



August 26, 2010

OSMA Regulation Update

For Immediate Release

At the October 2007 Annual General Meeting, the OSMA Board announced that we were working on changes to our regulations and that producers would be informed in advance of changes.

Since that date we have continued to work hard to improve and develop our industry. The OSMA Strategic Plan that focuses on communications, education, programs and services will help producers improve their bottom lines and increase their production to meet the ever growing domestic demand.

After 10 years of no license fee increases, OSMA finds itself needing to improve our bottom line. To assist with that, the Board has passed a motion to increase our license fee amount by \$0.25 to \$1.80, plus applicable taxes, per live animal sale, as per the authority granted to OSMA by the Farm Products Marketing Act Regulation 429. This increase will take effect December 1st, 2010.

The additional revenue will allow OSMA to continue to provide essential services to producers as well as develop the industry. Over the years, due to increases in operational costs, we have had to dip into our reserve fund. This modest increase will allow us to start to replenish that fund and prepare for the future.

Our future is bright as we enjoy good prices and a great market for our products. Now that we have finalized our negotiations with the Ontario Government to assume the Sheep Flock Improvement Program, OSMA will be expanding the program to include more users. Enhancements will also include more management and genetic data that producers will be able to use for flock management and animal selection.

We are truly excited by the new path we have chosen and we feel that our 4,000 producers will see an increase in their net returns as they embrace OSMA's programs and services.

Provided by
Markus Wand, Chairman of the Board
Murray Hunt, General Manager

OSMA (Ontario Sheep Marketing Agency) is a not for profit producer directed agency responsible for producer education, advocacy, sheep research, industry development and the promotion of sheep and sheep products.