



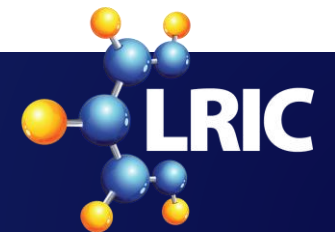
Creating Your Future

Sheep Industry Conference
Nova Scotia November 2021



CREATING
the FUTURE

- **Planning**
- **Data**
- **Risk**
- **Competition**
- **Personal Growth**
- **The Rules**
- **The Journey**



Write down your answer:

What is the most important tool on the farm?



“The most important tool on the farm is the pencil.”

Mike Buis



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**It's
About
YOU!!**

Air Canada: New Safety Video | Nouvelle vidéo de sécurité

YouTube · Air Canada · Jun. 23, 2021

5:46

<https://www.youtube.com/watch?v=0byfHlAXIcY>



Write and USE a plan!

“Form follows function”

Write a plan that works for you

Keep it Simple

“A2B”



Plan “A2B”

A: Where are you now

B: Where do you want to go

Family

Business structure

Cropping operation

Flock

Assets

Information management

Breeding

Marketing



Write down A and B for one of the important factors.

Family

Business structure

Cropping operation

Flock

Assets

Information management

Breeding

Marketing



Break it up into manageable pieces

Keep an eye on the end game



“If you come to a fork in the road...

Take it”

**Example: NS Environmental Goals and
Climate Change Reduction Act...**

***“Increase local production to meet a goal
of 20 percent local consumption by 2030.”***



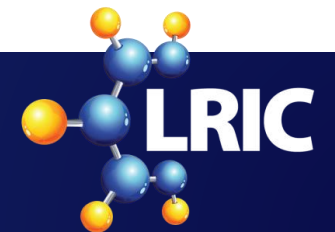
Data: Cars



- **VIN (Vehicle Identification Number)**
- **Part numbers (by production date)**
- **License plate**
- **GPS built in**
- **Test statistics**
- **Consumer reports**

How that Data is used

- **My buying decision: MPG, comfort, reliability**
- **License retired or transferred**
- **Insurance requirement**
- **Warranties (contact)**
- **Liabilities**
- **Used car package**
- **Fraud protection**
- **Service records**
- **Production stats**
- **Parts specs, suppliers, improvement**



So What?

- **My buying decision**
- **License retired or transferred**
- **Insurance requirement**
- **Warranties (contact)**
- **Liabilities**
- **Used car package**
- **Fraud protection**
- **Service records**
- **Production stats**
- **Parts specs, suppliers, improvement**



**Satisfied consumers
and
business improvement**

Why Capture Data on Your Farm?

1) I have to...

- Regulations (traceability)
- Verification (On farm food safety)
- Market access
- AMR

2) I want to...

- Better business
- Be part of a value chain
- Direct marketing
- Competitive industry
- Government grants

What data to collect?

Have to:

Premises ID

RFID / other identifiers

Movements

Drug inventory and use

Privilege of staying in business

What data to collect?

Want to get value from existing cost:

Finances

Weights

Brand-required records

Pedigrees

Carcass

DNA samples

✓ **Access to new markets**

✓ **Access to capital**

✓ **Improve your business**

✓ **Better culling**

✓ **Up Conception rate**

✓ **Manage resources**

✓ **Premium/Discount**

✓ **Take on new competition**

**To meet Your
objectives in Your
business plan**



Choosing a Data System: Twenty Questions

1. Are you aiming to do only what you have to do, or what will help to improve your business?
2. What data do you collect now? Who collects it?
3. What historical records do you have?
4. Does the company have solid testimonials, good outlook?
6. Can you choose Features/ Options?
7. Is data security ensured, how?
8. Animals, groups and locations?
9. Ability to import historical records?
10. Purchase versus subscription?



- 11. Are system updates included at no charge? Support (type and level that you want)?**
- 12. Are reports (proven and custom) available?**
- 13. Are linkages made with other data?**
- 14. Are there value add features (e.g. Genetic Evaluations)**
- 16. Is it user friendly / Can you add pictures and documents?**
- 17. Can you use it on your phone? Out of Internet range?**
- 18. Can you use it for multiple species?**
- 19. Can it link to farm sales?**
- 20. What does it cost?**



Risk:

**Write down the three
biggest risks facing
your business.**

Risks identified by livestock producers in a 2018 study:

Optimizing Risk in Animal Agriculture — Building a Canadian Brand —

Prepared by:

Jim White
Gord Surgeoner

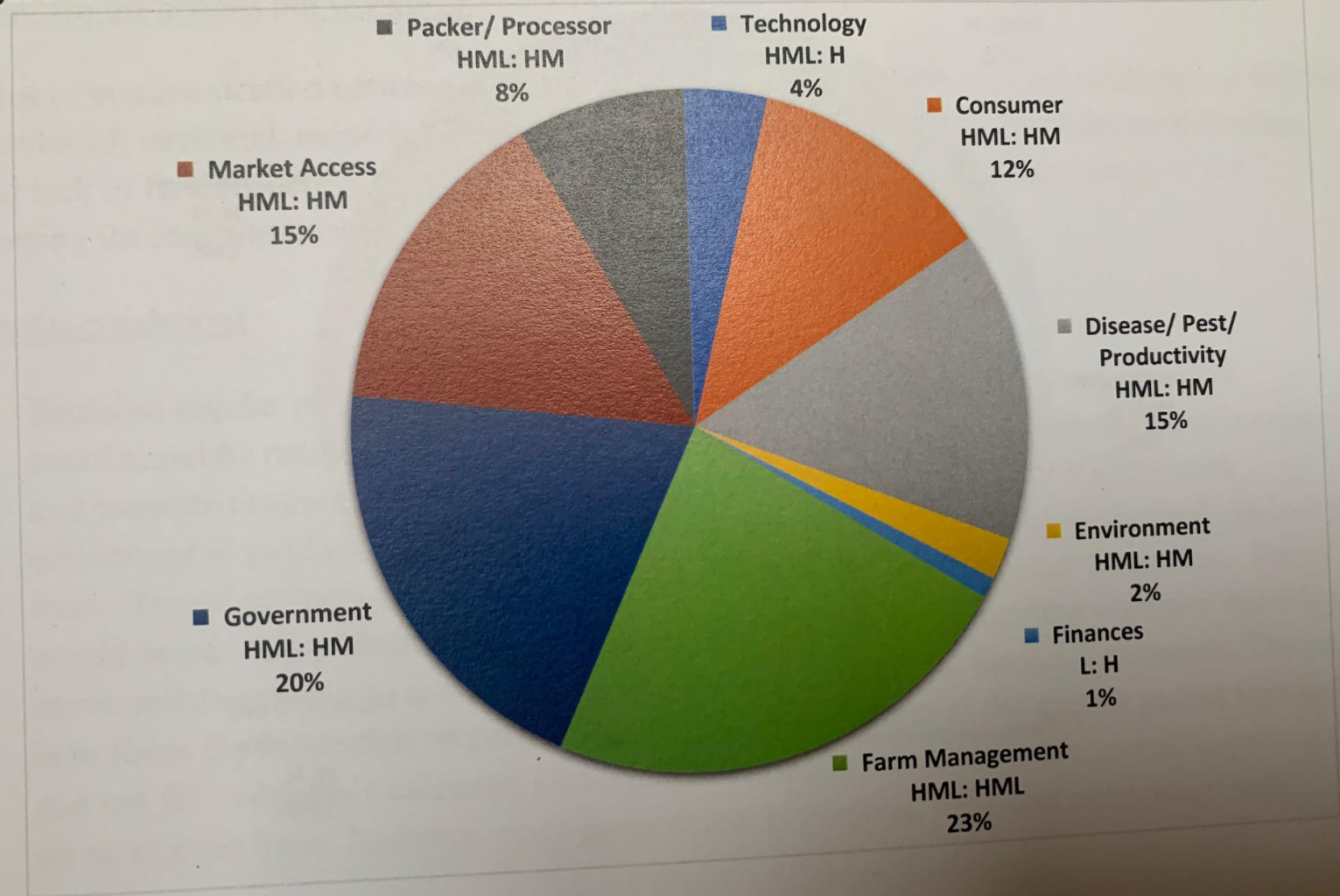
April 2018

Prepared for:



Risks Mentioned by Producers

Figure 4. Producers: Frequency and Probability/ Impact of all Risks Mentioned for All Species



LRIC Risk Registry

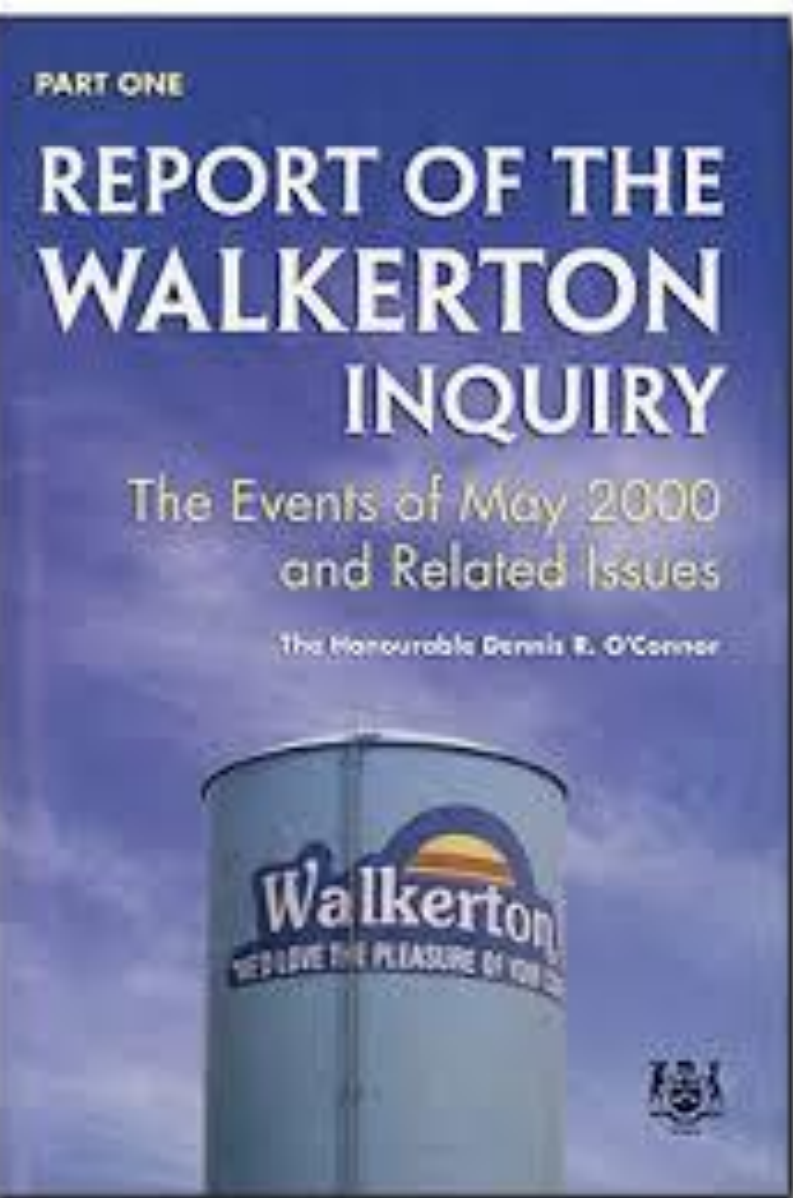
The Risk	Source	Impact	Current Control Strategies and their effectiveness	Current Risk Level (1-5)			Responsibility	MM Comments September 2021
What can happen?	How can this happen?	From event happening		Likelihood	Consequence	Current Level		
One or more of Charter Members leaves	Don't see relevance of LRIC any more, take offense at a position LRIC take, change in board members and new ones have different agendas, other competing interests seen as a higher priority or one member falls into some financial difficulty resulting in an inability to continue to fund organizations outside of their core business.	One member (DFO) has left and we lost 25% of member funds (8.6% of total funds). With any further erosion in member support, OMAFRA might think differently about supporting LRIC, other members may decide to follow suit, reputation. We lose \$5,000 to \$40,000 of income depending on which member leaves.	regular reports to members, regular meetings with member reps - where this can happen, continue to show value for money	1	4	Low	CEO and Board members	Risk: LRIC uses a risk register and reviews it every quarter.
OMAFRA withdraws support	Change in leadership at OMAFRA, LRIC no longer seen as effective or desirable Possible conflict between LRIC and UoGuelph leading to UoG recommending that OMAFRA cease funding LRIC	game over	keep on side with OMAFRA, help facilitate the things they're not good at, deliver on annual workplan and don't take contrary positions or embarrass them - show value for money	1	5	Low	CEO and member organizations	We appear to be very well positioned with new Deputy and OMAFRA in general.



Risk: Farm safety/ health

13 feet in 1 second!!!





Risk:

EFP

On farm food safety



Risk:

- **Foreign animal disease**
- **Traceability**
- **Biosecurity**

Risk: Mental health

35%


met the criteria for depression classification

45%

were classified as having high levels of
perceived stress

58%

met the criteria for anxiety classification

40% of producers across Canada reported that they would feel uneasy about seeking professional help due to what people may think. 

Mental health help lines

BC: 1-800-784-2433

AB: 1-877-303-2642

SK: 1-800-667-4442

MB: 1-866-367-3276

ON: 1-866-531-2600

QC: 1-866-277-3553

NB: 1-800-667-5005

NS: 1-888-429-8167

PEI: 1-800-218-2885

NL: 1-888-737-4668

YT: 1-844-533-3030





NT: 1-800-661-0844

NU: 1-800-265-3333

My dashboard

By Dr. Georges Sabongui © 2018

Balance is extremely important when dealing with stress. When you look at your internal dashboard, do you see all green lights? Are there any red lights tipping you toward overload and stress? Let's all take care of ourselves so we can continue to do what we enjoy most.

	Green Healthy Optimal	Yellow Reacting Stress	Orange Injured Burnout	Red Illness Depression Mental illness
 Physical	Good sleep Good appetite, want to eat healthy Want to take care of physical health Rarely or never sick	Mild insomnia Tired Attracted to junk food often Unmotivated to exercise Trouble relaxing without a drink	Moderate insomnia Exhausted Binge eating Drinking too much alcohol or using drugs to relax Various aches and pains	Constantly sleeping or periods of no sleep at all Constant aching in body Immune compromised: always sick Trouble getting off the couch or getting out of bed Only moments of relief come from excessive drinking or drugs, or over-the-counter medication
 Mental	Mentally clear Focused Good concentration Creative problem-solving Sees solutions	Easily distracted Excessive worry Procrastination Avoidance Sees obstacles	Chronically preoccupied Inability to concentrate Impaired decision-making Memory loss Constant focus on problems Always negative	Impaired judgment Paralyzed decision-making *Suicidal thoughts or actions <i>*If you're having suicidal thoughts, seek help immediately and call 911.</i>
 Emotional	Motivated Excited Good social network	Irritability Loss of sense of humour Discouraged Impulsive Seeing people is a chore	Anger Anxiety Low mood Overwhelmed Avoiding social situations	Apathy Hopelessness or helplessness Out of control: explosive-impulsive, holding it all in Feeling like a burden Isolating yourself from friends, family, and your community
 Strategies	Self care: physical, mental and emotional Serotonin boost Take a work break or vacation	Reaching out to friends and family Doing something to relax Seeing your family doctor	Peer support, assistance programs, mental health first aid	Professional or clinical support: doctor, psychologist

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Write down...

Who is your competition?



The Competition

- **Lamb is unique... we don't produce enough so your competition is different!**
- **It's not sheep producers!**

“Rising tide”... work together





➤ **Seek Cross Sector Opportunities**

➤ **More and more important**

Strengths	Weaknesses
<ul style="list-style-type: none"> ○ Industry organizations/support ○ Access to grass (land and climate) ○ Federally registered abattoir ○ Provincial animal health lab ○ Potential for farm and sector growth 	<ul style="list-style-type: none"> ○ Business planning (awareness to resources) ○ Nutrition knowledge ○ Data gaps ○ Marketing resources ○ Veterinarian/Vet Tech knowledge and availability
Opportunities	Threats
<ul style="list-style-type: none"> ○ Product and farm (industry) branding ○ Consumer education ○ Coordinated marketing/sales contracts ○ Year-round lambing/accelerated lambing ○ Room to grow for processing capacity 	<ul style="list-style-type: none"> ○ Trade and market access ○ Animal activism ○ Farm demographics ○ Alternative protein ○ Lack of access to funds to increase production/Seen as lack of security

Write down your predicted Disruptors coming at the sheep industry



LRIC Survey:

- 1. Labour shortages**
- 2. Consumer expectations: welfare, climate change, reality of ag understanding**
- 3. Disease (ASF, Influenza, next pandemic)**
- 4. Alternatives (plant-based, cellular)**
- 5. Social media influence**
- 6. Climate change (regulations, cost, opportunities)**
- 7. Artificial intelligence**

Mine:

- Rural/Urban divide**
- Genomics, mRNA, similar technologies, which sectors can make use of, which threatened?**
- Continuing differentiation of supply-managed sectors and those that are not**
- Retraction of globalization (beef/pork)?**

Disruptor conference in 2022...

hope to see you there!



**Write down
what your
buyers
want**



Eye opening responses (beef)

2008:

“Two tails, black tongues and white feet”



2008:

“Two tails, black tongues and white feet”

2016:

“Exactly the same size”

“Immunity to disease”



2008:

“Two tails, black tongues and white feet”

2016:

“Exactly the same size”

“Immunity to disease”

2018:

“Documentation”



Mentors

“A mentor is not someone who walks ahead of us and tells us how they did it. A mentor is someone who walks alongside us to guide us on what we can do.”

For me: Sounding Board / Trusted confidant

Charlie Gracey



Jim White



Deb Stark



Via Canadian Cattlemen's Association:

Dr. Angela Canovas, University of Guelph

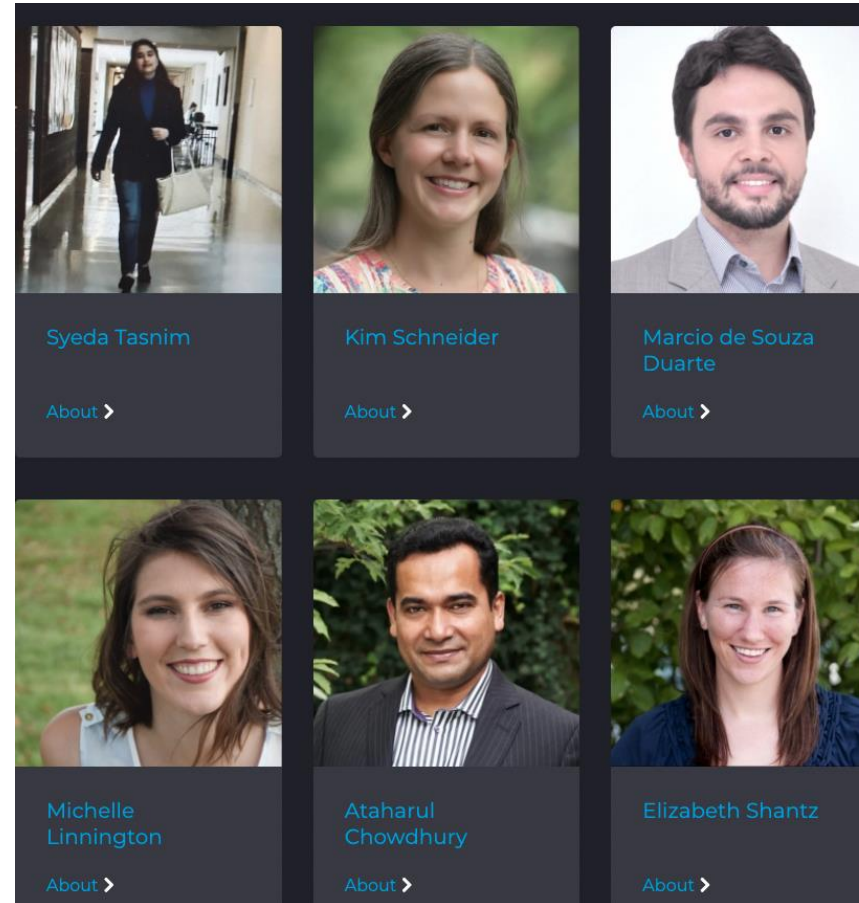
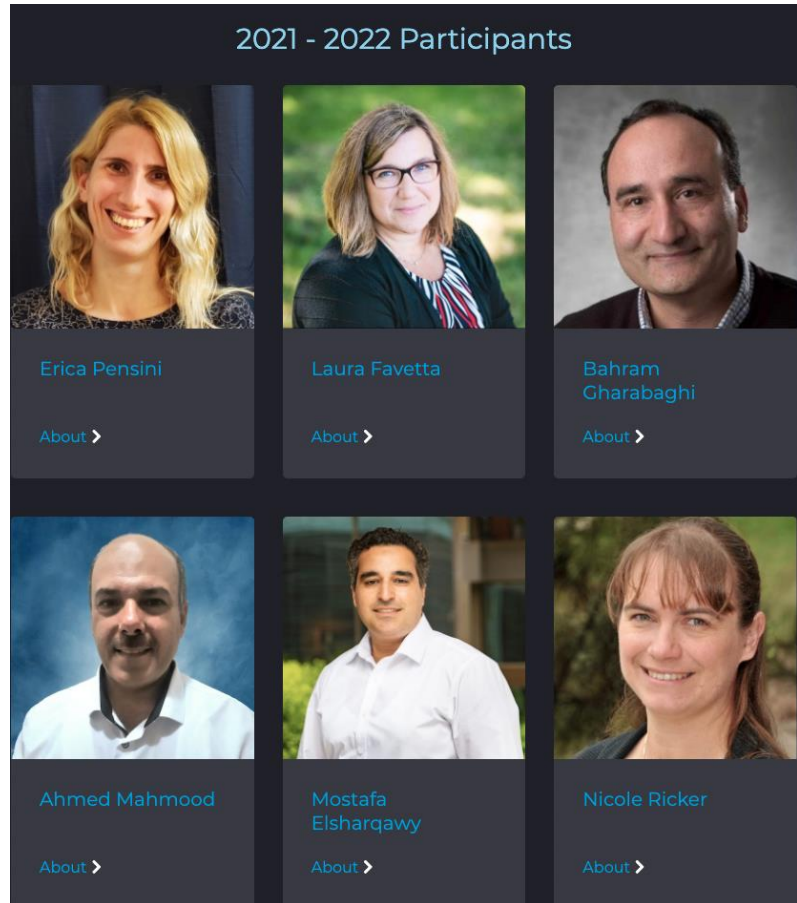


Dan Doerksen, Rancher, Alberta



LRIC Mentorship program

- Early career faculty
- Quickly build understanding of, and relationships with, industry



Colin Powell's Rules for Life... What are yours?

- **It ain't as bad as you think. It will look better in the morning.**
- **Get mad, then get over it.**
- **Remain calm, be kind.**
- **Perpetual optimism is a force multiplier**



Write down:

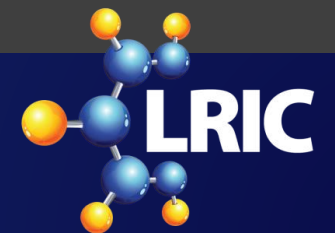
Who are your mentors?

What are your life rules?



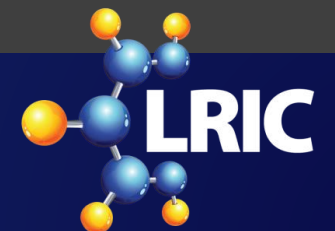


“You’ve arrived.”





You have one life, live it...
on and beyond the farm!



A sunset scene with a bright sun low on the horizon, casting a golden glow across the sky and reflecting on the water. The foreground shows a rocky shoreline. On the left side of the image, there is a white silhouette of a person's head and shoulders, facing right.

Thanks!

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