

J-DSANA

Journal of the Dairy Sheep Association of North America
Le Journal de l'Association des Producteurs d'Ovins Laitiers d'Amerique du Nord

ASI's Let's Grow with two PLUS Campaign

In 2011, Kroger, one of the nations' largest grocery store chains, launched an American lamb branded campaign and Super Walmart made a commitment to carry American lamb exclusively in its stores. With lamb processors clamoring for a greater supply of lamb and the nontraditional market channels, on-farm sales, farmers markets and small processors, taking one-third of the U.S. lamb crop the industry must find a way to fill these demands.

Lamb prices are at an all-time high, the wool market is its highest since 1989, and the cull ewe and pelt markets are proving to be lucrative. The concern about meeting the demand

for lamb and wool products in the US is growing.

A strategy to increase the number of sheep in production is vital for long-term industry sustainability, which is why the American Sheep Industry developed the Let's Grow with twoPLUS Campaign.

With three goals in mind, the primary objective of this campaign is to encourage current producers to expand their sheep numbers by 2014. This initiative will result in 315,000 more lambs and 2 million more pounds of wool for the industry to market.

By implementing pre-breeding and pre-lambing

management tools like flushing, teaser bucks, cross breeding and nutrition, increasing the average birthrate per ewe to two lambs per year can become a reality. And although the industry will never do away with predator and disease issues, there are mortality reduction tools out there for those experiencing problems. A great resource for producers to learn about these practices is the SID handbook that ASI has produced. By being on the cutting edge of management practices and new technology, the industry can increase both the lamb birth rate and lower lamb mortality rates.

Goal 1

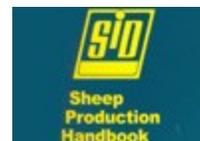
Encourage producers to increase the size of their operation by two ewes per flock or by two ewes per 100 by 2014.

Goal 2

Encourage sheep producers to increase the average birthrate per ewe to two lambs per year.

Goal 3

Encourage producers to increase the harvested lamb crop by 2 percent – taking it from 108 percent to 110 percent.



SHEEP PRODUCTION HANDBOOK
Now includes a CD-ROM.

This reference handbook, covering the basics of sheep production, is for beginner and experienced sheep producers alike. Topics include Sheep Breeding, Forages, Handling, Health, Management, Marketing, Nutrition, Predator Control, Quality Assurance, Reproduction, Sheep Care, Wool, and Contact Lists for State Extension Personnel, State Extension Veterinarians and State Animal Health Officers.

Price: \$74.45 each

President's Greetings

Hello Members,

I am glad to announce that spring has come. Many of you, I am sure, have had a long winter. I hope the ewes have been able to lamb out and start milking. The historic high price of feeder and fat lambs should help all of us for the rest of the year.

The DSANA board has been working on the 17th Dairy Sheep Symposium to be held in Petaluma, California. Cindy Callahan and Marcia Barinaga have graciously agreed to host the symposium. The dates are November 3rd 4th and 5th. The ladies have promised no snow or ice but it might rain. Their web site, www.DSANA.org, is being updated daily with information on the symposium or call me at 308-235-5900.

I am looking forward to the farms visits to Bellwether Farms and Barinaga Ranch that the ladies own. The travel time will only be 30 minutes to see 2 of the longest working farmstead sheep dairys and cheese makers in the US. We will certainly have time to visit each farm's dairy and cheese facility but we are also planning demonstrations on artificial insemination and pregnancy checking of ewes.

The program for the meeting is getting close to being set. We will have speakers on AI and preg checking of ewes during the first two days. We are working on getting a Veterinarian from Germany that has consulted in all of the European countries on sheep dairies. The speakers for cheese making are being selected from the West Coast Universities to provide us the details of the research that they have been doing in the west.

Cindy Callahan has offered to organize a tour on Sunday the 6th for those that are interested in visiting the local food and wine sights. If you look at a map you will see that Petaluma is located 60 miles north of San Francisco between the Napa Valley wine vineyards and the Pacific Ocean with all of its sea food. This will be an optional event for those that have an extra day.

This is the first time the Great Lakes Dairy Sheep Symposium will be held on the west coast. I hope you can make it.

Bill Halligan

Bill Halligan,
President DSANA

*17th Dairy
Sheep
Symposium
Petaluma, CA
November 3-5*

The DSANA Board has had 2 conference calls since the Eau Claire Annual Meeting. No motions were made during the meetings. We had a very good discussion on the 17th Symposium in Petaluma, Ca. The symposium is looking great and being on the West Coast is going to give us access to some new speakers and sights.

We have one tabled motion from the Eau Claire Annual Meeting and that is on the changing of the Symposium's name. This was tabled until the annual meeting in November at Petaluma.

For those who are new to the industry,

Be a part of Howard Wyman Sheep Leadership School

The Howard Wyman Leadership School is an intensive three to four day program balancing classroom time, site tours, and one-on-one exchanges through small group study sessions. Participants have the opportunity to listen to industry leaders, academic experts, and to form long-term connections with other producers representing a wide variety of sheep operations from all parts of the country.

Conversations with other members of the sheep industry whether as instructors or fellow students are valuable networking opportunities, offering participants new ideas and new resources useful in their own sheep operations.

The National Lamb Feeders Association supports the Leadership School financially; however, it is the individual Program Coordinators from the regional Universities who guide the program content and organize tours of lamb processors, pelt processing facilities, auction yards, feedlots, and local sheep operations.

The Leadership School began in 1986. The first school was held in Fort Collins, CO and every summer over the past 25 years, the school location has rotated between Sioux Falls, SD, San Angelo, TX, Greeley, CO, Columbus, OH and Dixon, CA.

Participants must be 20 years of age to apply. The application process consists of a written essay. A group of approximately 25 participants is selected for each school.

Cost to the individual participant consists of their transportation to the selected school site, plus a \$200 per person registration fee. NLFA provides meals and lodging for the participants, as well as the cost of the site tours and program supplies.

For more information, contact NLFA or visit www.nlfa-sheep.org.

What Our Students Are Saying

“Thank you for selecting me to attend the Howard Wyman Leadership School, what a great experience. I thought the whole program was very informative and well planned and I especially enjoyed the tours, all of the people are assets to the sheep industry.”

“I was impressed with the operators who defined their sheep operation in terms of a business. Some producers try to categorize agriculture into its own category, but it was inspiring to see people be successful business men while preserving animal husbandry, environmental stewardship, and social responsibility.”



LAMB MARKET UPDATE

During the first half of 2011, U.S. Federally Inspected sheep and lamb slaughter totaled 1.09 million head, about 127,000 head less than 2010's. Yearling lamb slaughter was down 10%, with cull ewe slaughter 14% below last year's. Slaughter reduction was due to a further decline in the flock size (down 2% as of January 1, 2011), continued disappearance of feeder and slaughter lambs into the non-traditional market, and some modest increase in retention of animals for breeding flock expansion. Despite higher feed costs, average lamb dressed weights were two pounds heavier, thus lamb production for January through June was down 8% from last year.

HIGH HAY PRICES EXPECTED TO CONTINUE

USDA-NASS's Monthly Agricultural Prices provide a snapshot at the national average weighted price for feedstuffs. On a national basis, since the beginning of the new hay year, May 1, alfalfa set record high prices in both May and June. In June, the national hay price for alfalfa was \$180 per ton, 51% above a year ago. Other hay came in at \$113 per ton, 14% higher than June 2010. The resulting national all hay average price settled at \$163 per ton, a 43% year-over-year gain. With the results of the USDA-NASS June Acreage report (released June 30th) it looks like high hay prices will continue.

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Editorial

It doesn't take more than a glance at this issue of the Dairy Sheep Association's newsletter to see there isn't much about dairy sheep in it. This is a very turbulent time in the industry as a whole and we as dairy producers need to be aware of what's going on, how it affects us and more importantly, how to benefit from it. In order to maximize our operations I don't believe it can be just about the milk. So in this issue, you'll read about ASI's 2+2+2=Rebuild campaign. Check out the ASI website and another great site, www.growourflock.com for more information.

When I first got involved in raising sheep, I went to the Howard Wyman Sheep Leadership School when it was in Greeley, CO. I was the first dairy producer to attend and as far as I know, I'm the last one too. Which is too bad for everyone concerned. We're missing two great opportunities; the first is to educate and promote dairy to people who already have sheep and the second is to meet the men and women who are the backbone of the industry and learn firsthand what happens after your lambs leave the

farm. It's just my personal opinion, but I think it would be great to send a representative from DSANA to the school and then have them report back either at the symposium or through this newsletter.

There's also a quick update from the Livestock Marketing Information Center (www.lmic.info) on lambs and hay production and prices. Since this newsletter comes out only three times a year, it isn't a great forum for publishing current market prices. But I thought it might be interesting to see how the markets are faring overall.

And on a final note, the newsletter's next issue is due to arrive right before the symposium. I'd like to focus on the hot topics for the conference: AI and ewe preg checking. I might be the only one, but I'd like to have at least some knowledge and background before I get to Petaluma. I'd also like to write a story on our speakers. Please call or email me if you have any ideas for articles or people to interview.

Terry