

# Alberta Livestock & Meat Strategy

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## ***Alberta Livestock Information System Workshop #2***

Alberta Agriculture and Rural Development  
July 3, 2008

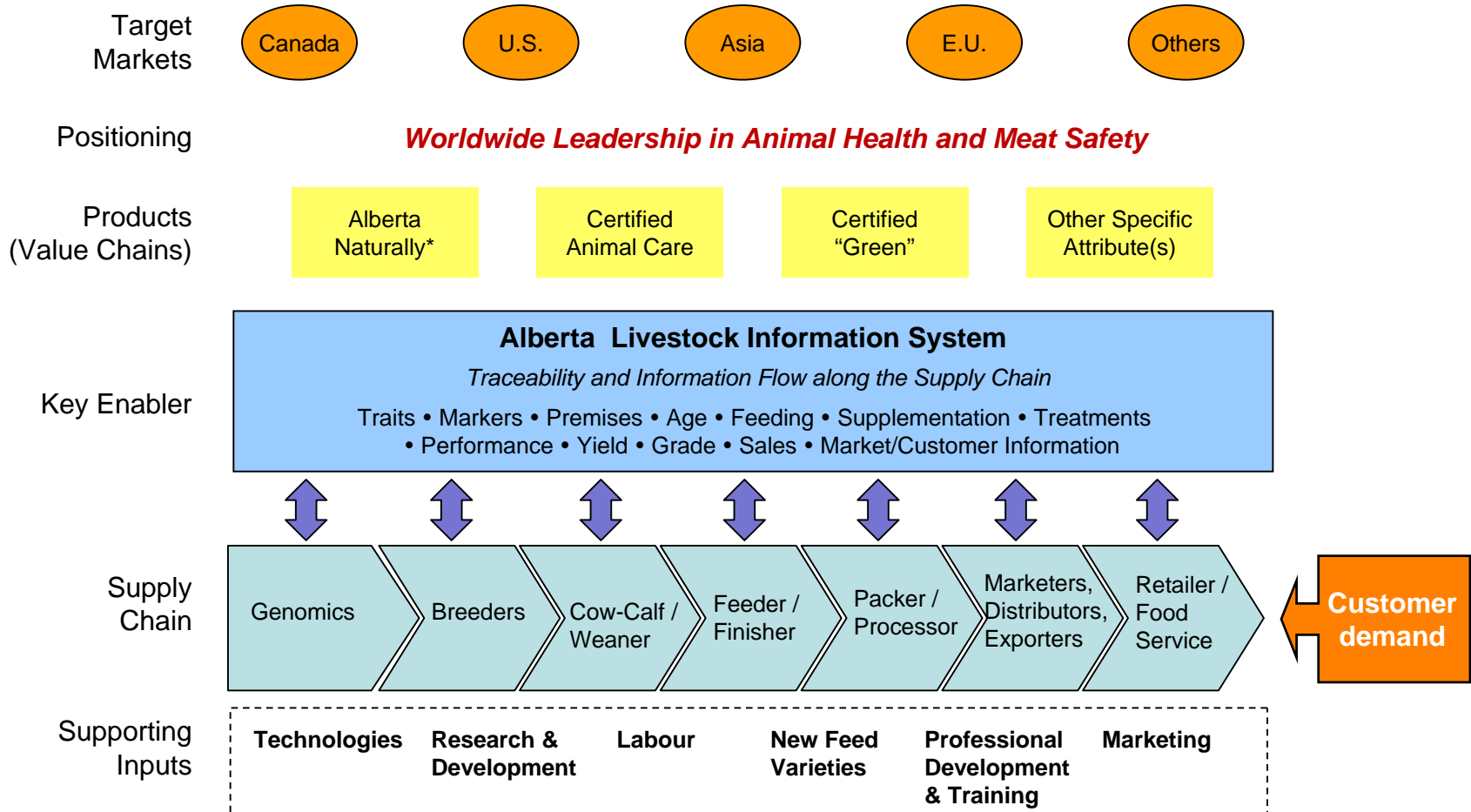


# Presentation Outline





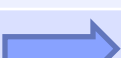
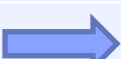



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- Proposed Shared Vision
- Overarching Strategies
- Effective Governance
- Priority Initiatives

# Proposed Shared Vision



# Significant changes are required.

| From... the livestock industry today               |   | To... the livestock industry of tomorrow            |
|--|---|---|
| Shared Industry vision lacking                     |    | Alignment around a shared vision                    |
| Dependence on U.S. market                          |    | Diversified export markets                          |
| Commodity focus                                    |    | Differentiated products                             |
| Under developed animal health & meat safety system |    | Highly developed animal health & meat safety system |
| Focus on production efficiency                     |    | Value chain focus on consumer                       |
| Limited information flow                           |    | Information exchange across value chain             |
| Agriculture as a lifestyle                         |   | Agriculture as a value-adding business              |
| Independent sector perspectives                    |  | Integrated value chain perspective                  |
| Talk   |  | Action  |

# Taking action: implementation is underway

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- The Alberta Livestock & Meat Agency will lead the implementation of the livestock strategy, working with industry.

# Overarching Strategies

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The following overarching strategies were used to help guide the development of this strategy and plan:

- ◆ Build on a foundation of animal health, food safety and public health
- ◆ Differentiate at the production/producer level
- ◆ Diversify markets
- ◆ Enhance marketing effectiveness
- ◆ Foster effective business models
- ◆ Reduce costs and regulatory barriers
- ◆ Promote a strengthened supply chain
- ◆ Government as a catalyst

# Priority Initiatives

- 1) Shared Vision
- 2) Animal Health & Meat Safety
- 3) Alberta Livestock Information System (ALIS)
- 4) Differentiation
- 5) Marketing & Diversification
- 6) Environmental Stewardship
- 7) Cost Reduction & Regulatory Barriers
- 8) Industry Governance and Transition

*These initiatives are designed to work together to achieve maximum impact.*

# Shared Vision

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The proposed shared vision centres around 3 key elements:

- **A vision statement:** *“Towards an internationally competitive industry that provides differentiated products to meet distinct customer needs”.*
- **The Alberta Livestock Information System:** ALIS will be a key vehicle through which the supply chain is strengthened and market signals are sent.
- **The Agency:** The vision for the Agency is to be the focal point for change as well as evolving to a full partnership model between industry and government.

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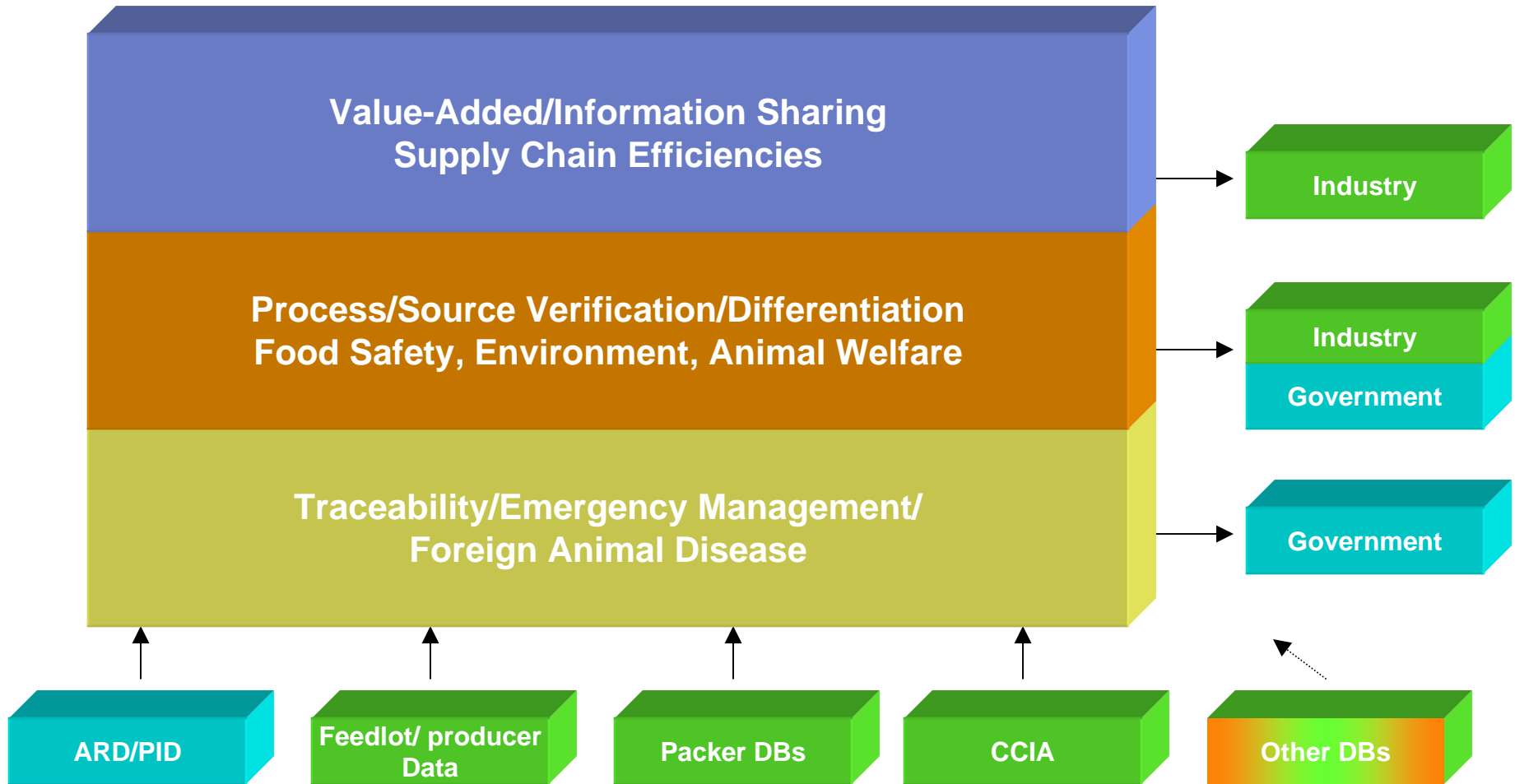
# The Alberta Livestock Information System (ALIS)

# The Alberta Livestock Information System (ALIS) Outcomes

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- Built on joint industry and government leadership and cooperation
- Enhanced preparedness for and response to crises, emergencies and disease outbreaks – to avoid multi billion dollar disasters and payouts
- Enhanced industry competitiveness and market opportunities
  - differentiated products & diversified markets
- Enhanced livestock information and sharing: increased supply chain communication, efficiencies, and effectiveness
- Internationally credible systems
- Built on and using existing systems

# ALIS – Building Blocks



# Traceability Component

## Traceability/Emergency Management/ Foreign Animal Disease

- Government Standards, National as a minimum
- Three pillars: Premise Identification, Animal Identification, Movement
- Mandatory components – AV, PID and movement (refer to Appendix A of the Plan)
- Provide the infrastructure to incorporate and deliver national On-Farm Food Safety (OFFS) programs and link this with traceability and the Alberta Livestock Information System
- Require industry to adopt national OFFS programs
- Expand Alberta's animal health surveillance, including diagnostics to validate the safety of Alberta's herd

# Verification of Processes and Attributes

## Process/Source Verification/Differentiation Food Safety, Environment, Animal Welfare

- Based on internationally accepted systems of Quality Management
- USDA's - AMS serves both as a benchmark and model for creating the infrastructure for a verification system

# Verification of Processes and Attributes

## Process/Source Verification/Differentiation Food Safety, Environment, Animal Welfare

- **Governments role**
  - ◆ Third party auditor
  - ◆ Setting the management requirements of standards (ISO like)
  - ◆ USDA certification of processes,
  - ◆ CFIA approval of verification labeling
  - ◆ Assist industry in creating their own standards
- **Industry role**
  - ◆ Run an entity that tracks information, program participants etc
  - ◆ Create standards for common practices (Animal Care, Environment Biosecurity)
  - ◆ Provide auditing and training services for multiple programs

# Verification of Processes and Attributes

- Provincial infrastructure should be able to verify private and public interest standards
- Examples of industry owned processes and attributes
  - ◆ Animal Care / Environmental standards,
  - ◆ Biosecurity standards,
  - ◆ On-Farm Food Safety
  - ◆ Angus
- Example of Federal standards
  - ◆ Organic
  - ◆ Antibiotic or Hormone free
  - ◆ Grass fed etc
- Example of privately owned standards
  - ◆ Canada Gold
  - ◆ Company X prime etc

## Value-Added

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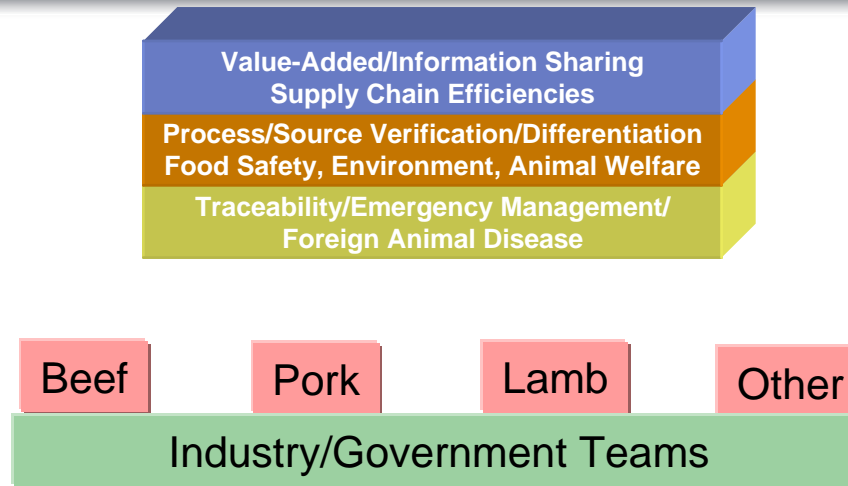
- Strengthen Livestock Supply Chains
- Enhance Information Flow amongst Members
- Increase Efficiencies and Competitiveness
- Enhance Understanding of the Market – Market Responsive/Savvy Supply Chains

# Value-Added Component

## Value-Added/Information Sharing Supply Chain Efficiencies

- Share in information along the supply chain, such as: carcass quality, yields, grade, treatments, weight, sales, age and others
- Supports identification of economic attributes derived from Livestock Genomics (breeding and market programs) thru support to genomics lab and industry's use

# Implementation Plan – Industry/Government Teams



**Communications**

**Education, Training, Extension**

**Financial/Legal/Business Analyst (Process)**

**Organizational Development/Project Management/Coordination**

**Food Safety, Environment, Animal Health**

**Information Management/Systems**

# Key Dates

| Info Required               | Beef      | Pork     | Other     |
|-----------------------------|-----------|----------|-----------|
| Premises ID                 | Jan 2009  | Jan 2009 | Jan 2009  |
| Ave Verification            | Jan 2009  | NA       | NA        |
| Movement                    | Jun 2010  | Jun 2010 | TBD       |
| Yield & Grade               | Sept 2010 | NA       | TBD       |
| OFFS                        | Jul 2013  | Jul 2010 | 2011-2013 |
| Med/Vacc                    | Sept 2010 | TBD      | TBD       |
| Source/Process Verification | Jun 2010  | Jun 2010 | TBD       |
| Value Added                 | Jun 2010  | Jun 2010 | TBD       |
| Process Verification        | Jan 2010  | Jan 2010 | Jan 2010  |

# Engagement: *The Next Six Months*

| Announcement   | June 2008  | July – August 2008                                | September 2008   | October 2008   | November 2008  | December 2008  |
|--|--|---|--|--|--|--|
| <p><b><u>Engagement Workshop #1</u></b><br/>           Focused on clarifying announcement and next steps</p> | <p><b><u>Engagement Workshop #2</u></b><br/>           Focused on introducing ALIS</p> <p><b><u>Engagement meetings</u></b><br/>           with individual industry associations</p> | <p>Review schedule, outcomes, clarify details</p> | <p><b><u>Engagement Workshop #3</u></b><br/>           Focused on the shared vision and industry governance; Minister reception following workshop</p> | <p><b><u>Engagement Workshop #4</u></b><br/>           Focused on certification (environment, health, food safety, animal welfare/health)</p> <p><b><u>International Livestock Symposium</u></b></p> | <p><b><u>Engagement Workshop #5</u></b><br/>           Focused on consolidation; Minister reception following workshop</p> | <p><b><u>Industry AGMs</u></b><br/>           Minister attends</p> |
|  | <p><b>Deputy Minister to host engagement meetings with small groups of individual producers</b></p>  |   |  |  |  |  |
|  | <p><b>Producer Meetings</b> with AFSC</p>  |   |  | <p><b>Producer Meetings</b> with AFSC/ARD</p>  |  |  |
|  | <p><b>Industry technical meetings</b>, as required, to advance priority initiatives</p>  |   |  |  |  |  |

Key Outcomes (Dec 31, 2008)

1. Agree, in principle, to shared vision
2. Agree, in principle, to buy-in to the Agency

# Next Steps

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- Collect your Workbooks and we will follow-up with you
- Implementation Teams
- Commitment
- Engagement Workshop #3