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New lambrecipes.ca site features consumer info in more than 100 languages

March 17, 2022 (Guelph, ON) – Consumers searching for information on how to buy and prepare Ontario lamb have a great resource with the launch of the new www.lambrecipes.ca site by [Ontario Sheep Farmers \(OSF\)](http://OntarioSheepFarmers.org). The site features recipes, nutritional information, and a store locator, and can be viewed in more than 100 different languages.

“We recognize the widespread appeal of lamb across many cultures and wanted to ensure our new website was available in a broad range of languages,” says OSF Chair John Hemsted. “Now users can find the information on where to find lamb locally, and endless recipe options, in the language of their choice.”

The new site offers a range of resources for Ontario consumers who are cooking with Ontario lamb, regardless of their cooking experience. There are tips for preparation and handling, ideas on pairing lamb dishes with wine and beer, a guide to meat cuts and nutritional information. To connect suppliers and consumers, the site also includes a locator tool that helps consumers source local lamb retailers by postal code, across Ontario.

To feed consumers growing interest in where and how and who produces their food, the new www.lambrecipes.ca site includes profiles of several Ontario sheep farmers. Viewers can read stories on lamb production and the role of sheep farming in reducing the impact of climate change. “We want consumers to leave the site inspired about cooking with lamb and feeling good about supporting local, environmentally sustainable agriculture,” says OSF General Manager Jennifer MacTavish.

Ontario Sheep Farmers is a producer-run organization established in 1985 and 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 is profitable, 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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