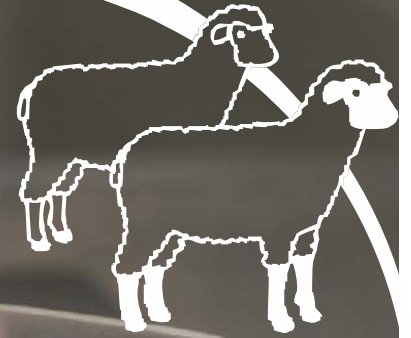


Alberta
Lamb
Producers





OUR MISSION

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

OUR VISION

Alberta lamb: leading in quality and innovation. Growing a profitable industry together.



Shepherd's Meeting Rules

1. Turn cell phones off or to vibrate, if you must take urgent calls please take your conversation outside of the meeting room.
2. The Chairperson is in charge.
3. ENGAGE in meaningful conversation.
4. RESPECT
 - ✓ Come to the meeting with a positive attitude and present yourself in a positive manner.
 - ✓ Talk one at a time, waiting to be recognized by the Chairperson.
 - ✓ No fighting or arguing – attack the problem not the person.
 - ✓ Be open minded - listen to other people's ideas or situations when they talk.
 - ✓ Deal with the real issues - avoid seeing only what you want to see.
 - ✓ Provide recommendations or solution-focused ideas to an area where improvement or action needs to be taken.
 - ✓ When a topic or agenda item has been discussed fully, do not bring the same subject back up.
 - ✓ Limit side conversations.
5. HAVE A GOOD TIME AND ENJOY EACH OTHER



Agenda

Approval of agenda

Approval of 2016 minutes

Review of the Year

- Financial report

Looking Forward

- 2017/2018 budget

- Elections

Table Discussions

Zone Resolutions



Review of the Year

Communicating:

4 N'ewesletters (125+ pages of content)

Free classified ads on website and N'ewesletter

N'ewesline (over 430 subscribers)

Marketline (over 320 subscribers)

www.ablamb.ca (25% + traffic than last year)

www.albertalamb.ca (newly redesigned consumer website)

YouTube (940 subscribers, 7 new videos, and 150,000 + views)

5 live webinars

New social media channels

Management Modules, Fact Sheets, Lambing Kits

Producer meetings across the province



Advocating:

Many industry meetings

Representation on National and Provincial committees

In this year alone, thousands of directors hours, staff hours, and thousands of miles travelled... Some meetings/committees include:

Alberta Farm Animal Care

Bill 6/AgCoalition

Implementation Committee for the Investment in Research and Development

Meeting with the Agriculture Minister re: Sheep Specialist position

Chops and Crops

National Sheep Network

4-H Provincial Sheep Show

CSIP Working Group

ShVCRT Profitability Working Group

ShVCRT Executive Steering Committee

Canadian Federation of Agriculture AgGrowth Committee



Project Review

Welfare Program Delivery Agent (Growing Forward 2) - \$15,332 (Total project \$83,650)

Development of educational materials, lambing kits, webinars, videos, producer meetings and presentations including on-farm euthanasia workshops. Ends January 2018.

Traceability Training (Growing Forward 2) – \$23,905 (Total project \$25,000)

Developing resources on traceability, presentations on traceability at meetings, promotional items, calendar. Ended February 2017.

Developing New Markets for Alberta Lamb (ALMA) – 29,023 (Total project \$59,100)

Alberta Lamb branded lamb in all Calgary Co-ops. Development of a strategic plan, communications plan, new website, new consumer materials, consumer videos. Ended January 2017.

Approved accuracy in diagnosing pregnancy and predicting litter size at early ewe gestation; Metabolomics analyses for Pen side kit development (Alberta Agriculture) - \$0 (Total project \$233,962)

Research project led by Dr. Susan Markus to identify biomarkers within individual sheep that would predict productivity or pregnancy condition. A Pen side kit would be developed using a few drops of blood to determine litter size. Ends March 2020.



New “Growing Forward 2” Funding

It is called Canadian Agricultural Partnership (CAP) and will be rolling out on April 1, 2018. The new framework will offer opportunities for industry stakeholders focusing on six priority areas:

- Science, Research and Innovation
- Markets and Trade
- Environmental Sustainability and Climate Change
- Value-added Agricultural and Agri-food Processing
- Public Trust
- Risk Management



Financials





Looking forward: budget





Alberta
Lamb
Producers 

Looking forward: Regulation Changes





Director Elections





Table Discussions and Zone Resolutions