

## Industry Capacity

- Launched the EweGROW program, which is focusing on the development of benchmarks that will help measure the industry's competitiveness.



**EweGROW**

- Continue to support and oversee GenOvis, the genetic improvement program for sheep in Canada.
- Continue to manage and participate in the development of programs that assist farmers with market access – Scrapie surveillance, Canadian Verified Sheep Program, the Ontario Sheep Health Program, and the Ontario Maedi Visna Flock Status Program.
- Developed an emergency management plan, handbook, and resources to help prepare the industry to manage an animal health emergency (i.e. foreign animal disease outbreak).
- Organized three webinars for over 120 farmers on the requirements of the national identification and traceability program for sheep.
- Organized a webinar for 60 farmers, facilitated by OMAFRA, about the upcoming changes to accessing antimicrobial medications.
- Coordinated fecal egg counting training for 55 farmers across Ontario.
- Coordinated an Introduction to Small Ruminants Production course with OMAFRA for 25 participants.
- Hosted the Ontario Sheep Convention for over 200 attendees.



Photo Credit: Don Tubb

## Research

- Completed euthanasia training for sheep farmers.
- Invested over \$125,000 in the following research projects:
  - Risk assessment for the incursion and establishment of Orbiviruses in Ontario;
  - The fibre requirements for market lambs;
  - Understanding the genes and metabolic pathways associated with the genetic resistance of sheep to gastrointestinal nematodes;
  - Improving the accuracy of diagnosing pregnancy and predicting litter size;
  - Producer mental health; and
  - Opportunities to diversify Ontario wool production and marketing.
- Member of the Livestock Research and Innovation Corporation (LRIC) board of directors.

## Market Development

- Advertised with Horizon Magazine in two different cycles
  - advertorial and digital screens in the TTC.
- Ontario lamb recipe was featured on the cover of the November/December 2017 and February/March 2018 issues.
- Advertised in the Love Local Food: Stews & Brews e-magazine.
- Served 1,000 samples of lamb at Canada's Outdoor Farm Show.



## Organizational capacity

- Continued the implementation of OSF's five-year strategic plan.
- Completed regular review of governance manual and emergency leadership plan.
- Conducted yearly board and staff performance evaluations.



# Annual Review 2017-2018



**OSF**

**By producers, for producers**

For over thirty years, Ontario Sheep Farmers (OSF) has been an advocate for the 3,000 sheep farmers in the province of Ontario. As an organization, OSF uses licence fees to support programs and deliver services that help sheep farmers, and to provide solutions to issues affecting the sheep industry.

Photo Credit: Natalie Stam



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## Industry Event Presence

OSF participated in several industry events – as an exhibitor, sponsor, or speaker.

- District meetings and events
- Canada's Outdoor Farm Show
- Grey Bruce Farmers' Week Sheep Day
- North Wellington Co-op Sheep Day
- Ottawa Valley Farm Show
- Holstein Agro Expo
- Upper Canada Fibre Shed Roundtable
- Large Flock Operators Field Day

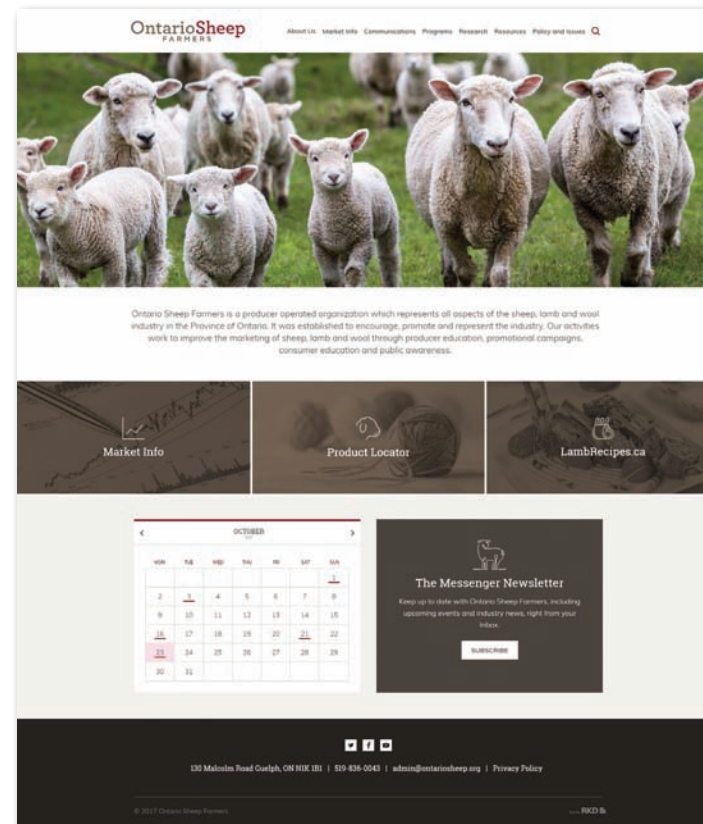
## Market Information

- Issued nearly 160 market reports by tapeline recordings, through the OSF website; links to the market reports are also provided in The Messenger (electronic newsletter).
- Provided weekly commentary and price reporting to the Ontario Farmer.
- Tracked statistical data to benchmark OSF's strategic plan process.
- Responded to industry and media requests for statistical data.
- Compiled and distributed annual ethnic market calendar.

## Memberships

To leverage support for and advocacy on behalf of Ontario sheep farmers, OSF invested over \$20,000 in memberships with the following organizations:

- Agricultural Adaptation Council
- Canadian Federation of Agriculture
- Christian Farmers Federation of Ontario
- Farm & Food Care Ontario
- Grow Ontario Together
- Livestock Research and Innovation Corporation
- National Sheep Network
- Ontario Agricultural Commodity Council
- Ontario Federation of Agriculture
- Ontario Forage Council
- Ontario Independent Meat Processors
- Ontario Livestock and Poultry Council
- President's Council



## Communications and Outreach

- Updated organization branding to reflect association name change to Ontario Sheep Farmers.
  - New OntarioSheep.org website
  - Over 98,000 unique visitors since site was launched in December 2017

OSF uses a variety of communications channels to provide information to sheep industry and the public.

- Ontario Sheep News – published four times a year and distributed to over 3,000 subscribers.
- The Messenger – bi-weekly electronic newsletter highlighting industry news, events, and OSF activities; distributed to over 900 subscribers.
- Twitter
  - @OntarioSheep -> over 1,950 followers
  - @OntarioLamb -> over 950 followers
- Ontario Sheep Facebook page -> over 1,040 page likes
- Provided information about sheep farming and other resources at 11 information stops across the province.
- Sponsored an update to Farm & Food Care Ontario's virtual tour of a sheep farm, using virtual reality (VR) technology; the tour is hosted at FarmFood360.ca.
- Sponsored a Fields to Forks segment with CTV London, featuring an Ontario sheep farmer.
- Sponsored annual photo contest; received over 100 submissions from across Canada.
- Developed and distributed infographic resources about wool and the benefits of grazing livestock.

## Advocacy

- Responded to six resolutions that were brought forward by Ontario farmers from across the province.
- Met with government to discuss issues related to risk management programs, market access, traceability, and predation.
- Engaged OMAFRA and Agriculture and Agri-Food Canada to begin investigating the feasibility of production insurance for the sheep industry.
- Continued the partnership with the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) and attended sheep farm calls with OSPCA inspectors.
- Provided comments to the provincial government on:
  - Ontario's Draft Agricultural Soil Health and Conservation Strategy;
  - Proposed changes to the Ontario Livestock Medicine Act;
  - Development of a voluntary carbon offsets program for Ontario;
  - 2018 provincial budget; and
  - Development of the recovery strategy for the Algonquin Wolf under the Endangered Species Act, 2007.
- Provided comments to the federal government on:
  - Proposed changes to Canada's Food Guide;
  - Proposed changes to Tax Planning Using Private Corporations;
  - Front of Package Labelling; and
  - Business risk management programs.
- Participated in the pilot project "Timing Matters Peer to Peer Response team," an initiative to help reduce nutrient run-off in the Lake Erie basin.



Photo Credit: Lynn McKay

- Actively participated in the Sheep Value Chain Round Table working groups: social licence, market access, meat quality, profitability, health strategies, and research.
- Continue to build partnerships with Alberta and Quebec sheep farmers and support the National Sheep Network (NSN).
- Hosted American Sheep Industry (ASI) Association President, Mike Corn for a series of farm tours and industry meetings.
- Continue to be a member of Grow Ontario Together – a group of commodity organizations focusing on nutrient management.
- Participated in the AgGrowth Coalition – a group of national commodity organizations that lobbied for a review of the business risk management suite of programs.

