



STRATEGIC PLAN

2022-2027

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Mission

We empower the sheep industry through education, innovative research, and advocacy. Our focus is on working in the best interests of our producers by building connected relationships through accountability and transparency.

Vision

We support our producers in the advancement of a successful and sustainable industry.

Values

- We prioritize the betterment of our producers.
- We are accountable to our producers through transparent communication.
- As a volunteer board comprised of eligible producers, we are committed to guiding industry innovation and enhancement.
- Our board leads with integrity and honesty.
- Staff provides a stable connection between producers and the board with consistency, reliability, and confidentiality.

Strategic Objective Themes:

1. Operational,
2. Education,
3. Industry Development, and
4. Advocacy.

Short Term Strategic Priorities (current)

**Based on board members being active producers, limited staff and budget constraints, our focus will be on the short-term goals listed below. If we can increase our revenue, then we would have the ability to hire more staff to help execute the long term and future goals of the organization in a timelier manner.*

Operational

Producer Relations

- Improving our connection with producers.
- Develop communication strategies to maintain and enhance producer engagement.

Financial Management

- Continue to source new, consistent, and sustainable income streams for the organization.

Governance

- Board succession planning, board turnover, improving board diversity and attracting new directors to join the board.

Education

- Producer education events
- Master Shepherds Course
- Predator Compensation Program
- Traceability
- Canadian Verified Sheep Program

Industry Development

Wool Promotion

- Increased Domestic opportunities
- Additional value-added opportunities

Local Food Trends and Consumer Education

- Participating in local events to reach our consumers and educate them on our products.

Research

Current ALP research projects:

1. Rangeland Sustainably Project – Sheep and Goat, Vegetation Management Accreditation program,
2. Pneumonia Sheep Vaccine,
3. Pregnancy Detection Handheld Device Development, and
4. Improving sheep production efficiency through genome studies and metabolomics blood biomarkers of feed efficiency and subclinical parasite infection, and
5. Adaptation and development of the Anesthetic releasing elastrator band for use in the Canadian lamb industry.

Research Priorities currently seeking projects for:

1. Future Farming and Progressive Research,
2. Improving animal health and welfare,
3. Improving benchmarking for business performance and profitability, and
4. Improving production performance.

Advocacy

Veterinary Services

- Advocate to allow veterinary technician's to perform pregnancy ultrasound scans to help increase the access to producers across the province, making it more readily available while also including in-depth training to ensure they are knowledgeable in scanning.

Predation

- Work with ABP in lobbying efforts to advocate for more predator mitigation tools and resources for producers.

Canadian Agricultural Partnership (CAP) Funding

- Lobby Government of Alberta to create a Predation Management grant program for upgrades to predation fencing, rebates on Livestock Guardian Animals (LGA's) and trapping training subsidies,
- Lobby Government of Alberta to include funding for wool pelleting machines which addresses green/environmental initiatives on behalf of producers, and
- Lobby Government of Alberta to include funding for specialized feed equipment to improve efficiency and align with green/environmental initiatives.

Long term Strategic Priorities (3+)

Industry Development

Disease and parasite mitigation

- ALP to initiate and encourage non-registered prescription drugs and supplements to be approved for use in Canada.

Wool Promotion

- Increase Domestic opportunities, and
- Additional value-added opportunities.

Research Priorities

- Future Farming and Progressive Research,
- Improving animal health and welfare,
- Improving benchmarking for business performance and profitability, and
- Improving production performance.

Traceability

Local Food trends and Consumer Education

- Alberta Lamb promotion to consumers, and
- Consumer Education (where to purchase, recipes, point of sale advertising etc.)

Advocacy

External Funding

Predation

- Advocate for nighttime targeted predation control,
- Advocate for changes to the predation compensation program to have coyotes, foxes, bobcats, lynx, bird of prey and corvids included, and
- Advocate for more predator mitigation tools and resources for producers.

Future Strategic Priorities (5+)

Advocacy

Predation

- Advocate for nighttime targeted predation control, and
- Advocate for changes to the predation compensation program to have coyotes, foxes, bobcats, lynx, bird of prey and corvids included.

National Unity

- Collaboration of a united national organization.