

Where you saw us

OSMA attended numerous industry events:

- Canada's Outdoor Farm Show
- Royal Agricultural Winter Fair
- Canadian Sheep Breeders' Annual General Meeting
- Grey Bruce Sheep Day
- Central Ontario Ag Conference
- North Wellington Co-op Sheep Day
- Eastern Canadian Sheep Shearing Competition in Holstein
- Farm and Food Care's Breakfast on the Farm
- Sheep Equipment Expo
- District meetings

How you can hear from us

- Ontario Sheep News – published quarterly to provide industry information and mailed to over 3,000 addresses
- The Messenger – monthly e-newsletter circulated to over 600 subscribers
- @OntarioSheep has over 1,400 followers
- @OntarioLamb has over 700 followers
- Facebook page has more than 600 likes
- The auto dialer



Market Information

- Issued nearly 160 market reports by tapeline recording and through the OSMA website and market app (for all phones)
- Provided weekly market commentary and price reporting to the Ontario Farmer
- Tracked statistical data to benchmark strategic plan progress
- Responded to industry and media requests for statistical data

Memberships

To leverage our support for and advocacy on behalf of Ontario sheep producers, OSMA invested over \$50,000 to be members of:

- Canadian Sheep Federation
- Christian Farmers of Ontario
- Farm & Food Care Ontario
- Livestock Research Innovation Corporation
- Ontario Agricultural Commodity Council
- Ontario Agriculture Sustainability Coalition
- Ontario Federation of Agriculture
- Ontario Independent Meat Processors
- Ontario Livestock and Poultry Council
- President's Council



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Annual Review 2015-16



OSMA **By producers, for producers**

For over thirty years the Ontario Sheep Marketing Agency (OSMA) has been an advocate for the province's 3,000 sheep producers, on behalf of all sectors of the industry.

As an organization, OSMA uses valuable licence fees to support programs and services that help sheep farmers, and to provide solutions to issues facing the sheep industry.

Here is how OSMA has used your licence fees over the last year and how we plan to continue our work on your behalf to move this industry forward.

www.ontariosheep.org
www.lambrecipes.ca

Advocacy

- Responded to 6 resolutions that were brought forward by Ontario farmers from across the province
- Met with Minister Leal to discuss issues related to Market Access, Traceability and Predation and with MP Francis Drouin to discuss Market Access
- Lobbied, with the Ontario Agriculture Sustainability Coalition members to maintain the Risk Management Program (RMP) as a valuable business tool for sheep producers
- Saw 5 products labeled for use in sheep: STARTECT; Metacam; Flukiver; Closantel; and Deccox. Increasing the number of products labeled for use in sheep is a key strategy in managing producer access to treatment options as new Antimicrobial Use regulations are implemented.
- Engaged OMAFRA to begin investigating the feasibility of production insurance for the sheep industry
- Received funding to start a Risk Assessment for a Sheep Finance Program. The findings of which will be used to support our request for the program to OMAFRA
- Continued the partnership with the Ontario Society for the Prevention of Cruelty to Animals (OSPCA) and attended sheep farm calls with Ontario SPCA inspectors
- Provided comments to the provincial government on: Species at Risk (Eastern Meadowlark and Bobolink); Emergency Management Framework for Agriculture Canada; Northern Ontario Agriculture, Aquaculture and Food Processing Strategy; Climate change Mitigation and Low-Carbon Economy Act; Cap and Trade Regulatory Proposal and Revised Guideline for Greenhouse Gas Emissions Reporting; the Next Agricultural Policy Framework (GF3); Amendments to Wolf and Coyote Hunting and Trapping Seasons; and the provincial budget
- Engaged in discussions with government on Nutrient Management
- Actively participated in the Sheep Value Chain Roundtable Working Groups: Social Licence; Market Access; Meat Quality; Profitability; Health Strategies; and Research
- Built partnerships with fellow commodity organizations to enhance our lobby as an agricultural community



Market Development

- Launched the first ever Culinary School Challenge with 3 schools contributing 11 recipes for the OSMA Board to judge



- Produced 5 consumer facing videos addressing common production-related questions surrounding Ontario sheep farming
- Advertised in Horizon magazine which included screen time in the TTC
- Participated in the Queen's Park Farmers' Market and distributed over 700 samples of lamb
- Served 1,000 samples of lamb at Canada's Outdoor Farm Show
- Partnered with Foodland Ontario who ran lamb radio tags in March 2016 in approximately 60 English and 9 French markets, reminding consumers that fresh Ontario lamb is always in season and now available in stores, farmers' markets and on-farm markets
- Featured Ontario Lamb as the recipe of the month for November in the 2015 Foodland Ontario calendar
- Worked with a Home Economist to create 6 new Ontario lamb recipes for an e-recipe booklet
- Printed and distributed 3 new recipe cards and a new consumer focused brochure
- Continued work on programs that assist producers with market access – Scrapie, On-Farm Food Safety, Ontario Sheep Flock Health Program, Maedi Visna

Industry Capacity

- Embarked on a Growth Strategy project focused on development benchmarks to measure the industry's competitiveness
- Continued investment into the development and testing of a Price Predictability Model
- Continued support and oversight of GenOvis, the genetic improvement program for sheep in Canada
- Partnered with TSC Stores to offer Ontario sheep producers a 10% discount on regular priced items

Research

- Invested more than \$46,000 into research on a 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 accuracy in diagnosing pregnancy and predicting litter size; and Producer Mental Health
- Invested over \$13,000 to leverage more than \$240,000 in government funding for the development of consumer focused sheep videos; Euthanasia project; price predictability model development and the Growth Strategy
- Developed a research priority document and pre-project policy and criteria for accepting new projects
- Members of the Livestock Research and Innovation Corporation (LRIC) Board of Directors

Organizational Capacity

- Continued implementation of OSMA's five year strategic plan
- Completed regular review of Governance Manual and Emergency Leadership Plan
- Conducted yearly board and staff performance evaluations

