

Advantages

- Another marketing option
- Know prices prior to loading
- Guaranteed payments
- MSA & MSEB bonded license broker
- All local, regional & national statistics would be available, enabling producers to make better business decisions.
- Increased market knowledge
- Educational workshops on Market and market demands
- Smaller flocks have advantage of being part of larger loads
- Regular shipping opportunities

Manitoba Sheep
Enhancement Board
will be a bonded licensed dealer
which is an insurance rider;
based on the portion of tradable animals

Why does MSA not currently operate as an enhancement board

In 1989, when the Manitoba Sheep Association was incorporated, Marketing was not included in its undertakings or purpose.

It will take a simple submission of a form to add Marketing to MSA purpose.

MSA PURPOSE:

Promoting or performing of activities related to the promotion and expansion of the sheep industry
INCLUDING MARKETING
in response to direction from producers.

For more information
on the

Voluntary
Manitoba Sheep
Enhancement Board

Please contact

Manitoba Sheep Association
mb@mbsheep.ca
www.mbsheep.ca
1-204-421-9434

or

Angela Adamson – Viola
1-204-796-0384

or any of

the MSA board of directors

see the MSA website
for contact information

MANITOBA SHEEP ASSOCIATION

VISION 2020
- GROWING THE INDUSTRY

**Manitoba Sheep
Enhancement
Board**

CREATING
A
VOLUNTARY
ENHANCEMENT
BOARD

The what,
why and how's

Why create a Voluntary Manitoba Sheep Enhancement Board

To enhance competitiveness in today's markets, for
Manitoba sheep producers

Another option to "broker" lambs and sheep on
completely voluntary basis on the open market.

Enables better business decisions to achieve
Manitoba producers goals

No stringent government regulations as in
a compulsory marketing board

Follows MSA's strategic plan "VISION 2020"
to grow the industry,
through greater market access

Manitoba Sheep Enhancement Board would
be a completely "VOLUNTARY"
Enhancement Board

VOLUNTARY

MANITOBA SHEEP ENHANCEMENT BOARD

OBJECTIVES

To enhance producers prices, incomes
and reducing price variability

Higher net market profits, increasing profitability.

Beneficial long term relationships
with reliable buyers.

Manitoba Sheep Association goal is to Increase profits to producers

ESTABLISHMENT COSTS

The New Canadian Agriculture Partnership (CAP) which
replaces GF2 will enable MSA to obtain monies to establish
the Manitoba Sheep enhancement Board
under the Market Development component of CAP.

This would help establish assembly points, training sessions
for producers, assembly points personnel
and administrative staff.

**Manitoba Sheep
Enhancement Board
will operate on a
REVENUE NEUTRAL BASES**

PRODUCER INPUT

What do you need to do at this point

Is to agree to the establishment of
the Manitoba Sheep Enhancement Board

A resolution will be presented at the MSA AGM
on November 18, 2017 to go forward & establish
the Manitoba Sheep Enhancement Board

Market Scenario

Currently in MANITOBA
July 2017

50 LAMBS

Price offered \$ 2.25 per lb
average weight 72 pounds

50 x 72 x 2.25 = \$8100.00

Prices from Manitoba producers

**Voluntary Enhancement Board
July 2017**

50 LAMBS

Price offered \$ 2.50 per lb

Average weight 72 pounds

50 x 72 x 2.50 = \$ 9000.00

less administration

\$1.50 x 50 = \$75.00

less yardage

\$2.00 x 50 = \$100.00

less insurance

\$0.50 x 50 = \$25.00

TOTAL \$ 8800.00

**Additional Profit \$ 700.00
\$14.00 per lamb**

Prices SSDB – July 2017