

Nebraska and Iowa Extension Animal Welfare Professional Development
May 25 & 26, 2011
Harrah's Casino and Convention, Council Bluffs, Iowa

Today the US livestock and poultry industries are facing significant challenges from some members of society regarding food animal production methods. Recent political activity related to ballot issues has, for instance, led to new housing rules in several states for pork, poultry and veal producers. County fair personnel are dealing with questions or inquiries from animal rights activists and the general public on what fairs and youth are doing (or not doing) in regards to animal welfare.

Given the importance of the animal agriculture industry to the Nebraska and Iowa economies, UNL and ISU Extension are beginning to devise educational initiatives designed to ensure that extension faculty and staff members are well prepared to discuss animal welfare issues.

Who: Extension educators, assistants, specialists, and administrators should attend. Extension board, 4-H council, fair board, youth committee members, and volunteers who deal with youth animal activities are also welcome.

When: May 25th & 26th, 2011

Where: Harrah's Casino and Convention in Council Bluffs, IA

Cost: The registration fee is \$55 per person for one day and \$110 for both days. The fee covers the meals and breaks indicated in the agenda, speakers and resource materials. Lodging is not included. Please make your own hotel reservations by calling 800-427-7247 and using the group code S04UNIA by Monday, May 2 to reserve a room in the block being held. Room rate is \$77 plus tax, single occupancy. Additional persons will be charged a rate of \$10 per person per night. Please pay Harrah's for your room. Certification in Beef Quality Assurance is \$20. Please pay at the door.

UNL Extension Administration will consider requests for travel cost assistance from educators based upon non-tax account balance (contact Rick Koelsch).

ISU ANR Extension Administration will support the cost of vans from Ames. Requests from specialists and county staff for up to \$25 per person per day of the registration fee will be accepted (contact John Lawrence). Please include justification about how this training will be used in your educational program.

Registration (access form below and submit by May 2):

<http://www.surveymonkey.com/s/AnimalWelfare-ProfessionalDevelopmentTraining>

What will you learn or do?

The purpose of the training is to ensure you have a strong, practical understanding of the underlying issues involving animal welfare so you are better equipped to serve your clientele. University and industry-leading experts will address:

- 1) What animal welfare is and how it's different from animal rights
- 2) Why animal welfare has become a strong social concern
- 3) How ethics and morality are involved in animal care and management
- 4) How to work with the media over animal welfare issues

- 5) The role consumers are playing in animal care and treatment
- 6) Extension's role in the animal welfare debate
- 7) How activists have used the citizen initiative process to address welfare concerns
- 8) The Nebraska citizen initiative process and how that differs from Iowa's laws

Staff will also have the opportunity to take back training you have learned to help youth and volunteers develop animal welfare skills in the context of livestock shows and in the creation of a web-based animal welfare information depository.

There will also be an evening session to obtain certification in PQA (Pork Quality Assurance), TQA (Pork Transport Quality Assurance) or BQA (Beef Quality Assurance). Many producers are already certified in at least one these industry-led programs. All extension staff are encouraged to be certified too.

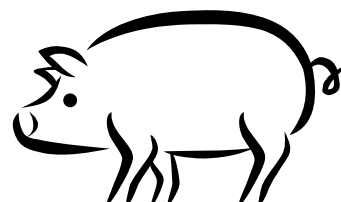
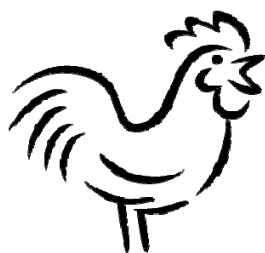
Sessions will be video recorded and available for viewing on the website after the training.

Please refer questions to either Lindsay Chichester (402-245-4324 or lichichester2@unl.edu), Duane Reese (402-472-6425 or dreese1@unl.edu), Mike Anderson (515) 294-8617 or mikeande@iastate.edu) or Terry Steinhart (641-622-2680 or tsteinha@iastate.edu) or to any other program planning committee member.

Program planning committee

Dave Aiken
 Mike Anderson
 Randy Cantrell
 Lindsay Chichester
 Anna Johnson
 Rick Koelsch
 Brad Lubben

Richard Randall
 Sheila Purdum
 Jan Shearer
 Terry Steinhart
 John Lawrence
 Duane Reese



Agenda
Nebraska and Iowa Extension Animal Welfare Professional Development
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Day 1 – May 25

11:00 am **Registration and lunch served on site**

General session:

12:00 pm Welcome

12:15 pm How societal views regarding animal care have evolved; forces shaping those views
– Candace Croney, Ohio State University

1:15 pm Consumers & animal welfare – Charlie Arnot , Center for Food Integrity

2:15 pm Role that ethics plays in the animal welfare debate– Candace Croney

3:15 pm **Break**

3:30 pm Media relations: how to have a good working relationship with your media partners
– Trent Loos

4:30 pm Use of the legal process to address animal welfare issues – Dave Aiken, University
of Nebraska

5:15 pm What is animal welfare and animal rights? – Anna Johnson, Iowa State University

6:00 pm **Dinner on site**

Breakout session:

- 7:00 pm a) Beef Quality Assurance Certification – Drew Gaffney, NE Cattlemen
(\$20/person)
b) Transport Quality Assurance Certification – Terry Steinhart, Iowa State
University
c) Pork Quality Assurance Plus Certification– Dave Stender, Iowa State University

Day 2 – May 26

General session:

8:00 am The Five Freedoms – Anna Johnson

9:00 am Different definitions and applications of farm animal welfare - Duane Reese,
University of Nebraska

9:30 am **Break**

9:45 am Key findings from the UNL & ISU Extension animal welfare survey – Randy
Cantrell, University of Nebraska

Breakout session:

10:45 am

Program planning

- a) Of a subsequent professional development session which will focus on preparing educators to help youth and volunteers develop animal welfare skills in the context of livestock shows; also, identify educators willing to assist in creating teaching materials for that programming effort – Lindsay Chichester, University of Nebraska; Mike Anderson and Jan Shearer, Iowa State University
- b) Creation of a web-based animal welfare information clearinghouse; identify educators willing to assist with this – Duane Reese and Rick Rasby, University of Nebraska and Terry Steinhart

12:30 pm

Lunch on site

General session:

1:30 pm

Extension's role in the animal welfare debate – Rick Koelsch, University of Nebraska

Breakout session:

2:15 pm

- a) How the ballot initiative process works in Nebraska – Dave Aiken
- b) Issues Iowa may face in next five years –John Mabry et al., Iowa State University

3:00 pm

Adjourn

Dr. Candace Cronney is an associate professor of animal behavior and bioethics in the department of Veterinary Preventive Medicine at the Ohio State University. Her areas of expertise are in applied animal behavior, with emphasis on animal learning and welfare. Her research, teaching and outreach efforts focus on the effects of rearing environments and enrichment on animal behavior and welfare, the interactions between animal cognition and well-being, the ethical and political implications of animal care and use decisions, and public perceptions of animal agriculture. Her research on farm animal cognition has been featured in national and international broadcast programs by National Geographic, the BBC and their affiliates. She serves as scientific advisor on animal welfare to the American Humane Association, the National Pork Board, National Pork Producers Council, Bob Evans Farms, the Animal Agriculture Alliance, and the Northwest Sustainable Dairy Program. In addition, she co-chairs the Technical Research Advisory Committee of the Ohio Livestock Care Standards Board. She is currently the U.S. Regional Secretary of the International Society of Applied Ethology, past chair of the NC1029 working group on animal behavior and welfare and current chair of the regional animal bioethics working group (NCCC 209).

Charlie Arnot is CEO of the Center for Food Integrity and President of CMA, a consulting company with offices in Missouri, Iowa, Indiana and Ohio. The Center for Food Integrity is a national non-profit organization dedicated to building consumer trust and confidence in today's food system. In his role as president of CMA, Charlie and the CMA team work with companies and associations across the food system in issues management, public relations, strategic facilitation and marketing communications. Charlie is recognized as a thought leader on food and agriculture issues and is a thought provoking writer and speaker. Charlie spent ten years as vice president of communications and public affairs for Premium Standard Farms; he worked for a public relations agency, was an award winning radio journalist and worked in video and film. Charlie grew up in southeast Nebraska and graduated from the University of Nebraska with a Bachelor of Journalism degree.

Trent Loos is a rancher, host of "Loos Tales" and "Rural Route" radio shows, public speaker and founder of Faces of Agriculture.