**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