Alberta Lamb Producers Strategic Plan 2027-2032

Vision

A thriving, producer-led sheep industry where Alberta lamb production grows profitably and sustainably.

Mission

Support Alberta sheep producers by building unity and trust across the sector, advocating for market access and fair regulations, and expanding producer capability.

Values

- Prioritize the Alberta sheep industry.
- Accountable to our producers.
- Committed to guiding industry innovation and enhancement.
- Lead with integrity, honesty and transparent communication

Strategic Pillars

1. Grow Production of Alberta Lamb by 20% by 2030

Enable profitable, sustainable production growth by aligning on-farm decisions with demand, processing access, and market realities.

2. Strengthen Unity, Trust, and Communication

Build alignment, credibility, and collaboration across producers, partners, and organizations.

3. Advocate on Processing Access, Trade Barriers, and Regulations

Lead focused advocacy on the structural issues limiting industry growth.

4. Build Producer Capability through Practical Extension and Mentorship

Support producer performance and resilience through mentorship, peer learning, and accessible, human-centered extension.