



The Messenger

OSMA and the Industry

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Ontario Sheep Marketing Agency

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www.ontariosheep.org

Please send all submissions to Heather Hargrave at
hhargrave@ontariosheep.org, or call (519) 836-0043 ex.
29 with any questions.

Out and about

September 8	Sheep Reference Committee for RMP meeting
September 12	OACC meeting
September 12	OASC meeting
September 13 to 15	Canada's Outdoor Farm Show, Woodstock
September 14	Meeting with Minister Leal's policy advisor
Throughout late August & September	OSMA district meetings

August OSMA board notes

This year's summer board meeting was in districts 2 and 5. The OSMA board was treated to a tour of Calvin Bouman's dairy sheep farm and a solar farm that is being installed in Holstein where Don Lewis will be able to graze his sheep. At the barbecue later that evening the board was treated to a presentation by Drew Tyler from District 3 who participated in the BUILD Leadership program offered by Beef Farmers of Ontario. Drew is a sheep producer in district 3 and spoke about our need as producers to think about how we talk about the industry. Words matter. The example he used that hit home was how many of us talk about the suicidal nature of our sheep. He challenged us about whether or not this is what we want new producers and government to be thinking about when then think about the sheep industry.

The board discussed the Calgary Statement which outlines the federal government's priority areas for the next Agricultural Policy Framework. The federal government is focusing on record incomes in agriculture. This is a concern because it is reported as gross income. Additionally, the government is turning its attention to the processing sector and industry is asking that money for processors be new money and not money that is used to fund producer initiatives.

There was discussion on the Land Use Planning Review that encompasses the Greenbelt Plan, Growth Plan for the Great Golden Horseshoe, Oak Ridges Moraine Conservation Plan and the Niagara Escarpment Plan. Given the emphasis that the federal and provincial governments' are placing on environment and climate change, the board has asked staff to investigate the cost of doing a life cycle analysis and the possibility of obtaining funding.

An update was given on Risk Management Program (RMP) and the board discussed the need to talk about RMP as an economic stimulus program highlighting what agriculture has done for the economy and that that one out of every eight jobs is connected to agriculture.

In the wake of withdrawing from the CSF, OSMA continues to communicate with other provinces at the Chairman and General Manager level on issues of joint interest. OSMA will also be assembling a traceability committee to ensure that OSMA's mandate to support full scale traceability program is met.

The Canadian government is looking to review the transportation regulations and OSMA has struck a committee struck to review the proposed changes to the regulations. Concern has already been expressed that the regulations used for long distance transportation are used for shorter distances.

The Ministry of Natural Resources and Forestry proposed ban on wolf and coyote hunting and trapping was discussed. Concern was expressed around the expansion of the ban area and questions were raised around how animals are classified as threatened and when a population is deemed stable. Additionally, the board wants to ensure that there are agricultural exemptions.

The research committee made a recommendation to the board, which was supported, to fund the following projects:

- *Fibre requirements for market lambs* (\$21,870/year for 2.5 years)
- *Leveraging OMICS and systems biology to understanding the genes and metabolic pathways associated with genetic resistance of sheep to gastrointestinal nematode parasite-infections* (\$8,750/year for 3 years)
- *Improve accuracy in diagnosing pregnancy and predicting litter size at early ewe gestation; metabolomics analyses for pen-side kit development* (\$5,000/year for 3 years)
- *Agricultural Producer Mental Health, Mental Health Literacy and Emergency Response* (\$3,300/year for 3 years)
- *Opportunities to Diversify Ontario's Wool Production and Marketing* project at a rate of \$8,000 per year.

Registration now open for the Ontario Sheep Convention and OSMA AGM

The first annual Ontario Sheep Convention and OSMA AGM will take place on October 27 and 28 at the Nottawasaga Inn in Alliston, ON. The convention will have a variety of speakers on the topic of improving lamb survival.

Interested sheep farmers can now register online or by calling the OSMA office. For more information and to register, [click here](#) or visit www.OntarioSheep.org.

Call for nominations for awards

OSMA is seeking nominations for two awards that will be presented at the upcoming Annual General Meeting in October.

Long Service Award

This award recognizes significant contributions to the advancement of the Ontario Sheep Industry over many years of service. It is given in acknowledgement and appreciation of long standing contribution to the Ontario Sheep Industry. Recipients of this award have demonstrated outstanding dedication, leadership and innovative spirit.

Outstanding Shepherd Award

This award recognizes significant contributions to the advancement of the Ontario Sheep Industry. It is presented to an Ontario Shepherd who exemplifies the values of leadership and responsible sheep husbandry.

Guidelines for Long Service and Outstanding Shepherd Awards:

1. Nominations must be received at the Ontario Sheep Marketing Agency office no later than October 3, 2016.
2. Only members of the Ontario Sheep Marketing Agency will be considered as candidates.
3. Individuals or couples are eligible for nomination.
4. Candidates must have made a significant contribution to the Ontario Sheep Industry. Candidates will be selected for the award based on demonstrated achievements within the Ontario Sheep Industry.
5. The awards will be presented at the OSMA Annual General Meeting in October.
6. Please include 2-5 letters of support from associations or individuals with your nomination.
7. Submissions that do not follow these guidelines may be returned to the nominator or not considered for the award.

If you know someone who deserves to be recognized through one of these awards, please nominate them by October 3, 2016. Application forms can be found on the OSMA website at www.ontariosheep.org under Awards & Photo Contest or by calling the OSMA office at 519-836-0043 or email jmactavish@ontariosheep.org.

The Mapleseed Pasture Award

The Mapleseed Pasture Award recognizes individual producers who are doing an outstanding job of pasture management and to encourage producers to implement pasture management strategies that maximize production per acre.

The deadline for applications is October 1, 2016. To download an application [click here](#).

Competitiveness project for Ontario's sheep industry

OSMA has embarked on an aggressive competitiveness project for Ontario's sheep industry. The purpose of this initiative is to identify the knowledge, capabilities and relationships required for our industry to achieve its targeted level of growth. This project is funded by the Ontario Ministry of Agriculture Food and Rural Affairs, and OSMA has hired Value Chain Management International (VCMi) to work with us on this project.

Following the undertaking of an extensive environmental scan, reviewing 170 responses to producer surveys, conducting over 40 in-depth discussions with people from along the value chain (including producers, processors, buyers, livestock auctions, processors, retailers, and restaurants), as well as reviewing data from the Canadian farm census, AgriStability and AgriInvest, we see a number of important findings emerging that have significant implications for the future of Ontario's sheep industry.

The vast majority of respondents believe that Ontario's lamb industry has enormous opportunities. The majority of respondents also believe that the industry will never realize these opportunities unless fundamental changes occur in how industry is structured and operates. While subtle differences typically exist in how respondents described opportunities and challenges, their perceptions and experiences boil down to the same few issues.

Inefficiencies are rife. Invariably, Ontario's sheep industry will always comprise large and smaller flocks. The potentially enormous variations in lamb size, condition and meat quality creates downstream issues that affect everyone. A producer can spend 10% of the price received for their lamb on transport to the auction and sales commission. Differences in size and meat yield impact processing and marketing costs. That it costs the same to process a 65lb lamb and a 120lb lamb means that processors sell the meat from lighter lambs at higher prices simply to break even. Driven by higher prices, ethnic and western consumers choose cheaper more consistent alternatives over Ontario lamb.

Waste. Lamb has a shorter shelf life than beef, chicken, etc., and inconsistency in colour, size, fat, etc., which discourages consumers from purchasing lamb and leads to higher waste at retail and foodservice. Retailers are typically pleased if they break even on Ontario lamb, often losing money and sometimes only handling lamb because it is part of the meat assortment. Ontario will never be a New Zealand or Australia; but Ontario can learn from these two jurisdictions in addressing these inefficiencies.

Maternal vs. terminal. Many producers know the maternal attributes they look for in a ewe – such as reproduction rates and milk production. Comparatively few producers know the terminal attributes they look for when choosing genetics – whether in a ewe or a ram. Lack of market feedback from processors on carcass composition and yield, and from consumers on meat appearance and eating quality, make it difficult for producers that want to proactively manage the terminal attributes of their flock. Lack of market signals reflects the enormous value chain disconnects that the project has discovered.

Everything sells. That lamb and sheep of all sizes, condition and age sell at Ontario's livestock auctions for typically high prices is a blessing and a curse. The blessing is that producers rarely return home with unsold stock. The curse is that it

lessens the need for industry to innovate and move beyond the politics that respondents stated as hampering industry's development. The fact that everything sells, at times, is simply because processors need lamb, and this leads to the inefficiencies described above and a lack of investment in infrastructure. It also leads to good lamb subsidizing poor lamb. Producers of top quality lamb are not rewarded equitably. Almost every processor, retailer and foodservice respondent had the same observation – regardless of whether serving the ethnic or western market. So too did producers and livestock auctions.

The term “ethnic” is too general. There is a broad range in consumer preferences, even within an often perceived homogeneous group, such as the Muslim community. The term ethnic, therefore, overly simplifies the extent to which the lamb market is evolving and the need for industry to target its markets more effectively.

OSMA Photo Contest 2016

Calling all sheep photographers! Enter OSMA's 2016 photo contest for your chance to win a grand prize of \$250, two top prizes of \$100 each or a crowd favourite prize of \$100. This contest is open to all Ontario residents. You do not have to be involved in the sheep, lamb or wool industries to participate.

Flock Shots - show off the best shots of your flock - working, resting, eating, whatever they might be doing. Flock shots must show at least 20 sheep.

The Faces of Ontario Sheep Farmers - we want to see who's running the show. Photos must show a producer(s) and their sheep.

Crowd Favourite - All sheep photos that don't quite fit a category. AGM attendees will have the chance to vote for their favourite.

Contest Rules:

1. Photographs will not be returned and all entries become property of OSMA to be used or reproduced at the discretion of OSMA (whenever possible, credit will be given to the photographer).
2. Entries must be submitted in the name of the person who took the photograph.
3. Only two (2) entries per photographer, per category will be accepted.
4. The judges' decision is final.

Submission guidelines:

Include the following information with each of your submissions:

- Title of photo
- Approximate location and date the photo was taken
- Photographer's name, mailing address, phone number and email address

****All photos must be submitted in a high-res format (at least 200 dpi)****

Please submit entries by mail or email to:

Ontario Sheep Marketing Agency
Attn: photo contest
130 Malcolm Rd
Guelph, ON N1K 1B1

general@ontariosheep.org with the subject line “Photo Contest 2016”

Deadline: Friday, October 7, 2016

Looking for hay or forages? Check out the hay listing service

The Ontario Hay Listing Service, created by the Ontario Forage Council, provides livestock farmers with information on forage availability. The interactive tool provides an easy and effective process by bringing together hay producers and buyers. The service is offered free of charge.

For more information visit www.ontariohaylistings.ca.

Return your unwanted or obsolete pesticides and livestock medications

CleanFARMS will be running a **free** obsolete pesticide and livestock/equine medication collection program at 40 ag-retail locations throughout the province of Ontario from **September 20 to 30, 2016** (exclusive – note the date and locations of each collection point). For a list of locations [click here](#).

Farmers and other end users of the target products are encouraged to bring in any agricultural or turf pesticide and/or livestock and equine medications (no sharps or needles) to one of the designated ag-retail collection locations during the collection period.

For more information call CleanFARMS at (877) 622-4460 or visit www.cleanfarms.ca.



Nutrient Application: *Timing Matters*

Phosphorus in manure and other nutrients can be lost to runoff when applied at the wrong time:

- on frozen and snow covered ground
- before it rains
- when soil is saturated

Applying at the wrong time can lead to reduced water quality and algal blooms in our streams, rivers and lakes. Instead, apply when crops and soil are able to use the nutrients. The right timing can increase your profits while minimizing harmful environmental impacts. **It's the right thing to do.**

ontario.ca/nutrientuse

Developed in co-operation with Chicken Farmers of Ontario, Ontario Pork, Dairy Farmers of Ontario, Beef Farmers of Ontario and the Ontario Sheep Marketing Agency.

Ministry of Agriculture,
Food and Rural Affairs



Notice to sheep producers – carcasses being condemned due to jaundice

Through June and early July, Ontario processing plants reported an increase in the number of adult carcasses being condemned due to jaundice. Jaundice is a condition when the carcass has a yellow hue indicating disease of the liver or circulatory system.

The number one reason why sheep develop jaundice is due to copper toxicosis. Sheep exposed to a ration too high in copper will accumulate this metal in their livers until it starts to die, releasing the copper into the blood stream where it destroys red blood cells; the destroyed red blood cells and the copper then accumulate in the kidney, causing further

damage. This acute and usually fatal disease may occur days, weeks or even months after the initial dietary problem and is often associated with a stressful event such as transportation. It is for this reason that producers are encouraged to ship sheep that are still healthy but have been copper exposed direct to the closest slaughter plant and have the liver and kidneys condemned for human consumption.

Other reasons for jaundice include poor body condition, liver abscesses and pregnancy toxemia.

Producers are encouraged to familiarize themselves with the Transportation section of the Codes of Practice for establishing whether or not an animal is fit for transport. If you are unsure if an animal is fit for transport, please consult your veterinarian.

The condemnation of carcasses at processing plants has the ability to significantly impact Canada's economy. To illustrate this point, if a processor were to slaughter 2,000 animals in a month and 10% were condemned, that would mean 2,400 condemned carcasses over the course of a year. Each lamb marketed has a 5.55 multiplier effect, so if they were marketed at 80 pounds with the average price being \$270, then they represent a \$3.6 million loss to Canada's economy.

If it weren't for the messages from some of the leaders I connected with, I wouldn't have this clear vision nor the motivation to go after it. I can't thank you enough for that.
— Jen C., Ontario, AWC Delegate

Advancing Women

{ Life Skills for Leadership ~ Women in Ag Conference }

Open your mind to the endless possibilities. Prepare to be inspired.

LISTEN: to women from Ag and related businesses as they reveal the secrets to their success and share what they've learned along the way.

LEARN: how to set and reach your goals and capitalize on your opportunities.

NETWORK: make the connections to women who know the way to success.

GROW: into the person you have the potential to be! Group rates are available.

Register today! Visit advancingwomenconference.ca or phone 403-686-8407.

FAIRMONT ROYAL YORK, TORONTO, OCTOBER 3 & 4, 2016

Register today!
Seating is limited!

New soil health improvement program opens September 28

OSCIA has announced the new Soil Health Improvement Program (SHIP) for farmers in the Lake Simcoe, Nottawasaga and southeastern Georgian Bay watersheds. SHIP offers financial support for implementing Best Management Practices (BMPs) that improve soil health and reduce edge of field phosphorus loss.

To learn more about the program visit www.ontariosoilcrop.org or contact OSCIA directly at (226) 706-8671 or email SHIP@ontariosoilcrop.org.

Participate in the Red Tape Challenge - Less red tape is better for business

Ontario wants to cut red tape to save businesses and taxpayers' time and money. The Red Tape Challenge is an online consultation tool designed to identify and eliminate duplication, shorten response times and make it easier for businesses to operate in Ontario.

Ontario sheep farmers are encouraged to participate in the challenge. For more information and to submit your comments visit www.ontario.ca/redtapechallenge.

Real Dirt on Farming Speakers' Bureau returns to Ontario

For farmers and agribusiness people alike, the Speakers' Bureau series of workshops is designed to encourage those involved in agriculture to tell their stories – what they do and why they do it – to non-farming audiences.

Farm & Food Care has scheduled three training sessions

- November 29 in Listowel
- December 1 in Guelph
- December 7 in Bradford

The cost of the workshop is \$50 per participant and includes lunch and the workshop materials. The course cost can be claimed on your income tax return as an educational tax credit. For more information contact info@farmfoodcare.org or call (519) 837-1326.

District AGM Dates

District 4: September 28 – 7:00pm, Ancaster Fairgrounds, 630 Trinity Rd. S, Jerseyville. For more information contact Jay Mycroft at jay.mycroft@explornet.com

District 9: September 19 - 7:00pm, Rocky Mountain House Banquet Room, 409 Stewart St., Renfrew. For more information contact Tyler Armstrong at (613) 433-8255 or pinnaclehaven@gmail.com.

Upcoming Events

For more information on any upcoming events please visit the OSMA website at www.ontariosheep.org/Events.aspx or contact the OSMA office at (519) 836-0043.

September 27 to 29	Shearing School for Beginners For information or to register contact Peter Kudelka at peter_kudelka@sympatico.ca or (519) 348-4266. http://goo.gl/1cvVMS
October 3 & 4	Advancing Women's Conference – Toronto. For more information visit www.advancingwomenconference.ca .
October 27 & 28	Ontario Sheep Convention and OSMA AGM – Nottawasaga Inn Resort and Conference Centre. For more information click here .

Other Organizations and Reference Information

Victoria County Sheep Producers

Third Wednesday every month starting at 7:30 Oakwood Elevators (Taylor Road, Oakwood)

Membership is \$20 per farm per year. Contact: Peter Craig at pdcraig@outlook.com

Western Ontario Lamb Producers

District 2 and 3, for more information email westernontariolambproducers@gmail.com

Southwestern Ontario Sheep Farmers

Meetings 4th Thursday of the month: January to April

Coldstream Community Centre; 10227 Ilderton Road, 519-666-2423

Chair – Wendy McGowan, 519- 657-5197, Secretary – Geraldine Pennings, 519-764-2455

DISTRICT	CONTACT	INFORMATION
1	Dave DeKay at 519-666-0626 or dmdekay@isp.ca	http://osma_district_1.tripod.com/
2	Matt Zehr at 519-363-2029 zehr.matt@gmail.com	
3	Sandi Brock at 519-263-2325 brocksandi@hotmail.com	District 3 Facebook Page
4	Jay Mycroft at 905-957-1114 or jay.mycroft@xplornet.com	Meetings tentatively to be held the 3 rd Wed. of the month at 7:30 at Ancaster Fairgrounds (630 Trinity Rd, Ancaster)
5	Dianne Orr at 519-928-5302 or orrfamilyfarm@gmail.com	Check out the District 5 Facebook Page!
6	Karen Harvey at 905-729-3196 or pkharvey@zing-net.ca	
7	Judy Dening at 705-324-3453 or theshepherdsgate@xplornet.com	
8	Michelle Voskamp at 613-848-8972 or secretary@osmadistrict8.ca	Meetings are normally held on the 3 rd Thurs of every month at 7 pm at Napanee High School. District 8 Facebook Page
9	Tyler Armstrong at 613-433-8255 or pinnaclehaven@gmail.com	
10	Christine Power at 613-686-1892 or christine.power@ic.gc.ca	Check out our Facebook page!
11	Debra Garner at 705-563-2761 or bill.debgarner@gmail.com	