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Association Canadienne des Vétérinaires Bovins
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As mentioned in the 2017 Secretary-Treasurer's Report that was presented at the CABV/ACVB Annual General Meeting in Omaha Nebraska, the human and financial resources of our organization are stretched to the limit. Therefore, at the urging of WCABP, a Strategic Planning meeting was organized at the AABP Conference which invited all present and past members of the CABV/ACVB Board to participate. It was a very rewarding exercise that concluded with a clear plan for the future of our organization.

First, we reviewed the mandate of CABV/ACVB which includes the following **corporate objectives**:

1. Provide leadership on issues that are of a national importance to bovine veterinarians
2. Liaison in a timely, unified and efficient manner with other national organizations (i.e. CVMA) and government agencies (i.e. CFIA) on matters of national importance that relate directly or indirectly to the cattle industry, and more specifically, to bovine practitioners
3. Coordinate the development and dissemination of position statements and associated correspondence that represents the collective interests of bovine practitioners in Canada
4. Assist in the coordination and promotion of continuing education programs that are offered by the regional Associations
5. As designated by the Board, establish and maintain liaison activities with academic institutions, regulatory agencies, and veterinary and agricultural organizations.

How is CABV/ACVB performing as it pertains to its mandate? It was agreed that at present, it is doing an exemplary job of trying to address all of the corporate objectives based on the resources at its disposal. We can summarize most of the daily, weekly and yearly activities of the CABV/ACVB Board in two broad categories which encompass most if not all of the objectives listed above:

1. *Liaise with national veterinary and cattle industry organizations and government agencies on matters of mutual importance, the development of position statements, and providing input on the proposed regulations and initiatives*

Over the past year, CABV/ACVB has provided input on the following:

- CABV/ACVB issued a "DIN versus Non-DIN Position Statement"
- reviewed a Draft Revision of CVMA's Position Statement on the Castration of Cattle, Sheep and Goats
- assisted in establishing a national roster of Canadian veterinary animal welfare auditors
- provided a letter of support for a new research study on the management of cull dairy cows in British Columbia
- provided a letter of support for the CVMA proposed project on Prudent Use of Veterinary Antimicrobial Medication
- provided feedback on CVMA's "Veterinary Oversight of Antimicrobial Use - A Pan-Canadian Framework of Professional Standards for Veterinarians"
- responded to the Dairy Processors Association of Canada concern regarding tail docking of cattle supporting their elimination of this procedure through the animal care module of proAction

- formal response to the CVJ Ethical Question article regarding animal welfare audits
- participated in the development of the National Farm Animal Health and Welfare Council (NFAHW) FAHW2020 Report
- commented on the NFAHW Council recommendations on the Management of Cull Dairy Cows in Canada
- reviewed the “Antimicrobial Stewardship in Food Animals in Canada” document from the NFAHW Council
- drafted a letter to the Federal Minister of Finance encouraging federal funding of CgFARAD to ensure the financial security of CgFARAD over the long term

2. Provide representation on the various veterinary, governmental and industry organizations, committees, and task forces that engage in activities that are of importance to bovine veterinarians across the country.

The following is a list of the organizations and committees that CABV/ACVB has representation. For each organization, we will cite its mandate, the approximate annual time commitment required by the CABV/ACVB representative, financial compensation if any, and why it is important that CABV/ACVB has representation.

1. Canadian Animal Health Surveillance System (CAHSS)

Mandate: CAHSS is an initiative of the NFAHW Council with broad based collaborative support of industry and governments. It was designed to strengthen animal health surveillance in Canada. It is a network of animal health surveillance networks, with no control from government or any one group. Individual network groups are self-organizing and self-governing, linked through CAHSS by shared purpose and principles. Its purpose is a shared national vision leading to effective, responsive and integrated animal health surveillance in Canada.

Time Commitment: 20 hours plus preparation time

Financial Compensation: All Expenses are paid by the representative
Representatives are volunteers (no per diem)

Why Join? Because present surveillance efforts tend to be fractured along provincial jurisdictions, it is important that CABV/ACVB assist in the development and coordination of surveillance systems across the country; to provide a national perspective.

2. CVMA Animal Welfare Committee*****

Mandate: To advocate and promote animal welfare within the animal industry to government and the public; to advise the CVMA on animal welfare issues; and to develop pertinent position statements.

Time Commitment: 50 hours plus preparation time

Financial Compensation: Expenses paid by CVMA
Representatives are volunteers

Why Join? There is a shortage of food animal veterinarians on many multi-species committees. Only food animal veterinarians are sufficiently familiar with food animal agricultural practices to assist in the design of practical, prudent and sensible position statements with respect to food animals.

3. CVMA National Issues Committee

Mandate: Defend the interests of the veterinary profession by identifying pertinent national veterinary issues, develop position and policy statements, monitor federal government activities and develop strategies for government relations and lobbying.

Time Commitment: 30 hours annually not including preparation time. There is a tremendous amount of information to review

Financial Compensation: Expenses are paid by CVMA
Representatives are volunteers

Why Join? There is only one large (food) animal veterinarian on the committee at present and the CVMA relies heavily on that representative's perspective on all large animal issues discussed.

4. **CVMA Prudent Use Guidelines (PUGs) Update for Dairy and Beef**

Mandate: To renew the 2008 CVMA Prudent Use Guidelines to a more complete document and to develop a more user-friendly platform such as an App or Website based tool.

Time Commitment: 50+ hours annually for each representative: one dairy; one beef

Financial Compensation: Expenses paid by CVMA for meetings and conference calls but time is Volunteered.

Paid a contract fee to help formulate the new guidelines.

Why Join? A dairy vet and a beef vet are essential to ensure that the updated PUGs are consistent with the science and are doable and practical in the field.

5. **President's Meeting: CVMA Annual Convention**

Mandate: To bring the regional and provincial organizations up to date on issues of national importance that the CVMA has identified and facilitate discussion of these issues.

Time Commitment: 8 hours

Financial Compensation: All expenses are paid by the representative. CABV/ACVB attempts to find a CABV/ACVB Board member that was already intending to attend the CVMA Conference. Strictly volunteer.

Why Join? Most years, there are very few large (food) animal veterinarians in attendance. Each year, there are issues discussed that are of vital importance to cattle veterinarians. In 2017, among the topics of discussion were CgFARAD and the DPAC animal welfare auditor initiative.

6. **CVMA/CFIA Antimicrobial Surveillance Workshop**

Mandate: To develop and enhance an antimicrobial surveillance system in Canada as part of the Antimicrobial Use and Resistance (AMU and AMR) Initiative

Time Commitment: 50+ hours

Financial Compensation: CVMA/CFIA paid for expenses
Representatives are volunteers

Why Join? Food animal agriculture has been identified as a contributor to antimicrobial resistance. Food animal veterinarians have the training, expertise and the experience to design prudent surveillance programs for their food animal sector.

7. **National Farm Animal Care Council (NFACC)*******

Mandate: It is the only organization in the world that brings together animal welfare groups, enforcement, government and farmers under a collective decision-making model for advancing farm animal welfare using science-informed approaches to farm animal care. It develops the species-specific Codes of Practice and promotes a standard approach for the development of animal care assessment programs.

Time Commitment: 25 hours/year for duties on NFACC Board of Directors for Animal Health Surveillance

60+ hours for contributions to the development of the Beef Code of Practice (no time commitment since new Beef Code of Practice was released)

Financial Compensation: Expenses are paid by NFACC
Representatives are volunteers

Why Join? Animal welfare is a key part of food animal veterinary medicine. Food animal veterinary input is essential in the development of appropriate Codes of Practice for each food animal species. We have the unique training, expertise and experience to develop the Codes.

8. Dairy Farmers of Canada (DFC) ProAction Animal Welfare Committee

Mandate: To assist in the development of the DFC ProAction animal welfare program for the dairy industry in Canada.

Time Commitment: 20 hours

Financial Compensation: Expenses and time at face-to-face meetings are paid by DFC;
Prep time and time for conference calls are not compensated

Why Join? As per NFACC. On dairy farms, the veterinarian is often the only animal welfare advocate, and is also often the only animal welfare expert on the farm.

9. DFC “Building a Sustainable Dairy Industry” Symposium

Mandate: DFC is the national policy, lobbying and promotional organization representing Canada’s farmers. DFC strives to create stable conditions for the Canadian dairy industry today and into the future by maintaining policies that foster the viability of Canadian dairy farmers and promote dairy products and their health benefits.

Time Commitment: 2 days

Financial Compensation: None. Must pay \$300 plus all expenses for travel and accommodation

Why Attend? Because our presence was requested by DFC, and to gather the perspectives of retailers, processors, dairy farmers and the global community regarding the keys to a sustainable dairy industry in Canada.

10. NFAHW Dairy Cull Cow Transportation Committee

Mandate: NFAHW Council had identified the management of dairy cull cows as an important issue for animal health and welfare because dairy cull cows are often transported long distances from farm to slaughter under regulatory systems that differ among provinces. Their investigation was to identify potential weaknesses in the current system, to identify promising approaches in certain provinces and make recommendations.

Time Commitment: 40 hours plus travel time to meetings

Financial Compensation: Expenses paid by NFAHW
Representatives are volunteers

Why Join? Veterinarians are the only stakeholders involved at all stages of the dairy cull cow’s life and therefore their knowledge and expertise is critical to prudent protocols for the care and handling of cull cows from farm to slaughter.

11. Canadian Roundtable for Sustainable Beef (CRSB)

Mandate: To facilitate the framework for the Canadian beef industry to be a global leader in the continuous improvement and sustainability of the beef value chain through science, multi-stakeholder engagement, communication and collaboration.

Time Commitment: 2 meetings per year moved around the country plus Conference Calls

Financial Compensation: None. \$1,000 annual membership fee plus all expenses (travel and accommodations)

No compensation for time.

Representatives are volunteers.

Why Join? Because issues such as responsible antimicrobial use, vet-client relationships, and animal health protocols arise frequently at the CRSB. CRSB feels strongly that their organization would benefit greatly from CABV/ACVB’s knowledge and leadership in understanding and furthering these complex issues.

NOTE: CABV/ACVB has NOT yet decided to join CRSB primarily because the financial cost is so high to participate.

12. NFAHW Forum

The Forum is held annually as a 1½-day Conference to update all stakeholders and interested parties on developments over the past year on all their initiatives including CAHSS, One Health, AMU/AMR, Animal Welfare, Farmed Animal Health and Welfare 2020 and emerging issues.

Time Commitment: 12 hours

Financial Compensation: None, but registration is free.

Why Attend? To stay abreast of developments in NFAHW Council's many initiatives; to network with other stakeholders and attendees; to stay abreast of emerging issues.

******* Means representative is/was not a representative of CABV/ACVB per se, but instead is a CABV/ACVB member who has recognized bovine veterinary expertise*******

At the Strategic Planning meeting in Omaha, it was agreed that a main priority going forward was to demonstrate the value of the CABV/ACVB to our members. That can only be accomplished with a more effective communications plan. Presently, CABV/ACVB does not have direct access (mailing or email addresses) to our members. All CABV/ACVB members are also members of one of the regional associations. All CABV/ACVB communications flow through the regional associations. Recently, all four regional bovine organizations (ABPA, AMPVQ, OABP, and WCABP) have received a formal letter requesting that they permit CABV/ACVB direct access to their/our members.

It was agreed at the Strategic Planning meeting that communication can be improved (providing CABV/ACVB is successful in gaining direct access to their members) in 4 primary ways:

- 1) by publishing a twice-yearly Newsletter sent directly to our members;
- 2) by improving our Website to make it more attractive, informative and interactive;
- 3) by initiating E-Communications and surveys (using Survey Monkey) with our members; and
- 4) if finances permit, to have members of the CABV/ACVB Executive attend regional association events (cross-pollination).

CABV/ACVB has just completed a draft budget for the communications initiatives that includes the anticipated costs of CABV/ACVB representation on organizations, committees and Task forces (but does not include per diems). The draft budget is included at the conclusion of this letter for your reference.

Presently, annual revenues for CABV/ACVB are close to \$28,000 (\$20,000 from membership fees and \$8,000 from corporate sponsorships) and expenditures approximate \$25,000. In our approved 2017-2018 budget, \$5,000 was allocated to expenses incurred by CABV/ACVB members in the course of representing CABV/ACVB. Based on an examination of those representation costs, \$5,000 appears to be a realistic estimate unless CABV/ACVB decides to pay per diems. To date, those monies have not been used for that purpose. If used, the total annual expenditures will be closer to \$30,000 rather than the current \$25,000.

As you can see from the draft budget, there is an estimated one-time cost of \$1,850 to develop a new Website, and the estimated annual cost of the Strategic Planning initiatives is \$14,800. We have not included cost of the cross-pollination plan, or the proposed plan to pay the Secretary-Treasurer an annual remuneration.

The regional bovine veterinary organizations generate revenues from three primary sources from their continuing education activities and conferences, from corporate sponsorships, and from membership

fees. CABV/ACVB does not provide continuing education programs. Revenues come solely from membership fees and corporate sponsorships. At present, it is difficult for CABV/ACVB to demonstrate tremendous value to our corporate sponsors for their sponsorship dollars. Their financial contribution to CABV/ACVB is critical to our survival, but it is unrealistic to anticipate significantly higher levels of sponsorship from them.

CABV/ACVB presently has over 800 members. This number likely represents a very high percentage of bovine veterinarians in Canada. Therefore, it is unlikely that we can generate significantly more revenue from attracting new members. However, in comparison to the regional veterinary associations, CABV/ACVB membership fees are very low. By default, we have concluded that raising the membership fees appears to be the only viable option to significantly increase revenues.

CABV/ACVB came into existence in 2007 and the annual membership fee was set at \$15. Membership fees increased to \$25 in 2009 because revenues were not sufficient to cover expenses. There has been **no** fee increase since 2009.

A \$25 membership fee increase would equate to a \$20,000 annual increase in revenues if our membership numbers are maintained. To fully adopt the Strategic Planning initiatives, a \$25 membership fee increase is required.

Summary Budget for Strategic Plan Initiatives

Item	Up-Front Costs (one time)	Annual Budget
Committee Representation (already budgeted)		\$5,000
Newsletter (2/year):		
- Print/mail/design/translate		\$6,000
- Administration Time		\$2,000
- Less Advertising Revenue		(\$4,000)
TOTAL NEWSLETTER		\$4,000
Website:		
- Development (DryFive)	\$1,850	\$0
- Hosting/Domain Fees		\$100
- Yearly Site Maintenance		\$450
- Designer Time (when required)		\$79/hr
- Administration time		\$2,000
TOTAL WEBSITE		\$2,500
E-Communications:		
- Included in DryFive Web Design Fees		\$0
- Administration Time		\$1,500
TOTAL E-COMMUNICATIONS		\$1,500
SurveyMonkey:		
Cost is strictly a function of how often we use it. With average use (3-4 times yearly, brief survey)		\$288
- Administration Time		\$1,500
TOTAL SURVEYS		\$1,800
TOTAL ANNUAL COSTS	\$1,850	\$14,800