



# ALBERTA SHEEP INDUSTRY DEVELOPMENT STRATEGY

## Vision

Prosperous and sustainable markets for lamb producers, processors and agri-businesses

## Goals

- ✓ Consistent supply of high quality products to meet the demands of a variety of markets
- ✓ Improved productivity and performance in lamb production
- ✓ Develop and improve collaboration between industry stakeholders
- ✓ Expand industry knowledge, skills and advocate for innovation and opportunity

## Strategies to Achieve the Goals

### ➤ Innovation & Industry Development

- Enhance collaboration, supply and value chain development and function
- Expand production to stabilize industry infrastructure
- Develop business and leadership skills to capture industry opportunity

### ➤ Product Quality & Market Development

- Focus industry efforts on consistent supply and quality of consumer products
- Support on-going product quality assessment, improvement, research
- Support and expand stakeholder initiatives (traditional / ethnic / farm direct / food service, product development: genetics, milk, wool, hides, etc.)
- Develop and encourage supply chain uptake of new electronic management systems and data sharing (carcass quality data exchange)
- Work to align development of working traceability from source farm product verification, tracking focused on market quality criteria, to compliance with national regulations.

### ➤ Production Efficiency & Business Performance

- Improve flock financial, production and marketing management skills
- Develop new flock management systems and flock models based on changing industry
- Develop improved business evaluation financial performance analysis tools, encourage uptake and implementation
- Develop improved risk management (i.e. marketing, food safety, biosecurity, flock health & welfare, price insurance)
- Encourage the uptake of new technology systems (RFID, traceability)

### ➤ Education & Advocacy

- Align stakeholders on industry goals, targets
- Develop and undertake collaborative initiatives in research, resource development, supply chain education / skills training
- Improve industry communications and information exchange; develop key messages
- Expand and improve government / industry liaison (provincial, national, international)
- Increase lamb industry awareness (internal, external)