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FOR IMMEDIATE RELEASE

Susan Schafers Wins AFAC Award of Distinction for Communication

March 31, 2015 (Calgary, AB) – Egg Farmers of Alberta (EFA) is proud to announce that Susan Schafers, Chair of the EFA Board of Directors, has been named the 2015 recipient of the Alberta Farm Animal Care (AFAC) Award of Distinction for Communication! Susan was presented with the award at AFAC's annual Livestock Care Conference in Calgary, on March 27th.

According to AFAC, their Awards of Distinction were initiated in 2001 to recognize individuals or groups who have made exceptional contributions in the field of livestock welfare. The Communication award honors those that take an active role in effectively getting the message out about livestock issues, and informing the public and agri-food industry about farm animal care in a factual and honest way, to build trust and credibility.

Susan Schafers is a second generation egg farmer who became Chair of the EFA Board in 2014 and, in a relatively short period of time, Susan has dedicated herself to being the public face of EFA and Alberta's egg industry. Susan has also been the Alberta representative for the Pullet Growers of Canada, the egg industry representative for AFAC, and the leader of the 4-H club in Spruce Grove.

Farming has always been in her blood, and it has become her life and livelihood. Even though she feels most at peace when she's alone in the barn collecting eggs from 'her girls', sharing her story has become second nature to her. Communicating about farming is not what she does; it's who she is! Susan is immediately likable and trustworthy, as her authenticity and passion comes bubbling through; traits she undoubtedly inherited from her father Manfred, who started the family farm and also played an important role in the founding of AFAC.

Susan Schafers' dedication to animal welfare and passion for sharing her story is what makes her such a remarkable communicator, who is able to make a personal connection and leave a lasting impression with everyone she comes in contact with. The EFA Board and staff are proud of Susan for epitomizing the qualities and characteristics demanded by this award, and for giving so much of herself to service of our industry.

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