

# *The Messenger*



**July 13, 2017**

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### **Ontario Sheep Marketing Agency**

130 Malcolm Rd

Guelph, ON N1K 1B1

Phone: (519) 836-0043 Fax: (519) 836-2531

[www.OntarioSheep.org](http://www.OntarioSheep.org)

Please send all submissions to Heather Hargrave at

[hhargrave@ontariosheep.org](mailto: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](mailto:hhargrave@ontariosheep.org).

July 14	Listowel Fair Market Lamb Pen Show <a href="http://bit.ly/2re4p8u">http://bit.ly/2re4p8u</a>
July 16	Developing a social media strategy workshop <a href="http://bit.ly/2ttZG3Z">http://bit.ly/2ttZG3Z</a>
July 29	Districts 8 & 9 Farm Tour <a href="http://bit.ly/2udocGr">http://bit.ly/2udocGr</a>
August 1	Genetic improvement meeting – Elora <a href="http://bit.ly/2tiko2a">http://bit.ly/2tiko2a</a>
August 1	District 5 family potluck and AGM <a href="http://bit.ly/2nDPRZF">http://bit.ly/2nDPRZF</a>
August 3	Genetic improvement meeting – Lindsay <a href="http://bit.ly/2tiQXwZ">http://bit.ly/2tiQXwZ</a>
September 5	District 3 annual general meeting <a href="http://bit.ly/2rktfQo">http://bit.ly/2rktfQo</a>
September 6	District 4 annual general meeting <a href="http://bit.ly/2ss64an">http://bit.ly/2ss64an</a>
September 7	District 11 annual general meeting <a href="http://bit.ly/2qd3l0K">http://bit.ly/2qd3l0K</a>
September 9	District 10 annual general meeting <a href="http://bit.ly/2rdDiKQ">http://bit.ly/2rdDiKQ</a>
September 11	District 6 annual general meeting <a href="http://bit.ly/2s4C18i">http://bit.ly/2s4C18i</a>
September 13	District 7 annual general meeting <a href="http://bit.ly/2s4z738">http://bit.ly/2s4z738</a>
September 14	District 2 annual general meeting <a href="http://bit.ly/2rkoZAs">http://bit.ly/2rkoZAs</a>
September 21	District 8 annual general meeting <a href="http://bit.ly/2rjVI9e">http://bit.ly/2rjVI9e</a>
September 25	District 9 annual general meeting <a href="http://bit.ly/2rzE0xl">http://bit.ly/2rzE0xl</a>
September 26	Livestock emergency response training workshop – Listowel <a href="http://bit.ly/2u3lzUr">http://bit.ly/2u3lzUr</a>
September 26 to 28	Sheep shearing school for beginners <a href="http://bit.ly/2jvlnJ">http://bit.ly/2jvlnJ</a>
September 27	Livestock emergency response training workshop – Glencoe <a href="http://bit.ly/2sW07CE">http://bit.ly/2sW07CE</a>
October 26 & 27	Ontario Sheep Convention <a href="http://bit.ly/2oCEaa1">http://bit.ly/2oCEaa1</a>
October 30	Livestock day with Dr. Temple Grandin – Elmwood <a href="http://bit.ly/2umZDae">http://bit.ly/2umZDae</a>
October 30 & 31	Advancing Women in Agriculture conference – Niagara Falls <a href="http://bit.ly/2nXI8HT">http://bit.ly/2nXI8HT</a>
November 21 to 23	Agricultural Excellence Conference – Ottawa <a href="http://bit.ly/2qDp6qY">http://bit.ly/2qDp6qY</a>
November 30 to December 2	23 <sup>rd</sup> Annual Dairy Sheep Symposium – Quebec <a href="http://bit.ly/2sUpL8k">http://bit.ly/2sUpL8k</a>

## Out and about

June 29	Sheep Industry Advisory Committee meeting
July 1	Holstein Agro Expo
July 6	Meeting with Minister Leal re: upcoming Federal, Provincial, Territorial meeting
July 6	National Sheep Network conference call
July 7	Maedi Visna Advisory Committee inaugural meeting
July 10	Growing Ontario Together meeting
July 10	AgGrowth Coalition conference call
July 11, 12 & 13	OSMA board of directors meeting

## Provincial director elections information

**Elections for provincial directors for the OSMA board will take place in districts 3, 6, and 9 in 2017.**

The provincial directors are elected to three year terms on OSMA's board of directors. The role of the provincial director is to promote the best interest of Ontario's sheep industry and work to fulfill the mission statement of OSMA.

If you would like to submit a nomination of an individual to fill the position and sit on the the OSMA board of directors:

- 1) Contact Jennifer MacTavish at the OSMA office by emailing [jmactavish@ontariosheep.org](mailto:jmactavish@ontariosheep.org) or by calling (519) 836-0043, AND
- 2) Contact your district secretary (see page 10 for contact information)

**Nominations must be received no later than 15 days prior to your district annual general meeting.**

District annual meeting dates and details can be found below, in the June issue of the Ontario Sheep News, and in the calendar on the OSMA website ([www.OntarioSheep.org](http://www.OntarioSheep.org)).

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## Producer survey on Business Risk Management Programs

Agriculture and Agri-Food Canada (AAFC), in collaboration with provincial partners, has launched an online survey seeking producers' input on the level of satisfaction with our Business Risk Management (BRM) programs (AgriStability, AgriInvest, AgriInsurance, and the Advance Payments Program). The survey is to be completed by producers who have applied to these programs in recent years, and focuses on their experience with them.

The results of the survey will help AAFC understand client expectations and improve BRM program delivery services.

The anonymous survey is available until July 31, 2017. It will take approximately 5 to 10 minutes to complete.

To access the survey visit: [http://agr.sondages-surveys.ca/surveys/AAFC/brm-client-satisfaction-survey/?utm\\_campaign=BRM\\_survey&utm\\_medium=email&l=en&utm\\_source=directmail&utm\\_content=english](http://agr.sondages-surveys.ca/surveys/AAFC/brm-client-satisfaction-survey/?utm_campaign=BRM_survey&utm_medium=email&l=en&utm_source=directmail&utm_content=english).

## Large Flock Operators (LFO) now accepting members

- Do you have 400+ ewes?
- Or 750+ marketable lambs?
- Are you 3+ years in the business?

If so, the LFO (Large Flock Operators) are accepting applications to join.

If interested, please send an email to [LFOgeneral@outlook.com](mailto:LFOgeneral@outlook.com) and the steering committee will get back to you regarding your application.

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## Genetic improvement for the sheep industry meetings

### Meeting dates and locations

August 1, 2017 - Elora OMAFRA office (6484 Wellington Rd 7, Unit 10, Elora, ON N0B 1S0)

August 3, 2017 - Lindsay OMAFRA office (322 Kent St. W, Lindsay, ON K9V 4T7)

The meetings will run from 1:00pm to 4:00pm.

**They are free to attend by pre-registration is required. To register, email Michelle Thompson ([michelle.1.thompson@ontario.ca](mailto:michelle.1.thompson@ontario.ca)).**

Note: The Elora meeting may be offered by webinar, if there is enough interest. Email Michelle Thompson if interested.

Genetics are an important foundation for the sheep industry. This meeting is hosted by OMAFRA (the Ontario Ministry of Agriculture, Food and Rural Affairs) and CGIL (the Centre for the Genetic Improvement of Livestock). It is an opportunity to hear from students about genetic projects they are working on, talk about the needs of the industry, and opportunities for the future.

### Draft meeting agenda

Current status of genetic improvement in Ontario - Delma Kennedy

Opportunities for carcass trait genetic improvement - Erin Massender

Genetic improvement of ewe reproductive traits - Mohammed Boareki

The value of collecting information on new traits - Michelle Thompson

Opportunities with FAMACHA scoring - Camille Hildebrandt, Sarah Hershoin, Avery Emond

Discussion - where are we going? - Delma Kennedy

### For more information

Michelle Thompson

[michelle.1.thompson@ontario.ca](mailto:michelle.1.thompson@ontario.ca)

## Upcoming workshop: developing a social media strategy



**REGENERATIVE TEXTILE SYSTEMS SKILLS BUILDING**

**Developing a Social Media Strategy with Nadine McLeod**

A discussion will focus on how to develop a Social Media Strategy to create engagement, widen your market and potential reach, increase brand awareness and drive traffic to your website. We will take a look at various social media sites such as Facebook, Pinterest, Instagram, Twitter and Etsy and talk about who is using them to understand what social media sites will work best for your business. We will also talk about how to maximize your time on social media.

Nadine is a professional marketer with over 20 years' experience. She has achieved success in the packaged consumer products industry where she has worked for both global and regional organizations launching new brands into the marketplace, developing fully-integrated retail promotions and advertising initiatives. She has recently developed and implemented a marketing strategy for a local construction company. Her education includes marketing, accounting, fashion advertising and promotion, and visual arts.

**July 16th, 2017**  
**2 - 4 pm**  
**Chassagne Farm**  
**Puslinch ON**

**Tickets: \$15 Advance, \$20 Door**  
**UCFS Member Discount Applies Online ONLY**  
**[www.uppercanadafibreshed.ca](http://www.uppercanadafibreshed.ca)**

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## On-farm projects to improve Lake Huron water quality

Local landowners and Ausable Bayfield Conservation Authority are working together on a program to improve water quality in the Lake Huron coastal watershed.

The Priority Subwatershed Project (PSP) provides landowners in the Garvey-Glenn and Gully Creek subwatersheds with cost share funding to implement on-farm Best Management Practices (BMPs) that boost soil health and water quality.

Through PSP, eligible landowners can access cost share of up to 80 per cent for to a maximum of \$75,000 per farm business. Program criteria requires that farmers only to have farmland in the watershed, and Farm Business Registration and Premise ID numbers.

Applicable BMPs focus on cover crops, soil amendments, erosion control, retiring marginal lands, contour and strip cropping, conservation tillage, phosphorus management, crop or field nutrient management plans, field windbreaks or wind strips, buffer strips, drainage water management, and innovative actions.

More information is available here: <http://www.ontariosoilcrop.org/oscia-programs/glasi/priority-subwatershed-project/>.



## Mental health in agriculture

The Ontario Veterinary College is researching agricultural producer mental wellness. They are looking for agricultural producers, agricultural industry support staff, and veterinarians working with livestock producers to participate in a one-on-one interview. Interviews will last approximately 60 minutes, and the survey about 5-10 minutes. Participants will receive a \$100 honorarium. Additional details are contained in the flyer below.

For more information

Briana Hagen [bhagen@uoguelph.ca](mailto:bhagen@uoguelph.ca) or (306) 381-8927

Dr. Andria Bitton-Jones [ajones@uoguelph.ca](mailto:ajones@uoguelph.ca) or (519) 824-4120 x54786

The Ontario Veterinary College is researching agricultural **producer mental wellness, and we need your help!**



We are seeking agricultural producers, agricultural industry support staff, and veterinarians working with livestock producers to participate in a one-on-one interview. The interview will be conducted in a location of your choice.

You will be asked to discuss your thoughts and experiences with respect to mental wellness and resilience in the agricultural community and to complete a brief survey.

Interviews will last approximately 60 minutes, and the survey about 5-10 minutes.

In appreciation for your time and valuable insight,  
you will receive a \$100 honorarium.

Interviews can be scheduled at your convenience.

Please contact Briana Hagen ([bhagen@uoguelph.ca](mailto:bhagen@uoguelph.ca) or 306-381-8927) or  
Dr. Andria Jones-Bitton ([ajones@uoguelph.ca](mailto:ajones@uoguelph.ca) or 519-824-4120 ext. 54786)  
if you are interested in participating



REB # XXXXX

## 23<sup>rd</sup> Annual Dairy Sheep Symposium

**SAVE THE DATE !**


**The Dairy Sheep Association  
of North America presents**

**The 23rd Annual  
Dairy Sheep Symposium**

**November 30th - December 2nd, 2017**  
**Sherbrooke, Quebec**  
At the *Estrimont Suites and Spas, Orford*

**For more information, contact:**

◆ <b>Marie-Chantal Houde,</b> brebislaitierequebec@ hotmail.com 819-578-7234	◆ <b>Bill Halligan,</b> www.dsana.org ◆ <b>Bee Tolman,</b> info@meadowoodfarms.com 315-655-0623
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**Highlights**

- Presentations on dairy sheep genetics, nutrition, and profitability
- On-farm workshops on dairy sheep health and nutrition
- Tours of sheep dairy operations and creameries
- Updates from researchers in Canada and the Roquefort region of France

## 2017 OSMA undergraduate scholarship

# 2017 OSMA Scholarship Award

One \$500 scholarship available

To be eligible you must

- Be a registered producer or have a parent/guardian who is a registered producer with OSMA, or be a member of a 4-H Ontario sheep club.
- Enrolled in your first or second year at an accredited university, college or apprenticeship program.
- Complete and submit your application by September 8, 2017.

The awarding of the scholarship will be based upon school and community involvement, and quality of the applicant's article submission.



For an application form and complete details, visit  
[www.OntarioSheep.org](http://www.OntarioSheep.org).

## **OSMA seeking awards nominations**

Do you know an outstanding sheep farmer? Someone who has made a significant contribution to the Ontario sheep industry?

OSMA is now accepting nominations for its Outstanding Shepherd and Long Service Awards as well as the 2017 Pasture Award, presented in partnership with the Ontario Forage Council and MAPLESEED.

For more information, and nomination forms, visit:  
<http://www.ontariosheep.org/AWARDSPHOTOCONTEST.aspx>.

**SEEKING NOMINATIONS  
FOR**

# **2017 Awards**

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**OUTSTANDING SHEPHERD  
AWARD**

Submission deadline:  
September 29, 2017

**2017 MAPLESEED PASTURE  
AWARD**

Submission deadline:  
September 29, 2017

**LONG SERVICE AWARD**

Submission deadline:  
September 29, 2017

**ONTARIOSHEEP.ORG** **@ONTARIOSHEEP**



## 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](mailto:pdcraig@outlook.com)

### Western Ontario Lamb Producers

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