



Beyond the Farm Gate

I'm pleased to be starting my second stint as Chair of OSF (the first was from 2000-2006) as we begin the business of implementing our new strategic plan (*Building Strength for a Better Future*) and as Canadian agriculture deals with the lingering effects of the pandemic.

The ancient curse "may you live in interesting times" comes to mind as we all struggle with disrupted supply chains, rising costs and labour shortages. But then, farmers always live in interesting times.

As 2022 looms, your Board of Directors are preparing to execute the results of the Crossroads Challenge. Through that process, your input created the new five-year strategic plan. First up will be continuing to improve communications with our districts and finding ways to improve the market information we provide to Ontario producers.

As your Chair I am particularly focused on the view from beyond the farmgate – understanding the variables that influence our collective futures and the role of OSF within Ontario and Canadian agriculture. By understanding the big picture – the forces that drive agriculture – we are in a better position to shape our future.

Ontario is the primary market for Canadian lamb and OSF has a responsibility to enhance consumer desire and confidence in our products. Your Board of Directors has an obligation that stretches beyond the Ontario border and includes a value chain that serves our farms and our consumers.

Your Board is charged with setting the direction of OSF. Our attention is focused on the "what" and "why" of setting priorities and allocating resources. Concentrating on these issues and encouraging staff to engage the "how" and "who" of implementation will be key to making 2022 a constructive year.

I am looking forward to the challenges that lie ahead for our industry and OSF. Your Board is ready to work for you, keeping a broad perspective on issues beyond the farmgate and focusing resources on things that matter to your prosperity.

How can you help? By offering solutions to the issues, we will undoubtedly encounter. By encouraging leadership at all levels. And, if you can find something that is always in short supply, time, then try serving at the district level.

In closing, I am humbled to be your Board Chair, eager to get on with the work of supporting your farms and confident in the commitment and experience of the Board of Directors and District Executive. Lastly, best wishes for happy holiday season and new year! **OSN**

SheepBytes.ca Ration Balancer

Managing nutrition saves money **every time** you feed.

SheepBytes ration balancer is web-based software designed for effectively managing nutrition for all types of sheep. Breeding flock owners, feedlot managers and nutritional consultants, across Canada, and internationally, are using SheepBytes to take the guesswork out of balancing cost-effective rations.

What are SheepBytes users saying?

By using SheepBytes, we saved \$12-18 per finished lamb without sacrificing performance.

Since using SheepBytes, we've noticed an improvement in the overall health of our flock, with fewer disease outbreaks and deaths from unknown causes.

Learn more about what SheepBytes can do for your flock by visiting

SheepBytes.ca

Easy to Use — Cost Effective — Developed and Used by Ruminant Nutritionists



NEW!

Training Video!

- Learn to use SheepBytes
- Improve your skills in using basic and advanced features
- Fit lesson modules into your schedule
- Always available at no cost - anywhere, anytime