

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