



News release

New videos about Ontario sheep farming released

For immediate release

December 5 (Guelph, ON) – A series of five videos produced by the Ontario Sheep Marketing Agency (OSMA) are now available for viewing on the Ontario Sheep YouTube channel.

Featuring Ontario sheep farmers, farm families and industry professionals, the videos cover the topics of housing, transportation, nutrition, livestock guardian dogs and sheep shearing – all subject areas that Canadians have questions about. The videos complement other initiatives and educational resources that have been developed to answer questions Canadians have about farming.

“These videos provide an avenue for the public to learn more about sheep farming,” said Jennifer MacTavish, General Manager of OSMA. “We want to proactively answer the questions that people may have about our industry, and also introduce the sheep farmers and industry professionals that help take care of these animals every day.”

The five videos can be seen at the following links:

Where do sheep live	https://youtu.be/by9rdsH4_zo
Sheep shearing 101	https://youtu.be/Uews4bBeF2M
Transporting sheep	https://youtu.be/cvoRlscgfjs
Protecting sheep from predators	https://youtu.be/36Cv-gh2NeQ
What do sheep eat	https://youtu.be/BehDpRWXJyQ

This project was funded in part through *Growing Forward 2 (GF2)*, a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists in the delivery of *GF2* in Ontario.

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 market development. For more information visit www.OntarioSheep.org.

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