

Federal Government Announced New Commitment at International Wool Textile Organization (IWTO) Conference in Montreal

December 5th 2023 (Montreal) Ontario Sheep Farmers (OSF) attended the first Canadian meeting of the International Wool Textile Organization (IWTO), in Montreal. The three-day event featured delegates from around the world who discussed wool industry trends. In partnership with the Canadian Wool Council and Campaign for Wool Canada, this high-level event brought together the global wool textile industry for several days of knowledge sharing and networking.

MP Brenda Shanahan (Châteauguay-Lacolle) who attended on behalf of the Federal Minister of Agriculture and Agri-Food, the Hon. Lawrence MacAulay, announced at the event \$185,000 for the Canadian Wool Council (CWC) to continue advancing a more sustainable wool industry in Canada and spread awareness of Canadian wool. These funds will support the CWC in building the brand for Canadian wool, promoting trade and export opportunities, connecting the sector with global best practices, and improving industry and consumer awareness through education and promotional activities. The funding is through the (federal) AgriMarketing Program, under the Sustainable Canadian Agricultural Partnership (Sustainable CAP).

“OSF welcomes the recent announcement made at the IWTO by the Federal Government to support the Canadian Wool Council and efforts to further strengthen the wool sector through Sustainable CAP” said Art Alblas OSF Chair.

Sustainable CAP is a 5-year (2023-28), \$3.5-billion investment by federal, provincial and territorial governments with an aim to strengthen competitiveness, innovation and resilience in the agri-food, agriculture and agri-based sectors. This announcement included \$1 billion in federal programs and activities and a \$2.5-billion commitment (cost-shared 60% federally and 40% provincially/territorially) for programs that are designed and delivered by provinces and territories.

About OSF The Ontario Sheep Farmers (OSF) is a producer-run organization established in 1985 that represents the province’s 3,000 sheep farmers who contribute over \$530 million to Ontario’s economy. Ontario is home to the country’s largest sheep flock and processes over 50% of the sheep and lambs born in Canada. We believe passionately that sheep farming is an agricultural business sector that contributes to the well-being of our communities and our province and offers unique opportunities to develop new markets, provide needed environmental benefits and grow both our domestic and international markets.

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