

VISION 2030

As a continuation of Vision 2020

MSA Mission Statement

To initiate, support, and conduct programs and activities designed to stimulate and improve the economic well-being of all segments of the Manitoba sheep industry



ACTION #1 - COMMUNICATION

Goals	Vision 2020	Vision 2030	Performance Indicator
Develop and Maintain the MSA website & Social media	Completed	Ongoing	<ul style="list-style-type: none"> - Updated website and socials as required - Add pertinent and educational information - Communicate meeting and event dates to members
Improve Sheep Sense Newsletter	Completed	Monthly Sheep sense	<ul style="list-style-type: none"> - Include industry submissions and technical info into every issue - Ensure that all MSA members have access to the newsletter - Deliver on a consistent regular basis
Maintain regular contact with Provincial and National industry partners	Completed	Ongoing	<ul style="list-style-type: none"> - Maintain representation on the CSF Board of Directors, Provincial Exhibition, KAP, MFGA, and CSBA - Maintain regular contact with provincial association, individual producers and breeders
Promotion	Completed	Ongoing	<ul style="list-style-type: none"> - Promote the MSA at industry events, trade shows and conferences
New Entrant Program	Completed	Westman Sheep and Southeast Sheep Club	<ul style="list-style-type: none"> - Create Facebook or similar chatroom/group for producers with production questions in an understanding environment

ACTION #2 - PRODUCTION EFFICIENCY

Goals	Vision 2020	Vision 2030	Performance Indicator
Efficiency, Feed and water	Completed	Ongoing	<ul style="list-style-type: none"> - Research and promoting efficient methods for feeding - Promoting Feed & water testing to ensure adequate nutrient intake - Promotion of proper mineral supplementation and testing of dead stock to reduce incidence of deficiency (copper) - Promote proper Nursery management to increase returns from extra of orphaned lambs

Predator Protection	Completed	Ongoing	<ul style="list-style-type: none"> - Provide comparisons on different guardian animals with pro's and con's - Support and promote research into predator control means (e.g. lights, sound systems, predator training, etc.)
Educational Resources & Research	Completed	Ongoing	<ul style="list-style-type: none"> - Develop and provide educational resources and information to the industry to address production related issues (workshops and seminars) - Invest in research that moves the industry forward - Educate the general public about our industry

ACTION #3 - FLOCK EXPANSION

Goals	Vision 2020	Vision 2030	Performance Indicator
Cost of Production	Continued	Ongoing	<ul style="list-style-type: none"> - Promote the use of MB Department of Agriculture production model - Provide support to MB AG to keep models up to date to maintain accuracy - Create separate cost of production models for different types of production (i.e. intensive year-round lambing vs. extensive pasture lambing)
Breeding Stock Selection	Ongoing		<ul style="list-style-type: none"> - Provide producers with an understanding in how and why to select consistent quality breeding stock, while understanding essential breed differences

ACTION #4 - MARKET EXPANSION

Goals	Vision 2020	Vision 2030	Performance Indicator
Promote sheep production in Manitoba	Continued	Ongoing	<ul style="list-style-type: none"> - provide information that sheep production is a viable industry - Encourage new producers
Supporting Research	Continued	Ongoing	<ul style="list-style-type: none"> - Support valid Research Proposals that will benefit the sheep industry within Manitoba - Cache Valley, and copper
Lobbying of Government	Continued	Ongoing	<ul style="list-style-type: none"> - Government Programs - Push for timely approvals and payments associated with government programs
Economic Viability	Continued	Ongoing with producer panels	<ul style="list-style-type: none"> - Hold seminars on the promotion of the economic viability of sheep production in different production models (targeting Agriculture students and other non-sheep producers)
Industry Promotion	Completed	Ongoing	<ul style="list-style-type: none"> - Promote Manitoba lamb to consumers
Emergence Plans	Continued	Ongoing	<ul style="list-style-type: none"> - For animal movement - Code of Practice - Manitoba Agriculture

ACTION #5 – ORGANIZATIONAL CAPACITY

Goals	Vision 2020	Vision 2030	Performance Indicator
Review and Update Constitution	Completed	Ongoing	<ul style="list-style-type: none"> - Updates prepared for future AGMs
Board Governance	Continued	Ongoing	<ul style="list-style-type: none"> - Training sessions to be added to Board meetings - Orientation for new directors - Creation of Board manual - Ensure that the MSA is diligent through the provision of governance orientation provided to Board members
Financial Management	Completed	Ongoing	<ul style="list-style-type: none"> - Improve performance on how MSA obtains and manages funds - Review budget and financial statements Monthly
Member Database	Continued	Ongoing	<ul style="list-style-type: none"> - Maintain an up to date membership database