



Vision	Enable Ontario sheep producers to be the supplier of premium lamb and sheep products.				
Mission	To educate, innovate and strategically advocate on behalf of its membership, while maintaining a high professional standard of conduct and leadership				
Values	Focused on adding value	Inclusive & Welcoming		Leadership & Collaboration	Relevant & Innovative
Strategic Pillars	Community	Prosperity	Mastery	Invest	Operations
Objectives	Building public policy and public trust relationships as the trusted authority for the business of sheep farming	Building more dynamic market relationships with a focus on supply chain optimization	Building a more effective business support system with a focus on the professional development for sheep farming	Building a system that identifies and supports the Industry leadership we need now and into the future	Building the organizational talent and resources capacities to effectively support Ontario's sheep famers
Priorities	<ul style="list-style-type: none"> - Enhance the industry advisory committee + report on processor & retail trends and challenges. - subscription based quarterly advocacy report. - Create an advocacy objectives priorities with consideration of partnerships and collaborations for implementation 	<ul style="list-style-type: none"> - Develop a Market Report (Blue Pages) for sheep production available by subscription - consolidate market data currently hosted on OSF website, enhanced by eight-week sales trend data and market. - Provide support for processors/retailers in all channels. 	<ul style="list-style-type: none"> - Establish the Sheep Institute. - Investigate financial support for producers enrolled in Sheep Institute programs. - Design professional development short program streams and longer form, accreditation level programs. 	<ul style="list-style-type: none"> - Establish clear mandates for ad hoc and standing committees. - Establish districts as standing committees of the Board. - Expand the role of the advisory committee to full standing committee status supported by staff and reporting through the executive committee + consider reduction in board meetings with increased executive committee responsibilities 	<ul style="list-style-type: none"> - Initiate an effectiveness audit. - Explore opportunities to resource share on nonpriority issues with related parties. - Develop five-year budget options based on optimal implementation strategies and limited by existing revenue streams.
KPI's	Value in OSF membership		Value in the supply chain and with key stakeholders		Market and production performance