LET'S GROW

An American Sheep Industry Association Initiative
Scope of Work in 2012

- Focus on efficiency in sheep production
- TwoPLUS
- Coordinate with Universities, Extension, state associations and lamb and wool companies
New Producer Toolkit

• Teach new producers about the production of safe and wholesome food and fiber
• ASI’s Sheep Production Handbook
• Educational opportunities
Sheep SD Project

- Fund program to help sheep producers enter and expand into the industry
- Three-year program provides curriculum to equip new sheep producers with production and land stewardship knowledge

www.growourflock.org
I'm convinced the best way to grow my flock is by retaining by own ewe lambs. I would like to expand my ewe numbers from 225 to more than 500.

CURT CLINE - OHIO

RESOURCES

A variety of resources and materials are available for you to learn about the Let's Grow campaign. Whether you are new to the industry or wanting to participate in the twoPLUS program, you will find some valuable information here regarding sheep production. For more industry resources, visit WWW.SHEEPUSA.ORG/ONLINE_RESOURCES.

LET'S GROW WITH TWOPLUS VIDEO

LET'S GROW MEDIA CAMPAIGN
Focus in 2013 - Production Efficiencies

- Additional management practice tips
- Mentor grant for state sheep associations
- Continued support of SheepSD
- Sheep Community of Practice to eXtension
- More webinars hosted on sheep production

www.growourflock.org
Credit needs for producers

- ASI approved use of National Sheep Loan Fund of National Livestock Producers Association to support Lets Grow initiative

- Developing a fixed rate fixed term loan program for purchase of breeding stock
  - Transition of one generation sheep operation to the next
  - Expansion with newer producers
Markets

- Livestock Market Information Center analysts show the lamb market corrects in less than a year historically.
- Imported lamb
- Record high beef
- Cost of feed
  - Grain less/Hay or grass?
• USDA initiatives:
  – LRP Lamb
  – Mandatory Price Reporting
  – Section 32 lamb meat purchase
  – Lamb / Mutton definition
  – GIPSA
  – American Lamb Checkoff
    • Industry Assessment