

The Messenger



June 29, 2017

In this issue

Upcoming events.....	2
Out and about.....	2
Provincial director elections information.....	3
Large Flock Operators (LFO) now accepting members.....	3
District annual meetings information	4
New market lamb pen competition at Listowel Fair	5
Upcoming fecal egg count workshops	6
Market insights - June 2017.....	6
Do you have a water contingency plan?	7
Upcoming workshop: developing a social media strategy	9
Advance Payments Program information.....	9
Other organizations and reference information	10

Ontario Sheep Marketing Agency

130 Malcolm Rd

Guelph, ON N1K 1B1

Phone: (519) 836-0043 Fax: (519) 836-2531

www.OntarioSheep.org

Please send all submissions to Heather Hargrave at hhargrave@ontariosheep.org, or call (519) 836-0043 ex. 29 with any questions.

Upcoming events

Have an upcoming event that you would like help promoting? Send an email to hhargrave@ontariosheep.org.

June 30 & July 1	Holstein Agro Expo Sheep Industry Day http://bit.ly/2iG5huX
July 12 & 13	OSMA board of directors meeting
July 14	Listowel Fair Market Lamb Pen Show http://bit.ly/2re4p8u
July 16	Developing a social media strategy workshop http://bit.ly/2ttZG3Z
August 1	District 5 family potluck and AGM http://bit.ly/2nDPRZF
September 5	District 3 annual general meeting http://bit.ly/2rktfQo
September 6	District 4 annual general meeting http://bit.ly/2ss64an
September 7	District 11 annual general meeting http://bit.ly/2qd3l0K
September 9	District 10 annual general meeting http://bit.ly/2rdDiKQ
September 11	District 6 annual general meeting http://bit.ly/2s4C18i
September 13	District 7 annual general meeting http://bit.ly/2s4z738
September 14	District 2 annual general meeting http://bit.ly/2rkoZAs
September 21	District 8 annual general meeting http://bit.ly/2rjVl9e
September 25	District 9 annual general meeting http://bit.ly/2rzE0xl
September 26	Livestock emergency response training workshop – Listowel http://bit.ly/2u3lzUr
September 26 to 28	Sheep shearing school for beginners http://bit.ly/2jvlnJ
September 27	Livestock emergency response training workshop – Glencoe http://bit.ly/2sW07CE
October 26 & 27	Ontario Sheep Convention http://bit.ly/2oCEaa1
October 30 & 31	Advancing Women in Agriculture conference – Niagara Falls http://bit.ly/2nXI8HT
November 21 to 23	Agricultural Excellence Conference – Ottawa http://bit.ly/2qDp6qY

Out and about

June 16	Ontario Livestock and Poultry Council member meeting
June 16	Ag Sector Working Group meeting – reduction of phosphorus run off in the Lake Erie Basin
June 20	Livestock Research Innovation Corporation (LRIC) annual meeting
June 21	Sheep Value Chain Round Table Social Licence working group conference call
June 22 & 23	National Farm Animal Care Council meeting
June 23	Agriculture data use and transparency meeting
June 24	Breakfast on the Farm
June 26	Ontario Stockyards tour
June 27	Growing Ontario Together meeting
June 28	Risk Management Program meeting
June 28	“Timing Matters” (nutrient spreading) committee meeting

Provincial director elections information

Elections for provincial directors for the OSMA board will take place in districts 3, 6, and 9 in 2017.

The provincial directors are elected to three year terms on OSMA's board of directors. The role of the provincial director is to promote the best interest of Ontario's sheep industry and work to fulfill the mission statement of OSMA.

If you would like to submit a nomination of an individual to fill the position and sit on the the OSMA board of directors:

- 1) Contact Jennifer MacTavish at the OSMA office by emailing jmactavish@ontariosheep.org or by calling (519) 836-0043, AND
- 2) Contact your district secretary (see page 10 for contact information)

Nominations must be received no later than 15 days prior to your district annual general meeting.

District annual meeting dates and details can be found below, in the June issue of the Ontario Sheep News, and in the calendar on the OSMA website (www.OntarioSheep.org).

Large Flock Operators (LFO) now accepting members

- Do you have 400+ ewes?
- Or 750+ marketable lambs?
- Are you 3+ years in the business?

If so, the LFO (Large Flock Operators) are accepting applications to join.

If interested, please send an email to LFOgeneral@outlook.com and the steering committee will get back to you regarding your application.

District annual meetings information

District	Date	Location	Meeting topic	Contact
1			To be announced	
2	September 14, 2017 7:30pm	Sprucedale Agromart (between Walkerton and Hanover)		Barb Zettler (519) 392-6549
3	September 5, 2017	To be announced		Sandi Brock (519) 263-2325 brocksandi@hotmail.com
4	September 6, 2017 7:00pm	To be announced		Jay Mycroft (905) 957-1114 jay.mycroft@xplornet.com
5	August 1, 2017 6:30pm	The Raven's 072484 10 th Line East Garafaxa, ON	Includes a family potluck	Romy Schill (519) 669-4146 circle.r.livestock@hotmail.com
6	September 11, 2017	To be announced		Grant Cowan (705) 436-2236
7	September 13, 2017	To be announced		Kevin Hutchings (705) 437-4441
8	**UPDATED** September 21, 2017 7:00pm	Napanee Secondary School	Ontario Sheep Update Guest Speaker: Rob Scott, OSMA	Linda Huizenga (613) 477-2314 fhuzenga@xplornet.ca
9	September 25, 2017 7:00pm	Rocky Mountain House, Renfrew		Lyndsey Smith (204) 807-5897 realloudlyndsey@gmail.com
10	September 9, 2017 7:00pm	Grenville Mutual Insurance Board Room 380 Colonndade Dr, Kemptville	Digital wiring for barns (tentative)	Laurie Maus (613) 527-1897 Lauriemaus@xplornet.com www.facebook.com/OSMAD10
11	September 7, 2017 7:30pm	Kerns Township Fire Hall 279279 Milberta Rd, New Liskeard		Amy Oriet (705) 563-8484 Jim Johnston (705) 647-7160

New market lamb pen competition at Listowel Fair

MARKET LAMB PEN SHOW



FRIDAY JULY 14, 2017

COMMITTEE: Jim Robinson, Lyle Buchanan, Alan Cleland,
Elizabeth Johnston, Penny Hawthorne, Quintin McEwen, Jason Follings

JUDGE: TBA

PAIR OF HEAVY WEIGHT MARKET LAMBS

PAIR OF LIGHTWEIGHT MARKET LAMBS

\$250 1st Prize in Each Category - \$100, 2nd Prize - \$50, 3rd Prize - \$25, 4th Prize - \$20 5th Prize - \$15; 6th - 10th Place



We're making it easy for you!

The lambs don't have to be shorn beforehand. Just pick your best ones, get them to the Listowel Fairgrounds by 9am and be back by 4pm to pick them up. They will be judged "in the pen."

One lamb from each pair will be shorn.

A great chance to network and exchange ideas with other producers!!!

PRE-REGISTRATION FOR THIS SHOW IS REQUIRED! DEADLINE TO REGISTER IS JULY 7TH. TO REGISTER CONTACT QUINTIN AT: mcewen.qqn@gmail.com or 519-949-4130

1. Entry fee of \$10 per pen.
2. All animals must be identified with an approved CSIP RFID ear tag.
3. Exhibitors are allowed only one entry per division.
4. All entries to be on the Listowel Fairgrounds **NO LATER** than 9am, Friday, July 14th, 2017.
5. All entries to be removed from the Listowel Fairgrounds no later than 4:30pm, Friday, July 14th, 2017.
6. Market lambs will be weighed upon arrival at the grounds and weigh scale at fairgrounds will be considered official weight.
7. Lightweight Market Lambs are categorized as 2017 crop ewe, wether or ram lambs under 80lbs with an ideal target weight of 60 to 72 lbs.
8. Heavyweight Market Lambs will be categorized as ewe, wether or ram lambs 80lbs and over with an ideal target range of 95 to 115 lbs, not over 12 months of age.
9. Judging will be based on 25% Uniformity of the Pair, 25% on meeting ideal Market Target Weight (and judge will assess dress carcass weight) and 50% based on Conformation and general appearance at the discretion of the judge.
10. For biosecurity, owners are responsible for supplying water pails for their own livestock. A show committee member will ensure adequate water is available to your livestock throughout the day and can feed hay at your instructions.
11. Lambs will be given an informal Animal Health check by the committee. No animals with open sores/lesions or visible illness that are deemed a threat to the health of other exhibitors will be permitted to stay and must be removed from the fairgrounds immediately.
12. Lambs are to arrive at the fairgrounds unshorn but please ensure they are relatively clean as one lamb from each pair will be shorn.
13. Winning entries be awarded ribbons as soon as judging is complete. Prize money will be mailed to winning entries.
14. All breeds show together.
15. Livestock exhibitors must carry a minimum of one million dollars liability insurance and may be asked for proof of insurance upon registration. All other general rules & regulations of the society apply.
16. Any type of abuse of animals at the show will not be tolerated and the exhibitor will be asked to leave by the Listowel Agricultural Society.
17. Penning will be provided for all entries. Exhibitors are responsible for removal of manure and bedding to a designated area. All garbage is to be removed from bedding.
18. Brussels Livestock will be onsite and is willing to tag and transport any entries to their sales yard to be sold at the sale the following week for those not wishing to take their animals back to their home farm. This will be at the discretion of the exhibitor and Brussels Livestock and is not the responsibility of the Market Lamb Show Committee or the Listowel Agricultural Society.

THANK YOU TO OUR MARKET LAMB PEN SHOW SUPPORTERS

BRUSSELS AGRI SERVICE
BRUSSELS LIVESTOCK LTD.
FLORADALE FEED MILL LTD.
LISTOWEL FARM SUPPLY

If you are interested in being a sponsor of this new, exciting event at the Listowel Fair, please e-mail listowelfair@gmail.com

SHEEP SHEARING DEMONSTRATIONS FROM 10AM TO 12PM!

Free for everyone to watch!

Upcoming fecal egg count workshops

Each workshop is limited to five participants. Workshops will be running through September 2017. The next workshop date is scheduled for early to mid-July.

Pre-registration is required. For more information and to register contact Laurie Maus at info@hawkhillfarm.ca.

Course description

At Hawk Hill Farm, we have been doing on farm fecal egg counts as part of our parasite management program for over five years and have seen the benefit in protecting the efficacy of products we use, selecting for resistant stock, and assessing our management practices. We strongly recommend other producers learn this simple technique and add it to their parasite management tool kit. The benefits far outweigh the set up costs. Workshops are run monthly between the end of May and the end of September. In addition a private workshop can be arranged for a minimum of 3 students. Students **must** reserve their space in advance. The course is run by Laurie Maus.

Laurie has a Masters Degree in Biology and has run laboratories and taught laboratory practices during her career including at one point being the lead lab instructor at the Department of Microbiology at the Medical Faculty of Dalhousie University. She and her husband Bob Garner have been breeding and raising sheep for 10 years. They have been able to ship all their lambs to slaughter for the last two years off pasture without the need of anthelmintics for control of gastrointestinal nematodes. Management can work and FEC is a valuable tool in a producer's management tool box.

Market insights - June 2017

Periodically OSMA will provide information and analysis of market and price conditions for sheep in Ontario. The content provided is for information purposes only.

Sheep sale volumes generally unchanged year over year

Average weekly year-over-year sheep sale volumes are up by 175 head (19%) for the eight weeks ending June 14. Weekly volumes (now 1,100/week) do moderately follow seasonal trends, but recent weeks are comparable to what was seen in 2016.

Sheep mutton demand is generally driven by curry and stew cuisines in ethnic consumer groups (i.e. Caribbean). Ramadan cuisine prefers weaned 60 to 80 pound lamb.

The volume change of 175 animals year-over-year is explainable within variable flock culling and seasonal market churn.

Flock inventory and lamb supply

Comparative Ontario slaughter statistics from 2012 to 2017 show that fewer sheep have been processed in the last 12 months than in 2015/2016. Although sheep slaughters increased prior to 2015, suggesting increased culling at that time, that trend is now declining.

Full market information can be found online

(<http://www.ontariosheep.org/MARKETINFORMATION/OntarioMarkets.aspx>) or by calling the market line at (519) 836-0043 and pressing option 6.

Disclaimer: This information has been compiled from sources believed to be reliable, but no representation or warranty, express or implied, is made by the Ontario Sheep Marketing Agency, or by any person as to its accuracy, completeness or correctness and the Ontario Sheep Marketing Agency accepts no liability whatsoever for any loss arising from any use of same.

Do you have a water contingency plan?

In 2016, many areas of the province saw very warm and dry conditions, and many wells were still dry leading into the winter. In other years, like the start to the 2017 growing season, the province experienced periods of excessive rain, leading to saturated soils and flooding. Both situations create many challenges for livestock and poultry farmers.

No one can control the weather, but we can plan for it. The Ministry of Agriculture, Food and Rural Affairs (OMAFRA) encourages you to plan for future weather – conserving water and using it efficiently can help during low water conditions, and having effective drainage systems in place can help with saturated soil and runoff.

Things to consider for low water conditions:

- **Plan ahead:** Know how much water your animals need and try to predict how long it would take for your water sources to run dry. Have a contingency plan ready that you can carry out in case your water sources have maxed out. Use the Ontario Soil and Crop Improvement Association's Emergency Plan (http://www.ontariosoilcrop.org/wp-content/uploads/2015/08/emergency_plan_fillable.pdf) low water worksheet to help you with the contingency plan.
- Include a list of alternative water sources in your contingency plan. This can include water haulers and well drillers. Keep in mind that these sources may be unavailable at the height of low water conditions, so you'll need to plan ahead.
- Think about installing water-metering equipment to get accurate measurements of water use.
- Apply for a Permit to Take Water through the Ministry of the Environment and Climate Change (<https://www.ontario.ca/page/permits-take-water>) (special rules and circumstances apply).
- Monitor heat stress (<http://www.omafra.gov.on.ca/english/engineer/facts/heat-app.htm>) in your livestock and poultry and have management solutions on-hand when heat stress runs high, but water levels run low.
- Look at your feed inventory now. If stocks are low for this time of year, consider looking for additional or alternative feed for fall and winter. It's not too early!

Things to consider for excessive water conditions:

- Look at your feed supply, as excessive rain can affect planting and harvesting times.
- Make sure you have enough straw or other bedding materials.
- Examine your property, your buildings and hard surfaces (like loading areas and parking lots) for flood risk areas. Install eaves troughs to redirect water away from your buildings and create a drainage plan. Plan the steps you'll need to take to move livestock, feed and equipment in the event of a flood.
- Create a plan to manage barnyard/feedlot runoff (<http://www.omafra.gov.on.ca/english/engineer/facts/10-005.htm>). Determine if you have enough liquid manure storage capacity to store extra material from wet barnyards, and have a plan ready if you don't (such as using a neighbour's storage). Also consider what you'll do to avoid manure storage overflow from rain and flood water.
- Have a plan ready in the event that manure spreading is delayed (<http://www.omafra.gov.on.ca/english/nm/nutrientuse.htm>) due to rain and your storages are full.

- Think about your electricity generators – are they adequate for your farm's needs in case of a power outage?
- Pre-plan alternate routes to avoid travelling on flooded roads, considering services both into and out of the farm (such as milk trucks and feed trucks).

OMAFRA is working with other provincial ministries, conservation authorities and other partners to develop ways to help you manage water. There are existing resources that can help you, too:

- Environmental Farm Plan Infosheet #13: Water Efficiency <http://www.ontariosoilcrop.org/wp-content/uploads/2015/08/EFPIInfosheet13.pdf>
- OMAFRA's drainage resources <http://www.omafra.gov.on.ca/english/landuse/drainage.htm>
- Water Management Best Management Practices book <http://www.omafra.gov.on.ca/english/environment/bmp/water.htm>
- The Low Water Conditions worksheet in Ontario Soil and Crop Improvement Association's Environmental Farm Plan Emergency Plan <http://www.ontariosoilcrop.org/oscia-programs/workshops-webinars/environmental-farm-plan/efp-emergency-plan/>
- The Ministry of the Environment and Climate Change's Managing your water well in times of water shortage web page <https://www.ontario.ca/page/managing-your-water-well-times-water-shortage>

Ontario has business risk management programs (<http://www.agricorp.com/en-ca/Programs/Pages/Default.aspx>) in place to help you when factors beyond your control affect your operation.

Contact Agricorp (<http://www.agricorp.com/en-ca/ContactUs/Pages/Default.aspx>) for more information about these programs.

Visit the following OMAFRA web pages for resources to help you prepare for various weather conditions.

- Adverse Weather (<http://www.omafra.gov.on.ca/english/crops/weather/adverseweather.html>)
- Low Water (http://www.omafra.gov.on.ca/english/environment/water_low.htm)
- Irrigation (<http://www.omafra.gov.on.ca/english/engineer/irrigation.htm>)
- Drainage (<http://www.omafra.gov.on.ca/english/landuse/drainage.htm>) web pages for resources to help you prepare for various weather conditions.

Do you have questions about contingency planning? Contact OMAFRA's Agricultural Information Contact Centre at 1-877-424-1300 or ag.info.omafra@ontario.ca.

ontario.ca/omafra

Upcoming workshop: developing a social media strategy



**REGENERATIVE TEXTILE
SYSTEMS
SKILLS BUILDING**

Developing a Social Media Strategy with Nadine McLeod

A discussion will focus on how to develop a Social Media Strategy to create engagement, widen your market and potential reach, increase brand awareness and drive traffic to your website. We will take a look at various social media sites such as Facebook, Pinterest, Instagram, Twitter and Etsy and talk about who is using them to understand what social media sites will work best for your business. We will also talk about how to maximize your time on social media.

Nadine is a professional marketer with over 20 years' experience. She has achieved success in the packaged consumer products industry where she has worked for both global and regional organizations launching new brands into the marketplace, developing fully-integrated retail promotions and advertising initiatives. She has recently developed and implemented a marketing strategy for a local construction company. Her education includes marketing, accounting, fashion advertising and promotion, and visual arts.

**July 16th, 2017
2 - 4 pm
Chassagne Farm
Puslinch ON**

**Tickets: \$15 Advance, \$20 Door
UCFS Member Discount Applies Online ONLY
www.uppercanadafibreshed.ca**

Advance Payments Program information

**Improve your cash flow while saving on interest costs
Up to \$100,000 interest free**

Advance Payments Program

For producers across Ontario, the Advance Payments Program is now available from Agriculture and Agri-Food Canada (AAFC) which provides up to \$400,000 in cash advances with the first \$100,000 interest free and the additional \$300,000 at prime! The program is designed to give you access to cash advances of up to 50% of the expected market value of your product in production for the current year, and to assist with the marketing of your product until sold. The program provides up to 18 months of financing or until the product is sold, whichever occurs first. Advances for producers are available each year April 1st.

How to Apply – Applications now available

Agricultural Credit Corporation, a not-for-profit farm organization, administers the program for producers in Ontario. Applications for the Advance Payments Program are available now. The application process is simple and straightforward and can be completed in as little as 20 minutes over the phone! To request further information or to complete an application over the phone, please contact us by calling 1-888-278-8807 or visit our website at www.agcreditcorp.ca.

Other organizations and reference information

Victoria County Sheep Producers

Third Wednesday every month starting at 7:30 Oakwood Elevators (Taylor Road, Oakwood)
Membership is \$20 per farm per year. Contact: Peter Craig at pdccraig@outlook.com

Western Ontario Lamb Producers

District 2 and 3, for more information email westernontariolambproducers@gmail.com

Southwestern Ontario Sheep Farmers

Meetings 4th Thursday of the month: January to April
Coldstream Community Centre; 10227 Ilderton Road, 519-666-2423
Chair – Wendy McGowan, 519- 657-5197, Secretary – Geraldine Pennings, 519-764-2455

DISTRICT	CONTACT	INFORMATION
1	Dave DeKay at 519-666-0626 or dmdekay@isp.ca	http://osma_district_1.tripod.com/
2	Matt Zehr at 519-363-2029 zehr.matt@gmail.com	
3	Sandi Brock at 519-263-2325 brocksandi@hotmail.com	District 3 Facebook Page
4	Marusha Kostuk at 519-865-6874 or mushie.mk@gmail.com	Meetings tentatively to be held the 3 rd Wed. of the month at 7:30 at Ancaster Fairgrounds (630 Trinity Rd, Ancaster)
5	Lisa de Kleer at 519-994-1499 or ldlekleer@gmail.com	Check out the District 5 Facebook Page!
6	John Hemsted at 705-487-2466 or sheep@vanam.com	
7	Jenny Carnaghan at 905-986-5120 or jenny@durhamlamb.ca	
8	Linda Huizenga at 613-477-2314 or fhuzenga@xplornet.ca	Meetings are normally held on the 3 rd Thurs of every month at 7 pm at Napanee High School. District 8 Facebook Page
9	Lyndsey Smith at 204-807-5897 or realloudlyndsey@gmail.com	
10	Christine Power at 613-686-1892 or christine.power@ic.gc.ca	Check out our Facebook page!
11	Amy Oriet at 705-563-8484 or gaoriet@hotmail.com	