

The Year Ahead

OSMA Strategic Plan 2016-17



MISSION			
To enhance producer returns and provide consumers with safe premium lamb.			
KEY OBJECTIVES			
Advocacy	Market Development	Industry Capacity	Organizational Capacity
INITIATIVES			
<ul style="list-style-type: none"> Actively lobby on behalf of the sheep industry on issues relating to: <ul style="list-style-type: none"> Predation RMP Sheep Finance Program Traceability Species at Risk Animal welfare Production insurance Social licence Environment Other Issues as they arise 	<ul style="list-style-type: none"> Targeted consumer marketing and promotions campaigns Work with partners along the supply chain Promote and support programs that facilitate market access Research market and potential consumers Define Ontario Lamb 	<ul style="list-style-type: none"> Develop and provide educational resources and information to the industry to address production related issues Outreach to industry stakeholders Invest in research that moves the industry forward Support sheep improvement of commercial important traits Develop and provide leadership training 	<ul style="list-style-type: none"> Clarify OSMA's role Governance Ensure training is available for staff Ensure OSMA has robust membership with a database that reflects current and accurate information
KEY PERFORMANCE INDICATORS			
<ul style="list-style-type: none"> Predation claims processed in a timely fashion; increase the compensation values to the CFIA level; alignment between the regulations and the program administration Maintain RMP & increase cap Sheep Finance Program implemented fall 2017 National traceability system adds value for the sheep producers Ensure that sheep producers interest are considered in any species at risk activities Ensure that sheep producers interested are considered on animal welfare issues Evaluate the feasibility of a production insurance program Sheep producer interests are covered in social licence issues Sheep producer interests are covered in environmental issues 	<ul style="list-style-type: none"> Increase 11% from 1.01 kg/person/year to 1.13 kg 	<ul style="list-style-type: none"> Develop educational for large scale experienced producers as well as new producers Provide support to industry stakeholders on lobby efforts Projects supported and dollars spent Activities supporting sheep genetic improvement Develop and/or implement leadership training for sheep producers 	<ul style="list-style-type: none"> Develop and implementation of strategic plan Review of by-laws & governance manual yearly Governance training sessions provided Staff training made available Reconciliation of OSMA database to OMAFRA's premise identification

Advocacy

- Risk management program
- Predation
- Sheep finance program
- Animal welfare
- Species at Risk
- Production insurance
- Climate change mitigation
- Next Ag Policy Framework
- Land use planning
- Traceability
- Social license

Market Development

- Culinary school recipe challenge
- Queen's Park Farmer's Market
- Consumer-facing videos
- Advertisement in Horizon Magazine
- Partner with Foodland Ontario on lamb radio tags

Industry Capacity

- Continued support and oversight
 - GenOvis,
 - Maedi Visna Program
 - Ontario Sheep Flock Health Program
- Active involvement in the development of the national suite of programs
 - On-Farm Food Safety
 - Code of Practice
 - Biosecurity
 - Animal care chapters of the Certified Sheep Program

Research

- Parasite resistance
- Producer mental health
- Diagnosing pregnancy and litter size
- Fibre requirements for market lambs
- Opportunities to diversify Ontario's wool production and marketing

Questions?

