

### **Ontario Sheep Farmers announce new EweGROW program**

For immediate release

October 26, 2017 (Alliston, ON) – The Ontario Sheep Farmers have launched their new program, called EweGROW, today at their annual convention. EweGROW is designed to increase the availability and quality of Ontario lamb to meet increasing consumer demand for product.

“The EweGROW program is the result of a growth strategy project that Ontario Sheep Farmers completed this past year,” says Rob Scott, Chair of Ontario Sheep Farmers. “Implementing this program will help the industry to identify the knowledge, capabilities and relationships required for Ontario’s sheep industry to strengthen its competitiveness and increase production.” The project was funded by the Ontario Ministry of Agriculture, Food and Rural Affairs and was completed by Value Chain Management International (VCMI).

After completing industry interviews, surveys, workshops and analysis, the findings have been compiled into a detailed benchmarking report. The document provides a road map for farmers to increase their profitability by measuring, learning, and improving, supported by extensive value chain analysis of Ontario’s lamb and wool industry.

“The document describes how Ontario’s sheep industry can capture the significant opportunities that exist by measuring performance and establishing a common language. Both are necessary for individual farmers to improve performance by ensuring that production, processing and marketing practices are aligned with customer and consumer needs,” says Jennifer MacTavish, General Manager of Ontario Sheep Farmers.

For reasons cited in the report, performance and process benchmarking is essential. Competing jurisdictions have a clear understanding of their performance, which they can track over time to identify trends and determine factors that need to be addressed. The resulting information guides the development of tools for evidence based business decisions and effective industry wide policy.

A copy of both the report and the benchmarking document can be obtained through the Ontario Sheep Farmers by contacting Jennifer MacTavish (email [jmactavish@ontariosheep.org](mailto:jmactavish@ontariosheep.org)).

Ontario’s 3,000 sheep producers are represented by the Ontario Sheep Farmers organization. With a focus on profitability and sustainability, the organization works in the areas of advocacy, industry capacity, research and market development. Its goal is to provide consumers with premium lamb and sheep products. For more information visit [www.OntarioSheep.org](http://www.OntarioSheep.org).

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