

The campaign to raise awareness and expand the sheep industry is taking off! Launched at the Alberta Sheep Symposium at the end of October, the industry has received a huge amount of press coverage country-wide, including this video which accompanies an article in the Calgary Herald.

Note: Alberta (and Canada) produces approx 45% of lamb consumed in Alberta (and Canada.)

<http://video.aol.co.uk/video-detail/new-flock-on-the-block/1906368747>

Attend your zone meeting to see the short industry video – starring you – Alberta producers.

Watch for more information coming soon and a new brochure in your next newsletter.

Funded by DLFOA/Alberta Livestock & Meat Agency, thanks to your check off dollars.

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Check out our websites

<http://www.ablamb.ca> for industry information

<http://www.albertalamb.ca> for delicious recipes