



November 20<sup>th</sup>, 2020

Ontario sheep producers know that our industry is at a crossroads.

We recognize the opportunity to build our future together. We acknowledge the success we have come from while forging ahead to meet both challenges and opportunities for the sector.

The Covid-19 pandemic has highlighted a rapidly changing world – and this will impact our industry; from what we focus on as an organization to the way we do our business as farmers.

I have confidence in our ability to rise to this occasion. Ontario sheep producers are proud of being different. We are a young industry - agile and responsive – poised to grow and progress.

As such, it is time to collect the insights, experience, and business acumen of Ontario producers and together build a plan to advance the industry.

In doing so we will fully utilize the best of our unique business – our diversity, passion, experience and imagination – to design the next phase of success for our sheep industry and take full advantage of the opportunities now before us.

I'm pleased to announce a uniquely producer driven, industry focused planning initiative – **The Crossroads Challenge - Doing Different, Building Better.**

**The Crossroads Challenge** will provide us the opportunity to challenge our priorities and activities, focus on the present and future needs of producers and utilize our collective knowledge to build a better sheep industry.

**The Crossroad Challenge** is your opportunity to focus on the future.

In the coming weeks I will share more specific plans to engage you, our members. We are creating a process that will provide information, provide several opportunities for direct engagement and ensure that OSF is ready to support Ontario's sheep farmers in further business success.

The first phase of this process will involve an in-depth consideration of insights into market trends and opportunities – including a critically different forum for you to share your questions, thoughts and ideas.

While we build that forum I would ask you to take some time to consider what OSF should focus on over the next five years. What are you most enthusiastic about? What keeps you up at night? What can or should OSF be doing to help you grow and improve your business?

Welcome to **The Crossroads Challenge**. I look forward to **Doing Different, Building Better** together.

Marc Carere  
OSF Chair