



VISION 2020

MANITOBA SHEEP ASSOCIATION

VISION 2020

The Manitoba Sheep Association Board of Directors have identified the 5 main categories listed below as key strategic priorities for the Association and its members.

MSA Mission Statement

To initiate, support and conduct programs and activities designed to stimulate and improve the economic well-being of all segments of the Manitoba sheep industry.

ACTION #1 - COMMUNICATION

| Goals | Target Date | Performance Indicator |
|---|-------------|---|
| Develop and Maintain the MSA website | Ongoing | <ul style="list-style-type: none"> - Updated a required - Add pertinent and educational information - Communicate meeting and event dates to members |
| Improve Sheep Sense Newsletter | Ongoing | <ul style="list-style-type: none"> - Include industry submissions and technical info into every issue - Ensure that all MSA members have access to the newsletter |
| Maintain regular contact with Provincial and National industry partners | Ongoing | <ul style="list-style-type: none"> - Maintain representation on the CSF Board of Directors, Provincial Animal Care Committee and MFGA - Maintain regular contact with provincial association, individual producers and breeders |
| Promotion | Ongoing | <ul style="list-style-type: none"> - Promote the MSA at industry events, trade shows and conferences |
| Bilingualism | Ongoing | <ul style="list-style-type: none"> - Work to include bilingual verbiage on the MSA website, constitution, scholarship application and newsletter |
| New Entrant Program | Ongoing | <ul style="list-style-type: none"> - Create Facebook or similar chatroom/group for producers with production questions in an understanding environment |

ACTION #2 - PRODUCTION EFFICIENCY

| Goals | Target Date | Performance Indicator |
|-------------------|-------------|---|
| Efficient Feeding | Ongoing | <ul style="list-style-type: none"> - Research and promoting efficient methods for feeding large groups of ewes (100+) - Promoting Feed testing to ensure adequate nutrient intake |

| | | |
|----------------------------------|---------|---|
| | | <ul style="list-style-type: none"> - Promotion of proper mineral supplementation and testing of dead stock to reduce incidence of deficiency - Promote proper Nursery management to increase returns from extra of orphaned lambs. Critical with intensive systems. |
| Predator Protection | Ongoing | <ul style="list-style-type: none"> - Provide comparisons on different guardian animals with pro's and con's - Research and promote other predator control means (e.g. lights, sound systems, predator training, etc.) |
| Production Type Flow Chart | Ongoing | <ul style="list-style-type: none"> - Create Flow Chart to help new producers decide on which production model they prefer |
| Educational Resources & Research | Ongoing | <ul style="list-style-type: none"> - Develop and provide educational resources and information to the industry to address production related issues - Invest in research that moves the industry forward |

ACTION #3 - FLOCK EXPANSION

| Goals | Target Date | Performance Indicator |
|--------------------------|--------------------|--|
| Cost of Production | Ongoing | <ul style="list-style-type: none"> - Promote the use of the MAFRD (MB Department of Agriculture) production model - Provide support to MAFRD to keep models up to date to maintain accuracy - Create separate cost of production models for different types of production (i.e. intensive year-round lambing vs. extensive pasture lambing) |
| Breeding Stock Selection | Ongoing | <ul style="list-style-type: none"> - Provide producers with an understanding in how and why to select consistent quality breeding stock, while understanding essential breed differences |

ACTION #4 - MARKET EXPANSION & DEVELOPMENT

| Goals | Target Date | Performance Indicator |
|---|-------------|---|
| Increase the number of Manitoba sheep producers | Ongoing | - provide information that sheep production is a viable industry |
| Updated Production Manual | Ongoing | - Create updated production manual for membership |
| Supporting Research | Ongoing | - Support valid Research Proposals that will benefit the sheep industry within Manitoba |
| Lobbying of Government | | - Government Programs - Reduction of red tape to access government programs - Push for timely approvals and payments associated with government programs |
| Enhancement Board | | - Develop a viable and sustainable "Manitoba Sheep Marketing Board" - Provide members with increased access to broader markets |
| Economic Viability | | - Hold seminars on the promotion of the economic viability of sheep production (targeting Agriculture students and other non-sheep producers) - Find funding sources interested in the expansion of the sheep industry in Manitoba - Promote the value of having lambs available year-round, both individually and as an industry |
| Industry Promotion | | - Promote Manitoba lamb to consumers - Promote lamb production to new and existing producers to encourage flock growth |
| Emergence Response Plans | | - For animal movement |

ACTION #5 – ORGANIZATIONAL CAPACITY

| Goals | Target Date | Performance Indicator |
|--------------------------------|-------------|--|
| Review and Update Constitution | Ongoing | - Updates prepared for the 2018 AGM |
| Policies and Procedures Manual | Ongoing | - Creation of a policies and procedures manual |
| Board Governance | Ongoing | - Training sessions to be added to Board meetings - Orientation for new directors |

| | | |
|----------------------|---------|--|
| | | <ul style="list-style-type: none"> - Creation of Board manual - Ensure that the MSA is diligent through the provision of governance orientation provided to Board members |
| Financial Management | | <ul style="list-style-type: none"> - Improve performance on how MSA obtains and manages funds - Improve performance on how MSA obtains and manages funds - Review budget and financial statements quarterly |
| Member Database | Ongoing | <ul style="list-style-type: none"> - Transfer of MSA database to Access Program - Ensure a robust membership with a database that reflects current and accurate information |