National Sheep Improvement Program
Re-Launch & Re-Branding Initiative

Outcomes Overview
Jan. 29, 2015
Sharlet Teigen, Sr. Partner
The Purpose

"to re-launch N SIP as a new and improved genetic selection tool and to increase membership and use of the technology"
The Process

1. Int'l Case Studies
2. U.S. Attitude Study
3. Vision & Mission
4. Current Organization
5. Organizational Recommendations
6. Marketing Plan
Genetic Improvement Case Studies

Study Subjects

• **Sheep Genetics** (Australia)

• **English Beef and Lamb Executive/Signet** (U.K.)

• **American Angus Assn.** (U.S.)

Learnings

• Messaging and education tailored for audience

• Commercial producers must see economic value

• Thought leaders need to actively encourage participation

• Unified effort by entire industry

• Participation volume for most meaningful data

• Activate advocates
Attitude Study

Why and Who

- Awareness, understanding and acceptance
- Member satisfaction
- How to increase involvement
- Best ways to communicate
- Online survey – commercial, purebred, seedstock, feeders, educators
- Conducted September 25 and October 10, 2014
- 999 qualified respondents
  - Error rate of +/- 3.1% at the 95% confidence level (subsample error rates will be higher)
Attitude Study

Learnings - Awareness

- With only about half of U.S. producers familiar with NSIP, there is a significant opportunity to grow awareness.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Awareness (%)</th>
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<tbody>
<tr>
<td>LambPlan</td>
<td>29.2%</td>
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<td>American Lamb Board (ALB)</td>
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<td>57.6%</td>
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<td>13.9%</td>
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Less than half of producers understand the benefit from buying sheep with EBVs - especially true for producers with smaller flocks.
Attitude Study

Learnings – Understanding & Acceptance

- Only 10% have bought stock with EBVs

Participation in NSIP

- No, but have purchased animals with estimated breeding values (EBVs): 10%
- Yes, I am currently a member: 20%
- No: 62%
- Have been a member but am no longer a member: 8%
Attitude Study

Learnings - Satisfaction

- **Satisfaction among current members is high**
- Flock improvement and increased marketing opportunities are major benefits
- Losing memberships among breeds without adequate comparative info

![Satisfaction bar chart]

- Very satisfied: 37.8%
- Somewhat satisfied: 38.8%
- Neither satisfied nor dissatisfied: 16.3%
- Somewhat dissatisfied: 5.1%
- Very dissatisfied: 2.0%

76.6%
Attitude Study

Learnings – Communication

- More & relevant information about the NSIP is likely to increase desire to participate
- Emphasize financial benefit
- Peers and extension/university personnel are highly influential
- Extension likely to recommend

Likelihood of Extension Agents to Recommend NSIP to Sheep Producers

- Very Likely: 50%
- Somewhat Likely: 33%
- Neither Likely nor Unlikely: 11%
- Somewhat Unlikely: 3%
- Very Unlikely: 3%
Attitude Study

Learnings – Increase Involvement

- Sheep & breed association alliances
- Easier computer recordkeeping system
- 1st year trial membership

Somewhat or Very Familiar with Sheep Organizations

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Vision and Mission

**Vision**
America's genetic foundation for a profitable sheep industry

**Mission**
Provide predictable, economically-important genetic evaluation information to the American sheep industry by converting performance records into relevant decision-making tools
Organizational Recommendations

Staffing

• Executive director
Organizational Recommendations

Membership

• Near-term focus on sheep
  – Resources related to Roadmap
• Assess if enrollment fee structure adequately covers actual costs
• Continue trial membership but monitor conversions
• Increase number of animals
• Timely membership renewals and fee collections
Organizational Recommendations

Board of Directors

- Formalization of roles and responsibilities
- Strategic and oversight level once exec director is hired
- Orientation and training
- 10 enrolled flocks trigger breed and goat board member

Officers

- Board elect officers
- Officers must be current members of the board
Organizational Recommendations

Committees

• Executive
  – Assumes financial responsibility
• By-Laws and Structure - new
• Technical
  – Ultrasound Training Subcommittee
• Goat
• Member Services
• Communications - new
  – Industry Educator Subcommittee
Marketing Plan

Audiences

- **Membership Targets**
  - Seedstock and Purebred producers

- **U.S. Sheep Industry Educators**
  - extension specialists/agents

- **U.S. Sheep Industry Organizations**

- **Benefactor Targets**
  - Industry sectors which can add value to their operations by incorporating EBV's
  - Most important currently is commercial producers
Marketing Plan
The NSIP Brand
Marketing Plan

Brand Management Strategy

- Messages
- Members use of logo, etc.
- Website

www.NSIP.org
Marketing Plan

Communications Strategy

- Presentations
- Newsletters
- Media relations
- Advertising
- Social media

www.Facebook.com/NationalSheepImprovementProgram
Marketing Plan

Education Strategy

- Fact sheets
- Pedigree Master tutorials
- Videos
- Industry educator training and resources
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