



# Impacts of Activism on Food Trends

COGA Conference  
February 13, 2020

“

Impacts of Activism on Food Trends  
go far deeper than simply  
the impact to sales  
or what people are buying or not.

”



Saskatchewan



Bonnie Windsor



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Sundance Farms

BC  
pork  
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VANCOUVER SUN NEWS BUSINESS SPORTS ARTS & LIFE HOMES TRAVEL OBITS CLASSIFIEDS CAREERS

## Police remove protesters from Abbotsford hog farm allegedly shown in PETA video

Farm targeted due to video footage released by People for the Ethical Treatment of Animals that they claim depicts 'the horrific conditions that the pigs were being raised in at this farm'

LAURA KANE, THE CANADIAN PRESS Updated: April 28, 2019



NEWS 1130 CityNews LOCAL TRAFFIC VIDEO NEWS TIPS

## Animal rights activist arrested after protest at Abbotsford pig farm

BY TARAN PARMAR AND THE CANADIAN PRESS  
Posted Apr 28, 2019 11:21 am PST Last Updated Apr 28, 2019 at 4:24 pm PST



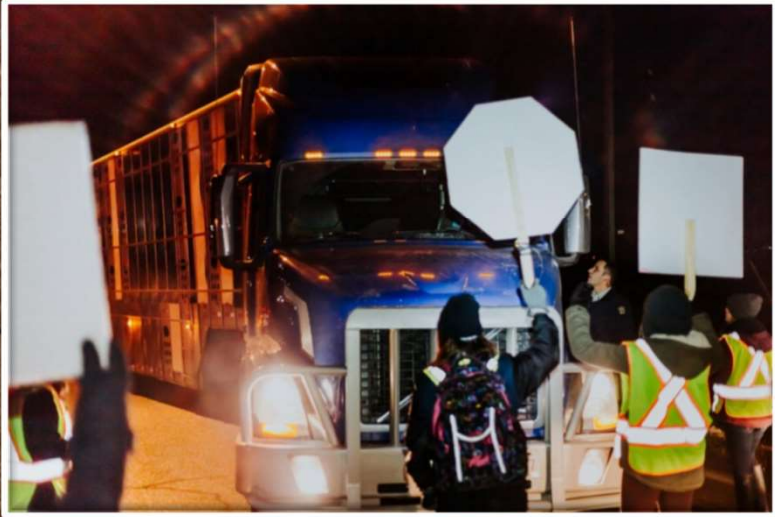
**TESTING THE LINE**

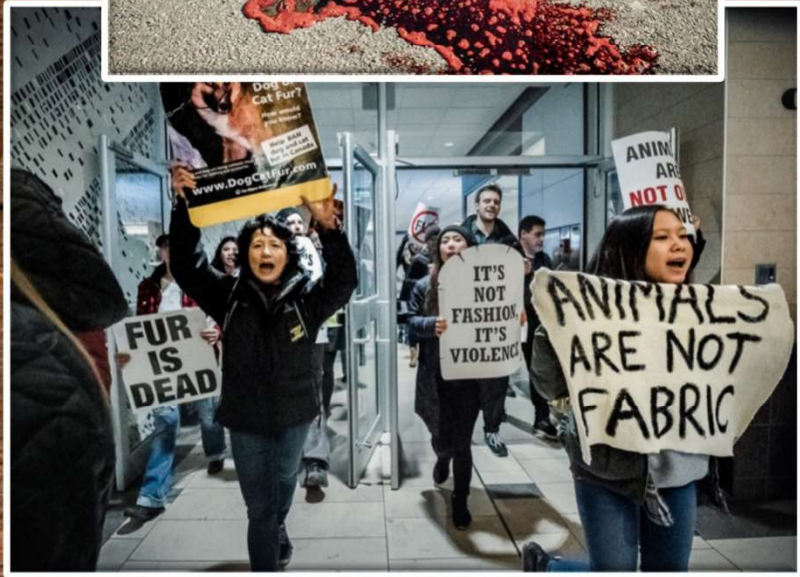
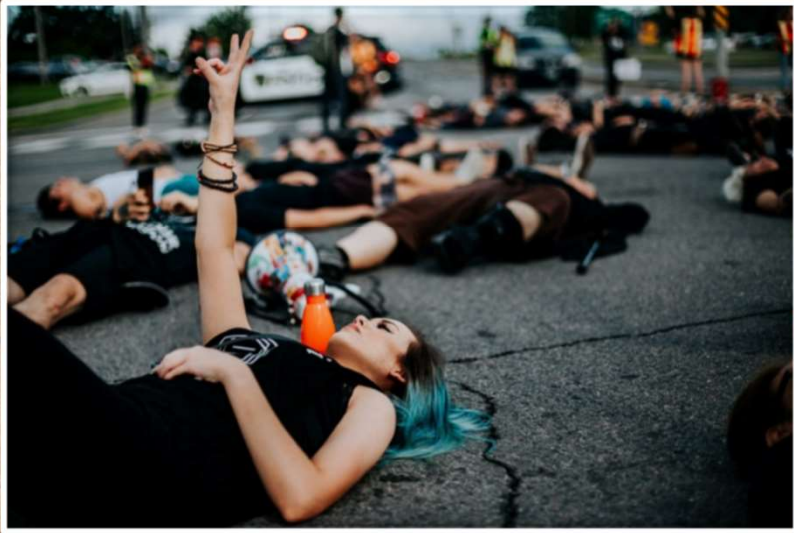
As Animal Rights Activists Push Legal Boundaries, Canada Considers What Makes a Terrorist











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THE  
REAL SCOOP  
ON



BACON

BC  
pork  
Proudly Grown  
Close to Home



BC MEATS  
for BC FAMILIES

Johnston's has been feeding British Columbians since 1928 so trust us when we say, "We know our Bacon."  
And here's the real scoop about the pigs that produce our delicious, quality bacon..!



**Separate mothers  
and babies at birth?**

**FALSE!** No, just NO.

**Castration without pain killers?**  
**FALSE!** All farms that supply Johnston's use a very effective and safe painkiller for these procedures. Castration is necessary to reduce aggression and remove boar taint.

**Mother pigs kept in gestation and farrowing stalls for their entire lives and unable to even turn around?**  
**FALSE!** Many hog producers in BC have heavily invested and changed their barns to loose sow housing. The remaining producers will continue to convert their barns as required by the Code of Practice with a 2024 completion date.

**Are the farmers certified?**

**YES!** All of our producers are required to be certified under the national Canadian Pork Excellence platform. All producers are third party validated. The Canadian Pork Excellence platform covers Traceability, Food Safety and Animal Care.

**Do the pigs get enough to eat and drink?**

**YES!** All animals at all farms have free and unrestricted access to clean water and feed 24 hours per day.



**Cutting piglets' teeth without pain killers?**

**FALSE!** No farms that supply Johnston's practice teeth cutting.

All producers are also required to:

- ❖ Implement and practice Enhanced Bio-Security Standards
- ❖ Complete an accredited Nutrient Management Program for optimal health
- ❖ Complete an accredited Medication Management Program
- ❖ Must have certification for a nationally approved Animal Care accreditation.
- ❖ Must have a Certified Livestock Transport ticket

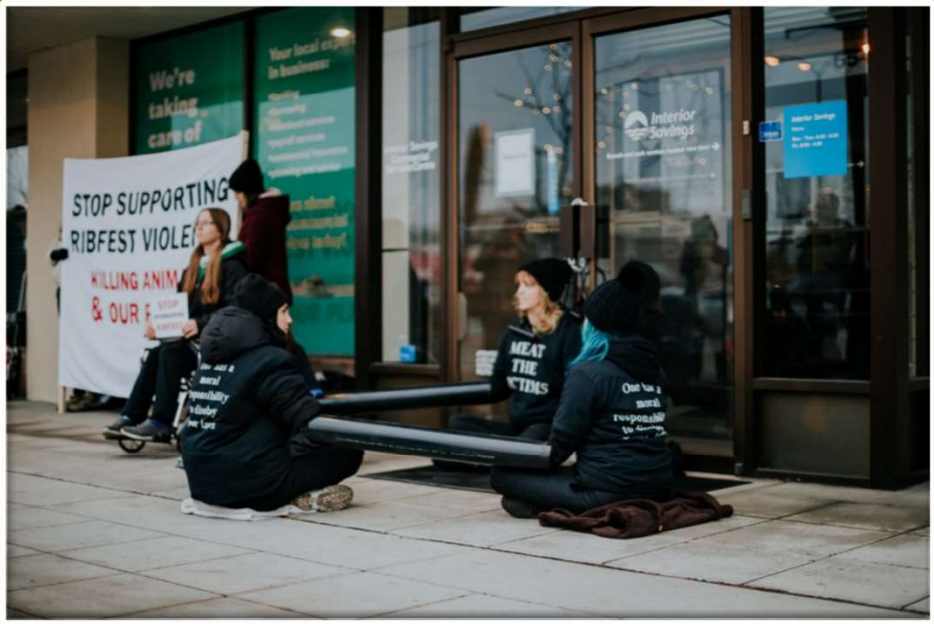
**Do your farms use growth hormones?**

**ABSOLUTELY NOT!** There are absolutely no growth hormones or any growth promotants used in growing our hogs. We also do not allow the use of Ractopamine.

**Tail docking without pain killers?**

**FALSE!** Very safe & effective painkillers are used when tail docking. Tail chewing can cause infections including infection of the spinal column which is generally deadly.





“

All of agriculture needs to come together.

We need to combine forces and bring all of  
agriculture back to where it should be...

Pride, trust, and respect from  
the very people we are feeding.

”



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## Contact Information

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