

Ontario Goat was mandated to address three key priorities as part of the voluntary check-off program for dairy goat producers that began in January 2014. This is a summary of work completed to date.

PRODUCER & INDUSTRY COMMUNICATIONS

Goal: To speak up for and promote a positive image of the Ontario goat industry

- Liaise with OMAFRA and CFIA on a number of goat issues, respond to requests for information from government and industry partners, member of a number of industry organizations advocating for goat industry needs and issues, participate in Outdoor Farm Show, Canadian Dairy Expo, Grey-Bruce Goat Day, Goat Education Center at the Royal Agricultural Winter Fair, OMAFRA's annual Queen's Park Industry Day for MPPs, speak at a number of industry and educational meetings, provide educational resources to fairs, schools, service groups

Goal: Develop resources to help goat producers with production challenges and opportunities

- Goat Best Management Practices manual, Goat Reproductive Management booklet, Non-surgical embryo transfer and AI pilot project, CAE prevalence study, Goat Producer Workshops, Colostrum Management booklet, On-farm animal welfare resource development, Hypothermia Chart, On-Farm Biosecurity Standards, Dry Doe Management, Goat Gazette e-newsletter

Goal: Ensure timely communications with goat producers

- Quarterly issues of the Alliance magazine, quarterly OG Member Updates, weekly E-Update, monthly Goat Gazette e-newsletter, Scrapie factsheets and communications to industry

CONSUMER MARKETING & PROMOTIONS

Goal: To better understand consumer perceptions and usage of goat products

- Market research on consumer attitudes for goat milk and goat milk products, industry meetings with brokers, processors and retailers, analysis of foodservice and health care sector opportunities for goat dairy products, ethnic meat marketing research, literature review of human health benefits of goat milk

Goal: Collaborate with industry partners to promote goat cheese

- Partnering with DFO to study the feasibility of a branded Ontario cheese program, secured funding for pilot phase of joint OG-DFO-processor-retailer cheese initiative, www.ontariogoatcheese.ca, social media presence, partnered with Foodland Ontario to promote goat cheese— radio ads, Delicious Food Show, recipe development, media promotions

Goal: To promote a positive image for the Ontario goat industry

- Organized the goat milking demonstrations at the Royal Agricultural Winter Fair, developed consumer nutritional factsheets for goat milk and meat, proactive media presence, requests for information from consumers and industry partners, distribution of recipe cards to retailers and processors

COST OF PRODUCTION

Goal: To collect third party data as part of the COP pilot project

- Secured funding for the pilot project to develop the COP model and collect data for the first year, collaborated with industry steering committee and DFO to finalize the goat COP model, secured 14 volunteer pilot farms, third party independent collection and analysis, year one report finalized and released

Goal: To secure funding for additional data collection to establish benchmarks

- Secured funding for three additional years of data collection 2015-2016-2017; increased number of farms participating to 20; funding for the development of a user guide and benchmarking tool

ADDITIONAL PRIORITY AREAS

In addition to the three priorities, Ontario Goat has addressed the following issues and projects on behalf of the Ontario goat industry:

- Working with CFIA on how upcoming goat traceability regulations will impact Ontario goat producers, completed tag trials for CFIA approval, partnered with Farm & Food Care on resources for goat handling and euthanasia, MOU with OSPCA to protect Ontario's goat producers and assist with on-farm calls, slaughter without stunning, seeking funding for scrapie resistance testing, CAE testing and eradication protocols, extra-label drug use and limited access to products for goat producers, antimicrobial resistance in food producing animals, international trade impacts with CETA, Advanced Payment Program for goats and more!

RETURN ON INVESTMENT

\$\$ Total Check-off Funds collected (January 2014 to July 2015) = \$230,154.83

\$\$ Total Funding Leveraged by Ontario Goat (January 2014 to July 2015) = \$1,415,648.00

FOR EVERY \$1.00 INVESTED BY GOAT PRODUCERS

★ ONTARIO GOAT HAS ACCESSED \$6.15 IN ADDITIONAL FUNDING ★

6:1 return on your investment that directly impacts the viability and sustainability of your industry!

For more information please see the full report prepared by Ontario Goat. Thank you for your continued support!

Proudly representing Ontario's goat farmers with a united voice.