



# Clear, Concise, and Timely Communication

2020 has been an unforgiving year. There is no doubt that we have all been impacted, both on a personal and on a business level. For me, it has been interesting, being Chair of a provincial organization, during a crisis that is impacting the organization and industry I lead, my business and my family. When I take a step back and look at what we have been able to accomplish, despite, or perhaps because of, what we have collectively been through, I am impressed and thankful.

Thank you to my fellow board members who have been a source of support and inspiration over the past year. Your commitment to the industry and your leadership have been unwavering. Thank you for your patience as we all mastered zoom meetings, and your willingness to hop onto last minute conference calls and respond to numerous emails.

Thank you to the OSF staff who were able to keep the operations going without skipping a beat.

Countless times over the last few months I have been asked how the COVID-19 has impacted our industry. While

we may not have seen processing plants shut down like other industries, and we have not, to-date, had to manage our way through significant price declines, our industry and our organization have been impacted.

COVID-19, along with the work we have done on production insurance, has once again highlighted for us the need for better industry data. Therefore, in the coming year, you will see OSF dedicate significant time and resources into finding a way to collect data efficiently and affordably from our farmers and industry partners.

This year has also demonstrated the need for clear, concise, and timely communication along the value chain. So, in addition to strengthening our relationship with Meat and Poultry Ontario, we have also re-engaged the Sheep Industry Advisory Committee.

This kind of communication is also needed between our board and our districts. Which is why in the coming year you'll see us working to ensure the district committees become a more integrated part of the OSF team, there will be increased communication with the office and we are planning to have a district policy day in the spring. As I write this we are in the middle of a very successful round of annual District AGMs. Thank you to all that have participated in these events and I encourage all to become engaged and participate at the District level.

And, this year as shown us that our strategic plan, last revamped in 2013, is out of date. Our industry and the environment we work in has changed substantially in the last seven years, perhaps even more so now in the wake of COVID-19. It is important for the industry to be thinking of what the post-pandemic industry could look like – what will we need and what can we do to ensure the business of sheep farming is sustainable and resilient. At the AGM we will be launching our plan for building the next strategic plan and how you can have input in shaping the direction of your Board for the coming years. **OSN**



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