



Investing today, profiting tomorrow

Annual Review 2008-2009



Invest today, profit tomorrow: working toward a sustainable future for Canadian sheep

This Canadian Sheep Federation (CSF) annual review is a look back at what we've accomplished together, as an industry, in the past twelve months – but it's also a look ahead at what's to come in the next year and beyond.

You'll see the words *invest*, *investment* and *investing* throughout this report. Why did we choose this theme for the annual review? Because we believe investing today will pay great dividends in your future and in the future of the Canadian sheep industry. Investing isn't only about dedicating money or capital to an enterprise with the expectation of profit; it's also the commitment of something other than money – your time, energy and effort – with the expectation of some worthwhile result.

We know you'll agree that the future of your business and our industry are both valuable investments – worth spending the money, time, energy and effort for a sustainable future.

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Investment in the Canadian sheep and wool industry

The CSF is investing just like you – we've been doing so since 1990 and we're dedicated to that commitment. Each of the activities we engage in on behalf of our membership is an investment towards the industry's sustainability.

Whether the issue is trade, animal health, traceability or something else that directly impacts your flock, we are working to give Canada's sheep producers a voice on the national stage. By being involved and speaking up, we have the opportunity to really shape our future.

To support lobbying efforts, the CSF also spends a significant amount of time building relationships with industry stakeholders in Canada and abroad. Some of the work we engage in is long-term, as lobbying for effective change can take years, but it is important that the sheep industry is there; that we're active and not letting decisions be made without our voice being heard.

Throughout all our activities, we want to ensure CSF programs meet our membership's needs and our business plan is in line with what producers require in terms of managing risk, increasing production, quality, profit and competitiveness, diversifying markets, improving flock health, and maintaining consumer confidence.

By addressing these much-needed objectives, we know we're investing wisely for the future of our producers and our industry.



“It is an exciting time in the sheep industry, there is so much potential and opportunity for growth. To sustain that, we all need to invest with both our time and money. Investing the time to come out to district meetings and speaking to different representatives provides the grassroots input that helps CSF stay effective in delivering what producers want and need. We also have to be willing to invest resources in the organization to make sure we keep the right people in place to make the programs work.”

Andrew Gordanier

Producer, Shelburne, ON
Vice-Chairman, CSF



Snapshot of an industry poised for growth

High demand. Strong prices. Great market opportunities. These are just three things the sheep industry has that other livestock sectors would desire. Investing in our industry will ensure that we can continue to enjoy these advantages well into the future.

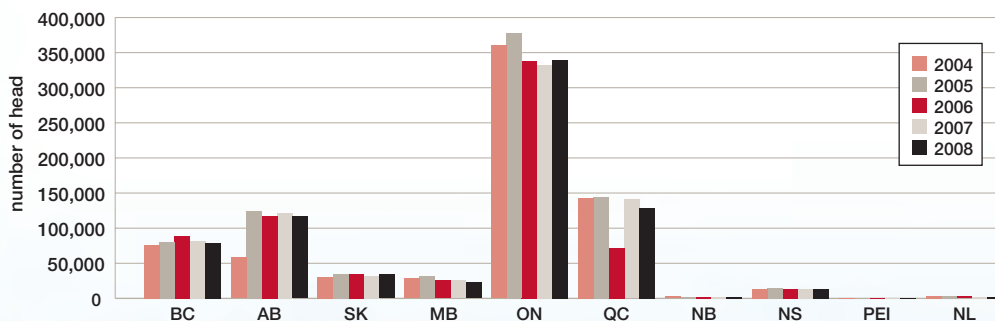
Good demand means there's always a market for your lamb

Demand for Canadian lamb has increased by 64% since 1997 (Figure 3). One of the key contributors is Canada's growing immigrant population. Fortunately for our industry, many newcomers bring a tradition of eating lamb as a major protein source. Consumer demand for lamb is further expected to climb as the immigrant community continues to expand. Statistics Canada predicts Canada's fastest-growing populations between 2005 and 2017 will be West Asian, Korean and Arabian – all major lamb consumers.

Lamb consumption did, however, experience a slight drop in 2008 – the first decline in consumption since 1997. In fact, consumption of all red meats decreased this year. The recession is most likely to blame for this dip as fewer people are eating out. This behavioral change is most significant for our industry as a considerable proportion of lamb is eaten in restaurants. And as lamb dishes are often a higher-priced item on the menu, people who could afford to eat out made a more economical choice. On the bright side, with 1.15 kg of lamb consumed per capita in 2008, rates are still higher than they were in 2005.



Figure 1
Total lamb slaughter by province



Turning challenge into opportunity for domestic production

While we are confident that consumption will continue to trend upwards, we are still challenged by declining production, a shrinking ewe flock and a significant proportion of imported product.

Although this is the fifth straight year the Canadian ewe flock decreased, the shrink does appear to be slowing – four provinces (i.e. British Columbia, Alberta, Nova Scotia and Newfoundland) even recorded increases in their ewe flock from 2008-2009. During the same period, the Canadian ewe flock decreased from 532,500 to 522,100; however, this drop of 1.9% is significantly less than 2007-2008 when the flock contracted by 4.8%.

Given the reduction in the ewe flock, it's not surprising that the number of lambs processed in Canada also dropped again in 2008 by 1.7% (Figure 1). As we strive to increase our size of the market share, we are not only focused on growing the size of the ewe flock, but also on increasing ewe productivity (i.e. marketing more lambs per ewe). It's important to note that you don't need to increase the ewe flock in order to process more lambs.

With the 2008 consumption decline and a reduction in exporters' production, the amount of imported product dipped slightly as well (Figure 2). The fact is, however, that lamb imports, and the rate at which imports are growing, continue to be greater than domestic production. We are still importing 59% of the lamb that is consumed in Canada. In addition, our exports are less than 0.5 tonne per year.

Today's consumer trend to 'eat local' is a great opportunity for the Canadian sheep industry. But because we can only partially meet regional demand, Canadian product is often difficult for consumers to find, particularly in the grocery stores where the majority of consumers purchase their meat. This, in turn, influences pricing. But driving up price because fewer products are available is never a good idea – and certainly not during a recession.

On the road to increasing our market share

As an industry, we need to identify the factors that are hampering increased production. Addressing these issues will have a direct impact on our ability to access more market share and profit for Canadian sheep producers. Opportunities abound – but we first need to work together and make an investment to seize each one.



As an industry, we need to identify the factors that are hampering increased production. Addressing these issues will have a direct impact on our ability to access more market share and profit for Canadian sheep producers.

Figure 2
Lamb production versus imports

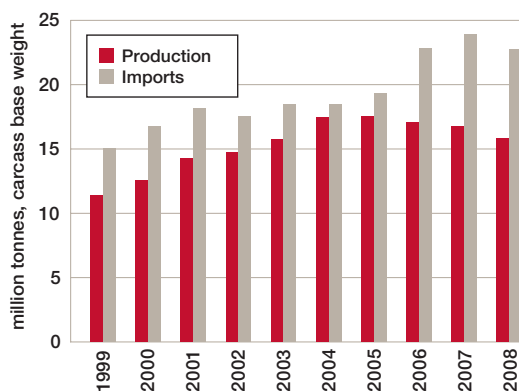
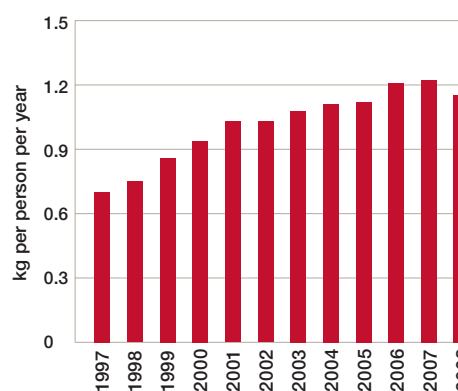


Figure 3
Per capita lamb consumption



Working together for a profitable future: overcoming obstacles to meeting demand

Chairman's report

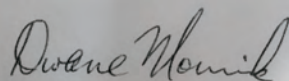
There has been much discussion in the industry about our need to increase production to meet the growing demand for lamb. Those who have been in the industry long enough have heard this message time and time again – “we don't even fill 50 per cent of our demand; we need to increase production; we need to improve consistency.”

The fact is 59% of the lamb consumed in Canada is imported. Earlier in this report there was information on Canada's shrinking ewe flock size which undoubtedly negatively impacts our ability to expand our market share. What the information didn't show though, was that sheep flocks are shrinking internationally; New Zealand, Australia, the United Kingdom and the United States all have smaller flocks. So while overall the consumption of lamb is trending upwards (despite this year's decrease – see pages 2 and 3), the question is: given that flock sizes are decreasing internationally – who is going to fill the Canadian demand for lamb? And why can't it be us?

Over the past year, two factors identified as limiting production were access to medications for small ruminants and predation. The CSF has been working with the Canadian Animal Health Institute and the Veterinary Drug Directorate (VDD) to try and increase the industry's access to medications. The VDD has indicated they have made it a priority to do what they can to approve Minor Use Minor Species drugs, including reviewing research that has been conducted on a drug in another country and, depending on the quality of data, determining if they can use it to assist the drug's approval in Canada. We pay a greater cost for sheep-specific drugs than many other countries – this needs to change. We can do this by encouraging drug manufacturers to make submissions for approvals in Canada.

At a time when the Canadian sheep industry has a tremendous amount of room for growth, predation remains as a major detriment to increasing production and, in some cases, has been attributed to producers getting out of production entirely. As a way of addressing this issue, the CSF has secured funding to host a predation roundtable at this year's Annual General Meeting. The goal of this meeting is to discuss what tools are currently available to producers, what tools should be available, the expansion of the list of predators covered by Provincial Acts, and to identify potential research specific to predation.

Of course predation and access to medications are only two of the many production issues that limit a producer's ability to expand. Other areas that need to be addressed include the continued support of research, improvements in genetics and management efficiencies, as well as flock health. The CSF has made a commitment to focus on relevant issues to enable the sustainable success of the Canadian sheep industry, but we cannot do it without you. Beef and pork are envious of the economic situation the sheep industry currently enjoys. Let's keep it that way. Your commitment to the sheep industry shows by the fact that you are reading this article. Stay tuned, stay in touch and together we'll grow this industry.



Dwane Morvik
Chairman, Canadian Sheep Federation



“The CSF has made a commitment to focus on relevant issues to enable the sustainable success of the Canadian sheep industry, but we cannot do it without you.”

Positioning our industry for sustainable success

Message from the Executive Director

The Chair and Executive Director reports are usually where you read about what the CSF has focused on over the past 12 months. This year though, I'd like to focus on what you can expect from us this coming year. It is the hope of the CSF that issues addressed and activities undertaken will advance the industry so that it is well positioned for sustainable success.

Our ongoing programs will continue to demand much attention: scrapie eradication, food safety and traceability. Securing funding and implementing a project to establish the prevalence of scrapie so that eradication targets can be set will be a focus of the industry this year. The goal is to be able to work towards a date when Canada can be certified scrapie-free by the World Organization of Animal Health (OIE).

In terms of food safety, we are currently completing changes to the On-Farm Food Safety (OFFS) manual, based on industry feedback, and preparing it to be reviewed by the Canadian Food Inspection Agency (CFIA). The CSF will also be working with member organizations to help ensure producer training courses are made available, as well as trainer and auditor training courses.

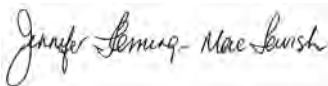
In addition, the CSF is implementing an aggressive Radio Frequency Identification (RFID) pilot project, setting up farms in each province with RFID systems. The participating producers will test these systems against the traceability standards that have been set by the government and help us determine what benefits RFID systems have for Canadian sheep producers. The results of this project will be a major determinant in whether or not the industry implements mandatory RFID. Additionally, participating producers will need to be willing to share their costs of production, so that the industry is able to determine the real costs of implementing traceability systems. Part of the work being done on this file is determining what part of traceability the industry can afford, and what part is really a public good.

Cost of production is something that you will hear us speak about more and more often this year, as we work with the industry to determine the true costs of programs such as OFFS, traceability and scrapie eradication. Part of this discussion will also be whether or not these are true costs to the industry, or investments into the industry to help ensure its long-term sustainability.

Cysticercus ovis (C. ovis) infection will remain a focus as the joint CSF, Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), University of Guelph and University of Saskatchewan research project continues. Farms of origin will continue to be contacted if lambs are condemned in processing plants. The purpose of making this contact is to educate producers on what they can do to minimize the risk of C. ovis infection.

Also, the CSF will be working on issues around predation, access to medications for small ruminants and issues that impact the industry's ability to increase production and meet consumer demand for consistent high-quality products.

All of these activities are linked to the CSF's commitment to ensuring that the industry is in the best position possible to take advantage of markets that are available and increasing its market share. Scrapie eradication, food safety, traceability, C. ovis and predation are all linked to market access and meeting consumer demands – consistently supplying quality product. Are we up for the challenge?



Jennifer MacTavish

Executive Director, Canadian Sheep Federation



“Scrapie eradication, food safety, traceability, C. ovis and predation are all linked to market access and meeting consumer demands – consistently supplying quality product. Are we up for the challenge?”

Year in review: Investments in our future

Securing the long-term supply of lamb guided CSF activities and investments over the past year. On behalf of Canadian sheep producers, CSF representatives have liaised with influencers in Ottawa and beyond to ensure the industry's voice is heard on a variety of issues, with a priority given to those on the following pages.

Predation: how we're working to combat a growing threat

Predation poses a very serious threat to the continued livelihood of many Canadian sheep producers and, as such, it is limiting the industry's growth. Many producers are losing the battle against predators and the effect is devastating – loss of valuable livestock and farm income as well as creating additional costs for producers and provincial governments.

In March 2009, CSF took this serious issue to Parliament Hill. Dwane Morvik (CSF Chairman) and Andrew Gordanier (CSF Vice-Chairman) met with Minister Ritz's Chief of Staff as well as his Policy Advisor. They discussed the damaging effect that predation has on the industry's ability to expand its production and, in some cases, retain shepherds. A key outcome of the meeting will be the development of a national roundtable on predation with the goal to expand the tools available to producers to manage predation.

Improving your access to medication: the work we've done; the progress we've made

The lack of licensed pharmaceuticals available for the treatment and prevention of disease in small ruminants is another factor limiting the growth of the Canadian sheep industry. As a result, the CSF has been liaising with Agriculture and Agri-Food Canada (AAFC), Canadian Animal Health Institute (CAHI) and Veterinary Drug Directorate (VDD) representatives to address this issue.

The good news is that it appears Health Canada's VDD is sensitive to our needs and interested in facilitating processes to assist in registration of new products and products with small ruminant label claims. As of March 2009, the VDD's backlog of drug submissions was eliminated and they are poised to process new drug requests with greater efficiency. They have also made it a priority to do what they can to approve Minor Use Minor Species drugs. As such, they are looking into possible fee reductions for companies who bring forward submissions. Additionally, they will review research that has been conducted on a drug in another country and, depending on the quality of data, use it to assist in review of the drug and approval in Canada.

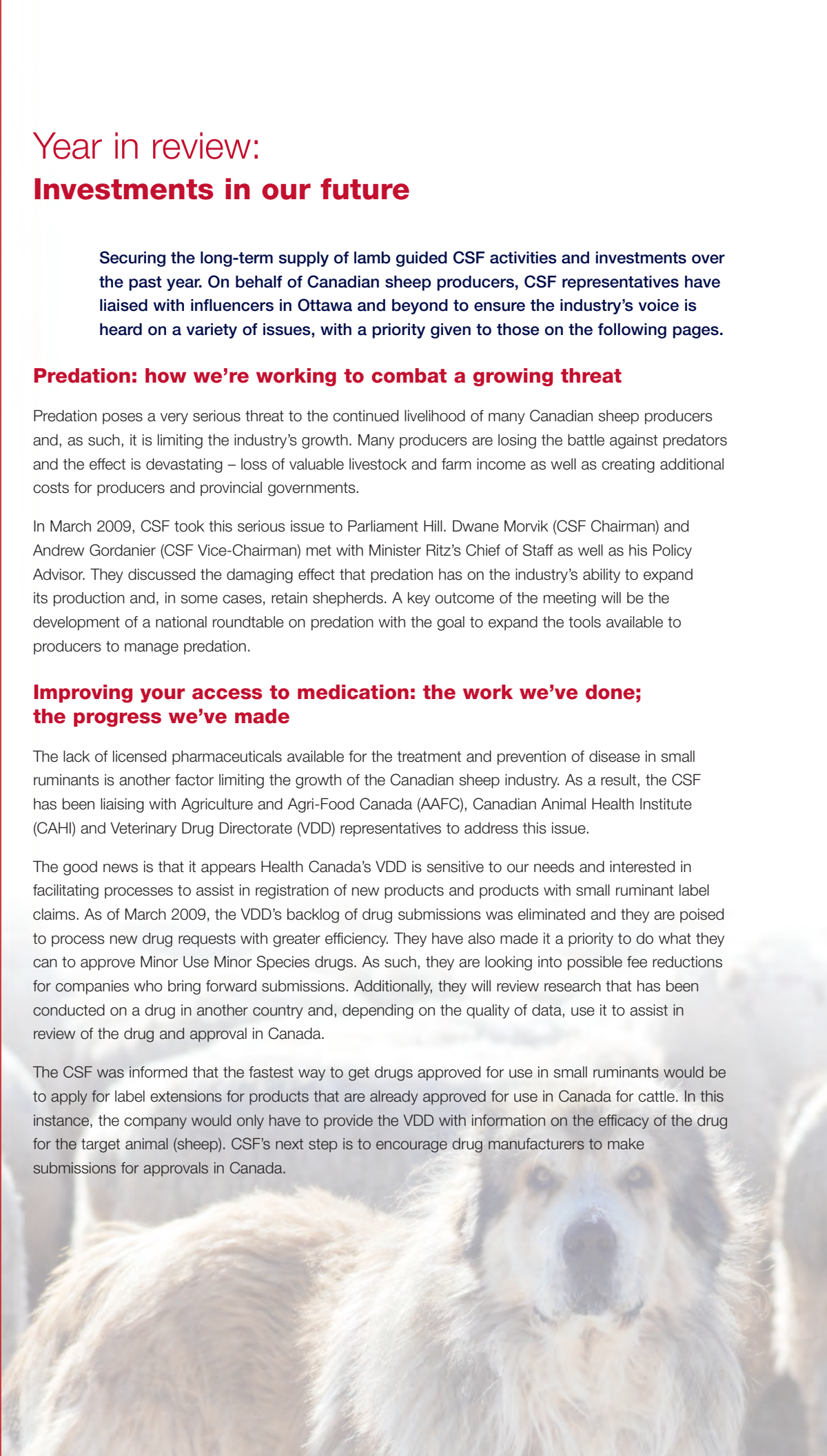
The CSF was informed that the fastest way to get drugs approved for use in small ruminants would be to apply for label extensions for products that are already approved for use in Canada for cattle. In this instance, the company would only have to provide the VDD with information on the efficacy of the drug for the target animal (sheep). CSF's next step is to encourage drug manufacturers to make submissions for approvals in Canada.

“When we moved here from Scotland we weren't planning on having a sheep farm, but we saw the potential because of the huge demand for lambs and knew it would be a viable operation.

We currently have about 1,500 ewes, but have a big challenge with predation. If it weren't for the coyotes we would have a much larger flock. It's a problem when they are grazing outside, so we've invested in building barns for the winter lambing season. The sheep stay closer to the shelter and that is helping us manage the problem.

On an industry-wide level CSF is doing good things. I am hopeful that they will be able to help get something done to manage the serious predation situation.”

Martin Catto
Producer, Lipton, SK



Restoring our international markets



CSF Chairman Dwane Morvik and Vice-Chairman Andrew Gordanier on Parliament Hill.

The border closure is not only blocking Canada's access to international markets, it is also impacting the industry's ability to meet its domestic demand. Since 2004, the breeding flock decreased by 100,000 and the number of lambs processed in Canada dropped by 8%. During the same period, demand has increased as well as imports. This is why it is imperative to work towards re-instating the export of small ruminant breeding animals.

The presence of scrapie in Canadian flocks is one factor limiting the industry's ability to access international markets. As such, determining its prevalence in Canada and developing an eradication plan is a must. Every day that the industry is unable to export means lost sales and a longer period of time to rebuild Canada's position in the market place.

The CSF Chairman and Vice-Chairman addressed this issue during their meetings in Ottawa and asked that support be given to conduct a scrapie prevalence study. Since 2003, the industry has been working diligently to re-access markets and one of the key stumbling blocks is an inability to set target eradication dates for scrapie. See page 8 for the Scrapie Canada update and information on next steps with this issue.

Flock health: how we've been working to keep your animals – and your business – healthy

Cysticercus ovis (C. ovis) - Meat processing plants, feedlots and producers are experiencing an increased rate of carcass condemnations due to C. ovis infections. This not only has an economic impact on producers and buyers, it contributes to the industry's supply issues – specifically, the quality of supply.

The CSF, in partnership with the Western College of Veterinary Medicine, the Ontario Veterinary College and OMAFRA, is working on a survey of risk factors associated with condemnation of sheep carcasses due to C. ovis infection. There are two project objectives: to determine the prevalence and distribution of farms with carcass condemnations due to C. ovis; and to determine risk factors associated with C. ovis infection in slaughtered animals. Preliminary results will be available in April 2010 with the final report due in April 2011.

In the meantime, understanding the factors that might put a farm at higher risk for infection – e.g. dead-stock practices, management of on-farm dogs, as well wild canine predator control – will help producers develop an effective control and eradication program for their flocks.

Bluetongue – 2009 marked the second year the Bluetongue Insurance Program was available to producers. The voluntary program has been designed in such a way that producers who have coverage and have been diagnosed with any of the 25 serotypes of BT will receive compensation above and beyond CFIA compensation. Available every year from January to June, the insurance covers producers for mortality (losses not covered by CFIA), consequential loss (drugs and treatment materials), vet fees and business interruption.

The unique program is one example of industry-led risk management and can be used as a template for other business risk management programs the sheep industry chooses to develop.

“We invest in our operation every day. We are always looking to make our business more efficient with new equipment or technologies that save time and help make managing the flock better. We also work on a bit of an accelerated lambing system; and every year we look to add up to six rams to the flock.”

Raymond Venne

Producer, Mont Laurier, QC

Ongoing activity

The CSF currently sits on the Boards of Directors of the Canadian Animal Health Coalition and is actively engaged in:

- The National Farmed Animal Health Strategy
- The West Hawk Lake Zoning Committee
- The National Farmed Animal Care Council

Year in review: Investments in our future continued

National animal ID and traceability: making it work for you

The past year has been a busy one for National Animal ID Coordinator, Sean McKenzie, who was integral in developing the national RFID Feasibility Study and participated in many national government/industry working groups and committees.

While delays in funding approval slowed the start of several projects, including the RFID Feasibility Study, funds are poised to be ready for the 2009-2010 fiscal year. The CSF has been able to significantly increase the profile of the sheep industry in Canada as well as among the larger commodity groups. The proof was in an invitation from AAFC to attend the OIE Animal ID and Traceability Conference in Buenos Aires, Argentina, as member of the official Canadian delegation. This was an excellent networking and learning opportunity that demonstrates the outstanding lobbying work that CSF has done at the national level to bring attention to the small ruminant industry. The lobbying efforts will continue this coming year as the CSF works to ensure that producers' investment into traceability generates benefits.

Communication initiatives were also carried out this year to raise awareness about the Canadian Sheep Identification Program (CSIP) and CSIP-approved tags. News releases, a print advertisement and brochure were all part of this communication campaign.

Helping make Canada scrapie-free

Two national scrapie programs – the National Genotyping Survey and The Voluntary Scrapie Flock Certification Program-Pilot Project – both came to an end in March 2009.

The National Genotyping Survey allowed producers to genotype test Canadian purebred sheep at a discounted rate. In total, 7,246 sheep from 395 farms were tested. The project furthered the industry's knowledge of scrapie and provided valuable information to set up scrapie-reducing breeding programs.

The Voluntary Scrapie Flock Certification Program-Pilot Project was developed by the Canadian Food Inspection Agency in consultation with industry with the goal to determine the program's feasibility at the farm level and establish a costing framework for nation-wide implementation on an on-going basis. Results showed the pilot project cost the industry about \$74,000 per year to administer.

Moving forward, Scrapie Canada has sought new funding to develop a nationwide Transmissible Spongiform Encephalopathies (TSE)-Eradication Plan, which will involve the Canadian sheep and goat industries, as well as Ontario deer and elk industries. Project objectives include: to develop a strategic plan to control and eradicate TSEs in Canada; to continue with the administration of the Voluntary Scrapie Flock Certification Program as well as administering the National Chronic Wasting Disease Voluntary Herd Certification Program in Ontario; to determine scrapie prevalence in the Canadian sheep flock by targeting 7,000 abattoir samples; and finally to enable the establishment of a clear time frame in which scrapie can be eradicated and have Canada internationally recognized as scrapie-free.

Scrapie Canada's projects are important steps in moving towards a TSE-free country, as well as keeping Canada in line with initiatives occurring in the international agricultural community.



“We started with 100 head when we moved our operation to Saskatchewan and are up to 300 now; we are expanding to about 500 in the next couple of years. We’re also hoping to get an RFID system – it’s really exciting to see what it can do for flock management and genetics tracking.”

Trent Larson
Producer, Southey, SK
Board Member, CSF

National food safety program: making changes with your feedback

On-Farm Food Safety (OFFS) has been a focus for a number of years and as food safety continues to capture news headlines, the CSF is committed to its Food Safe Farm Practices (FSFP) program. Part of that commitment is ensuring it is flexible to respond to industry needs. As such, the FSFP program has been under extensive review over this past year in response to industry feedback. This has resulted in substantial changes being made to the program's generic model and, subsequently, the producer manual. With these changes being made, the CSF will focus on getting the revamped program through CFIA technical review in the coming year.

This year the CSF secured more than \$50,000 from the federal government to help producers purchase equipment related to the implementation of the FSFP program.

National On-Farm Food Safety Coordinator, Lorraine Hall (on maternity leave as of June 2009), was also active in advancing on-farm food safety initiatives with government stakeholders as the new Growing Forward policy framework was being finalized. Correspondence submitted by the CSF recommended that Canadian farmers should not bear the whole cost of implementing OFFS programs, since these programs benefit the entire public. The CSF further recommended that costs of implementation such as auditing or certification should not prohibit participation.

Our commitment to staying in touch with you – and keeping you informed

With a dedication to ongoing communications with producers, the CSF launched two new communications vehicles in the past year and continued with two favourites.

The first annual industry prospectus was published and distributed during the last CSF's Annual General Meeting in November. The 16-page document is intended to be more than just an annual review – it takes stock of the Canadian sheep industry and where it's headed. CSF is proud to update it for 2009.

The revamped CSF website was also launched earlier this year to meet the needs of producers. The landing page serves as portal to Canada's sheep industry with links to breed, wool, genetics and foodservice information. Producers will want to bookmark www.cansheep.ca – it's a one-stop-shop for everything related to CSF and full of valuable resources.

CSF continues to circulate two popular monthly communication pieces. *From the Flock* is a monthly newsletter that provides the industry with an update on CSF staff activity. *Points of View* is a monthly discussion forum on issues that are currently facing the industry. Both are distributed via email and available on the CSF website.



Provincial overview for 2008-2009: what your associations have been doing for you

“We are always trying to improve. We run a high health status flock and try to produce the best animals we can. We also try to make it as labour friendly as possible. Investments in equipment to reduce chore time are made priorities. We started feeding with a Total Mixed Ration (TMR) this year to improve animal performance and feed usage. We’ve been using RFID readers, electronic scales and a management program for the last couple of years. It allows us to keep track of all our animals and keeps our traceability file up to date. The focus now is getting all the systems streamlined and working well together.”

Christian Bellaar-Spruyt
Producer, Alcové, QC



Ontario Sheep Marketing Association (OSMA)

- Hired a new General Manager
- Conducted a survey of producers addressing factors limiting expansion and need for a financial protection program
- Conducting a review of governance, by-laws and regulations to better serve Ontario sheep producers
- Designed and implementing a new strategic plan with the first priority being ways to assist producers enhance profitability
- Developing a communication strategy and a training program for districts, directors and staff; will be considering the district/director representation structure for the future
- Working with the Ontario Federation of Agriculture (OFA) on the issue of predation
- Developed a reporting method for Directors regarding functions they attend or participate in
- Established an industry-wide committee that will identify research needs/priorities and call for and support projects
- Approved support for a three-year study on the overwintering of gastrointestinal parasites on organic sheep production
- Continued to promote lamb consumption through Homegrown Ontario and working towards evolving the marketing plan to include Foodland Ontario
- Investigating ways to work with other industry stakeholders within and beyond Ontario for the benefit of all – from producers to consumers

Sheep Producers' Association of Nova Scotia (SPANS)

- Attained a full board, with two-thirds of board members under the age of 60
- Sponsored several research projects – final report to be presented during a membership workshop in February 2010
- Preparing a paper on predation, to be presented to the Minister of Agriculture, emphasizing the need for assistance for perimeter fencing and a graduated value for lost sheep and lambs
- Partnering with the Nova Scotia Agricultural College (NSAC) and AAFC to sponsor a three-year research project to study conjugated linoleic acid

and other beneficial fatty acids in lamb produced on different feeding systems

- Planning the SPANS Annual General Meeting to be held on January 16, 2010



Alberta Lamb Producers (ALP)

- ALP's focus remains: listening to, supporting and representing sheep producers
- ASWC became Alberta Lamb Producers to better reflect the industry's primary product and revitalized mission
- Implementing seven key strategies outlined in the business plan finalized in November 2008
- Adapting the business plan based on recent provincial government initiatives, including legislation amendments to make check-off refundable; and the implementation of the Alberta Livestock and Meat Strategy
- Continuing to work with other stakeholders on the Alberta Lamb Traceability Pilot Project
- Completed and provided access to the health, nutrition and reproduction modules of Sheep and Goat Management in Alberta



Saskatchewan Sheep Development Board (SSDB)

- Working with the Ministry of Agriculture to ensure the SSBD strategic plan is incorporated into the Ministry's plan
- Check-off increased from \$1.00 to \$1.50, which is helping relieve financial pressures
- Received funding to assist with the implementation of the province's On-Farm Food Safety
- Completed a display booth, brochures, promotional articles and Getting Started in Sheep and Multi-Species workshops; carrying out an advertising campaign to support the goal of promoting and expanding the lamb industry
- Continuing to address the predation issue for our producers
- Secured warehouse space attached to the SSDB office, which allows for an expanded product line for the Ewe Shoppe

BC Sheep Federation (BCSF)

- Experienced an increase in flock numbers
- Hosted educational seminars in November 2008 and October 2009, which coincided with the BCSF Annual General Meeting
- Continuing to promote the Buyers Guide on the website
- Continue to publish N'ewes (a sheep newsletter/magazine) quarterly, connecting sheep producers from different regional associations
- Participated in numerous agricultural initiatives including provincial traceability meetings; animal welfare council meetings; meat regulation meetings; farmland taxation assessment reviews
- Part of a new three-year pilot project funded by Investment Agriculture BC to develop a sustainable approach to wild predators for all commercial livestock



Fédération des producteurs d'agneaux et moutons du Québec (FPAMQ)

- Updated ovine inventory at Agri-Traçabilité Québec (ATQ); inventory is used within the farm income stabilisation insurance program (ASRA) to gradually include productivity and kilograms sold under program management
- The Agence de vente des agneaux lourds (Heavy lamb marketing agency) negotiated over 60,000 heavy lambs, which is 5% more than the first year
- PDA – traçabilité, a computerized-tool for reading electronic tags and transferring data to ATQ, launched on a large scale during the fall of 2009
- The Federal government's Advance Payments Program (APP) is finally accessible to Quebec farmers
- A project to analyze current lamb transportation logistics in Quebec is underway with the goal to investigate the possibility of FPAMQ coordinating transportation and to estimate the related cost



Canadian Sheep Breeders' Association (CSBA)

- Created the CSBA business plan (available at www.sheepbreeders.ca)
- Updated the CSBA website with a new look, including the addition of photographs and descriptions of all breeds in English, French and Spanish
- Membership down slightly in 2008 to 1,015 (from 1,054 in 2007); registrations increased in 2008 to

12,890 (from 11,588 in 2007); transfers totalled 6,088 in 2008 (down from 6,424 in 2007)

- 2008 All Canada Classic held in Ilderton, Ontario in July resulted in 369 sheep offered for sale with 327 changing hands at an average price of \$407 for ewes and \$473 for rams; a commercial ewe sale was also featured with 76 of 98 animals on offer selling for an average price of \$236
- 2009 All Canada Classic held in Calgary, Alberta resulted in 239 animals offered for sale with 215 changing hands at an average price of \$438 for ewes and \$510 for rams
- Continued involvement in Scrapie Canada (genotyping and flock certification programs)



Canadian Cooperative Wool Growers Inc. (CCWG)

- Travelled to China in September 2009 to participate in the Nanjing Wool Conference with a Canadian wool display; travelled with CCWG agents in China to visit woollen mills
- Sponsored All Canada Sheep Classic 2009, Calgary Stampede Sheep Shearing Competition, Royal Agricultural Winter Fair (Toronto) and Agribition (Regina)
- Sponsored and participated in advanced and entry level shearing schools at Holstein, Ontario in April and July 2009
- Signed an exclusive distribution agreement for the Canadian market with Shearwell Data Limited to market their line of identification equipment and Farm Works management software
- Formed an alliance with Premier USA as their exclusive distributor of livestock supplies for the Canadian market
- Upgraded accounting and point of sale software to Business Vision
- Presented CCWG's long-term strategy to the Board of Directors and management at the AGM held in Saskatoon in May 2009
- Produced an updated English and French version of Wool Production in Canada in association with CSF and AAFC
- Researching value-added opportunities for wool (e.g. wool insulation, etc.)

“When we started 11 years ago we had about 60 ewes, which we thought would be enough to have a sustainable business and make a living. But economics over the past few years have forced us to continually expand to the flock of about 380 we have now. We'll keep expanding in the coming years, probably moving to 550 ewes. We've also invested in a new forage system which means we can feed our flock more efficiently. We are also looking at investing in RFID; it is something we feel would help us with the tracking of ewes and management decisions. We'll need to have it in place before we grow the flock anymore because it is almost too difficult to keep track of the ewes now as is.”

Arnd Barczyk

Producer, Sackville, NB

CSF 101: what you need to know about who we are and what we're doing for you

“Each producer has his own view of how involved he wants to be, but if you are planning on making sheep your living then you need to be up on what is happening in the industry, both provincially and nationally, in order to remain competitive.”

Trent Larson

Producer, Southey, SK
Board Member, CSF

“CSF is doing a good job of keeping sheep producers front and centre. The people who set policy and make decisions about programs are aware of our industry because of the work CSF has done. They have improved the flow of information to new producers who are looking for basic information.”

Arnd Barczyk

Producer, Sackville, NB

Our mission: to be your voice

To represent all producers in providing leadership aimed at cooperative work among all levels of government and industry-related organizations, both domestic and foreign, to further the viability, growth and prosperity of the Canadian sheep, wool and dairy industry.

This mission statement highlights how the CSF believes it can best serve the industry by working as an advocate for sheep producers and creating conditions for success. This includes motivating a market-driven mindset and coordinating efforts for greater collaboration and communication across all sectors of the value chain. The overall goal is increased value and long-term sustainability for everyone, and an industry that is recognized around the world as a competitive quality brand.

Who we represent

The CSF is a producer-funded organization comprised of eight member provinces (British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia and New Brunswick) and three associate members (the Canadian Cooperative Wool Growers, the Canadian Sheep Breeders' Association and the Canadian National Goat Federation).

Provincial dues and the number of votes a province has are based on the province's share of the national ewe flock as of January 1. These numbers are based on Statistics Canada information and are averaged over five years to eliminate any drastic changes in the amount of dues owed to CSF.

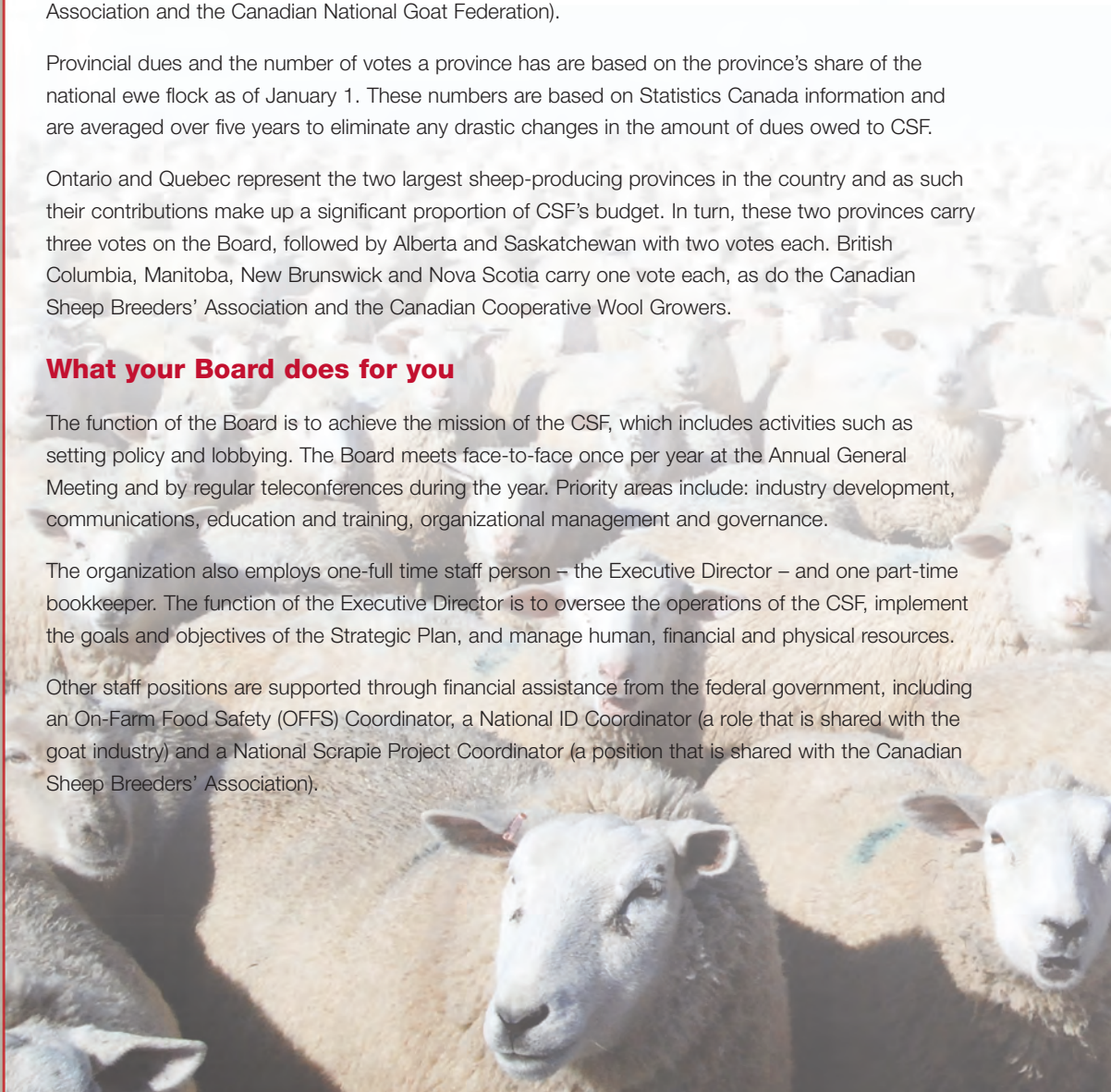
Ontario and Quebec represent the two largest sheep-producing provinces in the country and as such their contributions make up a significant proportion of CSF's budget. In turn, these two provinces carry three votes on the Board, followed by Alberta and Saskatchewan with two votes each. British Columbia, Manitoba, New Brunswick and Nova Scotia carry one vote each, as do the Canadian Sheep Breeders' Association and the Canadian Cooperative Wool Growers.

What your Board does for you

The function of the Board is to achieve the mission of the CSF, which includes activities such as setting policy and lobbying. The Board meets face-to-face once per year at the Annual General Meeting and by regular teleconferences during the year. Priority areas include: industry development, communications, education and training, organizational management and governance.

The organization also employs one full-time staff person – the Executive Director – and one part-time bookkeeper. The function of the Executive Director is to oversee the operations of the CSF, implement the goals and objectives of the Strategic Plan, and manage human, financial and physical resources.

Other staff positions are supported through financial assistance from the federal government, including an On-Farm Food Safety (OFFS) Coordinator, a National ID Coordinator (a role that is shared with the goat industry) and a National Scrapie Project Coordinator (a position that is shared with the Canadian Sheep Breeders' Association).



Your industry representatives: who they are and how to contact them

CSF 2008-2009 Board of directors

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National ID Coordinator
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Courtney Denard
National Scrapie Project
Coordinator
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We want your input. Here's how to get involved

CSF exists for the benefit of all lamb producers, and supports efforts throughout the value chain to build a strong and prosperous industry. The organization works on many initiatives that directly affect your bottom line. Make CSF work for you by speaking up, getting involved and contributing to the activities underway.

Contact your provincial representative on CSF's Board of Directors (see contact information for all, left). These individuals work hard to represent their constituents – make sure they know your view.

More information is just a click away

Several channels exist to access CSF and its various resources:

www.cansheep.ca – the main website for CSF informs producers and the industry at large about CSF projects and policies.

www.freshcanadianlamb.ca – a satellite website developed specifically for retail and foodservice to support the meat marketing sector.

fsfp.cansheep.ca – the on-farm food safety website.

We want to hear from you: how to reach us

Phone: 519-824-6018 or 1-888-684-7739

Fax: 1-866-909-5360

Email: info@cansheep.ca

Mail: 130 Malcolm Road, Guelph, ON N1K 1B1





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