



Strategic Plan 2021-2026

Progress Update November 2023

The Sheep Producers Association of Nova Scotia (SPANS) has been the voice of the province's sheep farmers at the local, regional, and national levels for almost 50 years. The organization actively works with the industry stakeholders to develop programs and resources, conduct research and participate in public awareness activities to increase the sheep industry's profile in the province.

Members benefit by accessing production, research, and marketing resources, as well as gaining eligibility to programs for advanced payments, sheep handling, elite rams, parasite control and overall industry enhancement. The SPANS Board works with the Agri-Commodity Management Association (ACMA) to deliver these industry focused initiatives.

Strategic Priorities

These SPANS strategic priorities will have a direct impact on the five overarching objectives:

1. Maximizing Stakeholder Engagement and Support
 - a. Industry Involvement
 - b. Production and Business Advisors

Progress Update: Creation of monthly E-News and creation of Sheep Industry Conference to share information and keep industry involved.

2. Improving Farm Practices
 - a. Production Planning
 - b. Business Planning

Progress Update: Creation of Sheep Industry Conference for information sharing, participation in Climate Adaptation Program and distribution of survey for updated shepherd course

3. Ensuring Availability of High-Quality Nova Scotia Lamb
 - a. Processing
 - b. Product Quality

Progress Update: Annual Industry updates from processors and opportunity for processors to present at annual Sheep Industry Conference.

4. Market Development
 - a. Consumer/Retailer Education
 - b. Brand Development

Progress Update: Maintaining relationships with processors.

Vision

The Sheep Producers Association of Nova Scotia envision the collaborative development of our industry's farms, products, and markets. An industry focused on growth through innovative and producing the highest quality products as efficiently as possible. Markets will recognize the value and significance of our products.

Overarching Objectives

- Increase profitability and efficiency of Nova Scotia sheep producers.
- Grow the industry in numbers of farms and animals being produced.
- Improve product quality.
- Identify new markets and build awareness of Nova Scotia lamb in current markets.
- Develop business relationships along the sheep product value-chain.