



## Ontario Sheep Farmers Strategic Plan - Frequently Asked Questions FAQ

### **Why does OSF need a new strategic plan?**

It has been about eight years since OSF created a strategic plan to guide the organization's operations and activities. There have been a lot of changes and new opportunities in the Ontario sheep industry, and it was time to update our path forward.

### **What was different about how this strategic plan was developed?**

Many farm organizations write strategic plans around the boardroom table and then roll them out to membership. OSF took a completely different, fresh approach to developing the new plan. It started at the grassroots level, consulting with producer members, industry representatives and partners to gather insights, ideas, and opportunities, to better understand the needs, wants and challenges throughout the entire value chain. The OSF board then sifted through all the information provided and used that feedback to create ***Building Strength for a Better Future*** – our new, grassroots-driven, five-year strategic plan.

### **What was the Crossroads Challenge?**

This is the name OSF gave to the process of gathering input through the Ontario sheep value chain – from producers, processors, retailers, and suppliers – to feed into the new strategic plan. We had 500 unique interactions through virtual town halls, emails, phone calls and in-person meetings over the past year.

### **Were all the topics uncovered in the Crossroads Challenge included in the new OSF strategic plan?**

Most of the areas we heard about are included in the strategic plan. We did hear about some topics that were outside the scope of a strategic plan – for example, related to governance and national issues – that OSF will be adding to our overall priorities. Addendums with recommendations were created for each of these topics.

### **How will the strategic plan be used by OSF?**

The plan is a working roadmap for the OSF board with clear actionable steps, and it will be used to guide the activities and priorities of the organization throughout most aspects of our business activities and member support.

### **How will I know OSF is implementing the action items from the strategic plan?**

We know how much time and effort members put into the consultative process that created the new strategic plan, and OSF is accountable to each of you to deliver. We will be reporting on initiatives, activities, and action items from the plan in OSF's many communication vehicles (newsletters, social media, district committees, Ontario Sheep News magazine, etc.). We will also be providing a strategic plan "report card" to members at various stages.

### **Where can I find more information?**

You can read the full plan by visiting [www.ontariosheep.org/strategic-plan](http://www.ontariosheep.org/strategic-plan)