

Industry Capacity

- Continue to support and oversee GenOvis, the genetic improvement program for sheep in Canada.
- Continue to manage and participate in the development of programs that assist farmers with market access – Scrapie surveillance, On-Farm Food Safety, the Ontario Sheep Flock Health program, and the Maedi Visna program.
- Continue to partner with TSC Stores to offer Ontario sheep farmers a 10% discount on regular priced items.
- Completed the growth strategy project which focused on the development of benchmarks to measure the industry's competitiveness. This will lead to the launch of the EweGrow program.
- Continue to invest in the development and testing of a price predictability model.

Industry Event Presence

OSMA participated in several industry events – as an exhibitor, sponsor, or speaker.

- District meetings and events
- Canada's Outdoor Farm Show
- Ontario Forage Council Forage Focus meeting
- Grey Bruce Farmers' Week Sheep Day
- North Wellington Co-op Sheep Day
- Ottawa Valley Farm Show
- Farm & Food Care's Breakfast on the Farm
- Holstein Agro Expo

Organizational Capacity

- Continued the 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.
- Worked with RLB LLP Chartered Accountants and Business Advisors on an organization health check, evaluating all aspects of the organization to identify strengths and opportunities for improvement.

Memberships

To leverage support for and advocacy on behalf of Ontario sheep farmers, OSMA invested over \$10,000 in memberships with the following organizations:

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

OSMA

By producers, for producers

For over thirty years, the Ontario Sheep Marketing Agency (OSMA) has been an advocate for the 3,000 sheep farmers in the province of Ontario.

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

This is a summary of how the licence fees submitted by sheep farmers over the past year have been used to advance the industry.



Annual Review 2016-2017



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Photo credit: Albert Botha

Advocacy

- Responded to six resolutions that were brought forward by Ontario farmers from across the province.
- Met with Minister Leal to discuss issues related to risk management programs, market access, traceability, predation, and the national business risk management suite of programs.
- Engaged OMAFRA to begin investigating the feasibility of production insurance for the sheep industry.



OSMA Vice Chair Marc Carere, Quebec Sheep representative Pierre Lessard, OSMA Chair Rob Scott, and American Sheep Industry President Mike Corn at the American Sheep Industry Association meeting.

- Explored the feasibility of a sheep finance program.
- Continued the partnership with the Ontario Society for the Prevention of Cruelty to Animals (OSPCA), and attended sheep farm calls with OSPCA inspectors.
- Provided comments to the provincial government on:
 - Reducing phosphorus run-off to minimize algal blooms in the Lake Erie basin;
 - Safe Harbour Policy under the Endangered Species Act;
 - Ontario budget;
 - Cap and trade;
 - Agriculture in Northern Ontario; and
 - The next Agricultural Policy Framework.
- Provided comments to the federal government on:
 - Antimicrobial resistance policy initiatives and regulatory proposal;
 - The next Agricultural Policy Framework;
 - The national Plant and Animal Health Strategy;
 - Proposed transportation of animals regulations; and
 - Business risk management programs.
- On-going participation in proactive communications about nutrient management with other commodity associations and government.
- Actively participated in the Sheep Value Chain Round Table working groups: social licence, market access, meat quality, profitability, health strategies, and research.
- Built partnerships with Alberta and Quebec sheep farmers and formed the National Sheep Network.
- Joined Grow Ontario Together – a group of commodity organizations focusing on nutrient management.
- Participated in the AGgrowth Coalition – a group of national commodity organizations that lobbied for a review of the business risk management suite of programs.

Communications and Outreach

Ontario Sheep uses a variety of communications channels to provide information to sheep industry and the public.

- Ontario Sheep News – published four times a year and distributed to over 3,000 subscribers.
- The Messenger – bi-weekly electronic newsletter highlighting industry news, events, and OSMA activities; distributed to over 700 subscribers.
- Twitter
 - @OntarioSheep: over 1,720 followers
 - @OntarioLamb: over 850 followers
- Ontario Sheep Facebook page: over 750 page likes

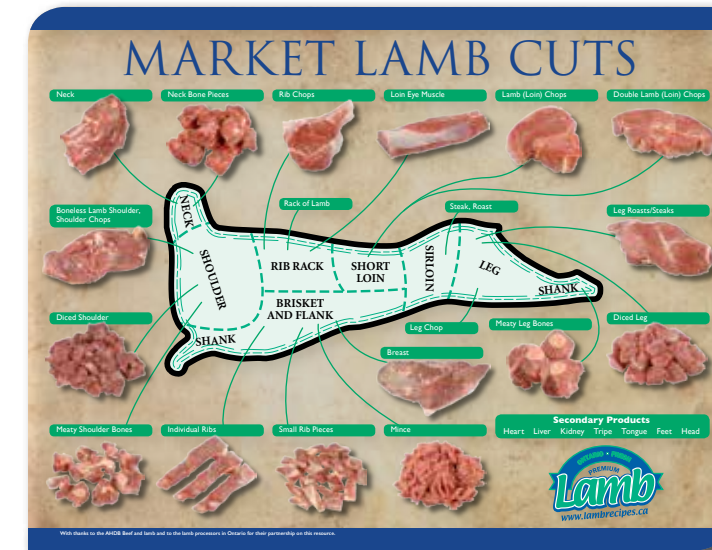


OSMA directors Heather Little, Fraser Hodgson, OSMA Chair Rob Scott, OSMA staff member Heather Hargrave at Breakfast on the Farm.

- Provided information about sheep farming and other resources at 11 information stops across the province.
- Produced five consumer-focused videos on sheep farming – sheep shearing, nutrition and flock management, livestock guardian dogs, sheep housing, and transporting sheep.
- Sponsored a Fields to Forks segment with CTV London, featuring an Ontario sheep farmer.
- Sponsored annual photo contest; received over 50 submissions from across Ontario.

Market Development

- Raised over \$1,500 for the Ontario Association of Food Banks during #everyplatefull campaign.
- Advertised with Horizon Magazine in three different cycles – advertorial and digital screens in the TTC
 - Ontario lamb recipe was featured on the cover of the January 2017 issue.
- Sponsored the Toronto Rib Fest – included online digital advertisement.
- Served 1,000 samples of lamb at Canada's Outdoor Farm Show.
- Participated in Foodland Ontario and the Ontario Culinary Tourism Alliance's Pop Up Picnic at Yonge Dundas Square in Toronto.
 - Served over 750 samples of Ontario lamb sliders.
- Canada Goose consulted Ontario Sheep about animal care as they consider including more wool into their products.



New ethnic cuisine lamb cut chart

Research

- Invested over \$125,000 in the following research projects:
 - 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 the accuracy of diagnosing pregnancy and predicting litter size; and
 - Producer mental health.
- Invested more than \$13,000 to leverage more than \$240,000 in government funding for:
 - The development of five consumer focused sheep videos;
 - Euthanasia training for 50 farmers;
 - Price predictability model development; and
 - The growth strategy.
- Member of the Livestock Research and Innovation Corporation (LRIC) board of directors.

Market Information

- Issued nearly 160 market reports by tapeline recordings, through the OSMA website, and on the market app; links to the market reports are also provided in The Messenger (electronic newsletter).
- Provided weekly commentary and price reporting to the Ontario Farmer.
- Tracked statistical data to benchmark OSMA's strategic plan process.
- Responded to industry and media requests for statistical data.
- Compiled and distributed annual ethnic market calendar.
- Created an ethnic cuisine lamb cut chart.



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