welfare standards
- Disconnect between farm and consumer
- Activists sending wrong message
- Early recognition and intervention
- Too great of focus on biological function of animal
- Lack of documenting observations
- Low profit margins
- Changes not practical or affordable
- No incentive for following codes
Identifying the Issues

Industry Group B Results

- Euthanasia: 23%
- Handling: 16%
- Housing: 13%
- Transport: 9%
- Procedures: 15%
- Staff Issues: 9%
- Health: 5%
- Other: 10%
- Staff Issues: 9%

Other: 10%
IDENTIFYING THE ISSUES - BEEF

Overall:
- Euthanasia: 8%
- Procedures: 22%
- Housing: 7%
- Transport: 13%
- Handling: 15%
- Staff Issues: 11%
- Health: 4%
- Consumer: 9%
- Other: 11%

Beef Group A:
- Euthanasia: 7%
- Procedures: 21%
- Staff Issues: 11%
- Handling: 11%
- Transport: 14%
- Housing: 7%
- Health: 4%
- Consumer: 11%
- Other: 14%

Beef Group B:
- Euthanasia: 8%
- Procedures: 23%
- Staff Issues: 11%
- Handling: 19%
- Transport: 11%
- Housing: 8%
- Health: 4%
- Consumer: 8%
- Other: 8%
Summary – Top Animal Care & Welfare Issues Identified (by Species)

<table>
<thead>
<tr>
<th>Species</th>
<th>Issue 1</th>
<th>Issue 2</th>
<th>Issue 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swine</td>
<td>Euthanasia</td>
<td>Procedures</td>
<td>Housing</td>
</tr>
<tr>
<td>Poultry</td>
<td>Euthanasia</td>
<td>Handling</td>
<td>Housing</td>
</tr>
<tr>
<td>Dairy/Veal</td>
<td>Euthanasia</td>
<td>Procedures</td>
<td>Housing</td>
</tr>
<tr>
<td>Beef</td>
<td>Procedures</td>
<td>Handling</td>
<td>Transport</td>
</tr>
<tr>
<td>Sheep</td>
<td>Staff Issues</td>
<td>Handling</td>
<td>Euthanasia</td>
</tr>
<tr>
<td>Goats</td>
<td>Staff Issues</td>
<td>Procedures</td>
<td>Euthanasia</td>
</tr>
<tr>
<td>Rabbits</td>
<td>Euthanasia</td>
<td>Staff Issues</td>
<td>Housing</td>
</tr>
</tbody>
</table>
PROGRAM FRAMEWORK

SECTOR

CATEGORIES

RESOURCE SUITE

WHO

WHERE

WHEN

MARKET DRIVEN NEEDS

codes of practice/industry standards

HANDLING

PROCEDURES

EUTHANASIA

TRAINERS

Audience A

Audience B

Audience C

Audience A

Audience B

Audience C

Audience A

Audience B

Audience C

Online, peer groups, industry mtgs, association mtgs, invited mtgs, farming press

Online, peer groups, industry mtgs, association mtgs, invited mtgs, farming press

Online, peer groups, industry mtgs, association mtgs, invited mtgs, farming press

Calendar of training events & launches advertised

Calendar of training events & launches advertised

Calendar of training events & launches advertised
**SECTOR**

**CATEGORIES**

**RESOURCE SUITE**

**WHO**

**WHERE**

**WHEN**

**SECTOR**

**CATEGORIES**

**RESOURCE SUITE**

**WHO**

**WHERE**

**WHEN**

**SECTOR**

**CATEGORIES**

**RESOURCE SUITE**

**WHO**

**WHERE**

**WHEN**

**MARKET DRIVEN NEEDS**

- online
- meeting
- press

**CODES OF PRACTICE/INDUSTRY STANDARDS**

**TRAINERS**

- Audience A
- Audience B
- Audience C

**Who**

- Online, peer groups, industry mtgs, association mtgs, invited mtgs, farming press

**When**

- Calendar of training events & launches advertised
IMPACT – who is our target?

- Producers
- Stockpeople and barn employees
- Transporters and catchers
- Sales Barn staff
- Vets & Vet Techs
- Basically anyone who works with farm animals
IMPACT – what will we deliver?

• Training – on-farm, practical, hands on
• Information transfer – how to or why
• Education – increasing awareness of codes of practice, helping with decision making
• Access to GF2 funding – facilitate a process for application to the animal welfare component of GF2 funding, similar to the EFP, using self and peer assessment
IMPACT – how will we deliver?

Vehicle will depend on the needs of the commodity group and audience.
IMPACT – Multi-species Resources

• Articles in magazines and newspapers
  • 5 on aspects of the codes of practice
  • 19 in total discussing different welfare issues

• Videos (online and on DVD)
  • Discussing social issues around euthanasia
  • Talking about attitudes towards animals on farm

• A smartphone APP
  • Practical information on transport, handling, procedures, euthanasia,
IMPACT – the BEEF Industry

• Beef Industry Priorities were identified as:
  1. Procedures
  2. Handling
  3. Transport

• Everyone also seems interested in how the Codes of Practice may affect the industry
IMPACT – the BEEF Industry

• We are developing interactive learning modules to explain how the
codes of practice will affect farm management
  • In co-operation with Ridgetown College
  • Swine module is almost completed as a template
  • Modules will allow farmers to work with the program to understand how the
codes affect on-farm management
• Not-comprehensive
  • Focused on things that affect farm management
• Other species will roll out over the next several months
IMPACT – the BEEF Industry

• GAP #1:
• PROCEDURES
  • Developing “How-to” videos to show acceptable methods of Dehorning and Castrating
  • DEHORNING
    • Pain mitigation – where and how to inject
    • Hot iron, gougers, guillotine
    • In co-operation with beef vets
IMPACT – the BEEF Industry

• Studies have shown that calves that have pain mitigation spend less
time not eating, less time lying and better weight gain than those without
  • Will offset the cost of the extra time it takes to perform the procedures, and
    the cost of the drugs
  • May be profitable
  • Demanded by the code for welfare reasons
IMPACT – the BEEF Industry

• PROCEDURES
  • Castration
    • Pain mitigation strategies
    • Bands, crushing, open castration
    • In co-operation with a beef vet
IMPACT – the BEEF Industry

• Gap #2
• HANDLING
  • Tom Hoffzinger from Nebraska
    • Handling workshops
    • Online modules to support the workshops
    • Train-the-trainer program
  • Dylan Biggs from Alberta
    • Handling workshops
    • Potentially developing Train-the-trainer program
IMPACT – the BEEF Industry

• HANDLING
  • Both courses talk a lot about behavior of cattle....why they do what they do
  • Flight zones, areas of vision, things on the ground that make them balk
  • Important to know the “why’s”, so you can adapt to your farm
    • Each facility is very different....more so than any other industry
    • You can’t do cookie cutter instructions for beef
  • Whatever you pick up from these courses will:
    • Improve the welfare of the cattle you move
    • Improve the welfare of the people moving the cattle!
IMPACT – the BEEF Industry

• Gap #3

• TRANSPORT
  • Certified Livestock Transport (CLT) Program
    • In conjunction with Cargill
    • Classroom sessions
    • Delivery is under development

• To Load or not to Load decision tree
  • On smartphone App
IMPACT – the BEEF Industry

• TRANSPORT
  • CLT deals with
    • stocking densities
    • legal responsibilities for transporters
    • Best management practices for transport
  • Improving transport will minimize losses due to injury
IMPACT – the BEEF Industry

• Euthanasia
  • Not identified by the Beef industry as a priority, but was identified by Dairy
  • The information should be very applicable to beef
  • Developing Poster
    • What gun/bullet is appropriate
    • Where to aim
    • How to use captive bolt effectively
IMPACT – the BEEF Industry

• Take home messages
  • IMPACT is developing and delivering practical resources for the beef industry to use
  • We have money to create some cool stuff
  • We NEED co-operation and participation from the industry
    • If these resources look valuable, talk them up, and be prepared to attend
    • IMPACT is OFFERING resources, not PUSHING them
  • Our time lines are very tight….we need to wrap this up in 15 months
    • We need to get a lot done in a short time
    • We will be leaving resources available past the end of the program
THANK YOU!

“You know, Doc, we always do our own dehornin’ and castratin’ here, but we thought we’d give you a chance this time.”