Proposed Initiative: Service-Based Pricing Certificate Program in Animal Welfare

There is a need for education and outreach in the meat animal processing industry with respect to care, handling, and other animal welfare issues. The certificate program would consist of lower and upper division coursework and an internship experience in a setting that exposes participants to applied animal care and handling. It will cover application of current knowledge in stress physiology, animal psychology, and farm management in providing livestock with handling and conditions that are conducive to their well-being. The certificate program would be offered in a package that would be valuable for current UWRF students as well as manageable for industry members to participate in. If possible, it would be offered as continuing education credit for veterinarians.

Proposed by: Animal and Food Science Department, College of Agriculture, Food and Environmental Sciences

What strategic goal does this initiative support? Distinctive Academic Excellence; Innovation and Partnerships

Describe how the initiative supports the goal(s).
Dr. Kurt Vogel has a growing regional and national reputation for his work in animal welfare. We have already set in motion the growth of the animal welfare component of the Animal Science curriculum. This initiative will serve to further enhance the distinctive academic excellence that already exists in the Animal Science program at a regional and national level. Beyond meeting the needs of current students and industry members, it will also serve as a recruitment opportunity for additional undergraduate students.

There is a need for education and outreach in the meat animal processing industry with respect to animal care and handling and other animal welfare issues. Though its importance is widely recognized, limited means currently exist to meet this need through Cooperative Extension and other entities. This certificate is fundamentally based in part on partnerships and meeting the needs of a significant Wisconsin agricultural industry. It will serve a very functional and practical purpose.

Based on the definition of university-wide initiative, indicate how the proposed initiative has a university-wide impact.
This certificate program will enhance the reputation of UWRF overall.
Please provide a set of benchmarks and/or indicators of success to support your initiative.
The success of the certificate program will be measured by its initial establishment and by the number of students and industry members achieving the certificate.

What elements are involved in the initiative?
Sustainability, Inclusiveness, Human Capital, Finance

Indicate how each element would be/would not be affected by the initiative.

- **Sustainability**: By its very nature, a certificate program in animal welfare would be an excellent example of the commitment by UWRF and CAFES to sustainability.
- **Inclusiveness**: Though targeted at Animal Science students and members of the meat animal processing industry, the program would be open to anyone with a desire to obtain this certificate. A particular example of added scope would be dairy cattle welfare, which may hinge on initiatives currently underway at UW-Madison.
- **Human Capital**: The primary cost associated with this initiative will come in the form of an additional 0.50 FTE faculty position in Animal Science to provide the reassigned time for Dr. Vogel to develop and manage this certificate program.
- **Technology**: Improvements in technology (cameras, software, etc.) associated with animal welfare at UWRF are already underway. Significant needs in additional technology due to this specific initiative are not anticipated.
- **Facilities**: Significant needs in additional UWRF facilities due to this specific initiative are not anticipated. Courses would utilize campus facilities already available, in some cases after normal working hours. Additional arrangements will be made with industry partners to utilize their facilities.
- **Finance**: The primary cost associated with this initiative will come in the form of an additional 0.50 FTE faculty position in Animal Science to provide the reassigned time for Dr. Vogel to develop and manage this certificate program. All other expenses would be largely covered through the service-based pricing structure.
- **Other**: 