

final report

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Feedlot issues management briefs

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Executive summary

As part of a routine review of its issues management capacity, MLA and ALFA have jointly identified a need to develop a series of pre-approved feedlot issues briefs for use by industry personnel as a reference in the management of incidents, including the communication of key facts and messages. A list of potential issues have been developed by ALFA and MLA. Review of scientific literature, industry integrity systems, federal and state regulations occurred to build evidenced based responses these incidents. These included managing issues associated with animal welfare, animal health, environment, industry structure, product integrity and market failure.

The project methodology involved the following process:

1. The key issues that require communication preparedness were identified by ALFA and MLA,
2. Each Issues Management Brief aimed to address each specific issue by defining the issue, explaining industry's position (and/or policy) or progress on the issue, key messages for the intended audiences, background technical information (including applicable scientific references and links to articles), and any relevant government policy,
3. An Issues Management Framework for the timely retrieval of issues briefs and associated material, was created

The issues management framework has been available to ALFA and MLA to assist Peak Industry Councils in responding to issues management.