



## **Ontario Sheep Farmers Thanks the Ontario Government for Investment in the Sheep Industry**

For Immediate Release – October 7, 2026

GUELPH, ON – Ontario Sheep Farmers (OSF) thanks the provincial government for \$69,050 in funding that will enhance data management and lay the foundation to provide value-added information to sheep farmers in the future.

The provincial funding will support a database upgrade that will enhance OSF's ability to engage sheep producers and facilitate improved information transfer across the sector. This work will allow OSF to share information such as carcass grade and condemnations with producers in the future regardless of their chosen marketing channel. Over time, the platform will also create opportunities to integrate additional data and services, increasing its value to producers and strengthening sector-wide decision-making.

"At our Policy Day last fall, producers expressed an interest in receiving feedback on the product they produce so they can better understand how their lamb meets the needs of the market," said Art Alblas, OSF Chair. "We appreciate this investment from government to help us develop the digital infrastructure necessary to provide this information to producers in the coming years."

OSF has set a goal to fulfill 50% of market demand for lamb by 2040. Achieving this goal will require the province to double its lamb production and strengthen the connection between farmers and the processing sector, ensuring Ontario lamb continues to meet market and consumer expectations. This funding will build the platform needed to connect farmers and processors and collect the information Ontario's sheep sector needs to grow and meet local demand.

### **About Ontario Sheep Farmers**

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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