



ALBERTA SHEEP INDUSTRY DEVELOPMENT STRATEGY

Vision

‘Building Better Lambs’ for prosperous and sustainable markets, producers, processors and agri-businesses.’

Goals

- Consistent supply of high quality, safe products targeted to a variety of markets
 - Increased collaboration to benefit industry and its stakeholders
- Build awareness of environmental and sustainable benefits in producing and consuming Canadian lamb
 - Expand knowledge of sheep industry opportunities

Strategies to Achieve the Goals

- **Business Development**
 - Supply / Value Chains
 - Production / Financial / Marketing Management
 - Leadership Development
 - Alberta Livestock & Meat Strategy
- **Product Quality**
 - Meat Research
 - Meat Standards
 - Carcass Feedback / Sheep Central
 - Verification of product quality, standards for target markets
- **Production and Processing Efficiency**
 - Lamb Traceability Pilot project / Sunterra Meats traceability module
 - Critical Control Points of profit leakages: reproduction, death loss, feeding, etc.
- **Technology Transfer Plan**
- **Market Supply Development**
 - Traditional / Ethnic / Farm Direct / Regional Cuisine / Food Service
 - Genetics – domestic, export
 - Niche products (milk, wool, hides, etc.)
- **Best Management Practices**
 - On-Farm-Food Safety / HACCP
 - Biosecurity / Flock Health / Disease management
 - Environmental Farm Planning
 - Animal Welfare
 - Animal identification and movement
- **Industry Advocacy**
 - Government / Industry liaison (provincial, national, international)
 - Industry awareness (internal, external) / Opportunities
 - Alberta Sheep Centre