



The Messenger

OSMA and the Industry

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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

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

Out and about

October 5	Disease Surveillance Plan workshop
October 6	Ontario Sheep Growth Strategy meeting with OMAFRA
October 7	Making traceability a reality meeting
October 12 & 13	Ontario Sheep Board of Directors meeting
October 14	Ontario Livestock and Poultry Council meeting

Early bird registration for Ontario Sheep Convention ends tomorrow



Ontario Sheep Convention

October 27 & 28, 2016 • Nottawasaga Inn Resort, Alliston

A workshop on improving lamb survival
Industry tradeshow • Annual Lamb Banquet
Lenders' Seminar • OSMA Annual Meeting

For more information and to register visit
www.OntarioSheep.org

Early bird registration deadline is October 14, 2016.

Feature Speaker
Dr. Cathy Dwyer
Team Leader, and Professor of
Animal Behaviour and Welfare
Scotland's Rural College

Growing Forward 2    

To register visit www.OntarioSheep.org or call our office at (519) 836-0043.

New partnership announced to secure natural gas access in rural Ontario

On October 4, OFA along with the Eastern and Western Ontario Wardens' Caucuses announced their intention to get a commitment from the Ontario government to provide access to natural gas for rural Ontario over the next 20 years. The proposal seeks a significant public investment with the appropriate accompanying policies from the Ontario Energy Board.

Such a commitment would provide significant advantages for farming and rural Ontario in terms of ongoing energy costs – up to \$1 billion per year.

For more information about the partnership visit www.ofa.on.ca.

Upcoming webinar – Tough questions? No problem!

4-H Ontario wants to help young ag ambassadors feel comfortable talking to the public.

Farm & Food Care and 4-H Ontario will be hosting a free webinar for any interested members on Monday, October 24, from 7 to 8:30 p.m.

The webinar, entitled "Proudly Presenting Agriculture: Tough questions? No problem!" will be of interest to anyone exhibiting livestock or helping showcase agriculture at the Royal Winter Fair or other events in the province.

The workshop will help advocates more comfortably connect with non-farming Canadians and will cover such topics as talking to Canadians, conversation etiquette, tips for answering questions, preparing for difficult questions and more.

This webinar is free, though pre-registration is required. Register (<https://attendee.gotowebinar.com/register/5585252265398073348>) to receive an email confirmation with details on joining the webinar.



CANADA
4-H Ontario

Next *Growing Forward 2* application intake

The next intake for *Growing Forward 2* applications opens this Friday, October 14 and runs until November 3.

For those looking for information about applying to *Growing Forward 2*, there is a GF2 information webinar being offered on October 17 at 7:30pm. The webinar provides information of the program's requirements, and a demonstration of completing an application online.

A telephone line and internet connection is needed to participate. You can register for the webinar at www.ontariosoilcrop.org/oscia-programs/growing-forward-2. Space is limited.

Questions? Email gf2@ontariosoilcrop.org.

Looking for hay or forages? Check out the hay listing service

The Ontario Hay Listing Service, created by the Ontario Forage Council, provides livestock farmers with information on forage availability. The interactive tool provides an easy and effective process by bringing together hay producers and buyers. The service is offered free of charge.

For more information visit www.ontariohaylistings.ca.

Updated selection indexes for GenOvis coming this November

The needs of the sheep industry have evolved in recent years, so genetic selection guidelines had to be reviewed. Therefore, in November of this year, the genetic evaluation program, GenOvis, will update its selection indexes. The planned adjustments will serve to broaden genetic advancement and will specifically target breeding characteristics that carry an economic impact. These new indexes will also meet the needs recently expressed by purebred and commercial producers. For more information, visit <http://ontariosheep.org/home/news.aspx>.

Update on Ontario sheep industry growth strategy

OSMA has embarked on an aggressive competitiveness project for Ontario's sheep industry. The purpose of this initiative is to identify the knowledge, capabilities and relationships required for our industry to achieve its targeted level of growth by establishing a means of benchmarking industry performance. The project is funded by the Ontario Ministry of Agriculture Food and Rural Affairs.

Benchmarking in agriculture is, as extension agents say, a practice that is not well understood and is considered a complex and costly process, suited to only large businesses. However it does not need to be complex or expensive, and provides value to farms of any size. For producers, benchmarking enables them to make informed management decisions. For advocacy groups and governments, benchmarking enables them to tailor policies and programs to industry's immediate, medium and longer-term needs. The further that the benchmarking process extends along the value chain, the greater its value to farms, other businesses and industry.¹

Franks and Collis (2003:2)² describe benchmarking as comparing the performance of your farm against other farms engaged in similar activities, and "learning from the lessons that these comparisons throw up." For producers, the purpose of on-farm benchmarking is to enable you to identify how to improve your profitability by comparing your financial and operational performance against your peers and the wider industry. Benchmarking provides a guide on 1) where best to invest in your business, 2) how to measure your rate of improvement, and 3) how to increase customer satisfaction and market size.

When differences in performance are identified, the information that you gain from the benchmarking helps you identify exactly why and how your peers' performance was achieved. This learning enables you to implement changes more effectively, efficiently and faster than otherwise possible, and know that the changes you are making will almost undoubtedly produce measurable benefits. This may result in you improving your own farm's performance beyond what your peers are achieving: perhaps by producing lambs that meet market demands better than lambs sourced from elsewhere. Benchmarking also enables producers to reduce costs while, potentially, simultaneously increasing revenues.

To reduce the complexity and increase the value of benchmarking, Franks and Collis (2003) suggest that producers follow a ten step process:

1. Identify key performance indicators (KPIs) for whole of farm and individual enterprises;
2. Select data suited to measuring your chosen KPIs;
3. Choose the methodology for determining financial and physical performance measures;
4. Collect and enter the chosen data;
5. Conduct a comparative analysis to identify high, low and average (or median) performance;
6. Investigate reasons that determined high, low, and average performances at a generic industry level; then identify how the highest performance was achieved;
7. Repeat step 6, though at an individual farm level to identify key constraints that may impact the performance of yours or the benchmarked farms' KPIs, and how you act upon the information;
8. Compare the resources (time, money, etc.) required to replicate key opportunities on your farm;
9. Produce an "improvement action plan" for your overall farm and/or individual enterprises; and
10. Implement your "improvement action plan" systematically in your farming operations.

¹ Andersen, B., Fagerhaug, T., Randmael, S., Schuldmaier, J. and Prenninger, J. (1999), "Benchmarking supply chain management: finding best practices," *Journal of Business & Industrial Marketing*, 14(5/6), p. 378-89.

² Franks, J.R., Collis, J. (2003) *On-Farm Benchmarking: How To Do It and How To Do It Better*; School of Agriculture, Food and Rural Development; Newcastle, UK. *Presented at the 2003 International Farm Management Congress*.

October offers from TSC stores for OSMA members



25% OFF

ALL ELECTRIC FENCING ONLY AT TSC STORES!*
 INCLUDES CONNECTORS, INSULATORS, HARDWARE, POLY TAPE, TESTERS & MORE



Incredible News!

Save 25% off all regular priced electric fencing as your OSMA Member Exclusive October Offer! To enjoy this special offer, simply show your card at the register when you visit TSC Stores before October 31, 2016.

*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.

Free webinar on new GenOvis indexes

WEBINAR GenOvis

Updated Indexes : Improved genetic selection!

CEPOQ
Centre québécois de production ovine de qualité

Friday, October 28, 2016
10:00 am to 11:30 am Eastern Time
By : Frédéric Fortin, agr., M.Sc

*** REQUIRES HIGH SPEED INTERNET

FREE for Producers
\$ 30 + taxes Non-producer

LIMITED AVAILABILITY ! SIGN UP NOW BY PHONE
418 856-1200, EXT, 225

OR ONLINE
WWW.GENOVIS.CA

SELECTION INDEXES : WHY USE THEM?

WHAT ARE THE 6 UPDATED INDEXES?

WHY WERE THEY UPDATED?

OTHER PROGRAM IMPROVEMENTS : WHAT TO KNOW?

Please note that the registration fee is non-refundable.

A minimum of 40 participants are required to hold the webinar.

GenOvis

CEPOQ
1642, rue de la Ferme
Ste. Anne-de-la-Pocatière
www.cepoq.com

Cultivons l'avenir 2
Canada Québec

Note: a second date for this webinar is being planned to accommodate producers who will be at the Ontario Sheep Convention.

Minimum Distance Separation (MDS) information sessions

OMAFRA is hosting a series of webinars and information sessions about the revised Minimum Distance Separation (MDS) document and accompanying AgriSuite software. It's a land use planning tool developed by OMAFRA with the objective of minimizing potential nuisance odour complaints associated with livestock facilities and anaerobic digesters. The tool generates reciprocal setbacks between livestock facilities and sensitive land uses with the long-term goal of reducing land use conflicts.

Each session runs from 10:00am to 4:00pm.

Date	Location	Registration deadline
November 14, 2016	Webinar (English) Log in details to be emailed to registrants.	November 10
November 16, 2016	Webinar (English) Log in details to be emailed to registrants.	November 10
November 22, 2016	Grenville Mutual Insurance 380 Colonnade Dr., Kemptville	November 15
November 23, 2016	Peterborough Naval Association 24 Whitlaw St., Peterborough	November 15
November 29, 2016	Walkerton Knights of Columbus Hall 1658 Highway 9, Mildmay	November 22
November 30, 2016	Mohawk Inn & Conference Centre 9230 Guelph Line, Campbellville	November 22
December 6, 2016	Hellenic Community Centre 133 Southdate Rd. W, London	November 29
December 8, 2016	Webinar (English) Log in details to be emailed to registrants.	December 7
December 13, 2016	Webinar (French) Log in details to be emailed to registrants.	December 7

There is no cost to attend these sessions but registration is required. To register please contact Marg Templeman at (519) 271-0354 or Margaret.templeman@ontario.ca.

Upcoming producer biosecurity workshops

In these free, one-day commodity-specific workshops, an experienced veterinarian or certified crop advisor will show you the benefits of having an on-farm biosecurity program, and identify key practices, which will help you improve biosecurity on your farm.

The workshops are open to new and established producers, and is a requirement to apply to the Animal and Plant Health Focus Area, under the Growing Forward 2 cost-share program for producers. Note the next intake for Growing Forward 2 funding is October 14 to November 3, 2016.

November 1, 2016 Mount Forest, ON 10:00am -3:00pm	November 2, 2016 Earlton, ON 10:00am - 3:00pm
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For more details and register for a workshop, [click here](#).

Real Dirt on Farming Speakers' Bureau returns to Ontario

For farmers and agribusiness people alike, the Speakers' Bureau series of workshops is designed to encourage those involved in agriculture to tell their stories – what they do and why they do it – to non-farming audiences.

Farm & Food Care has scheduled three training sessions

- November 29 in Listowel
- December 1 in Guelph
- December 7 in Bradford

The cost of the workshop is \$75 per participant and includes lunch and the workshop materials. The course cost can be claimed on your income tax return as an educational tax credit. For more information contact info@farmfoodcare.org or call (519) 837-1326.

Upcoming events

For more information on any upcoming events please visit the OSMA website at www.ontariosheep.org/Events.aspx or contact the OSMA office at (519) 836-0043.

October 15	Farm Safe Food Practices Course Husky Farm Equipment Boardroom (Alma). For more info and to register contact Romy Schill circle.r.livestock@hotmail.com .
October 20	Western Ontario Lamb Producers Association meeting "Doing it right...with technology" featuring speakers from Brussels Agri Services. For more information and to register contact westernontariolambproducers@gmail.com . http://bit.ly/2dOYPEI
October 27 & 28	Ontario Sheep Convention – Nottawasaga Inn Resort and Conference Centre. For more information click here .
November 25	District 5 potluck social http://bit.ly/2dNL8T4
November 29	Livestock Environmental Management workshop for livestock producers. Hosted by the Ontario Rural Wastewater Centre http://bit.ly/2dH3cPg
December 2	District 1 Christmas meeting 6 http://bit.ly/2dia8lP

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	Jay Mycroft at 905-957-1114 or jay.mycroft@xplornet.com	Meetings tentatively to be held the 3 rd Wed. of the month at 7:30 at Ancaster Fairgrounds (630 Trinity Rd, Ancaster)
5	Dianne Orr at 519-928-5302 or orrfamilyfarm@gmail.com	Check out the District 5 Facebook Page!
6	Karen Harvey at 905-729-3196 or pkharvey@zing-net.ca	
7	Judy Dening at 705-324-3453 or theshepherdsgate@xplornet.com	
8	Michelle Voskamp at 613-848-8972 or secretary@osmadistrict8.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	Tyler Armstrong at 613-433-8255 or pinnaclehaven@gmail.com	
10	Christine Power at 613-686-1892 or christine.power@ic.gc.ca	Check out our Facebook page!
11	Debra Garner at 705-563-2761 or bill.debgarner@gmail.com	