



**September 2, 2010**



# About ALP

- Board of 7 zone directors and 2 staff
- Alberta Lamb Producers represents close to 2000 producers in Alberta
- Check off receipts of approx \$165,000 per year
- Successful in attracting funding from ALMA



## **MISSION**

Alberta Lamb Producers is a dynamic partner in building a sustainable, thriving industry for sheep producers.

## **VISION**

A flock in every field and lamb on every plate.

# Industry Opportunities

- Demand for lamb is increasing by approx 4% per year in Canada
- Canada currently supplies less than 50% of that demand
- Lamb prices are good and stable
- The Alberta ewe flock increased by 2.2% in the last year and stats indicate continued expansion
- RFID systems offer improved information for better management
- Good demand for Alberta breeding stock and genetics

# Industry Challenges

- Inadequate supply of lamb to meet demand
- Size of industry challenges the sustainability of infrastructure and limits economies of scale.
- Many small producers
- Alberta Lamb Producers faces refundable check off as of Sept 1, 2010



PRODUCING:

an industry

we're proud of

Alberta  
Lamb  
Producers 

# Key Strategy 1

*Empower producers to improve production efficiencies and profitability to increase the quality and quantity of lamb produced in Alberta*

# Key Strategy 2

*Engage Producers*

# Key Strategy 3

*Collaborate with government  
on behalf of producers to  
advance the industry*

# Key Strategy 4

*Continue to develop a strong, cohesive organisation that works efficiently and effectively.*

“By representing and assisting fellow lamb producers, you will receive personal gratification.”

*John*

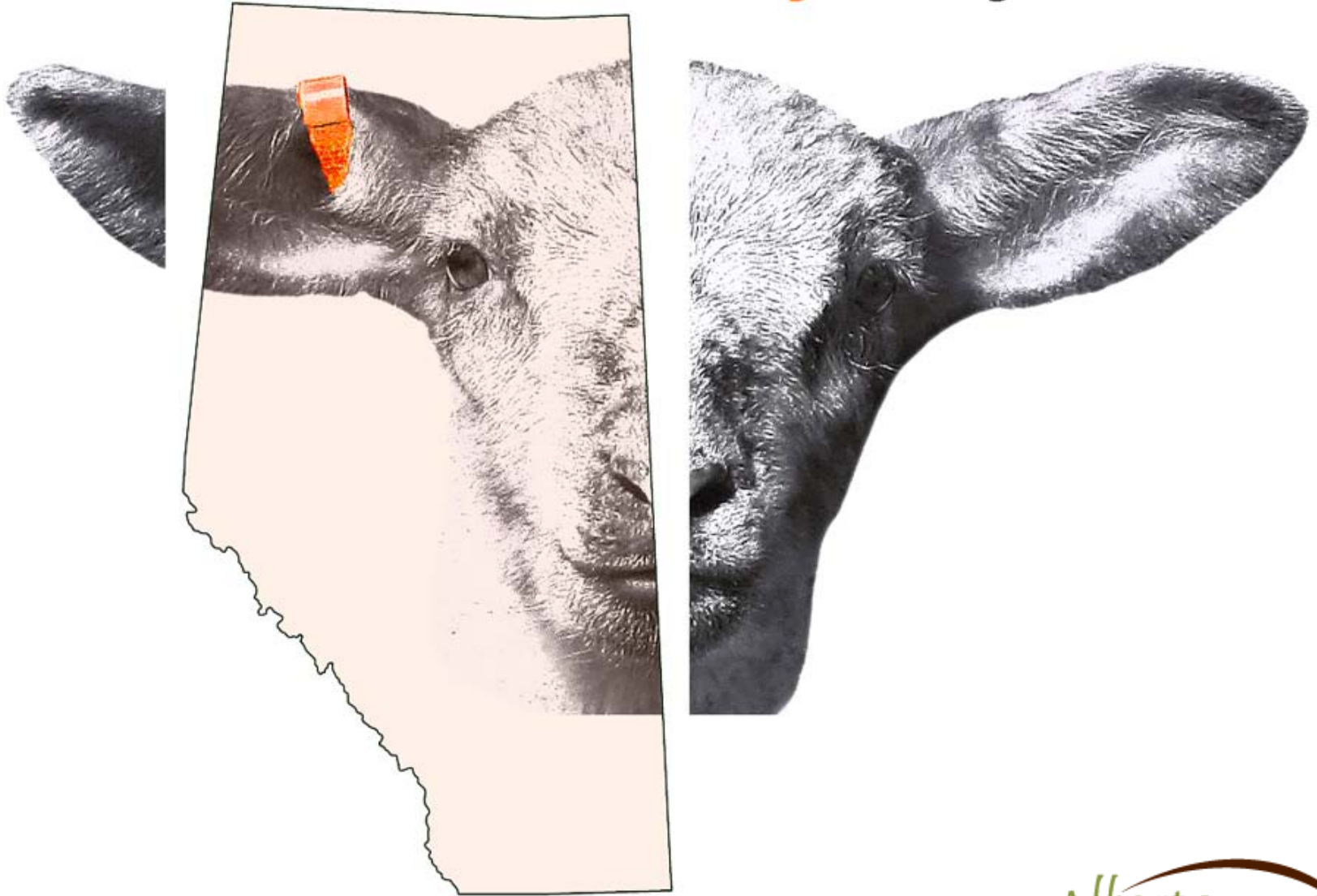
*Haarman*

# Key Strategy 5

## *Complete outstanding projects*

- Alberta Lamb Traceability Pilot, yr 3
- ALP development phase 3
- Investigation & communication regarding illegal meat trade
- Development of ALP information management system
- Transition to refundable check off

# Lamb Traceability Project



Alberta

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Alberta Livestock  
and Meat Agency Ltd.

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Lamb  
Producers 

# Traceability in the lamb industry

**Alberta Lamb Producers works closely with Agriculture & Rural Development and our national partners to develop a traceability system that:**

- **fulfils the regulatory requirements**
- **provides benefits to industry stakeholders**
- **is affordable and sustainable**

# What can RFID do for the producer?

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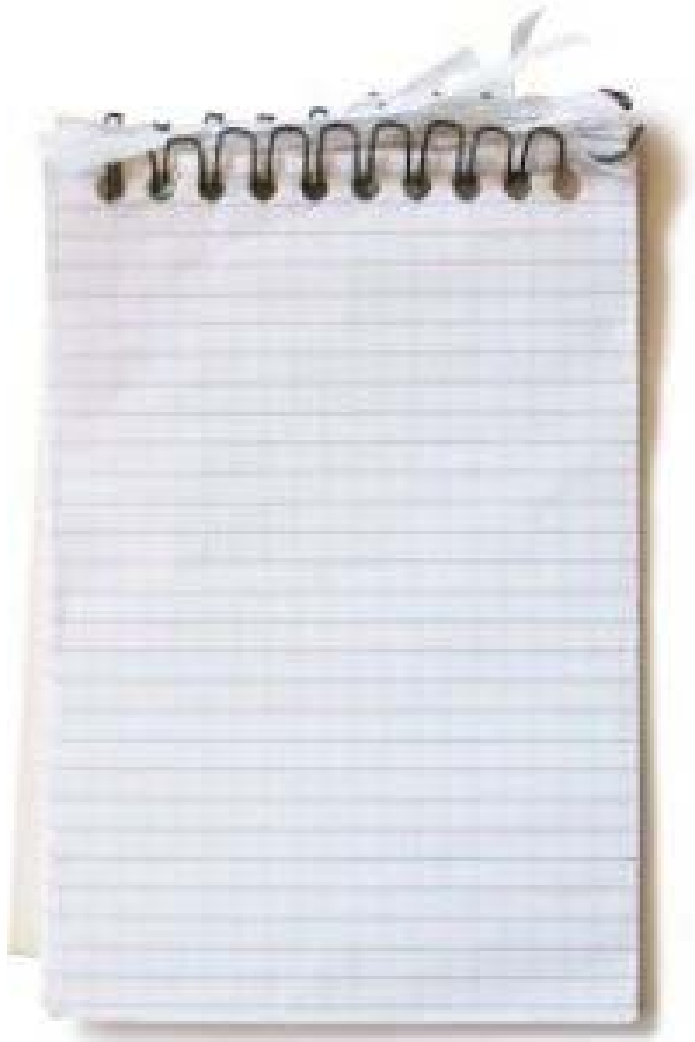
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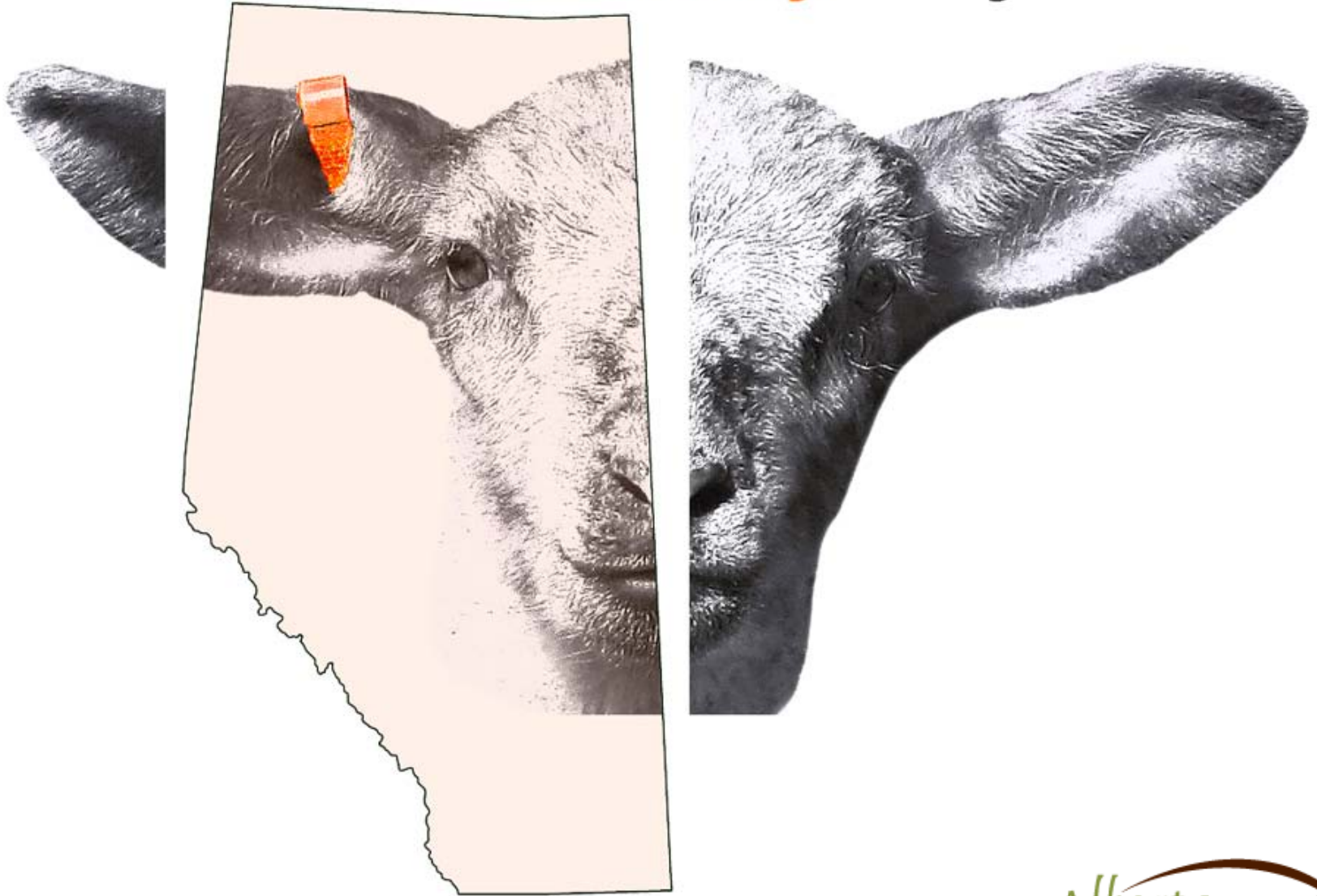


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  - Accurate information.**
  - Labour saving & Automation.**

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A vertical green-tinted photograph on the left side of the slide shows a person wearing a hat and dark clothing, standing in a field and looking towards the right. The background is a soft-focus landscape.

**Big things are happening in  
Alberta's sheep industry  
– the small industry with big  
opportunities.**

[www.ablamb.ca](http://www.ablamb.ca)



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