## 2019 Producer Satisfaction Survey

Alberta Lamb Producers is your organization; funded and directed by producers, for producers. We want to hear your views on how ALP is doing, what services you value most and where we can improve. Please download and fill out the survey and return to the ALP office (mail: 97 East Lake Ramp NE, Airdrie, AB, T4A 0C3, email: <a href="mailto:info@ablamb.ca">info@ablamb.ca</a> or fax: 403-912-1455). The survey will also be available at our AGM in Red Deer on Oct 17<sup>th</sup>.

Survey Deadline: October 17, 2019.

**A. ALP's Role in the Sheep industry:** Please rank each statement and provide specific comments.

капк:	ank: 1=Strongly Disagree; 2= Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree			
	I feel ALP fulfills its role in Alberta's sheep industry. Please give specific comments about whether you			
	feel ALP is meeting its mandate:			
	I feel ALP provides good representation for Alberta's sheep industry. Please provide comments:			
	received provided good representation for Alberta 5 sheep madstry? Flease provide comments.			
	TO Heart and the ALD and the Heart of Charles (Charles (C			
	I fully understand the ALP service charge (check-off) collection system (e.g. service charges are added to			
	the sales of Canadian Sheep Identification Program (CSIP) ear tags and wool, the funds are the sole means			
	of supporting ALP's core activities and services, and that the ALP service charges are independent of CSIP			
	administration fees, which are used to support the national traceability system). Comments or questions?			
	I am well informed about ALP's role and on-going activities. Board meeting and AGM minutes are posted			
	on-line and the quarterly N'ewesletter provides updates on ALP activities. Do you find this communication			
	is sufficient? If not, how could we communicate more effectively?			

## B. ALP's Annual General Meeting (AGM):

ALP's 2019 AGM will be held Oct 17<sup>th</sup>. The AGM provides producers a chance to review ALP's audited financial statements, hear an update of ALP activities, meet/elect ALP directors, network with other producers, provide direction on future ALP activities, hear presentations from guest speakers, and access free ALP resources.

Are you planning to attend the AGM on Oct 17<sup>th</sup> (Y/N). Please share your reasons if you are not planning to attend:

If you have attended the AGM in the past, did you find the meeting useful i.e. did you feel your voice was heard if you had questions, did you learn more about ALP operations, etc.? If not, what could we do better?

<b>C. ALP Services:</b> Below are some of ALP's current services.	Please rank how important each service is to you and if you
are aware ALP offered these services.	

Service	How important is this service? Rank	I am aware ALP provides this
	1(low) to 5(high)	service (Y/N)
Ablamb.ca website (producer resources and information)		
Albertalamb.ca website (consumer resources and information)		
Quarterly N'ewesletter (hard copy and free on-line version)		
Classified ad listing (free to producers paying an ALP service charge)		
Marketline (weekly summary of sheep and lamb auction prices)		
N'ewesline (email news service)		
SheepBytes ration balancer administration		
Producer educational resources (e.g. animal health, nutrition, marketing)		
Staff and directors available to respond to producer, consumer and industry		
stakeholder questions and comments regarding the sheep industry		
Communication with producers entering the industry		
Financial support and industry endorsement contributing to research e.g.		
research into internal sheep parasites and the development of a pen-side ewe		
pregnancy status kit		
Representation on external organizations/meetings (e.g. Canadian Federation		
of Agriculture AGM, Alberta Farm Freedom and Safety Act consultation,		
National Sheep Network, Sheep Value Chain Roundtable, etc.)		
Support for provincial and local 4-H Sheep Clubs		
Providing funding and materials to promote Alberta Lamb products at public		
events (e.g. Calgary Stampede, local fairs and Ag society events)		
Leveraging producer funds to secure external funding for projects benefiting		
the sheep industry		

ALP has limited funding to develop new producer educational material. Specifically, what new resources would be most helpful to you? Are there specific types of workshops/training/webinars you are interested in attending?

- D. Are you aware that there will be a plebiscite of sheep producers to decide if ALP's service charge (check-off) model should be non-refundable? Y/N. Please provide comments or questions you may have regarding the plebiscite:
- E. What do you feel are the greatest challenges facing your operation and/or the sheep industry?
- F. Do you have any other comments or suggestions e.g. what do you value most, what would you like to see changed?