



# 2021 ANNUAL REPORT





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## Your success is our vision

Our collective success would not be possible without the support of our valued members, dedicated Directors, and the valuable feedback from the producers we serve. Together we have achieved some amazing things this year, fought for Canadian sheep farmers and ranchers and created new opportunities for the sector.



# Canadian Sheep Federation Annual Chairman's Report 2021

Recently I was reviewing some old college papers and happened across the following Winston Churchill quote “You make a living by what you get, you make a life by what you give”. After I read the quote it occurred to me how my interpretation of the meaning of that quote had changed from the time I had originally used it more than forty years ago. At that time my major concerns revolved around the “get” reference in Churchill’s words, not recognizing his “give” reference may not have referred to something tangible. Since that writing, I’d like to think I’ve amassed enough life experiences that by sharing and combining my experiences with others, we can help to direct the sheep sector we’re so passionate about, into the future.

Some might ask what my preamble would have to do with the operation of the Canadian Sheep Federation (CSF) in 2021. The answer is quite simple; the folks that make up the CSF board are a group of volunteer sheep centric individuals who have chosen to focus on the “give”, rather than prioritizing the “get”. The group of women and men that make up the CSF board bring together backgrounds and experiences in every facet of the sheep industry both in Canada and abroad, we boast a world class textile marketer, a member of the highest level of agriculture oversight in this country, board members who have had sheep business interests on other continents, one of the top purebred breeders in our country, as well one board member whose family annually moves their sheep to island pastures by boat. All these folks selflessly bring their knowledge and their experiences to our board table to provide guidance and direction on all issues that come to the CSF table. The CSF board has created an internal culture that expects every board member, regardless of age or gender to bring their thoughts and concerns forward, anyone that is too quiet may be specifically asked for their comments. The success of CSF is a direct result of our board members and staff’s passion, experience, and dedication.

An equally important contributor to the success of the Canadian Sheep Federation has been our board’s confidence and dedication to moving the industry towards financial self-reliance. The CSF is a not-for-profit grass roots producer organization funded entirely by Canadian sheep farmers and ranchers. The rumor was that the CSF survived only by virtue of government funding, but the truth is that our organization has received zero funding from AAFC in over 5 years. Truth be told, Canada’s sheep farmers are further ahead without the strings far too often attached to federal funds. Without having to acquiesce to government priorities that come embedded in contribution agreements, the sheep industry has the liberty to pursue issues that are important to producers, not to bureaucrats. There couldn't be a better example

of the benefits of self-sufficiency than the recent development of AgroLedger. Had the technology been built using government funding, the intellectual property and the rights of ownership would ultimately belong to government. But because the CSF built AgroLedger with its own funds, the technology belongs entirely to the sheep industry. With this ever-expanding self-reliance, the CSF has organized creative funding models, developed an innovative world class traceability and verification technology (AgroLedger), and earned a respected presence on the global sheep industry stage.

One important lesson we learned this year as we pulled together to create a better future for the industry, is that Canadian sheep farmers have the same common interests regardless of where they farm. This idea that there's a 'divide' amongst producers isn't real. There is a fissure between provincial marketing agencies and primary producer groups that needs work. Producer priorities differ from the priorities of marketing agencies and that's ok. Marketing agencies can be an asset to the value chain when managed with the best intentions but because they are provincially regulated bodies, they are not ideally suited to represent producers.

Anyone who is not aware of the current programs, projects, and responsibilities of the CSF, might investigate our website or any of our social media sites to keep abreast of our activities, as well as viewing monthly ED reports by Executive Director, Corlena Patterson. It is most important to recognize that the accomplishments that we have enjoyed during 2021 can be attributed to the extraordinary effort and dedication that Corlena has invested in her work every day.

All of the CSF successes can be attributed to a conscious decision by the board and staff to concentrate on "giving" rather than "getting". I began this report with a Winston Churchill quote, and I would like to end it with something many of my friends and fellow board members have heard me say in the past.

"I would much rather listen to folks who have done things, than listen to folks who suggest they are going to do things"

Respectfully submitted,  
Allan Ribbink  
CSF Chairman





# MILESTONES

Looking Back at **2021**...

## ENGAGEMENT



**58 hours**  
of Board meetings

## INDUSTRY WINS



**23,000 doses**  
Covexin 10

## INNOVATION



**BLOCKCHAIN**  
TRACEABILITY



**268**  
External meetings



**2 New Export Markets**  
United States  
Columbia



**AI**  
Animal ID



**51,175**  
Facebook reaches



**Record Prices**  
12% higher than 2020  
26% higher than 2017



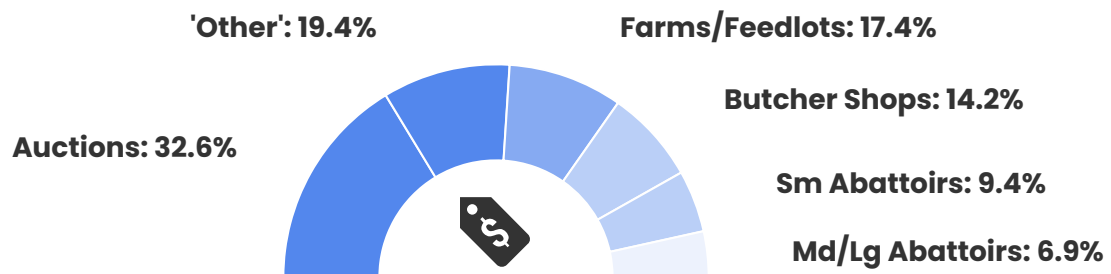
**Machine Learning**  
Animal Welfare



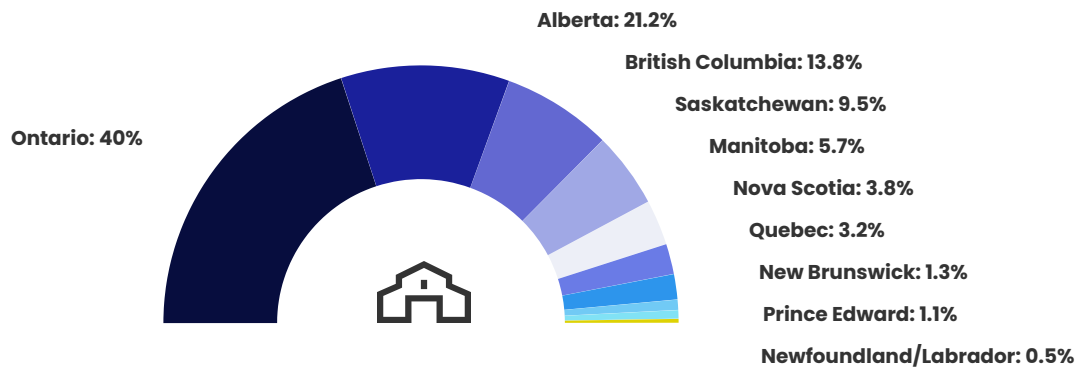
# Findings

from the 2021 Economic Impact Analysis

## Markets



## Farms



## Additional Findings

### Sale Characteristics

- 88.7% - 95+ lbs lambs
- 4% - 80-94 lbs lambs
- 2.2% - 0-79 lbs lambs
- 5.1% - Mutton

### Production Focus

- 27.8% meat and breeding stock
- 23.3% meat only
- 1.1% breeding Stock only
- 0.6% wool only

### Diversification

- 37.8% sheep only
- 16.1% + cattle
- 12.2% + poultry
- 6.7% + other



# Initiatives

## Ultrasound Pregnancy Assessment Training and Certification Program

The program trains, evaluates and certifies operators for the purpose of performing and providing pregnancy assessment services in sheep and goats in Canada.

## National Maedi Visna Program

A national maedi visna control program that ensures equitable programming is available to all Canadian producers.

## Canadian Sheep Identification Program

Inspired by our digital marketing team, this campaign was digital and on-the-ground. We grew our online following by 8% and call volumes were nearly 3x higher.

## Canadian Verified Sheep Program

Canada's quality assurance program for sheep farmers and ranchers. Provides training and certification in on-farm food safety, animal welfare and biosecurity management practices.

## Scrapie Flock Certification Program

A national program that helps protect Canadian farms from the risk of having scrapie on their farms.

## AgroLedger – Tracking Sheep, Made Easy

The Canadian Sheep Federation developed AgroLedger to serve as the information management system for the sheep industry traceability program. If traceability is to become a reality in the sheep industry, it has to give value back to its users. If we think of traceability solely in terms meeting regulations, the systems that manage them are nothing more than black holes into which farmers throw raw data and dollars. Canada's sheep farmers deserve better.



- ✓ Affordable
- ✓ Effective
- ✓ Adaptable
- ✓ Useful
- ✓ Credible

[agroledger.ca](https://agroledger.ca)



# Partnerships

A few of our ongoing partnerships...

**Animal Health  
Canada**

**National Farmed  
Animal Health and  
Welfare Council**

**National Farm Animal  
Care Council**

**FMD Strategy  
Working Group**

**CAFE Animal Care  
Committee**

**Canadian Global  
Food Animal Residue  
Avoidance Database**

**Canadian Cattle  
Identification Agency**

**Industry-  
Government Advisory  
Committee on  
Traceability**

**National  
Identification  
Management  
Advisory Committee**

**Canadian Livestock  
Transportation  
Advisory Board**

**CWD National  
Standards Review  
Panel**

**Farmed Cervid Health  
Team**

**CAHSS Small  
Ruminant Network**

**CAHSS Anti-microbial  
Use Network**

**CAHSS Vector Borne  
Disease Network**