

OSMA Withdraws from the Canadian Sheep Federation

For immediate release

July 15, 2016 – Guelph, ON – Effective September 1, 2016, the Ontario Sheep Marketing Agency (OSMA) will no longer be a member of the Canadian Sheep Federation (CSF).

“This was not a decision that OSMA took lightly and it is unfortunate” says OSMA Chairman Rob Scott, “OSMA has put a lot of time and effort into trying to work with the CSF, but at the end of the day, the OSMA Board is accountable to its membership for the effective and efficient use of its financial and human resources.” The CSF is supposed to be the national voice for the industry, however, following the withdrawal of Quebec, the second largest sheep producing province in Canada, it has struggled. “Over the course of the last year, it has largely been OSMA resources that have been used in preparing and promoting the CSF position,” said Marc Carere, OSMA’s Vice-Chairman. Who went on to add that “we were paying substantial fees to the CSF on one side, but still being tasked with the work.”

Exiting the CSF does not mean that OSMA loses its national voice. The national Sheep Value Chain Roundtable is a dynamic and effective forum to address national issues and OSMA remains committed to it. Additionally, OSMA is developing an informal relationship with Quebec.

The Ontario Sheep Marketing Agency (OSMA) is a producer-run organization representing the province’s 3,000 sheep producers who contribute over \$465 million to Ontario’s economy. In addition to market development and the promotion of Ontario lamb and wool, OSMA’s key strategic directions include advocacy, industry capacity and organizational capacity.

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