WELCOME TO THE FALL ROUND UP 2016!

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."

Building this vision together!



AGENDA

Approval of agenda
Approval of 2015 minutes
Review of the Year

- Alberta sheep industry
- New developments
- Project review
- Financial report

Looking forward

- 2016/2017 budget
- Regulation vote
- Elections

Open discussion – zone resolutions



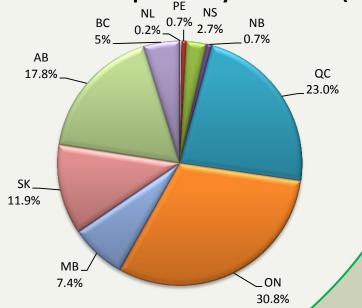
ALBERTA SHEEP INDUSTRY REVIEW OF THE YEAR

Inventories

- As of July 1, 2016, the size of the Alberta provincial flock on farms in Alberta was 185,000 head. This is down 10,000 from last year. The drought last year resulted in a heavy cull.
- Canadian sheep inventories are 1,041,500 (605,000 East and 436,000 West). The national flock decreased by 2.8% over the year. Manitoba was the only province that increased their flock size.

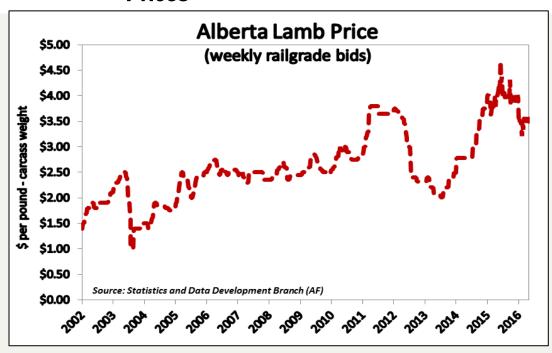
Source: StatsCan

Canadian Sheep Flock By Province* (%)





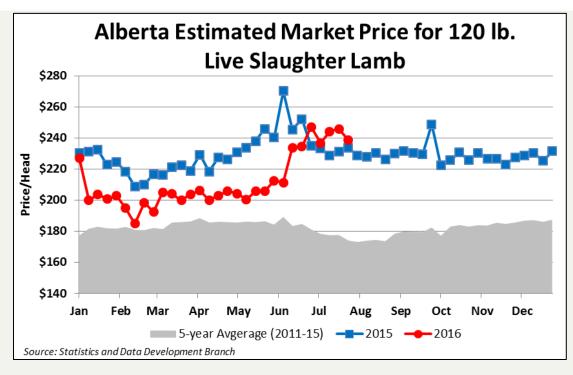
Prices



Courtesy of Jason Wood, Alberta Agriculture. Full article in June 2016 N'ewesletter



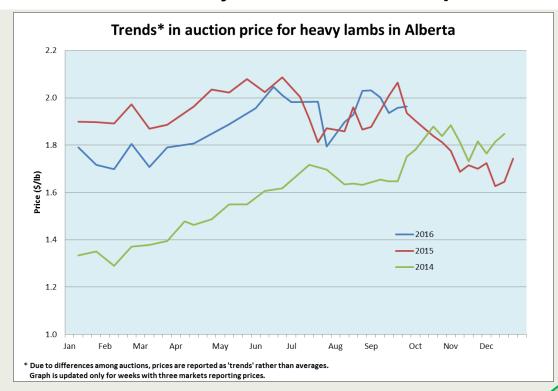
Prices



Courtesy of Jason Wood, Alberta Agriculture. Full article in October 2016 N'ewesletter



New last year!! Marketline Graphs



Sign up at <u>www.ablamb.ca</u> or email <u>admin@ablamb.ca</u>



NEW DEVELOPMENTS

Benefitting Producers 2015/2016

Communicating:

4 N'ewesletters (125+ pages of content)

Free classified ads on website and N'ewesletter

N'ewesline (over 350 subscribers)

Marketline (over 300 subscribers)

www.ablamb.ca (25% + traffic than last year)

<u>www.albertalamb.ca</u> (newly redesigned consumer website)

YouTube (680 subscribers, 10 new videos, and 135,000 + views)

3 live webinars

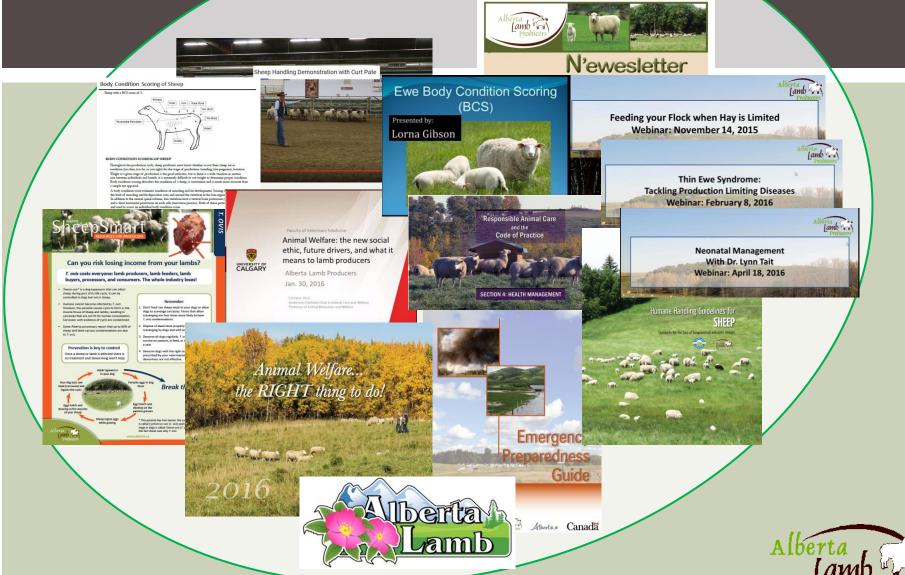
New social media channels

Calendars, Management Modules, Fact Sheets

5 producer meetings across the province



Benefitting Producers in 2015/2016



NEW DEVELOPMENTS

Benefitting Producers 2015/2016

Advocating:

Many industry meetings Representation on National and Provincial committees

In this year alone, thousands of directors hours, staff hours, and thousands of miles travelled... Some meetings/committees include:

Alberta Farm Animal Care

Bill 6/AgCoalition

Social License/Strategic Approaches to Addressing Common Issues Workshops

Chops and Crops

Traceability consultations

Antimicrobial Resistance consultations

Future agriculture funding consultations

4-H Provincial Sheep Show

CSIP Working Group

ShVCRT Profitability Working Group

ShVCRT Health Strategies WG

ShVCRT Executive Steering Committee



Your voice to government...











Congratulations to the winners!

Our judges picked one winning photo per zone. Now it is up to YOU to vote for the overall winner. In the room, there is a bucket to collect slips of paper where you can vote.



Zone 1 winner! Anna Cairns, Nanton





Zone 2 winner! Anna Switzer, Medicine Hat





Zone 3 winner! Cheryl Terpsma, Rocky Mountain House





Zone 4 winner! Lori-Anne Nibourg, Erskine





Zone 5 winner! Melody Kwiatkowski, Glendon





Zone 6 winner! Kathy Playdon, Stony Plain





Zone 7 winner! Tom Walters, Wanham





PROJECT REVIEW

Programs and Partnerships

GF2 programs: <u>www.growingforward.alberta.ca</u>

Supply up to 75% Grant benefit to sheep producers
Up to as much as \$150,000 per application per year
depending on the project / program
Provided the traceability component of 2016 zone meetings









2015/2016 Projects

Welfare Program Delivery Agent (Growing Forward 2) - \$87,296 (Total project \$103,000)

Development of self-assessment for grant eligibility, communications and education; producer meetings and presentations; revision of "Guide to Humane Care and Handling of Sheep"; new factsheets; videos; calendar; webinars. Ended March 2016.

Welfare Program Delivery Agent (Growing Forward 2) - \$0 (Total project \$83,650) Development of educational materials, webinars, videos, producer meetings and presentations including on-farm euthanasia workshops. Ends January 2018. Business Opportunity Program (Growing Forward 2) - 3,000 (Total project \$3,000) Held a facilitated Strategic Planning session for the ALP Board of Directors in March 2016. Ended April 2016.

Traceability Training (Growing Forward 2) – \$608 (Total project \$25,000)

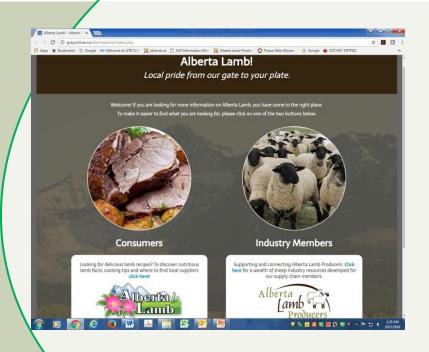
Developing resources on traceability, presentations on traceability at meetings, promotional items, calendar. Ends February 2017.

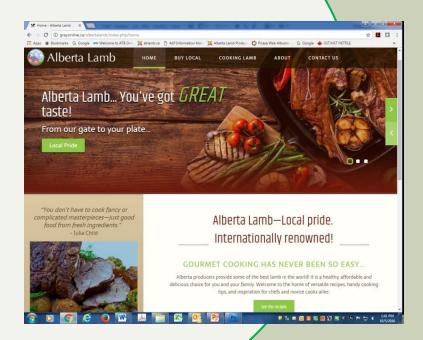
Developing New Markets for Alberta Lamb (ALMA) – 21,573 (Total project \$59.100)

Alberta Lamb branded lamb in all Calgary Co-ops. Development of a strategic plan, communications plan, new website, consumer videos. Ends January 2017.



Alberta Lamb







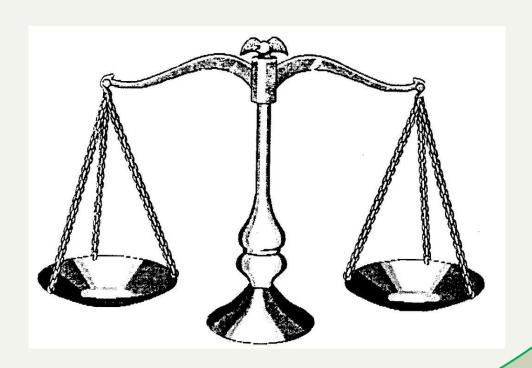


FINANCIALS





2016/2017 BUDGET





DIRECTOR ELECTION





REGULATION REVIEW

To improve the function of ALP and to increase the value for Alberta's producers, the Board proposes:

- 1. Dissolving the zones
- 2. Creating seven Director at Large position on the ALP Board
- 3. Holding one AGM annually
- 4. Allowing for advance voting for directors
- 5. Requiring nomination forms for the Board of Directors by Aug 31
- 6. Adding the 35% 35% rule



ZONE RECOMMENDATIONS





THANK YOU!

Thank you to everyone for attending, providing your input and support for your organization.

