



Freedom To Create. Spirit To Achieve.

Social License – Livestock and Manure

**Tom Goddard, Senior Policy Advisor
Environmental Stewardship Division
Alberta Agriculture and Rural Development**

Introduction

1. Definition of social license
2. Drivers of change
3. Issues in our industry
4. Gaining social license
5. Moving forward



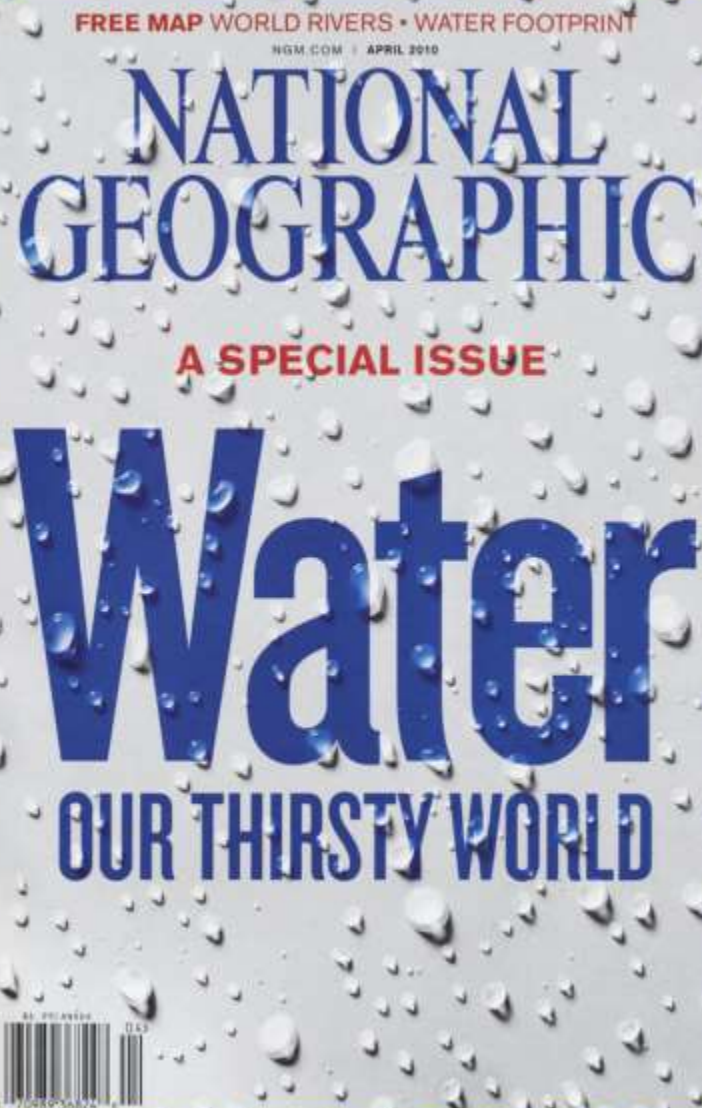
Social License

Definition: The privilege of operating with minimal formalized restrictions (legislation, regulation, or market requirements) based on maintaining public trust by doing what's right.

Public Trust: A belief that activities are consistent with social expectations and the values of the community and other stakeholders.

([Center for Food Integrity](#))

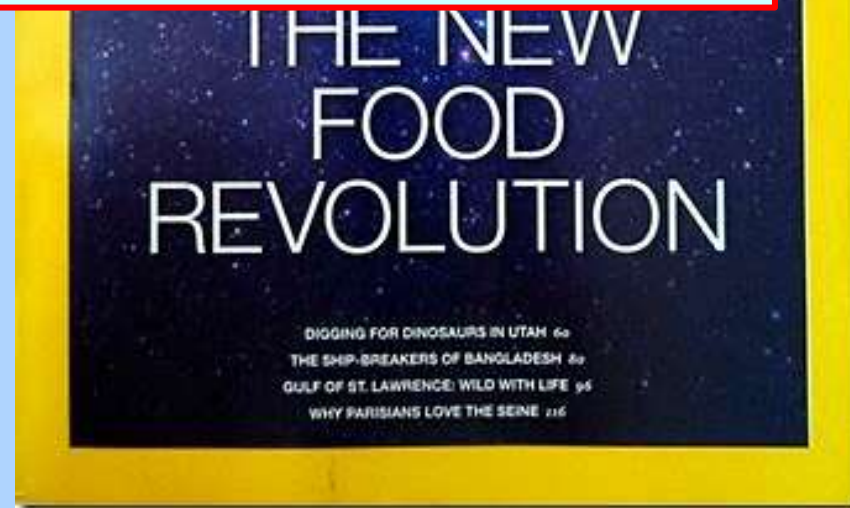




Apr 2010

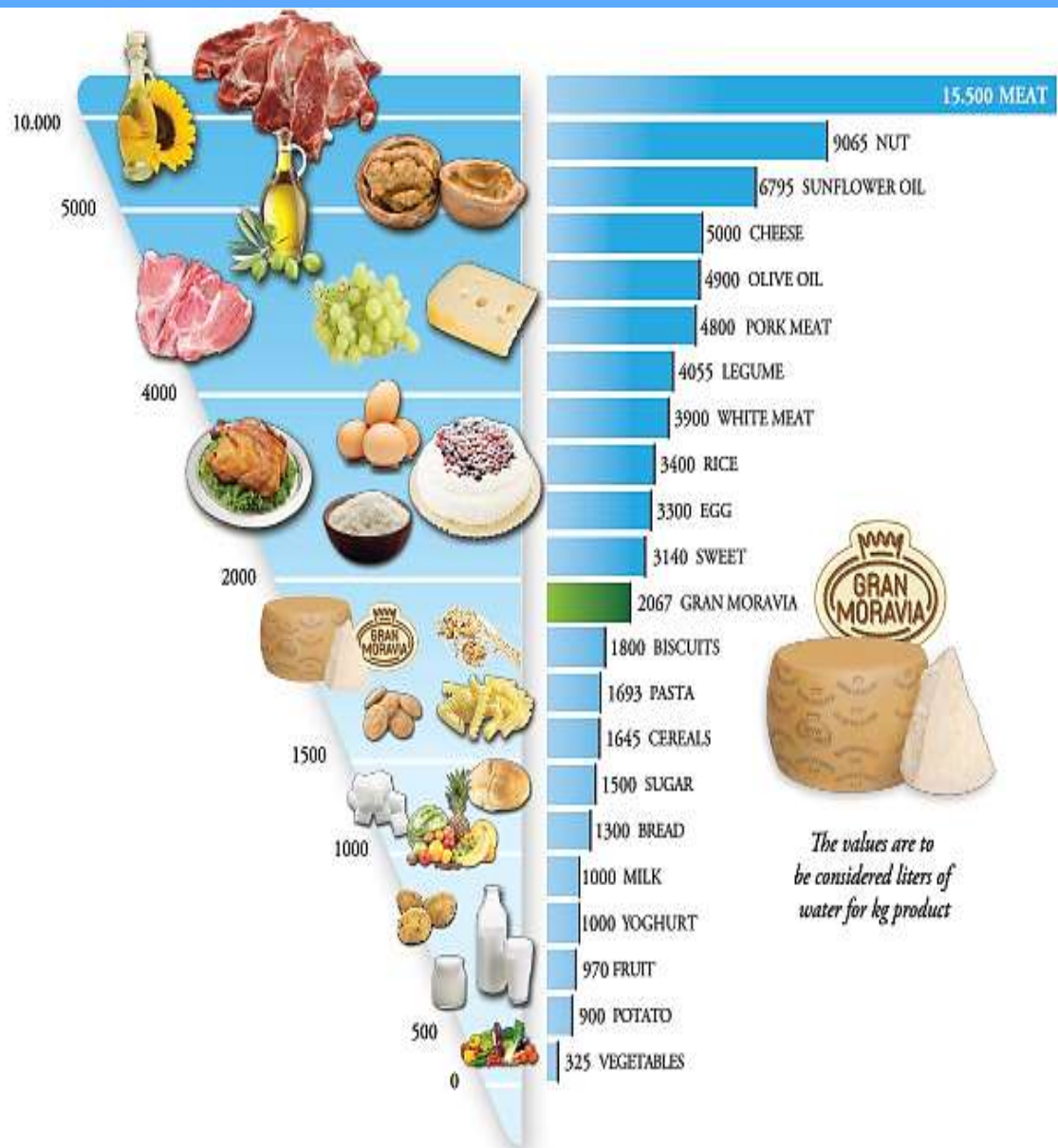
2050 = +2 billion people

1. The New Food Revolution
2. How To Farm A Better Fish
3. African Agriculture Goes Global
4. Hunger In America
5. The Real Paleo Diet
6. The Truth About GMOs
7. Carnivore's Dilemma; The love of beef
8. The Joy of FOOD



2014

Food Pyramid According to the Water Footprint





SAVE THE PLANET | STOP EATING MEAT

The UN says so, and so do a growing list of school boards. Meet the new eco enemy.

BY KATIE ENGELHART AND NICHOLAS KÖHLER • One drizzly Thursday last May, the townsfolk of Ghent, a Flemish burg of some 250,000 souls famous for its *stoverij*—a stew of beef braised in beer—gathered outside a centuries-old slaughterhouse in the town's historic core to sample soy fritters, pick up a map of local vegetarian eateries, and to watch as a boy in a banana costume did valiant battle against another dressed as a beefsteak. This was Ghent's inaugural *Donderdag Veggieolag*—Thursday Veggieolag, literally—a wacky holiday from the evils of beef, fish, pork and poultry introduced last year by city council, which declared that the murrinism on animal protein would be "good for the climate, your health and your taste buds." Said a representative of the Ethical Vegetarian Alternative, Belgium's largest vegetarian organization and a partner in the

city initiative: "If everyone in Flanders does not eat meat one day a week, we will save as much CO₂ in a year as taking half a million cars off the road."

Though meatlessness in Ghent each Thursday is encouraged rather than required, the policy has made vegetarianism pervasive: 95 per cent of the city's children at 35 local schools, as well as the city's elected councilors and civil servants, now submit to the *Veggieolag* menu each week. One poster promoting the policy depicts a polar bear adrift on a silted bank of ice declaring with relief: "Def! It's Thursday."

Donderdag Veggieolag was a global first, putting medieval Ghent on the cutting edge of efforts to combat climate change by changing the way people eat. But elsewhere, too, the moderate meat movement is gaining ground. A Meatless Mondays organization founded in the U.S. has now opened branches in Holland, Finland, Canada, Taiwan and Australia. Following Ghent's lead, cities like São Paulo and Tel Aviv have created city-wide schemes. Last year, Baltimore became the first city in North America to

mandate Meatless Mondays in its school cafeterias, for environmental as well as health reasons. A similar proposal has just been made for New York City schools.

Meanwhile, meatless manifestos are topping bestseller lists, from food phenom Michael Pollan's *In Defense of Food*, with its subtle suggestion, "Eat food. Not too much. Mostly plants," to American novelist Jonathan Safran Foer's painfully graphic anti-meat treatise, *Eating Animals*. Dwelling on all the nasty details of the livestock industry, Safran Foer reminds us that even meat from humanely raised cattle "came from an animal who, at best—and it's precious few who get away with this—was burned, mutilated and killed for the sake of a few minutes of human pleasure."

Star power, too, is focusing more attention on the cause. In December, former Beale and long-time animal rights crusader Sir Paul McCartney appeared before the European Parliament in Brussels to back his Meat Free Monday campaign, which seeks to cut CO₂ emissions by encouraging people to go meatless once a week. An impressive score of

Newsweek

Want to Save the Planet?
MAKE A GREENER BURGER*



*And 9 Other Radical Solutions

PLUS

**NEWSWEEK'S 2010
Green Rankings**



Lean Finely Textured Beef

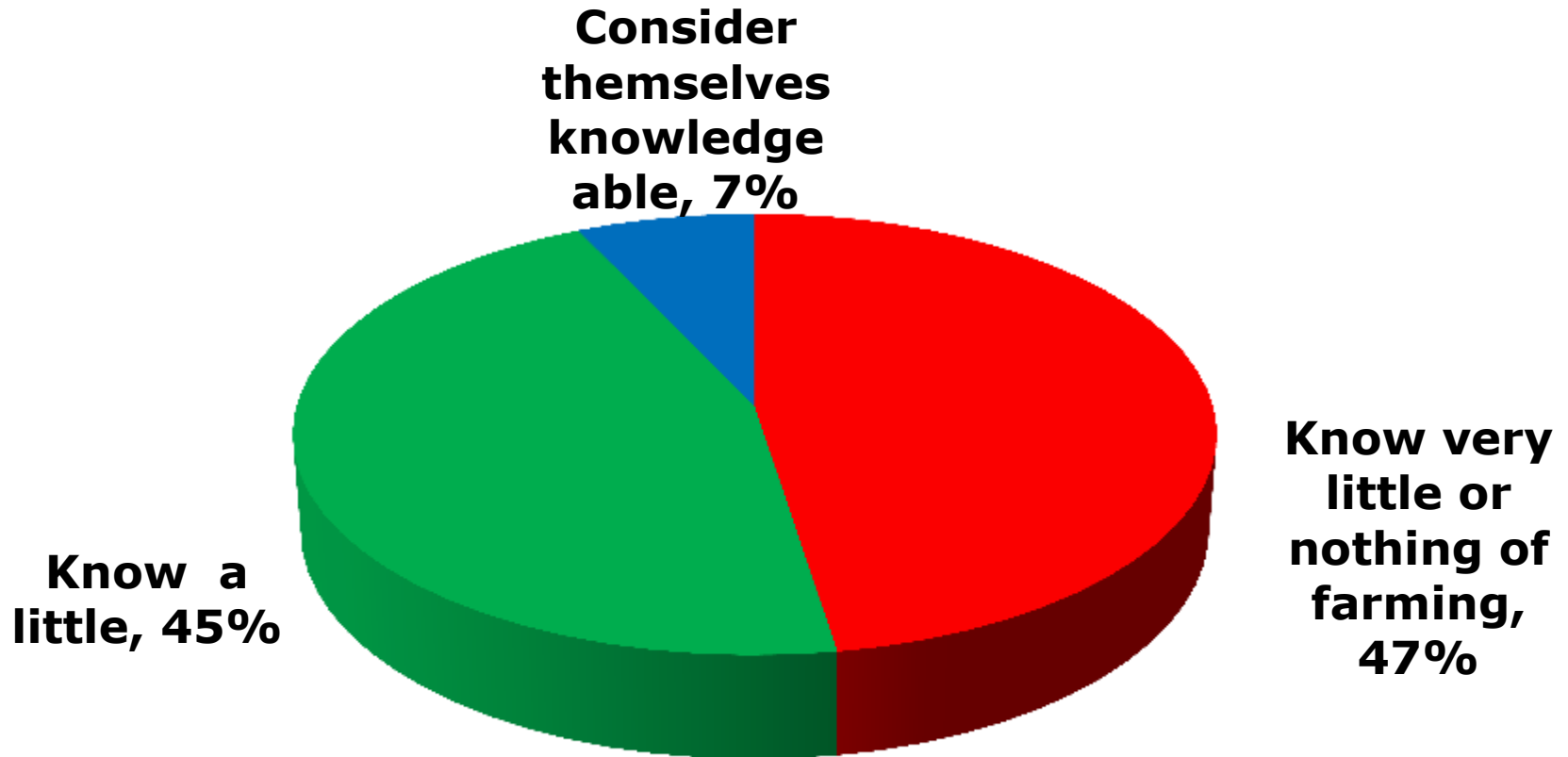
- Product in market for decades
- Scientifically proven process
- Long-standing media interest
- 2008 – LFTB featured in Food, Inc.
 - April 2011 – Jamie Oliver
 - March 2012 – ABC News
 - Tied to school lunch program
 - Pink Slime goes viral
 - Increased pressure on brands to remove/label



'Pink Slime': Tips for Checking Your Beef
Meat investigation turns up unsavory filler in meat products.
02:53 | 03/08/2012



Canadian's Knowledge of Farming



Source: "Study of Canadian attitudes towards food and farming 2012" Ipsos Reid



Communications, impact, persistence.

NATIONAL POST



nationalpost.com
Breaking news at
nationalpost.com
TORONTO
RENGEL MURDER
Jury wasn't told
teen defendant
allegedly wanted

NATASHA RICHARDSON DIES IN N.Y. HOSPITAL. A2

Winners & losers
Munro up for Booker. A11
AIG chief asks executives
to return bonuses. A15



VOL. 41 NO. 419 THURSDAY, MARCH 19, 2009 nationalpost.com

MASS ANIMAL GRAVES RISK 'ANOTHER WALKERTON'



PHOTO COURTESY OF THE ONTARIO GOVERNMENT

Ontario farmer Bill Denby lifts a carcass he had buried behind his barn two weeks earlier because disposal fees tripled.

Carcasses left to rot after cut to subsidy

funding. These prices have not come down and many farmers are unwilling or unable to pay up. Instead opting to get by with 1,500-pound carcasses for disposal.

"Most farmers are dragging the dead bodies into the bushes to rot," said Bill Denby, a meat retailer outside of Toronto, who said it is normal for farmers to lose upwards of 30% of their cattle to natural causes.

"We've never had these sorts

Ottawa may halt grants to 'anti-Semitic' groups

REVIEW LAUNCHED

BY JOSEPH BRESAN

Josée Kravitz, the Minister of Citizenship, Immigration and Multiculturalism, told an audience yesterday at the University of Toronto, co-hosted by the campus HEDel and Con-

U.S. FED TO BUY \$300B OF DEBT

'A GOOD START'

Surprise move sends stock markets surging

BY JANEI WREIDMAN

NEW YORK — Worried the U.S. economy is sinking deeper into a hole, America's central bank pledged yesterday to mint another US\$1.5 trillion to help revive the housing and financial markets.

As part of the effort, the U.S. Federal Reserve will buy up to US\$300-billion worth of longer-term U.S. government debt to ease out the lending markets, as well as boost its purchases of mortgage-related debt to drive consumer borrowing costs lower.

Analysts said the Bank of Canada could soon follow suit with similar moves.

The unexpected decision to lay long-term U.S. treasuries — a move the U.S. Fed flashed as a possibility but one that economists weren't expecting it to employ soon — sent stock markets and insurance surging.

"The Fed is certainly showing its willingness to throw everything but the kitchen sink at the problem and rightfully so," said Sal Guatieri, senior economist with TD Securities. "Now is not the right time to hold back. There are too many downside risks to the economy."

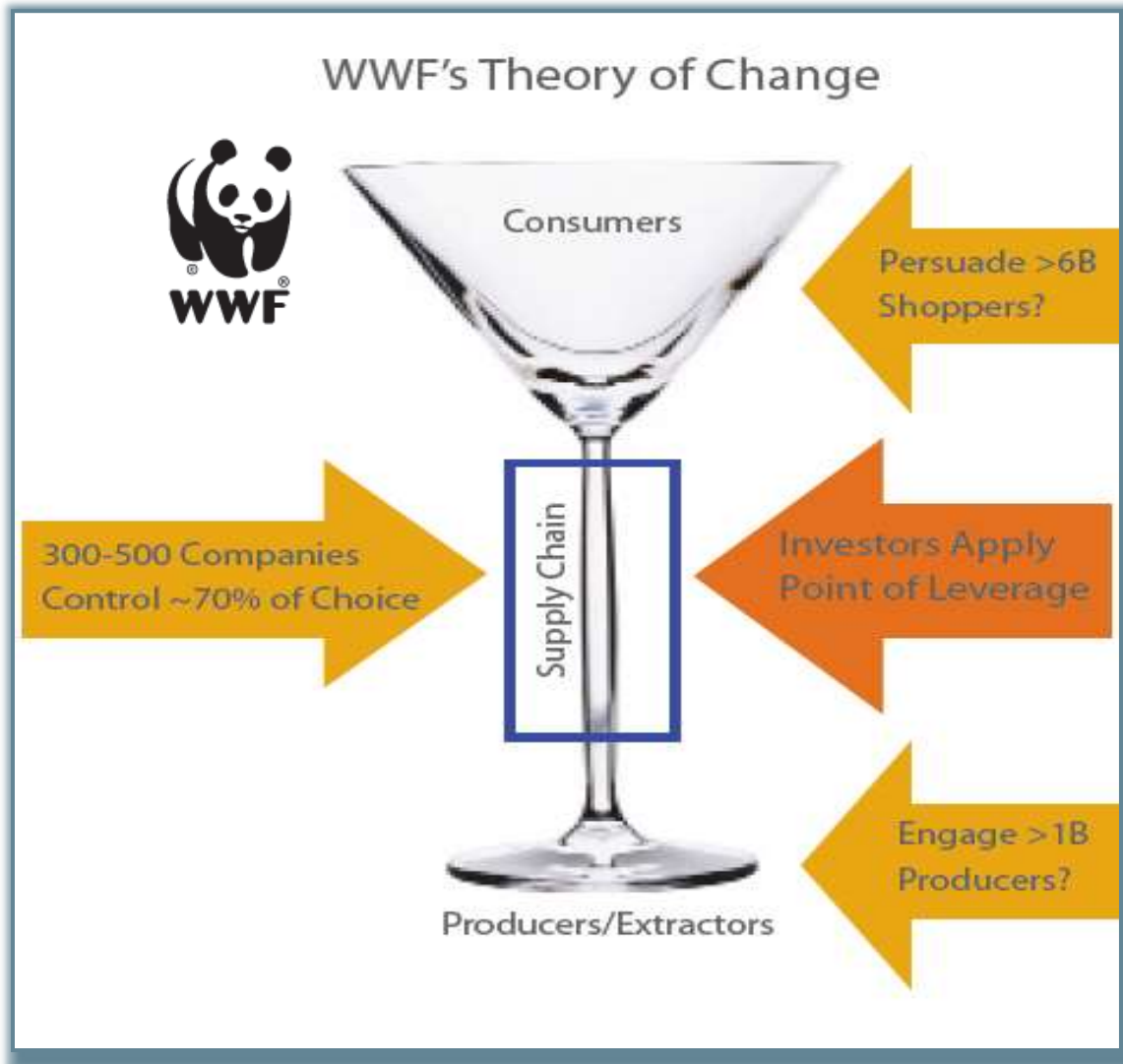
The decision to buy

Newspaper
Radio, TV
Word of mouth.

Email
Facebook
Twitter
Cell phone camera
Wiki _____
Skype
Websites
Cable channels
24/7, global, accessible

Tribal Consumers

NGO Lobbying and Advocacy



Issues

- BSE
- E coli
- 0157:H7
- Salmonella
- Campylobacter
- Listeria
 - Antibiotics
 - Hormones
 - Enrichment cages
 - Gestation crates
 - Euthanasia
- Odour
- NH₃ (ammonia)
- GHG
 - Pesticides
 - Neonicotinoids
 - GMO
 - Land
 - Water
 - Biodiversity



Issues

Alberta has lots of livestock

53 million tonnes of manure per year

See & smell, hear livestock operations

Disasters – asymmetry

What is the consumer's perspective(s)?

- waste or recycling?**
- energy storage and transformations?**
- destroying or nurturing bio systems?**



GRANTING A 'SOCIAL LICENCE'

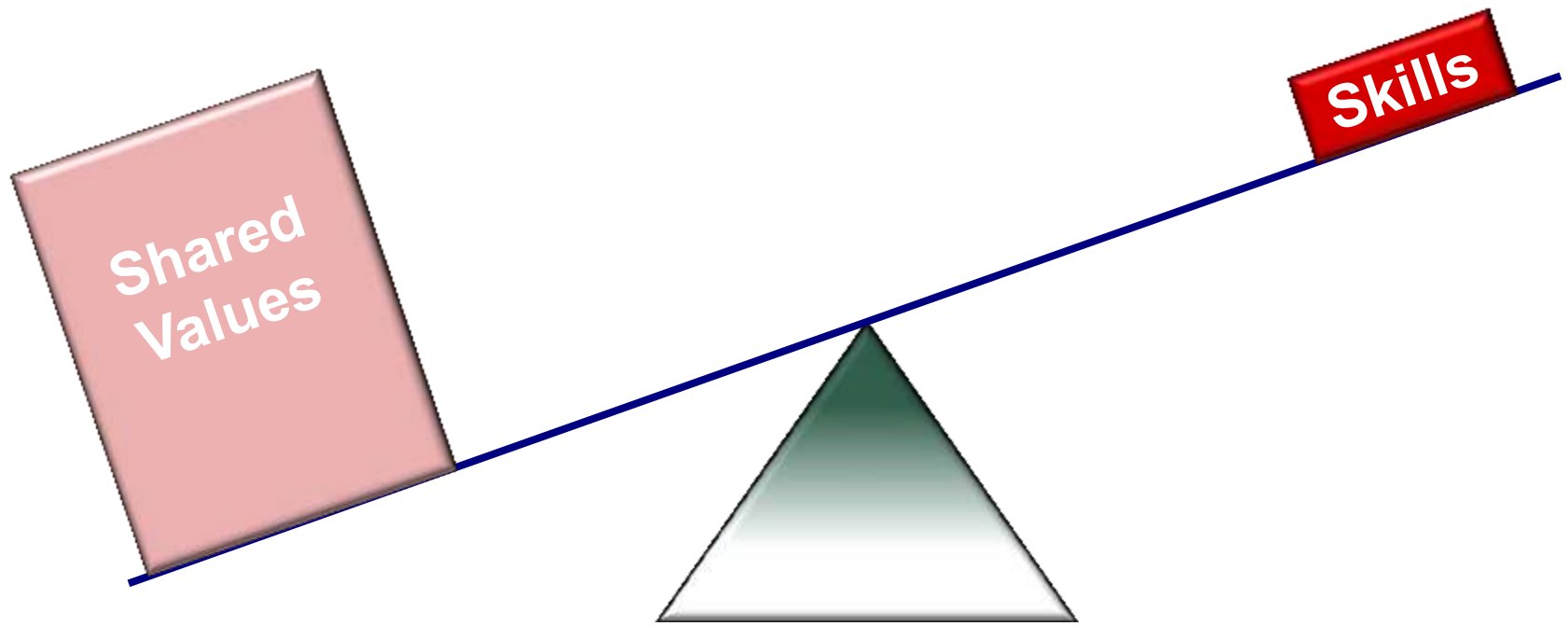
Language of the Communities

- Do they **Respect** us?
- Are they **Listening**?
- Do they let us **Participate**?
- Are they **Transparent** with us?
- Can we **Believe** what they say?
- Are they **Responsive** to our issues?
- Can we **Trust** them?

Thompson & Joyce, 2008



What Drives Consumer Trust?



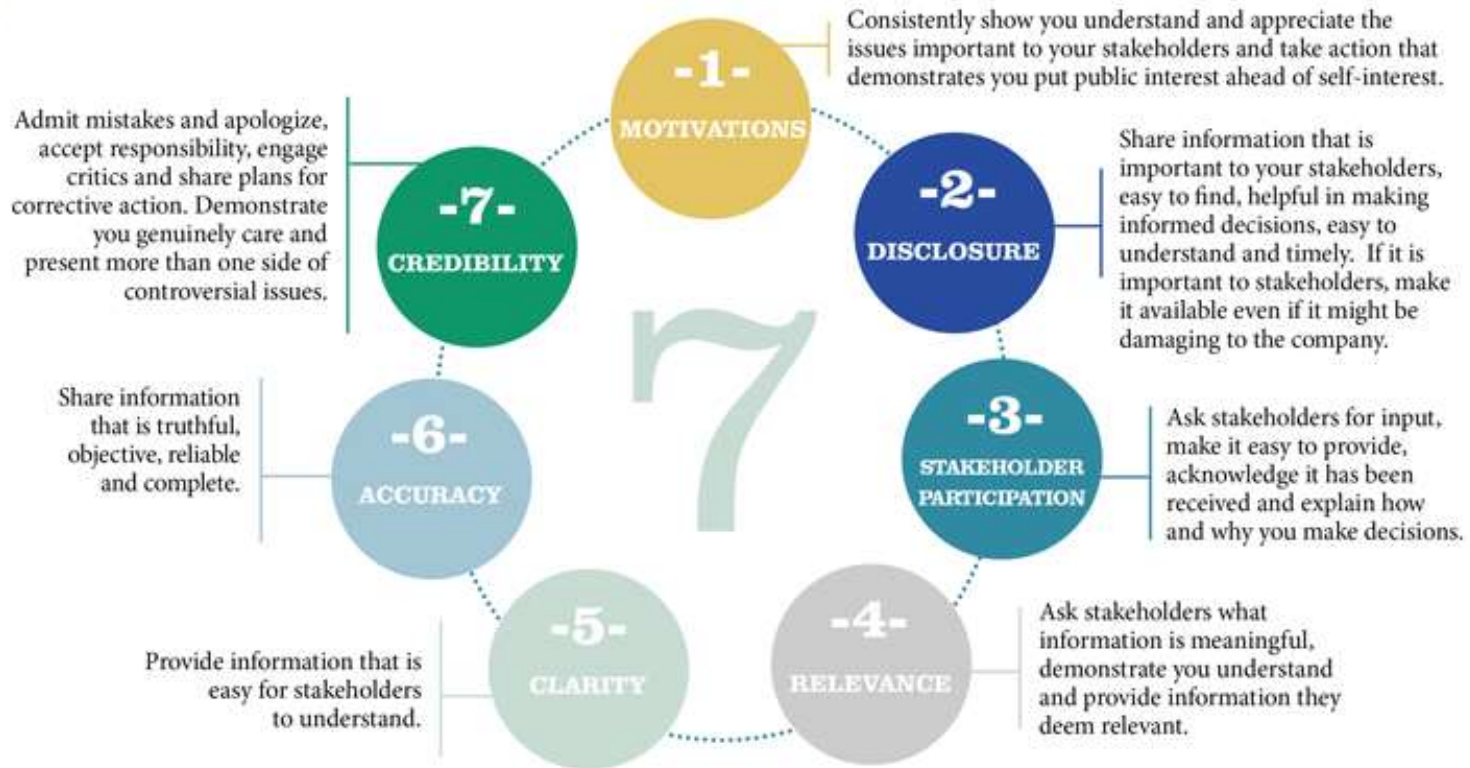
Shared values are 3-5X more important in building trust than demonstrating competence

December, 2009 – *Journal of Rural Sociology*





Elements of Trust-Building Transparency



33

Measured **33 different attributes across seven elements** that contribute to Trust-Building Transparency



Half or more gave top box ratings of (8-10) on most statements across elements of transparency



Women generally rated all attributes higher than men in contributing to trust



Early Adopters generally rated all attributes higher than later adopters in contributing to trust



The model provides a roadmap for transparency that builds trust

3 Barriers to recognize and overcome

1. **Cultural Cognition** – conform beliefs to group values.
2. **Confirmation Bias** – favor information that confirms my beliefs.
3. **Tribal Communication** – support group think.

Center for Food Integrity, 2014



5 Areas of Approach

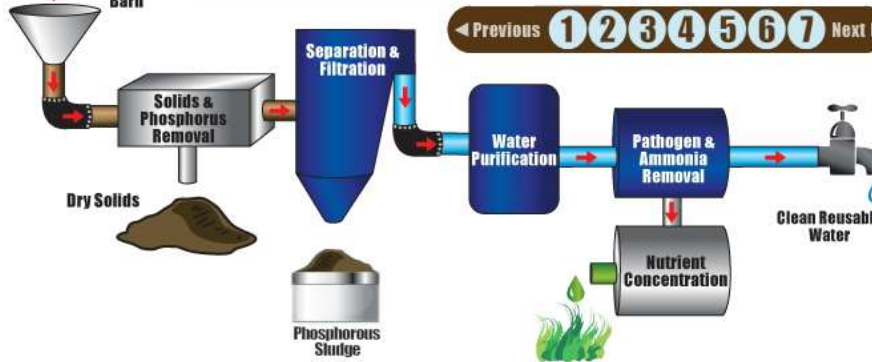
1. **Believability** – trusted information
2. **Identify groups to engage**
3. **Meet them where they are**
4. **Develop a value-based engagement strategy** – listen, understand skeptics
5. **Commit to engaging over time**

Center for Food Integrity, 2014





Effluent from Barn



The Livestock Water Recycling Process

LWR's patented process technology uses mechanical and chemical treatments for the removal of manure contaminants from the discharge waters of CAFO's. Our system is focused on the reduction of Solids, Phosphorous, Potassium, Ammonia and Nitrogen from livestock facility waste water. As the wastewater flows through this process, solids are sequentially removed from the influent stream. The produced water is available for re-use in the barns, important by-products are valuable fertilizers.



LWR
LIVESTOCK WATER RECYCLING
MANURE TREATMENT SYSTEMS

November 2014 – Calgary based company wins 3M Environmental Innovation award from Canadian Geographic.

Global Round Table for Sustainable Beef

The Global Roundtable for Sustainable Beef (GRSB) is a global, multi-stakeholder initiative with a mission to **advance continuous improvement** in the sustainability of the global beef value chain through **leadership**, **science** and **multi-stakeholder engagement** and collaboration



GRSB 5 Principles of Sustainable Beef

1. Natural Resources
2. People and Community
3. Animal Health and Welfare
4. Food
5. Efficiency and Innovation



Canadian Roundtable for Sustainable Beef

Who are they?

- A national, multi-stakeholder initiative developed to advance existing and new sustainability efforts within the industry.
- An informal group made up of interested parties
- Is meant to complement the GRSB by applying its global principles to the Canadian beef industry.



Initial meeting participants



MULTISAR



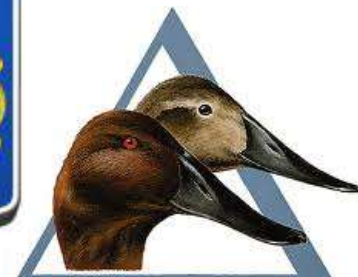
ALMA
Alberta Livestock
and Meat Agency Ltd.



MERCK



Ducks Unlimited Canada
Conserving Canada's Wetlands



DELTA WATERFOWL



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



NATIONAL FARM ANIMAL CARE COUNCIL
CONSEIL NATIONAL POUR LES SOINS AUX ANIMAUX D'ÉLEVAGE



Points to Ponder

- **Is your producer group engaged?
proactive or reactive? Flexible, Linked?
Local, provincial, national?**
- **Old school vs New school marketing of commodities?**
- **We are following (learn from others).**
- **Identify targets and engage them**
- **Learn communications**
 - **Is our science believable and answering the concerns?**





SOCIAL LICENCE IN AGRICULTURE

MARCH 11, 2015 – EVENING RECEPTION

MARCH 12, 2015 – 8:00 AM TO 4:00 PM

Come and listen to ideas on how to respond to Social Licence issues related to the environment, food safety, animal welfare and other concerns presented by a prominent line-up of think-tanks, retailers, leading food companies and producer organizations!

Executive Royal Hotel, Leduc

8450 Sparrow Drive, Leduc, Alberta T9E 7G4

Toll Free: 1-888-388-EXEC (3932)

Room block at a discounted rate, quote group #1485.

Cost: \$150 (including GST)

Registration will be through Ag Info Centre (1-800-387-6030)

RSVP by March 5, 2015. Space is limited.

Alberta
Government

AEPA
Agri-Environmental
Partnership of Alberta

**March 12
Leduc**