

**PRODUCING:**

an industry  
full of rewards



## **OUR SUPPORT.**

And while you can enjoy the independence that comes with sheep farming, it's nice to know you can benefit from the resources, expertise and sense of community Alberta Lamb Producers offers. As an industry partner, we proudly share your passion, goals, and vision.

It's an exciting time to be part of the sheep industry. A very exciting time. Whether you're new to ewes or an established farmer, the sheep industry offers all the things you deserve: a profitable business, a rewarding lifestyle and the chance to prove that while sheep are small in size, they are big business.

## **YOUR FUTURE.**



# PRODUCING: unlimited potential



## BREEDING OPPORTUNITY

Lamb is more popular than ever. In fact demand for this healthy, flavourful meat is expected to increase by more than 40% by 2020. With this kind of projected growth, we need to work together to build a consistent supply of quality product so we can leverage the financial rewards this industry has to offer. The sheep industry contributes an estimated \$42 million dollars to Alberta's economy annually. Those are all really great numbers, but we're just getting started.

## RAISING EXPECTATIONS

Whether you're currently running a small sheep operation, producing another commodity, or are looking for a profitable business to supplement an off-farm job, you have the opportunity to be a leader in the sheep industry. While raising sheep can provide a comfortable living, larger commercial operations offer tremendous financial benefits. With reasonable start up costs, lower land requirements than large stock demand and a wide variety of distribution and market channels, you'll be reaping the rewards before you know it.

Here are some other benefits of participating in our growing industry:

- Strong prices make sheep the most profitable livestock in Canada
- A multi-purpose species producing meat, dairy, and fibre products
- Ease of operations — a very family friendly business
- More distribution options and lucrative niche markets
- A strong but unfilled domestic demand
- A faster return than other commodities — only one year to market
- Opportunity to capture growing domestic and international markets



## YOUR TRUSTED PARTNER

“ The future for the sheep industry is incredibly bright right now. Demand is growing every year and production can't keep up. So for anyone wanting to expand their flock, now is the time to do it. ”

— Glen Parker, Alberta sheep producer

*A flock in every field and lamb on every plate.* That's our vision and everything we do is designed to bring it to life. As a dedicated business partner, Alberta Lamb Producers is committed to growing our industry at every stage of the supply chain. From operational support and information access to government advocacy on issues like traceability and biosecurity, we're here to ensure that every producer's voice is heard so you can capitalize on market demand and opportunities. Your support for the industry is important too. Every service charge you pay leverages more funding for research, producer education and industry advancements. Your check-off dollars are an investment in your future success.