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Attention: All Ontario Sheep Producers

The Ontario Sheep Marketing Agency is proud to present a new feature to the OSMA web site, www.ontariosheep.org, called the Lamb Locator. This feature allows us to enter locations in Ontario where Ontario Fresh Premium Lamb can be found. Consumers can easily access this information when looking for a local supplier of fresh or frozen Ontario lamb.

Many of you sell lamb on farm and would like to see these farm gate sales posted up on the lamb locator. The Ontario Sheep Marketing Agency has developed the following application form and Best Practices for Farm Gate Sales in order to facilitate these requests.

Please find your Farm Gate Sales application form attached. By filling this form out and sending it back to OSMA, you are stating that you wish for your farm to be included on our website for promotion of farm gate sales of lamb and the following guidelines will be followed to ensure to the best of your ability the safety and quality of the products sold from your farm.

Best Practices for Farm Gate Sales:

- Your lamb has been slaughtered and inspected at a provincially or federally inspected, licensed abattoir in Ontario.
- If your lamb is sold as "Fresh", you have maintained a product temperature of 4°C or less at the warmest spot without being frozen
- If your lamb is sold as "Frozen", the lamb has been kept in the frozen state at all times.
- Customers should be able to come to your farm and buy lamb without risk of injury. (ie: nothing to trip over, no aggressive dogs, etc.)
- Your point of sale should be clean and well maintained.

Promotional materials are available at the OSMA office for you to use. Order yours today!

If you have questions or comments, please don't hesitate to contact me.

Sincerely,

Jennifer Dale
Executive Assistant
Ontario Sheep Marketing Agency

OUR MISSION:

"To enhance producers' returns and provide consumers with safe, premium lamb and related products by encouraging Ontario sheep producers to provide a quality, year-round product through ongoing marketing, promotion, advocacy and education."

Lamb Locator Farm Gate Sales Form

Producer Number

First Name

Last Name

Farm Name (as you would like it to appear on the Locator)

Address (please include your fire number and road name so customers can find you)

City

County/Region

Postal Code

Phone

Fax

Email

Website

Kosher or Halal?

Custom Orders Available?

Lamb is available which Months?

Store is open to the public which days/hours or by appointment only?

What other information would you like potential consumers to know?

****Mandatory**** Name/Address/Phone Number of the Abattoir where your lamb is processed

Declaration:

I hereby certify that all Ontario Fresh Premium Lamb sold on my farm has been processed and inspected at the provincially or federally operated facility named above. Any changes in abattoir will be reported to OSMA. All Ontario Fresh Premium Lamb has met the regulations set by the CFIA with regards to transportation, cooling and storage as explained in the "Best Practices for Farm Gates Sales".

Print Name

Signature and Date