

OSMA Welcomes a new Licensing Relations Officer

For Immediate Release

3 January 2013 – Guelph, Ontario – The Ontario Sheep Marketing Agency (OSMA) is pleased to announce that Wes Moore has joined the OSMA team as the new Licensing Relations Officer. He will be responsible for developing stronger working relations with industry stakeholders; particularly the sales barns and processing plants.

“Hiring for this position is in line with the implementation of OSMA’s Strategic Plan” says Jennifer MacTavish, OSMA’s General Manager. “A key objective for OSMA is to develop stronger working relations throughout the supply chain. Having someone on the ground, that is getting out and talking to stakeholders is key to the long-term viability of the industry.”

Wes brings a depth of skills to OSMA that will make him a valuable contributor to the team, and says that he is “excited at the opportunity to come back to agriculture and to learn more about the Ontario sheep industry.” With significant finance and business experience, he is known for being a collaborator and problem solver. Raised on a beef farm in Simcoe County, he graduated from the Ontario Agriculture College in 1982 with a degree in Agricultural Economics.

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The Ontario Sheep Marketing Agency (OSMA) is a producer organization representing all aspects of the sheep industry in Ontario. Established in 1985 under the Ontario Farm Products Marketing Act, OSMA’s mission is to enhance producer returns and provide consumers with premium lamb and sheep products by encouraging Ontario sheep producers to provide quality, year-round product through advocacy, industry capacity, research and development and market development.

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