

Research

- Invested more than \$132,000 into research on selective deworming, artificial insemination (AI) synchronization and pelleted feed over the last two years
- Invested over \$51,000 to leverage more than \$293,000 in government funding for seven projects related to producer education, feeding and feed efficiency, price predictability, market development, and animal health
- Developed a research priority document and pre-project policy and criteria for accepting new projects
- Joined the Livestock Research 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

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
- District 10 Sheep Day
- Arthur Feed Mill producer day
- North Wellington Co-op Sheep Day
- Eastern Canadian Sheep Shearing Competition in Holstein
- 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 900 followers
- @OntarioLamb has over 500 followers
- Facebook page has more than 330 likes
- The auto dialer

Market Information

- Issued nearly 160 market reports by tapeline recording and through the OSMA website and market app (for iPhone and BlackBerry)
- 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



OSMA

By producers, for producers

For 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 12 resolutions that were brought forward by Ontario farmers from across the province
- Lobbied for OMAFRA to hire a new Small Ruminant Specialist
- Lobbied to maintain the Risk Management Program (RMP) as a valuable business tool for sheep producers
- Began advocacy work with the Ontario Agriculture Sustainability Coalition members to lobby for an increase to the RMP cap by \$25 million a year for three years
- Participated in the Ag 101 MPP dinner in Toronto, an event that attracted Liberal MPPs to learn about the agricultural sector and RMP
- Lobbied for the ability to work together with the provincial government to investigate the feasibility of production insurance for the sheep industry – this included a presentation to the provincial Standing Committee on Finance and Economic Affairs
- Submitted a business plan to the provincial government for a Sheep Finance Program
- Attended a meeting in Ottawa to discuss lamb being left out of Country of Origin Labelling (COOL) discussions with the United States
- Advocated for the Ministry of Natural Resources to approve the relaxing cable restraints as a predation management tool and for increased compensation for livestock losses due to predation
- 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: the impact of an OPSEU strike on meat inspectors; the proposed Ontario Retirement Pension Plan (ORPP); Ontario's Climate Change Discussion Paper; Minimum Distance (Nutrient Management); and the provincial budget
- Supported ongoing national efforts (Access to Medications, Country of Origin Labeling, Traceability) through funding the Canadian Sheep Federation and participating in the Sheep Value Chain Roundtable Working Groups
- Built partnerships with fellow commodity organizations to enhance our lobby as an agricultural community

Market Development

- Completed a Market Development Project in partnership with Veal Farmers of Ontario, Ontario Goat and Ontario Rabbit
- 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
- Revamped the lambrecipes.ca and ontariosheep.org websites
- Developed OSMA shirts, coffee mugs, ball caps and aprons
- Participated in the Local Food Week Twitter party (#LoveOntFood) which had a 1.5 million reach and over 865 contributors
- Partnered with Foodland Ontario on over 600 radio ads to remind 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
- Partnered with Mushrooms Canada and Asparagus Farmers of Ontario to develop joint mushroom and lamb and asparagus and lamb recipes. Mushrooms Canada included two lamb recipes in their 2015 e-cookbook
- Partnered with Food Bloggers of Canada and sponsored ten Canadian food bloggers to develop and post lamb recipes on their blogs
- Continued work on programs that assist producers with market access – Scrapie, On-Farm Food Safety, Ontario Sheep Flock Health Program, Maedi Visna

Industry Capacity

- Offered the Master Shepherd's Course to Ontario producers; 18 producers were registered full-time and 53 producers paid for individual modules
- Made the video library for producers available on the ontariosheep.org website on issues such as carcass quality, grazing, and tagging
- Participated in the First Annual Sheep Expo in Ancaster, Ontario
- 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

