



Ontario Sheep Farmers Welcomes Jasmine Fraser as Sheep Extension Specialist

For Immediate Release

GUELPH, ON – Ontario Sheep Farmers (OSF) is pleased to announce the appointment of Jasmine Fraser as its new Sheep Extension Specialist, joining the organization in support of Ontario's growing and evolving sheep industry.

In this role, Fraser will provide technical leadership, producer education, and knowledge transfer initiatives designed to help Ontario sheep producers improve productivity, animal welfare, flock health, and overall farm sustainability. Her work will directly support OSF's strategic goal of meeting 50 percent of Ontario's lamb market demand by 2040 through industry growth, management improvement, and producer success.

Fraser brings an exceptional combination of practical sheep production experience, applied research expertise, and a passion for producer engagement. She is currently completing a Doctorate in Population Medicine at the University of Guelph and previously earned both a Bachelor of Animal Biology and a Master of Animal Bioscience from the university. Throughout her academic and professional career, she has focused on livestock health, welfare, and science-based management practices.

Most recently, Fraser served as Lead Investigator with the Population Medicine Department at the Ontario Veterinary College, where she managed a commercial winter lambing flock of more than 300 ewes and oversaw the care and monitoring of more than 600 lambs. In this role, she collaborated closely with producers, established research protocols, supervised staff and volunteers, and delivered presentations to producers and industry stakeholders.

Fraser also brings significant hands-on sheep production experience from her time as Barn Manager at Ovino Sheep Farm, where she managed breeding programs, flock health, lambing operations, staff scheduling, and animal care programs. Her expertise includes flock management, reproduction, neonatal lamb care, animal health monitoring, and producer-focused knowledge translation.

"Jasmine's unique blend of practical sheep industry experience, advanced research training, and commitment to producer outreach makes her an outstanding addition to our team," said Erin Morgan, Executive Director of Ontario Sheep Farmers. "Her ability to bridge the gap between research and on-farm application will help strengthen the services and support we provide to sheep producers across the province."



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As Sheep Extension Specialist, Fraser will work closely with producers, veterinarians, researchers, industry partners, and government stakeholders to support applied research, deliver extension programming, develop technical resources, and advance initiatives that contribute to a vibrant and sustainable Ontario sheep sector.

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.

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