

PQA Plus™

- v Specifics of the program,
- v How will we transition from PQA III to the new program,
- v Retailers and the food service industry demands of animal care standards



Theirs – AWAP Adoption Eminent

- v NCCR and FMI developed AWAP, an audit program for all farms
 - Fall 2004, momentum was growing, introduction eminent
 - AWAP cost to the industry was estimated by ISU and the University of Minnesota at over \$100 million per year.



Ours – Swine Welfare Assurance

- v Work begun in 2000
- v 2003 SWAP introduced
 - Science-based
 - Education and assessment program
 - No audit component



Customers believed SWAP lacked credibility...
and the pork industry believed AWAP was unworkable and unaffordable.



Board of Directors Action

- v A plan was developed and approved by the Board and the USDA
- v The plan was initiated with a discovery meeting with all segments of the food-chain
- v The Coalition Discovery Team included:
 - NPB
 - NPPC
 - Producers
 - Packers
 - Customers (Foodservice & Retail)



Coalition Results

What we have done...put us “in position” to resolve an animal welfare issue with our customers.

What we have not done...solve ALL welfare issues.

- v A clear understanding of the welfare challenge from each segments’ perspective has been reached.
- v Agreed to the fundamental concept that in order for a solution to be sustainable, it had to be **credible, workable and affordable** for each segment of the food chain.
- v Established a framework from which a solution can be created.
- v Strong relationships have been established with customers of the industry
- v SWAP and PQA will be merged
 - Education
 - Assessment



The Workable / Affordable Component

What’s New and What’s Not

1. PQA and SWAP are merged
2. All PQA Plus ‘Advisors’ must be trained
3. SWAP (GPP 10) assessment is streamlined and focused
4. Care and well-being audits of a statistical sample of sites – to begin when there is a ‘critical mass’
5. PQA Plus Status for site – premises ID
6. PQA Plus Certification for producer
7. PQA Plus certification and status lasts for 3 years



The Credibility Component

- v The goal of audits should be to measure the effectiveness of the welfare assurance system/program, not to find farms not in compliance.
 - Audit farms to achieve a 99% confidence level that at least 95% of farms are in compliance
 - Pending USDA approval, Pork Checkoff would pay for audits



Objective – Continuous Improvement

- v Use the aggregate assessment data to identify areas for additional education and training in pork production



Progress

Before

- v Guarded dialogue with customers.
- v Audit as tool to manage industry welfare challenge.
- v AWAP was gaining momentum.
- v Activists driving the agenda.
- v 100 % farm audit at a cost of over \$100 million per year.
- v Purpose of audit to discover out-of-compliance farms.
- v Stall issue a barrier to any agreement.

Now

- v Effective dialogue and agreement with customers.
- v Education and assessment is the tool to manage welfare issue.
- v AWAP is off the table.
- v Solution designed for the mainstream consumer.
- v Audit of stratified sample with reasonable costs.
- v Audit designed to continuously improve the system.
- v Stall issue is off of the table for now and recommend further research.



Time-Line

v We're on a 5 year time table for completion.

- March/06 Awareness of issue introduced at Forum
- June/06 Public announcement of coalition plan
- Summer/06 Beta test program material
- Fall/06 Finalize PQA Plus revisions
- Feb/07 PQA Plus ITT training
- Spring/07 PQA Plus Advisor training
- March/07 Early positioning of PQA Plus at Forum
- June/07 Launch of new PQA/SWAP
- > Oct-Dec/08 Critical mass for beginning audits?
- June/10 PQA Plus fully implemented

