

The Messenger



February 23, 2017

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Ontario Sheep Marketing Agency

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www.OntarioSheep.org

Please send all submissions to Heather Hargrave at hhargrave@ontariosheep.org, or call (519) 836-0043 ex. 29 with any questions.

Upcoming events

Have an upcoming event that you would like help promoting? Send an email to hhargrave@ontariosheep.org.

February 23	District 8 meeting – On-farm autopsies http://bit.ly/2kiidaR
February 23	Western Ontario Lamb Producers Association (WOLPA) meeting http://bit.ly/2kHqSVE
February 28	Profitable Pastures conference & trade show http://bit.ly/2kDGg5j OSMA district 9 is hosting a broadcast of the conference
March 1	Sheep & Goat Information Night – Verner http://bit.ly/2jTW5gm
March 3	Central Ontario Agriculture Conference Sheep Day – Barrie http://bit.ly/2kHqSVE
March 4	District 10 Sheep Day – Using veterinary drugs correctly http://bit.ly/2lm2Sav
March 7	Webinar – The basics of genomics and GenOvis http://bit.ly/2lzqitw
March 8 & 9	OSMA board of directors meeting
March 11	North Wellington Co-op Sheep Day – Mount Forest Sports Complex http://bit.ly/2IOSb33
March 14	District 3 meeting – To ship or not to ship http://bit.ly/2luwRPm
March 20	Relaxing cable restraints workshop – Lindsay http://bit.ly/2l3N3nd
March 21	Webinar – Research update – CGIL http://bit.ly/2mp08sl
March 22	Relaxing cable restraints workshop – Rostock http://bit.ly/2mbyYt5
March 29	Relaxing cable restraints workshop – Bloomfield http://bit.ly/2l3lzNI
March 30 & 31	Cultivating the Great Claybelt Agriculture Symposium http://bit.ly/2kJ4ugM
June 20 & July 1	Holstein Agro Expo Sheep Industry Day http://bit.ly/2iG5huX
September 26 to 28	Sheep shearing school for beginners http://bit.ly/2jvlanJ
October 26 & 27	Ontario Sheep Convention

Out and about

February 10	Business risk management steering committee meeting
February 14	Ag Sector Working Group meeting – reduction of phosphorus run off in the Lake Erie basin
February 17	National Sheep Network meeting
February 17	Ontario Livestock and Poultry Council meeting
February 21	Euthanasia workshop
February 22 & 23	Canadian Federation of Agriculture annual meeting
February 22 & 23	Beef Farmers of Ontario annual meeting

February OSMA board notes

The OSMA board of directors met on February 8 and 9.

American Sheep Industry Convention

A presentation was given to the board on the recent trip to the American Sheep Industry (ASI) Convention in Denver. Jay Lewis, Marc Carere, Rob Scott, and Jenn MacTavish provided highlights and key learnings from the trip and comments on how similar the two industries are.

Similarities include: (i) a lack of market intelligence; (ii) being viewed as a smaller industry in the agriculture landscape; (iii) lack of access to medications and; (iv) managing predation.

Much of the discussion around the board table focused on:

- the idea that lamb could be marketed according to flavour (mild, medium, bold);
- the National Sheep Improvement Program and projects demonstrating that the use of genetic evaluations can lead to improved weaning weights;
- ASI's focus on wool.

Overall, it was felt that attending this convention was worth the investment. Connections have already been made with the incoming ASI president Mike Corn, and ideas have been provided to OSMA staff for the Ontario Sheep Convention in October.

Update on the National Sheep Network

The National Sheep Network (NSN) had a call with Agri-Tracabilite Quebec to discuss the definition of a responsible administrator for traceability. OSMA and Quebec representatives will be meeting in Ottawa in February to continue the discussion and help move the industry forward. Quebec has indicated that they want the NSN to focus on market access and industry expansion.

OSMA representative on CFA's BRM steering committee

It was noted that OSMA has a representative on the Canadian Federation of Agriculture's BRM steering committee. The goal is to work on raising the profile on the need for change in BRM programs.

NPO Health Check

Murray Short came in to discuss the NPO Health Check that RLB is doing for OSMA. The health check covers board governance, financial management, vision, mission, and strategic plan, internal controls, tax compliance, information technology, human resources, management control, and succession planning. The organizational report card indicates where OSMA can improve and covers risk management practices that a board should be focus on – for example, how the strategic plan ties in with the finances. The governance committee has been tasked with reviewing the issue of board size once the RLB report has been completed and the census data has been released.

Algonquin Wolf recovery strategy

OSMA representatives attended the Algonquin Wolf recovery strategy meeting. It was reiterated that once COSSARO indicates that a species is at risk, the government has to respond within 90 days. The recovery strategy is currently being developed. The focus of the consultation is trying to answer questions around what recovery looks like - is the goal to sustain the population or grow it. The consultants have met with scientists, indigenous groups, and special interest groups (agriculture included). At this stage comments are being sent to MNRF to develop the recovery strategy; once the strategy is developed, it goes into regulation. The strategy will be released for public consultation, around mid-summer 2017.

Eastern Canadian Sheep Shearing competition

The Eastern Canadian Sheep Shearing competition is scheduled for July 1, 2017. The sheep shearing competition and a sanctioned arena sheepdog trial are the main features of the event. There will be a sheep shearing clinic on June 30. For more information visit the event calendar on the OSMA website (www.OntarioSheep.org).

Update on the growth strategy project

Martin Gooch came in to present the growth strategy project. The purpose of the project is to help the industry attain sustainable competitive advantage. Major competitors have been investing in benchmarking heavily - Australia since the 1970s, New Zealand from the 1950s, and the United Kingdom since 1936. All programs have a minimum sized flock to be included in the benchmarking.

The inability of the Ontario sheep industry to guarantee supply and quality is preventing access to major retail stores. Unmet demand is also attracting the competition. The current situation is perpetuated by a lack of effective reporting, monitoring, and verification systems. The industry is not focusing enough on addressing root issues, and instead is using a defensive approach – more focus on minimizing costs and not maximizing value. The industry has the characteristics of an emerging industry with a lack of reliable information, a lack of marketing orientation, and a lack of collective behaviour.

The recommendations for the immediate to medium term are to:

- Communicate the importance of the proposed benchmarking program;
- Work with OMAFRA to continue to get the benchmarking data;
- Improve effectiveness of programs (i.e. AgriStability, AgriInvest) from which data is sourced;
- Improve TIP report format.

The recommendations for the medium to long term are to:

- Encourage grading practices;
- Improve relationships with processing, retail and food service sectors;
- Improve domestic and international dialogue.

Comments on the proposed changes to the transportation regulations

The draft comments to the CFIA's proposed transportation regulations were reviewed. The biggest change is the number of hours an animal can be in transit without food, water and rest. Currently ruminants can be transported for up to 52 hours; the proposed regulations would reduce the maximum number of in transit hours to 36. The current infrastructure at rest stops does not support the proposed decrease in the number of hours animals can be in transit – poor equipment (i.e. lack of sheep handling facilities), and a lack of capacity to allow for rest for the large number of animals using these rest stops will cause more undue stress to these animals. The words “distress” and “undue” stress have been removed from the proposed regulations and replaced with “stress”. This is a concern given that the simple act of getting into a pen, or into a flight zone of a sheep can cause an animal stress. OSMA submitted comments to the CFIA on the proposed regulations. The comment period closed February 16, 2017.

The next OSMA board meeting is scheduled for March 8 and 9.

Relaxing cable restraints workshops

The Ontario Fur Managers Federation (OFMF) is offering free workshops on how to properly use relaxing cable restraints (RCRs) - the newly approved tool for predator control in most areas in Ontario.

The workshop will include

- OFMF certified instructors for RCRs providing training for proper use
- Review of regulations for use in Ontario by farmers and trappers
- How a RCR works including responsible use and placement
- Proper components for a legal RCR in Ontario
- Non-entanglement – the key
- The future of cable restraints – it's your call
- Best management practice handout for participants

Workshops will run from 10:00a.m. to 2:00p.m. and will include a light lunch.

Workshop dates and locations

March 20 – Lindsay OMAFRA office (322 Kent St W, Lindsay)

March 22 – Rostock Hall (4817 Line 46, Rostock (Perth County))

March 29 – Bloomfield Hall (289 Main Street, Bloomfield)

The workshops are free to attend but pre-registration is required.

To register please contact the Ontario Sheep office by calling (519) 836-0043 or email hargrave@ontariosheep.org, indicating which workshop you are attending.

Funding for this workshop has been provided by MNRF, OFMF and OSMA.

Profitable Pastures conference

The Ontario Forage Council is hosting its annual Profitable Pastures conference on February 28, 2017 at the Mount Forest and District Community Centre - 850 Princess St.

The conference theme is Grazing Management, Proven Success! Can it work on my farm?

This year's guest speaker is Jason Rowntree, Associate Professor in Animal Science at Michigan State University.

You can see the full conference agenda by [clicking here](#). The registration fee is \$40, and includes a hot roast beef dinner.

Note: OSMA district 9 is hosting a broadcast of the conference at the Carp Agricultural Fairgrounds - 3790 Carp Road, Carp, ON. Those interested in attending the broadcast are asked to pre-register with the Ontario Forage Council. The cost to attend is \$20, which includes lunch. Day-of registrations are welcome, but lunch will not be guaranteed.

For more information and to register:

Ontario Forage Council

(877) 892-8663

email support@ontarioforagecouncil.com.

Upcoming genetics webinars

The University of Guelph and OMAFRA are offering two FREE webinars on genetics topics in March.

March 7, 2017

12 noon to 1:00 p.m.

The basics of genomics and GenOvis

Find out what the field of genomics is all about and how it relates to record keeping and GenOvis.

March 21, 2017

12 noon to 1:00 p.m.

Research update - CGIL

Find out what research projects are being worked on at the University of Guelph in sheep genetics.

If you are interested in participating in these webinars contact Delma Kennedy, Sheep Specialist with OMAFRA, at delma.kennedy@ontario.ca. Upon registering, connection details will be provided.

2016 sheep shearing school for beginners

A successful shearing school was held at the farm of Dean and Ellen Cottrell at Everett Ontario on September 27 through 29, 2016.

Students Carolyn Scott, Paula Goldman, Dene Wensink, Sara Gene Wensink, Katy Touchette, Fraser Boucher, and Jenna Reinbach spent a successful time learning under instructors Peter Kudelka, Doug Kennedy, and Tom Redpath.

While the skies may have been cloudy, the students learned sheep handling, wool handling, health and safety while shearing, equipment setup, and hand piece setup. Shearing combs and cutters were also mentioned.

Many thanks to the Dean & Ellen Cottrell for their facilities and sheep, and to the Canadian Cooperative Wool Growers and Ontario Sheep for their continued financial support.

The 2017 sheep shearing school for beginners will take place September 26 through 28. For more details see the event calendar at www.OntarioSheep.org.

Note that course participants are eligible for cost share dollars for course fees through Growing Forward 2. An application must be completed and submitted to the Ontario Soil and Crop Improvement Association during an intake period (April 4 to 18 and May 12 to June 1, 2017). See below for more details.

For more information about the course contact Peter Kudelka (peter_kudelka@sympatico.ca).

AALP Class 17 application available

The Advanced Agricultural Leadership Program (AALP) is currently recruiting for Class 17. AALP, which is delivered by the Rural Ontario Institute (ROI), is one of the longest running and most successful leadership development programs. Established in 1984, the program is an executive development opportunity for men and women who want to shape the future of the agriculture and food industry and make a positive difference in rural communities across Ontario. To date, there are over 450 AALP graduates using their leadership skills in rural, agriculture and agri-food industries – provincially, nationally and internationally.

During the 19-month program, AALP participants learn about leadership and organizational development theories and practices, government and political processes, economics, trade policy, global affairs, sector and industry related issues in Ontario and globally through North American and international study travel components. For more information visit www.ruralontarioinstitute.ca/aalp.

Applications are open until March 17, 2017. You can access at <http://www.ruralontarioinstitute.ca/aalp/class-application>.

More opportunities to make farm improvements with Growing Forward 2 funding

The next intake for applications for Growing Forward 2 is now open until February 23, 2017. To see what types of projects farmers can get cost share funding for, access their program guidelines book:

http://www.ontariosoilcrop.org/wp-content/uploads/2015/05/GF2_Costshare_Producer_Guide_August2016.pdf.

****New**** A new intake period for applications was recently announced – April 4 to 18, 2017. For more information: <http://www.ontariosoilcrop.org/blog/2017/02/02/new-intake-added-for-final-year-of-growing-forward-2-program/#more-31719>.

A list of new eligible activities available under the GF2 cost sharing funding assistance program for producers was recently announced. For more information, see OSCIA's press release:

<http://www.ontariosoilcrop.org/blog/2017/01/18/growing-forward-2-giving-producers-more-opportunities-to-make-farm-improvements/>.

Questions? Contact the Ontario Soil and Crop Improvement Association at gf2@ontariosoilcrop.org or visit <http://www.ontariosoilcrop.org/oscia-programs/growing-forward-2/>.

Upcoming workshops – biosecurity and traceability

Below is a list of biosecurity and traceability workshops that are being offered by OSCIA.

Biosecurity workshop

April 4 Livestock (Generic) Renfrew

The full times, and location information is available online, as well as the link to register, at <http://www.ontariosoilcrop.org/oscia-programs/workshops-webinars/biosecurity-webinar/>

Traceability workshops

February 28/March 7	Mindemoya
March 9/March 10	Bruce Mines
March 30/March 31	Emo

For full details or to register: <http://www.ontariosoilcrop.org/oscia-programs/workshops-webinars/traceability-webinar/>

February offers from TSC for Ontario Sheep farmers

Please note: 2016 TSC cards for Ontario Sheep farmers are still being accepted at stores. TSC is currently redesigning their cards, and the 2017 cards will be distributed at a later date.




OSMA MEMBER EXCLUSIVE JANUARY OFFER

OFFER VALID JANUARY 1 TO 31, 2017 ONLY

25% OFF

TARTER
FARM AND RANCH EQUIPMENT
TUFF STUFF
PRODUCTS



ALL STOCK TANKS, DE-ICERS & HEATED BUCKETS ONLY AT TSC STORES!*

Incredible News!

Save 25% off all regular priced stock tanks, de-icers & heated buckets as your OSMA Member Exclusive January Offer!
 To enjoy this special offer, simply show your card at the register when you visit TSC Stores before January 31, 2017.
 *Offer applies to select in stock, regular priced items only. Excludes sale priced items, clearance priced items, hot buys, & gift cards. Offer not applicable to wholesale purchases. If a product is featured at a lower price in store, the lower price will apply. Card cannot be combined with any other offer or discount. Card is not redeemable for cash and has no cash value. Customer must show their OSMA Member Bonus Card to receive offer.

REMEMBER TO USE YOUR EXCLUSIVE OSMA MEMBER BONUS CARD AT TSC STORES EVERYDAY!

10% OFF | SELECT REGULAR PRICED ITEMS AT TSC STORES* WHEN YOU SHOW YOUR OSMA MEMBER BONUS CARD!



TSC ONLINE BENEFITS CLUB
TSCCountry

JOIN NOW! VISIT WWW.TSCSTORES.COM FOR DETAILS.

Other organizations and reference information

Victoria County Sheep Producers

Third Wednesday every month starting at 7:30 Oakwood Elevators (Taylor Road, Oakwood)
 Membership is \$20 per farm per year. Contact: Peter Craig at pdcraig@outlook.com

Western Ontario Lamb Producers

District 2 and 3, for more information email westernontariolambproducers@gmail.com

Southwestern Ontario Sheep Farmers

Meetings 4th Thursday of the month: January to April
 Coldstream Community Centre; 10227 Ilderton Road, 519-666-2423
 Chair – Wendy McGowan, 519- 657-5197, Secretary – Geraldine Pennings, 519-764-2455

DISTRICT	CONTACT	INFORMATION
1	Dave DeKay at 519-666-0626 or dmdekay@isp.ca	http://osma_district_1.tripod.com/
2	Matt Zehr at 519-363-2029 zehr.matt@gmail.com	
3	Sandi Brock at 519-263-2325 brocksandi@hotmail.com	District 3 Facebook Page
4	Marusha Kostuk at 519-865-6874 or mushie.mk@gmail.com	Meetings tentatively to be held the 3 rd Wed. of the month at 7:30 at Ancaster Fairgrounds (630 Trinity Rd, Ancaster)
5	Lisa de Kleer at 519-994-1499 or lddekleer@gmail.com	Check out the District 5 Facebook Page!
6	John Hemsted at 705-487-2466 or sheep@vanam.com	
7	Jenny Carnaghan at 905-986-5120 or jenny@durhamlamb.ca	
8	Linda Huizenga at 613-477-2314 or fhuzenga@xplornet.ca	Meetings are normally held on the 3 rd Thurs of every month at 7 pm at Napanee High School. District 8 Facebook Page
9	Lyndsey Smith at 204-807-5897 or realloudlyndsey@gmail.com	
10	Christine Power at 613-686-1892 or christine.power@ic.gc.ca	Check out our Facebook page!
11	Amy Oriet at 705-563-8484 or gaoriet@hotmail.com	