



ALBERTA SHEEP INDUSTRY DEVELOPMENT STRATEGY

Vision

A prosperous and sustainable Alberta lamb industry able to meet market opportunities and consumer demand through sustained collaborative effort by producers, feeders, buyers, processors, agri-businesses, organizations and governments.

Goals

- ✓ Produce a consistent supply of high quality products to fit markets' criteria
- ✓ Increase consumption of lamb in Alberta through a variety of markets
- ✓ Improve flock productivity, business performance and profitability
- ✓ Improve collaboration and communication between industry stakeholders

Strategies to Achieve the Goals

➤ Product Quality

- Focus the industry on producing a consistent supply of high quality consumer products
- Support on-going product quality assessment and research
- Align development and encourage uptake of industry programs like animal welfare, biosecurity, food safety and traceability

➤ Market Development

- Support and expand stakeholder initiatives in market development (traditional / ethnic / farm direct / food service)
- Pilot the Alberta Lamb initiative in collaboration with supply chain stakeholders to promote lamb to Alberta consumers

➤ Production Efficiency & Business Performance

- Develop and encourage the use of new information, technologies and programs
- Support strategies and systems that enhance data sharing across the supply chain
- Support initiatives to improve business, financial, production and marketing management
- Encourage flock management models adapted to managing business risk, changing market and consumer expectations, and that encourage flock expansion

➤ Collaboration & Communication

- Align and support shared industry goals
- Undertake initiatives that enhance supply chain collaboration
- Develop and maintain leading edge industry resources
- Actively encourage information and data sharing across the supply chain
- Develop and undertake collaborative initiatives in research, resource development, supply chain education / skills training
- Improve industry communications and information exchange