

Sheep Producers of Nova Scotia

Strategic Plan 2021 - 2026

Sheep Producers Association of Nova Scotia

SPANS has been the voice of Nova Scotia sheep farms for 50 years.

Since 2010, SPANS has been working with the Agri-Commodity Management Association (ACMA) to deliver industry focused initiatives.

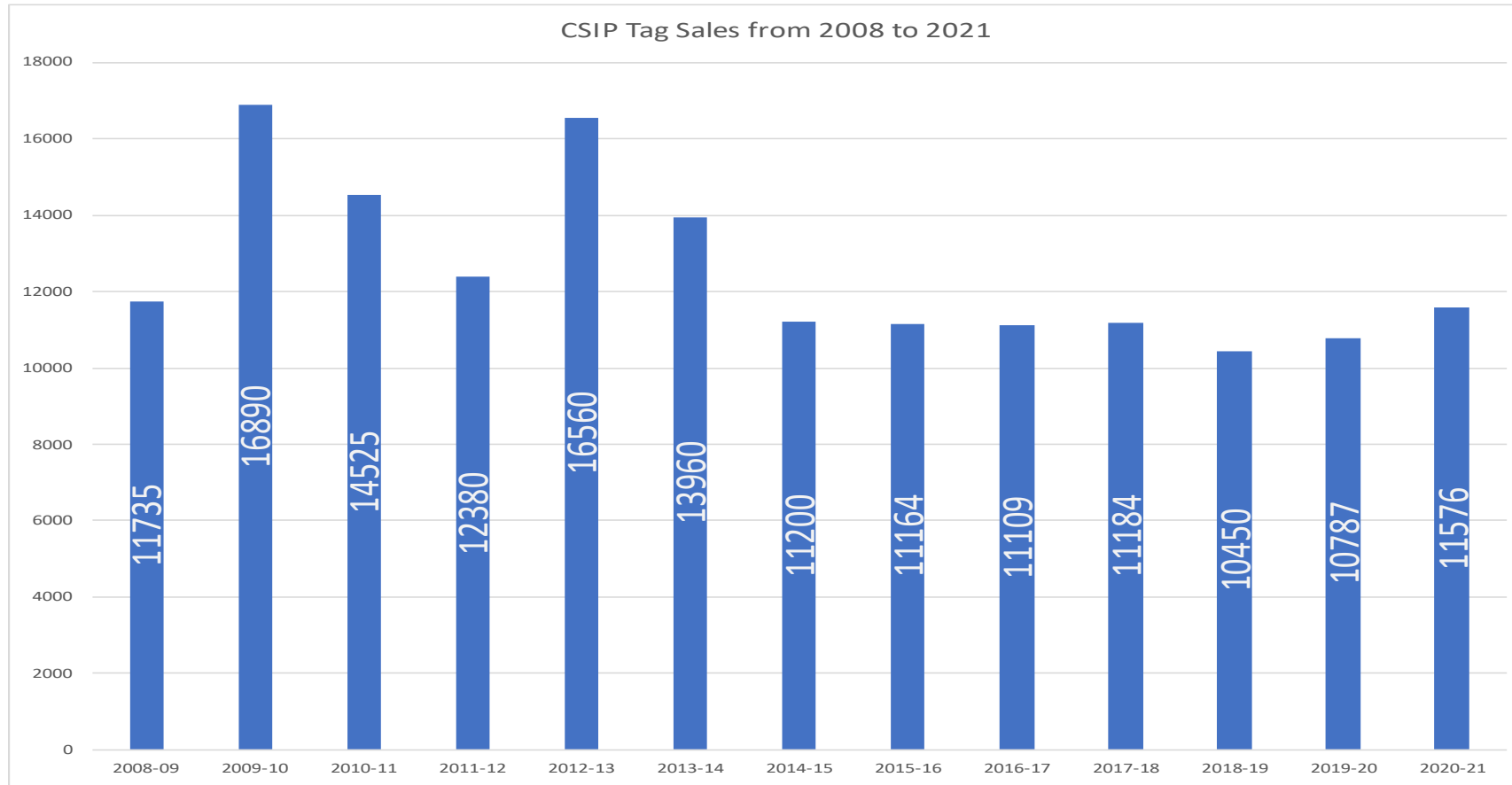
The Canadian Sheep Identification Program (CSIP) is a mandatory, industry-led initiative that provides full-scale traceability.

A marketing levy is collected by SPANS via an agreement with CSIP tag distributors. Payment of this levy automatically enrolls the farmer as a member of SPANS.

Sheep Producer Demographics

County	2021 Farms		CSIP Tags						
	SPANS Members	Registered Sheep Farms	2015	2016	2017	2018	Jan - Oct 2019	Oct 2019 to Oct 2020	Oct 2020 to Oct 2021
Annapolis	31	7	820	786	201	701	430	785	365
Antigonish	27	2	700	475	501	614	222	480	808
Cape Breton	10	1	110	32	144	89	65	44	84
Colchester	48	8	2,460	2,000	1,787	2,792	1,267	1,434	2,272
Cumberland	42	7	1,550	798	1,536	2,027	1,253	2,935	1,692
Digby	4	0	20	30	9	0	0	109	35
Guysborough	10	0	180	44	161	11	136	59	179
Halifax	20	2	180	168	345	210	184	42	183
Hants	48	5	1,400	1,213	1,197	1,086	1,250	1,345	1,769
Inverness	10	1	290	372	260	285	373	225	475
Kings	48	8	1,260	569	1,221	1,076	1,162	1,052	1,123
Lunenburg	25	2	420	410	325	460	290	265	522
Pictou	42	9	2,130	2,240	2,237	1,170	1,526	1,548	1,596
Queens	5	0	0	20	0	0	8	150	110
Richmond	4	0	20	80	50	75	83	70	52
Shelburne	4	1	50	67	27	5	8	10	21
Victoria	0	0	0	0	0	0	0	0	0
Yarmouth	7	2	250	266	232	459	145	88	290

CSIP Tag Sales from 2008 to 2021



Nova Scotia CSIP Tag Purchasing Distribution 2014-2021

Year	Total Trans	Total Tags	% Trans ≥ 200 Tags	% Total Tags ≥ 200 Tags	% Trans ≥ 100 Tags	% Total Tags ≥ 100 Tags	% Trans ≥ 50 Tags	% Total Tags ≥ 50 Tags	% Trans ≤ 20 Tags	% Total Tags ≤ 20 Tags
2014	84	7,670	15.42%	49.28%	22.62%	28.16%	7.14%	5.22%	54.76%	17.345%
2015	105	8,600	10.48%	42.84%	20.00%	27.60%	18.10%	13.97%	51.43%	15.59%
2016	102	7,149	10.78%	43.64%	13.73%	22.18%	20.59%	18.06%	54.90%	16.11%
2017	126	8,676	11.90%	45.87%	13.49%	21.73%	21.43%	18.04%	53.17%	14.36%
2018	185	9,703	7.57%	43.44%	8.11%	18.16%	14.05%	15.61%	70.27%	22.79%
Jan to Oct 2019	165	8,399	6.06%	40.00%	9.70%	20.56%	10.91%	13.79%	73.33%	25.65%
Oct 2019 to Oct 2020	181	10,641	7.18%	52.18%	5.52%	11.89%	12.71%	12.43%	74.59%	22.86%
Oct 2020 to Oct 2021	173	11,576	8.09%	48.98%	10.40%	19.22%	10.40%	10.13%	71.10%	21.67%

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 innovation and producing the highest equality products as efficiently as possible. Markets will recognize the value and significance of our products

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.

Strategy

- ▶ SPANS acknowledges that the time has come to take a more strategic approach to developing the industry.
- ▶ This strategic plan will work with the SPANS members to leverage their strengths and build value creating opportunities that will ensure sustainability and success at all levels from the farm to the processor to the retailer.

Situational Analysis

Strengths	Weaknesses
<p>Industry organizations/support Access to grass (land and climate) Federally registered abattoir Provincial animal health lab Potential for farm and sector growth</p>	<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
<p>Product and farm (industry) branding Consumer education Coordinated marketing/sales contracts Year-round lambing/accelerated lambing Room to grow for processing capacity</p>	<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

Strategy

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- ▶ This strategic plan will work with the SPANS members to leverage their strengths and build value creating opportunities that will ensure sustainability and success at all levels from the farm to the processor to the retailer.

Strategic Priorities

- ▶ SPANS four strategic priorities will focus this plan to have a direct impact on the five overarching objectives.
- ▶ The strategic priority themes have been developed to address these objectives by connecting short and long term objectives.

Strategic Priority Activities

- ▶ A prioritization matrix was used to evaluate the priority of the identified activities to ensure:
 - Meaningful deadlines were developed and;
 - To assist in prioritizing where efforts and resources needed to be placed to achieve the desired outcomes.

	Prioritization Matrix		
Impact	High	1	2
	Low	3	4
		Low	High
		Effort	

Maximizing Stakeholder Engagement and Support

1A: Industry Involvement

Activity	Priority Level
Connect with wool stakeholders during strategic planning	3
Conduct an industry survey	1
Develop a communications plan and matrix for SPANS	3
Maintain the communications plan and matrix for SPANS	3
Engage post-secondary institutions with culinary arts programs regarding use of lamb in training	1
Approach NB and PEI regarding the development of a Maritime Sheep Council	2
Maintain existing working relationship between SPANS and PSBANS	3
Reach out to the Maritime Beef Council to discuss joint activities	1
Forecast a budget and develop a funding strategy to proceed with strategic priority activities	1

Maximizing Stakeholder Engagement and Support

1B: Production and Business Advisors

Activity	Priority Level
Identify advisors and develop a network to assist with production and business advice	3
Ensure ongoing communication with advisor network, enabling them to understand the industry needs	3
ACMA staff engagement with the NSDA KTT team on research priorities	3
Work with advisor network to research methods and resources being used by others to support growth	3
Facilitate consistent input on industry information and research from producers	1
Engage new sheep producers to develop a list of beneficial training topics for the development of tools	3
Peer mentoring of new sheep producers	3

Improving Farm Practices

2A: Production Planning

Activity	Priority Level
Work with NSDA KTT Commodity Team for sheep to determine what research is happening and to share ideas of research priorities for the industry	1
Recommend the adoption of the Canadian Verified Sheep program to encourage uptake of the best management practices	1
Work with production advisors to share information on the latest production management support tools	1
Participate in efforts to address common factors impacting production	1
Participate in the Climate change Adaptation Scan with NSCP	1
Host an event to communicate information from processors and buyers of lamb to producers on what their markets are looking for	1
Inform producers of the various program options available to assist them with accessing financing and inputs.	1

Improving Farm Practices

2B: Business Planning

Activity	Priority Level
Update cost of production model for benchmarking.	2
Relevant business and production planning tools identified to continuously improve data management and on farm COP - reference Beef Finance matchmaking document.	2
Develop an Advanced Sheep Farm Management Training Program	2
Provide producers with information on business plan development	1
Sources of Agriculture Financing pamphlet to be sent out with Newsletter	1

Ensuring Availability of High-Quality Nova Scotia Lamb

3A: Processing

Activity	Priority Level
Develop meaningful relationships with processors to open conversations related to their needs	1
Encourage abattoirs and processors to work together where they have common goals	1
Conduct a market review to determine the types of sheep meat products being sold. Identify opportunities to develop value-added products.	1

Ensuring Availability of High-Quality Nova Scotia Lamb

3B: Product Quality

Activity	Priority Level
Participate in discussions related to marketing of lamb products and the impact that production variables might have on their sale	1

Market Development Activities

4A: Consumer and Retailer Education

Activity	Priority Level
Encourage abattoirs to develop business and marketing plans for lamb products	1
Request Northumberland to communicate the quality standard requirements for their products	1
Participate in development activities through provision of information for the planning done by processors	1

Market Development Activities

4B: Brand Development

Activity	Priority Level
Encourage abattoirs to develop a brand for recognition of differentiated product	1
Participate in development activities through provision of information for the planning done by processors	1