



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 Meggy at
mchan@ontariosheep.org, or call 519-836-0043 ex. 29
with any questions.

Out and About: June Recap

Wonder what OSMA gets up to in a month? Here are the highlights of where we were representing you!

- June 1 – Mount Forest Producer Forum
- June 6 – Ontario Agricultural Sustainability Coalition meeting
- June 9 – Queen’s Park Farmers’ Market
- June 10 – BIO Board meeting
- June 11 – Breakfast on the Farm
- June 13 – Presentation to OSPCA agents in training
- June 14 – Livestock Research Innovation Corporation Board meeting

May Board Notes

The Board continued its work on the Strategic Plan, spending time the evening before the meeting to walk through the Advocacy and Market Development performance indicators. The majority of the changes focused on keeping the document as a high level strategy document. Key advocacy areas remain predation, RMP, Sheep Finance Program, traceability, species at risk, animal welfare and production insurance. The Board added in social licence and environment. In relation to Market Development, the key initiatives remain the same, but the board has narrowed down the key performance area to 1; increase consumption from 1.01 kg/person/year to 1.13 kg.

Lyndon Stewart and Brad Adams (Vice-Chair) of the Toronto Stockyards Development Board came into the meeting to provide an update. An overview of the mandate of the Toronto Stockyards was provided, along with how the funds are distributed amongst the livestock industry. The money distributed to the industry groups is for genetic improvement, research and education. OSMA receives a base amount of \$25,000 plus 6.9% of available funds for distribution.

OSMA received 20 Letters of Intent following its call for research proposals. Full proposals from 7 researchers are being requested, with 4 more researchers being asked to supply more information related to their projects.

OSMA’s comments in relation to GF3 were reviewed. Drafted comments include RMP and Business Risk Management programs, AgriStability, AgriInvest, AgriRecovery, Advanced Payment Programs, Animal Care, Climate Change Adaptation and Mitigation, Food Safety, Traceability, Market Development and Research. Concerns were expressed about the complexities around reporting. If certain areas of the province /country are going to be targeted for funding, than producers need to know up front and funding for producers in relation to run off of phosphorus into Lake Erie.

Lisa McLean from the Ag & Food Exchange spoke about increasing opposition to certain aspects of food and farming production. Lisa spoke about best practices for producers; including being mindful of farm security and setting clear standards and expectations for animal care. Producers who do encounter activists should understand the issues, and not engage. Producers facing conflict with those opposed to their farming practices should report activity to the OSMA office and handle all situations with safety and professionalism in mind.

OSMA Growth Strategy Survey

OSMA has embarked on an aggressive competitiveness project for Ontario’s sheep industry, and has engaged VCM International to identify the knowledge, capabilities and relationships required for Ontario’s sheep industry to achieve its targeted level of growth. This project is being funded by the Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA) to advance the Premier’s Agri-Food Growth Challenge.

The project will create benchmarking and supporting materials that enable Ontario’s sheep industry to improve its

competitiveness and profitability. While the primary emphasis of the project is meat, the project will also identify opportunities for the industry to capture greater value from wool.

We need your participation. Please complete the online survey, which can be accessed here: <https://www.surveymonkey.com/r/SheepGeneralSpring16>. Your views on the performance of Ontario's sheep industry are instrumental to the success of this project. Your anonymity is assured. Only aggregated responses and analysis will be shared with industry.

Queen's Park Farmers' Market Celebrating Local Food Week

On June 9, over 24 Ontario commodity organizations, including OSMA, gathered at Queen's Park, downtown Toronto to participate in the annual Farmers' Market hosted by Foodland Ontario to celebrate Local Food Week and all the good things that grow in Ontario.

Minister Jeff Leal, Ministry of Agriculture, Food and Rural Affairs, was on hand to say a few words and officially open the market on the lawn of Queen's Park. Minister Leal spoke to the crowd of industry representatives, politicians and the general public about the importance of supporting Ontario agriculture.

After the opening remarks, Minister Leal visited each booth for a sample of local Ontario products. OSMA served a delicious, but simple Ontario lamb spadducci marinated with parsley, sage, rosemary, thyme and olive oil. Over 700 skewers were distributed during the event and we could have easily served up more! Based on the feedback (and return customers) the lamb was a big hit!



OSMA would like to thank Country Meat Cuts for their excellent service, and their fantastic lamb recipe!

Water & Nutrient Use Community of Practice Meeting

Over 100 people met in Guelph on April 7, 2016 to discuss challenges and opportunities related to water and nutrients in agriculture. Participants included staff from government, conservation authorities, consultants and farmers. The morning consisted of rapid-fire presentations from water-use efficiency, waste water treatment and new monitoring technology to tile drainage, agricultural equipment, and watershed-wide BMP research. After lunch, participants broke out into seven interest groups to identify the strengths, challenges, and opportunities in their sector.

[Click here to view presentations and discussion notes from each topic](#)

OAHN Small Ruminant Network Quarterly Report

Highlights in the Q41Small Ruminant Network Producer Report include: Surveillance Summary, Listeriosis, SR Mortality Project and Foot Disease in Sheep.

To view the report, please click the following link:

<http://oahn.ca/wp-content/uploads/2016/06/OAHN-Q1-2016-Small-Ruminant-Producer-Report-FINAL1.pdf>

Consumers and their Consumption Patterns

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. This project is funded by the Ontario Ministry of Agriculture Food and Rural Affairs, and OSMA has hired Value Chain Management International (VCMi) to work with us on this project.

After undertaking an extensive environmental scan of the industry, VCMi identified key elements pertaining to consumers and their consumption patterns, a collection of which are described below.

- Consumer's perceptions of value are shaped by three distinct interrelated factors: benefits, costs and risks. Together, these factors emphasize why perceived value (not price per se) is the primary determinant of consumer choice. That lamb is more expensive compared to other commonly consumed meats means that consumers place added emphasis on quality as a determinant of value. Consistent high quality leads consumers to perceive an added sense of assurance from experiencing a similar eating experience, which lessens potential concerns regarding risks and costs. A survey conducted by Ipsos Reid in 2006 showed that consumers perceived Canadian lamb to be of excellent quality and just as good as New Zealand lamb.
- The importance of freshness as a means of differentiating Ontario lamb is underlined by lamb consumers' polarized views toward fresh and frozen. While approximately 40 percent agree they typically buy fresh (not frozen), approximately 33 percent disagree. The extent of consumers' polarized views towards fresh versus frozen is underlined by retailers viewing them as different products. A frozen chop does not equate to a fresh chop, nor does the perceived value.
- Lamb consumption in Canada is low, with typically only 16 percent of Ontario households buying lamb during the year. The incidence of lamb consumption varies significantly by province and is highest in British Columbia (69%) and Ontario (60%). Consumption rates are heavily influenced by demographics and culture, with the most influential determinant of consumption being whether the whole family will eat it.
- Despite being considered as healthy, if not healthier, than beef and pork, lamb is considered to be "fatty." Improving this perception could address the biggest dissatisfaction among lamb eaters. There is also a lack of knowledge of how to prepare lamb, suggesting that an education campaign could be beneficial. New Zealand and Australian lamb is typically lighter and leaner than Ontario lamb when slaughtered.
- The consumption of lamb is still quite minimal, given the extremely high satisfaction with it and perceived health benefits. This suggests there are some underlying weaknesses in the messaging for lamb, which go beyond just its core product features, such as taste and quality.
- The demographic with the greatest influence on lamb consumption is ethnicity, with 73 percent of "non-Canadians" indicating they have consumed lamb during the past 12 months. This compares to 53 percent of "Canadians" who indicated they have consumed lamb during the past year.
- Meal occasion impacts purchase choice and willingness to pay. The main reason why overall lamb consumption is low is because lamb is perceived as a specialty dish served primarily on weekends and special occasions.
- Perceptions of value are reflected in approximately one half of lamb consumers, indicating they prefer to purchase leaner cuts of lamb, regardless of occasion type. This leads to top lamb eaters tending to favour the premium and, therefore, more expensive cuts of lamb.

By understanding and acting upon consumers' perspectives, attitudes and behaviours, the entire value chain has an opportunity to achieve greater sustainability and increase its economic viability. Education and communication, among industry and consumers, will play key roles in making this happen.

Maedi Visna Testing Price Increase

OSMA has just been notified by the Animal Health Laboratory that their fees for the MV testing have increased to \$10. Unfortunately this increase is due in large part to the fact that the test kit purchases are tied to the US dollar.

OSMA Exclusive Offers at TSC Stores in June



OSMA MEMBER EXCLUSIVE JUNE OFFER

OFFER VALID JUNE 1 TO 30, 2016 ONLY

25% OFF

ALL SHORTS ONLY AT TSC STORES!*

Incredible News!
Save 25% off all regular priced shorts as your OSMA Member Exclusive June Offer!
To enjoy this special offer, simply show your card at the register when you visit TSC Stores before June 30, 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.

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.

June 18 – **Sheep Equipment Expo:** join fellow producers to test out and see handling systems, management software, tools and more! 10 am – 3 pm, Drayton Fairgrounds 49 Elm St, Drayton, ON. For info contact Romy Schill at circle.r.livestock@hotmail.com or 519-669-4146

July 7 – **OSMA Board Meeting**

July 16 – **District 3 Summer BBQ**: Come join us for a catered event coupled with a great speaker. Jason Emke will be joining us to share his personal and professional experience with Farm Expansion. Graciously hosted by Follings Farm, 2348 Line 37 RR#1, Stratford, ON N5A 6S2. **Please RSVP by July 1st to one of our board members: Ian VanBlyderveen 519-424-3894, Susan Tyler 519-868-4908, Sandi Brock 519-319-1914, or Ron or Lorraine Follings 519-274-5155 or 519-274-5156**

Aug 10-14 – **Canadian National Sheepdog Championships**: to be held in Woodville, ON. For more information visit <http://www.ontariobordercolliclub.com/obcc-home>

Aug 13 – **Rideau Focus 2016**: Hosted at Breezy Ridge Farm, Georgina, ON. <http://goo.gl/Hwt7gx>

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
Dist 1	Dave DeKay at 519-666-0626 or dmdekay@isp.ca	http://osma_district_1.tripod.com/
Dist 2	Matt Zehr at 519-363-2029 zehr.matt@gmail.com	
Dist 3	Sandi Brock at 519-263-2325 brocksandi@hotmail.com	
Dist 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)
Dist 5	Dianne Orr at 519-928-5302 or orr7@sympatico.ca	Check out the District 5 Facebook Page!
Dist 6	Karen Harvey at 905-729-3196 or pkharvey@zing-net.ca	
Dist 7	Judy Dening at 705-324-3453 or theshepherdsgate@xplornet.com	
Dist 8	Michelle Voskamp at 613-848-8972 or secretary@osmadistrict8.ca	Monthly meetings are normally held on the 3 rd Thurs of every month at 7 pm at Napanee High School. For more information visit: www.osmadistrict8.ca/
Dist 9	Tyler Armstrong at 613-433-8255 or pinnaclehaven@gmail.com	
Dist 10	Christine Power at 613-686-1892 or christine.power@ic.gc.ca	Check out our Facebook website page: https://www.facebook.com/OSMAD10
Dist 11	Debra Garner at 705-563-2761 or bill.debgarner@gmail.com	