



FACStracs

Farm Animal Council of Saskatchewan

Spring 2000

Everyone is Talking About the FACS 8th Annual General Meeting and "Commodity Connection 2000" Seminar

On January 13th, the Farm Animal Council of Saskatchewan kicked off the new millennium with an examination of production issues important to all livestock groups. The seminar, entitled Commodity Connection 2000, was held the day after FACS's 8th Annual General Meeting. These two events were "stand alone" and were very different from past practice when the Annual General Meeting, with an invited speaker, was held together with the Saskatchewan Livestock Association Annual General Meeting.

This year's Annual General Meeting and seminar was well attended, drawing participants from across Saskatchewan, Manitoba and Alberta. The day's schedule was hosted by an array of sponsors and thus ensured that an eclectic group was on hand to hear a program of internationally recognized speakers. The issue under discussion was how animal agriculture has improved production practices to make them more welfare friendly.

The day was not without controversy, and participants were admonished that the livestock we raise should not, for the purposes of production, be considered merely commodities. In addition, several speakers and audience members participated in an impromptu and ongoing debate on the difference between propaganda and education. For example, presenting animal agricultures's best production practices as the norm may not reflect the many management styles in use on farms and thus may not be considered educating society on how food producing animals are raised.

Seminar attendees were asked to evaluate the day and its format to help plan the next Annual General Meeting. The members of the FACS Board were most encouraged that an educational event directed at all livestock groups was considered a most worthwhile effort. The information poll results supported a day-long educational event associated with the Annual General Meeting as a most appropriate project.

The FACS Board of Directors would like to express our appreciation for the support from the many people that attended the sessions. Also thank you to the following sponsors who supported this conference: University of Saskatchewan, Agriculture Development Fund, Assiniboia Livestock, Canadian Western Agribition, Chicken Farmers of Saskatchewan, Elanco Animal Health, Federated Co-operatives Limited (Co-op Feeds), The Hartford Insurance Group, Heartland Livestock Services, Intervet Canada Limited, Pound-Maker Agventures Ltd; Quadra Group, Regina Exhibition Park, SK Livestock Markets & Order Buyers Association Inc., Sask Pork, SK Ag and Food, SK Association of Ag Societies & Exhibitions, SK Egg Producers, SK Elk Breeders Association, SK Dairy Association, Saskatoon Processing Co. and SPI Marketing Group Inc. □

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The European Perspective on Canadian Pork Production

By Dr. John Patience - Prairie Swine Centre

While the European pork industry differs from ours in many ways, we can learn a lot from their experiences, and at the same time better understand the nature of international trade politics. During a recent trip to Denmark, The Netherlands and England sponsored by the Canadian Pork Council and Canada Pork International, we saw three very different industries at three very different phases of evolution. Denmark produces more than 23 million pigs per year, equal to 2,200 market hogs per square mile of farm land. Even at this highly concentrated level, the Danish industry remains in expansion mode, with plans to reach an annual production of 25 million head within the next few years. Most critically, they believe this can be achieved in an environmentally sustainable fashion.

The Danish industry is highly centralised, so implementing changes in marketing or production throughout the total industry can be accomplished in a co-ordinated fashion. For example, they have recently decided to eliminate the use of antibiotic growth promotants from the diets of pigs that are more than four weeks of age; since they wean at four weeks of age, this essentially means all pig diets.

The Danish industry is unique in one other important way: pork represents 12% of total exports from Denmark, not just agricultural; Denmark is the largest net pork exporter in the world. As a consequence of their stature in the export market, the pork industry holds a special place in the Danish economy. The industry further strengthens their position within Danish society by a marketing strategy which not only promotes pork as a meat but also pork production as a viable, sustainable farming activity. Cost of production however, is a concern, particularly with the threat of much cheaper pork from North America challenging Denmark's traditional export markets.

There is interest in Denmark in the production of organic

pork. Organic eggs are already a significant part of their total production. However, studies in Denmark have shown that organic pork costs about 50% more to produce; the question remains whether the marketplace is willing to absorb these much higher costs.

The Netherlands, on the other hand, is attempting to recover the huge losses incurred from the outbreak of classical swine fever followed by a period of extremely low market prices. However, even as it puts this difficult experience into the past, it faces an even bigger challenge – environmental sustainability. The Netherlands produces more pigs per square mile of farmland (3,100) than any other nation and is experiencing problems associated with excess manure production, a high water table and greater scrutiny on environmental issues than ever before. Combine this with a rapidly expanding industrial economy and Dutch pork producers find their industry enjoying less public support than in the past. The government has a large fund set aside to assist producers in leaving the industry, as the next round of environmental regulations is expected to reduce pork production by 25% or more.

England is a nation struggling to achieve financial parity with producers on the continent. The fallout from the BSE controversy in the cattle industry has resulted in policies for the pork industry that have increased its cost of production by more than \$12 per pig sold! In addition, legislated requirements associated with animal welfare place a further cost on their industry compared to the Dutch, French, Danish and German competitors. It is a source of anguish that while the British pork producers absorb higher production costs due to local legislation, they must compete in the supermarket with off-shore product, primarily from Denmark and The Netherlands, which have less demanding standards.

Freedom Foods is a pork production system which has certain requirements related to animal welfare and food safety. It is a program operated by the Royal Society for the Prevention of Cruelty to Animals (RSPCA) that establishes standards for everything from housing systems (straw required, gestation stalls forbidden) to animal transport (loading ramp maximum 20% slope). While 10% of UK pigs are enrolled in the program, their penetration into the retail marketplace is modest. No

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definitive figures are offered, but since Freedom Foods has no penetration in the processed pork market, nor in the institutional trade, their market share is probably well under 5%. This is very interesting, since the RSPCA quotes studies which suggest that 50% of consumers make buying decisions on the basis of animal well-being. We observed many value chains, such as Freedom Foods, put in place to meet perceived needs or opportunities within the marketplace. While the value chains invariably increased the cost of production, none provided increased returns to producers; clearly, to be successful, a value chain must provide an adequate incentive to the primary producer.

Cost of production is a major concern to European producers. While the cost of production in Canada is in the range of \$1.30 to \$1.40/kg dressed, the comparable figure for Denmark is \$1.85 to \$2.05/kg, for The Netherlands \$1.72 to 2.10/kg and for the U.K. \$2.20 to \$2.35/kg. Cost of production varies a great deal, due to differences among farms in capital investment, productivity and labour costs, as well as the vagaries of the feed grain and protein markets; therefore, comparisons among nations must be viewed with some discretion. However, it is clear that Canadian pork producers can compete very well on a cost of production basis. Whether or not Canadian pork enters the European marketplace will depend on regional politics within the European Union and the efforts of marketing organizations such as Canadian Pork International. □

Did you know . . .

FACS (est. 1991) is the first industry supported, non-profit, provincial organization established to collectively represent the livestock and poultry industries regarding animal care issues. Did you know . . .

- FACS educates producers and the public through trade shows participation, presentations, newsletters, educational seminars, informative literature, media involvement and addressing specific questions and concerns.
- FACS is active with the media on a provincial and national level and has worked with provincial, national

and other continental industry players to further their understanding of the animal rights movement, its tactics and consequences, and keeps groups abreast of FACS activities and accomplishments.

- FACS maintains a reference library of information on various welfare issues. Also available is information on the animal rights movement including copies of animal rights publications, videos, etc.
- FACS has published over 165,000 newsletters and 70,000 brochures for producers and consumers.
- FACS is currently represented on the Board of Directors for Agriculture in the Classroom (Sask) Inc; Canadian Western Agribition; the Saskatchewan SPCA (advisory member); Saskatchewan Advisory Council on Animal Health and Humane Care, and the ADF Animal Production and Animal Biotechnology Strategic Research Program Committee.
- FACS provides the livestock and poultry industries with opportunities to participate in industry seminars, featuring speakers such as: Dr. Temple Grandin; Mr. Bud Williams; Mr. Alan Herscovici; Dr. David Powell; Mr. Tom Barrit; Dr. David Fraser; Mr. Tim O'Bryne; Dr. John Webster; Mr. Norm Luba; Dr. Red Williams.
- FACS and the Farm Stress Line introduced the Livestock Care Service toll-free line in 1998. This provides a "producer helping producer" service. 1-800-667-4442.
- FACS was the first Farm Animal Council to develop a website, www.facs.sk.ca, on farm animal care issues.
- FACS, with input from SK Education, developed an activity booklet for children ages 6- 8 and a booklet and 13 minute video on animal agriculture for grades 10-12.
- FACS developed a series of bovine brochures, called CATTLE FACS, which addressed various farm management issues. FACS continues to receive requests for these brochures from across the world.
- FACS has provided auction markets with media and issues training in Regina, Red Deer and Brandon. This was the first such training in western Canada. □

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The Public Will Have a Say In How We Do Business

By Paul Hodgman, Manager Industry Services, Alberta Pork

When I came to the prairies in the late 1960's, anyone who was building a feedlot, a pig barn or any other intensive livestock practice was welcomed to the community with open arms. The entrepreneur was seen to bring a value-added component to primary production, new jobs, and create economic activity for the area. Try to build a feedlot or pig barn today! Agriculture is under public scrutiny - often under fire. Everyone has an opinion and many will have say as to whether or not you will proceed. In many situations, you are not welcome. However, the same public pressure is not aimed only at agriculture. Try to dig a mine, cut down some trees, or develop a sour gas well. The public is involved and will likely exert increasing pressure in the future.

With this as backdrop, the provincial producer organizations (Alberta Pork, Sask Pork, etc.), on behalf of pork producers from across Canada, commissioned the Angus Reid Group to survey Canadian public attitudes towards pork production practices. The strategic objectives of this study were to:

- Measure awareness of hog farm practices of Canadians in rural and urban areas.
- Identify and prioritize key issues and concerns about pork production.
- Identify key sources of information and their level of credibility.
- Segment Canadians by level of concern and the issues they are interested in.

Survey results will serve as a positive benchmark from which our industry can proactively address the issues identified by the public in a clear concise manner. The results will help us establish a framework for national, regional, provincial and local actions and programs. Further, the results of these actions and programs can be measured with future tracking studies against the benchmark data.

Overview of Key Issues:

The industry is not surprised by the overall results and issues raised, as our industry has already undertaken actions regarding the key issues identified. It is my opinion that although this study was done for the pork industry, that the results typify the public's attitudes towards all segments of agriculture. Key findings are:

- Food safety was identified as the most important issue for all Canadians, rural, urban and farmers alike. Nine in ten Canadians believe that our pork products are either very or somewhat safe. Consumers believe that producers have on-farm checks in place to ensure that pork is safe. Also, they have faith in our governmental inspection services. Issues of concern include the use of antibiotics and hormones in production.
- The care and treatment of hogs was identified as the second most important issue to Canadians. Seven in ten respondents felt that hogs on our farms are well-treated receiving proper care and treatment. There are some watch-out issues regarding modern hog barns and practices.
- Canadians are concerned about our farmers and their future economic survival - especially on the prairies and in particular in Saskatchewan.
- Most Canadians (76%) strongly believed that hog farmers are committed to improving the environment on their farms.
- Two issues that represent a public relations "land mine" are genetic engineering and the environment, specifically water quality and air pollution (generally a local issue).
- Over 60% of respondents claim to know little or nothing about our industry. Further, 80% of these do not want to learn more.
- The main stream media, television and newspapers, are the key sources of credible information on the issues. It is interesting to note that the public recognizes that farmers are a key source of, and a potentially credible source of information.

This survey was done across Canada, with the exception of British Columbia, with urban people, rural people (not farmers) and farmers. Each of these segments has strikingly similar views towards the issues. There are regional differences on specific subjects.

The issue of treatment and animal care was the second most important issue to Canadians, although there are some regional and provincials differences:

- Seven in ten respondents believe that hogs on farms are well treated.
- The vast majority of Canadians believe that hogs receive the proper medical care, are well fed, and have access to clean water.
- Modern barns have raised the level of concern with people. About half don't feel the barns provide enough room to move and exercise, while over 60% believe the barns are like factories with unnatural conditions.
- Two thirds of respondents feel that profit is more important to hog farmers than animal welfare.
- About one half claim to consider how the animal was raised when they are shopping.

On a more general level, 79% of people do not want to learn any thing about farming. However, of those that want to learn more, animal care was the number one topic that people are interested in.

This benchmark study will serve as the blueprint for our future actions. Pork producers have taken the initiative and commissioned this study to help them better understand public attitudes and is positive proof of our concern and commitment to our customers. □

Legislation and Regulation

On December 1st, the Honorable Anne McLellan, Minister of Justice and Attorney General of Canada, introduced an omnibus bill to the House of Commons which includes changes to animal protection laws.

The proposed amendments to the Criminal Code, would move animal cruelty provisions from the section dealing with property to section 5, to re-titled "Sexual Offenses, Public Morals, Disorderly Conduct and Cruelty to Animals." It would also provide a clear and complete definition of animals, increase maximum penalties for intentional abuse to five years in prison with no set limit on fines, give judges the authority to order anyone convicted to pay restitution to animal welfare organizations that care for an animal, and allow judges to prohibit ownership for any length of time.

The Justice Department says the amendments do not modify normal animal care practices such as "animal husbandry or practices governed by more specific legislation." It is expected the Bill will be presented for second reading this spring. (Information Source: OFAC Winter 2000) □

Visit Camp Zoolapaloosa

Camp Zoolapaloosa is a five day kids camp to be held in Regina from Monday July 24th to Friday July 28, 2000.

The Camp creates a safe, engaging atmosphere for kids eight to twelve years of age to learn about animals through "hands-on" experiences, field trips and other activities.

Camp Zoolapaloosa is hosted by the Regina Humane

Society in conjunction with the Farm Animal Council of Saskatchewan Inc., the Saskatchewan Science Centre, the Royal Saskatchewan Museum, Ducks Unlimited and Regina Exhibition Park.

FACS will be hosting a morning session where children will have a field trip to an Angus farm. They will learn about how cattlemen get their stock ready for a show. Children can even look forward to trying their hand at feeding and grooming.

The morning promises to be fun and educational and will bring a bit of the farm to each child. Camp Zoolapaloosa is the first such camp the Regina Humane Society has organized involving a number of animal-related organizations, and FACS is pleased to be part of it!! If you would like additional information on Camp Zoolapaloosa or to register, please contact the Regina Humane Society at (306) 543-6363. □

SUPPORT FACS

A membership in FACS holds many benefits, including membership recognition, a quarterly newsletter, notification of special events, access to the FACS library, FACS publications, and much more.

Associate memberships are available for contribution of \$50 to \$199.99 (plus GST). Active (or voting) memberships are available for contributions of \$200 and over (plus GST). Receipts are issued for all contributions. Please fill out the form below and return it with your contribution to:

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For more information, contact FACS by phone at (306) 249-3227 or fax at (306) 244-4497 or by email at facs@sk.sympatico.ca

The Five Freedoms

In 1965, when the British government first reviewed the welfare of farm animals in intensive husbandry systems, they proposed that all farm animals should have the freedom to ‘stand up, lie down, turn around, groom themselves and stretch their limbs.’ These minimal standards become known as the five freedoms. In 1993, the UK Farm Animal Welfare Council agreed that the original definitions concentrated too much on space requirements and on one aspect of behavior (comfort seeking) to the exclusion of everything else that might contribute to good animal welfare, like good food, good health and security.

The five freedoms now read:

1. Freedom from thirst, hunger and malnutrition - by ready access to fresh water and a diet to maintain full health and vigor.
2. Freedom from discomfort - by providing a suitable environment including shelter and a comfortable resting area.
3. Freedom from pain, injury and disease - by prevention or rapid diagnosis and treatment.
4. Freedom to express normal behavior - by providing sufficient space, proper facilities and company of the animal’s own kind.
5. Freedom from fear and distress by ensuring conditions that avoid mental suffering.

According to Dr. John Webster, who helped develop the Five Freedoms, "When put to work by comparing different housing systems, the five freedoms are an attempt to make the best of a complex situation. Absolute attainment of all five freedoms is unrealistic. By revealing that all commercial husbandry systems have their strengths and weakness, the freedoms make it, on one hand, more difficult to sustain a sense of absolute outrage against any particular system such as cages for laying hens or stalls for sows and easier to plan constructive, step by step routines towards its improvement." Farmers have a responsibility to consider the welfare advantages and disadvantages of new technologies.

Explore the following example: Sometimes when considering the quality of life of an animal, there are trade-offs that need to be considered. For example, laying hens that are raised to produce eggs. They are kept in wire cages that can restrict movement and other natural

behaviors, like nesting, perching and dust bathing. There is evidence that this leads to frustration.

However, before domestication, hens lived in social groups of about six hens with one rooster. During the day they would shelter under bushes to seek protection from predators. Staying in small groups and in small areas allowed hens to know their companions and know where to find shelter when faced with a threat.

Research in Europe and Canada has proven that with four to six birds in each cage, each hen gets the food and water it needs without having to fight for it. When birds are in large, open aviary or free-range flocks, disease and cannibalism is a serious problem. In the cage systems with mesh floors, waste falls away from the birds. This means clean birds and eggs and a cleaner barn. A clean environment makes it tough for disease and parasites to live. They are also given clean food and water. They’re protected from predators, disease, parasites and fighting.

Currently, researchers are looking at the development of enriched castes, that take advantage of the benefits of cages (small group sizes, food safety and hygiene) and combining these with the benefits of open housing by adding nest boxes and dust bath locations.

Because of this recent work, countries like Sweden that had banned the use of cages, has now rescinded the ban in favor of enriched cages. □

<i>System</i>	<i>Battery Cage</i>	<i>Free Range</i>
Hunger & Thirst	Adequate	Adequate
Comfort: thermal physical	Good Poor	Variable Usually Good
Ill health: disease pain	Low Feet and Legs	Parasitism? Injury
Behaviour	Very Restricted	Cannibalism?
Fear and stress	Frustration	Agoraphobia

Calf Scours

The Importance of Colostrum: The major factor influencing survival of calves is the level of immunity at the onset of diarrhea. The calf must get colostrum! The level of immunity required for calves born and confined in a farm yard is much higher than for calves born and "mothered" out on the range.

Hypothermia: Often calves that have "crashed" are hypothermic. If calves feel cold, have no sucking reflex but are not dehydrated, these calves are probably too "cold." This could be confirmed by taking their temperature with a thermometer. Newborn calves with a temperature less than 35 C (96 F) are considered hypothermic and should be treated. They will not warm up on their own so they need your assistance. These calves must be "warmed up" before they will absorb fluids given orally. Hypothermic calves should be: 1) Tubed with warm fluids 2) put in a "hot box" 3) if really "cold" (less than 30°C) put in a hot water bath

Fluid and Electrolytes: If calves get sick between 5 and 25 days of age, fluid therapy to correct dehydration and acidosis is the cornerstone of any treatment. a) It is important to correct the dehydration, acidosis and electrolyte imbalance caused by scours b) If the calf is down and severely depressed, I.V. (intravenous) therapy is probably required c) In most cases, if calf is still able to stand, electrolytes given orally by tube will help.

Antimicrobial: Some veterinarians believe that when calves develop diarrhea between 5 and 25 days of age the cause is rarely bacterial, therefore also believe that antibiotics may do more harm than good. a) Oral preparations (scour pills) are of limited value and are rarely indicated, except in calves greater than 3 to 4 weeks of age with bloody diarrhea. b) Injectable antibiotics are more effective, have a broader range of activity, and are more appropriate for several conditions than oral preparations.

To check for passive transfer: It is difficult to assess if a calf has received enough colostrum. If in doubt, tube the calf with colostrum. If there are a lot of sick or dead calves, a series of blood samples to look for transferred immunoglobulins is the only way to make an assessment.

Diarrhea but not depressed: If the calf is bright, alert, responsive, and not depressed watch closely. Immediate treatment is not necessary.

Diarrhea and slightly depressed: a) Allow the calf to nurse the cow as normal. Do not remove the calf from the cow. b) Tube with 2 litres commercial electrolytes, (one with an alkalinizing compound in it) twice daily until manure begins to firm or calf is no longer depressed. If more than two days of therapy is required, contact veterinarian. Make sure the calf continues to nurse.

Diarrhea, eyes sunken (dehydrated) & depressed: This calf requires I.V. fluids, contact your veterinarian or: a) Tube calf with 2 litres of electrolytes. If calf improves in 4 to 5 hours, continue with 2 litres of electrolytes every 6 hours until dehydration is treated. b) Give a broad spectrum intra muscular antibiotic once a day or 3 consecutive days. c) Feed 1.5 litres of whole milk twice daily if calf doesn't suck. d) If more than 3 days of therapy are required, contact veterinarian. Note: *When feeding or tubing with commercial electrolytes do not feed milk at the same time. Stagger the feedings.*

If calves appear wobbly: Commonly western Canadian calves develop a viral diarrhea. Many of these calves don't dehydrate or do so slowly. Instead their electrolyte absorption is compromised and the main clinical feature is the "drunken sailor" demeanor. a) Some of these calves are not dehydrated, but are weak and unable to get up. b) The manure from the calves may not be fluid. It may be copious and frothy with mucous present. c) These calves are acidotic and need oral fluids with bicarbonate or may even need bicarbonate (an alkalinizing agent) containing fluids I.V. ☐

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NEWS MAKERS

...Canadian news coverage of animal rights extremism hit an all time high in January. The CBC's Fifth Estate, The National Post and the nationally syndicated Peter Warren radio show helped to raise public awareness of the terrorist tactics used by some in the animal rights movement. Animal Liberation Front (ALF) press officer David Barbarash told Peter Warren that his group "opposes just about all forms of animal use and abuse" and explained that while the ALF is on "the extreme side of the spectrum," it "works in tandem with the entire range of animal rights organizations." He reiterated the ALF position that destruction of property is not violence and is morally justified. Barbarash, who is facing 27 counts of mailing razor blades with the intention to do bodily harm in 1996, told the Post "I don't see the violence happening. I don't see the injury list of researchers. Where is the body count? I just don't see it." In the same article the Canadian Security Intelligence Service is cited as saying that while there are only a small number of extremists in the animal rights movement, based largely in the West and Toronto, "By their actions . . . they can have an influence way out of proportion to their number." The Fifth Estate's "In the Name of Love," took a follow-up look at their 1999 broadcast on the British ALF and the spill-over of their terrorism into Canada. The show noted lack of police resources is responsible for few arrests, which in turn encourages extremists to take further action. *Source: OFAC* □

...During the holiday season, People for the Ethical Treatment of Animals (PETA) planned numerous protests across Canada speaking out against eating turkey. Most protests featured banners reading "Holidays are Murder on Turkeys." In Ontario, PETA added to their protest by including a PETA member dressed in a turkey costume and spent rush-hour scurrying away from an axe-wielding killer. *Source: Windsor Starr* □

...A number of homeless shelters across Canada, including Saskatoon, featured "tofurky" along with "the real thing" at Christmas time. The mock meat was courtesy of PETA. PETA had some help from actor Martin Sheen who wrote a letter to shelters across the US and Canada on PETA's behalf, offering the free tofurky. *Source: Windsor Starr* □

...About 30 animal rights protesters, including one dressed in a cow costume, demonstrated alongside small piles of manure in front of the World Bank headquarters, criticizing a proposed loan for a cattle-ranching program in China. Police arrested two of the demonstrators from PETA and (apparently) charged them with illegal

dumping for spreading manure onto a sidewalk as bank employees were arriving for work. *Source: Internet* □

...Presidential candidates may disagree on how and when to cut taxes, but PETA hopes that they will find common ground on one tax issue – the need for a tax on meat. To promote its platform, PETA has erected bill boards in the US stating, "Tax Meat...If you choose to eat meat, why should I pay your hospital bills?" *Source: Internet* □

....A new website has opened up to recruit registrations for Animal Rights 2000, a national conference of animal rights activists to be held July 1-5 in McLean, Virginia, just outside of Washington, D.C. Ingrid Newkirk, J.P. Goodwin, Rick Bogle, Elliot Katz and many other touchstones of the movement are expected to attend. A similar conference in 1997 had a mini-riot at a nearby McDonalds as a side show. *Source: AnimalNet* □

....The activists' annual observance of World Week for Animals in Laboratories is coming up. Unlike previous years, thus far there has been little on the Internet about plans for the week. One source puts the dates as April 23-30 instead of the traditional third week in April. The dates are of little consequence: last year's raid on laboratories at the University of Minnesota were carried out on April 5. In its communique claiming the action, the ALF said the date was chosen to highlight that to ALF, every week is Lab Animal Week. AMP News readers are urged to review their security and crisis plans. *Source: AnimalNet* □

...PETA is targeting the #2 clothing chain in America The GAP. Peta is trying to get The Gap to stop using leather and instead stock clothes of natural fibers and "fabulously stylish fakes" made of synthetics. PETA is offering assistance to local activists in organizing a protest at a Gap store in their neighborhood. PETA threatens to call for a boycott if The Gap does not respond to its demands. The Gap ran a highly successful "Everyone in Leather" advertising campaign last fall. *Source: AnimalNet* □

FACStracs is a quarterly publication of the Farm Animal Council of Saskatchewan Inc. (FACS). The primary function of FACS is to promote the responsible care and use of animals in the livestock industry. The material in this publication may be used with proper acknowledgment to the source. All information contained herein is deemed to be reliable and accurate to the best of the publisher's knowledge. The authors of submitted and reprinted articles are solely responsible for the contents and accuracy of the information.

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