



## New strategic plan and leadership unveiled at Ontario Sheep Farmers annual meeting

**Guelph, ON [October 29, 2021]** – Ontario Sheep Farmers launched a new five-year plan ***Building Strength for a Better Future*** at the organization’s virtual 2021 annual general meeting today, and welcomed a new Board Chair and several new officers for 2021/2022.

John Hemsted, director for District 6, is the new Chair of Ontario Sheep Farmers (OSF), joined by 1<sup>st</sup> Vice Chair Colleen Alloi from District 11 and 2<sup>nd</sup> Vice Chair Jay Lewis from District 2. OSF welcomes the following new directors to the board, Ken Lamb and Art Alblas elected at district meetings earlier this fall. The remaining board members include Keith Todd, Marusha Kostuk, Heather Little, Gary Fox, Reg Campbell and Lee Brien.

“Ontario’s sheep industry has a renewed sense of energy and a great optimism for growth,” says incoming OSF Chair John Hemsted. “This is an exciting time to be leading our sector with a refreshed vision for the next five years.”

The new strategic plan ***Building Strength for a Better Future*** was created with grassroots input across the entire sheep value chain over the past 12 months in a process Ontario Sheep Farmers (OSF) coined the Crossroads Challenge, and sets a roadmap for the organization based on the needs and opportunities identified through the consultative process.

“Our new plan sets an ambitious and engaging path forward for the organization, and we are well positioned to seize the opportunities and address the challenges we heard directly from our members and industry partners,” says Hemsted. “I would like to thank Marc Carere for his leadership through the challenging times we’ve all been through these last few years and for his guidance through this innovative planning process.”

Five key deliverables are identified in the OSF strategic plan that are designed to build *greater public trust*, *more dynamic market relationships*, *more effective business support*, *a more robust system to identify leadership and support districts*, and *a more effective organization* to support each member.

A copy of the full OSF strategic plan is available at [www.ontariosheep.org/](http://www.ontariosheep.org/)



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Ontario Sheep Farmers (OSF) is a producer-run organization established in 1985 and represents the province's 3,000 sheep farmers who contribute over \$530 million to Ontario's economy. Ontario is home to the country's largest sheep flock and processes over 50% of the sheep and lambs born in Canada. We believe passionately that sheep farming is an agricultural business sector that is profitable, contributes to the well-being of our communities and our province and offers unique opportunities to develop new markets, provide needed environmental benefits and grow both our domestic and international markets.

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