



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: May Recap

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

May 24 – Livestock Research Innovation Corporation Research Priority Day

May 25 – Farmer's Risk Management Premium Fund meeting

May 25-26 – OSMA Board meeting

May 27 – Agriculture Sector Working Group

Transporting Animals in Hot and Humid Weather

Summer is fast approaching and with that can come extreme weather conditions. The Canadian Food Inspection Agency (CFIA) reminds anyone involved in handling or transporting animals to take appropriate measures to protect animals from the effects of extreme temperatures.

Every person transporting animals by any means in Canada is legally obligated to ensure that the entire trip – including loading, transporting, and unloading – does not result in injury, suffering or death to the animals. Regulations apply to anyone involved in the transportation process, including owners and producers, processors, auction markets, assembly yards, feedlots, shippers and drivers.

During the summer months, extra measures should be taken to protect every animal from undue stress. These can include:

- Handling animals in a manner to minimize stress.
- Providing sufficient ventilation at all times, including when the vehicle is stopped or animals are waiting to be loaded or unloaded.
- Monitoring weather conditions closely and adjusting ventilation accordingly.
- Delaying loading and transport during extremely hot periods.
- Parking vehicles containing animals in the shade (not directly in the sunlight). When it is necessary to stop, minimize the duration of the stop to prevent the build-up of heat in the vehicle.
- Reducing loading density.

Transporters should consult The National Farm Animal Care Council's [Recommended code of practice for the care and handling of farm animals – Transportation](#).

The majority of Canadian producers and transporters are committed to treating animals humanely. However, in circumstances where animals are not appropriately cared for, the CFIA will not hesitate to take enforcement actions which may include license suspensions, issuance of charges, fines and possible prosecutions under various federal regulations. Visit the CFIA's website for more information on [livestock transport requirements in Canada](#), including transportation practices, fitness for transport and special provisions.

<http://www.inspection.gc.ca/animals/terrestrial-animals/humane-transport/transporting-animals/eng/1374601368429/1374601895769>

OSMA Awards and Scholarships 2016

Ontario Sheep Marketing Agency Scholarship

Value of the Award: \$500

Number: One

Application Due: **Friday, September 2nd, 2016**

Winning Selection will be notified on or before Friday, September 16th, 2013

Requirements:

Applicants must be either a registered sheep producer or have a Parent/Guardian registered as an OSMA producer as of April 30th 2016 or belong to a 4-H Sheep Club. Applicants must be attending their 1st or 2nd year of a university, college or apprenticeship program in the fall of 2016 (not limited to agriculture). Applicants must be 21 years of age or younger.

Submission Requirements:

Please submit only one of the following:

1. Currently lamb is not widely promoted to the consumer. If you were in charge of marketing, how would you market lamb?
2. If you were going to produce sheep, what management style (ie pasture, confinement, mixed etc.) would you choose and why?
3. Give a detailed description of a bio-security set up and explain why this is important to the individual producer and to the industry as a whole.
4. What do you feel is the sheep industry's greatest weakness and therefore our greatest challenge and how would you change that if you could?

-
- Articles should be a minimum of 500 words in length
 - You may include picture, diagrams...etc
 - Be creative and enjoy this learning opportunity
 - Your submissions will be judged on creativity as well as content
 - Your name will be removed from your submission before being judged to keep submissions anonymous
 - Top articles will be published in the Ontario Sheep News Magazine

Please include the application form with your entry.

For more information, please contact Meggy Chan at:

Phone: 519-836-0043

Email: mchan@ontariosheep.org

Outstanding Shepherd Award

This award recognizes significant contributions to the advancement of the Ontario Sheep Industry. It is presented to an Ontario Shepherd who exemplifies the values of leadership and responsible sheep husbandry.

[Outstanding Shepherd Nomination Form](#)

Deadline: October 3, 2016

Long Service Award

This award recognizes significant contributions to the advancement of the Ontario Sheep Industry over many years of service. It is given in acknowledgement and appreciation of long standing contribution to the Ontario Sheep Industry. Recipients of this award have demonstrated outstanding dedication, leadership and innovative spirit.

[Long Service Award Nomination Form](#)

Deadline: October 3, 2016

If you know someone who deserves to be recognized, please nominate them. For more information on how to nominate an individual, please call the OSMA office at 519-836-0043 or email general@ontariosheep.org.

Mapleseed Pasture Award

The Ontario Sheep Marketing Agency is pleased to partner with Mapleseed and the Ontario Forage Council in sponsoring the “MAPLESEED Pasture Award 2016.” This is an excellent opportunity to recognize individual producers who are doing an outstanding job of pasture management. The Mapleseed Pasture Award is also a way of encouraging producers to implement pasture management strategies that maximize production per acre.

Mapleseed contributes a cash award of \$500 to the winner, \$250 to cover their accommodation plus a 25kg bag of their choice of a Mapleseed Forage Mix. The winner will be announced at the Ontario Sheep Convention and OSMA AGM, which will take place October 27-28, 2016.

Deadline: October 3, 2016

For more information on how to nominate a deserving individual, please call the Ontario Forage Council (1-877-892-8663) or OSMA (519-836-0043), or visit www.ontarioforagecouncil.com or www.ontariosheep.org

OSMA Annual Photo Contest

Enter OSMA’s photo contest for your chance to win a grand prize of \$250, two top prizes of \$100 each or a crowd favorite prize of \$100!

Flock Shots - show off the best shots of your flock - working, resting, eating, whatever they might be doing! Flock shots must show at least 20 sheep.

The Faces of Ontario Sheep Farmers - we want to see who's running the show! Photos must show a producers(s) and their sheep.

Crowd Favourite - All sheep photos that don't quite fit a category; AGM attendees will have the chance to vote for their favourite!

Please send your submissions by email to mchan@ontariosheep.org or by mail to 130 Malcolm Rd. Guelph, ON N1K 1B1. **All photos must be submitted in a hi-res format (at least 200 dpi)**

Deadline: Friday, October 7th, 2016

Antimicrobial Use Survey

As of January 2017 there will be federal requirements for enhanced veterinary oversight of the use of antimicrobials in feed and water along with greater documentation of both the use of antimicrobials and animal disease surveillance. These requirements are part of Health Canada’s initiative to align with the U.S. Food and Drug Administration’s Veterinary Feed Directive which comes into effect as of January 1, 2017.

OSMA is wondering if you’d be willing to take a few moments to let us know what type of recording and tracking of antimicrobials is currently being done.

<https://www.surveymonkey.com/r/KYHXX37>

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

Sheep Equipment Expo

Overwhelmed by all the options out there for sheep handling equipment and management programs, and you're just not sure how to decide what's best? On June 18th, 2016 the first ever **Sheep Equipment Expo** will be happening in Drayton and will feature sheep handling equipment, management software equipment and other various sheep specific equipment. There will be hands-on demonstrations of different systems and representatives from each company to answer any questions you may have about their products. There will even be live sheep on site for demonstrations with handling equipment! This event will be a great opportunity for producers to get out and experience and look at a variety of different products, putting them in a better position to make the best purchasing decision for their operation. Additionally, a food booth run by a local service club/ 4H will also be set up to offer lunch to exhibitors and attendees.



June 18, 10 am – 1 pm
Drayton Fairgrounds
49 Elm St. Drayton, ON N0B 1A0

For more information please contact Romy Schill at circle.r.livestock@hotmail.com

Ontario Celebrating 3rd Local Food Week

Ontario's third annual Local Food Week is happening from June 6-12, 2016. This dedicated week provides an opportunity for Ontario's many farmers, farm organizations, agribusinesses, government partners and of course the consumers to come together and celebrate the wonderful things that are grown, made and harvested right here in Ontario! Throughout the week there will be many events taking place across the province including a farmers' market at Queen's Park in Toronto featuring samples of Ontario products, the 5th annual Breakfast on the Farm in Woodstock, and a Food Influencer Tour in the Holland Marsh area. OSMA will be having a booth at Queen's Park on June 9th serving Ontario Lamb spiedini, and as a sponsor of Breakfast on the Farm, we will also have a booth there on June 11th. In collaboration with Foodland ON and several other commodity groups, a Local Food Week magazine has also been produced with recipes featuring product from each of the commodities. OSMA is very proud of the quality lamb we produce here in Ontario and we hope you'll join us in celebrating Local Food Week 2016! For those of you on social media, be sure to include #loveONTfood in all your posts! For more information and events happening during the week visit www.loveONTfood.com

More Accurately Predicting Ontario Lamb Prices

Running a business can be difficult if you don't know what price you might be able to sell your products for. The Ontario Sheep Marketing Agency (OSMA) turned to Growing Forward 2 (GF2) for funding to develop a price predictor model for the Ontario sheep industry.

The price predictor was developed by the Department of Food, Agricultural and Resource Economics at the University of Guelph, and is focused on predicting the price of lambs, specifically of the 65 – 75 pound category, on the Ontario Livestock Exchange.

Unlike other livestock sectors such as beef and hogs that have futures markets, sheep market pricing relies solely on auction or cash markets to provide pricing for the day lambs are sold.

To build the predictor, researchers estimated a number of statistical models – those typically used in asset pricing and exchange rate modelling – using weekly data from January 1, 2008 onward. The lamb price predictor's forecast range from one to 52 weeks ahead with confidence intervals illustrating the degree of uncertainty.

The model was tested during the 2015 Easter season, where it predicted prices of \$299.40, \$297.18, and \$298.31 for four, three, and two weeks ahead. A week prior, the prediction was for \$326.58 and the final Easter price ended up at \$331.74.

Currently, the model is updated weekly and displays predictions from one to four weeks in advance on the website of the University of Guelph's Institute for the Advanced Study of Food and Agricultural Policy, where it is housed.

Next steps include adding historical information from the United States and New Zealand to help refine prediction results.

More information is available from the Agricultural Adaptation Council at www.adaptcouncil.org. Growing Forward 2 is a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists with the delivery of GF2 programming in Ontario.

<http://www.adaptcouncil.org/read-news.php?id=7n8h9t6k7f5g>

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 2 – **District 2 Farm Tour:** Lewis Land and Livestock is hosting the OSMA District 2 farm tour on June 2, 2016 starting at 7:30 PM. The first stop is the main office located at 392242 Grey Rd. 109 Holstein. From there we will visit solar farm construction, Ewe Station feedlot, and robot dairy barn. Please be prompt at first stop as we will form caravan there.

June 6-12 – **Local Food Week** www.loveONTfood.com

June 11 – **Breakfast on the Farm:** join us for a free breakfast and a chance to see a working Ontario dairy farm, Veldale Farms! Event runs from 9 am – 1 pm and the first 2000 attendees will be served breakfast. The event is free, but pre-registration is required. For more info and to register visit: <http://www.farmfoodcareon.org/breakfast-on-the-farm/>

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

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 pdrcraig@outlook.com

Western Ontario Lamb Producers

District 2 and 3 area

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 jay.mycroft@xplornet.com or 905-957-1114	District 4 Meeting District 4 meetings tentatively to be held the 3 rd Wed. of the month at 7:30 at the Ancaster Fairgrounds (630 Trinity Road, 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 theshepherds gate@xplornet.com	
Dist 8	Michelle Voskamp at 613-848-8972 or secretary@osmadistrict8.ca	Our monthly meetings are normally held on the third Thursday of every month at 7 pm at Napanee High School, Napanee. 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	