

# FARMED ANIMAL HEALTH & WELFARE 2020

## CANADIAN CATTLEMEN'S ASSOCIATION

2001

THE BEEF INDUSTRY WAS THE FIRST LIVESTOCK INDUSTRY IN CANADA TO START THE TRACEABILITY OF INDIVIDUAL CATTLE IN 2001

THE NEW CODE OF PRACTICE FOR THE CARE AND HANDLING OF BEEF CATTLE WAS RELEASED IN MID-2013

2013

## FARMED ANIMAL HEALTH AND WELFARE 2020

The original National Farmed Animal Health and Welfare Strategy (2009) was designed to provide strategic direction to farmed animal industry stakeholders to 2015. The renewed strategy includes revisions to the strategic outcomes and identifies priorities to provide direction for 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.

## CANADIAN CATTLEMEN'S ASSOCIATION

The Canadian Cattlemen's Association (CCA) is a national non-profit organization that represents Canada's 60,000 beef farms, ranches, and feedlots. The CCA works to address issues of importance to the beef cattle industry.

CCA'S PROGRAMS, ACTIVITIES, INITIATIVES, OR OTHER NOTABLE EXAMPLES WHICH REFLECT WORK BEING DONE IN ACCORD WITH:

- "Safe food animal products are accessible to Canadians" [Strategic Outcome]
- "Canada protects the welfare of farmed animals" [Strategic Outcome]
- "Emergency management" [5 Year Priority]

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## ACTIVITIES

- VERIFIED BEEF PRODUCTION PLUS - ON-FARM FOOD SAFETY STANDARDS
- NATIONAL BEEF ANTIMICROBIAL RESEARCH STRATEGY
- VERIFIED BEEF PRODUCTION PLUS - ANIMAL CARE STANDARDS
- RENEWAL OF THE CODE OF PRACTICE FOR THE CARE AND HANDLING OF BEEF CATTLE
- RESEARCH INVESTMENT IN ANIMAL HEALTH AND WELFARE
- MONITOR CURRENT ISSUES
- NATIONAL BIOSECURITY STANDARD
- IMPLEMENTATION OF BEEF CATTLE TRACEABILITY SYSTEM
- NATIONAL COMPENSATION MODEL FOR DEPOPULATION
- MONITOR IMPORT RISKS
- CONSULTATION AND POLICY DEVELOPMENT
- CANADIAN BEEF CATTLE ON-FARM BIOSECURITY STANDARD
- EMERGENCY RESPONSE PLAN
- LIVESTOCK MARKET INTERRUPTION STRATEGY STEERING COMMITTEE

SAFE FOOD ANIMAL PRODUCTS  
ARE ACCESSIBLE TO CANADIANS  
(STRATEGIC OUTCOME)



CANADA PROTECTS THE WELFARE  
OF FARMED ANIMALS  
(STRATEGIC OUTCOME)



EMERGENCY MANAGEMENT  
(5 YEAR PRIORITY)



## SAFE FOOD

The Verified Beef Production Plus (VBP+) program has its roots in the on-farm food safety (OFFS) program, formerly Verified Beef Production (VBP). For over a decade the VBP program had helped producers meet industry standards for food safety. It's a trusted, cost-effective and field-proven program that provides education, resource materials and audit services to verify the food-safe commitment of Canadian beef operations.



## ANIMAL WELFARE

The VBP+ program, now with the addition of animal care, biosecurity and environmental stewardship components, becomes the "complete package" to validate sustainable beef production practices at the farm, ranch and feedlot levels across Canada.

The CCA is a founding member of the Canadian Animal Health Coalition and the National Farmed Animal Health and Welfare Council. They are responsible for monitoring current issues on trends in animal care and welfare including federal legislation and regulation, activism, research and international affairs.

## EMERGENCY MANAGEMENT

The Canadian Beef Cattle On-Farm Biosecurity Standard provides practical and effective on-farm biosecurity practices which can prevent disease. The CCA has been engaged in many emergency management projects over the years. It has developed an emergency response plan focused on industry communication during a crisis.

