Susan Shultz
OH Chair
Let’s Grow Committee

John Fine – OR
Ben Lehfeldt – MT
Wes Limesand – ND
Lesa Eidman – CA
Dr. Stanley Poe – IN
Rick Powers – SC/TX
Rob Rule – IA
Bill Sparrow – NC
Dr. Dennis Stiffler – TX
Mike Osguthorpe – Utah
Wes Moser – IA
Mission Statement

“That’s our new mission statement.”
Mission Statement

To support, promote and ensure the U.S. sheep industry's future through the development of innovative and sustainable initiatives that increase the productivity, profitability and growth of the American sheep industry, which will further enhance domestic wool and lamb production.
Industry Challenge: Decline in U.S. Lamb Production

Imports = Domestic
PRODUCTIVITY

LBS of product produced/animal
Graph 13. January 1 Cattle Inventory and Commercial Beef Production - United States

- More beef per animal
- Less cost/lb.
Australian sheep inventory and lamb production

Source: ABARE 2014

- More lamb per ewe
- Less cost/lb.
Little increase in productivity
Let’s Grow Grants Designed to increase US sheep industry productivity
About the “Let’s Grow” Funding Program

ASI has appropriated approximately $350,000 annually for fiscal years 2015, 2016 and 2017 to be used by producer groups to invest to achieve the goals of the Productivity Improvement Committee of the sheep industries roadmap:
Goals of the Productivity Improvement Committee of the sheep industries roadmap:

- Support the adoption of quantitative genetics by the U.S. sheep industries.
- Support a national initiative to establish and support producer groups that are committed to improving producer productivity, which shall include adopting new technology and using best management practices.

Let’s Grow has assumed the responsibilities of the Roadmap Productivity Committee.
High Priorities for Grant Funding

- Projects and programs that support the Sheep Industry Roadmap *Productivity* Goals.

- Projects and programs that support the mission of the Let’s Grow Committee.
High Priorities for Grant Funding

- Projects and programs that have National, Multi-state and Regional impact and have long term *productivity* advancing implications.
High Priorities for Grant Funding

- Concepts that contribute to strengthening industry infrastructure needs.

- Projects and programs that improve seasonality of supply, reduce market volatility and drive the industry’s ability to deliver a more uniform, consistent lamb and wool product to customers and ultimately the consumers.
Low Priorities for Grant Funding

• The purchase of equipment, buildings, sheep and other capital items tied to a single operation – personal assets and assets with limited use.

• Travel to conventions and conferences.

• Payment of convention and conference registration fees.
Let’s Grow Project Grants to date

Four rounds of grants funded

- 50 grants approved totaling more than $865,000
- Round five deadline April 20, 2017
B.H.A.G.

- Big
- Hairy
- Audacious
- Goals
Audacious

- extremely bold or daring; recklessly brave; fearless:
- extremely original; without restriction to prior ideas; highly inventive:
- recklessly bold in defiance of convention, propriety, law, or the like; insolent; brazen.
- lively; unrestrained; uninhibited.
More project information available at:
http://www.sheepusa.org/Growourflock_FundedProjects
Facebook.com/LetsGrowASI
www.sheepusa.org/Growourflock
“Our Lets Grow Program is a Great way to Find positive ways to Break traditional ways of doing business, to make better the Industry that we ALL Love and want to make money doing! We MUST find ways to keep up with a changing world market and our Committee’s focus is to help lead us into the future!”

Mike Corn, N.M.
ALAN CULHAM
LET’S GROW PROGRAM COORDINATOR

5108 East Howell Road
Webberville, MI 48892-9753
Telephone (517) 896-7378
Email: alan@sheepusa.org