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# From the flock

MARCH 2008 • VOLUME 5 • ISSUE 3

MONTHLY NEWSLETTER FOR THE CANADIAN SHEEP INDUSTRY

## Consumer Data Project

By Jennifer Fleming, CSF Executive Director

The Canadian Sheep Federation has been participating in a/the Consumer Data Project in partnership with the Chicken Farmers of Canada, Canadian Pork Council, Ontario Veal, Ipsos Reid, the George Morris Centre and Agriculture and Agri-Food Canada. It began 16 months ago and will continue until March 31, 2009 with the objective to capture detailed information on consumer purchasing behaviour and factors likely to influence their current and future behaviour. The challenge will be to turn the information collected into something that can assist producers in increasing their long-term profitability.

A number of data types are being collected and analyzed to identify market opportunities for lamb. These include food diaries completed by 4,500 households over a 12-month period and consumer purchasing behaviour patterns across all retail outlets, including alternative shopping venues such as farmers markets.

A national usage and attitude survey of 3,200 individuals across Canada will provide data on the drivers of consumer purchase and anticipated changes in their purchase behaviour.

This information will be contrasted with data from Neilson, results of the 2006 census, and other StatsCan information to develop a detailed picture of the market opportunities for lamb.

The ultimate goal is to increase consumer consumption and producer returns, and to level the playing field between producers, processors and retailers – essentially fostering a climate of cooperation that will benefit everyone in the value chain.

Some of the findings to date support what we already knew, or assumed to be true. For example, lamb consumption increases steadily with age. Fifty-three per cent of adults under 35 consume lamb, compared to 66 per cent of seniors. Consumption also increases steadily with household income; from 48 per cent among those with less than \$30,000 per year, to 66 per cent among those with \$100,000 or more. Additionally, the large majority of buying households are in urban centers with populations greater than 1 million.

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## Consumer Data Project continued

Other findings have been more surprising, including where the greatest incidence of lamb consumption is. While it does vary significantly by province, the highest rates of lamb consumption are in British Columbia followed by Ontario; the lowest are in Manitoba and Saskatchewan.

We've also learned that the most common points of purchase for lamb are traditional grocery stores and butcher shops; this suggests that lamb is viewed as a differentiated product chosen on attributes other than price and where service or advice are deemed important factors in the overall purchase decision. Another key insight is that consumers buy their lamb at farmers markets and butcher shops mostly because of the freshness and quality that they associate with these locations.

It's also important to note that the key drivers for meat consumption include a combination of convenience, taste and healthfulness, but also value for money. Currently, price is a key driver behind lower rates of lamb consumption; the average price paid for lamb is almost double that paid for chicken and pork. However, just 20 per cent of the kilograms of lamb purchased are associated with "specials" or other retail discounts, compared to a third of pork and chicken sales. This suggests that factors such as provenance and quality, and not just price, drive the majority of lamb purchase decisions. Ultimately, what we can learn from this data is that with high consumer interest and support for Canadian lamb, producing and marketing a consistent quality branded lamb product could offer significant opportunities to those that could carry such an initiative.

The data also suggests that additional opportunities exist within the ethnic populations, who eat a disproportionately higher amount of lamb than the average consumer. Marketing efforts could also focus on low-usage consumers, who eat lamb as only 1 per cent of their meals annually. And, improving the perception of Canadian lamb may also be worthwhile.

Lamb is the only meat studied to have such significant data on country of origin and it shows that currently New Zealand is the most popular choice due to availability and consistency.

Again, these findings may not come as much of a surprise to those of us in the industry who have already recognized that these opportunities exist. However, the real value of the data lies in confirming our assumptions and providing a solid foundation for moving forward with specific recommendations on how to capitalize on them.



# Compendium of Veterinary Products Now Available to Sheep Producers Online

By France Lanthier, National Coordinator ID and Traceability

Some may have noticed that I've changed columns this month. For the past two and a half years I have been working on the on-farm food safety program, but have recently taken on the challenge of this new position. I would like to thank the CSF for this opportunity and their continued support. During the past few years the Canadian Sheep and Lamb Food-Safe Farm Practices program has seen approximately 400 producers take up the training workshops and two producers follow through with program registration. Much, if not all the successes this program experienced in the past years are due to the hard work of the CSF's On-Farm Food Safety Technical Committee. This group is comprised of provincial sheep producer organization representatives and provincial government representatives. I would especially like to note and thank those who are volunteers on the committee for the countless hours they give that must seem to go unnoticed at times: well today you are noticed and sincerely appreciated. It has truly been a pleasure to work with this great group of people. I would also like to welcome Lorraine Stevenson, our new OFFS coordinator to this great team.

In my final On-Farm Food Safety article I have the pleasure of announcing that the Compendium of Veterinary Products is now available online through the CSF. Provincial sheep producer organization's have been sent the URL and are encouraged to post the link on their sites. The CSF website is currently undergoing some changes; however the link is available right now on the Manitoba Sheep Association website found at: [www.mbsheep.ca](http://www.mbsheep.ca)

Sheep producers can now benefit from easy access to the full compendium. Complete and up to date product labels are now accessible at the click of the mouse. Product labels contain useful information such as dosage, withdrawal time, route, frequency of treatment, and the species indication for the product.

Often product inserts are lost, tossed out with the box, or simply not included with the product. Other times the product instructions are on the bottle which can become dirty and unreadable, or the fine print used would require bionic eyes to read! Producers now have a resource to access up to date veterinary product information at their convenience.

Veterinary animal health products should be used according to the product label. Any other use of a product is considered extra-label drug use (ELDU) and should only be used in consultation with your flock veterinarian, accompanied by a prescription including details such as the animals it is indicated for, dosage, route of administration, frequency of treatment, and withdrawal time.



# New On-Farm Food Safety Coordinator for the CSF

By Lorraine Stevenson-Hall, CSF National OFFS Coordinator

“Congratulations on your new position” and “Welcome to CSF” are words that I have heard several times over the past few days as I have begun my new role as the CSF’s On-Farm Food-Safety Coordinator. Thank you for the warm welcome that I have received. I’d like to take this opportunity in my first From the Flock article to tell you about myself, and what I hope to achieve as your OFFS Coordinator.

I grew up on a small to medium sized sheep farm in central Ontario, and from there went to the University of Guelph where I earned a B.Sc. in Agriculture. After graduating, I spent ten months touring and working in New Zealand and Australia, where I had the privilege to observe and work on a sheep farm ‘down under’ style. One of the most unique experiences I had was on a sheep farm as a WWOOF (Willing Workers on Organic Farms) participant. After spending a day in the fields fixing fences, we were shown where we would be spending the night. The sleeping arrangement was a bunk bed set up in the middle of the shearing shed, which we shared with several pigs in the lower level of the building! The pigs’ squealing did not make for a restful few nights. Another memorable experience was seeing well-trained sheep dogs at work, their skill evident as they made it look easy to corral a group of frightened, high-strung sheep into a small pen.

Shortly after returning from ‘down under’, I began working for the Egg Farmers of Ontario as their HACCP Coordinator. For seven years in this position, I delivered a HACCP based on-farm food-safety program to egg and pullet farmers all over the province, enabling many of them to achieve HACCP certification. Through this position, I assisted farmers in customizing and implementing good production practices on their operations. I also learned that what sounds good on paper is not always easy to implement on farm.

With some practical application, on-farm food-safety programs not only assist farmers in managing food safety hazards, but accurate record keeping often helps farmers make better management decisions and increase productivity. Evidently, I could not stay away from the sheep industry for long, because in July 2007, I made the transition from poultry to the Ontario Sheep Marketing Agency as their Project Coordinator, administering sheep health programs and compiling market information.

Now, as I make the transition to the CSF, my short-term goal is to familiarize myself with the program and my new role. Although I do have a HACCP background and experience in delivering on-farm food-safety programs, it will be a bit of a learning curve as I absorb the details and specifics of the position. I may not know all the answers to your questions right away; however, I am committed to researching the answer and responding to you in a timely manner.

Over the longer term, I am committed to providing the best service to producers in my new role, sharing information and best practices to assist producers in implementing the Food Safe Farm Practices Program. I look forward to working with industry representatives and producers alike, making myself accessible and keeping the lines of communication open. If you have any question or comments, please feel free to contact me at [lorraine@cansheep.ca](mailto:lorraine@cansheep.ca).



# Scrapie Canada Update

By Courtney Denard

The Voluntary Scrapie Flock Certification Program is divided into four quarters: January 1 to March 31; April 1 to June 30; July 1 to September 30; and October 1 to December 31. Producers who enroll on the program are placed into one of these quarters, depending on the date of the original application. Each year when the producer's assigned quarter rolls around, he/she is responsible for submitting his/her annual Application of Advancement.

The Application of Advancement consists of completing an annual inventory on all sheep and goats on the property, as well as submitting at least one brain sample. Each producer starts off on the program at Level E (entry level), and with each yearly Application of Advancement, the producer moves forward one level on the program. After five years of successfully submitting the annual Application of Advancement, and meeting all program requirements, a producer will reach the certified level- officially certifying their farm as scrapie resistant. Detailed information on each level of the program is available on the Scrapie Canada website at [www.scrapiecanada.ca/VSFCEPEnrolledprod.html](http://www.scrapiecanada.ca/VSFCEPEnrolledprod.html).

The January 1 to March 31 is the busiest quarter of the year for Scrapie Canada. This is the time when the majority of the year's Applications of Advancements are submitted to the office. To offer some information and clarification, listed below are some of the major components of the Application of Advancement process:

- Once enrolled on the program, producers are required to complete a brain test on any sheep or goat (over one year old) that has died on the property. If no sheep or goats have died within the year, a cull must be submitted for brain testing. If submitting a cull, this animal needs to be at least 24 months of age. In both cases (natural death or cull), the animal must have been on the property for at least one year to be accepted as a sample on the program. All brain test results are submitted with the annual Application of Advancement and a minimum of one sample per year is required.

- Any sheep or goat that has left the property since the time of enrollment on the program must be accounted for. Documentation on these animals must be provided with the Application of Advancement. For animals that have been sold, a sales receipt must be provided. For animals that have died (and are over one year of age), a brain sample test result must be provided. For animals that are shipped off the farm a shipping slip or receipt must be provided.
- For animals that are purchased throughout the year, please keep a record of the purchase date, as well as the date the animal entered your farm. For the purchase of females or embryos, the seller must be an enrolled participant on a National Scrapie Flock Certification Program (both the Canadian and the US program is acceptable). The seller must be at the same level, or at a higher level on the program than the buyer.
- Keep track of your anniversary quarter, so you are prepared to send in your annual Application of Advancement on time. Your anniversary quarter is displayed on your program certificate and enrollment letter.

Application of Advancement forms are available online at the following link:

[www.scrapiecanada.ca/images/English/appformspg/application%20for%20advancement.pdf](http://www.scrapiecanada.ca/images/English/appformspg/application%20for%20advancement.pdf)

These forms are also available by contacting the Scrapie Canada office at 1-866-534-1302 or by e-mail at [admin@scrapiecanada.ca](mailto:admin@scrapiecanada.ca).

"To facilitate the speed with which your applications are processed, and accuracy, you are encouraged to submit your annual inventory in an electronic format (Microsoft Excel)."

If you have any questions regarding your Application of Advancement, please contact Scrapie Canada.



# Lamb Value Chain Management Workshop - A Success

By Courtney Denard

On January 28, 2008, the Ontario Sheep Marketing Agency (OSMA) hosted its first ever Value Chain Workshop in Guelph, Ontario. Bringing together producers, processors, retailers and industry reps, the workshop was a venue for information sharing, open dialogue and strategy building.

Martin Gooch of The George Morris Centre facilitated the one day event, bringing in presenters from each sector of the industry. The morning session focused on 'defining a value chain,' offering a clear description of what Gooch says is "the most misunderstood concept in the industry." Moving ahead, Gooch offered up a challenge. "Today," he said, "I am going to challenge you to think like a consumer, because if you haven't got a consumer, you haven't got anything."

So what does the Canadian consumer want when it comes to lamb? Results from the market opportunity and consumer data study showed that close to 60% of people in Ontario have consumed lamb, in any one year, at least once. And almost half of all households buy their lamb from a grocery store. Unfortunately, the research also showed that consumers do not perceive lamb as convenient; they do not know how to use it; and they do not see the healthiness of the product. Therefore, when it comes to Canadian lamb, consumer satisfaction needs to be increased. To do this, Gooch proposed a top three list: 1) make a more consistent product; 2) make lamb easier to prepare; and 3) have a better price for the product (this does not mean the lowest price, it just means a better price). Sounds great, but where do you begin? Gooch suggests building a close relationship with retailers is a good place to start.

This is where Kim McKinnon comes in, a representative from the Canadian Council of Grocery Distributors- an association made up of major grocery chains in Canada. McKinnon emphasized the importance of communicating across value chains. "There is a barrier between the elements of the value chain," she said. "Producers aren't talking to retailers and processors aren't talking to retailers.

With better communication, we can help each other build our businesses." The good news according to McKinnon is that "we have a fantastic market to work in. We're in the biggest market place in the country [Ontario] and it's still growing." But Ontario lamb needs to get out there and get into the grocery stores.

To do this, McKinnon offered a top three list of her own. Producers and processors need to ensure that: 1) the product meets consumers' need; 2) the product meets demand; and 3) the product comes with a marketing strategy that will move it off the grocery store shelves. McKinnon encourages producers and processors to work together with retailers, "make a plan with the three pillars supporting it," she said. "There are no barriers to talking to the grocers, so get a plan together and come in and talk about it."

Dave Tiller of the Ontario Independent Meat Processors presented next on challenges and risks associated with the Canadian lamb sector. Tiller explained that there are challenges faced at all levels- producer, marketer, distributor, retailer and consumer.

Some of these challenges include: 1) there is not enough lamb in Ontario; 2) packers will not commit to lamb; 3) there are provincial license barriers at the retail level; and 4) consumer perception that Ontario lamb is too expensive.

Tiller firmly believes that these challenges can be met head on to develop and sustain a successful industry. "Success means three things," Tiller said. "Quality, service and reliability." Along with these, Tiller like Gooch and McKinnon, believes that you have to give the customer what they want. "I am a firm believer that if you give the customer what they want, and the quality and supply is there, your product will be bought regardless of price."

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## Lamb Workshop continued

When it comes to giving the customer what they want, the final presenter of the day, Mike Isenor of the Northumberland Lamb Marketing Co-op, had a thing or two to say. For over 30 years now, Isenor and Northumberland Lamb (NL) have been providing quality Canadian lamb to some of the biggest retail grocery chains in Canada. Starting off by going to farmers' markets in Nova Scotia, Isenor and a group of sheep producers tested the market to see if there was a demand for their product. And demand there was. Within a few hours at the market, their lamb was continuously selling out. "We didn't know how to price this stuff," said Isenor. "But we knew we had to make our money back. We were inventing the whole wheel from the start, but we realized there was a market in NS, so we said let's do this."

Through a lot of hard work, and many curves in the road, the co-op was created and eventually signed a contract with Sobeys grocery store- one of the biggest grocery chains in Nova Scotia and Canada. Today, NL continues to provide quality Canadian lamb to consumers all across Nova Scotia. They found out what their consumer wanted and delivered, making their producer owned and operated co-op a success.

The afternoon session of the workshop brought Martin Gooch back to speak on developing and strengthening the value chain. Showing an example of a successful value chain, Gooch spoke of Waitrose, a producer owned and operated retail outlet in the UK that grows and sells local lamb. Waitrose is a high-end retail outlet that provides its consumers, not with low prices, but with an experience. "You do not go into Waitrose to save money," Gooch explained. "You go in to buy quality and an experience."

Waitrose prides itself on following four critical success factors: 1) everything is simple; 2) everything is measurable; 3) everyone knows what their responsibility is; and 4) everyone is accountable.

By strictly following these success factors, and working closely on a team made up of producer, processors and retailers, Waitrose is growing stronger everyday and selling more and more lamb while they're at it. To date, they have 4% of the grocery market in the UK and 8% of the lamb market.

Finishing the workshop off, Gooch stressed the importance of another critical success factor of the value chain- starting off small. He said value chains start off with two things; 1) the issue and 2) the individual. Gooch encouraged Ontario sheep producers to get involved in a value chain. The opportunities are out there, get moving and get connected. He closed the workshop by thanking everyone for taking the time to come, listen and connect.

For more information on any of the presentations mentioned above, please contact OSMA.



## The Impact of Dog Tapeworms on Your Sheep

Guard dogs are a common sight on sheep farms. Producers need their dogs to guard and work their flock. But without proper precautions, dogs can be a source of parasitic disease that can rob your sheep enterprise of profit.

Dogs can be a host to a large variety of intestinal parasites, and tapeworms in particular can harm your sheep. The adult stage of the tapeworm resides in the small intestine of dogs, coyotes and other wild canids. As the tapeworm matures, it sheds segments of its body, which are passed in the feces of the dog, and shed onto pastures or feeding areas of sheep. When dried, these segments look like a grain of rice, and are a source of thousands of eggs, which can survive in the environment for up to a year.

When sheep consume these segments, the eggs hatch in the sheep's gut and the tiny larvae burrow through the wall of the intestine to travel to its "target" tissue. Once there, the larvae develop into a small bladder-like structure called a cyst. Each cyst contains an embryonic head of a new tapeworm called a scolex. If a dog or coyote eats the tissues that contain these cysts, this embryonic scolex will turn into an adult tapeworm in the dog's intestine and the cycle will continue.

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### How does *C. Ovis* affect your bottom line?

If a buyer were to purchase 100 of your lambs at \$100 and 10% of them were condemned, the processor would be looking at having to spread \$1,000 over 90 lambs to cover the loss. If buyers bought 80 pound lambs and fed them up to 100 pounds, their lost revenue could reach \$15 per head. Since buyers have no way of telling whose lambs have *C. Ovis* and whose don't, what all producers are facing is lower prices at the auction mart in order for the buyer to try cover any potential losses due to condemned carcasses.

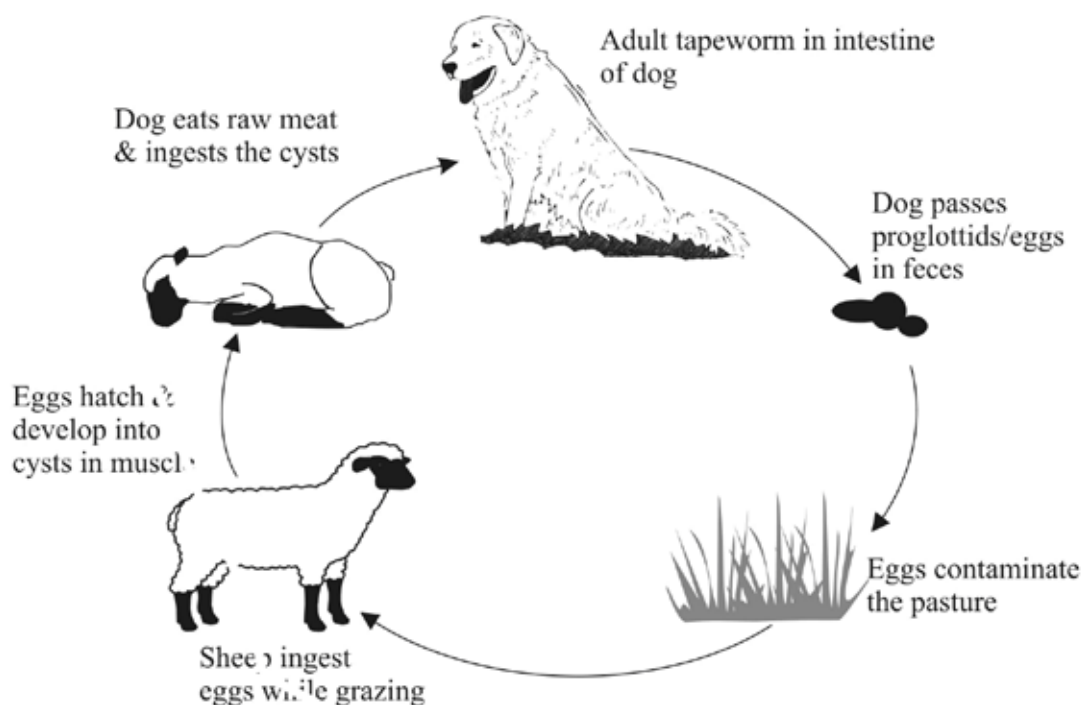


FIG. 4: INDIRECT LIFECYCLE OF *TAENIA OVIS* (DOG) OR *CYSTICERCUS OVIS* (SHEEP)

Figure taken from "Guide to Parasites in Sheep", Dr Ileana Wenger, Alberta Sheep & Wool Commission & Saskatchewan Sheep Development Board 2006



## Dog Tapeworms continued

There are two main species of tapeworm which affect sheep, and they have different target organs.

The species most prevalent is *Cysticercus ovis*, which is the intermediate stage of the dog tapeworm *Taenia ovis*. This tapeworm species causes sheep measles, and has been seen in increasing numbers in Canadian slaughter lambs. *C. ovis* eggs ingested by grazing sheep, hatch in the sheep's intestinal tract, and the larvae will burrow through the intestinal wall and localize in muscular tissues to develop into cysts approximately 9mm x 5mm in size. It takes 7 to 10 weeks for the cysts to fully develop after the eggs are ingested by the sheep. The most common locations to find the cysts at slaughter inspection are the cheek muscles, diaphragm, heart and skeletal muscles. The cysts will begin to degenerate and are often seen at slaughter as calcified or caseous ("cheesy") nodules in the muscle tissues. Carcasses that are only lightly infected can be trimmed and passed for human consumption. Animals that are heavily infected with cysts are condemned at the slaughterhouse.

There is another *Cysticercus* species seen less commonly, but with a similar lifecycle. *Cysticercus tenuicollis* cysts are found attached to the abdominal wall and the surface of the liver of the sheep. At slaughter, the liver may show long, wiggly migration tracts, moderately large cysts or small round scars. Regardless, the liver is condemned as unfit for human consumption. The adult stage of the tapeworm *Taenia hydatigena* lives in the dog's intestine, and can be controlled with adequate dewormers.

Treatment of the cysts once the sheep is infected is very difficult, and control of the problem must be focused on the adult stage of the tapeworm in the dog. It is very important that all dogs with access to your sheep be routinely dewormed, every 2-3 months, or more frequently if cysts have been found in your sheep.

There are several dewormers for dogs that are very effective at controlling tapeworms, and the appropriate drug to use should be discussed with your veterinarian.

To prevent inadvertent infection, do not feed raw sheep meat back to your dogs. Cull sheep infected with *C. ovis* can be fed to dogs but the meat should be cooked thoroughly or frozen to -18C for a minimum of 10 days. All deadstock should be buried at least 2 ft deep, or appropriately composted to prevent scavenging of sheep carcasses by wild canids such as coyotes, wolves or foxes. If the local wild canid population becomes infected with the adult tapeworms, control is very difficult. Unfortunately, the cyst stage of the infection can occur in deer. Once the wild canid – deer cycle is established in your region, control in pastured sheep becomes extremely difficult and you will likely have to limit the grazing of lambs in affected areas.

Information derived from :  
"Dog Tapeworms & Your Sheep", Dr. Paula Menzies, Ruminant Health Management Group, Dept. Population Medicine, Ontario Veterinary College, University of Guelph and "Cysticercosis in Sheep", Alberta Sheep & Wool Commission



## News From Around the World

### Bluetongue concern IFA calls for suspension of cattle and sheep imports

Reproduced from: [www.nenaghguardian.ie](http://www.nenaghguardian.ie)

IFA President Pádraig Walshe said the announcement by the Department of Agriculture that 24 imported animals tested in the last few days have carried antibodies as a result of contact with the Bluetongue virus means that the precautionary measures already taken by the Minister for Agriculture are inadequate.

Since the revised trading rules were introduced last November, the Depa IFA President Pádraig Walshe said the announcement by the Department of Agriculture that 24 imported animals tested in the last few days have carried antibodies as a result of contact with the Bluetongue virus means that the precautionary measures already taken by the Minister for Agriculture are inadequate.

Since the revised trading rules were introduced last November, the Department has only tested 512 imported animals, with 24 animals in one consignment showing sero positive to the ELISA test.

Mr Walshe said: 'IFA has repeatedly insisted that all routes of Bluetongue introduction to Ireland be dealt with effectively. We are now demanding an immediate suspension of the importation of all cattle, sheep and susceptible animals, which have resided in Bluetongue-restricted zones since August 1st, 2006. These measures must remain in place until the transmission routes of the virus are fully understood and the risk eliminated.'

He added that the IFA was maintaining close contact with the Ulster Farmers' Union and both organisations were totally committed to an all-island policy, which offered the best defence against the disease being brought into Ireland.

The necessary precautionary measures must also be put in place for all high-risk cargoes from the Bluetongue-restricted zones.

### Meeting with French Minister on Sheep

Reproduced from: [www.nenaghguardian.ie](http://www.nenaghguardian.ie)

IFA National Sheep Committee Chairman Henry Burns recently met the French Minister for Agriculture Mr Barnier in Paris together with Liam Aylward MEP and a delegation of French sheep industry representatives.

Mr Burns said he was very encouraged by the positive approach of Mr Barnier towards the sheep sector and his willingness to drive forward on the key issues identified in the latest EU report on sheepmeat.

The IFA National Sheep Committee Chairman said Mr Barnier was extremely strong in his opposition to the Mandelson WTO proposal saying, 'no deal is better than a bad deal'.

In conjunction with Liam Aylward MEP, the IFA Sheep Chairman presented a detailed set of proposals on the sheep sector to Minister Barnier. These proposals included increased promotional funding for sheepmeat, EU labelling and branding, opposition to any increase in EU sheepmeat imports under WTO and increased direct supports for sheep. The French Minister told Henry Burns he will organise a major sheep conference involving all of the main EU sheep producing countries and their Ministers in France in early September.



## News From Around the World

### United Egg Producers Announce Animal-Welfare Auditing Relationship With American Humane Association

Reproduced from: <http://sev.prnewswire.com>

ALPHARETTA, Ga., March 24 - United Egg Producers (UEP), a trade association representing most U.S. egg farmers and companies, has developed a new working relationship with the Denver-based American Humane Association, the only national organization dedicated to protecting both children and animals. American Humane has a 131-year legacy of being the gold standard of animal welfare.

Under terms of the agreement between the two organizations, UEP will recognize American Humane Certified (TM) animal welfare audits as also meeting UEP Certified standards if those egg producers also meet some additional criteria. The American Humane Certified program -- which is the nation's first and original animal-welfare label attesting to the humane treatment of animals involved in food production -- establishes guidelines for the production of eggs from hens in cage-free and free-range farm systems, while the UEP Certified program provides science-based guidelines for the production of eggs from hens either in modern cage production housing systems or cage-free farm systems.

Under terms of the agreement, an egg farmer who passes the American Humane Certified audit, pays the fees and is a member in good standing with the UEP Certified Program and meets the UEP guidelines on 100% of their egg production, can then use the UEP Certified logo and market those eggs as UEP Certified in addition to marketing them as American Humane Certified and using the American Humane Certified logo. The advantage to an egg farmer is that they would not have to undergo and pay for a second audit of their farm, as UEP will accept the American Humane Certified animal welfare audit.

"When UEP began developing science-based guidelines for the production of eggs in modern cage housing systems in the late 1990s, the American Humane Association participated in those discussions," said Gene Gregory, president of UEP.

"We're pleased to renew a working relationship with them and we have always regarded them as one of the most credible animal-welfare organizations in the country."

Marie Belew Wheatley, president and CEO of American Humane, said, "We are enthusiastic about this agreement between our organizations that will facilitate certification of more egg producers who are in compliance with American Humane standards. Certification by both organizations assures consumers that they will be able to find humanely produced eggs in more locations."

For more information:  
[www.uepcertified.com](http://www.uepcertified.com)  
[www.americanhumane.org](http://www.americanhumane.org)

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