

## YOUR INDUSTRY CONNECTION

Alberta Lamb Producers is a producer directed and funded organization that is a dynamic partner in building a sustainable, thriving industry for sheep producers.

For over 40 years ALP has been providing every producer with a voice and ongoing representation to government and other industry stakeholders. Over the years ALP has conducted research, community building, technology development, communication and education programs; all aimed at supporting producers and ensuring the continued growth and profitability of the industry.

Our operations are funded by the check-off contributions of our members and projects can leverage matching government funding. Please go to [www.ablamb.ca](http://www.ablamb.ca) for more information on our proud history and this dynamic industry!

### Our Mission

Alberta Lamb Producers is a dynamic partner in building a sustainable, thriving industry for sheep producers.

### Our Vision

Alberta lamb: leading in quality and innovation. Growing a profitable industry together.



**LET'S BUILD THIS COMPELLING  
VISION TOGETHER!**

Please contact us today at:

**403.948.8533**

**[info@ablamb.ca](mailto:info@ablamb.ca) • [www.ablamb.ca](http://www.ablamb.ca)**

**Mary had  
a little lamb...**



**and a BIG BUSINESS!**



**What you need to know about the  
other red meat industry...**

# There's more to Alberta than Beef...

We can all take pride in a thriving sheep industry that contributes millions annually to our economy and produces a quality product that is in high demand.



## INDUSTRY PRIDE

As a valued member of the agricultural industry here are some important facts you need to know about one of the most vibrant and growing areas of production!

Many think of cute little lambs as only being a hobby for kid's 4-H projects. However, sheep are also big business in Alberta. Whether as a stand-alone commercial operation, or as a profitable component of mixed farms, sheep provide tremendous benefits environmentally and economically.

- Over 2000 operations in Alberta (and growing)
- The sheep industry contributes approximately \$30 million to the Alberta economy annually
- Lamb has been one of the most profitable livestock industries in the last five years
- 3rd highest sheep population in Canada
- Sustainable, environmentally friendly animals, ideal for the grazing of sensitive areas, natural control of brush and riparian areas
- Flocks range from hobby farms with a few sheep to commercial operations with 3000 ewes
- Approx 100,000 breeding sheep in Alberta, producing over 140,000 market lambs annually plus breeding stock, wool and genetics

- Alberta is leading the way in using technology for *Precision Flock Management*
  - o Over 50 producers participated in \$1.5m. industry projects; a collaboration led by ALP & AARD
  - o Several applications for flock management developed over last 3 years. See [www.sheepbytes.ca](http://www.sheepbytes.ca) and [www.ablamb.ca](http://www.ablamb.ca) for information on Flock Snapshot, SheepBytes, FarmWorks and other production tools
- Hutterite colonies produce over 20% of the market lambs in Alberta
- Alberta is the front-runner in Traceability preparation. Sheep producers are required to:
  - o Have an Alberta Premises Identification (PID)
  - o Participate in the Canadian Sheep Identification Program. All have unique I.D.'s using Radio Frequency Identification ear tags
  - o Complete an Alberta Livestock Manifest when transporting sheep
- Our producers currently fill approximately 50% of Alberta consumer demand. Industry is focused on increasing local, quality supply
- Alberta has the only western Federal lamb processing plant, the largest in Canada. Forty provincial plants process lamb for consumption within the province
- Consumer website services growing demand for local product. [www.albertalamb.ca](http://www.albertalamb.ca)

