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Appendix

Educational Tools

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Family Farms NOT

Factory Farms!

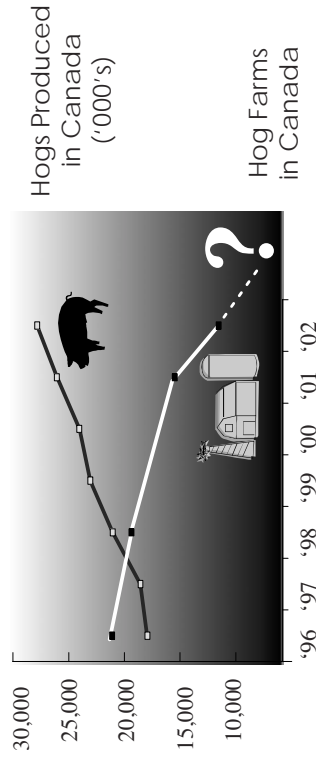
Do you know where the meat YOU eat comes from?

Factory farming ...

- Pollutes soil, air and water
- Requires few, low-paying and unhealthy jobs
- Routinely feeds antibiotics
- Keeps animals in inhumane conditions
- Is run by large corporations
- Is an industry that uses rules designed for family farms as a way to avoid regulation and taxation
- Has expanded due to government support

Family farming ...

- Done by family members who provide the majority of their farms' labour, management and capital
- Suffers under policies that favour factory farms
- Forms the economic, social and cultural base of healthy rural communities
- Has long-term commitment to healthy land, air & water
- Can produce environmentally friendly certified organic, free-range, grass-fed, natural & pastured meat
- Would provide all the safe, healthy, affordable meat Canadians need **if** we make it a purchasing priority, and **if** we stop the growth of factory farms



Where do YOUR tax dollars go?

- Factory farm tax write-offs
- Gov't investment in factory farms
- Factory farm loan guarantees
- Public infrastructure built for factory farms
- Factory farm income support programs
- Technical services to factory farms
- Public Relations to promote factory farms

Millions of tax dollars are being used to prop up factory farming!

Where does YOUR meat come from?

- Ask your grocery store and restaurant managers
- Eat meat produced by local independent family farmer - get to know a local farmer and buy direct!
- Seek meat that is not factory farmed - visit www.beyondfactoryfarming.org for more information.

Ask your provincial and federal representatives to stop funding and promoting factory farming!

Tell your agriculture minister that you want agriculture policies that support family farm livestock production using environmentally friendly, humane and healthy methods!

Organize to fight factory farming and promote livestock production for health and social justice. For more information contact us:



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Putting it All on the Table:

Adopting a Sustainable Food Policy

Does your group have a food policy?

You may not realize it, but your group may already have an unspoken food policy. Do you incorporate potluck meals into your meetings? Do you buy refreshments at your local coop? Do you avoid purchasing products from certain companies?

What difference would adopting a formal food policy make?

Developing a food policy is a good way to clarify what food purchasing means to you as a group and how these decisions affect your community, your political work and the world. It's also a great way to support local farmers and small businesses. You may find that food can play a bigger part in your grassroots organizing work, helping to build community by making events more enjoyable.

Why local food?

Local food reduces greenhouse gas emissions from transportation. It's fresher too. It does not spend a long time in transit, so it does not have to be "picked green" or treated with preservatives to extend its shelf life. Farm animals that are raised, slaughtered and processed locally do not have to undergo long stressful transport or endure crowded holding pens as happens when livestock is shipped to a large centralized slaughterhouse.

Local food is produced by local farmers and/or processed by local small businesses. The income they gain from selling locally will be spent locally, building your community. Choosing local is a way to resist corporate domination of our food supply.

How do we know if local food is sustainably produced?

The three pillars of sustainability are: ecological soundness, social justice and economic viability. When you apply these principles to your buying decisions, you are doing your part by strengthening the third pillar! It may require research into labels and methods of production. As you explore sustainable food options, you may start getting to know local farmers and food processors as you seek to understand your local food system better.



For more information and resources, visit www.beyondfactoryfarming.org

Bon Appetit!

Lawsuit in Paradise

There are about 3,500 people living in the predominately Acadian Local Service District of

Sainte-Marie-de-Kent, in southeastern New Brunswick. How did three of these residents find themselves slapped with a lawsuit and all others (and even you as the reader, now that you are aware of it) become subject to one of the widest ranging injunctions ever imposed by a court in New Brunswick?

Let's start in June of 1999 at a community meeting called to discuss the establishment of the largest hog factory under one roof east of Manitoba. At the meeting were representatives of the proponent and several officials of the government of New Brunswick. Two quotes rang out over the capacity crowd of 500 people.

“The barn will be built”

The proponent, despite considerable objection from the crowd, insisted that “the barn will be built”. A government official made the other remark, in response to a mother's question regarding the disruption that the hog factory was likely to cause to her life. He told her that if

there was a problem in one year's time, “you can move away”.

The tone for the next seven years was set. Citizens realized that they were not going to be heard and that despite their objections; this operation was being foisted upon them.

A major car rally ended at the road beside the construction site of the hog factory, on Canada Day 1999. Immediately, the dis-information machine was cranked up. First an article appeared in the newspaper that a break-in and vandalism had occurred at the site and “protesters” were suspected (later proven to be a petty crime unconnected to citizens). Then the attempt was made to discredit the spokesperson for the Committee Against Hog Factories by calling him a racist. At the July rally, he stated that the government was not supporting local citizens but was supporting “those from away”.

The operating license, the first under the newly passed Livestock Operations Act, was granted on the New Brunswick Day weekend by then Minister of Agriculture,

Milt Sherwood.

Small pigs began arriving at the operation in the fall of 1999 and by early 2000, the full compliment of hogs were inside the building. Trucks came and went daily bringing young pigs, taking animals to market, and delivering feed. Then came the inevitable. The first manure spreading was to begin in the fall of 2000.

Government obfuscation

There had been conditions placed on the license by the Department of Agriculture but citizen's attempts to have them enforced were met with government obfuscation. Citizens put the government on notice that if they did not monitor the operation for violations then the citizens themselves would perform this function.

The first “spreading season” began. Huge 10,000 gallon tanker trucks, like the kind you see delivering gasoline, roared through the village past the school and playground with no regard for the speed limits. The trucks appeared to citizens to be in serious disrepair. There were spills of liquid manure on the road and as observed, there were spills of manure in the ditches

at the spreading sites.

Poop Patrol

Citizens decided to again organize a car rally. Citizens had obtained the use of an abandoned house near the operation. It was christened the “Poop House” and soon after the “Poop Patrol” was born. On one weekend afternoon, the car rally was proceeding to the Poop House when a tractor trailer truck was returning to the hog factory for another load of manure. Citizens on the road in front of the Poop House detained the truck, which was later taken off the road by provincial officials as being unsafe. Out of this incident, three citizens were charged in a lawsuit and the courts imposed the injunction.

The proponent had hired a private investigation company to observe the actions of citizens. As was revealed in court, the firm had several observers and collected both videotape, photographic, and journal evidence.

The court case to impose a temporary injunction was heard 17 October 2000. Judge Rideout of the Court of Queen's Bench heard the case. Judge Rideout found in favour of the proponent and imposed the temporary injunction that was put forward by

the proponent's lawyer with only one exception.

The Judge removed the section that pertained to gathering and having meetings because it was obviously against the Charter of Rights.

As stated earlier, the injunction was one of the widest ranging ever passed by a New Brunswick court. It made it illegal to even observe the operations or the spreading of manure.

Judge Rideout's decision was appealed. Judge Hugh McLellan, who heard the appeal, gave a glowing dissertation on the efforts of citizens to protect their way of life, and decided in favour of citizens and quashed the injunction. The proponent appealed this decision to the New Brunswick Court of Appeal. Judges Robertson, Turnbull, and Larlee heard this appeal and decided in favour of the proponent and imposed a permanent injunction as it now stands.

Citizens challenged the injunction once, with no effect, because it was not available in French.

Judge Rideout's decision: <http://www.canlii.org/nb/cas/nbqb/2000/2000nbqb10110.html>

Judge McLellan's decision: <http://www.canlii.org/nb/cas/nbqb/2000/2000nbqb10190.html>

Court of Appeal decision: <http://www.canlii.org/nb/cas/nbca/2001/2001nbca11.html>

Former hog proponent soured on experience

Editor's note: The writer of this letter lives in Neilburg, Saskatchewan which is located 40 km east of the Alberta border and southeast of Lloydminster.

He admits the hog operation built by Heartland Livestock was one of the first in the province, and things may have changed at other locations. He does, however, provide a first hand experience in dealing with a hog operation.

Dear Editor:

At the time the idea of the 2500 sow Heartland Barn surfaced in 1996 we had owned and operated a 100 sow farrow-to-finish operation for the past 18 years. I therefore became involved with the committee looking after site selection and the selling of shares. As an RM councillor and community-minded person I believed the barns would benefit our area.

Discussions and a public meeting with representation of Heartland Livestock led us to believe that we were indeed lucky people to have Heartland build their first hog operation in our area. My brother decided to sell 40 acres for the weaner barns on a quarter section of land three miles west of our yard. The following is a list of the changes and benefits we understood

having this size of hog barn close by would mean and what has actually come to pass:

1. The lagoon would be straw-covered and produce very little odour. We found out this is very different. When the lagoons are agitated each fall the straw goes to the bottom. Therefore the company no longer wants to cover them. The odour problems occur the opposite of when you might think. When the wind is blowing it keeps things more stirred up but as it calms down between 9 and 11 p.m. a very rank odour descends upon us since the farmyard is at a lower elevation. We are forced inside and must close all the windows for the night. We no longer invite people over for a summer campfire. Anyone working in the fields within a mile finds it hard to stomach the smell. The unfortunate person in the grain truck on a warm day in harvest must tolerate a cab full of flies along with the smell.
- In the fall the pits are emptied and the manure injected anytime after the crop is off. This year it was the Thanksgiving weekend. The first few years the trucks hauled directly from the lagoon (24 hrs/day). Even when conditions weren't right they kept on going leaving rutted fields and rocks popped out on top. A

horse with a maximum reach of three miles is now used to transport the manure to the field where it is injected with a three point hitch cultivator.

This also means the smell is that much closer. People living seven miles away have complained about the smell.

2. Trees would be planted as a windbreak around each site to lessen air movement. Trees were planted - almost immediately without proper site preparation, weeding and watering. Today there are strips of mostly weeds with 20 percent or so of the trees surviving.

3. Manure would be applied to land in a two mile radius free-of-charge. They quickly decided that anyone wanting manure would pay approximately \$15/acre. Soil test showed that the nutrient quality of the manure was half of what they thought it would be.

4. There would be employment opportunities for 15-20 people. Economic spin-offs for the community would include more children attending school, houses easily sold or rented, increased economic activity.

Most of the people employed at the barn are local women or young single people. Turnover is quite high - very few stay more than two years. Those quitting complain of skin problems from the mandatory showering and breathing difficulties from the ammonia. The only family moving in is

the barn manager with three children attending school.

Economic spin-offs are not as good as hoped. One farmer moves weanlings for the barn. Another has supplied straw for the pits. The RM has had the extra cost of dust control in front of the farms on the roads to the sites.

5. Investors would have priority to supply barley to the barns. However, a feed mill was built 60 miles away (60 miles of typical Saskatchewan highway) and offered less per bushel than could be obtained locally at the elevator or the Alberta feedlots.
6. Water wells within a three mile radius would be tested for water quality each year.

- Only one test was done at the beginning, none since.
7. We assumed that like our other farm neighbors that Heartland would respect the countryside.

Garbage has been one of our biggest headaches. The wind often blows garbage (mostly plastic bags) out of a large open area dumpster over the fields. Employees and truckers also spread their share of litter from their vehicles. During construction we observed garbage being buried on the site and covered with only a few inches of soil.

Any complaints we've made go largely ignored. The bigwigs are far away in Regina. To sum it all up I very much regret that we became a part of letting this operation set-up in our community. It simply has

not been worth it. When the day comes to sell our farm I seriously wonder who would buy it and put up with the odour and other problems.

Glenn Goodfellow
Neilburg, Sask.



FACT SHEET: Avian Flu

Control Bird Flu by Controlling Intensive Poultry Operations

Governments in various jurisdictions around the world are responding to fears of Avian Influenza (AI, or bird flu) by destroying backyard flocks and making indoor confinement of poultry mandatory. In Canada, Quebec outlawed the outdoor raising of poultry as of November 12, 2005. The theory behind these measures is that avian flu is carried by wild birds, which can pass it to domestic birds that are outdoors, which could then infect intensive poultry farms and the people who work there.

Outdoor poultry caught in the crossfire

Forced confinement threatens the livelihood and food security of small scale farmers and poor families in countries affected by AI – and by the fear of it. Confinement also threatens certified organic poultry operations, grass-fed pastured poultry and free range egg production – all of which are increasingly popular with consumers as people become more aware of health, animal welfare, labour and environmental issues around factory farming.

Prevention of a world-wide flu pandemic that could kill millions is certainly a worthy cause. The question is – will outlawing outdoor poultry production save us from an AI pandemic? Or will it actually increase the risk of the disease?

The rationale for forced confinement measures is the need to separate the flu virus from the commercially raised birds. Quebec now requires all farmers not only to keep poultry indoors, but to ensure the building is tight enough to prevent wild birds from getting in.¹ Only one species and one age group of birds is allowed on the farm at a time, and surface water must not be used as drinking water for the birds. Yet the Canadian Cooperative Wildlife Health Centre survey of wild birds has found no incidence of Highly Pathogenic Avian Influenza (HPAI) in Canada, and only a few cases of the common North American low pathogenic form of the disease, which is not considered a threat.²

Clearly, confining birds in North America at this time has nothing to do with protection of human health.

AI spread along trade routes, not migratory routes

In Europe and Asia the highly pathogenic strain of AI has been discovered in wild birds. Are they the source of the flu? Or are they victims? According to BirdLife International, a global partnership of non-governmental conservation organizations, "... if wild birds had been spreading the disease across continents there would have been trails of dead birds following migration routes, which

isn't the case. The "wild bird" theory for the spread of H5N1 provides no explanation as to why certain countries on flight paths of birds from Asia remain flu-free, whilst their neighbours suffer repeated infections, nor of why only a single strain of H5N1 is found in outbreaks west of China."³

AI source factory farms, not wild birds

There is growing evidence that HPAI originates in the factory farm system and is then spread through commercial pathways, not migratory flyways.

In a low-density, dispersed population, such as flocks of wild birds or backyard chickens, a virus can only survive as a low pathogenic agent. If a virus happens to mutate into a highly pathogenic form in these circumstances, it quickly dies out, as it kills all available hosts.⁴

However in a factory farm situation, perfect conditions exist for a virus to mutate from a low pathogenic to a high pathogenic form. Thousands of hosts (chickens) with near identical genetic makeup, all the same age and size, crowded in close conditions, allow a virus to kill its host, and move onto the next victim with great speed and ease. The HPAI virus depends on the factory farm system to continue supplying it with new hosts through the vertically integrated industrial poultry operations, linked to each other via the global trade in live birds, eggs and virus-contaminated feed and manure.

There is also a strong correlation between exposure to factory farms and incidence of HPAI. In Thailand, China and Vietnam there is a highly developed industrial poultry industry which has expanded dramatically in the past decade. The large poultry companies raise millions of birds, hatch chicks to supply other intensive poultry operations, export live birds and eggs to countries such as Nigeria (where the first HPAI outbreak in Africa was recently reported) and produce and export feed which often includes "litter" (ie manure) in the ingredients. Manure that may contain live virus is spread on surrounding farmland, or exported as fertilizer, and through run-off may end up in surface waters where wild birds feed and rest. Chicken manure is even found in fish farm feed formulations where it is introduced directly into the aquatic environment.⁵

Wild birds and poultry that have fallen victim to HPAI in Asia, Turkey and Nigeria appear to have been directly exposed to HPAI virus originating in the factory farm system. In Asia, a flock of wild ducks died from HPAI – after having come into contact with the disease at a

remote lake where a fish farm used feed pellets made from poultry litter from a factory farm.⁶ In Turkey a massive cull of backyard flocks – and the deaths of three children – took place after a nearby factory farm sold sick and dying birds to local peasants at cut rate prices.⁷ Nigeria has a large and poorly regulated factory poultry production sector which is supplied with chicks from factory farms in China.⁸ Losses due to bird flu in Nigeria are being paid for by the hunger of poor rural families now without their main source of dietary protein.

Safe food, poultry gene pool, food security at risk

The danger of a 1918-style world-wide human pandemic due to AI mixing with a human flu virus may well be overstated.⁹ We have better social conditions and medical knowledge now compared to what existed in the aftermath of World War 1. However, if there is a risk of a serious disease epidemic, it will victimize the weakest and most vulnerable people. We have a collective responsibility to prevent such catastrophe. However a wide-spread mandatory shift to industrialized poultry production via forced confinement of birds combined with massive culls of genetically diverse, dispersed backyard flocks is exactly the wrong response. Mandatory poultry confinement increases the risk of HPAI outbreaks, making us more vulnerable to future disease problems.

Solution to pandemic risk is strict control of factory farms

The way to reduce the risk of a human pandemic is to strictly control intensive poultry operations and thus protect wild bird populations and outdoor poultry production from exposure to HPAI. At the same time a separate infrastructure to promote a genetically diverse, dispersed, low-density poultry production sector to serve local consumers should be supported.

Recommendations:

- ✓ Ban use of industrial poultry litter in domestic and imported animal feed.
- ✓ Enact and enforce strict regulations on industrial poultry manure, including records to allow tracing of any disease outbreak to manure source.
- ✓ Enact and enforce strict regulations on international trade in live poultry and eggs.
- ✓ End subsidies and regulatory measures designed to increase industrialisation of poultry production.
- ✓ Vaccinate (instead of cull) backyard poultry within certain radius of HPAI outbreaks.

- ✓ Keep a database and map of HPAI affected poultry facilities including ownership, subsidiaries and trading partners, location, virus info (what sub-type), operational practices and customers.

Footnotes

- 1 *Une nouvelle mesure préventive : le confinement d'oiseaux domestiques* – Agriculture, Pêcheries et Alimentation Québec <http://www.mapaq.gouv.qc.ca/NR/rdonlyres/79EB5A72-464A-48B5-B7A3-481803ED4D75/0/TCN10nov05.pdf>)
- 2 *Highly Pathogenic Asian Strain of Avian Influenza not Detected in Wild Birds* - Canadian Food Inspection Agency media release, November 19, 2005 <http://www.inspection.gc.ca/english/corpaffr/newcom/2005/20051119e.shtml>
- 3 *Avian Influenza: Virus Backgrounder (Wild Birds)* – Canadian Food Inspection Agency <http://www.inspection.gc.ca/english/anima/heasan/disemala/avflu/2005wildsauv/virtype.shtml>
- 3 *Reality takes wing over bird flu* - Leon Bennun, BirdLife International <http://news.bbc.co.uk/1/hi/sci/tech/4721598.stm>
- 4 *Paul Ewald: Infectious Disease and the Evolution of Virulence* – Excerpt from PBS interview with Dr. Paul Ewald http://www.pbs.org/wgbh/evolution/library/01/6/l_016_06.html
- 5 *Bird flu could be linked to fish farming* - Michael McCarthy, *New Zealand Herald*, Dec. 28, 2005 http://www.nzherald.co.nz/section/story.cfm?c_id=5&objectid=10361729
- 6 *Foul Play: the Poultry Industry's Central Role in the Bird Flu Crisis* - GRAIN <http://www.grain.org/>
- 7 *Foul Play: the Poultry Industry's Central Role in the Bird Flu Crisis* - GRAIN <http://www.grain.org/>
- 8 *Illegal imports probable cause of Nigeria flu* – BirdLife International, http://www.birdlife.org/news/news/2006/02/avian_flu_nigeria.html
- 9 *Fuss and Feathers: Pandemic Panic over the Avian Flu* — Michael Fumento, *The Weekly Standard*, November 21, 2005 <http://www.fumento.com/disease/flu2005.html>

Organizations working on Avian Flu issues:

Union paysanne

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Local contact information:

*X Farms
Box X
Somewhere, AB*

21 August 2000

Dear Mr. X,

This letter is in regard to our telephone conversation on August 19. I commend the County of Forty Mile on their decision to turn down the initial decision to put in the proposed pig barns within your area. Had harvest not come on as quickly as it has I would have personally delivered my findings to the residents of Forty Mile. Hopefully this letter will help you uphold the appeal, by answering your questions from our experience.

Our farmstead is three and a half miles north of a four-barn finishing pig operation. Each barn holds approximately 4000 head of swine. This intensive livestock operation has two sewage ponds. It has been in operation now for just over one year.

We were given the big sales pitch about how good Dynamic Swine was and how they would benefit the area and local economy. We wouldn't even know there would be pig barns in the area. Don't believe them. Their pigs stink. They find cheaper feed and have it trucked in from wherever they can find it. The jobs that are available are minimal, and the working conditions are not pleasant. Property values have decreased within the area. The owners that you may be dealing with may have integrity, and keep their promises, but don't count on it. A word of caution, in the event this appeal is overturned keep very good records of their promises and the codes within which they are to operate, then keep notes.

In answer to your first question, do the barns stink? YES, they do! We were told they would not be noticed in the area; but there may be an odor when injecting the manure. This unpleasant odor would only be for about four days a year. We get stench at least four times a month, and when they inject the manure, it is very pungent. I have smelled the pigs when servicing machinery, cutting hay, riding horses, activities in which they have their own distinct odor, but being overtaken by the stench of pigs. We are the fortunate ones. As I mentioned earlier, our home quarter is north-northwest of the pigs, and seldom have winds from the south, those who live in usual wind patterns are far worse off, and we have it bad.

This past year I have documented the days we have smelled the pig barn, that we were told would not affect our lifestyle. The three I will share will be the ones that show how much we have been affected. On one particular occasion during Easter break, we were rebuilding fence one mile west of this intensive livestock operation. We were unfortunate that day as the breeze was from the east. The piercing stench from the pigs made the working conditions almost unbearable. When I got home, I had to take off my coveralls outside as to not contaminate the house of such a foul odor. While working in our shop (three and a half miles north-northwest) with the big overhead door open to the east, and a south wind I still was inflicted with the unannounced and unwanted pungent smell of pigs. Just imagine what the stench would have



been for those living closer or within the normal wind patterns have to put up with. Another time while I was adjusting the alignment of one of our pivots, one mile north of the pig operation, I was almost overcome by the urine-saturated air.

The feed that was to be purchased for the local feed producers has not been brought to fruition. The barley that was used was brought in from Saskatchewan, as it was thirty cents cheaper a bushel. The feed peas did benefit, though slightly.

The jobs that were, and are, available have been short term. The construction crew hired a few locals to do the grunt work. A few are hired to feed the pigs, clean and disinfect the barns. The manure injection was done by people outside of the area.

There have been four quarters up for sale within a two-mile radius of the pig operation. Two of the quarters were purchased by the X Hutterite Colony. An adjacent landowner purchased a quarter for less than market value as no one wanted to live northeast of the pig barns because of the southwest winds. The other quarter one mile west from the barns is still up for sale.

The barns have been in operation for over a year now. The M.D. of XX has been getting calls about the violations to the conditions of development, at the time of issuing the permit for the operation. The operators were given specific travel routes, to erect a wind fence, time of injection, and clean up the odor. The landowners around this area are currently working on a list of complaints, along with specific dates the given conditions were violated.

The good Lord put all things on the earth for the benefit of man to use with prudence. I feel these large factory pig operations are of more harm and detriment to mankind than of benefit. Best wishes in your endeavors to keep the County of Forty Mile a wholesome environment to work and raise a family.

Yours truly,
Mr. X X
B.S. Ag Econ.

All names have been changed to protect those involved. If you wish to get in contact with the author, please contact the Beyond Factory Farming Office at 1-877-955-6454.



Appendix

Organizing Tools

- » **Tips on Setting Up Meetings with Elected Representatives**
- » **Sample Agenda for a Meeting**
- » **How To Create A Phone Tree**



Meeting with Elected Representatives

Make an appointment

Call your constituency office and request a meeting when your MLA/MP is at home. The secretary will want to know what your meeting is about. Limit your agenda to just one or two topics. Polite but firm persistence, pursued through regular contact with the constituency office, is essential. If you can't get an appointment during the upcoming break, express your disappointment—and immediately request a firm commitment for the next time he/she is back home.

The group

Small, diverse groups are best. You may want to have at least one spokesperson represent several organizations to strengthen the impression that you represent a number of constituents. Consider creating a coalition with representatives from other local groups. Try to include members of non-traditional constituencies, for example the medical, religious, sporting or science communities.

Planning

Before the meeting, get together and decide who will say what. Do not expect a lot of time with your MLA/MP. Ask the staff in advance how much time you will have and be sure to cover your key points early. Ask your MLA/MP for specific action. Find a local angle on national or provincial issues. Make sure everyone in your group has an opportunity to speak. Remind everyone to begin by focusing on the specific action you would like your MLA/MP to take.

Pre-meeting meeting

Hold a meeting prior to your appointment to ensure everyone is on time and prepared. Bring fact sheets and reference materials to leave with your MLA/MP. You should also leave a list with each group member's name, address, phone number and a summary of your agenda.

Meeting Etiquette

Be on time, dress nicely, and be polite. Never insult other MPs or MLAs. Introduce yourselves at the outset of the meeting. Have your leader give a brief introduction. State your reasons for seeking the meeting. Do not overstay your welcome; cover your points thoroughly and early. If the official is enjoying the meeting and lets it run over, fine. Be prepared to complete your agenda in the time allotted.

Follow-Up

Follow up promptly with a thank-you letter, and provide any information you promised during the meeting. Use these opportunities to build a relationship with the official and his/her staff. Invite your member to speak at an upcoming meeting or get-together.

Do not be discouraged if you do not see eye to eye with your MLA/MP on every issue; there's always another piece of legislation down the road that he or she may be helpful on. If you didn't get the answer you wanted, keep trying. Remember, these visits are an opportunity to gather information as well as air your point of view. Share what you learn with other groups and keep records for future use.

Adapted from material originally published by www.stopextinction.org



Sample Agenda for a Public Meeting

Agenda

Factory Farm Meeting —Community/Town—Date

6:00 P.M.	Introduction by Organizer
6:15–7:15 P.M.	Overview of Factory Farm Issue Video Presentation— <i>“Bacon, le Film”</i> Jane Doe— <i>lives next to a CAFO in Nextdoor, AB</i> Bob Smith— <i>water quality expert, the University</i>
7:15–7:30 P.M.	How Does This Affect Our Community?
7:30–8:00 P.M.	Question & Answer Session Time and Date of Next Meeting
8:00 P.M.—?	Refreshments



How To Create A Phone Tree

A phone tree is an easy and efficient method to quickly disseminate information to your group. Select someone in your group to be the coordinator. Then create a flow chart with the coordinator at the top and group members below. The size of your organization will determine how many people each person calls. For example, the coordinator might be responsible for phoning three people. Those three people will be responsible for phoning three more people, who in turn might each phone three more people, etc., until everyone in your organization is contacted.

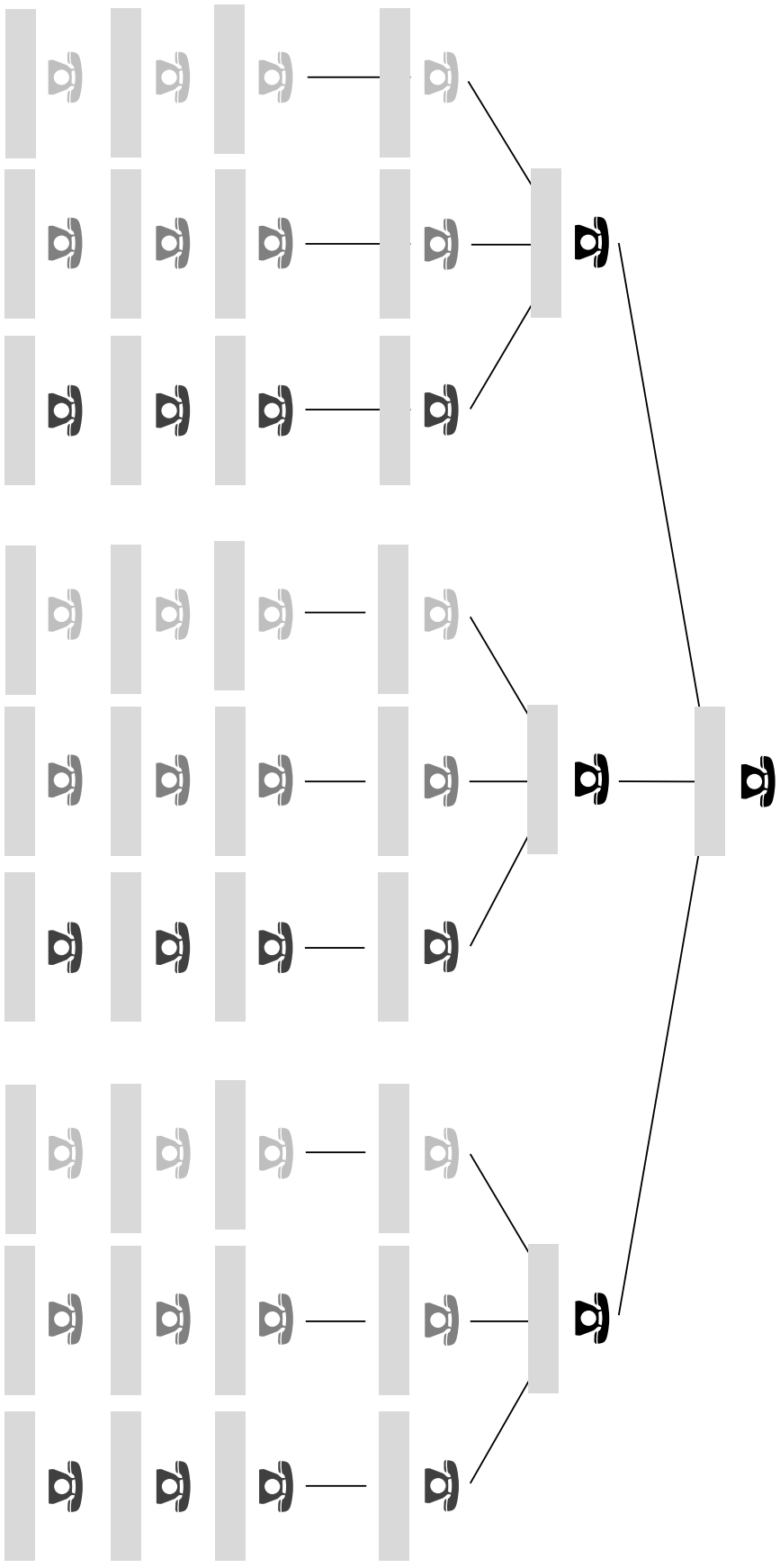
The coordinator should be responsible for initiating the phone tree, so anyone who wants to put a message out to the group should phone the coordinator with the message. S/he will be in charge of initiating the tree.

Important points to remember:

- Write the message down on a piece of paper. Make sure each person you phone also writes down the message. Have them read it back to you to ensure they heard it correctly.
- If someone is not home, leave a message on their machine, but continue calling the next person on the list until you actually get someone on the line. Do not assume a message left on an answering machine will be passed on to others.
- Make sure everyone in the group has a complete phone list of all members, in case someone is not home. The person making the calls will continue down the list until they reach three people personally.
- Remind group members not to speculate in their phone tree calls—they should just pass on essential information.
- Make sure the last people in the tree phone the coordinator to repeat back the message. This will ensure that everyone has received it properly.



Phone Tree Assignment Sheet



Appendix

Media Tools

- » **Sample Press Release**
- » **Ten Steps for a Successful News Conference**
- » **The Steps to Take When a Reporter Calls**
- » **Sample Letter to the Editor**



Sample Press Release

Insert your logo

Have a catchy title that states your point clearly.

News Release



April 12, 2000

Hog Watch Manitoba Supports Local Area Residents' Attempt To Stop Mega Hog Barn Development

RM of Tache, April 12

Include the place the event is taking place, the date and/or "For immediate release".

Hog Watch Manitoba announces its support for a local area citizens group who have been diligently lobbying their municipal government to squash a potential decision to allow the construction of a 4000 Hog Finishing Facility.

"We have reviewed the proposal and concur with the citizens group that before any approval is granted, valid studies must be undertaken to ensure compliance with all applicable governmental regulations and policies", said Hog Watch member Mr Green today.

This facility is to be located in the RM of Tache between the bedroom communities of Landmark and Lorette. The municipal government is expected to deliberate their decision at an upcoming council meeting this Thursday, April 13th.

Local area resident John Doe expressed the magnitude of the situation. "Their manure storage facility (lagoon) will be sited a few hundred feet away from a coulee that floods on a yearly basis during the spring time. This coulee runs into the Seine River." Mr. Newell also indicated that numerous residents are living within a mile of the proposed facility.

Hog Watch calculates that in order to fuel the proposed Smithfield Slaughterhouse expansion in Winnipeg, developments of this size and nature will be required on a daily basis for the next three years in rural Manitoba.

Mr. Green adds that, "Citizens in rural Manitoba are fed up with these factory farm developments. Besides polluting the air, water and land and decreasing the value of property, they are a nuisance, impacting the health and quality of life for residents living in the vicinity."

Make your first sentence catchy, just like the headline!

Keep the length of the release to ONE page!

Always include contact information so the press can easily contact you.

For further information:
John Doe 555-5555

—30—

End with "—30—" or "###" This lets reporters know that they can publish everything above this point as is.

Make sure your contacts are comfortable speaking with reporters and are available to do so. Keep phone ringers turned on!!

Ten Steps for a Successful News Conference

1. Plan ahead. At least two weeks before the event plan what you want to do and how you want to do it.
2. Tell your group about your ideas; get your members' ideas and decide what message you want to get out.
3. Prepare props, posters, banners, and a press kit.
4. Prepare a list of reporters you want to invite to your press conference.
5. Write, fax and/or email a media advisory.
6. Write the statement you plan to make at the press conference.
7. Finalize all details. Write a news release.
8. Call reporters the day before the press conference to remind them of the event.
9. On the day of the event, arrive early to situate speakers, organize materials, etc.
10. After the event, hand-deliver copies of your press release and statements to reporters who did not show up. If hand-delivering is impossible, fax or email the release.



Steps to Take When a Reporter Calls

- Ask for some “think” time
- Ask “When is your deadline?”
- Who are you with? (*name of media outlet*)
- What is the segment about?
- What approach are you taking?
- What research, reports, and documents have you seen? (*Offer your own!*)
- What areas do you want to cover?
- Where do you want to do the interview?
- Who else will be interviewed?
- When will this be published?
- How long will the interview last?
- Then ask yourself: What if they did this item without me?

Source: Bonner & Associates, 1990.



Sample Letter to the Editor

November 15, 2006

Editor, Brandon Sun

Dear Editor:

I read with interest your recent editorial "The dead hand strikes again" (Sun, November 10, 2006) chastising the Doer Government for imposing a 'moratorium' on hog barn expansion, pending a "review" of the industry by the Clean Environment Commission (CEC).

One need only examine the fine print in Minister Struthers' announcements to see that your criticism is misplaced.

On the one hand, as Struthers confirmed in an interview broadcast on CBC radio on November 9, the "moratorium" does not apply to the 17 or so hog barn proposals currently "in process." Objectively, this means that these proposals will go forward to construction (and operation), as soon as they complete the approval process. By contrast, a bona fide 'moratorium' would involve the suspension of approval processes, pending the outcome of the CEC review.

On the other hand, inspection of the terms of reference issued to the CEC in this matter clearly shows that the government has absolutely no intention of seriously examining the environmental sustainability of Manitoba's hog industry. In particular, the CEC will not be holding public hearings as part of its review. Instead, it will hold "public meetings."

Public hearings, such as the one conducted by the CEC in relation to the Maple Leaf expansion, are governed by the Manitoba Evidence Act. Among other things, this involves sworn testimony, cross-examination, evidence elicited from experts as well as the public at large, and so on. The CEC assesses this evidence and then issues recommendations based on that assessment.

Public meetings, by contrast, have none of these requirements. Indeed, my experience has been that such meetings are little more than cheerleading sessions for the particular special interest group (here, the pork industry) with the most resources. Consequently, spectacular and unverified claims, rather than assessed evidence, become the basis of recommendations that emerge from this process.

Is it any wonder that XXX, Chair of the Manitoba Pork Council, has stated that the CEC review will vindicate the industry's environmental record?

In closing, I would simply note that the most charitable interpretation of the Doer Government's action here is that it represents nothing more than a political parlor trick, a cynical slight of hand which is explicitly designed to defuse the Hog issue until after the upcoming Spring election.

Sincerely
Dr. John Doe

Appendix

Provincial Resources



British Columbia

Sierra Legal Defence Fund

A national organization of more than 40 lawyers, scientists and support staff at offices in Vancouver and Toronto. Sierra Legal is a non-profit, charitable organization funded by public donations and foundations grants and currently has over 30,000 individual supporters across Canada.

214—131 Water Street
Vancouver, BC V6B 4M3

Toll Free: 1-800-926-7744
Phone: (604) 685-5618
Fax: (604) 685-7813

sldf@sierralegal.org
www.sierralegal.org

West Coast Environmental Law

Through legal advice, education and advocacy, WCEL provides citizens and organizations with the knowledge, tools and innovative solutions needed to protect our environment and build sustainability locally, nationally and internationally.

1001—207 West Hastings Street
Vancouver, BC V6B 1H7

Phone: 604-684-7378
Toll-free in BC: 1 800 330-WCEL
Fax: 604-684-1312

admin@wcel.org
<http://www.wcel.org>

Provincial Corporate Registry

Turnaround times are 3–7 days after receipt of your request, depending on volumes received for processing.

(250) 356-0206

www.fin.gov.bc.ca/registries/corppg/crsearch.htm



Access to Information

Office of the Information and Privacy Commissioner for British Columbia

PO Box 9038, Stn. Prov. Govt.

Victoria, BC V8W 9A4

Location: 3rd Floor,

756 Fort Street

Victoria, BC V8W 1H2

250-387-5629

For toll-free access call Enquiry BC at one of the numbers listed below and request a transfer to 250-387-5629:

Vancouver: 604-660-2421

Elsewhere in BC: 800-663-7867

Fax: 250-387-1696

info@oipc.bc.ca *(Does not accept requests for review or complaints by e-mail)*

www.oipcbc.org

Revised Statutes and Consolidated Regulations of British Columbia

www.qp.gov.bc.ca/statreg/default.htm

qppublications@gov.bc.ca

1-800-663-6105



Alberta

The Environmental Law Centre (Alberta) Society (“ELC”)

was formed and incorporated in Alberta in 1982 to provide Albertans with an objective source of information about environmental and natural resources law. In 2006, the ELC is a strong registered charitable organization whose environmental services are used across Canada and whose environmental law expertise and skills are sought after by governments, industry, environmental organizations and members of the public.

#800, 10025—106 Street,
Edmonton, Alberta T5J 1G4
(780) 424-5099
Fax: (780) 424-5133
Toll Free: 1-800-661-4238
www.elc.ab.ca

Provincial Corporate Registry

Alberta Corporate Registry Search provides authorized agents to do searches on a fee for service basis.

<http://governmentservices.gov.ab.ca/index.cfm?fuseaction=section:corporateregistry:crsearches>

Alberta Securities Commission

www.albertasecurities.com

Access to Information

Freedom of Information and Protection of Privacy Act

Mailing Address: Access and Privacy Branch Service Alberta
3rd Floor, Commerce Place
10155 – 102 Street NW
Edmonton, Alberta Canada T5J 4L4
Office: (780) 422-2657
Help Desk: 780-427-5848
Fax: 780-427-1120
foiphelpdesk@gov.ab.ca
<http://foip.gov.ab.ca>

Acts and Regulations of Alberta

www.qp.gov.ab.ca/catalogue/catalog_results.cfm

780-427-4952



Saskatchewan

Provincial Corporate Registry

Corporations Branch

There is a small fee for searches. The corporation profile report can be downloaded and printed for free. Other reports must be ordered for a fee.

<https://www.corporations.justice.gov.sk.ca/.asp>

Note—you must use Internet Explorer to use this site.

Access to Information

Saskatchewan Information and Privacy Commissioner

503–1801 Hamilton Street

Regina, Saskatchewan S4P 4B4

(306) 787–8350

Toll Free within Saskatchewan: 1–877–748–2298

Fax: (306) 798–1603

webmaster@oipc.sk.ca

www.oipc.sk.ca

Acts and Regulations of Saskatchewan

800–226–7302

www.qp.gov.sk.ca/



Manitoba

Public Interest Law Centre

PILC is unique in Canada. Established in 1982 as a branch of Legal Aid Manitoba, the Centre undertakes test-case litigation on behalf of individuals or groups who would otherwise be unable to protect their rights.

The Centre operates arms-length from government in order to make sure that clients will be represented fully and fearlessly, regardless of the political sensitivity of the issues.

610–294 Portage Avenue
Winnipeg MB R3C 0B9

(204) 985–8540
fax (204) 985–8544

centre@pilc.mb.ca
publicinterestlawcentre.ca

Provincial Corporate Registry

Go in person, mail, fax or email a request for a “Summary” of the company to the Companies Office. There is a \$3.00 fee. Faxed requests have an additional \$5.00 faxing fee.

1010–405 Broadway
Winnipeg, MB R3C 3L6

(204) 945–2500
Toll-free: 1–888–246–8353 (in Manitoba)
Fax: (204) 945–1459

companies@gov.mb.ca

Legal Data Resources (Manitoba) Corporation—LDRC

(204) 984–9840
www.ldrc.org

Access to Information

Manitoba Freedom of Information and Protection of Privacy
www.gov.mb.ca/chc/fippa

Access and Privacy Services

Government Records Office Archives of Manitoba

130 – 200 Vaughan Street
Winnipeg, MB R3C 1T5

204–945–3738
Toll Free: 1–800–617–3588 (Manitoba)
Fax: 204–948–2008

govrecs@gov.mb.ca

Laws of Manitoba

web2.gov.mb.ca/laws/statutes/index.php

In Winnipeg and outside Manitoba: 204–945–3101

Toll Free in Manitoba: 1–800–321–1203

Ontario

Public interest law groups

Sierra Legal Defence Fund

Is a national organization of more than 40 lawyers, scientists and support staff at offices in Vancouver and Toronto. Sierra Legal is a non-profit, charitable organization funded by public donations and foundations grants and currently has over 30,000 individual supporters across Canada.

30 St. Patrick Street, Suite 900
Toronto, ON M5T 3A3

(416) 368-7533

Fax: (416) 363-2746

sldfon@sierralegal.org

www.sierralegal.org

Canadian Institute For Environmental Law And Policy (CIELAP)

CIELAP's mission is to develop and advance proposals for the reform of environmental law and public policy. CIELAP's research assists public interest groups, government, industry and individuals in daily decision-making. This approach aids the protection of both human and environmental health as well as the preservation of the natural environment.

130 Spadina Avenue Suite 305
Toronto, ON M5V 2L4

(416) 923-3529 Ext. 25

Fax: (416) 923-5949

www.cielap.org

Canadian Environmental Law Association (CELA)

CELA is a public interest legal aid clinic. Its mandate includes representing individuals and groups in courts and tribunals, law reform campaigns and public education. Current campaigns include toxics, children's health, environment and trade, drinking water and water sustainability. CELA houses the Resource Library for the Environment and the Law, a staff library with public access by appointment. CELA publishes all of its materials on-line and maintains an e-mail bulletin.

130 Spadina Avenue Suite 301
Toronto, ON M5V 2L4

(416) 960-2284 Ext. 213

Fax: (416) 960-9392

www.cela.ca



Environmental Defence

Environmental Defence is a national group working to protect the environment and human health. We research. We educate. We go to court when we have to. All in order to ensure clean air, safe food and thriving ecosystems.

317 Adelaide Street West Suite 705
Toronto, ON M5V 1P9

(416) 323-9521

Fax: (416) 323-9301

www.environmentaldefence.ca

Provincial Corporate Registry: Ontario

To search the Public Record go to www.cbs.gov.on.ca/mcbs/english/5HTRN5.htm.

For further information contact the **Canada–Ontario Business Service Centre**

1-800-567-2345

ontario@cbsc.ic.gc.ca

Access to Information

Office of the Information and Privacy Commissioner of Ontario

2 Bloor Street East Suite 1400
Toronto, ON M4W 1A8

Toronto Area (416/local 905): 416-326-3333

Long Distance: 1-800-387-0073 (within Ontario)

TDD/TTY: 416-325-7539

Fax: 416-325-9195

www.ipc.on.ca

Laws and Regulations of Ontario

416-326-5300

800-668-9938

www.e-laws.gov.on.ca/tocBrowseCL_E.asp?lang=en



Quebec

Provincial Corporate Registry:

Registraire des entreprises Québec.

Data available in French only.

<https://ssl.req.gouv.qc.ca/slc0110.html>

Access to Information

Commission d'accès à l'information

Québec City (Head Office)

575, rue Saint-Amable

Bureau 1.10

Québec, QC G1R 2G4

418-528-7741

Fax: 418-529-3102

Montreal

480, boul. Saint-Laurent

Bureau 501

Montréal, QC H2Y 3Y7

514-873-4196

Fax: 514-844-6170

Fax for the Legal Affairs Department: 514-864-4322

Toll-free number for both offices: 1-888-528-7741

cai.communications@cai.gouv.qc.ca

<http://www.cai.gouv.qc.ca/index-en.html>

Laws and Regulations of Quebec

418-643-5150

Toll free in Québec: 1-800-463-2100

www2.publicationsduquebec.gouv.qc.ca/home.php



New Brunswick

Provincial Corporate Registry

New Brunswick SNB Online—Corporate Affairs Registry

www.snb.ca/e/6000/6600e.asp

Access to Information

Right to Information

Centennial Building Room 273

670 King Street

Fredericton, New Brunswick E3B 1G1

Mailing Address—P. O. Box 6000

Fredericton, NB E3B 5H1

General Information: 506-444-4417

Reception: 506-444-4417

Fax: 506-453-2266

[http://app.infoaa.7700.gnb.ca/gnb/Pub/EServices/](http://app.infoaa.7700.gnb.ca/gnb/Pub/EServices/ListServiceDetails.asp?ServiceID1=547&ReportType1=All)

[ListServiceDetails.asp?ServiceID1=547&ReportType1=All](http://app.infoaa.7700.gnb.ca/gnb/Pub/EServices/ListServiceDetails.asp?ServiceID1=547&ReportType1=All)

www.gnb.ca/0012/index-e.asp

Laws and Regulations of New Brunswick

506-453-2520

<http://www.gnb.ca/0062/acts/index-e.asp>



Nova Scotia

Provincial Corporate Registry

Nova Scotia Registry of Joint Stock Companies

www.gov.ns.ca/snsmr/rjsc/search.asp

Access to Information

Nova Scotia Freedom of Information and Protection of Privacy Review Office

Box 181

Halifax, NS, B3J 2M4

(902) 424-4684

Toll Free: 1-866-243-1564

Fax: (902) 424-8303



www.gov.ns.ca/foiro

PEI

Provincial Corporate Registry

PEI Corporate/Business Names Registry

www.gov.pe.ca/corporations/index.php

Access to Information

Freedom of Information and Protection of Privacy

Frieda MacLaren,

Access and Privacy Coordinator

569-0568

www.gov.pe.ca/foipp



Newfoundland and Labrador

Provincial Corporate Registry:

Newfoundland Registry of Companies

www.gs.gov.nl.ca/cca/cr/

Access to Information

Access To Information and Protection of Privacy Office

Department of Justice

4th Floor, East Block Confederation Building

P.O. Box 8700

St. John's, NL A1B 4J6

729-5942

Facsimile: 709-729-2129

justice@mail.gov.nl.ca

www.justice.gov.nl.ca/just/civil/atipp



Yukon, Nunvut and Northwest Territories

Sierra Legal Defence Fund

Is a national organization of more than 40 lawyers, scientists and support staff at offices in Vancouver and Toronto. Sierra Legal is a non-profit, charitable organization funded by public donations and foundations grants with over 30,000 individual supporters across Canada.

4910—50th Street, 3rd Floor

PO Box 933

Yellowknife, NT X1A 2N7

867-669-7285

Fax: 867-920-2685

pfalvo@sierralegal.org

www.sierralegal.org

Corporate Registries

NWT Corporate Registries

www.justice.gov.nt.ca/CorporateRegistry

Yukon Corporate Affairs

www.community.gov.yk.ca/corp

Nunavut Legal Registries

www.cbcs.org/servlet/ContentServer?cid=1089652605547&pageName=CBSC_NU/display&lang=en&c=Services

Access to Information

Yukon Information & Privacy Commissioner—Office of the Ombudsman

Toll free in the Yukon 1-800-661-0408 (ext. 8468)

Local (867) 667-8468

Fax(867) 667-8469

PO Box 31300 Whitehorse, Yukon Y1A 5P7 or:

PO Box 2703 Whitehorse, Yukon Y1A 2C6

211 Main Street (Shoppers' Plaza) Suite 200

www.ombudsman.yk.ca/infoprivacy/info_index.html



NWT Access to Information and Privacy

Records and Access Co-ordinator
Policy and Planning Division
Department of Justice
Government of the Northwest Territories
PO Box 1320
Yellowknife NT X1A 2L9
(867) 920-6418
www.justice.gov.nt.ca/ATIPP/atipp.htm

Nunavut Access to Information and Privacy

Marylin Scott
Manager of Access to Information and Privacy
Government of Nunavut
Department of Executive and Intergovernmental Affairs
P.O. Box 1000, Station 200
Iqaluit, NU X0A0H0
867-975-6044
Fax: 867-975-6091
www.gov.nu.ca/Nunavut/atip

