

ONTARIO SHEEP  
FARMERS

# ANNUAL REVIEW

2020/2021



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# ONTARIO SHEEP FARMERS



**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 license fees to support programs and deliver services that help sheep farmers, and to provide solutions to issues affecting the sheep industry.**

**Bringing passion and wisdom to the business of providing a voice for the 3,000 plus Ontarians raising sheep and lambs for a growing market.**

**Embracing diversity with a broad industry cross-section representation around the board table**

**Progressively, finding new ways to help Ontario sheep farmers prosper.**

**Nurturing great partnerships to help grow our market**

**Tenaciously, embracing the challenge of leading in a time of change.**

## 2020-21 was, well, different!



**Just like thousands of sheep farmers who met the challenges of COVID-19, OSF acted quickly on several fronts to continue to be able to support our farmers:**

- We switched to online webinars and kept the MSC course going.
- We brought our district executives together (virtually) and worked with them to make district meetings better.
- And we didn't wait for things to get back to "normal" to move forward with a new strategic plan. We reached out to hundreds of Ontario sheep farmers to help shape the future for OSF.
- It hasn't been an easy year for anyone. But for OSF it's been a year of growth, learning, and accomplishment that will serve us all well in the years ahead.

***Thank you to the approximately 500 individuals who participated in the Crossroads Challenge through three surveys, six town halls, emails, individual conversations, and meetings with district chairs.***





## **Ontario Sheep Farmers moved forward with several industry-leading initiatives such as:**

- Successfully lobbied for the Risk Management Program (RMP) to include replacement
- Reviewed regulatory proposals and provided feedback on proposals such as Canadian Sheep Identification Program, Bill 156 Security from Trespass and Protecting Food Safety, government budget consultations, simulated meat, endangered species, Drainage Act, reforming privacy in Ontario's private sector, and the Next Policy Framework.
- Continued lobbying for a review of the national business risk management suite of programs.
- An active member of the Minister's Livestock Processing Capacity Working Group
- Member of the Ministry of Solicitor General's Outdoor Dog Technical Table
- Continued partnership on the Timing Matters Nutrient Management awareness campaigns and initiatives supporting the Lake Erie Action plan.
- Developed new biosecurity resources that include the latest on-farm innovations featuring geofencing and contract tracing to monitor farm visits and prevent animal disease transmission.
- Develop additional online resources for on-farm technologies showing the latest innovative technologies and safe health practices for farm business operations.
- Worked with Beef Farmers of Ontario to roll out the Northwestern Livestock Emergency Initiative program ensuring that sheep farmers impacted by the drought were able to access support
- Created additional resources including Animal Protection Zone signage required (where needed) to meet the Security from Trespass and Food Security Act.
- Committed to yearly sponsorship and resources to 4-H Ontario
- Continued supporting online Producer Education programs to assist with professional development and offer self-guided learning opportunities for producers.
- Developed new recipe cards such as Cranberry Orange Lamb Chops, Ginger Stir Fry, and Shank Braised with Stout Beer and Root Vegetables for point-of-sale promotion.
- Continued support of industry programs – GenOvis, the Ontario Sheep Health Program, and the Ontario Maedi Visna Flock Status Program with 54 Ontario producers on the program. This work also included a complete program review of the MV program.
- Continued partnership with Farm and Food Care (FFC) on The Real Dirt on Farming and Faces behind Food.
- Continued updating the OSF database to ensure we have current information on producers.

# LOOKING FORWARD



## As we begin the 2020-2022 year the Board of Directors will focus on:

- Implementation of the new OSF strategic plan
- Providing Governance and Leadership, Diversity, Equity, and Inclusion training for the board and district committee members
- Re-vamping the [www.lambrecipes.ca](http://www.lambrecipes.ca) website

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## 2020-2021 By the Numbers:

- Issued more than 50 market reports by tapeline recordings, through the OSF website. Links to the market reports are also provided in The Messenger (electronic newsletter).
- Ontario Sheep News circulation over 3,000 four times per year.
- Messenger circulation to approx. 1,142 people every week.
- @OntarioSheep has over 2,504 followers.
- Invested over \$15,000 in memberships with industry organizations.
- Invested over \$31,000 in industry focused research projects.
- 29 full time and 22 part time farmers participating in the Master Shepherd's Course.
- 36 producers attended the online Parasite Management course.
- 144 participants attended the online Introduction to Small Ruminant Production Course.

# COMMUNICATIONS



On the communications front, [Ontario Sheep Farmers](#) is working hard to find and develop new ways to stay in touch including [Ontario Sheep News](#) and [@OntarioSheep](#)

- Continued weekly digital circulation of The Messenger OSF's digital newsletter.
- Ran several advertorials and recipes promoting Ontario Sheep/Lamb in Global Hero's publication and Condo nest reaching over 370,000 readers in print copy and over 343,289 in digital promo including online ads.
- Updates to the new producer and mental health pages on the OSF website.
- Provided updates to the new producer page on the OSF website and new producer package.
- Continue to support and update online professional development programs offered by OSF.
- Continue the transition of OSF in digital format in addition to hard copy.
- Hosted a series of webinars for producers on topics such as: Are you getting the most from genetics? How to make your next ram purchase, Genetics Coffee Break Webinar, How to Improve Flock Genetics – right now! Fall Speakers Series, Campaign for Wool Webinars, Animal Health and Emergency Management Webinars, Accessing Capital reaching with over 459 registrants.
- Provided updates to the online producer education courses such as the Parasite Management and Introduction to Small Ruminant Production.
- Continue to update our OSF student/teacher resources page on the OSF website.

# 2020/2021 OSF SPONSORS

Ontario Sheep Farmers would like to once again express our continued gratitude to our 2020 Industry Sponsors for their dedication to Ontario Sheep.



Would like to thank our 2021 Sponsors



If you have any questions about sponsorship opportunities, please call Ontario Sheep Farmers at 519 836 0043 x 329 or email [tlewis@ontariosheep.org](mailto:tlewis@ontariosheep.org).

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