

Our Mission:

“The Alberta Lamb Producers is a dynamic partner in building a sustainable, thriving sheep industry for all stakeholders.”

A Proud History

Established in 1972, Alberta Lamb Producers (formerly the Alberta Sheep and Wool Commission) is a producer-directed and funded organization that represents the interests of the sheep industry. ALP provides a strong collective voice for the Alberta sheep sector by working with government and all industry stakeholders.

Supporting Producers

ALP is committed to ensuring Alberta sheep producers have the information, training, and resources necessary to be successful. Member involvement fuels the growth of our industry.

Expanding the Industry

The Commission works with all members of the value chain to support the expansion and sustainability of the industry. From *‘Plate back to Gate’*—we are focused on Alberta setting the standard with a reputation for high quality lamb.

Collaborative Growth

By working with other sheep groups, commodity associations, numerous provincial and federal government departments, and private enterprise, ALP expands our members’ reach, impact, and resources. ALP is a member of the Canadian Sheep Federation—our national voice. Together we are all stronger.



How to reach us

Phone:

Monday - Thursday
Tel: 403-948-8533
Fax: 403-912-1455
Email: info@ablamb.ca

Mailing Address:

Agriculture Centre
97 East Lake Ramp NE
Airdrie, AB, T4A 0C3

Web: www.ablamb.ca

(Please visit our easy to use and informative site)

Resources

Industry Connections

ALP is a valuable conduit for current information. We support and educate industry members through the website, *N’ewesletter*, *N’ewesline*, the ALP office, your local zone directors, and industry events. We also provide:

- Tools and resources for improved production and management
- Workshops and industry meetings for learning and community connections
- Industry directory and contacts are available in Industry Information at www.ablamb.ca
- Benefits from national programs on RFID, Scrapie and On Farm Food Safety
- Input and a unified voice from industry to ALMA, government, other agencies, and international groups.

Alberta Lamb – a consumer awareness and lamb promotion program. Call the office for free marketing resources to help promote your Alberta Lamb! www.albertalamb.ca



Alberta
Lamb
Producers

**Building the
vision together.**

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

“Alberta lamb: leading in quality and innovation. Building a profitable industry together.”



It is a bold vision! One that we are building together. Whether you have been a producer for decades or are new, opportunities abound.

Possibilities

- Demand for lamb is on track to meet the government projected 40% increase by 2020.
- We supply only 40-50% of the current consumer demand. Greater availability of quality Alberta Lamb will fuel consumption.

Increased demand and market growth provide sheep producers with new opportunities. They can meet, and exceed, consumer expectations for a quality eating experience.

Productivity

- Current prices are performing well compared to the average since 2000.
- Producers are benefiting from new, improved tools and technology.
- Many distribution options and niche markets.

Pride

- Lamb consumption has steadily trended upwards increasing 35% between 1995 and 2012.
- Restaurants and retailers are keen to serve quality, local product.
- The Alberta lamb industry currently generates well over \$30 million annually.

We can all take pride in being a vital part of Alberta's economic landscape.

Supporting the Industry

The following are just a few of the benefits and services ALP provides.

Maximize producer productivity by providing:

- Producer Management Resources
www.ablamb.ca
- Seminars and workshops
- RFID information and tools
- SheepBytes ration balancing application
www.sheepbytes.ca
- Flock Snapshot - cost of production and benchmarking tool

Provide a strong and unified voice.

Representation and advocacy for the industry with all levels of government, the media, consumers, and other industry groups.

Connect you to your industry.

An extensive and easy to use website and our free *N'ewsletter* and *N'ewsline* provide the latest information and industry developments that impact your business.

You can also easily access the sheep industry through our free classified ads or affordable display advertising options. Go to www.ablamb.ca/news/advertising/index.html for rates and information on reaching over 4200 readers across the province and beyond.

Leverage your Check-off dollars.

In the last 5 years your check off dollars and industry collaboration enabled ALP to secure over \$900,000 in project funding, as well as \$1.2 million in RFID tag and equipment grants for the benefit of every producer.

Strategic vision creation and execution.

Strategic planning based on producer and market input has resulted in a bold vision for our collective future and a renewed commitment to collaborative leadership.

A board of seven elected volunteer zone directors governs the Commission. The ALP employs two part-time staff who handle day-to-day operations and project management.

This dynamic team is **one-half of the partnership** that will create an even stronger sheep industry in Alberta. **You** are the other half. Please get involved with your industry association today!

Contact us to find out how you can contribute and access the valuable services ALP provides.

