

ONTARIO SHEEP  
FARMERS

# ANNUAL REVIEW

2019/2020



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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.

## Doing Things Different in 2020

### *Advocacy*

- Successfully lobbied for increased investment of \$50 million into the provincial Risk Management Program
- Supported Ontario Bill 156 Security from Trespass and Food Security Act and working with the provincial government on regulations
- Worked with other livestock commodity groups to provide feedback into the PAWS Act the new Animal Welfare Framework
- Collaborated with other organizations on responding to the Freedom of Information request to OMAFRA

### *Industry Capacity*

- Created a COVID-19 resource page on the OSF website to assist producers looking for information and resources and increased communications such as The Messenger to weekly during the pandemic.
- Started moving our Producer Education programs onto an online portal to assist with professional development and offer self-guided learning opportunities
- Created a transportation manifest to assist with record keeping and movement reporting
- Continued to support of industry programs – EweGrow, GenOvis, the Ontario Sheep Flock Health Program and the Ontario Maedi Visna Flock Status
- Developed two new online producer education courses such as the Parasite Management and Introduction to Small Ruminant Production and will continue to offer both as self-guided online learning into 2021
- Provided a series of webinars on topics that covered bench-marking, transportation, genetics, financial management, and wool. Sessions are available on the OSF website under on the resource page.

# Doing Things Different in 2020 Continued...

## *Environment*

- Continued participation in EcoAg – a group of commodity organizations focusing on nutrient management and the environment
- Continued partnership with Farm and Food Care on the Real Dirt on Farming such as the benefits of sheep grazing and other events
- Continued partnership on the Timing Matters Nutrient Management awareness campaigns and initiatives
- Co-Chair of the Ag Sector Working Group and a Member of the Soil Action Working Group

## *Market Development*

- Re-activated the Sheep Industry Advisory Committee meetings
- Shared OSF's Licensing Relations Officer position with the Meat and Poultry Ontario
- Partnered with Meat and Poultry Ontario on pandemic planning and action
- Member of the Minister's Working Group on Livestock Processing Capacity
- Partnered with Mushrooms Canada and Durham Collage and various Ontario Collages for the annual Chef Challenge event.
- Attended several taste of Ontario Premiers events showcasing and sampling Ontario Fresh Premium Lamb
- Participated in Canada's Outdoor Farm Show

## *Nationally*

- Continued to build partnerships with Alberta and Quebec sheep farmers supporting the National Sheep Network with other provincial organizations and national commodity organizations
- Lobbied for a review of the national Business Risk Management suite of programs
- Actively participate in the national transportation working group
- Provided comments on the National Sheep Codes of Practice review
- Active member of the Animal Health Canada Working Group which is tasked with the development and implementation of alternative governance models for animal health in Canada

# MORE DIFFERENT



## As we begin the 2020-2021 year the Board of directors are hard at work

- Overhauling our strategic plan with direct producer input and participation
- Examining the committees and their role to ensure there is board-based grass roots input
- Tackling the issue of the lack of data in the industry

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## 2019-2020 By the Numbers

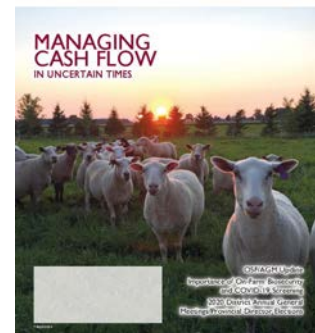
- Issued nearly 200 market reports by tapeline recordings; 300 through the OSF website; links to the market reports are also provided in The Messenger (electronic newsletter).
- OSN circulation over 3000 four times per year
- The Messenger circulation to over 1,102 every week
- @OntarioSheep followers over 2,367
- Invested over \$20,000 in memberships with industry organizations

# 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

- Increased circulation of The Messenger OSF's digital newsletter to weekly during the COVID-19 pandemic.
- Updates to the new producer and farmer wellness pages on the OSN website
- Updates to the new producer page on the OSN website
- Continue to move online educational resource page on the OSN website
- Transition of OSF in digital format in addition to hardcopy
- Hosted and continue to host webinars for producers
- Created a webinar library on the OSF website to show previously held webinars

ONTARIOSHEEP NEWS



# 2020 SPONSORS



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

## 2020 OSF Sponsors



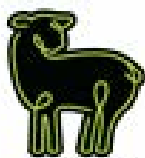
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WE DO Different